

JS JOURNAL

December 1986



**Journal's 40th
birthday issue**

is published every month for employees of J Sainsbury plc Stamford House Stamford Street London SE1 9LL Telephone: 01-921 6660

Associate editor

Yvonne Burke

Assistant editor

Jane Heeney

Typesetting and Printing

David Green Printers Ltd

Contents

News	2/3,5
Warwick opens	4
New Products	6/7
Money for arts sake	8/9
Homebase store managers' conference	10
Celebrating 40 years of the Journal	11-18
Macmillan events	19
News in brief	20/21
Photographic competition 1986	22-24
Wine Speaker, Bill Foster, reports	25
Puzzles page	26
Christmas microwave	27
Archives	28

Cover story

Soldiers from the Polka Children's theatre production of The Snow Queen — see pages 8/9.



FRONTLINE

Christmas is coming, the Journal's getting fat.

Happy birthday to us! Life begins at 40 and on this, the Journal's 40th birthday, we hope you think we're looking good. For the centre eight pages we go back in time with pages of the first ever Journal reproduced for you to enjoy. Read for yourselves how the Journal was introduced to its readers in December 1946 and see how times have changed. What about the Housekeeping Diary's introduction — 'We think perhaps your wife will be interested in this page. Why not take it home and ask her?'

Archivist Bridget Williams looks back over our 40 year history — pages 14/15.

Win a partridge or a pear tree

IN THE WEEKS before Christmas, Homebase are running a free prize draw for their customers. Sixty winners will receive a luxury hamper, valued at over £100, from Partridge's of Sloane Street. For 600 runners up there will be a prize of a Homebase pear tree. Prizes will be distributed evenly — each of the 30 Homebase stores will be

allocated two hampers and 20 pear trees.

Entry forms for the draw are incorporated in the colourful Homebase Christmas leaflet. These are available from all Homebase stores, selected JS branches and Homebase advertising department.

The competition is open to all JS staff excluding Homebase.

Left: the Homebase Christmas leaflet.

Right: One of the Partridges Christmas Hampers.

New appointments for the New Year

TWO NEW faces to appear not only in the Journal but also before consumer groups and schools are the latest additions to the JS home economist speaker service.

Rosemary Hubbard is based in Worcester and has been serving the Midlands area since September.

Kathy Potts, whose ap-

pointment is effective from January 1 will cover south Hertfordshire and West London and Reading.

The new home economists met the rest of the team at the half year meeting in November.

Presentations were given on a variety of topics ranging from the training department to the new J range of cosmetics.



Rosemary Hubbard



Kathy Potts



Mike Powell



Ted Glendinning

TWO NEW appointments have been made as a result of the growth in scope of company systems.

Mike Powell has been made distribution and data controller with overall responsibility for corporate master data in addition to his former responsibilities for distribution planning and control functions. He continues to report to David Quarby.

Ted Glendinning becomes senior data control manager, reporting to Mike Powell. As the focus for corporate master data,

he combines his current work on central systems implementation with responsibility for Les Parker's group on other central systems.

Announcing the changes, managing director Sir Roy Griffiths, said: 'It is increasingly important to manage and control the corporate master data effectively. It is equally important to co-ordinate this with the running of the central ordering distribution control and depot replenishment systems. The changes will provide a single corporate focus for this activity.'

1946 was a year in which the first television licence had been issued at £2. Scrabble hit the games market after initially being turned down by games manufacturers who considered it too dull to sell. The first vinylite record had been produced and nylon stockings were launched in Britain in December.

The war was over but the impact was still being felt everywhere. The introductory *Journal* is filled with references to emergency measures: in 'Hubby does the shopping' the 'Fuel Controller' smacks of George Orwell's '1984'. It makes us understand how post war Britain inspired his book.

The recipe for Christmas Pudding still calls for dried eggs, and

'Personnel Problems' include arrangements for men returning from National Service.

The SSA will be celebrating its 40th birthday in 1987 and will be marking the year with extra offers and prizes for members. In January 40 holidays will be offered at just £40 each. Veterans will also be allocated 40 holidays.

Watch the January issue of the SSA news for details.

If anyone has more ideas on the 40 year theme contact the SSA.

On the subject of give-aways the *Journal* is giving away a Christmas present in the shape of a calendar inside your copy — and with it goes a wish

**HAPPY CHRISTMAS
FROM THE JOURNAL**



Message from the chairman

I welcome the opportunity of sending all staff, all veterans, and their families, my best wishes for a very happy Christmas and good health and happiness in the New Year.

John Lawrence

Interim results delight the City

ON NOVEMBER 11 JS surprised its City followers by announcing profits for the 28 weeks to October 4, 1986 up by a full third on the same period last year. This exceeded City forecasts, even after expectations had been raised by Tesco's good half year results published a fortnight earlier.

The profit increase of 33.7 per cent was the largest for five years and was based on strong performance throughout the group. In JS itself the outstanding feature was productivity (or sales generated per employee, after adjusting for inflation). This continued its strong rise and increased by five per cent over the same period last year. The company is seeing the benefits of its investment in scanning and branch computers coming

through, and the greater efficiency they have allowed is reflected in the productivity increase.

At the half year 65 stores had scanners, a number which will increase to 92 by the end of the year.

The other main features of the period were JS's price competitiveness, which was further strengthened against the major competitors, and the successful opening of seven new stores,

averaging 29,000 square feet of selling space each. New stores contributed sales performances above expectations.

Elsewhere in the group Homebase increased its sales by 27 per cent and its profit by 31 per cent to £2.1 million. Five Homebases will open in the year bringing the total number to 33. A new distribution centre is to be opened near Northampton, which will improve long term profitability.

There were good advances in JS's associate companies (which are owned jointly by JS and others). SavaCentre benefited from a good profit performance at Edinburgh, which is its most recent opening. The next SavaCentre will be built at Merton in South London — planning permission was received on the day after these interim results were announced.

Shaw's, our US associate increased its sales area by a full 12 per cent over the half year, opening four new stores to bring its total to 47. Profits were held back by pre-opening costs but a rise of five per cent over the same period last year was still achieved.

'Industry in schools' award

A 'Learning from Industry' project has enabled many teachers to work with industrialists to produce new classroom materials.

In October, Satro (Science and Technology Regional Organisation) presented awards to ten schools and the companies involved with them. The award provided £250 for each school to continue its project. JS received an award for its work with Bowes Lyon High School in Hertfordshire. The project was 'mathematics in the retail trade' — curriculum material specifically for low attainers which demonstrates the use of mathematics in the supermarket.

JS will match Satro's award and present the school with a further £250.

BRANCH OPENING



WARWICK

Opening date: 25 November 1986
Address: Saltisford, Warwick
Opened by: Chairman, Sir John Sainsbury
Manager: Gary Bradbury
Staff: 177 (162 new jobs)
Sales area: 27,000 sq ft
Car park: 397 spaces



WARWICK

The historic town of Warwick boasts a new attraction. Alongside the ancient castle and contemporary university, stands the new supermarket offering a traditional service with a modern approach.



1. Chairman, Sir John Sainsbury (left) and assistant managing director, Joe Barnes, meet staff before the store opens.
2. Cameras were in store to film a new company video.
3. Eyes down for a last minute briefing.
4. Local dignitaries were escorted round the store by Northern area director, Tom Haynes (second from left).
5. Manager, Gary Bradbury (left) with his deputy, David Beese.
6. Welcoming lights from the newest store in town.



Apple of the judges' eye

JS dessert and cooking apples at Tonbridge have been judged the best on sale in the area's supermarkets.

The annual Marden Fruit Show is Europe's premier event of its kind. One aspect of the show — The Top Ten Retailer Class — involves judges from the Women's Farming Union shopping incognito and selecting fruit from over 20 shops in the region.

Judges selected English Bramleys and English Spartan apples from Tonbridge store and they

went on to win top certificates in the supermarket section.

Proud produce manager, Brian Molting, said: 'It's a great boost for the department, for the shop and for the company.'

The apples were judged on their colour and finish, freedom from disease and pests and freedom from bruises and damage.

● East Grinstead has also picked up an award from the Women's Farming Union. The store was one of the retailers chosen for its high consistent quality of fruit.

Left: Brian Molting, produce manager with certificates.



Prince among potatoes

THE OBSERVER RECENTLY ran a small article on the Pink Fir Apple Potato which has recently appeared on JS shelves and cannot be found in any other supermarket. The *Observer* heard about the 'JS Potato Sensory Evaluation Panel' and asked 'what do they do, stroke their tubers?'

Alex Payce-Drury, potato buyer, revealed that the panel gives its tubers more than a quick stroke.

The panel, which has been in existence since 1984, consists of around ten people from the buying, technical and home economics departments. Every season we select from hundreds, about a dozen potato varieties which go forward for a full evaluation. Potatoes are tasted chipped, boiled and baked. We judge amongst other things on appearance, texture, flavour and cookability.'

Says Alex: 'The Pink Fir is a very old variety, dating back to Victorian times, today it is grown in the main by small market gardeners and in home allotments. When it came before the panel we jumped on it immediately.'

The characteristics of the Pink Fir Apple make it quite unique amongst potatoes. It is oddly shaped, has a nutty flavour, thin skin and firm yellow flesh. It is at its best when boiled in its skin and then eaten cold.

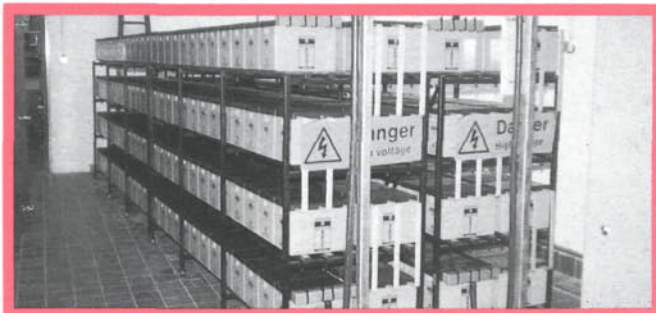
Miss World's flying visits to stores

MISS WORLD was busy completing her public appearances before handing over her crown to the new Miss World when she popped into three SavaCentres to promote Icelandic Spring Water.

Hofi Karlsdottir of Iceland, seen here at Hempstead, also visited Calcot and Edinburgh on October 30 and 31.



Full power to the JS computer



Top: An early breakfast in Stamford House restaurant. Above: The battery store.

THERE'LL BE NO 'big bang' at JS thanks to the installation in Rennie House basement of a 500 KVA Uninterrupted Power Supply (UPS) to the main frame computer.

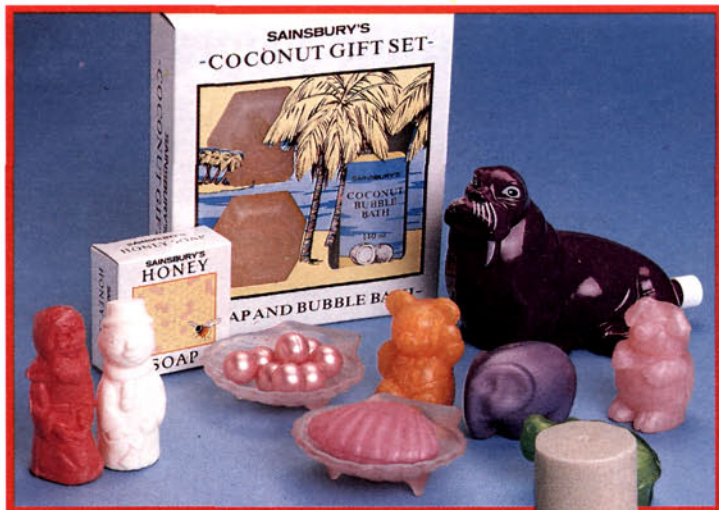
UPS smoothes the electrical mains supplied to the computer and continues to supply power even when the incoming supply is disconnected. Power comes from a large bank of batteries and stand-by diesel generators.

On Sunday November 2 at 5 am, head office engineer, Ken Comte, two engineering supervisors, Mike Finch and Colin Smith, and seven head office electricians witnessed the connection and testing of the new system.

All ran according to plan, timing was spot on and the computer, backed up by UPS, was back on line at 9.30 am.

Said Ken Comte: 'It was important for us to further our knowledge of this complex system and we are now installing UPS at Stevenage data centre.'

Christmas



presents no problem



TO FILL CHRISTMAS stockings to the brim, JS has a sackful of goodies for all the family.

Get scrubbed up with the new bathtime accessories. There are many novelty soaps including: Snowman, Teddy, Hippo, Honey and Shell. Put animals in the bath — there's a Dolphin and a Walrus bubble bath.

Country Garden and Oriental Garden are two new fragrances and items include Soaps, Drawer Liners and Sachets, Talc and gift sets. Prices for these bathroom items range from 49p to £1.99.

To satisfy a sweet tooth, give one of JS's chocolate or biscuit selections. And there's a wide range to choose from: Lebkuchen — traditional German Christmas biscuits; Chocolate Wafer Selection; two Assorted Biscuit Tins, one including cream and jam biscuits; various shortbread selections and a Savoury Wafer Assortment. Biscuit lines cost from 75p to £2.59.

Chocolate makes ideal gifts and this year's range includes: Liqueur Batons filled with Cognac, Kirsch or Cointreau; Family Selection and Milk or Plain Selections. Prices range from 95p to £2.75.

The Primer collection is the latest addition to the children's book range. Babies to toddlers will enjoy the additions to the Board book series (75p). New ranges include 'Animals' and 'Opposites'. Primers Concertinas (85p) are novel books with nursery rhymes and everyday themes.

Three to five year olds are not forgotten — Concept books (85p) introduce basic subjects such as 'ABC' and 'Colours'. Also for this age group is the 'My First Book of ...' range

including 'Numbers' and 'Words'. Especially for the festive season are two delightful books — 'Teddy's Christmas' and 'A Bad Start for Father Christmas' (£1.45 each). They will enchant children of all ages.

Send a JS Christmas Card. This year's collection includes traditional, modern, novelty, religious and charity cards. Available in various quantities from packs of four to a box of 36, the cards cost from 75p to £1.99 a pack.

Keep up to date with a JS Diary (£1.99) featuring menus of the month or calendar — Slimline (£1.25) or Floral (£1.99 or £1.45).

JS has four varieties of Christmas Pudding (£1.10 — £3.95, various weights) including Traditional and Luxury versions. They are free from all artificial colours and give microwave instructions. To make them even tastier, add a topping of Brandy Butter (95p, 6 oz) or Double Cream with Brandy (89p, 5 fl oz).

For the perfect Christmas, JS has the perfect crackers. This year, there are three new designs of the 12 inch six pack version: Striking Gold (£6.99); Pastel Pink and Blue (£8.99) and Rich Chocolate (£6.99). Other crackers including Traditional, Luxury and Deluxe cost from £1.29 to £9.99.

There are a wide variety of new design gift wraps. Sets are available in rolls or flat wrap, with or without bows and tags. Prices range from 49p (Super Quality Gift Wrap) to £2.45 (Luxury Multi-gift Pack with two rolls, tags, ribbon and bows).



TO PROVIDE nutritional information and clarify the differences between each product, the packaging of the JS margarine and lard range has been re-designed. In addition, three products have been re-named: JS Blue Label becomes JS Margarine; JS Soft Blue Label becomes JS Soft Margarine and JS Green Label will be JS Luxury Soft Margarine.



GOOD ART COS

WHEN THE Polka Children's Theatre performs The Snow Queen this Christmas children will be jumping up and down in seats which are cheaper thanks to JS.

Polka is just one of the many arts groups supported by JS as part of its Arts Sponsorship Programme launched in 1981.

The programme encompasses national and local arts. There's even an 'own label' arts event in the shape of the Sainsbury's Choir of the Year Competition established in 1984.

The mainstream groups — Polka, Sadlers Wells Royal Ballet and Kent Opera — are sponsored at home and on tour in the form of subsidised tickets. This means that more people of all ages are given the opportunity to enjoy opera, ballet and theatre.

Hand in hand with these major donations there has developed the local arts sponsorship programme.

Diane Trembath is deputy

head of public relations. She looks after local arts sponsorship and explains the type of local events JS likes to sponsor: 'These tend to be one-off events such as local arts festivals and concerts. We like to support events in places where we are opening a new store, for instance there's an International Celebrity Concert Series running at the University of Warwick. We'll be sponsoring a recital by Dame Janet Baker as part of that series in February. It will be particularly appropriate as the new store opened in November.'

'We receive thousands of letters a year requesting sponsorship and it's difficult sometimes to say no, but we just can't accommodate everyone. We try to ensure a wide geographical spread and a good variety in the type of event and the size.'

'It need not necessarily be an established programme or a famous artist but we do need to satisfy ourselves that the event

will be popular and well run.'

Some marriages are made in heaven and some arts sponsorships seem destined to be. One particularly happy partnership is explained by Diane:

'We were looking at the Cheltenham Literature Festival and I had recently read Wendy Cope's collection of poetry entitled "Making Cocoa for Kingsley Amis". I loved it and I wasn't alone. It struck me that her reading of the works at the Festival would be very popular and ideal for sponsorship by JS. At this time an interview with Wendy appeared in the Sunday Times Magazine and there she was extolling the virtues of her local Sainsbury's ... and that interview took place long before we came on the scene!'

Sometimes projects are suggested by stores and Diane, pictured right with files on local arts events, always welcomes ideas. In Redhill JS sponsored an art exhibition in the shopping centre at the suggestion of the branch manager.

From poetry readings in Cheltenham to acting projects for young people in Liverpool, the JS sponsorship programme encompasses events in all JS trading areas and many involve young people.

JS is acknowledged as one of the country's leading patrons of the arts and has received awards in 1981, 1983 and 1985 by the Association for Business Sponsorship for the Arts.



COINCIDENTALLY, both Polka Children's Theatre and Sadlers Wells Royal Ballet have opted to present the Snow Queen this season. Sadlers Wells will be touring the regions and can be seen at the following venues: London, Sadlers Wells Theatre from December 29 for three weeks; Manchester, Palace Theatre, for a week from February 23; Leeds, Grand Theatre, for a week from March 2; Birmingham, Hippodrome, for a week from March 16

WEDNESDAY 11 FEBRUARY
8.00 p.m.



IN 1976 business spent £0.6 million on arts sponsorship and today the figure is £20-25 million per annum.

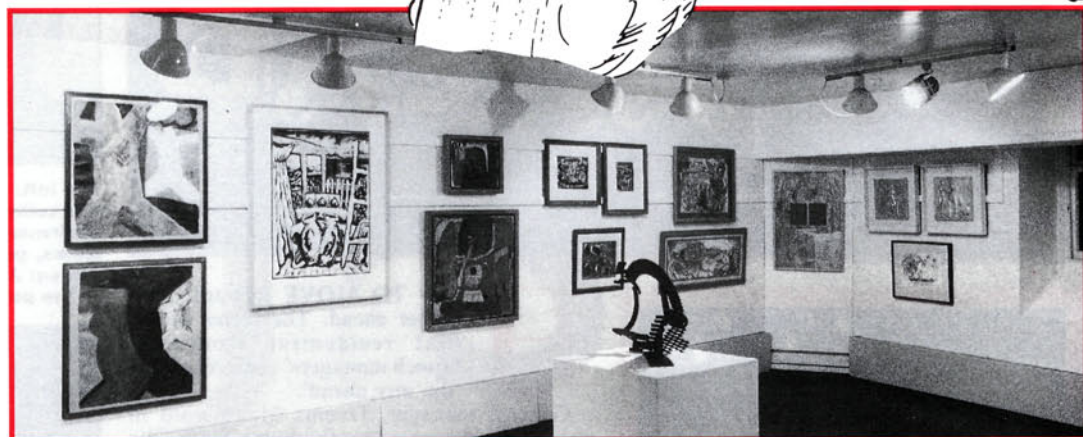
Business sponsorship of the arts is the fastest growing form of sponsorship although still poor in relation to sports sponsorship which, in 1984, stood at £112 million.

**ARTS
CENTRE**
UNIVERSITY OF WARWICK

DAME JANET BAKER, Celebrity Recital
Sponsored by **SAINSBURY'S**



TS LESS



FOR TWO YEARS JS has sponsored the Contemporary Art Society's art market which

takes place at Smiths Galleries in Covent Garden over four days. This year there were 600 works by Britain's best living artists at prices from £60.

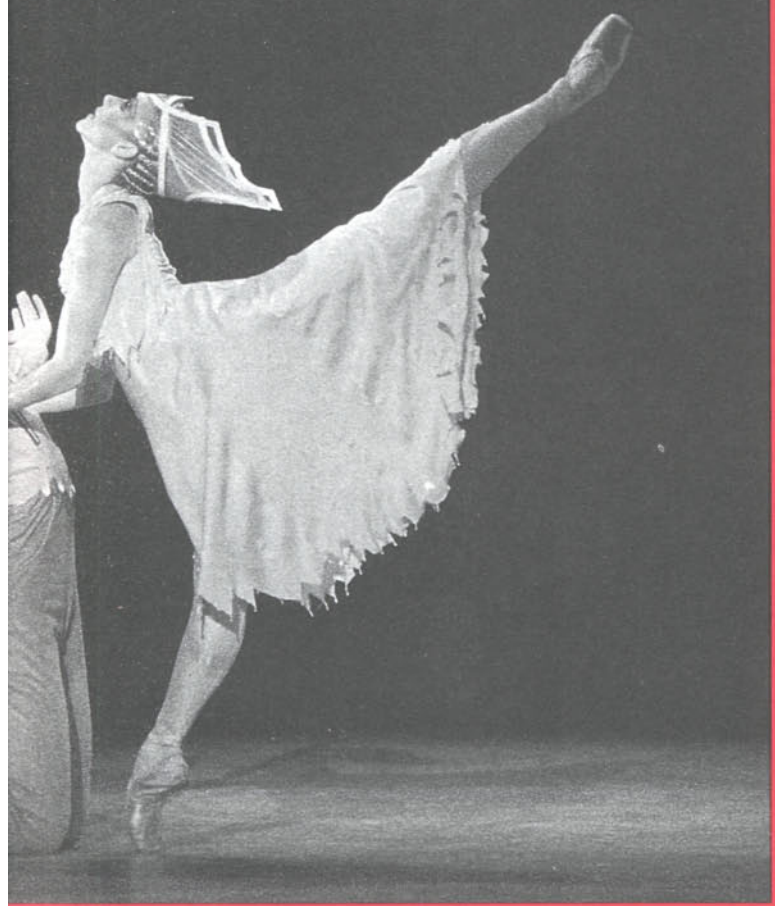
The *Observer* featured pictures from the sale before the event in November and said:

'It is still possible to buy original works of art even if you don't have truck loads of spare cash. Good modern paintings,

drawings and sculpture at bargain prices can be found at the Contemporary Art Society's unimpeachable annual sale.

'... In an atmosphere as informal as a supermarket (suitably, the do is sponsored by Sainsbury's), you can browse among a tempting and varied selection... if you decide to buy one you can take your purchase home with you there and then.'

and Plymouth, Theatre Royal, for a week from March 23. JS family bookings can be made with the help of branch managers and the SSA.



PICTURED HERE are scenes from Polka Children's Theatre's production of the Snow Queen which will be running at the theatre in Wimbledon until January 31.

As Polka says: 'This is a fairytale of the frozen north for everyone of six to 106.'

For details of performance times or to book tickets call the box office on 543 4888 or 0363.





THE WAY AHEAD



Top left: L to r — Anthony Rees, marketing director; Gurth Hoyer Millar, chairman; Tom Vyner, director and Dennis Males, general manager.
Above: Jacques Dopchie proposes a toast to the partnership.



Before the conference began there was a dinner dance on the Saturday evening at Fanham's Hall. It was attended by Homebase staff from all over the company.

HOW TO MOVE forward. How to get ahead. The theme of the first residential Homebase branch managers' conference was 'the way ahead'.

General manager, Dennis Males, said in welcoming delegates to Fanhams Hall: 'We shall seek to make positive plans to meet our objectives over the next three years, which are to double the number of stores, treble the sales and quadruple the profits.'

The conference took place over two days — November 25 and 26 — and included presentations as well as syndicate discussions between the managers themselves.

At the conference dinner Jacques Dopchie, deputy chairman of Homebase's Belgian partner, GB-INNO-BM, looked back over the successful partnership and proposed a toast to the company.

The president of America's most successful DIY retail company — Hechinger's — gave delegates a taste of 'the American scene'. John Hechinger showed a video which had delegates chuckling at the US lumber business's 'subtle' approach to advertising. Hechinger's is a quieter voice amidst the shouted statements with a more gentle 'There's No Place Like Hechinger's!'. Now where have we heard that before? It was a surprise to both Hechinger and Homebase, who have a great deal in common, to discover they had chosen the same slogan!

Homebase chairman, Gurth Hoyer Millar, had the final word of the successful conference. He thanked delegates for their hard work: 'We have great faith in you and we look forward to the future with confidence.'



Gurth Hoyer Millar with manager of the new Crayford Homebase, Richard Olliffe.



Meanwhile, elsewhere at Fanhams Hall — a reminder of what the business is all about. Renovation, repair and decoration continued at the hall as the selling of paint and brushes was discussed under its roof.



Above: John Hechinger shows how he put his company on the map.
Right: managers in a syndicate discussion.



The cover features a background of alternating horizontal grey and white stripes. The logo 'J+S' is centered in a large, dark red serif font, with a small four-pointed star between the letters. Below it, the word 'JOURNAL' is written in a smaller, dark red serif font.

J+S JOURNAL

Vol. I

December 1946

No. I



The Sainsbury House Magazine

Vol. I

December 1946

No. I

By Way of Introduction

WE are pleased to be able to offer for your approval the first number of The J. S. JOURNAL the SAINSBURY HOUSE MAGAZINE.

By way of introduction we should like to set forth some of the aims and objectives at which we are striving. Firstly, we are endeavouring to produce a common link between the Blackfriars and Branch folk—which we hope will assist in the mutual understanding of each others' problems — of the other chap's point of view—if we do nothing more we shan't be doing too badly. Secondly, we hope to publicise the activities of the Staff Association and its various functions, and by so doing, lend a hand in its continued success. Thirdly, to provide intelligent and entertaining reading which we will do our very best to make of general interest to everybody.

Copy No. 1 is rather in the nature of an "austerity" edition. We hope, as restrictions relax, to be able to improve both quality and quantity and are aiming at a monthly edition eventually, although in the

early stages we shall probably satisfy ourselves with a publication every other month.

The Directors have decided that the whole cost will be borne by the Firm and all copies will, therefore, be free, although as already inferred, in the early stages at least, there will not, unfortunately, be a copy for everybody.

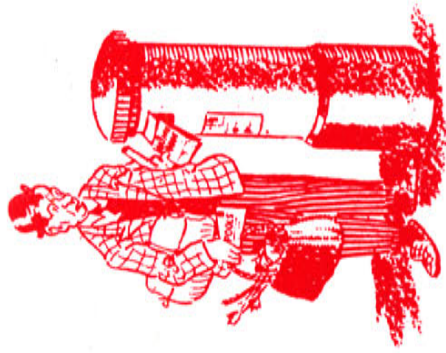
Finally, we point out that the continued existence and prosperity of this magazine will depend on *your* support. We shall *expect* your criticisms, views, and suggestions. Articles, or suggestions for articles, photographs, comments, and in fact anything which you think may be of interest, will be most welcome. We hope, also, to be able to publish a limited amount of correspondence.

Bearing all this in mind we hope you will enjoy COPY NO. 1—we look forward to your comments.

As the publication of this first number so nearly coincides with Christmas may we wish all readers the compliments of the Season.

Hubby does the Shopping

by HELENA ROBERTS



I HAD had a beastly cold for days; the Fuel Controller had asked that we should exercise care in the use of fuel, and although I looked longingly at the few shining lumps in the coal bunker, I did not feel justified in taking the risk of curing my cold now, when I might need that extra knob for curing an attack of pneumonia later on. George sat opposite me at the table, having drawn the cosiest armchair up to it at such an angle that no one could possibly pass. He was sucking the end of his pencil, turning over pages of various newspapers and entering mysterious markings on a sheet of ruled paper and giving me reproachful glances every time I sniffed or tried to suppress a cough that threatened to strangle me at any moment. "Are you doing anything important, dear," I ventured at last. "Important!" exclaimed George in a voice both reproachful and hurt. "Of course I am. It's my Littlewoods coupon." "Oh," I said sadly, "I was going to ask if you would call at the Grocers and get my shopping." George looked up with mild interest, "Are you ill or anything?" "Well, my cold seems to be getting worse and I hardly think it would be wise for me to stand in queues," I wheedled, "it would be such a help." George sighed resignedly and said "O.K. Give me the money; the postal order for last week's pool has just about cleared me out."

I handed over a £1 note and George gathered all his papers together, stuffed them into various pockets, picked up the £1 note and put it into his wallet, and, not even stopping to put on an overcoat and hat, prepared to go out. I heard him at the front door and called out frantically, "Don't forget the ration books, dear—and you must take some newspapers in case you see some fish."

George returned to the sitting-room. "Ration books? Good heavens, what do I have to do with those?" I replied, "I have written a list, it's with the books—all you have to do is to hand the books to the assistants. They will mark the coupons and take out those which have to be cut out and"—this was an afterthought—"you could use some of those newspapers you have in your pockets for wrapping fish, etc., in." I thought George was going to have an apoplectic fit. "Do you realise," he said sternly, "that those newspapers are the only guide I have to winning a fortune and that one day we shall have a maid to do all this shopping, yet you quite casually suggest I should use my precious newspapers for wrapping fish." I could think of no suitable reply as the thought of a fortune being thrown away owing to my carelessness was just beyond me.

Once more George sallied forth. I made myself a cup of tea and really gave way to the weariness I felt and sat in the armchair, lately vacated by George, and the cat decided to sit on the hard kitchen chair that had been my portion.

I must have dozed, for some time later I was awakened by George who was shaking me and saying, "Well, I never, here you are asleep and I am frozen to the marrow standing in queues and worn out asking for everything that appears to have disappeared from the shops in 1939."

"Have you got everything I wanted?" I asked sleepily. "Got everything! I thought I would call in at the Post Office and complete my football coupon and post it while I was out. When I got to Pearksburys I handed the envelope containing the ration books to the assistant. She said 'Is this a diplomat's card, sir? You have been to a lot of places.' I said, 'No, it isn't and I can't see how it matters to you where I have or have not been.' She then replied, 'I'll have to ask the Manager to telephone our Head Office because I do not know the rations on this card.' She walked off and soon returned with the Manager, who with a grin on his face said, 'I'm sorry, sir, but haven't you made a mistake,' and handed the envelope back to me. To my surprise it was my football coupon and I can only think I must have posted the ration books. If only I hadn't had to do this beastly shopping I might have won £10,000 at least. I had it all worked out and was using a wonderful system a chap in the office had told me about; it couldn't fail." "And what about the rations?" I asked ominously.

George looked glum for a moment, then brightened considerably and said, "What a good thing I can still send the coupon off. When I win this fortune, and it's as good as in your pocket, my girl, we can go to a hotel and shan't need to worry about ration books." It was no use trying to explain that even then we should want ration books, so I just sighed audibly and decided to 'phone mother.

George did not win a fortune that week—he says it's because I confused him, trying to make him understand all about bits of paper in a stupid book. Perhaps when I understand football pools he will begin to understand my household problems. In any case, I know there was *one home*, but *two* *always* that week-end.



FORTY Y

JS JOURNAL THE

'WE ARE PLEASED to be able to offer for your approval the first number of the *JS Journal* the Sainsbury House Magazine.'

So began issue number one, and forty years on we too are pleased to offer you a reproduction of that first issue, and to celebrate our admission to the select ranks of the 40 year club!

In 1946 Sainsbury's brown label tea cost 8½d per quarter, and granulated sugar was 5d a pound, but with the war having ended only 16 months earlier, rationing and austerity were still very much in evidence. Paper shortages made it difficult for the *JS Journal* to keep up regular publication in the early months, and the hope was simply expressed 'to be able to improve both quality and quantity ... as restrictions relax.'

The December 1946 issue was followed by three in 1947, a year's gap, and then a re-launch in late 1949. The optimism of this new initiative was infectious: 'We firmly believe that a successful house magazine can be of tremendous value in promoting mutual confidence and understanding between management and staff ... we hope you will enjoy the new series.'

Early issues contained many of the aspects of JS life which the *Journal* retains today — news about retirements, promotions and staff events, reports of social activities and competitions of various types, but there were many different items too — for a short while there was a women's page, which carried items on novel sandwich fillings ('have you tried cheese and orange marmalade?') advice on the best use of rationing points, and even prizes for 'happy baby' photographs!

Another regular item was devoted to news of staff on National Service, while a particularly ambitious item was the 'information service' offered on 'any social, literary or civic matter' in the late 1940s.

Wartime restrictions gradually eased, and this helped the *JS Journal* to become more sophisticated, particularly in its use of illustrations. In November 1952 the glossy-paged 'pocket' sized *JS Journal* replaced the first format. The range of issues covered grew wider with features on such subjects as 'Denmark as a Food Producer'; the causes of the current meat shortages; and 'Productivity and the Retail Trade'. History often figured in the *Journal's* pages, with articles on such matters as 'Shoppe Signes', and the history of margarine, followed later by an occasional series called 'Down Memory Lane' which was an early forerunner of the regular Archives page.

The pocket sized *Journals*, although popular, were limited in scope for adventurous photography, and so in 1958 the *Journal*



grew to almost twice the size. The second *Journal* of the new series featured a study in photographs of the old Drury Lane branch, the first JS branch which closed in November of that year. The photographs were credited to one Tony Armstrong Jones, who continued to take photographs for the *JS Journal*, until as Lord Snowdon, he was summoned to higher things!

Throughout the 1960s the *JS Journal* remained in this format, but became steadily more packed with information about JS's expansion: new branches, new products; depot developments, while still finding space

to squeeze in news of staff events and parties and features on such widely differing subjects as the new weights and measures act of 1963, 'Growing Rice the Modern Way' and 'How to Get the Best Out of Hotels and Restaurants at Home and Abroad.'

By 1973, when Brown Label tea cost 6p a quarter and sugar was 8½p for 2lbs (a year later the sugar crisis duly reported by the *JS Journal* took it to 20p for 2lbs) the old format seemed a little stuffy and a brand new style of *Journal* was launched to coincide with the 1973 year end results. By this time the *Journal* was reaching a staff of over

EARS ON S IS YOUR LIFE



31,000, and the need to spread the company's news through an attractive *Journal* was greater than ever. The tabloid *Journal* allowed more room for eye-catching headlines, for tables and diagrams to explain the major issues of the day, including branch openings, the new profit sharing arrangement (June 1974), and most importantly the impact of the company's public flotation in the August 1973 issue.

Although the *Journal* had always sought reader participation and letters to the editor, the new style format helped to encourage a more popular 'feel', and the letters pages

were packed with correspondence on everything from bacon joints to personal reminiscences. Nonetheless the *Journal* still had helpful advice to offer: 'letters need to be topical and deal with a subject that has a wide appeal throughout the company. It also helps if they are short ... and not likely to land anyone in court for libel!'

The present format dates from April 1976, and although carrying many of the good points of the earliest issues such as staff news and business information, it is also able to be more forward-looking about company developments than in the dark days of the post

war years. Colour, introduced in December 1984, has now become a regular feature of its pages. The succession of awards won by the *Journal* together with the favourable comments it receives is evidence that the *Journal* is at least approaching the goals of that first issue — to produce a common link between the different areas of the company and to provide intelligent and entertaining reading of general interest to everybody.

And as for the future ... well they say life begins at 40!

By Bridget Williams, company archivist.

"It all goes

to show"

A Health Section plays a vital part in modern personnel management. Besides administering the Sick Scheme and arranging medical examinations, the J.S. Health Section exercises a careful follow-up of the health of individual employees. Also, by a careful analysis of reasons for absence, considerable guidance is given to the management on the incidence of particular forms of illness and their relation with the various occupations followed within the firm. Preventive measures, such as improving working conditions or transferring staff to more suitable work, are thus made practicable.

Mass miniature X-ray—the passport photograph to Health.

"... Stand here please, that's right—chest flat against the plate—shoulders forward—hold your breath for a second, that's it—next please."

And that's all there is to it; in a matter of seconds you have been X-rayed—a numbered miniature photograph on a film about the size of a postage stamp has been made of your chest, lungs and heart. There's certainly nothing frightful about it.

During the war years the Medical Research Council decided to enquire into the possibility of mass radiography and after considerable research a mobile apparatus was produced which was capable of photographing large numbers of people in a very short time and with little or no inconvenience to themselves. The advantages over the normal method were soon found to be many—some technical—cheapness, speed. Other advantages more closely concern the subjects themselves—the centre can be moved from town to town—only a few seconds' time is taken up and it is no more tiring or trying than having an ordinary photograph taken.

The benefits are obvious. The expert can study the magnified negative—at length if needs be. In the vast majority of cases nothing out of the ordinary is brought to light, but occasionally, here and there, a condition requiring treatment is found. The X-ray photograph will show such a condition long before it becomes apparent by external symptoms, thereby making treatment many times more simple, and cure much more probable.

The X-ray photograph, obviously is in no way a preventive measure, neither is it a cure—it is merely a means of diagnosis and therefore, in the same way as one pays a routine visit to the dentist, one should have a routine check up at an X-ray centre—although not quite so frequently perhaps. It is hoped that in the not too far distant future a yearly visit will be regarded as the normal practice.

To give you some idea of the statistics of the scheme, the London clinic gave us the following information:—

In round figures, of 100 subjects X-rayed, 95% hear no more. 5% are asked to attend the centre again for a further test which usually takes the form of a full-size X-ray

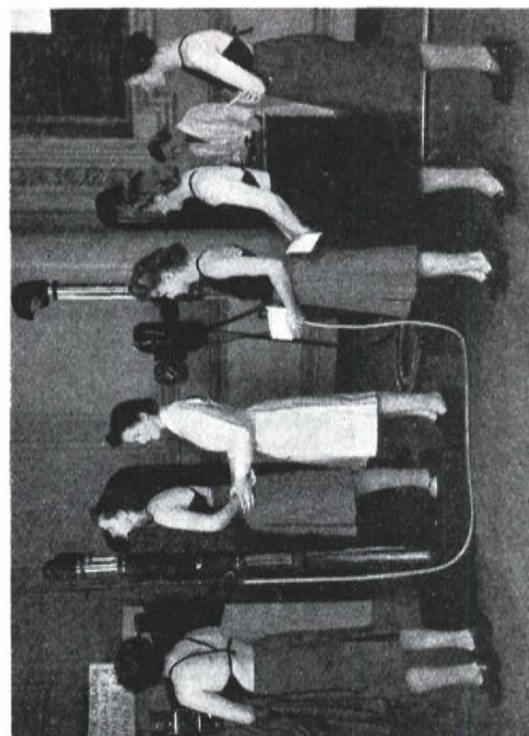
photograph. Of these over half will be found to be normal after this repeat examination, the previous doubt having arisen from technical causes. The remainder—say 2 per cent.—may be found to have X-ray appearances suspicious of abnormality and will be asked for a private medical interview. Finally perhaps 1 per cent. will be found to have chest trouble requiring observation at work, or treatment at a sanatorium. Even those requiring active treatment will have a far better prospect of cure than if he or she had waited until the disease had been discovered in the normal way.

A mobile clinic recently visited Catford and Lewisham district and among our staff in that district 50% came forward as volunteers—a very good start. In the St. Pancras area—which covers Hampstead branches and district—where a mobile apparatus will shortly be visiting, several branches have already come forward with nearly 100% volunteers—an even more encouraging result.

This then is the case for mass miniature X-ray—"The passport photograph to health." Will it have your support?

We hope that the L.C.C. Unit will soon be visiting Stamford House.

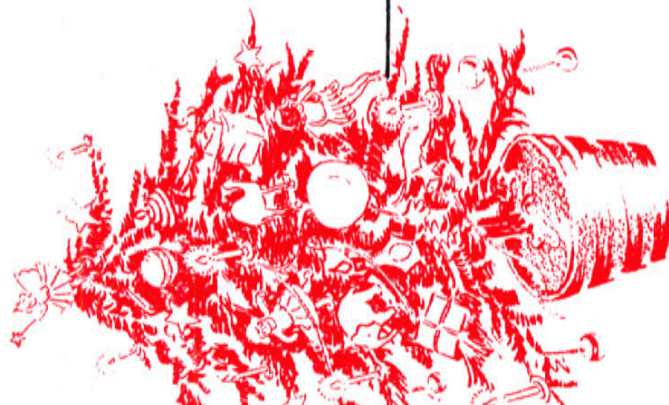
Photograph by courtesy of I.L.F.O.R.D. LTD.



Housekeeping Diary

for Christmas 1946 . . .

We think perhaps your wife will be interested in this page. Why not take it home and ask her?



Roasting Hints

1. Place a small bird on a meat tin, a large bird on the grid shelf or hung from the top grid shelf with a tin beneath to catch dripping.
 2. Spread the bird with lard or dripping and cover with greased or wet paper.
 3. Roast in a hot oven, control mark 7. If the bird is large reduce the heat to mark 4 after 1 hour.
 4. Time for cooking—turkey or goose, 1½ to 3 hours. Chicken, 1 to 1½ hours. Duck 1½ to 2 hours, according to size.
- ### Serving Hints
- Turkey.** Chestnut stuffing or roast chestnuts. Sausage meat, bread sauce, thin gravy.
- Goose.** Apple sauce, sage and onion stuffing, thick gravy.
- Duck.** As for goose.
- Chicken.** Force meat stuffing, bread sauce, thin gravy.
- Hare.** Force meat stuffing, red-currant jelly, thick gravy.
- Rabbit.** Force meat stuffing, thick gravy.
- Roast beef.** Horseradish sauce.
- Roast mutton.** Onion sauce.
- Roast pork.** Apple sauce.

Christmas Cake

- ### INGREDIENTS
- 8 ozs. plain flour
 - 5 ozs. fat
 - 5 ozs. sugar
 - 1 teaspoon baking powder
 - 4 eggs (reconstituted)
 - 1 lb. mixed fruit
 - 1 cup milk
 - 6 tablespoons milk
 - 1 teaspoon mixed spice

METHOD

1. Cream the fat and sugar.
2. Add egg alternately with the flour which has been sieved together with the baking powder and spice.
3. Add fruit.
4. Add milk to the required consistency.
5. Bake in a slow oven 3½ to 4 hours, control mark 2.

Almond Icing Mixture

INGREDIENTS

- 1 lb. fine semolina
- 1 lb. caster sugar
- 2 dried eggs (3 tablespoons dried egg)
- 2 tablespoons almond essence

METHOD

1. Mix semolina and sugar together in a bowl.
2. Reconstitute the dried eggs with the water in a cup, add essence to the dry ingredients to make a paste and knead well.
3. Add the liquid to the dry ingredients and stand 4 hours.
4. Cover the mixture with a saucer and stand 24 hours.

TO ICE CAKE

1. Brush cake with a little jam.
2. Roll out almond paste on a sugared board to shape paste on cake and model to required shape.
3. Place paste on cake and model to required shape.

Decoration Hints

Colour paste, dividing into two. Cover cake top with one half, rolling the rest out finely. Cut in small circles, and shape into petals, and set on cake.

or

Colour paste, divide into two. Cover the cake with one half. Embellish a china figure in the remainder of the paste. Roll out the petals and use to make the skirt of a china lady.

or

Cover cake with almond paste, keeping 2 ozs. of the mixture back. Divide this into two, colouring one red and the other green. Roll out the green and place on the edge of the cake when it is cut in circles making a scalloped effect. Roll out the red and using scissors cut out letters to form "A Happy Christmas." Place on the cake and using jam, sprinkle with caster sugar.

Mock Clotted Cream

- 2 ozs. margarine
- 2 dessertspoons caster sugar
- 2 tablespoons dried milk powder
- few drops vanilla

METHOD

1. Beat margarine and sugar to a cream.
2. Add dried milk and milk, beating well.
3. Flavour with vanilla essence.

Mock Cream

- 1 tin evaporated milk
- 1 teaspoonful vanilla essence
- 1 dessertspoon warm water

METHOD

1. Dissolve gelatine in warm water.
2. Add sugar and milk.
3. When cool add flavouring and whip.



Christmas Pudding

- 3 ozs. breadcrumbs
- 1 oz. S.R. flour
- 1 lb. mixed fruit
- 3 ozs. margarine
- 1 cup milk
- 2 dried eggs (2 level tablespoons dried egg, 4 tablespoons water)
- 1 teaspoon salt
- 1 " mixed spice
- 1 " cinnamon
- 1 " lemon essence
- 4 ozs. sugar
- 1 gill old ale (if possible)

METHOD

1. Mix together all dry ingredients.
 2. Reconstitute egg, add lemon essence, beat well.
 3. Melt margarine, add with liquid to the dry ingredients.
 4. Steam for 6 hours and 2 hours on the day it is used.
- Sufficient for 6 people.

Personnel Problems

Your Queries
Answered by

“**TRIBUNUS**” *

Refresher Course

Many branch men attending the National Service Refresher Course have asked me questions about the Course, of the “when,” “who” and “how many” kind.

Courses actually began on January 14th, 1946, and have run intermittently throughout the year. All told, some eighty Managers, over four hundred Butchers and about nine hundred Provision Salesmen have taken the Course. The three Services, N.F.S., N.A.A.F.I. and “War Work” have all been represented and ranks have ranged from senior officers (Majors and Squadron Leaders) to Privates and A.C. Plonks.

Incidentally, the branch men who were on the earlier Courses might like to know that the time-table was radically changed in September. The younger men now coming back spend almost the whole week on practical work and do not get those pleasant trips round Blackfriars and Union Street: some of them even say that it is just like being at work!

*Tribunus Plebis, commonly referred to as Tribunus, was an official appointed in ancient Rome to protect the Plebeians from encroachment on their privileges by the Patricians.

Blackfriars Transport

Some of those who join the surging throng at the corner of Stamford Street and Blackfriars Road each evening have asked me whether anything can be done about extra transport to get them home, particularly extra trams on routes 34, 56 and 74. I am able to say that the Firm has approached the L.P.T.B., who have put on extra trams on the No. 74 route and who have undertaken to consider turning round trams at Stamford Street to give those going South some chance of getting on.

We also asked for some queuing organisation at Stamford Street and the Board have promised to go into this. I will keep Depot and Factory readers informed in these columns of further developments. In the meantime, I can only advise patience.

Branch Proficiency Payments

I am often asked by men returning from National Service when Proficiency Payments are actually made, in what order and whether they are dated back. Well, everything is very clearly set out in the Wages Booklet but in view of the general misunderstanding I am going to summarise the conditions here.

Men who were “Learners” before being called up are eligible to earn four Proficiency Payments within a year of resumption provided they are 23 years of age or over. Provision Salesmen first have to qualify on “Dairy” and subsequently on “Bacon,” “Cooked Meats” and “Grocery” in any order. A review is made after each period of experience and Proficiency Payments are authorised to those who are satisfactory. Each of these

first three awards is paid as authorised and each is dated back to resumption from National Service. A similar procedure is followed for the first three payments to men who were Butchers “Learners” before call up (two for Fresh Meat and one for Poultry).

Men who before call up were qualified Salesmen (“Red Button” men) and qualified Butchers Shopmen, resume with three Proficiency Payments on account and those who were qualified Butchers Cutters resume with two Proficiency Payments on account. The same probationary periods have to be put in however, and progress is reviewed in the same way as for former learners.

All branch grades have to wait until one year after resumption for their final Proficiency Payment and this is not dated back.

Day Continuation Classes

As you all know, it will ultimately be compulsory for employees under 18 years of age to spend one day per week at a “County College.” The Firm is in entire agreement with this section of the new Education Act and, indeed, is prepared to anticipate the compulsory conditions and to arrange for release of present staff in areas where the Local Council are agreeable to co-operate. Considerable groups of Head Office and Depot employees under 17 years of age are now attending one day per week at the Kingsway Institute and at the City of London College and the new group of branch trainees are attending the School of Retail Distribution in Charing Cross Road. Other branch employees under 17 at Harpenden, St. Albans and all branches in the Croydon area have a similar arrangement and it is hoped in the New Year to extend

the privilege to young employees in many other districts. Tuesday is generally the day stipulated by the Firm for branch staff. There are obvious advantages in setting up these voluntary arrangements before legal compulsion comes along.

“Industrial Ten”

Scores of queries reach me about entitlement to, and the method of procuring, the “Industrial Ten” Clothing Coupons. Regulations for 1946-7 have recently been published by the Board of Trade in Leaflet T.C.47, which you should find posted up in your branch or department. Manual workers in certain trades are eligible to apply, provided they work for not less than 22 hours weekly. Amongst the listed trades are “Manufacture of Food” and Wholesale and Retail Distribution of food.” Those who appear to be eligible should obtain, from their Manager or Personnel Officer, Form E.D.109. Forms must be promptly completed and returned to the Manager or Personnel Officer. The last date for acceptance of forms by the local office of the Ministry of Labour is 1st February, 1947.

Address your personnel problem to “Tribunus,” c/o J. S. Journal, Stamford House, Blackfriars, S.E.1.

Those matters which are of general interest will be answered in these columns. Any queries justifying special attention will be passed to the Personnel Manager for an official answer.

Former colleagues of A. W. Smith, who was Manager of Porchester Road branch for a number of years prior to his retirement in October, 1945, will be sorry to hear that he has been ill for some time. His present address is 49, Westbourne Grove, Westcliff-on-Sea, Essex.

Cancer Relief

Macmillan fund



- A sponsored cycle really does put years on you!

John Salen, manager of **Dorking** donned this grisly disguise in his store's bid to raise funds for the appeal.

Riding in 15 minute shifts, 36 staff covered the distance equivalent to France and back.

The result of a hard day's pedalling was £578 for the fund.

As Christmas approaches the enthusiasm for Macmillan fundraising efforts is higher than ever. We just haven't got room to squeeze everyone's events into the Journal. But here are the edited highlights.

- **South Eastern** area were left stumped in a cricket match on August 17 — but only just!

They were playing against **Eastern** area in a match at Dulwich which raised £2,500 for the fund.

The South Easterners batted first and scored a creditable 171 for eight.

Eastern area rose to the challenge and emerged winners with 172 for ten. The winning runs were scored in the last over by the last man at the wicket.

Area director, **David Clapham**, presented captain of the winning team, **Neil Brassington** (manager, **Chase Lane**), with the trophy.



- Members of management from **Bournemouth** recently completed a sponsored walk. They raised £268.75 for the appeal.



- **Tim Lang**, trainee manager at **Wimbledon**, recently nursed his way through Taunton marathon.

JS's own marathon man (or is it woman?) donned a Macmillan nurse's uniform while he ran the course in three hours 24 minutes.

Tim's marathon drag raised £200 for the appeal.



- **Maureen Paice** will soon be taking driving lessons thanks to her lucky raffle ticket.

She was the winner of **South Eastern** area's grand raffle which took place in October.

For two weeks stores from the area, and a number of others, worked hard selling raffle tickets to staff and customers.

On the day of the draw — October 25 — crowds filled Lewisham shopping centre to watch BBC newsreader Martyn Lewis pick the winning tickets. And he had a huge number to pick from. Tickets were sold at just 20p each and a profit of £13,000 was made to be given to the

Macmillan fund.

Maureen, who is a supermarket assistant at **Heyford Hill** store, was presented with her prize — a white Fiesta Ghia — on November 6 by **David Dahms**, South Eastern area services manager and promotor of the raffle. Although Maureen was thrilled with her prize she couldn't drive it away — she hasn't passed her driving test! Hopefully that will soon be rectified.

Other prize winners won holidays and **Frances Barnes**, part time supermarket assistant at **Orpington**, won a colour television. David Dahms presented her with the set on October 26.

- On 27 September, 25 members of staff from **Magdalen Street**, completed a sponsored walk.

The hike took them through the Norfolk countryside and its hazards which included the crossing of a one-man bridge. The bridge was due to be demolished the following day because of its condition!

At the end of the walk, refreshments were dispensed by **Cyril Curtis**, a retired store manager who still participates in the branch's charity ventures.

More than £800 was raised for the appeal.

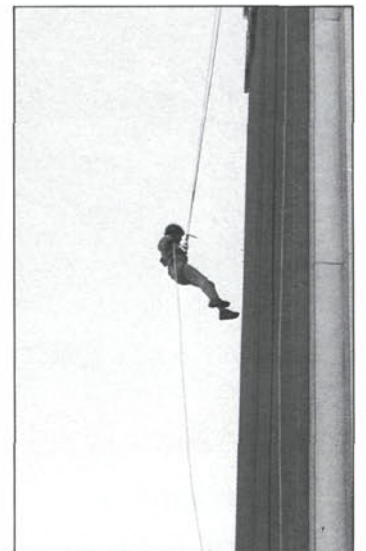
- On September 16 staff from **Poole** took part in a sponsored abseil down the Abbey Life building in Bournemouth.

The team received their training from the 12th Cadet Training Team at Bonington Camp. They were shown the ropes in two sessions at the old 60ft fire station look-out tower.

It was a bit different on the big day — the Abbey Life Building is 150ft tall and just to climb onto the rope at the top demanded nerves of steel.

The day was a great success — all 16 completed the abseil. A large crowd gathered as local radio news announced the event every half hour.

Around £1,000 was raised from sponsorship and a street collection.



- Braving the sea breeze, 29 staff from **Great Yarmouth** took to the road on August 24.

In aid of the fund they walked for ten miles along the sea front, many in fancy dress.

The walk raised £955.15, bringing the store's total so far to £1,643.27.

Big cheque for a little girl



BACK IN AUGUST, staff from Colchester Avenue raised over £800 from a sponsored walk, in aid of the Ceri Hughes Laser Fund.

Ceri is an eight year old local girl who suffers from Klipper Trenorrey Syndrome — a condition which affects the veins. Her parents are trying to raise

£60,000 for a laser for the University Hospital of Wales in Cardiff.

Recently staff from the store presented £866.79 to Gerald

Barnett, fundraiser for the appeal. Handing over the cheque was **David Smith**, district manager who is on the left of the picture holding up the cheque.



The patter of little feet for Christian Aid.

Centipede spotted in Camberley

JS HAS HELPED keep a centipede on its feet.

On October 4, more than 120 people took part in the fifth annual centipede walk in Camberley.

Teams, with their legs tied together, attempted to complete laps of a rugby pitch in an event organised by Christian Aid.

Refreshments were provided by several local shops including JS at Camberley.



Children's fund

FOLLOWING THE DONATION of a £200 cheque from South Eastern area services manager, **David Dahms**, Forest Hill was able to make possible the purchase of an oximeter for Sydenham Children's Hospital.

An oximeter is used to measure the amount of oxygen in a baby's blood. The hospital is to have a plaque mounted on the machine as a gesture of thanks to the store.

The money is part of the amount raised during this year's Miss JS finals raffle.

Pictured above: **Pat Fortescue** and **Dot Skelton** present the cheque to Mrs Gorda from the hospital.

Edmonton buys a dog

AN ENERGETIC Edmonton has been busy raising funds to help the Guide Dogs for the Blind Association.

Events included swims, bike rides, auctions and raffles.

Staff collected £1,000 which enabled them to purchase guide dog, Sheba.

Edmonton staff have been given a photograph of Sheba.



A fairytale farewell for Yvonne

'SEND FOR MY carriage' is the last thing that Yvonne Brooker thought she would ever say on the day she retired from West Wickham.

It had always been Yvonne's dream to ride in a pony and trap and on her leaving day her colleagues and friends 'fixed it' for her to do so.

Supervisor, **Chris Wilson**, said: 'It was a complete surprise to Yvonne when she came out of the store and saw the pony and trap waiting. She was overcome.'

Staff paid the chairman of the local harness club to drive Yvonne home, but he donated the fee to the Scanner Appeal at Farnborough Hospital.

Amongst Yvonne's other gifts were earrings, an embroidered picture, plants and flowers



Yvonne retires in style.



Some of the trophy winners.

Veterans' bowls — a report on last season

held the annual bowls competition back in September.

After intense, but friendly, battles on the green, trophies were presented to: **Sid Holloway** and **Reg Kettel**, pairs winners and **Alan Rickman** and **Fred Nicholls**, runners-up; **Bill Flinn**, singles winner, and **George Marshall**, runner-up.

An annual trophy was presented by **Joe Heddington** and trophies to the winners and runners-up were presented and paid for by a donation from **Charlton depot**.

The Griffin Bowls Club has

had another successful and action packed season.

On July 20, they emerged as champions in a three way match against **Buntingford** and **Hoddesdon depots**.

The Griffin's Wednesday 'A' team have won the **Whitchurch** and **District League** third division championship and have gained promotion to division two.

Last year, the same team was 4th division champions — quite an achievement for a club just three years old.

The Club's own cham-

pionships were dominated by **Carmen Jenkins** who became a triple winner — in the ladies singles, ladies pairs (partnered by **Patsie Murtagh**) and the mixed pairs, with **Spencer Grimmer**.

Other results are: Mens Singles, **Spencer Grimmer**; mens pairs, **Ken Jenkins**; three set singles, **Ken Jenkins**; three set pairs, **Terry Allen** and **Les Sibley** and Veterans KO, **Vickie Hays**.

At the Bowls presentation night on October 25 trophies were presented by maintenance manager, **Jim Dawson**.

The boys from Bournemouth

Pictured below: The champion soccer stars from Bournemouth. They are the recent winners of their local Supermarket Cup.



Toys help tots

KINGSWOOD BRANCH has recently donated £275 to Bristol Children's Hospital.

The money was raised through the raffle of home made toys. The toys were mostly made by **Olive Gammon**, off licence assistant. The donation will go towards a new casualty ward for the hospital.

Fast reaction

ANOTHER JS first aider has helped to save a life.

Carolyn Allerton from **Hamp-ton** came to the rescue when a customer collapsed with a heart attack and stopped breathing.

Aided by colleague **Doreen Reddings**, Carolyn administered mouth to mouth resuscitation whilst a nurse, who was in the store at the time, pumped his chest.

They managed to re-start his breathing before an ambulance arrived.

The hospital later said that he was responding to treatment thanks to Carolyn's speedy action.

Leeds staff on safari in Blackpool



THE LATEST in snakeskin accessories. Staff from Leeds get their fangs into some local wildlife on a branch outing to Blackpool. L to r: **David Linley**, **Adrian Pennock**, **Keith Foster**, **Kenny Dinsdale**, **David Downey** and friend.

PHOTO COMPETITION

RESULTS

86

OVERALL WINNER



OVERALL WINNER

Howard Cook, Norbury



I MUST SAY the pictures show a lot more sparkle and enterprise than I've noticed in previous years of the competition.'

Christopher Angeloglou, picture editor of the *Sunday Express Magazine* (left) agreed once again this year to judge the SSA/JS *Journal* photographic competition. This was his first comment as he surveyed the large number of entries in the four classes — two colour and two black and white.

He worked systematically through the entries: 'I narrow them down by removing pictures which are technically poor and then removing those pictures which do not legitimately fit the theme.'

'I then look for that little extra something which makes you want to go back and look at a certain picture again.'

Left with the final selection things began to get really tough: 'I've had to reject some good photographs to decide upon prize winners in all the categories and now the choice of an overall winner is a very difficult one. The winners range from a very poised and capable fashion photograph to candid reportage photography and clever use of colour and special effects filters. But my choice is the lady with the hat — a very capable photograph.'

'The pose is good, the background is excellent and it's a very skilful use of colour.'

BRITISH TRADITION

'There are lots of military pictures here which are a bit predictable, but some of them have been photographed with a



FASHION

WINNER: Ian Brown,
Broadfield
RUNNERS UP:
Margaret Ellis, head
office;
Stuart Wood, Derby

Runner up photographs will be published in next month's Journal.

BRITISH TRADITION

WINNERS: Stuart Wood,
Derby (below);
Mike Dollin,
Bournemouth (below left)
RUNNERS UP: Stuart
Wood, Derby; Fay
Edwards, Sittingbourne;
Mary Byng-Percival,
Oldbury Savacentre



humorous touch.

There are a number of landscape shots in this section, which is an unexpected interpretation of the theme and one I don't think really works, unless the landscape contains subjects as specific as Big Ben and a London red bus. This was the winning entry — technical expertise at its best.

This section received the largest response and the standard of entries was high making it that much more difficult to judge.

FASHION

'We're looking at the way people dress, not just their clothes. Some people have opted for observed 'street' fashion. Some pictures have not worked when the photographer has been too far from the subject, or when the background is too distracting.

'Some of the street fashion shots have suffered from sloppy composition. The outstanding entries are the complete opposite; they're very formal — probably taken in a studio.'

MARKET PLACE

'This is a gift of a subject to the serious photographer with the opportunity to capture some good observed moments.

'A few photographers think people are going to object to being photographed, and so have photographed their subjects from behind, spoiling the angle of the picture. People will inevitably react to the camera if they see it but this reaction can be capitalised upon. However, the real skill is being able to take photographs without the subject noticing.

'Many of these entries were printed by

the photographer and are creditable from that point of view. The picture can be improved in the dark room; for instance you can improve a picture by closing in on a subject when printing or just cropping the final print.'

PEOPLE AT WORK

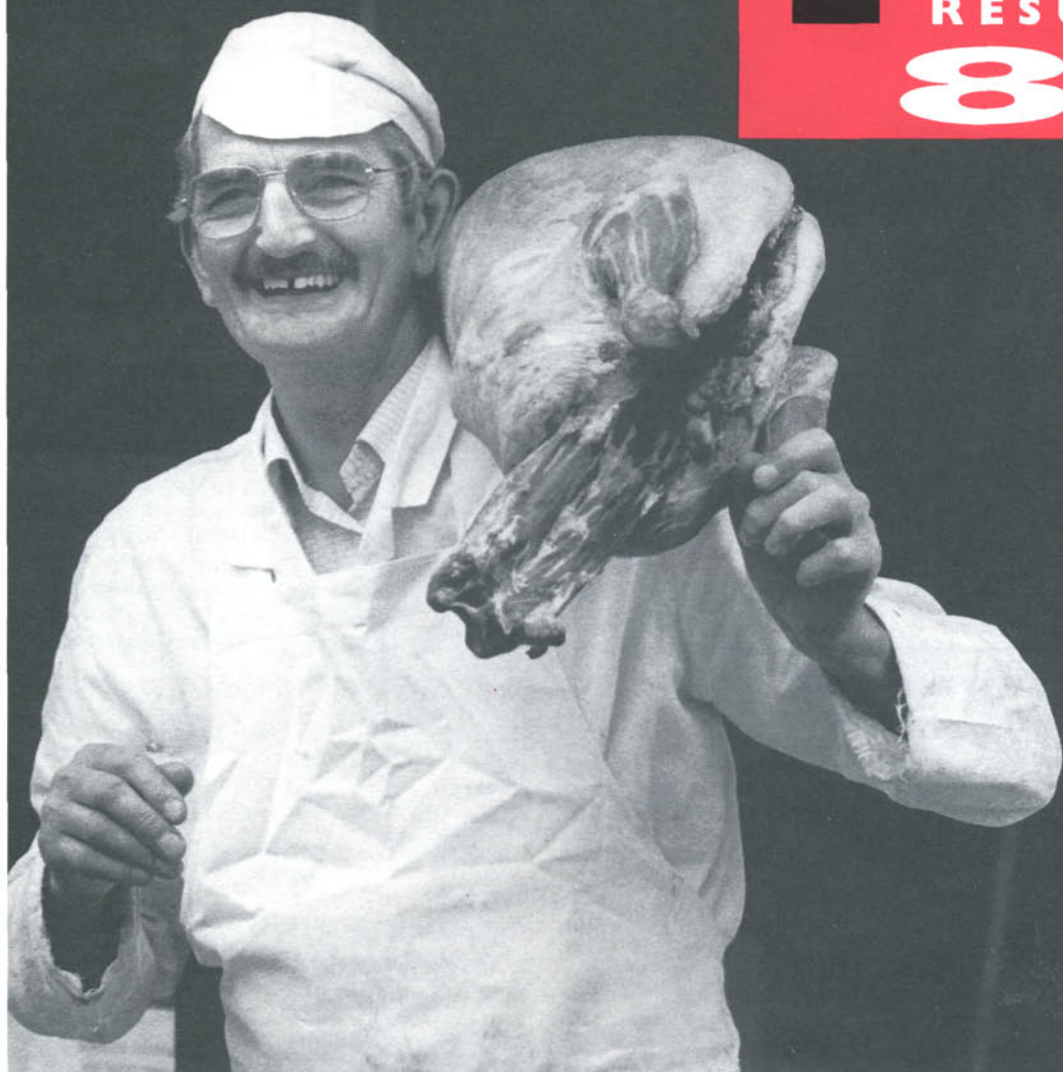
'It's important with this subject to see what the people are doing, and preferable to see their faces, which reveal a great deal. Naturalness is also important; in some pictures the subject is too self-conscious. You have to look very carefully before taking the picture. Make sure you are in the right position and take the photograph at just the right moment.

'The winning photograph is a delightful, strong, working portrait — and it's all in the man's face.'

PHOTO COMPETITION

RESULTS

86



PEOPLE AT WORK

WINNER: Bryan Siggers,
Feltham

RUNNERS UP: Duncan
Langley, Stockport; Alex
Hutchison, Fanhams Hall

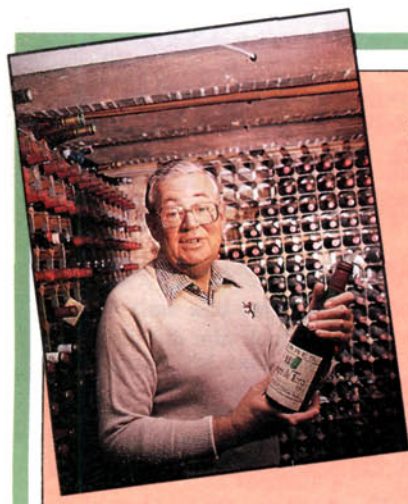
MARKET PLACE

WINNER: Derek Woods,
Brentwood

RUNNERS UP: Duncan
Langley, Stockport;
David Evans, Kingston

*Runner up photographs
will appear in next month's
journal.*





Good wines that travel well

Bill Foster, JS wine speaker, recounts his experiences of life on the wine speaking circuit.

IN THE 25 YEARS since the first wines went into the first selected branches, Sainsbury's has become the biggest wine retailer in the country. Every seventh bottle of wine sold bears a Sainsbury's label and we have over 15 per cent of Britain's off licence sector.

Impressive? Certainly. Time to sit back with folded arms and congratulate ourselves? As every JS employee knows, that never happens. When you're number one in wine and setting the pace for the whole of the off licence market, a lot of extra effort is needed to stay on top.

For some customers are still not sure how to choose wine. They need a few simple guidelines.

The Wine Speaker Service began in December 1983, when I gave the first pre-Christmas talk and tasting of six wines to an audience of churchgoers in West Sussex. I certainly forgot a few points and fluffed some lines, relying a little too obviously on notes I had taken when briefed by Allan Cheesman, director of off licence buying.

But if the speaker had his failings, the wines came up trumps. 'A super evening and what lovely wines. We'll be looking for them in our local branch this very week...' It was a comment that I and my colleagues, Roy Ekins, based in Liverpool, and George Bull, in

Bristol, were to hear time and time again.

The talks, prompted when so many interested groups bombarded JS public relations with requests for speakers, now cover most of the country. And we extend the work of JS home economist speakers, who have been giving popular talks and demonstrations in value for money in food since 1970.

It's not just that wine and food go so well together. Many of the strengths of Sainsbury's that appeal strongly to so many regular customers — high quality, low prices, attention to detail, clear labelling, impeccable hygiene — apply to the wines, too. And the more customers know what lies behind the label — and the own-label — the better pleased they are.

As speakers, we go out to meet JS customers in all their infinite variety from parent-teacher associations to the staff of ICI... the demands flood in.

Value for money, the theme of the talks, is everyone's preoccupation these days. Apply it to JS wines and you've got more than enough to fill an evening. We introduce audiences to the JS Wine Selector Code, enabling them to sort out the amount of dryness or sweetness in a wine by glancing at the number on the back label.

We explain the value in own-label, how quality control works and why it's so much to the consumer's advantage that JS is a big wine shipper in its own right as well as a giant retailer.

Then careful measures of six different wines are served, reds, whites and often a sparkling or a rosé. Every wine has a good story to tell. The audience is encouraged to ask questions. They range from: 'What is the market share of boxed wines?' to 'Where should wines be laid down if you have no cellar?'

I answer. 'Sorry, no' to only one question. It's the one that goes: 'What a smashing wine, please may I have some more?' JS takes its social responsibilities in the field of alcohol very seriously.

After every talk and tasting, speakers fill up a report giving off licence a clear picture of audience reaction. A medium-dry German hock, such as Oppenheimer Krötenbrunnen, or a Mosel, such as Ürziger Schwarzlay, goes down a treat with everybody.

There's high praise, too, for a low-priced wine like the red Raboso del Veneto from Italy. Both this wine, not to mention JS Minervois, Corbières, Buzet and both Sainsbury's Claret and the red Beaumes de Venise Côtes du Rhône are sheer bottled sunshine for those chilly, grey days after Christmas.

Customers love to hear that in real terms wine prices have actually kept below a low rate of inflation over the last few years. No wonder a recent survey by the Market Research Society shows that while four per cent of people drank wine with their meals 40 years ago, now 61 per cent prefer wine.

If there's another discernible trend, I think it's up market, towards Sainsbury's highly praised Vintage Selection wines from many of the best vineyards in the world. 'They don't cost an arm and a leg', I tell people. 'Many are in the £3-£5 range'.

Hitches? Oh, yes, a few. At Billericay, there was a power cut halfway through and I found myself saying: 'You can't see the colour but, believe me, this wine is red...'.

Once, after I'd tracked down the remote Scout hut at the end of a muddy track in the middle of nowhere, I found it lay right beside the railway line, with trains roaring through every few minutes.

Then there was the day I went out to a tennis club in Chiswick to find no clubhouse and no audience. The clubhouse had burned down some weeks after the booking was made, destroying all records, and the secretary had moved out of the area.

The best news for me has been the completion of the M25 orbital motorway round London. But it does jam if there's an accident. Once it seized solid, making me nearly half an hour late for an 80-strong audience, packing the village hall in a little community north of Braintree.

A pianist kept the audience happy with some old favourites until the chairman was able to announce: 'It's all right, folks, the man from Sainsbury's has arrived'. They cheered so much I thought the roof would come off.



Sainsbury's Claret
Appellation Bordeaux Supérieur Contrôlée
Produce of France
70 cl e

Alcohol 11% by volume
Bottled in France for J Sainsbury plc
Stamford Street London SE1 9LL
by Chais Réunis Négociants à Bordeaux (Gironde)



Sainsbury's Ürziger Schwarzlay
QUALITÄTSSWEIN MOSEL-SAAR-RUWER
Amtliche Prüfungs-Nr. 1 907 009 211 85
Alc. 8.5 % by volume 70 cl e
Produce of Germany
Bottled for J Sainsbury plc, Stamford Street, London SE1 9LL
Shipped by Prinzess Kellerei GmbH, Zell/Mosel



Sainsbury's Minervois
Appellation Minervois Contrôlée
70 cl e

Produce of France 90
Bottled in France for J Sainsbury plc, Stamford Street London SE1 9LL
by Celliers Jean DUBOIS 31800 Rieux-Minervois



Sainsbury's Raboso del Veneto
Vino da Tavola
Bottled in Italy for J Sainsbury plc, Stamford Street London SE1 9LL
Produce of Italy
Alcohol 11.5% by volume 70 cl e

Posers to puzzle over

AS A PRELUDE to the Genus or Baby Boomer editions, try your hand at the *JS Journal* trivia quiz.

The questions are taxing enough to get you scratching your heads but our game is much simpler than the board version — no fiddling around with those little coloured segments!

Answers in next month's issue.

... or puzzles to pose over! Here's a perfect opportunity to impress colleagues with your knowledge of Cinderella's footwear or just what it is that begins with R and of which there are five on the OF!

- How many blanks are there in Scrabble?
- Which film featured the song 'I'm Late'?
- Bees need to collect the nectar from two million flowers to make how much honey?
- In the original story, what were Cinderella's slippers made of?
- Name the nut used to make marzipan.
- Handel wrote the score for which work in just over three weeks?
- Which of the seven dwarfs was the only one to wear glasses?
- How many stations appear on a Monopoly board?
- What was Batman's butler called?
- In Which film did the song 'Some Day My Prince Will Come' appear?
- How many thousand pounds of food does an average person consume in a lifetime?
- What was the first breakfast cereal to be produced?
- Name Winnie-the-Pooh's tiny pig friend?
- Who wrote the screenplay for Willy Wonka and the Chocolate Factory?
- Which country produces the most varieties of cheese?
- What was Little Jack Horner eating?

Ring the changes



CHRISTMAS may bring people closer together but this couple have plenty of differences. If you can spot ten differences we'll send you a spot of Christmas cheer! Ring the ten changes and send your entry to *JS Journal*, 3rd Floor, Stamford House.

NAME
JOB TITLE
LOCATION

SEARCHING FOR THE Christmas spirit? Then look no further. The *Journal's* latest word search is sure to put you in the mood for the seasons festivities.

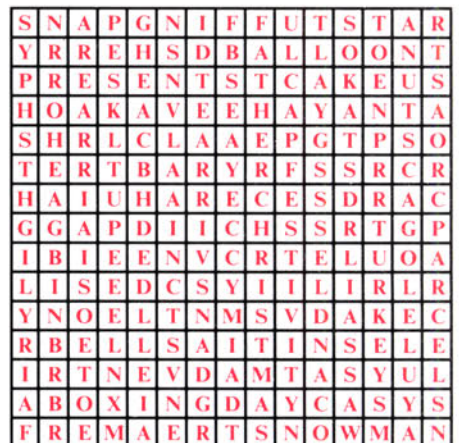
The hidden words are all connected with Christmas and may be found horizontally, vertically,

diagonally, forwards or backwards, but always in a straight line.

When all the words have been found, several letters will remain unused, spelling out a seasonal message.

No prizes for this one, just have fun doing it!

ADVENT
BALLOON
BAUBLES
BELLS
BOXING DAY
CAKE
CANDLES
CARDS
CHARADES
CHESTNUT
CRACKERS
FAIRY LIGHTS
FATHER CHRISTMAS
FESTIVITY
GARLAND
IVY
MINCE PIES
NOEL
NUTS
PARCELS
PARTY
PORT
PRESENTS
REINDEER
ROAST
SHERRY
SLEIGH
SNAP
SNOWMAN
STAR
STREAMER
STUFFING
TAGS
TINSEL
TURKEY
WASSAIL
YULE LOG



IT'S BACK! By popular demand, the infuriating initials quiz has returned.

Guaranteed to provide hours of intellectual torment and torture, there are glittering prizes awaiting those who beat this psychological assault course.

The first three correct entries from the *Journal* hat will receive a data calculator to further conjure with figures and initials.

Send your entries to: *JS Journal*, 3rd floor, Stamford House.

Example: 8 = F in a M
Answer: 8 = furlongs in a mile

- | | | |
|----------------|------------------|------------------|
| 7 = S on a TPP | 7 = C in the S | 2 = US |
| 1 = P in a PT | 5 = R on the OF | 5 = L in a L |
| 170 = HF in D | 3 = WM | 6 = W of H the E |
| 64 = S on a CB | 6 = S on a G | 24 = BBB in a P |
| 26 = M in a M | 40 = P of the US | 3 = S to H |
| 3 = M in a B | 7 = DS | 1 = Q in a H |
| 12 = D of C | 39 = B in the OT | 13 = C in a S |

Christmas Repast Goes Futuristic

A TRADITIONAL CHRISTMAS dinner can now be cooked the modern way, saving both time and energy. The home economics department has created this 'microwave' Christmas dinner especially for *Journal* readers.

RECIPES

Creamy Watercress Soup

Place 50g/2oz BUTTER in a large bowl and cook on full power for one minute. Add TWO packs of WATERCRESS (roughly chopped) and one medium ONION, chopped. Cover and cook on full power for five minutes. Add 600ml/1 pint HOT CHICKEN STOCK and 1tsp LEMON JUICE. Cook on full power for five minutes. Cool slightly and pour into a blender or processor. Work until smooth. Blend 25g/1oz CORNFLOUR with a little of 300ml/½ pint MILK to a smooth paste. Stir in remaining milk and a pinch of NUTMEG. Add to soup and return to bowl. Cover and cook on full power for five minutes. Stir half way through cooking. Serve with a swirl of single cream.

Stuffed Roast Chicken

To defrost frozen chicken — allow 6-8 minutes per 500g/lb on defrost. Remove giblets as soon as possible. Turn over and round at least twice during defrosting. Stand for 1-1½ hours to complete thawing. Poultry 4.5kg/10lb and over — microwave thawing is not recommended. To cook — stuff bird with stuffing of choice. Place breast side down inside pierced roasting bag. Use rack to keep meat clear of juices. Cook for 5-6 minutes per 500g/lb on full power. Turn over and round during cooking. Remove from oven and cover with tent of foil. Stand for 15-20 minutes.

Potatoes Boulangère

Chop one ONION finely and spread over base of dish. Peel and thinly slice 500g/1lb POTATOES and place over onions in overlapping rows. Dissolve half a CHICKEN or VEGETABLE STOCK CUBE in 5tbsp HOT WATER. Pour this and 3-4tbsp SINGLE CREAM over vegetables. Dot with 15-25g/½-1oz BUTTER. Cover loosely. Cook on full power for 8-10 minutes until



Before you start remember these important points:

- ★ All recipe timings are based on a 650 watt microwave oven and may need to be altered for different output models.
- ★ All recipes serve four.
- ★ Do not overload the oven.
- ★ Food in a shallow casserole will cook faster than food in a deep casserole of the same capacity.
- ★ To cover foods use a casserole lid or clear film (pierced so that excess steam can escape).
- ★ Standing time is very important — many foods build up enough internal heat so that they continue to cook themselves after removal from the oven.
- ★ Stir foods from the outside to the centre once or twice during cooking to equalise heat and speed of microwaving.
- ★ All plates and bowls used are non-metallic.
- ★ Frozen vegetables require little or no added moisture. Never add salt to cooking water — season lightly after cooking.

potatoes are tender. Crisp under hot grill for a few minutes before serving.

Glazed Carrots

Cut 500g/1lb CARROTS into fine strips. Place in a bowl with 25g/1oz BUTTER, 25g/1oz LIGHT BROWN SUGAR and 1tbsp WINE or CIDER VINEGAR. Cover loosely. Cook on full power for 8-10 minutes stirring once or twice. Just before serving, sprinkle with chopped PARSLEY.

Brussels Sprouts

Trim 500g/1lb SPROUTS and score bases. Place in a bowl with 4tbsp WATER. Cover and cook on full power for nine minutes. Stir well half way through cooking. Allow to stand for five minutes before serving.

Porky Rolls

Prick eight COCKTAIL SAUSAGES. Stretch eight

RASHERS of BACON and wrap around sausages. Place on kitchen paper and a large plate. Cover and cook on full power for 6-6½ minutes. Turn over half way through cooking. Stand for two minutes before serving.

Bread Sauce

Place 450ml/¾ pint MILK, four black PEPPERCORNS and one medium ONION stuck with two CLOVES into a bowl. Cook on full power for three minutes. Leave to stand for 20 minutes. Remove peppercorns. Add 75g/3oz fresh white BREADCRUMBS and 15g/½ oz BUTTER. Cover and cook on full power for 5½-6 minutes. Stir half way through cooking. Remove onion. Add SALT to taste. Stir and stand for two minutes.

Gravy

Place 25g/1oz BUTTER in a bowl and cook on full power for

30 seconds. Add 1tbsp PLAIN FLOUR and two teaspoons GRAVY POWDER. Mix well. Cook on full power for 30 seconds. Pour in 450ml/¾ pint HOT CHICKEN STOCK. Mix well. Cook on full power for 2-2½ minutes. Stir half way through cooking. Season to taste and serve.

Christmas Pudding (serves 6-8)

Sift 75g/3oz PLAIN FLOUR, pinch of SALT, NUTMEG and CINNAMON and one teaspoon MIXED SPICE together into a large bowl. Add 75g/3oz SHREDDED SUET, 25g/1oz fresh BREADCRUMBS, 75g/3oz DARK BROWN SOFT SUGAR, 50g/2oz MIXED PEEL, 50g/2oz quartered GLACE CHERRIES, 50g/2oz CURRANTS, 125g/4oz SULTANAS, 150g/5oz RAISINS, 50g/2oz COOKING APPLES (peeled and chopped) and 50g/2oz BLANCHED ALMONDS (chopped). Beat in grated rind and juice of one small ORANGE, 2tbsp BRANDY, two size 3 EGGS (beaten), 2tbsp BLACK TREACLE and 2tbsp MILK to form a soft dropping consistency. Cover and chill overnight. Stir mixture well and place in a greased 1.2l/two pint pudding basin. Cover and cook on full power for ten minutes. Leave to stand for ten minutes before turning out.

Liqueur Coffee

Place 600ml/1 pint cold, strong black COFFEE in a large jug with 25g/1oz CASTER SUGAR and 4tbsp RUM. Heat for 4½ minutes. Stir half way through. Pour coffee into four warmed glasses or cups. Pour a little DOUBLE CREAM on top of each coffee.

MENU
Creamy Watercress Soup
★
Stuffed Roast Chicken
with
Potatoes Boulangère
Glazed Carrots
Brussels Sprouts
Porky Rolls
Bread Sauce
Gravy
★
Christmas Pudding
JS Mince Pies
with
JS Brandy Butter/Brandy Cream
★
Liqueur Coffee

CHRISTMAS PUDDING can be made in advance and kept. Christmas Eve — make CREAMY WATERCRESS SOUP and chill.

Christmas Day —
★ Prepare vegetables. Make BREAD SAUCE and

Christmas Menu Timetable

- | | |
|--|--|
| GRAVY. | re-heating). |
| ★ Cook CHICKEN and while standing cook VEGETABLES (these may be cooked previously and just require | ★ Cook SAUSAGES and BACON ROLLS. Reheat BREAD SAUCE and GRAVY whilst serving |

- chicken.
★ Reheat CHRISTMAS PUDDING and JS MINCE PIES during main course. Serve with JS BRANDY CREAM or BRANDY BUTTER.
★ LIQUEUR COFFEE — make and serve as required.

Bordering on the ornate



THE BLUE AND WHITE angel tile (right) forms the design for this year's company Christmas card. It certainly has a seasonal look about it but shoppers at the old counter-service branch at 292/4 Kilburn High Road, Brondesbury, would have been accustomed to feast their eyes on such details whenever they shopped at JS.

The Brondesbury shop was one of three showpiece branches which opened in 1888, following the success of the London Road, Croydon branch, the first designed for a rather more up-market trade than the earliest shops.

Brondesbury, Balham and Lewisham branches were all similarly decorated. Victorian taste allowed a juxtaposition of colours and tile designs which is almost incredible to us today — the reds and golds of the birds and orange tree design, the rich geometric browns and golds of the counter tiles, with the delft style blue and white of the angel tile and its companion.

Another feature of these shops was the stained glass used in the window arches. The leaded glass spandrels depicted game bird scenes like the duck on a pond and the proud pheasant shown below. Sunlight shining through them into the shop must have added to the dazzling display of colours, and made a visit to Sainsbury's something to be prolonged and savoured.

Not only was the branch itself highly decorated: the sumptuous array of delicatessen goods — cheeses from around the world; exotic sausages; whole hams and game — added to the impression of luxury and plenty.

At Christmas even greater steps were taken to titillate customers' tastes. On Christmas Eve there were the famous turkey displays covering the whole of the shopfront, and for several weeks before Christmas after the shops shut on early closing day (usually Thursday) the staff would pull down the shutters and prepare an elaborate array of Christmas foods across the floor of the shop. When they left, raising the shutters and leaving the lights on, this became a spectacular advertisement for Sainsbury's Christmas specialities.

The iron gate across the entrance (none of the shops had doors in those days) still allowed a perfect view of game, provisions, turkeys, geese and Christmas dried fruits.



Left: The angel tile on this year's company Christmas card. Below: The geometric counter tiles in browns and golds.



One of the elaborate Christmas displays which would have been visible from the street.



Left and below left: The stained glass window arches would have sprinkled the shop with more colour as the sunlight shone through them. Below: Birds and orange trees — all part of the store's rich pageant.



Christmas presents no problem



TO FILL CHRISTMAS stockings to the brim, JS has a sackful of goodies for all the family.

Get scrubbed up with the new bathtime accessories. There are many novelty soaps including: Snowman, Teddy, Hippo, Honey and Shell. Put animals in the bath — there's a Dolphin and a Walrus bubble bath.

Country Garden and Oriental Garden are two new fragrances and items include Soaps, Drawer Liners and Sachets, Talc and gift sets. Prices for these bathroom items range from 49p to £1.99.

To satisfy a sweet tooth, give one of JS's chocolate or biscuit selections. And there's a wide range to choose from: Lebkuchen — traditional German Christmas biscuits; Chocolate Wafer Selection; two Assorted Biscuit Tins, one including cream and jam biscuits; various shortbread selections and a Savoury Wafer Assortment. Biscuit lines cost from 75p to £2.59.

Chocolate makes ideal gifts and this year's range includes: Liqueur Batons filled with Cognac, Kirsch or Cointreau; Family Selection and Milk or Plain Selections. Prices range from 95p to £2.75.

The Primer collection is the latest addition to the children's book range. Babies to toddlers will enjoy the additions to the Board book series (75p). New ranges include 'Animals' and 'Opposites'. Primers Concertinas (85p) are novel books with nursery rhymes and everyday themes.

Three to five year olds are not forgotten — Concept books (85p) introduce basic subjects such as 'ABC' and 'Colours'. Also for this age group is the 'My First Book of ...' range

including 'Numbers' and 'Words'. Especially for the festive season are two delightful books — 'Teddy's Christmas' and 'A Bad Start for Father Christmas' (£1.45 each). They will enchant children of all ages.

Send a JS Christmas Card. This year's collection includes traditional, modern, novelty, religious and charity cards. Available in various quantities from packs of four to a box of 36, the cards cost from 75p to £1.99 a pack.

Keep up to date with a JS Diary (£1.99) featuring menus of the month or calendar — Slimline (£1.25) or Floral (£1.99 or £1.45).

JS has four varieties of Christmas Pudding (£1.10 — £3.95, various weights) including Traditional and Luxury versions. They are free from all artificial colours and give microwave instructions. To make them even tastier, add a topping of Brandy Butter (95p, 6 oz) or Double Cream with Brandy (89p, 5 fl oz).

For the perfect Christmas, JS has the perfect crackers. This year, there are three new designs of the 12 inch six pack version: Striking Gold (£6.99); Pastel Pink and Blue (£8.99) and Rich Chocolate (£6.99). Other crackers including Traditional, Luxury and Deluxe cost from £1.29 to £9.99.

There are a wide variety of new design gift wraps. Sets are available in rolls or flat wrap, with or without bows and tags. Prices range from 49p (Super Quality Gift Wrap) to £2.45 (Luxury Multi-gift Pack with two rolls, tags, ribbon and bows).

TO PROVIDE nutritional information and clarify the differences between each product, the packaging of the JS margarine and lard range has been re-designed. In addition, three products have been re-named: JS Blue Label becomes JS Margarine; JS Soft Blue Label becomes JS Soft Margarine and JS Green Label will be JS Luxury Soft Margarine.



GOOD ART COSTS LESS

WHEN THE Polka Children's Theatre performs The Snow Queen this Christmas children will be jumping up and down in seats which are cheaper thanks to JS.

Polka is just one of the many arts groups supported by JS as part of its Arts Sponsorship Programme launched in 1981.

The programme encompasses national and local arts. There's even an 'own label' arts event in the shape of the Sainsbury's Choir of the Year Competition established in 1984.

The mainstream groups — Polka, Sadlers Wells Royal Ballet and Kent Opera — are sponsored at home and on tour in the form of subsidised tickets. This means that more people of all ages are given the opportunity to enjoy opera, ballet and theatre.

Hand in hand with these major donations there has developed the local arts sponsorship programme.

Diane Trembath is deputy

head of public relations. She looks after local arts sponsorship and explains the type of local events JS likes to sponsor: 'These tend to be one-off events such as local arts festivals and concerts. We like to support events in places where we are opening a new store, for instance there's an International Celebrity Concert Series running at the University of Warwick. We'll be sponsoring a recital by Dame Janet Baker as part of that series in February. It will be particularly appropriate as the new store opened in November.'

'We receive thousands of letters a year requesting sponsorship and it's difficult sometimes to say no, but we just can't accommodate everyone. We try to ensure a wide geographical spread and a good variety in the type of event and the size.'

'It need not necessarily be an established programme or a famous artist but we do need to satisfy ourselves that the event

will be popular and well run.'

Some marriages are made in heaven and some arts sponsorships seem destined to be. One particularly happy partnership is explained by Diane:

'We were looking at the Cheltenham Literature Festival and I had recently read Wendy Cope's collection of poetry entitled "Making Cocoa for Kingsley Amis". I loved it and I wasn't alone. It struck me that her reading of the works at the Festival would be very popular and ideal for sponsorship by JS. At this time an interview with Wendy appeared in the Sunday Times Magazine and there she was extolling the virtues of her local Sainsbury's... and that interview took place long before we came on the scene!'

Sometimes projects are suggested by stores and Diane, pictured right with files on local arts events, always welcomes ideas. In Redhill JS sponsored an art exhibition in the shopping centre at the suggestion of the branch manager.

From poetry readings in Cheltenham to acting projects for young people in Liverpool, the JS sponsorship programme encompasses events in all JS trading areas and many involve young people.

JS is acknowledged as one of the country's leading patrons of the arts and has received awards in 1981, 1983 and 1985 by the Association for Business Sponsorship for the Arts.

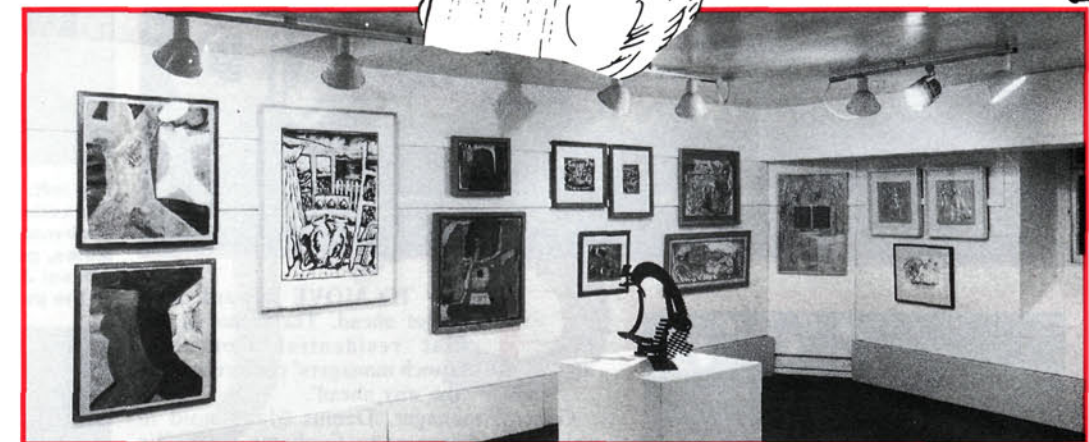
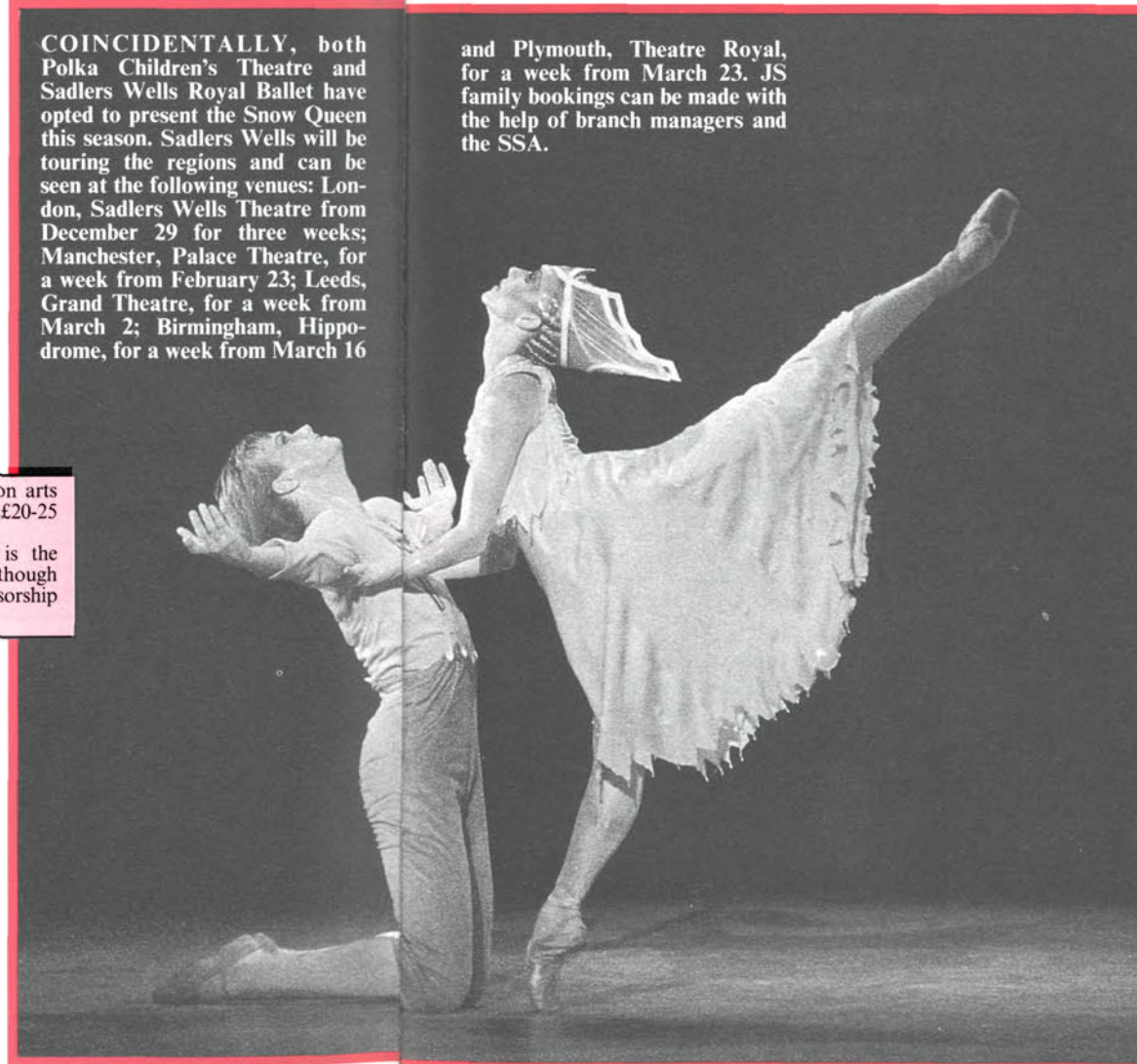
IN 1976 business spent £0.6 million on arts sponsorship and today the figure is £20-25 million per annum.

Business sponsorship of the arts is the fastest growing form of sponsorship although still poor in relation to sports sponsorship which, in 1984, stood at £112 million.



COINCIDENTALLY, both Polka Children's Theatre and Sadlers Wells Royal Ballet have opted to present the Snow Queen this season. Sadlers Wells will be touring the regions and can be seen at the following venues: London, Sadlers Wells Theatre from December 29 for three weeks; Manchester, Palace Theatre, for a week from February 23; Leeds, Grand Theatre, for a week from March 2; Birmingham, Hippodrome, for a week from March 16

and Plymouth, Theatre Royal, for a week from March 23. JS family bookings can be made with the help of branch managers and the SSA.



FOR TWO YEARS JS has sponsored the Contemporary Art Society's art market which

takes place at Smiths Galleries in Covent Garden over four days. This year there were 600 works by Britain's best living artists at prices from £60.

The Observer featured pictures from the sale before the event in November and said:

'It is still possible to buy original works of art even if you don't have truck loads of spare cash. Good modern paintings,

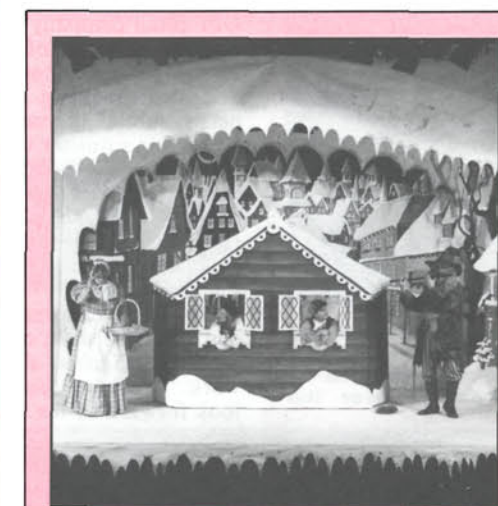
drawings and sculpture at bargain prices can be found at the Contemporary Art Society's unimposing annual sale.'

'... In an atmosphere as informal as a supermarket (suitably, the do is sponsored by Sainsbury's), you can browse among a tempting and varied selection... if you decide to buy one you can take your purchase home with you there and then.'

WEDNESDAY 11 FEBRUARY
8.00 p.m.



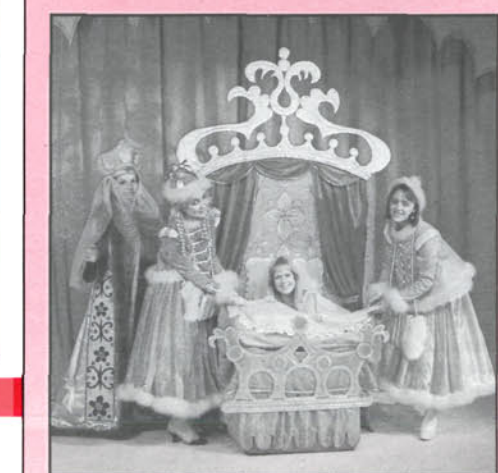
DAME JANET BAKER, Celebrity Recital
Sponsored by SAINSBURY'S



PICTURED HERE are scenes from Polka Children's Theatre's production of the Snow Queen which will be running at the theatre in Wimbledon until January 31.

As Polka says: 'This is a fairytale of the frozen north for everyone of six to 106.'

For details of performance times or to book tickets call the box office on 543 4888 or 0363.



FORTY YEARS ON

JS JOURNAL THIS IS YOUR LIFE

'WE ARE PLEASED to be able to offer for your approval the first number of the *JS Journal* the Sainsbury House Magazine.'

So began issue number one, and forty years on we too are pleased to offer you a reproduction of that first issue, and to celebrate our admission to the select ranks of the 40 year club!

In 1946 Sainsbury's brown label tea cost 8½d per quarter, and granulated sugar was 5d a pound, but with the war having ended only 16 months earlier, rationing and austerity were still very much in evidence. Paper shortages made it difficult for the *JS Journal* to keep up regular publication in the early months, and the hope was simply expressed 'to be able to improve both quality and quantity... as restrictions relax.'

The December 1946 issue was followed by three in 1947, a year's gap, and then a re-launch in late 1949. The optimism of this new initiative was infectious: 'We firmly believe that a successful house magazine can be of tremendous value in promoting mutual confidence and understanding between management and staff... we hope you will enjoy the new series.'

Early issues contained many of the aspects of JS life which the *Journal* retains today — news about retirements, promotions and staff events, reports of social activities and competitions of various types, but there were many different items too — for a short while there was a women's page, which carried items on novel sandwich fillings ('have you tried cheese and orange marmalade?') advice on the best use of rationing points, and even prizes for 'happy baby' photographs!

Another regular item was devoted to news of staff on National Service, while a particularly ambitious item was the 'information service' offered on 'any social, literary or civic matter' in the late 1940s.

Wartime restrictions gradually eased, and this helped the *JS Journal* to become more sophisticated, particularly in its use of illustrations. In November 1952 the glossy-paged 'pocket' sized *JS Journal* replaced the first format. The range of issues covered grew wider with features on such subjects as 'Denmark as a Food Producer', the causes of the current meat shortages; and 'Productivity and the Retail Trade'. History often figured in the *Journal's* pages, with articles on such matters as 'Shoppe Signes', and the history of margarine, followed later by an occasional series called 'Down Memory Lane' which was an early forerunner of the regular Archives page.

The pocket sized *Journals*, although popular, were limited in scope for adventurous photography, and so in 1958 the *Journal*

grew to almost twice the size. The second *Journal* of the new series featured a study in photographs of the old Drury Lane branch, the first JS branch which closed in November of that year. The photographs were credited to one Tony Armstrong Jones, who continued to take photographs for the *JS Journal*, until as Lord Snowdon, he was summoned to higher things!

Throughout the 1960s the *JS Journal* remained in this format, but became steadily more packed with information about JS's expansion: new branches, new products; depot developments, while still finding space

to squeeze in news of staff events and parties and features on such widely differing subjects as the new weights and measures act of 1963, 'Growing Rice the Modern Way' and 'How to Get the Best Out of Hotels and Restaurants at Home and Abroad.'

By 1973, when Brown Label tea cost 6p a quarter and sugar was 8½p for 2lbs (a year later the sugar crisis duly reported by the *JS Journal* took it to 20p for 2lbs) the old format seemed a little stuffy and a brand new style of *Journal* was launched to coincide with the 1973 year end results. By this time the *Journal* was reaching a staff of over

31,000, and the need to spread the company's news through an attractive *Journal* was greater than ever. The tabloid *Journal* allowed more room for eye-catching headlines, for tables and diagrams to explain the major issues of the day, including branch openings, the new profit sharing arrangement (June 1974), and most importantly the impact of the company's public flotation in the August 1973 issue.

Although the *Journal* had always sought reader participation and letters to the editor, the new style format helped to encourage a more popular 'feel', and the letters pages

were packed with correspondence on everything from bacon joints to personal reminiscences. Nonetheless the *Journal* still had helpful advice to offer: 'letters need to be topical and deal with a subject that has a wide appeal throughout the company. It also helps if they are short... and not likely to land anyone in court for libel!'

The present format dates from April 1976, and although carrying many of the good points of the earliest issues such as staff news and business information, it is also able to be more forward-looking about company developments than in the dark days of the post

war years. Colour, introduced in December 1984, has now become a regular feature of its pages. The succession of awards won by the *Journal* together with the favourable comments it receives is evidence that the *Journal* is at least approaching the goals of that first issue — to produce a common link between the different areas of the company and to provide intelligent and entertaining reading of general interest to everybody.

And as for the future... well they say life begins at 40!

By Bridget Williams, company archivist.

