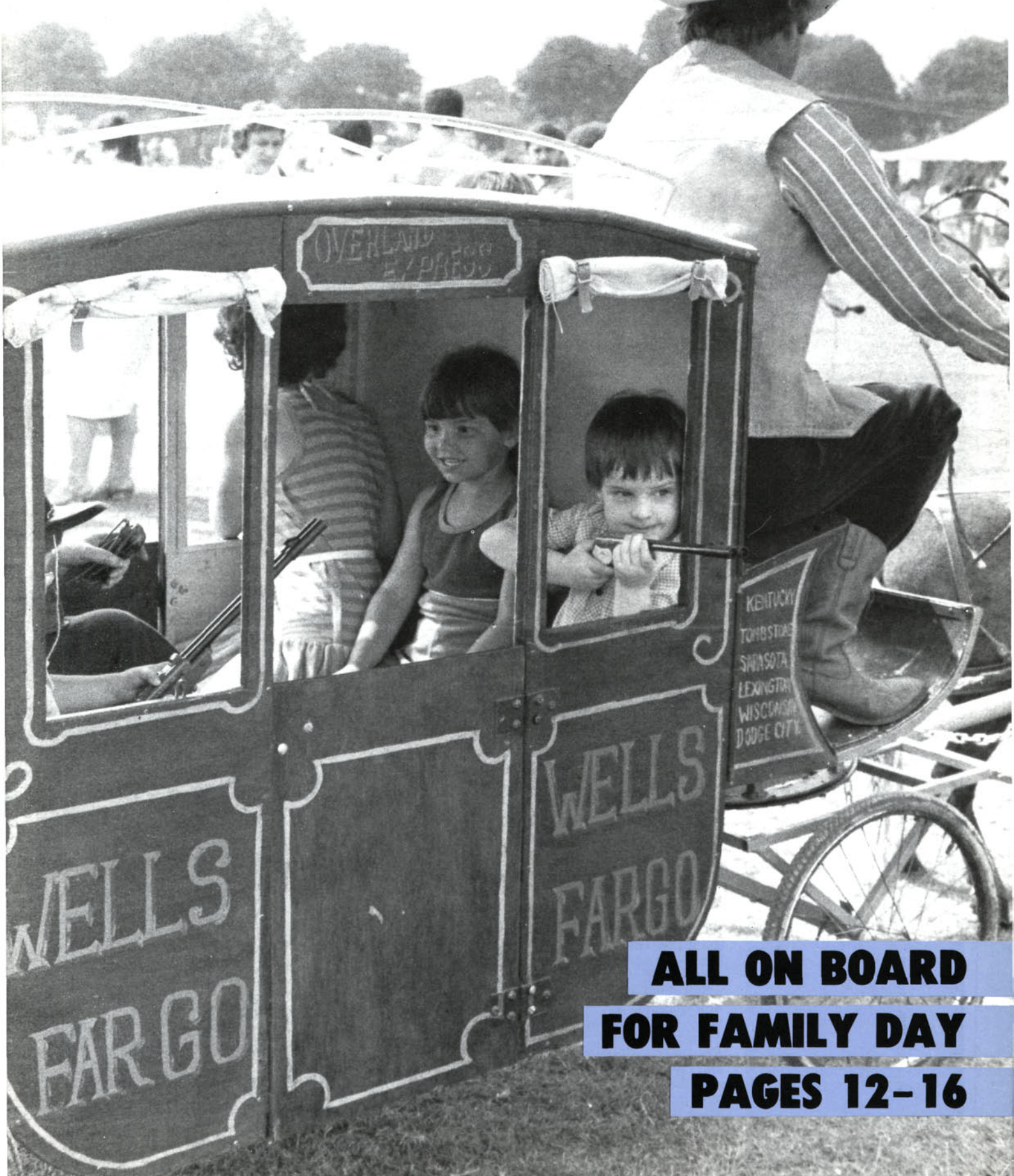


JS JOURNAL

July 1984



**ALL ON BOARD
FOR FAMILY DAY
PAGES 12-16**

JS JOURNAL

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Cover story

The Wells Fargo stage coach rides proved an irresistible attraction for the children on Family Day held on June 17.

And the Shetland ponies which pulled the coaches had never been so pampered by so many sticky hands.

For more pictures see pages 12-16.

Openings

July sees the opening of:

Penge Homebase, Oakfield Road, Penge, on Monday, July 16 at 9.00am.

NEWS



The Duke of Gloucester (left) presents Joe Barnes with the gold award.

Royal thank you for cancer money

HIS ROYAL Highness the Duke of Gloucester, Patron of the Cancer Research Campaign, presented Sainsbury's with a gold award and five silver awards following an outstanding year of fundraising undertaken by JS staff in aid of the national charity. In the year 1982/83, staff

collected a phenomenal £190,000 towards the one million pound target set in January 1982 by the 500 Group.

This group was formed by businessmen to encourage staff in industry and commerce to raise money for a specific cancer

research project (ref *JSJ* March 1982).

On May 15, at a special reception, Joe Barnes, retail director, accepted the gold award on behalf of the company. The five area directors collected the silver awards on behalf of all Sainsbury's staff.

Foster on wine

CELEBRATED wine writer, William Foster, is Sainsbury's new wine speaker.

The service has been introduced by JS for interested groups of 50 people or more.

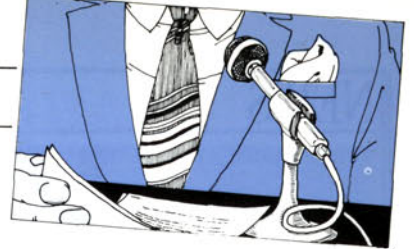
William Foster is a highly respected wine writer and journalist. He was three times Glenfiddich Wine Writer of the Year and in 1979 won the Taitinger Prize for the year's best article on champagne.

He travels widely in the wine countries of the world, talking to growers and shippers, visiting vineyards and cellars and tasting the wines. For five years he was the wine correspondent for *Homes and Gardens* and now writes about wine for a variety of newspapers and magazines including the *Sunday Telegraph Magazine*, *The Scotsman*, *Reader's Digest*, *World Medicine* and *Family Circle*.

William Foster is also secretary and treasurer of the Circle of Wine Writers.



The Chairman talks shop



SHOPEX International 1984, the only exhibition in the world exclusively devoted to shop-fittings and retail design, was opened by the Chairman, Sir John Sainsbury, on June 11.

Addressing a group of 222 exhibitors at Olympia International Exhibition Centre in London, Sir John made the following points when referring to the retail industry in general:

'How often is the significance of a strong and healthy retail sector really appreciated? I suppose it is a commentary on our times, or our media, that industrial decline makes a better headline than good news about distribution.

'But it must always be remembered that industry depends on the efficient distribution of its goods. Excellence in production is of little value if it is not matched by corresponding excellence in distribution and marketing, in having the right products in the right place at the right time to serve the customer. I suggest that British industry is in fact extremely well served by this country's shopkeepers, whether they be the private retailer, the great department and variety stores or the chain stores.

'Nowhere in Europe is there greater diversity or efficiency in retailing than there is in Great Britain. Whatever the deficiencies may be in productivity and innovation in some parts of British industry, there is no lack of vitality, no lack of innovation, and no shortage of improved efficiency and productivity amongst Britain's shopkeepers.

'We have been described as a nation of shopkeepers, a description which certainly delights me.

It is a happy thought that what was intended as a Gallic insult in the 19th century should be regarded as a compliment in the 20th.

'It is only too evident in these days of worldwide unemployment that it is the service industries where the greatest hope lies for the future expansion of employment and the creation of new wealth.'

Sir John then went on to say: 'Today, no less than 64 per cent of the national workforce is employed in what is defined as

per cent of all part time workers employed in the retail business.

'Two million people in retailing is twice as many as the combined total of all those employed in agriculture, coal mining and the car industry.'

Referring to the secret of retail success, Sir John emphasised: 'There is no more important ingredient for successful growth in retailing than uniqueness.'

'Remember too how fast changing retailing is. An obvious example is to be seen in the food trade with the growth of

shopex 84

INTERNATIONAL

the service industries. Those service industries have created one and a half million more jobs in the last ten years, at the very time when manufacturing industries were shedding two million employees. There should be little doubt amongst those who know these figures that, however important it is to the nation to have prosperous and expanding manufacturing industries, we must look to the service trades and businesses if we are to turn back the hideous tide of rising unemployment.

'Of the 13 million people employed in service industries over two million are in retailing. This is over ten per cent of the total workforce of the country. Amongst part timers the proportion is even higher with nearly 20

supermarkets. Think back to the pattern of food retailing 20 years ago; compare the shops that the most successful retailers are opening today with those they opened ten years ago.

'In my company's case the average size of store has increased by 50 per cent in that period. We have no more shops than we had in 1950, the year I joined our business, and yet the amount of goods we sell has multiplied by over 20 times.

'Larger shops have had a major effect in substantially reducing the cost of food distribution, as well as providing the public with greater convenience and greater choice.

'But that is only one example of radical change from that sector of retailing that I know most

about. There has been radical change in all sectors of distribution.

'And what fuels change and innovation and brings success to some and, sadly, disaster to others is none other than competition—competition for who can best provide the customer with what she wants.

'My advice therefore to all exhibitors is, never under-estimate just how competitive all retailing is. To serve retailers well you must constantly be matching that competition in your efforts to provide us with goods and services of outstanding value, that will enable us to serve our customers better. You must always be studying our customers and their changing needs and you must always be perceptive in understanding the different needs of different retailers and responding to those divergent and varied requirements.

'Our company is investing at the rate of £500,000 a day every day of the year. Admittedly we have the largest investment programme in retailing, but last year, retail investment nationally totalled over £2.1 billion, with a further £1.2 billion in wholesale distribution. That is a measure of the amount of development, of change and innovation in retailing and distribution. Together it represents about 60 per cent of total investment in all manufacturing industry. It has grown by 40 per cent in the last five years whilst sadly investment in manufacturing has declined by 18 per cent in the same period.

'Retailing is a thriving trade that is serving the nation well. It provides great opportunities for all who in their turn, serve it well.'

Award of excellence for the Journal

CHAMPAGNE CORKS have been popping in the *Journal* office since the *JS Journal* received an award of excellence from the British Association of Industrial Editors.

This professional body runs an annual 'Editing for Industry' competition for house/staff magazines. There are several different categories under which magazines may be entered and judged and the *JS Journal* was entered for internal staff journals with a circulation of over 10,000.

An independent judge from the fields of journalism and communication commented that the *JS Journal* was a 'well thought out and well produced monthly; economical and making excellent use of two colours to achieve

results which many four-colour publications in this competition failed to match.' He went on to comment 'a good balance of news and features, some excellent special subjects—particularly the no-nonsense business news and the nicely produced archives . . . The piece de resistance is the splendid news in brief pages' he said. The judge called the *Journal* an 'inspired performance' and congratulated all those involved.

Yvonne Burke, associate editor, received the Award of Excellence in Bristol on May 18. 'We would like to thank all those who continually contribute information, answer our ceaseless questions and smile at our cameras.'



Yvonne Burke (left) and assistant editor, Ann Grain.



Cottage for the conservationists . . .

A SPECIAL JS donation will enable thousands of people to see more of the South East's industrial heritage.

Amberley Chalk Pit museum, in West Sussex, aims to show the development of the typical industries of the South East and ensure that important relics which cannot be preserved on their original sites may be retained in safety for future generations.

When Sainsbury's acquired land in Westhampnett, Chichester, to build a new store, Brian Johnson, vice chairman of the museum's trustees, wrote to JS with a plea.

On the site was a cottage between 150 and 170 years old, containing materials of urgent use to the museum. Brian knew that the cottage's tiles, wood and bricks would be ideal to complete the replica rural brickyard and pottery complex which is at present under construction at the museum.

He asked JS for permission to organise a reclamation of materials.

The company wrote to Brian Johnson donating the cottage to the museum and agreeing that he could begin reclamation. Ar-

rangements were then made which ensured that the operation was carried out with maximum safety precautions.

Experienced volunteers from the museum began the piece by piece demolition task on May 8.

Said Brian: 'It took just two days using two teams of six volunteers each. We adopted a method of placing a large flat trailer next to the building to be demolished. The materials to be reclaimed were transferred to the trailer without even touching the ground and the trailer was then driven directly to the museum. It was a very economical procedure.'

'The materials will be used in the building of a pottery shed for the museum. By autumn this will house our first full time potter—Tim Stampton—and an exhibition of brickmaking and the history of pottery.'

The museum at Houghton Bridge, Amberley, is set in 36 acres of former chalk quarry and limeworks. It is run by a charitable trust and survives without local authority assistance or regular grants. In summer 1983 the museum welcomed over 50,000 visitors.

Business game winners

FOLLOWING MONTHS of cut-throat deals and decision making, the Executive Club's Business Game came to an end on June 11.

All 27 teams gathered in Stamford House staff restaurant for the presentation and buffet and eagerly awaited final results.

Played in ten rounds the game's winner was the most profitable team at the end of the last round and that team was Stable Products. They were closely followed by Cowboys Ltd and in third place came Agripon plc.

Chris Ellwood, umpire, congratulated all the teams on their initiative and business sense. 'But

above all' he said 'I hope you have really enjoyed yourselves. I certainly felt it was an exciting competition.'

David Sainsbury, finance director, also congratulated all the teams and presented the winners, Simon Titley, pies and sausages, Jeremy Labram, grocery iii and Matthew Kirk, non-foods iii, with a case of JS Champagne. Mixed cases of JS wines were awarded to the runners up and third team.

A special prize was also presented to Osman Ure, the team which improved most over the last four rounds.





... and cottages for the community

BOWTHORPE Community Trust's appeal was recently given a £1,000 boost by Sainsbury's Charitable Trust.

Tom Parkins, manager of Bowthorpe branch, presented Rev Ray Simpson, Chairman of the Trust's steering committee with the cheque. The money will be used to help convert two old farm cottages into

a centre for the disabled, unemployed and elderly.

In the picture, (left to right, are) Barbara Fox (house warden), Peter Tomlinson, (workshop manager), Tom Parkins, Barbara Tomlinson, June Ward (appeal treasurer) with David Tomlinson and, extreme right, the Rev Ray Simpson.

School share

SAINSBURY'S recently sponsored a countrywide competition for schools organised by the Wider Share Ownership Council (WSOC).

Since 1979 the numbers of staff share owners in public listed companies has increased significantly. In order to encourage even greater ownership of shares



in British companies by employees and savers generally, WSOC organised an essay competition for the businessmen and women of the future.

Entrants were invited to pre-

sent to a company chairman the case for or against the introduction of an employee share scheme, taking into account the advantages and disadvantages for both the company and the employees. Information about Sainsbury's share schemes was available to all participants, on request.

On May 10 at the House of Commons, the winners of the first prize, Padgate County High School, were presented with a micro-computer by David Sainsbury, finance director.

Holding a note

MUSIC HATH charms to soothe the savage breast. Is this why, when the new telephones appeared at Blackfriars on June 18, they brought music to the ears.

From now on callers can hum along to Strauss while holding!

Next month we take a more in depth look at the new system.

PROPERTY

REVISED plans have been presented to Trafford planning committee for a 45,000 sq ft JS supermarket in **Altrincham** town centre.

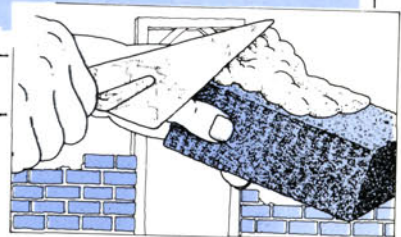
Planning permission has been granted for a 53,000 sq ft superstore to be built at **Moreton Hall** estate.

Essex county council has given the go ahead for a supermarket to be built at **Stanway**, Colchester.

Plans to extend **Burpham** store by a third of its present size (48,000 sq ft) have been approved by Surrey county council.

JS plans for a supermarket of 22,000 sq ft sales area, to be built in **Lancaster**, have been approved by the city planning committee. The development includes a 359 space car park.

Revised proposals for a supermarket at North Road, **Pinner**, have been given the go-ahead by Harrow Council.



Sainsbury's plans for a 50,000 sq ft store and a 30,000 sq ft Homebase in Boroughbridge Road, **York**, have been rejected after a second appeal.

Plans to extend **Chichester** branch by 12,700 sq ft have been approved by Chichester Development control committee.

Sainsbury's has submitted plans for a store to be built adjacent to the site of **Fulham** power station.

JS plans for a 55,000 sq ft supermarket in **Stockport**, have been approved by the city council.

The company has submitted plans for a 35,000 sq ft Homebase to be built adjoining the store at **Rayleigh Weir**.

HOMEBASE OPENINGS

HENDON

HENDON HOMEBASE in Rookery Lane, the 15th house and garden centre to date, opened in the nick of time on Thursday, May 24 at 9.00 am.

With the spring bank holiday only hours away, the new store was at the ready to cater for all DIY needs. Even for the simplest jobs like knocking in a nail, an overwhelming choice of 36 hammers was available. Thumbs up for Homebase!

Eager customers were greeted by Dino Adriano, director and general manager and Terry Nicholson, manager.

Stan Wilson was the first in the queue and had been waiting for the doors to open since 8.30 am. 'I've been willing this new store to open. What I'm after is an apple tree. The hole in my garden has been dug for weeks.'

One of the greatest attractions, with gardens everywhere begging attention, was the garden centre. Many customers were heard to compare it to the Chelsea Flower Show. 'Some of the blooms are just as perfect and beautiful' said one Homebase fan.

Heading the team and supervising all activities and shop floor personnel is Terry Nicholson, previously manager of Nottingham. 'This store has opened in an area of strong DIY competition, but I know we'll succeed because we are the only ones to offer the Sainsbury's service in DIY. Quite a few of my staff have come from local competition and can't get over the difference. If they're impressed, the customer will be.'

The opening of the store created 80 new jobs, full and part time.



1. There are fir trees at the bottom of the garden.
2. Stan Wilson and his apple tree—his growing concern.
3. Pride of the architects. A view of the store's entrance.
4. In gear to start. Smiles just before opening.
5. Manager, Terence Nicholson (left) and deputy manager, Brian Else.



BRANCH OPENINGS



1



2



3

1. Left to right: Isabel Preto, office manager; Sue Lewis, assistant provisions manager; Claire Lawson, BPO; Karen Harcombe, trainee manager and Wilhena Jenkins, assistant checkout manager.
2. Manager, John Hammond (centre with striped tie) and the gentlemen of the management team.
3. Eccles cakes at the ready! Bracknell's bakery.
4. The store's entrance in the precinct.
5. Sir John Sainsbury with first customer, Beatrice Aitkinson.



4



5

REIGNING SUPREME in Princess Square, Bracknell branch opened its doors to loyal subjects at 9.30 am on May 15.

Situated in a new shopping development, queuing customers were celebrating not only the introduction of a bigger and better Sainsbury's but also the coming out of a new precinct soon to be overflowing with many other stores.

Just a stone's throw from the old branch, new Bracknell has a sales area of 26,383 sq ft, more than twice the size of the old store. Staff numbers have also necessarily increased.

'Although plenty of staff transferred from the old shop,' commented BPO, Claire Lawson. 'We also took on another 206 new staff bringing the numbers to 391. Old hands and new have mingled well together and have adapted very quickly to their new environment. There is already a great working relationship.'

Joyce Dent, hygiene assistant, one of the old hands, is delighted with her new home. 'This branch is lovely for both staff and customers. Modern fixtures and fittings and the wide aisles make life so much easier for both shopping and working.'

Other great attractions to customers are an in-store bakery, a delicatessen and extended shopping hours.

'We hope to attract more big spenders with our extra late night trading,' said manager, John Hammond. 'As well as offering traditional JS values, customers will see just how much the 1980s has to offer shopping. We are now well equipped to provide the sort of high powered shopping experience which the residents of Bracknell have previously been unable to enjoy.'

But customers couldn't hold back until the evening to enjoy this new 'shopping experience'. The queue formed well before opening, fronted by Beatrice Aitkinson and William Head. 'We can't wait to get in,' said Beatrice. 'I think I'm going to enjoy shopping here. I haven't come far, but I'd walk for miles to shop in this new store. It's magnificent, just what the town needs.'

For customers with cars, there is a multi-storey car park near the branch, with spaces for 625 vehicles, operated by NCP.

BRACKNELL

NEW PRODUCTS

SUMMER HAS arrived at last and it's time to head for the great outdoors armed with goodies from Sainsbury's.

Picnics may be enjoyed anywhere—at the races, a cricket match or on the river bank—so grab a picnic hamper and fill it with some of the latest new JS products.

A real pie full

FOR PIE loving picnickers, the bakery department has come up with the answer to satisfy all fruity cravings.

Apricot Pies and Blackcherry Pies join the existing range of three—Mince Pies, Bramley Apple and Blackcurrant.

Perfect for picnics, parties and packed lunches, Apricot Pies (58p) and Blackcherry Pies (62p) are available from 153 branches.

Slice into a tempting tart—JS's new Blackcurrant Bakewell.

Ideal for families great and small, this is made to the traditional Bakewell recipe with a delicious blackcurrant filling.

Blackcurrant Bakewell costs 59p and is available from 78 branches.

Summer sandwiches

OUTDOOR LIVING is healthy living and three new types of sandwiches are the latest in 'health products' from JS.

To suit all tastes, the sandwiches are filled with: Stilton Cheese with Celery (65p); Cottage Cheese with Celery, Apple and Chives (55p) and Corned Beef with Watercress and Horseradish (55p). These great fillings are sandwiched between wholesome granary bread—two rounds to a pack.

They can also be enjoyed indoors—ideal for quick lunches at work, or even for a break when shopping.

Freshly made sandwiches are available from 18 branches.

A July rosé

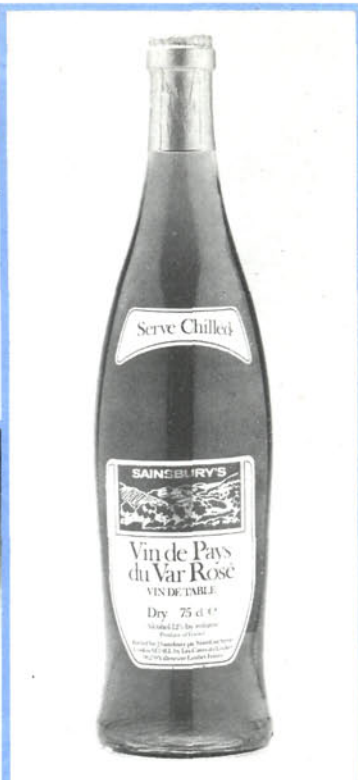
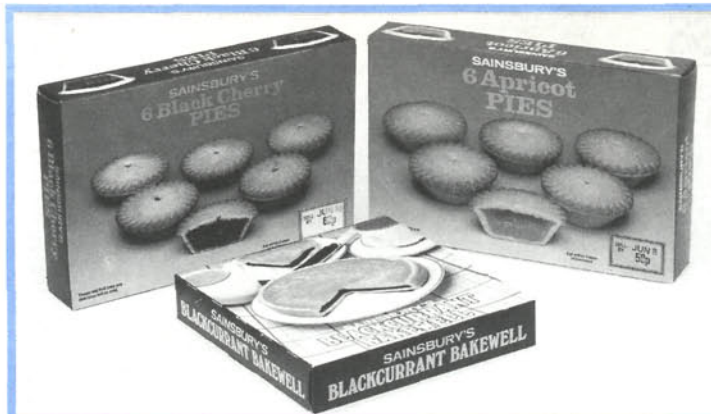
TO HELP the picnic go down well, what better than wine of the month for July—JS's Vin de Pays du Var Rosé.

A fruity rosé from Southern France, this is a pleasantly dry wine to be served with a variety of foods, or just on its own.

Best served chilled, Vin de Pays du Var Rosé costs £1.89 (70cl) and is available from 114 branches.

Iced fruit

A REFRESHING, light summer sweet is sorbet. JS have two new



varieties of Sorbet Mix on their shelves ready for when things need cooling down.

Raspberry and Blackcurrant flavours are deliciously fruity and thirst quenching. Whisk with water and serve with, for example, fresh fruit.

New flavoured Sorbet Mix costs 26p (105g) and is available from 215 (Blackcurrant) and 157 (Raspberry) branches.

A pizza this

DINING al fresco needn't be far from home. In the back garden, with the cooker close to hand, two new JS products will be ideal.

For healthy eating, try new Fresh Wholemeal Pizza with Cheese and a selection of Vegetables. The firm wholemeal base is topped with aubergines, courgettes, peppers and mushrooms and a generous pile of cheese. Very tempting whether hot or cold, these cost only 56p (240g) and are available from 96 branches.

For the barbecue

A MEATY meal can be had with JS's new Fresh Quick Cook ¼ lb Beef Burgers. Made from 100 per cent beef and a touch of seasoning, these can be grilled, fried or barbecued in just four minutes to

give a succulent, tender hunk of meat. Costing 82p for two, new Quick Cook Burgers are available from all branches.

Savour it

TO ACCOMPANY crisp salads, sausage rolls or cold meats, try a new style JS Savoury Rice.

The Savoury Rice range has been restyled and put into foil sachets. The existing Tomato or Saffron (29p each) and Curry Savoury Rice (26p) are joined by Golden Vegetable, Sweet and Sour and Chicken and Sweetcorn Savoury Rice, all at 33p (125g).

Savour Sainsbury's new style rice, available from 215 branches.



This is the year of the yogurt

YUMMY YOGURTS are delightful anytime of year, but JS have three new ranges, just in time for July jaunts.

Dairy Thick Yogurts come in three fruity varieties—Raspberry

and Passion Fruit, Citrus Fruits and Fruits of the Forest. With a truly luxurious taste, these yogurts are made in the churn using full cream milk to give a thick, creamy texture and taste.

Costing 17p (150g), these yogurts are available from 110 branches.

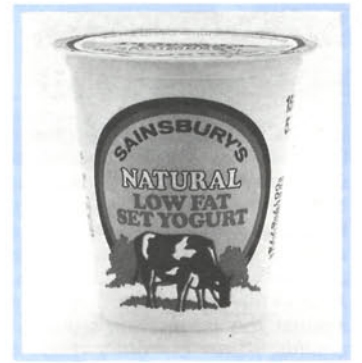
A SNACK with something extra is certainly Sainsbury's new Mix



and Crunch Yogurts.

In two delicious varieties—Nuts and Raisins and Tropical Fruit and Nuts—these yogurts are of the DIY type. The carton contains honey sweetened natural yogurt and there is a separate pot on top filled with the fruit and nuts. Mix the ingredients together to taste.

New Mix and Crunch Yogurts



cost 25p (150g) and are available from 110 branches.

A REAL taste of the country is new Natural Low Fat Set Yogurt.

Great for the waistline, serve with fresh or canned fruit or muesli, for example. A slimming alternative to cream, Natural Low Fat Set Yogurt costs 15p (150g) and is available from 107 branches.

Up market meat

THERE'S MORE to meat at Sainsbury's now. All fresh meat products are currently being looked at with a fresh eye and new developments are beginning to appear in the cabinets.

There's a new package deal for English Veal. A range of veal is being introduced to stores which is not only very lean, as expected, but when cooked melts in the mouth. And all this in a brand new method of packaging using controlled atmosphere packing (CAP) which keeps the meat fresh and in perfect condition. This differs from the usual tray and overwrap method which is used in stores' meat preparation rooms.

The range has been given new labels for a new look and for the first time cooking instructions are included on packs.

Quantock Veal of Dorchester, who supply most of the veal sold in retail shops in Britain, have signed a contract to pack exclusively for JS as the method of packing was developed jointly by Quantock and the meat buying department.

Colin Smith, fresh meat buyer, explains why veal was chosen for the new presentation:

'More families are holidaying on the Continent and veal is becoming ever more popular with recipe writers. This has boosted national consumption and it was felt that we should capitalise on this trend. We need to be aware of changing attitudes to meat consumption—market surveys show that customers, particularly young housewives, want more information about the various cuts of meat and their methods of cooking.'

And the customers approve. In the selected stores, sales of veal



increased by just under 40 per cent in the first two weeks of introducing the new packs.

Beef, too, is stepping out with a whole new style. A brand new range of centrally prepared speciality beef packs are being introduced into selected stores.

Cuts are better prepared to make them more convenient for the cook. Stewing beef, for example, is defatted, degristled and cubed so it's ready for the pot. New lean, premium cuts include Beef Olives, Porterhouse Steaks and Entrecotes. English lamb and pork haven't been forgotten and will appear later in the year.

They cater for busy people looking for top quality.

JS meat as countries meet

WHEN 3,000 journalists from all over the world sat down to lunch during the economic summit, June 7-9, they were served with steak from Sainsbury's.

Food from Britain is a government sponsored organisation set up to promote UK fresh and processed food at home and in key markets abroad. The organisation brought together a number of UK based companies to help provide products for some 28,000 meals during the three day event.

The journalists, who count amongst the world's most influential opinion formers, enjoyed

the Sainsbury's sirloin and braising steak which was served during the summit's two media meals at the Connaught Rooms.

Sainsbury's has worked successfully with Food from Britain on a number of occasions in the past. The company sponsored the Observer Guide to Food from Britain Cookery Schools held in Richmond in March 1983.

JS also featured a joint promotion of British products under the 'Naturally British' banner in April 1983, following well-received 'Best of British' promotions in the past.

Monk's got the takeover habit

DEE CORPORATION has entered the takeover arena with a bid worth £232 million for the Booker McConnell group. This is Dee's third big takeover move in less than a year and reflects the aggressive policy of its chairman, Alec Monk to mount a challenge against the largest supermarket chains. Dee currently has a share of just over four per cent of the packaged grocery market and owns about 342 supermarkets mainly in its Key and Gateway chains. It also has six Carrefour hypermarkets and a cash and carry division.

Booker McConnell operates 163, generally small, supermarkets under the Bishop's and Budgen names, 156 wholesaling outlets and 144 health food shops trading as Holland and Barrett. Bookers are fairly well acquainted with drama and suspense since amongst their other interests they own Agatha Christie and Ian Fleming (James Bond) copyrights!

The City feels that Dee has timed its approach well since its intended victim is still in the process of transition and has a

less than impressive track record. In 1976 Booker's sugar interests in Guyana were nationalised and these had accounted for a large slice of profits. The company has been trying to build up its newer activities ever since but with mixed results. Last year profits increased to £25 million; however these were still below the level achieved in 1978. Booker's acquired the Bishop's chain of 61 supermarkets earlier this year for £12.8 million but also sold off its own drink interests for over £40 million. The company has low borrowings and a fair amount of cash in the bank.

Alec Monk has stated Dee's case very clearly: 'Booker McConnell's 163 Budgen and Bishop's supermarkets have annual sales running at some £190 million. Those stores are not very profitable and it is questionable whether, without a merger, profitability will ever approach good industry standards'. Monk also draws attention to the advantages of bringing together the cash and carry operations of the two firms. Booker's are not too happy about the takeover prospect and will be hoping that the Monopolies and Mergers Commission will come to their rescue. The plot will undoubtedly thicken.

Opposition

THE LOYALTY of customers to Sainsbury's is well known, however the allegiance of some individuals is truly eye opening. Neil Kinnock for instance, like most model husbands, often helps with the shopping at Sainsbury's. This is now made rather more difficult by crowds of autograph hunters and other well wishers besieging the leader of Her Majesty's opposition. A new obstacle has recently been added in the form of Labour members who consider that the Co-op would be a more suitable place for the Kinnock custom especially as they allege that JS contributes to Tory Party funds. In fact JS does not have any political contributions. Some people will try anything to boost the Co-op's market share!

OFT gets monopoly board out again

THE OFFICE of Fair Trading (OFT) has announced that it will carry out a fact finding exercise to update some of the information contained in the 1981 Report: 'Discounts to Retailers' produced by the Monopolies and Mergers Commission. That Report con-

cluded that discounts received from suppliers by retail chains were 'part and parcel of developments which had been beneficial to competition and to the consumer'. The OFT has recently been under great pressure from food manufacturers and small retailers to re-open the inquiry amidst their fairly sweeping allegations that the large chains are obtaining 'unfair' discounts. Sir Gordon Borrie, the director general of the OFT has emphasised that he is not seeking to repeat the 1981 investigation but merely add to the information acquired at the time. The only new area of inquiry in the new exercise will be an analysis of the regional market shares of the main store chains.

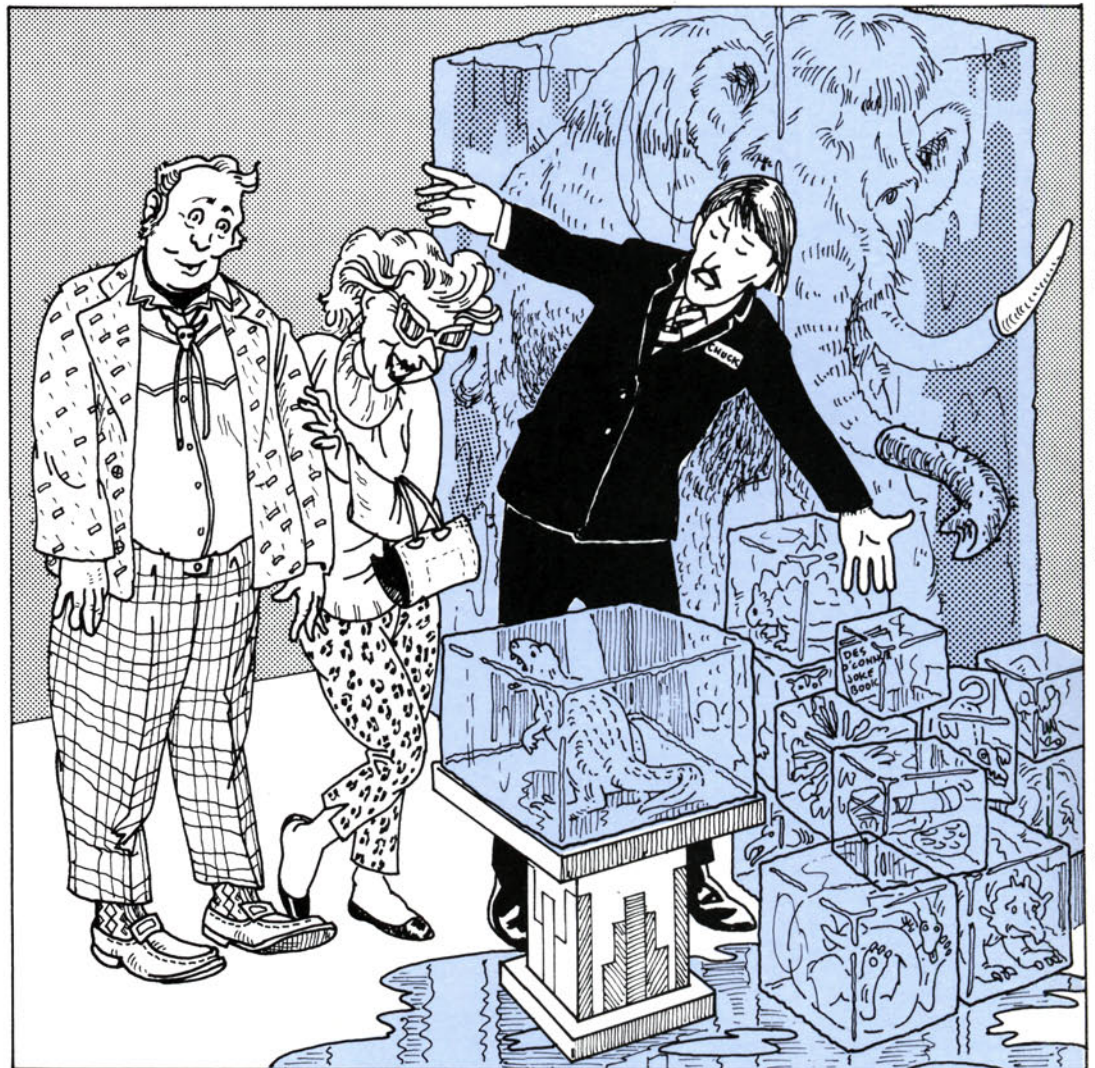
The JS view is that nothing has happened since the 1981 Report to alter the conclusion quoted above and as such it is hoped that the initiative will clear the air of unsubstantiated allegations. This view was reinforced fairly recently by the publication of an independent research study by stock-brokers Pember & Boyle, which demonstrated that the increasing size of the largest food retailers had not restricted the profitability of food processors and manufacturers.

Ice lolly

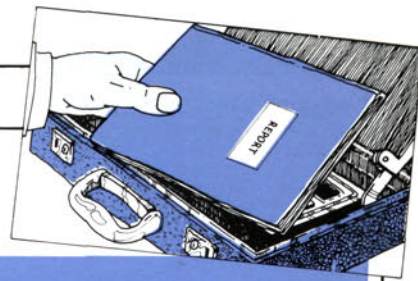
THE LATEST craze to hit American shops is that humble commodity, ice. Bloomingdale's, one of the smartest New York department stores, is selling sachets containing just over 2 lbs of ice at \$7 (or over £5) a time! The sachets are apparently selling like hot cakes!

This is not ordinary ice, however, since it comes from a glacier in Greenland and is said to be over 100,000 years old. It contains compressed air and crackles as it melts in the glass; an invaluable talking point at cocktail parties. The ice has obvious attractions for health enthusiasts since it was frozen long before modern pollution lapped the shores of Greenland. But what about all the unsavoury gubbins from those pre-historic volcanoes? Well, as you know, volcanic ash is second only to bran as effective natural roughage!

Will glacier ice catch on in Britain and will JS get in on the act? JS does sell ice cubes but importing from Greenland is a different matter. There have been some suspicious signs, however. Did you really think that the new freezers in the branches were just for frozen veg? Last week a JS buyer was heard to enquire whether he could feed his team of huskies on Sainsbury's Supreme dog food. He was also walking around with things like tennis rackets on his feet. . . . Watch this space.



Greater than expectations



JS EARNED applause from all quarters when the end of year results were announced on May 22. The advance in profit to £130 million was comfortably ahead of City expectations and this was quickly reflected in the JS share price which was marked up 20p to 570p. The price declined by close of business however, as the market fell steeply due to worries about the miners' strike and interest rates. In the words of the Lex column in the *Financial Times*, 'Even Olympic swimmer J Sainsbury was unable to make progress against the stock market tides yesterday'.

Supermarket sales area was extended by over ten per cent during the year and the £181 million of capital investment exceeded that of any other retailer. The speed at which stock was turned over by the company increased by about ten per cent. This released £16 million of cash which helped to finance the investment programme. Despite creating an additional 5,200 new jobs, productivity increased by just over one per cent. The volume of goods sold by existing supermarkets increased by between two and three per cent.

The success of the company has made profit sharing arrange-

RESULTS AT A GLANCE

	1984 (£m) 52 weeks to 24th March	1983 (£m) 52 weeks to 26th March	% increase
Sales	2,688.5	2,315.8	16.1
Retail profit	132.1	101.9	29.6
Net margin	4.9%	4.4%	—
Profit from associate companies	6.0	5.4	12.6
Profit before tax & profit sharing	138.1	107.3	28.7
Profit sharing	8.1	6.6	22.1
Profit before tax and after profit sharing	130.0	100.7	29.1
Earnings per share (fully taxed)	18.86p	14.2p	32.8
Dividend per share	7.5p	5.85p	28.2
Investment	181.4	169.6	—

ments a little more complex than usual. The profit sharing scheme can only include profits up to a 4.5 per cent net retail margin and this year, for the first time, the net margin has risen above this upper limit. The directors have approved a supplementary cash bonus which will top up the total distribution to the amount that would be paid if the scheme did not have the 4.5 per cent limit. The total amount set aside for profit sharing is £9,716,000 consisting of £8,066,000 under the scheme and £1,650,000 for the supple-

mentary bonus. This is a hefty increase of 47 per cent on the £6,606,000 for the corresponding 52 weeks last year.

A detailed breakdown of the results appears in the Report for Staff which all locations have now received.

It was reported

RECENTLY PUBLISHED was the Sainsbury's annual report and accounts 1984. More than 20 per cent of employees receive the annual report as shareholders.

Some interesting points

emerged from the employee review section:

'The group now employs 23,200 more people than five years ago.' 'There are now over 1,300 women in management, an increase of over 35 per cent since 1980.'

'All 58,000 staff have job descriptions, initial training programmes often in workbook form, clear objectives and standards.'

'The volume of training away from work is equivalent to running a school with over 500 pupils.'

A sign of shopping times to come

AN OUTCOME to the current government inquiry into trading hours is expected in the next few weeks and the Chairman in the annual report to shareholders urged 'greater freedom to trade later on weekdays'.

In the Royal Borough of Kensington and Chelsea, our new Cromwell Road store satisfies many customers who can only shop late in the evening and it was therefore interesting to read the following in a recent edition of the *Sunday Telegraph*:

'The law, as Mr Bumble knew, is 'an ass': and seldom does it come more asinine than when it tries to regulate our shopping habits.'

The 1950 Shops Act lays down that we may fill our shopping bags at 9 pm only one night a week—and not at all thereafter.

Small shopkeepers have happily ignored it for donkeys years—to the great convenience of their customers. But now the Royal Borough of Kensington and Chelsea is in trouble.

Last year Sainsbury's launched a splendid emporium on the Cromwell Road. It proudly announced its intention to open twice a week to 10 pm. The John Lewis partnership, which has an interest to declare—a rather wilting Waitrose just around the corner—drew the local council's attention to the fact that this would break the law.

The council kept its gaze averted, and Sainsbury's went ahead, to the infinite satisfaction of the citizens of Kensington.

John Lewis could, of course, have taken a leaf out of Sainsbury's book and kept its

local Waitrose open until 10 pm three nights a week. Maybe it shrewdly doubted how much good this would do to takings. So instead it muttered darkly about seeking a judicial review of opening hours in Kensington.

Since such a review would presumably convict the Royal Borough of failure to enforce the law, the council has decided it has got to prosecute—while at the same time appealing to the Home Office to stir its stumps and change the law.

If that is the end result—to bring the law into line with the realities of modern shopping—then perhaps we shall all have reason to be grateful to John Lewis.

Whether Waitrose will find this the best way to win back friends meanwhile I rather doubt.

EFTPOS approaches from the north

THAT FAMOUS technological beastly EFTPOS (Electronic Funds Transfer at Point of Sale) has apparently made its first nest in this country in the north of Scotland. Seasoned EFTPOS watchers have been expecting the introduction of the species to Britain for some time but now Clydesdale Bank and the Northern Co-operative Society have taken the pioneering step of siting it at three checkouts in the Society's Berryden store in Aberdeen. EFTPOS exists on a diet of bank cash cards and is likely to be very friendly to customers. Once goods have been rung up on the till the sub-total is fed into the EFTPOS terminal along with the customer's cash card. The amount is immediately transferred from the customer's bank account. No time is wasted in verifying cheques.

Other major banks are working towards introducing EFTPOS in unison through their joint Committee of London Clearing Banks; however this is unlikely to happen before 1986 or 1987.

SUNDAY TELEGRAPH



FAMILY DAY '84

IT WAS FATHERS' day on June 17 but at the Griffin Ground in Dulwich it was also mums' day and children's day.

The tenth JS Family Day was a spectacular game of two halves. A blazing morning was followed by a 'thunderous' afternoon.

Few had packed umbrellas with the picnic and sunglasses. It just didn't look like rain. But at lunchtime the heavens opened and the rain persisted for a good few hours.

Nevertheless, raindrops weren't able to dampen the excitement of the main displays of the day.

At 11.00 am the Red Devils Skydiving team appeared out of a brilliant blue sky. All necks were stretched as the red figures weaved spirals in the air. A trail of smoke marked the devils' path and they sailed under coloured parachutes with the control of eagles.



After landing bang on target before the crowd, the skydivers were met and saluted by managing director, Roy Griffiths and Miss JS, Pam Smith of Southport.

It was a stunning fanfare to the opening ceremony. Roy Griffiths welcomed the thousands of people from the company country-wide. He then brought Miss JS, to the microphone to declare the day officially open.

Runners ran, exhibitors exhibited, netballers netted the ball, long jumpers, jumped, celebrities celebrated, half the It's a Knockout teams knocked themselves out falling from huge wet air-filled mattresses and footballers queued outside the local hospital's casualty department. There was certainly never a dull moment!

The children had a ball. Junior pioneers clambered into the Wells Fargo stage-coaches or sat up on top to watch for injuns as they

tore around the stadium as fast as the trotting Shetland ponies could take them.

Smokey the clown with Punch and Judy entertained in the children's tent and nappies were wiggled to the baby boogie.

When the rain came down soggy bodies sought shelter. The beer tents filled up and, although most were sober, everyone was steaming!

The next few hours saw short bursts of thunder, sun and rain. Competitors weren't deterred, particularly the It's a Knockout teams. They'd be soaked through in any event—the diving in the pool event, the filling buckets of water event . . .

It was the tidiest Family Day ever thanks to the 25th Purley boy scouts. In return for a boost to funds 15 scouts spent the day collecting litter. They also provided a great service to organisers' communications by

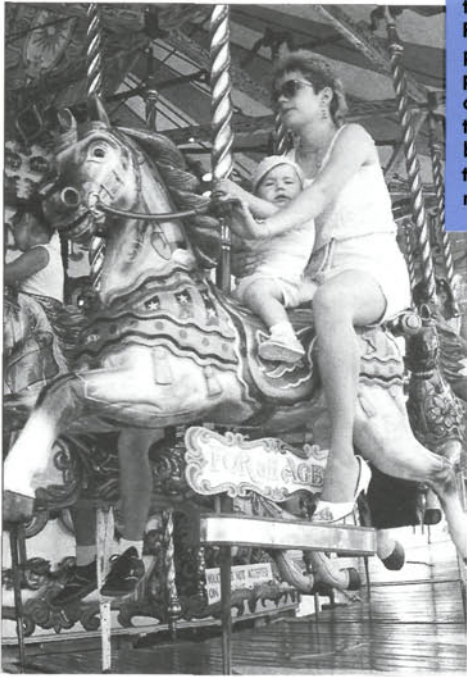
running messages about the ground.

In the celebrity tent the visiting stars signed autographs in return for silver coins for the Variety Club children's charities. There was Pat Coombes, Jill Gascoigne, Mick McManus, Ed 'Stewpot' Stewart, Debbie Arnold, Bernard Spear, Barry Cryer and Anna Dawson and Cardew Robinson (above).

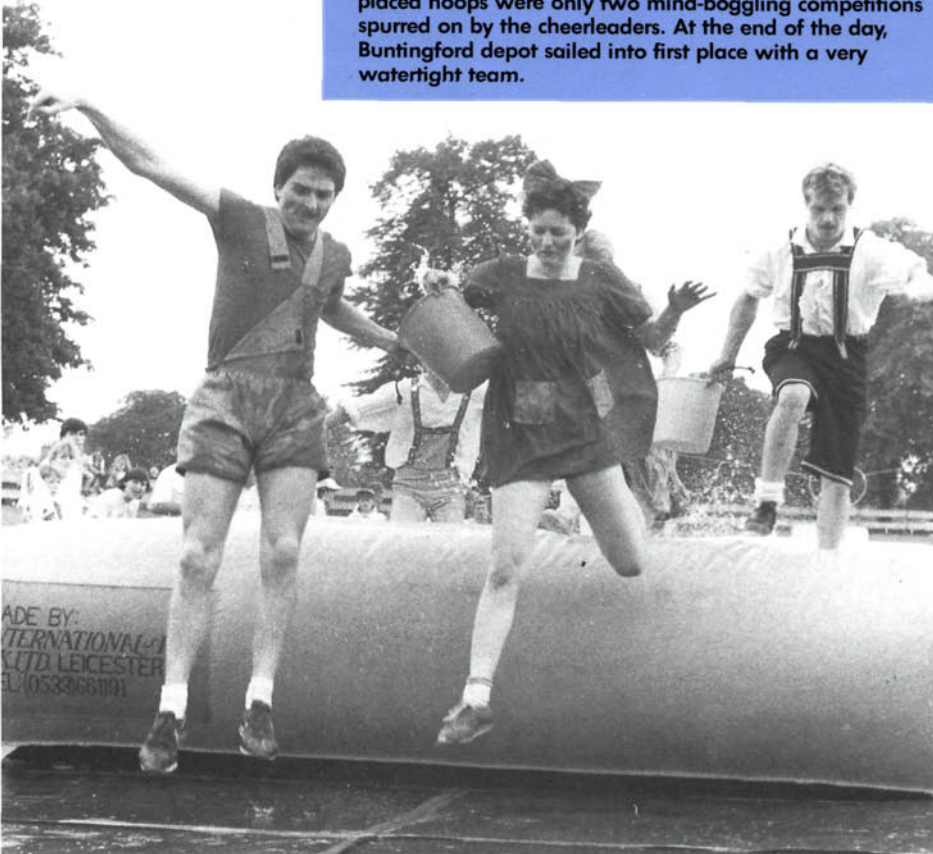
At the end of the day retail director, Joe Barnes, rewarded victors with cups and shields. And, for Olympic year, all winners and runners-up went home with medals round their necks, not to mention smiles on their faces and blisters on their feet!

If you want to relive your moment of triumph or even see more of what you missed contact Bill Alan, SSA, head office. He has videos of Family Day '84 which can be bought for £10, part of which will be donated to the Variety Club.

BMX bicycles hurtled through the air for the first time at Family Day this year and proved to be a real crowd puller. Grown ups as well as children were mesmerised by the startling antics performed by the bionic BMX display team, and the tension visibly mounted by the second.



It's a knockout teams spent the whole day between the devil and the deep blue pool taking part in games which varied from the sublime to the ridiculous. Flinging water-logged sponges and clambering through precariously placed hoops were only two mind-boggling competitions spurred on by the cheerleaders. At the end of the day, Buntingford depot sailed into first place with a very watertight team.



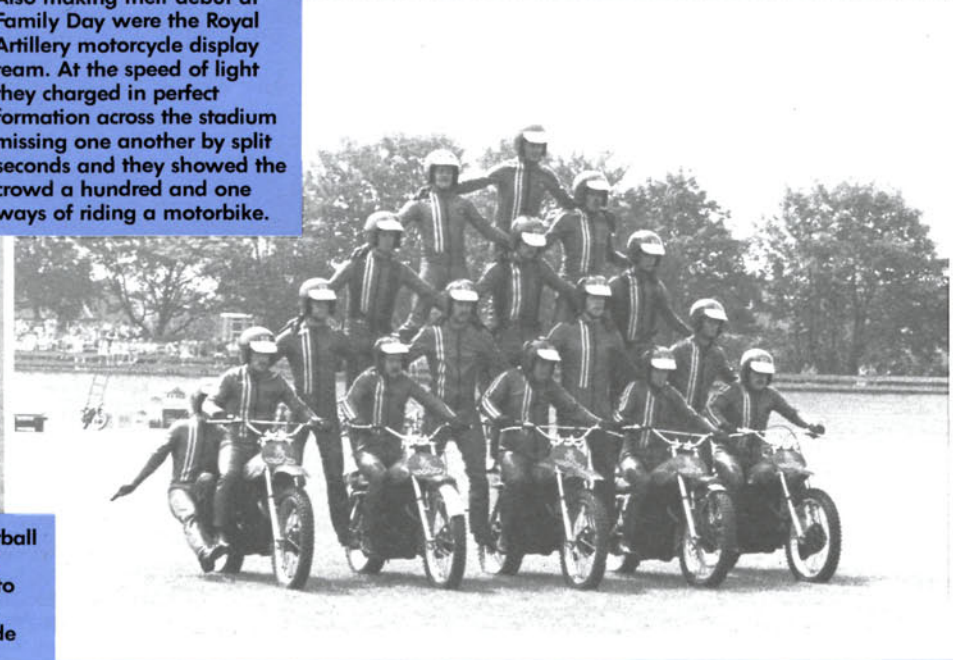
Poor drippy donkeys. Who got left out in the rain then? One moment it was 'giddy up donkey' and the next it was 'anyone for water polo'!



Also making their debut at Family Day were the Royal Artillery motorcycle display team. At the speed of light they charged in perfect formation across the stadium missing one another by split seconds and they showed the crowd a hundred and one ways of riding a motorbike.



Some exciting and close-fought five-a-side football matches continued through the day at Edward Alleyne Athletic Club which eventually led up to the final between Hoddesdon depot and head office. Good tight play and determination made Hoddesdon the winners.





RESULTS

Ladies' half mile

1st C Down (Nine Elms)
2nd J Hunt (Buntingford depot)
3rd J Nichols (Hornchurch)

Men's mile

1st N Webb (Corby)
2nd D Warren (Oxted)
3rd I White (Corby)

Veterans' mile

1st D Baker (Charlton depot)
2nd J Smith (Croydon)
3rd P Halsey (Harrow)

Ladies' superstars

1st S Farrall (Bromley)
2nd P Curran (Romford)
3rd A Marsden (Basingstoke depot)

Men's superstars

1st P Hunt (Buntingford depot)
2nd P Sciekell (Woking)
3rd R Oram (Uxbridge)

Ladies' football

Winners: Wigston
Runners-up: Stevenage

Men's football

Winners: Hoddesdon depot
Runners-up: Head office section

Ladies' long jump

1st J Ford (Nine Elms)
2nd B Irving (Stockwell)

Men's long jump

1st O Kelf (Feltham)
2nd K Sylvester (Crystal Palace)

Ladies' netball

Winners: Bromley
Runners-up: Broadfield

Ladies' relay

1st Stockwell
2nd Perton
3rd Kingston

Men's relay

1st Corby
2nd Balham
3rd Brighton Hill

Men's 5,000 metres

1st D Warren (Oxted)
2nd I White (Corby)
3rd C Price (Swindon)

Tug-of-War

1st Islington

2nd Sutton

Its a Knockout

1st Buntingford depot (above picture)
2nd Romford

Best joker

Romford

Best dressed team

Bromley

Best cheerleaders

Charlton depot

HORTICULTURAL DISPLAY

Best exhibit:

D Goddard (veteran)

Best rose:

D Goddard

Best cactus:

Mrs T Westcott (veteran)

Best floral arrangement:

A Hughes (South Harrow)

ART DISPLAY

Best painting:

Len Starling (veteran)

HANDICRAFT DISPLAY

Best exhibit:

B Crump (Bromley a.o.)



Retail director, Joe Barnes, presents veterans' mile winner, Dave Baker, with his cup.

This trout is no tiddler

JOHN PEARN is a fisherman with quite a tale to tell. John, a buyer in the delicatessen department, **Blackfriars** recently caught one of the biggest trout in England.

It weighed in at an amazing 17lb 9oz and measured two feet five inches long. The giant fish was caught on May 28 at Bayham Lake fishery in Kent where it was lurking in a pool below the 18 acre trout lake.

Bayham was the scene of an earlier angling triumph for John. In 1983 he caught the best trout of the season, weighing 9lb 13oz and in 1981 set a record for the best brace of trout, with a combined weight of 21lbs 14oz, a record which still holds.

The new giant trout will be placed in a glass case to adorn the fishing lodge at Bayham. A 13lb 14oz trout which John caught in March will also be encased for his own home.

John is quite a celebrity in the fishing world having made numerous appearances in the *Angling Times* and even featuring in local, London and national newspapers, not to mention the *JS Journal* (February 1982).

'I do other types of fishing—pike, carp, sea fishing—but fishing for trout is by far the most exciting. You never sit under a green umbrella waiting for a bite. You walk around the lake actually hunting the fish and when you spot one you then set about getting it to take your bait. For the latest big trout I used a fluorescent yellow trout fly because the water was a bit cloudy and I had to make sure the fly could be seen.

'I knew there were big fish around because other fishers were reporting numerous near misses. I just put a stronger line on and struck lucky.

'The largest trout ever caught was 19lb 8oz in Hampshire seven years ago. It's about time that record was broken and I'd like to be the one to do it.'



Balancing a diet on the high seas

HOIST THE MAINSAIL me hearties. We're going below for a hearty meal. Now let's see what's cooking in the galley... Sainsbury's tinned meals... for one! **Simon Wall** is dining afloat at the moment and what's more, he's dining alone.

Simon, a 22 year old computer consultant from Leicester, is attempting to be the youngest and fastest person ever to sail the

Atlantic, single-handed, in both directions.

He left Plymouth on June 3 for Newport, Rhode Island, America and is due to arrive in a week or two. He will then stock up for the return trip.

Stocking up for the out-going trip brought Simon's mum, **Joy Wall**, to **Wigston** branch with an enormous shopping list.

Deputy manager, **Jim Lavin**,

was there to help gather the flotilla of food.

'Mainly she bought canned foods, long life fruit juice and long life milk. Simon couldn't take anything requiring water to be added because, obviously, fresh water will be in very short supply. He has no oven, just two rings to cook on so the food has to be very convenient. His mum was making sure he'd get a good

variety of food for a balanced diet.

'In all there was about £300 worth of stores which took quite some time to get together.'

Joy was so impressed by the help she was given during her shopping trip that she wrote to head office complimenting all the staff and, in particular, manager, **Greame Eccleston**, trainee manager, **John Spear** and **Jim Lavin**.

Next stop Maracana Stadium

BROMLEY AREA chose a big league venue for its dual cup finals on April 29. Crystal Palace Football Club's ground was the scene of the two exciting matches.

Almost 500 spectators turned out to support the players and the day raised £118 for children's charities.

The David Dahms trophy was the first to be fought over. The regional league competition final kicked off at 11.00am between **West Wickham** and **Broadfield**. Hot favourites, West Wickham, were soon in command, dominating the first half and **Noel McGrath** scored an early goal. At half-time it was 1-0.

Broadfield benefited from a half time pep talk and **Andrew Lyndon** soon equalised. The revitalised team went on to make it 2-1 with a Broadfield goal from **Andrew Lee**.

West Wickham fought back hard and were rewarded with a **Neil Beckford** goal making the scores even with 15 minutes left. Andrew Lyndon scored his second goal with only eight minutes to go and West Wickham's parting shot was a goal ruled offside by referee **John Sayer**. The final score was 3-2 for Broadfield.

The David Clapham Cup final, Bromley area's knockout competition, kicked off at 2.30pm between **West Wickham** and **Haywards Heath**. **Aaron Ridley**



David Dahms with winning Broadfield's captain, Andrew Major.

showed his team's freshness with a goal just seconds after kick off.

West Wickham played aggressively but their finishing was poor. Haywards Heath ran out eventual easy winners taking all their chances with West Wickham only able to score twice from a host of opportunities.

FINAL SCORES

David Dahms Trophy
West Wickham 2, Broadfield 3.

West Wickham scorers: Noel McGrath and Neil Beckford. Broadfield scorers: Andrew Lyndon (2) and Andrew Lee.

David Clapham Trophy

West Wickham 2, Haywards Heath 4.

West Wickham scorers: Martin Patt and Noel McGrath. Haywards Heath scorers: Aaron Ridley (2) David Johnson (penalty) and Richard Woolvern.

Clare's award from the Duke

ROUGH NIGHTS on the moors, haute cuisine, campfire songs and pulling on the oars. These all have just one thing in common—they are the activities that stood between **Clare Walther**, supermarket assistant at **Surbiton**, and the Duke of Edinburgh Gold Award.

To qualify for the award, participants have to reach certain standards in a number of sections, including: service in the community; expeditions; special interest and physical activity. Clare certainly has had her hands full over the past year in order to gain these standards.

Not only has she been assisting with a local Brownie pack in all their activities, but she has also been specialising in French cookery. It didn't stop there—Clare also achieved a high standard of rowing with the ladies' team at Twickenham and survived a number of nights under canvas on Exmoor.

But the activity which probably inspired the greatest attack of nerves was when Clare went to Buckingham Palace in March to receive her award.



Clare with her mother.

PHOTOGRAPHIC COMPETITION '84

IF YOU take a pretty picture you could win £100. That's the first prize in this year's SSA/JS *Journal* photographic competition.

Competition judge, **Christopher Angeloglou**, is picture editor of the *Sunday Times*. He'll be looking for technical skill and has an eye for the unusual. Judging the competition last year he said: 'Photographers shouldn't be afraid to crop and create. Often a winning picture is hidden inside a mediocre picture.'

'I immediately disregard any picture which doesn't fit the category for which it has been entered.'

Of last year's entries he said: 'The overall standard has improved dramatically and all credit to the many who printed



Christopher Angeloglou.

their own photographs.'

We believe this year will produce an even greater number of outstanding prints.

- The themes are:
1. A SPORTING LIFE
 2. NIGHT LIFE
 3. THE ELEMENTS

Remember we will accept **black and white photographs** only.

In addition to the £100 prize for the overall winner there will be a £30 prize for each of the section winners and £15 for each of the three runners up. A £2 JS voucher will be sent to any photographer whose picture is printed in the *Journal* during the course of the competition.

Signing for the Queen

A RIGHT ROYAL performance was what **Tracy Selley**, a printer at **Blackfriars**, gave recently, when the St Bedes church choir performed in the presence of Her Majesty the Queen.

The charity performance, at the Barbican Centre, was to help The Royal Association in aid of The Deaf and Dumb. Tracy belongs to the choir and remarkably all its members are

deaf and dumb. The choir 'sings' hymns, at special services, in sign language, so that deaf members of the audience or congregation can follow.

On May 9, at the Barbican Centre, the choir 'signed' the National Anthem. Afterwards, Tracy and other choir members, including her fiancé, Mark Mitten, met the Queen. It was an experience they all enjoyed.



Tracy and fiancé, Mark, meet the Queen.

Let's get physical at Wallington

'I WATCHED it last year and thought, right, I'll have a go at that!' Jane Nixon, a clerk at Wallington store, took a determined approach to this year's London Marathon which took place on May 13.

Determined to enter and determined to finish those 26 gruelling miles. 'In my training I never ran more than ten miles so I was worried that I wouldn't finish, but I was determined to do it,' said Jane. She was supported by around 20 of her colleagues who travelled to London to cheer her on from the roadside.

Finish it, she did, in just over five hours. And she thought it would be easier than hang gliding! But the hardest part was yet to come. Jane had the task of collecting £290 sponsorship money which was donated to children's charities.

Jane, of course, was not the lone JS marathon runner. To all those who took part in the ultimate test in the jogging stakes, well done and congratulations.



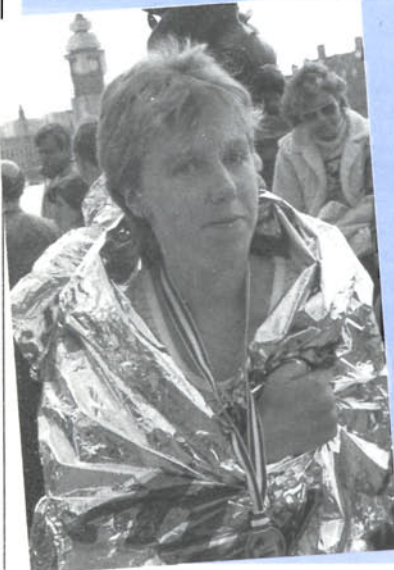
Jane with her colleagues and supporters after the race.

Bringing the house down

OTHER LADIES from Wallington prefer to stretch their sinews and move their muscles to music. Every week, in an aerobics class, the ladies don footless tights and leotards to work out relentlessly in order to tighten thighs and flatten 'flabby bits'.

Obviously inspired by Jane Nixon and determined not to be outdone by her, Wallington's energetic ladies are running a mid air marathon.

You cut down on the bruises and blisters by avoiding the pavement pounding. The only drawback is that you never quite make it to Westminster Bridge.



Marathon efforts for charity

COLCHESTER staff have definitely been hiding their light under a bushel over the last year, but thanks to marathon runner **Rosemary Turner**, canteen cook, the branches' charitable deeds have now been unearthed for all to see.

Since June 1983, staff have been quietly engaged in a thousand and one activities to raise money for a new hospice in Colchester—St. Helena's.

'We got a feel for fund-raising during the cancer research campaign,' commented BPO, **Barbara Plummer**, 'and when that came to an end we all decided to carry on collecting for something worthwhile but nearer home.'

Sponsored silences, raffles, discos and slims were only a few of the activities undertaken by the branch.

A couple of months ago, Barbara turned her home into an art gallery and exhibited a few of her husband's paintings. The entrance fee raised £110. 'A whole weekend was devoted to showing people around, it was amazing fun, if not slightly mad.'

The most recent event tackled was the London Marathon on May 13. Rosemary ran the 26 mile trek in five hours and one minute and managed to collect yet another £72.40.

Colchester has so far donated £464.89 in one year to St. Helena's hospice.

Crowning glory for Angela



SOUTHPORT branch must be the source of all loveliness! Another title winner has emerged amongst the ladies. This time it's student **Angela Seed**.

Angela was chosen as Southport's Charity Carnival Queen from 21 contestants on May 4. One of the judges was none other than Southport BPO and Miss JS 1984, **Pam Smith**. 'Who knows?' says Pam. 'Perhaps Angela will be our entrant for Miss JS next year.'

Angela reaped some royal prizes when she was crowned: a £100 portrait by a local photographer; a weekend away; £10 to spend at Sainsbury's and £5 to spend at Marks and Spencer's!

Beauty obviously runs in Angela's family. Her mum, **Christine Seed**, part time supermarket assistant, was carnival queen herself, 20 years ago.

The girl who fell to earth

'CUT, EXIT, GO!' These were the last three words Jackie Whitlow, supermarket assistant at Chester, heard on April 8, as she leapt from an aeroplane 2,000 feet up in the clouds. Only one day's intensive training prepared Jackie for the jump, but she took it all in her stride, and in the process raised £400 for the NSPCC.

So how did Jackie, who usually has both feet firmly on the ground, come to have her head in the clouds? She begins her story:

'My fiancé David Willetts and friend Mark Hodgkinson are both in the Territorial Army (TA). One day they announced that they were going to do a parachute jump and suggested that I might like to join them. I agreed but said that if we were risking life and limb, we should do it for charity. The Duke of Westminster is in the same TA squad as David and Mark and is also chairman of the Centenary appeal for the NSPCC so we decided to adopt that charity. We then managed to persuade David's brother, Graham, to join us.

'Our training was at the Shrewsbury Skydiving Centre on March 25. On arrival we were placed in the hands of instructor, David Wilkinson.

Pics top to bottom: Jackie's descent; Jackie with diagram showing how to leave the plane; a dummy exit or is it Jackie giving the plane a push start? And finally, it's all over! Jackie on the left with an experienced parachutist.

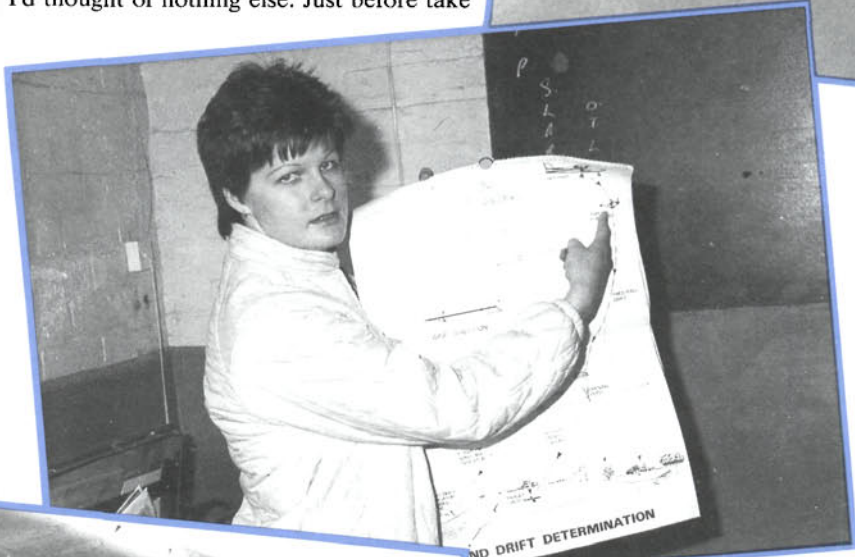
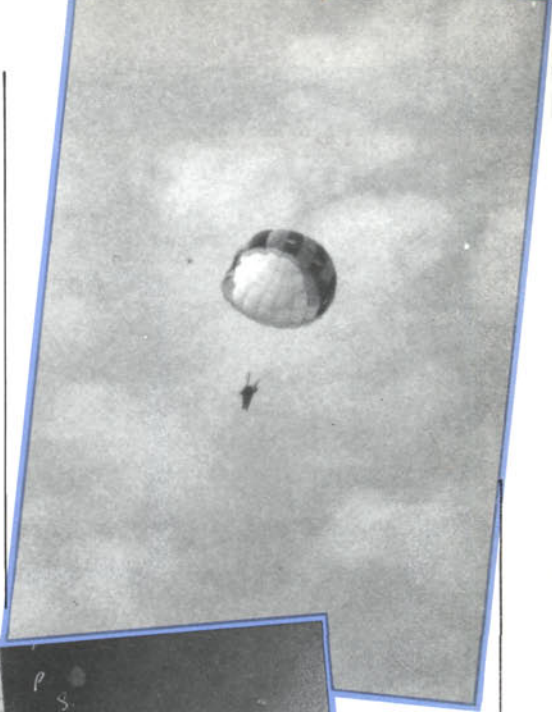
'Training began with familiarisation of equipment, how to leave the plane, landing and coping with hazards and emergencies. The next two hours were much more energetic—we practised our landings by running up ramps and jumping off the end.

'We were all keyed up to jump the next day, but much to our disappointment, the winds were too strong, so we couldn't go.'

The gang of four didn't have to wait too long, though. On April 8 it was all systems go!

'We arrived at about 10.30 am to be met by the sight of people already on their descents. It looked really hair-raising.

'At 3.30 pm it was my turn. I was kitted up and thoroughly checked. Altogether the equipment weighed 60 pounds and I just couldn't wait to get it off again. I got into the plane and my instructor asked if I remembered everything. I assured him that I'd thought of nothing else. Just before take



force from the wind. It was very cold. My heart missed a beat as I heard "Go". I let go and felt my mouth drop. I knew there was no going back now. I started to count "One thousand, two thousand, three thousand." The parachute was open. I looked up to check my canopy and it was okay.

'I began to enjoy the whole experience. It was so peaceful up there. I got everything into perspective and was amazed to see how it all looked so different but still recognisable. I could even make out my friends waiting below. The descent passed all too quickly (apparently it lasted three minutes) and I wanted to delay the landing for as long as possible.

'At 200 feet, I began to prepare myself for landing. People were shouting instructions to get me in position—"Left toggle, right toggle". I hit the ground with a thump, not at all like training. I tried to get up and run round my 'chute but the wind was catching in it and I was dragged along the ground. I had landed in a ploughed field, a long way off the yellow cross which was our target, but who cares? All I wanted to know was when could I jump again.'

As well as raising £400 for the NSPCC, Jackie and her friends also received a certificate to say they had completed their training and first jump. Jackie hopes that soon she will have a certificate to say that she's made her second jump.

As for Jackie's saner friends at Chester, they couldn't agree more that she ought to be certified!

off, I checked my static line and then we began to taxi.

'The runway was full of holes so the going was very bumpy. We left the ground and began to climb. The higher we went, the more nervous I became.

'We reached 2,000 feet and the instructor called for the first man out. He was soon away and then it was my turn. The instructor nodded to me so I moved forward next to the pilot as we circled round again. Then came the signal to the pilot: "Cut"—the engine was stopped. This meant I was on my way. "Exit" was the next word shouted—I placed my right foot on the step and both hands onto the strut. I could see the ground way below. I leaned forward and looked at the pilot. As I did so I could feel my cheeks wobble with the



Caption competition

IT WAS a difficult choice. Most of the entries fell into three categories—the Michael Foot scheming to get Tony Benn 'involved' in some concrete construction type, the timid husband measuring his wife for concrete boots type and the hopeless cook wanting to make

rock cakes type.

We even received the odd pornographic entry. (We hadn't thought it possible!)

In the end we opted for originality and chose the captions shown below. Prizes have been despatched to the imaginative winners.



Customer: "Is that the set price?"

Checkout lady: "Oh no sir, you have to pay that whether it goes hard or not!"

John Darton, night manager, Hoddesdon depot.

Customer: "Will it do for a cavity?"

Assistant: "Oh dear! Wouldn't you be safer with the dentist, sir?"

Helen Lowe, grocery, Leeds.

"But sir! this checkout was closed until your trolley knocked the sign down!"

Fred Platts, engineers department, Blackfriars.

S	E	L	A	S	G	O	E	S	A	B	E	M	O	H
T	E	S	U	O	H	E	R	A	W	Y	O	D	F	E
R	U	D	I	S	C	O	U	N	T	R	O	O	Y	R
E	L	E	D	C	Y	A	P	O	S	E	D	A	R	T
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T	V	T	T	R	L	S	H	L	E	A	S	R	A	E
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M	L	A	N	R	U	O	J	S	J	V	A	T	Y	S

NAME.....
 DEPARTMENT.....
 LOCATION.....
 HIDDEN PHRASE.....

WORD SEARCH

JOIN THE HUNT for the hidden words, associated with JS and supermarkets.

The listed words have been written forwards, backwards, upwards and downwards, but always in a straight line. The letters in the grid will remain unused. These, when re-arranged, will spell out a well-known phrase.

Send the entry form to:
JS Journal, Ground Floor,
 Stamford House, Stamford

Street, London SE1 9LL by August 13.

The first name picked out of the *Journal* hat will win a picnic set and the next two will receive the wine of the month for July. Happy searching!

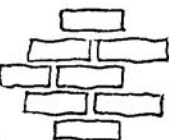
Hidden words

Bakery; B Line; Cash; Dairy; Depot; Discount; Estates; Family day; Feedback; Gondola; HMP; Homebase; JS Journal; Kiosk; Miss JS; Pay; Poultry; Prices; Produce; Sainsbury's; Sales; Sauce; SavaCentre; Shelves; Skill; SSA; Stevenage; Streatham; Supermarket; Trade; Trainee; Trolley; Value; Veterans; VAT; Warehouse;

This paradisial view of our stores appeared recently in the *Sunday Express*.

TRAMPS

by Iain Reid
 drawn by Fiddy



Fiddy



Appointments

Alan Barker, formerly manager at Guildford, has been appointed manager of Epsom.

Dennis Barnes, formerly manager at Burton-on-Trent, has been appointed manager of Dunstable.

George Bastone, formerly manager at Wimbledon, has been appointed manager of Horsham.

Andrew Cope, formerly deputy manager at Maidenhead, has been appointed manager of Oxford.

Michael Ellis, formerly deputy manager at Nine Elms, has been appointed manager of Guildford.

Richard Gardiner, formerly manager at Watney Street, has been appointed manager of Hayes.

Michael Goodman, formerly manager at Swindon, has been appointed manager of Hull.

Trefor Hales, formerly manager at Surbiton, has been appointed manager, branch computer installations at Blackfriars.

Michael Hanley, formerly deputy manager at Crystal Palace, has been appointed manager of Walton-on-Thames.

Charlie Hart, formerly man-

ager at High Wycombe, has been appointed manager of Swindon.

Raymond Hayne, formerly manager at West Wickham, has been appointed manager of Surbiton.

Don Hayward, formerly manager at Cowley, has been appointed manager of Burton-on-Trent.

John Heberd, formerly manager at Walton-on-Thames, has been appointed manager at High Wycombe.

Derek Hinton, formerly manager at London Road, Brighton, has been appointed manager of East Grinstead.

Arthur Russell, formerly manager at East Grinstead, has been appointed manager of West Wickham.

Brian Thake, formerly manager at Oxford, has been appointed manager of Cowley.

Charles Tyler, formerly manager at Horsham, has been appointed manager of London Road, Brighton.

Martin Villar, formerly manager designate, has been appointed manager of Watney Street.

Alec Watson, formerly manager at Dunstable, has been appointed manager of Aylesbury.

Martin Whitty, formerly manager at Hayes, has been appointed manager of Wimbledon.

Homebase appointments

Peter Collard, formerly deputy manager at Seven Kings, has been appointed manager of Seven Kings.

Brian Jones, formerly senior departmental manager at Pitlake warehouse, has been appointed manager of Watford.

Graham Ramsden, formerly manager of Seven Kings, has been appointed manager of Willesden.

Paul Shoemaker, formerly manager at Watford, has been appointed manager of Walthamstow.

Retirements

Charlie Keating, HGV driver at Basingstoke depot, has retired after 29 years' service with JS.

He began his career with the company at Blackfriars as a warehouseman. He became a driver and in 1964, transferred to Basingstoke.

Monica Harris, supermarket assistant at Bexhill, has retired after 23 years with JS.

She joined the company at Hastings and four years later moved to Bexhill manual shop on relief. Monica transferred to the new Bexhill supermarket when it opened in 1976.

Ida Bowley, supermarket assistant at Camberley, has retired after 20 years' service with JS.

She began her career with the company as housekeeper in the old Camberley branch. Ida became supermarket assistant in 1971 at the opening of the new Camberley store.

Vera Gentry, chargehand packer/weigher at Basingstoke depot, has retired after 19 years with JS.

She joined the company when the depot opened as packer/weigher and within a year, Vera had been promoted to charge hand.

Suzanne Hickey, chief display assistant at Pinner, has retired after 16 years' service with JS.

Lilian Powell, checkout manager at Bognor, has retired after 16 years with JS.

She began her career with the company as deputy chief cashier.

Love is in the air at JS

'SHALL I compare thee to a summer's day?' wrote Shakespeare and it was obviously his trip to Sainsbury's that inspired such romance for all around the company young couples are busily plighting their troth.

Two branches have recently been joined in matrimony: The attraction of those brown uniforms proved overwhelming for **Jo Butler**, provisions manager, **Wallington** and **Mark Harris**, warehouse reception manager, **North Cheam**. On June 16, they tied the knot. (Pictured right).

At **Christchurch**, Cupid's arrows were flying everywhere and apparently each one hit a bull's-eye. Within recent weeks there have been no less than five weddings at the branch. April 30 saw the marriage of trainee manager **Elaine Keeley**, three weeks later on May 19 there was a double bill as both store instructor **Lyn Campbell** and leading trades assistant **Paul Mayne** took their vows (but not to each other). **Nigel Doughty**, senior trades assistant made June 1 the last of his carefree bachelor days since the following day, he too was wed.

An 'in-house' marriage took place on May 12 when senior deli assistant, **Teresa Carter** became the wife of **Paul Gerrish**, assistant manager.

It would appear then, that love is definitely in the air—or should we say on the shop floor?



FEEDBACK

Letters are welcome and should be addressed to the editor

Sycophants or saints?

From: Charles Lundy, veteran.
The archives article in the April edition of the *Journal* is less than flattering to the JS staff of the 30s.

The quote from the rule book, 'It is a good policy to give way, even to the most trying demands, rather than lose a customer,' labels them as simpering, spineless, sycophants who readily gave way to any bullying, blackmailing customer.

Fortunately this rule was largely ignored or not known. JS managers and staff were hard working, courteous, disciplined and with the best interests of the company at heart. The customer was the most important person in the shop. As in every other walk of life to give way to blackmail and bullying is a recipe for disaster.

Bridget Williams, company archivist, replies:

The article 'Are you being served?' was certainly not intended to denigrate JS staff, rather the idea was to point out what 'service' meant in the 1930s.

The quaint phraseology of the contemporary rule book

when Bognor opened. Two months later, Lilian was promoted to chief cashier and then to checkout manager.

June Chatfield, skilled supermarket assistant at Hove, has retired after 15 years' service with JS.

Anne Bowers, supermarket assistant at Boscombe, has retired after 14 years with JS.

She joined the company at Southbourne and four years later, moved to Boscombe.

Trudi Tedstone, area security supervisor at Woking area office, has retired after 13 years' service with JS.

She joined the company as a part time security operator. Following her move to full time in 1978, Trudi was promoted to senior security operator and in May of that year became area security supervisor.

Ethel Martin, part time senior supermarket assistant at Chertsey, has retired after 12 years with JS.

She began her career with the company as a display assistant at Walton. A year later, Ethel became provisions preparation assistant. She moved to Chertsey branch, on its opening in 1980, in the same position.

Daisy Firmin, part time

supermarket assistant at Walton-on-Thames, has retired after 11 years' service with JS.

Sidney Pawley, store service assistant at Langney, has retired after 11 years with JS.

Glad Strangeways, part time domestic assistant at Mitcham, has retired after 11 years' service with JS.

She joined the company as domestic assistant at Croydon 68 and in 1980, Glad moved to Mitcham for the opening.

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

Lilian Eason, Ilford Central (10 years).

Albert Scadden, East Ham (10 years).

Alfred Gray, North Cheam (9 years).

Doris Davidson, Forest Hill (8 years).

Sadie Howarth, Bexhill (8 years).

Margaret Mabbutt, Wellingborough (7 years).

William Smith, Derby (5 years).

Richard Champness, Chertsey (4 years).

Gina Gee, Walton-on-Thames (4 years).

Joan Smith, Walton-on-Thames (4 years).

Long service

Jill Canham, assistant checkout manager at Ipswich, has completed 25 years with JS.

Jill joined the company as a counter assistant at the old manual shop in Ipswich. In 1960, she was put in charge of the cooked meats department, where she remained for nine years until she transferred to the self-service store.

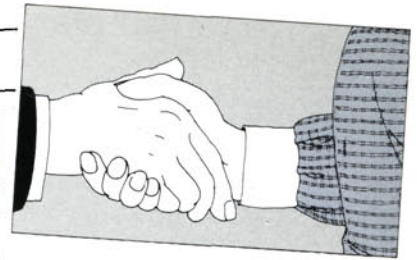
After a period as checkout operator, Jill was made senior cashier until promotion to her present position.

Mick O'Sullivan, senior store service assistant at Peckham, has completed 25 years' service with JS.

He began his career with the company as a warehouseman and after three years was made senior warehouseman. In 1965, Mick moved to the poultry department, working in both preparation and service areas. He moved to the new Peckham supermarket in 1982.

Pete Solomon, deputy manager at Leytonstone, has completed 25 years with JS.

He joined the company at Hoxton and five years later



became leading salesman at Hackney where he remained for five years.

Pete undertook self-service training at High Street, Walthamstow, where he was assistant manager. In 1972 he was promoted to deputy manager at Stamford Hill.

After three years Pete moved to East Ham and in 1979 he became deputy manager at Leytonstone.

Obituary

June Hardingham, night shift display assistant at Coldhams Lane, died following a long illness on May 18, aged 44.

She had been with the company since 1979.

Reginald Mills, meat manager at Chichester, died after a long illness on June 4 aged 57.

He had been with the company for 27 years.

reflects the spirit of the age rather well.

Mr Lundy's comment that 'the customer was the most important person in the shop' shows the extent to which the rule book had no need to lay down the law on this point since it was part of the automatic reaction of all JS staff.

A widow's thanks

From: Joan Gronland, widow of Jim Gronland, formerly manager of Winchester.

I would like to thank all friends and colleagues at Sainsbury's for their support, kind wishes and floral tributes received on the occasion of my sad bereavement. I was quite overwhelmed by the kindness shown and particularly pleased to see so many friends in attendance at Southampton Crematorium.

Spirited day out

From: Violet Denham, veteran, Lewisham.

I am writing to thank the Sainsbury's Staff Association for giving myself and the other nine members of the Obelisk Day Centre for the Elderly, such a lovely day's outing to Boulogne with our local branch. Also for the added gift of a bottle of spirit.

It proves that Sainsbury's thinks of the senior citizens of Lewisham.

A weighty discussion

From: Bernard Scrase, distribution planning, Blackfriars.

Reference the May edition of the *JS Journal*. As the company now includes a London Weighting payment to certain central London retail stores, it would seem appropriate to redefine the Blackfriars Market Premium under the same heading. No other area of the company is more central to London and by definition more qualified for its attention.

The irony of following Norman Tebbit's policy (when he was the government's employment secretary) of encouraging market forces to play a greater part than the traditional London Weighting guidelines, is that this payment has now become an embarrassment rather than an inducement.

It also carries a rather tenuous degree of permanency—in theory it could be removed.

Of course, it is also considerably cheaper than offering an official London Weighting payment, which implies comparisons with similar prestige and 'high tech' central London based companies. I understand 'incomes data services' provide the necessary details.

Joe Marsh, manager, remunerations and benefits, replies:

The Market Premium payment at Blackfriars was introduced as

a response to market pressures on salaries in Central London. This, together with the Streatham Market Premium and the supplementary, payment in a few Central London stores, is monitored and reviewed in the light of salary market conditions, through a wide variety of relevant surveys and publications.

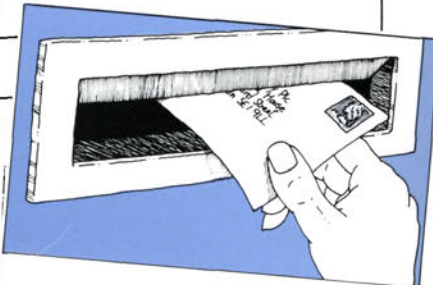
These payments have never been linked to formal London Weighting indexes. Each employer has a different total remuneration practice, and there is no common group of additional payments made by them all.

Anniversary poem

WOOLTON BRANCH celebrates its second birthday on July 13.

Mary Kinsella, senior supermarket assistant, wrote the following to their manager, **Paul Stefanski**, as a celebratory verse:

You are our boss
And don't we know it.
When we see you,
we just go to it.
You cry two hands
Are better than one,
So get on with it,
'Til the day is done.
Boss you really are one of a kind,
And you're not afraid to speak
your mind.
But we wouldn't have you any
other way,
So cheers to you, from all on our
anniversary day.



What would you say?

From: Irene Pierce, cashier, Chislehurst.

Recently a customer going through my checkout remarked, 'You don't need much intelligence to do this job now, do you?' As Sainsbury's training states 'The customer is always right', all I could say was, 'There is more to the job than you think.'

I wonder what others would have said?

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

Cheers for Weybridge



JS is one of the biggest off-licences in the country. But probably few are aware of the humble beginnings of JS's success in this particular area.

The exterior of the Weybridge branch in 1922 looks much like any other but a closer look reveals that this branch even then, sold wines and spirits. Prominently displayed are Buchanan's special whisky and Booth's gin with Gilbey's Invalid port in the foreground.

For 40 years Weybridge was the only branch to house an off-licence and in its small way seems to have made almost as much a success of it as today's branches judging by the variety of wines offered by the 1932 price list.

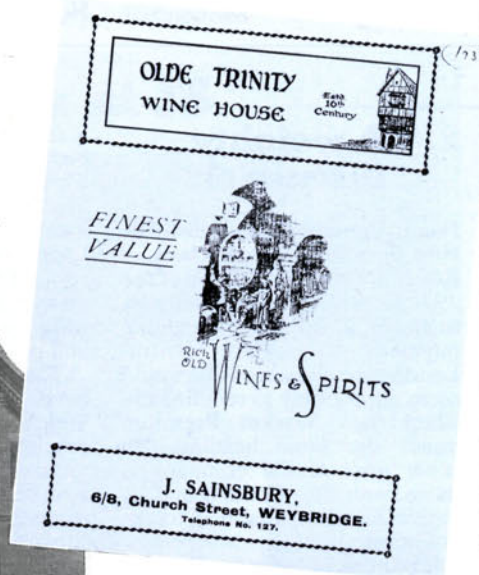
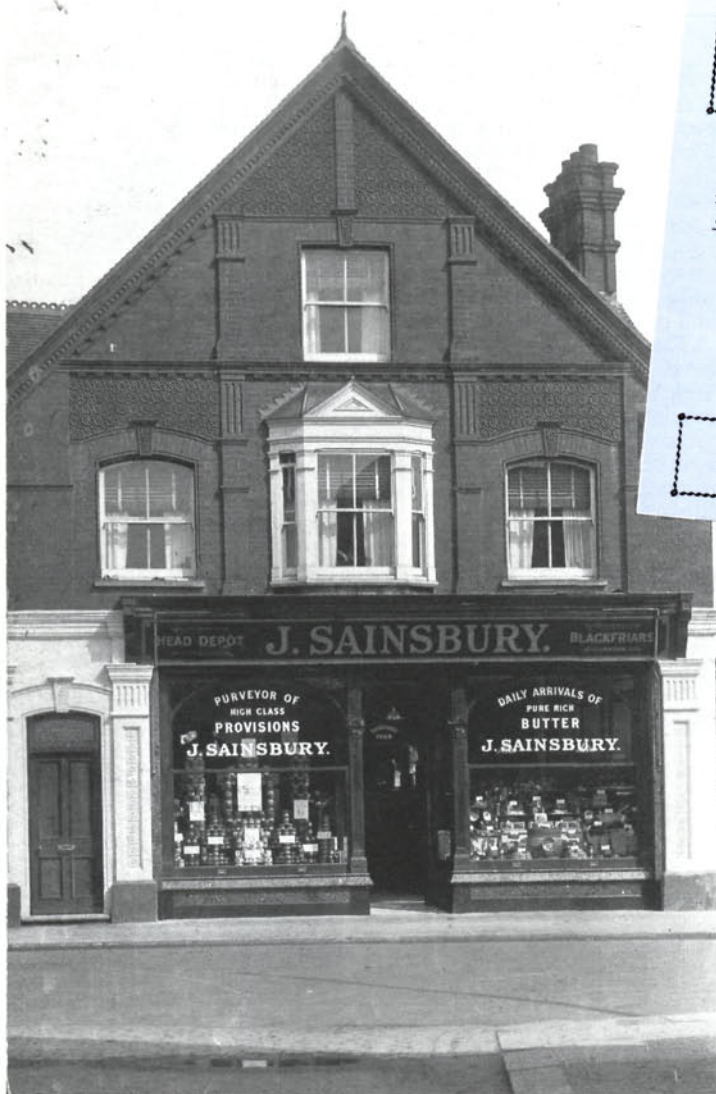
The reason for the licence seems to have been historical: the shop was taken over from a much older grocery chain called Madeley's which had traded on the site for decades.

The shop which JS bought had been designed for Madeley's in 1891 by a local architect called Lindus Forge, to replace an earlier shop (see picture) destroyed by fire. The shop was Lindus Forge's first work.

Madeleys was a well known local chain in its day and the Weybridge shop was managed by one Joseph Tollow, a nephew of the proprietor. It was then fairly common for grocery shops to sell alcohol partly because there were fewer restrictions on its sale. Tollow later became secretary of the local fire brigade (despite its failure to save his shop).

Anyway, there's little doubt that the new shop was an improvement and one which lent itself to the JS mould in 1922.

A little of the old flavour remained in bottles!



Top: The original grocer's shop. Left: The replacement store. Right: Interior display showing wines and spirits.



FAMILY DAY '84

IT WAS FATHERS' day on June 17 but at the Griffin Ground in Dulwich it was also mums' day and children's day.

The tenth JS Family Day was a spectacular game of two halves. A blazing morning was followed by a 'thunderous' afternoon.

Few had packed umbrellas with the picnic and sunglasses. It just didn't look like rain. But at lunchtime the heavens opened and the rain persisted for a good few hours.

Nevertheless, raindrops weren't able to dampen the excitement of the main displays of the day.

At 11.00 am the Red Devils Skydiving team appeared out of a brilliant blue sky. All necks were stretched as the red figures weaved spirals in the air. A trail of smoke marked the devils' path and they sailed under coloured parachutes with the control of eagles.

After landing bang on target before the crowd, the skydivers were met and saluted by managing director, Roy Griffiths and Miss JS, Pam Smith of Southport.

It was a stunning fanfare to the opening ceremony. Roy Griffiths welcomed the thousands of people from the company countryside. He then brought Miss JS, to the microphone to declare the day officially open.

Runners ran, exhibitors exhibited, netballers netted the ball, long jumpers, jumped, celebrities celebrated, half the It's a Knockout teams knocked themselves out falling from huge wet air-filled mattresses and footballers queued outside the local hospital's casualty department. There was certainly never a dull moment!

The children had a ball. Junior pioneers clambered into the Wells Fargo stage-coaches or sat up on top to watch for injuns as they

tore around the stadium as fast as the trotting Shetland ponies could take them.

Smokey the clown with Punch and Judy entertained in the children's tent and nappies were wiggled to the baby boogie.

When the rain came down soggy bodies sought shelter. The beer tents filled up and, although most were sober, everyone was steaming!

The next few hours saw short bursts of thunder, sun and rain. Competitors weren't deterred, particularly the It's a Knockout teams. They'd be soaked through in any event—the diving in the pool event, the filling buckets of water event . . .

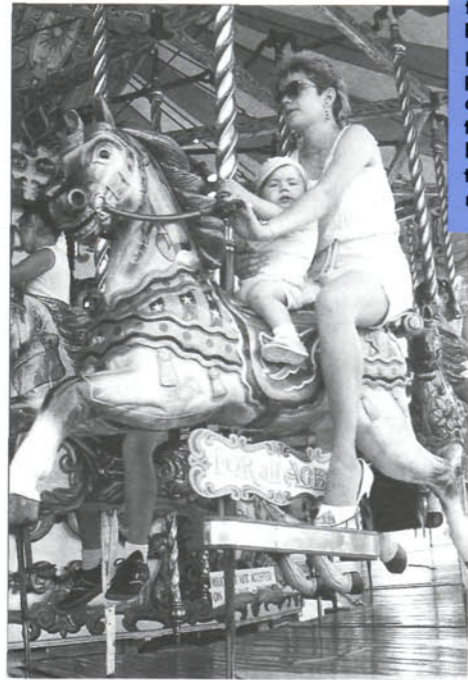
It was the tidiest Family Day ever thanks to the 25th Purley boy scouts. In return for a boost to funds 15 scouts spent the day collecting litter. They also provided a great service to organisers' communications by

running messages about the ground.

In the celebrity tent the visiting stars signed autographs in return for silver coins for the Variety Club children's charities. There was Pat Coombes, Jill Gascoigne, Mick McManus, Ed 'Stewpot' Stewart, Debbie Arnold, Bernard Spear, Barry Cryer and Anna Dawson and Cardew Robinson (above).

At the end of the day retail director, Joe Barnes, rewarded victors with cups and shields. And, for Olympic year, all winners and runners-up went home with medals round their necks, not to mention smiles on their faces and blisters on their feet!

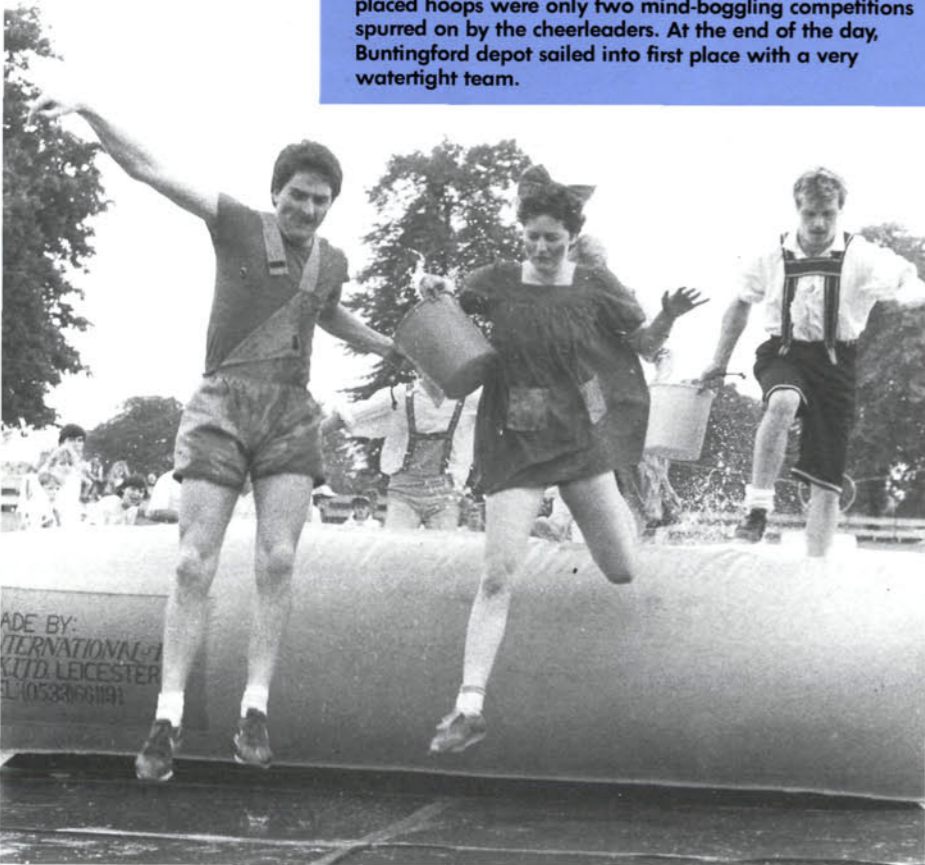
If you want to relive your moment of triumph or even see more of what you missed contact Bill Alan, SSA, head office. He has videos of Family Day '84 which can be bought for £10, part of which will be donated to the Variety Club.



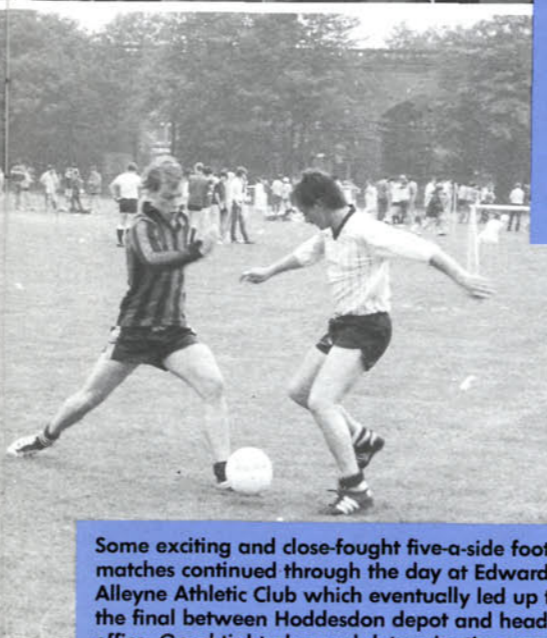
BMX bicycles hurtled through the air for the first time at Family Day this year and proved to be a real crowd puller. Grown ups as well as children were mesmerised by the startling antics performed by the bionic BMX display team, and the tension visibly mounted by the second.



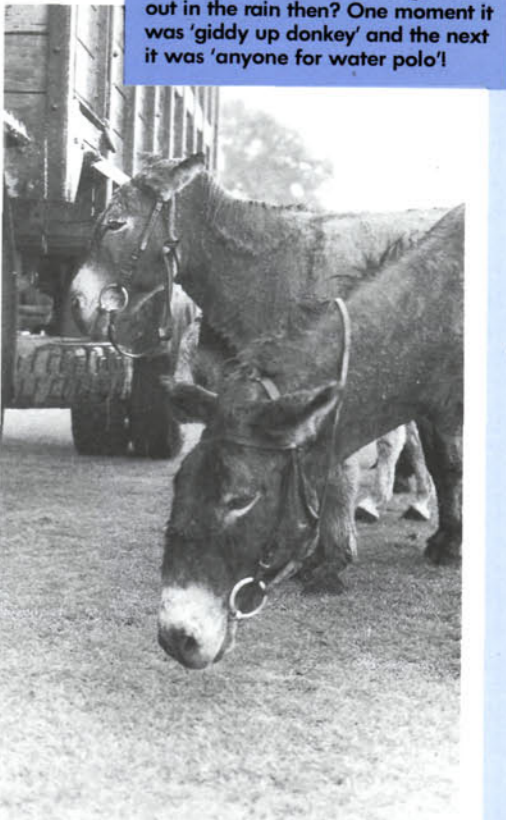
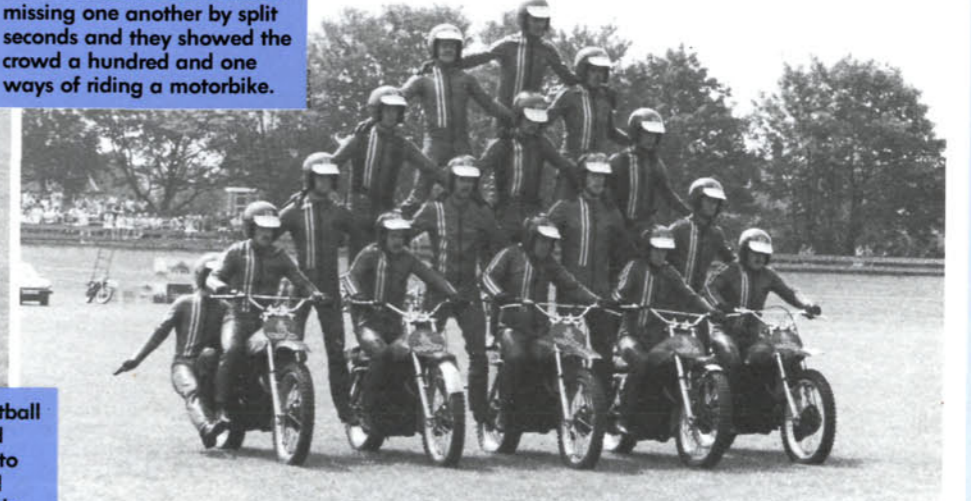
It's a knockout teams spent the whole day between the devil and the deep blue pool taking part in games which varied from the sublime to the ridiculous. Flinging water-logged sponges and clambering through precariously placed hoops were only two mind-boggling competitions spurred on by the cheerleaders. At the end of the day, Buntingford depot sailed into first place with a very watertight team.



Also making their debut at Family Day were the Royal Artillery motorcycle display team. At the speed of light they charged in perfect formation across the stadium missing one another by split seconds and they showed the crowd a hundred and one ways of riding a motorbike.



Some exciting and close-fought five-a-side football matches continued through the day at Edward Alleyne Athletic Club which eventually led up to the final between Hoddesdon depot and head office. Good tight play and determination made Hoddesdon the winners.



Poor drippy donkeys. Who got left out in the rain then? One moment it was 'giddy up donkey' and the next it was 'anyone for water polo'!