

# JS JOURNAL

March 1986



**Funds for the under-fives**

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**  
Ann Grain  
**Editorial assistant**  
Jane Heeney  
**Typesetting and Printing**  
In-Step Ltd

## Contents

|                                                            |       |
|------------------------------------------------------------|-------|
| News                                                       | 2/3   |
| Managers meet — Retail Division Conference 1986            | 4/5   |
| Plymouth store opens                                       | 6/7   |
| Charity cheques galore — The JS Good Neighbour Scheme      | 8/9   |
| Study in style — the new training centre in Hertfordshire  | 8/9   |
| Business News                                              | 10    |
| Roses are red... chivalry at Homebase                      | 10    |
| The Journal's own artist exhibits                          | 11    |
| When the days of work are done. Out visiting with veterans | 12-14 |
| Sculpture and the side of lamb                             | 14    |
| Settlement money — the Journal crawls to raise funds       | 15    |
| News in brief                                              | 16-19 |
| Puzzle it out — solutions, answers and more teasers        | 20/21 |
| People                                                     | 22    |
| Feedback — your letters                                    | 23    |
| Archives                                                   | 24    |

## Cover story

Richard Wilkinson, senior store manager at Coldhams Lane, presents a cheque for £250 to the Overstream Playgroup, Cambridge, as part of the JS Good Neighbour Scheme.

## FRONTLINE

FOR YEARS PLYMOUTH has been asking for its own Sainsbury's — the customer relations department has countless 'letters of invitation' from would-be customers — so it was a particularly happy atmosphere on February 18 when the first Plymouth store finally opened. And it was a pleasure to meet the friendly staff who promise to continue contributing to these pages.

No store is an island — each exists within a community. On page nine you can see how JS is benefiting local groups as this year's Good Neighbour Scheme

helps local children's charities. Charity, as they say, begins at home, so, on page 15, we look at a charity very close to head office — the Blackfriars Settlement.

Now over to you. Do you work in a branch or depot which has particularly close ties with the local community?

You or your colleagues may belong to clubs or organisations or perhaps sit on local committees. You may, as a team, be raising funds for a local charity or be involved in local sport. Whatever your community activities the *Journal* would like to hear from you.



In the frontline at Plymouth.

## New role in the community



PETER SMITH, formerly data processing manager, has been appointed community investment manager. Commented Sir Roy Griffiths, deputy chairman and managing director:

'1986 is Industry Year. We already make a considerable and wide ranging contribution to the community, not only through charity and sponsorship, but by our major development programme and other activities.

'We think, however, that in Industry Year we should see in what other ways we may be able to help meet some of the economic and social challenges in the community. We have decided to undertake a community affairs project and have asked Peter Smith to be in charge of this

project reporting to Angus Clark, personnel director.

'The first stage of the project will be investigatory and will concentrate specifically on identifying how we presently assist small business activity and how we might further this.'

Said Peter Smith: 'No company can prosper and grow in a vacuum and JS recognises its responsibility to generate wealth in its community. Industry Year provides the ideal time to make a positive start to what is an ongoing and growing contribution to the community.

'I'll be working closely with enterprise agencies and at the moment I'm just finding out where we can do most good with the funds and resources available.'

## Departments to close at Basingstoke depot

PRODUCTION STAFF in the New Zealand Lamb and Beef departments at Basingstoke depot have been told by management that the two departments will close — New Zealand Lamb on April 4, 1986 and Beef sometime in the following year. This will affect about 15 per cent of the 1550 workers at the depot.

The company is offering voluntary severance to all members of staff who work in these departments together with their associated support staff.

Distribution director, David Quarmby, said at the meeting he had with staff on January 30:

'On the assumption that we all co-operate in handling the

situation progressively there will be no compulsory redundancy... we want to manage sympathetically the consequences for all of you directly involved.'

He explained to staff that the decision was the result of changing public demand — home consumption of red meat (particularly beef and lamb) has been falling sharply. The nation is eating less red meat than during the war when it was rationed.

The UK meat trade has in part responded to this decline in consumption with new and different packaging methods for which investment cannot be justified at Basingstoke depot.

The company has assured

all those in the other production departments at the depot — bacon, cheese and grocery — that their jobs are secure; in fact production for the year from April is being stepped up in all three.

And in a letter to all departments, deputy chairman and managing director, Sir Roy Griffiths, said:

'The Board has considered all alternatives before reaching this decision. The best way to develop our meat trade must be to maintain the flexible response to customer demand that is made possible by maintaining efficient butchery departments at each branch, as well as being able to offer the most up to date packaging available.'

## New senior buyer for Homebase

ANDREW MOLLE has been appointed senior buyer for Homebase with effect from February 3. He will be responsible for the buying, pricing, packaging and distribution methods and, profiles of Homebase's range of decorative and hardware products both branded and own brands.



## Healthy Advertising

JOHN HEGARTY, creative director of advertising agency Bartle Bogle Hegarty, reviewed recently the new wave of ads on the theme of fitness and healthy eating. Of Sainsbury's campaign, featuring the new low-fat sausage, he said: 'Rarely has advertising been such an accurate reflection of the product. Consequently the opportunity of selling a more healthy sausage comes easily.'

'This campaign has had more superlatives poured on it than are contained in my pocket Oxford dictionary. And quite rightly so.'

## Customers prefer JS



CONSUMERS SAY Sainsbury's is Britain's number one retailer.

A survey was carried out for *Super Marketing* magazine by Trade and Retail Surveys (TRS). It shows two things — firstly that JS attracts the greatest number of shoppers and secondly that it has the highest 'loyalty rating' of all supermarket chains.

TRS interviewed a sample of adults nationwide on four occasions during 1985 — April, June, October and December.

Each time they were presented with a list of supermarket chains and asked two questions: Which of these supermarkets do you buy your groceries from nowadays and which would you prefer to shop at?

Results showed that 36.5 per cent of shoppers currently shop at Sainsbury's and it was the largest chain preferred by the largest number of customers across the whole sample of age groups and regions in the country.

Service with a smile at the No.1 supermarket.

## Architect chosen for National Gallery building

THE HAMPTON SITE building which will extend the National Gallery in Trafalgar Square, London (JSJ May 1985), is to be designed by Mr Robert Venturi of Venturi, Rauch and Scott Brown (architects). The announcement was made by Mr Jacob Rothschild, chairman of the trustees, and Sir John Sainsbury, chairman. Sir John and his brothers Mr Simon and Mr Timothy are donating the building to the nation.

Commenting on the design, Robert Venturi said it would be full of historical and modern influences — 'our approach will be to create harmony within the whole by combining contrast and analogy'. The design is expected to be put on public display early next year and the building opened in 1991.



## PROPERTY

OPENINGS for the month of March are: **Salisbury** supermarket, The Maltings shopping centre, Salisbury, Wiltshire on Tuesday March 11 at 9.30 am.

**Newbury Park** supermarket, Barkingside, Essex on Tuesday March 18 at 9.30 am.

**Exebridge** supermarket, Alphington Street, Exebridge, Exeter on Tuesday March 25 at 9.30 am.

Finishing touches being added to Newbury Park despite the snow.





# A LOOK - FUT

**IT WAS TO BE A CONFERENCE about the future. So in a positive spirit, 274 branch managers gathered at**

Retail division director, Joe Barnes, welcomed delegates, including 40 managers attending the conference for the first time, on the morning of January 27.

He explained that directors would be speaking on a variety of topics concerning management and the future of JS and syndicates were to take place on the afternoon of each day. These would provide an opportunity for managers to express individual views on the problems all have to deal with.

Monday's syndicate was to cover the more general aspects of management and Tuesday's session was to concentrate on trading.

Gurth Hoyer Millar, property development director, opened the first session with a speech about the future of JS property.

'Since 1980 we have opened 95 supermarkets, four SavaCentres and 28 Homebases. That is over 15 supermarkets a year and, altogether, we are now opening at the rate of one store for the group every fortnight.

'In 1980/81 we opened only two new stores with sales areas in excess of 20,000 sq.ft. and only two had more than 200 surface car parking spaces.

'In 1985/86 all 15 stores opened had more than 20,000 sq.ft. sales and only one had fewer than 200 car parking spaces.

'I am not advancing the Zeppelin theory that because it's big it must be good. There has also been a dramatic change in the quality of the stores.

'...I believe we can say that we have the right development plan which ought to be able to put the right company in the right place at the right time.'

Distribution director, David Quarumby, then addressed delegates at his first conference:

He spoke about improvements in efficiency in distribution brought about by systems changes giving greater control.

'With any practical measures, we need to be sure that any extra cost incurred does bring a tangible benefit to the branches, and value for money for the company.'

Owen Thomas addressed delegates on the subject of updates on branch staffing and training.

'We have had some 70,000 people pass through our hands since the last conference. Is it not remarkable then that the chairman can congratulate the retail team on the Christmas operation by saying:

'Such achievement and efficiency are the result of good planning, hard work and tremendous commitment...'

'To support you in your aims, the first requirement is quality staff and as a prerequisite to that, we're working hard to enhance the image of retailing...'

'...In this world of uncertainty created by unemployment and takeovers and mergers on a massive scale we have purpose, growth and tremendous opportunity. To build on that, we must consider the standards of recruitment, training and development as important as our trading standards and seek always to enhance them...'

David Sainsbury, finance director, spoke about stock losses suffered by the company and ideas for improving the level of stock loss in the future.

Sir Roy Griffiths, deputy chairman and managing director, addressed delegates on effective management and customer service. It was a wide ranging subject covering all aspects of the branch manager's role. These topics were then discussed by syndicate groups of around 13 managers each.

Jeremy Grindle, director of branch services, started off day two of the conference with a look at computing, scanning and ordering systems.

'Two years ago I forecast that we would have 20 scanning stores by the time of this



**Managers enjoying pre-dinner drinks on the Monday evening. Behind them is an exhibition of developments on the merchandising front.**

**Below: Managers discuss products, ranging and merchandising in syndicate.**



# TO THE FUTURE -

the Metropole Hotel, Birmingham, for the two-day Retail Division Conference led by the company's directors.



conference, we actually have 22. Each week 10.5 per cent of JS trade is going across scanning checkouts and that is more than any other company in the UK.

'As with all new systems, scanning has imposed extra load on the management of the early stores, but I think it is fair to say that not one manager of a JS scanning store would wish to be without it.'

Jeremy Grindle then went on to outline future plans for development in company systems over the next two years.

This was where the theme of looking to the future really began to take off as possibilities emerged using the increasingly versatile computer systems.

A video was then introduced by Peter Davis, assistant managing director, which looked at new products, ranging and merchandising. It was entitled, 'What's New In Store?' and starred Dave Smith, merchandising director exploring a new career as interviewer. He was filmed discussing developments with the departmental directors responsible for the trading departments.

Retail director, Joe Barnes, then highlighted points from the film, referred to other areas for discussion and set the scene for the second syndicate: 'Products, ranging

and merchandising'.

The five area directors reported back on ideas and views which emerged from the syndicates.

Then it was question time and the panel comprising Sir John Sainsbury, Sir Roy Griffiths, Peter Davis and Joe Barnes, answered a variety of questions put by store managers. The subjects ranged from Sunday trading through early retirement to plinth positions, local advertising, additives, scanning and remuneration.

The chairman then approached the podium for the final speech of the conference.

'The conference has been about the future and about managing change...

'... We need first to think of our customers and their changing needs and tastes and to put that into the context of social, economic and potential trends as we perceive them.

'As always, we must seek to anticipate competitive pressures. In the same way that in our political system you usually get the best government when you have strong opposition, so in commerce the keenest competition brings out the best in us all.

'... The next two years will, I believe, see an increased level of competition for the reasons that I have already discussed.

However, I am confident that we are better placed than ever to face tougher competition — we are better equipped in terms of the quality and ability of our management team, the quality of our stores, of our techniques and systems and the quality and variety of the goods that bear our name. Most valuable of all, our reputation has never stood higher.'

With the theme of 'looking to the future' there was still a time for looking back. That took place after the conference dinner on Monday evening when Dennis Males was guest speaker. It was the last time he was to address managers as director of branch operations as he was due very shortly to transfer to Homebase as general manager.

Looking back over a career the chairman had described as the most impressive in post-war JS, Dennis Males delighted managers with memories which reached back to his first job, before joining JS. As a young boy he worked in a corner grocery shop and described his first experience of Sainsbury's as a period of rehabilitation rather than induction! He was excited at the prospect of moving to Homebase and he raised a laugh when he said the rumour that those who had applied to Homebase to avoid him were trying to come back to JS, was strictly unfounded!



Conference stewards represented each area of the company as training specialists

# BRANCH OPENING



## PLYMOUTH

Opening date: February 18, 1986

Address: 23 Armada Way, Plymouth

Opened by: Retail director, Joe Barnes

Manager: Michael Booth

Staff: 252 (246 new jobs)

Sales area: 29,400 sq ft

Car park: 465 spaces



# PLYMOUTH

No-one was playing bowls on the Hoe as the JS fleet sailed into Plymouth. It was a welcome as warm as any given the Ark Royal as thousands of customers arrived to witness the store's maiden voyage. The store is the first Sainsbury's to be built in Plymouth and trades from the first floor of the prestigious new Armada Centre.



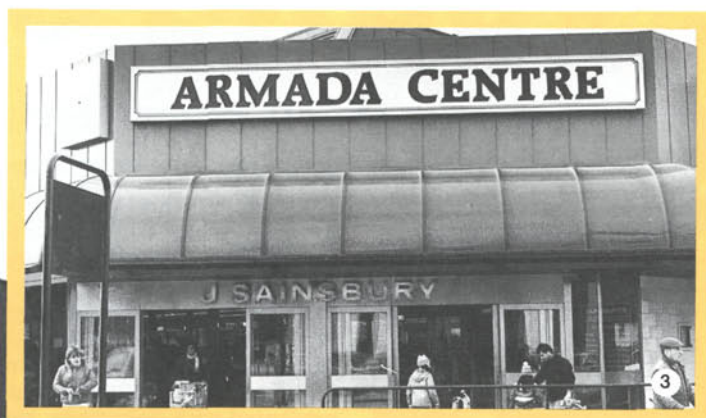
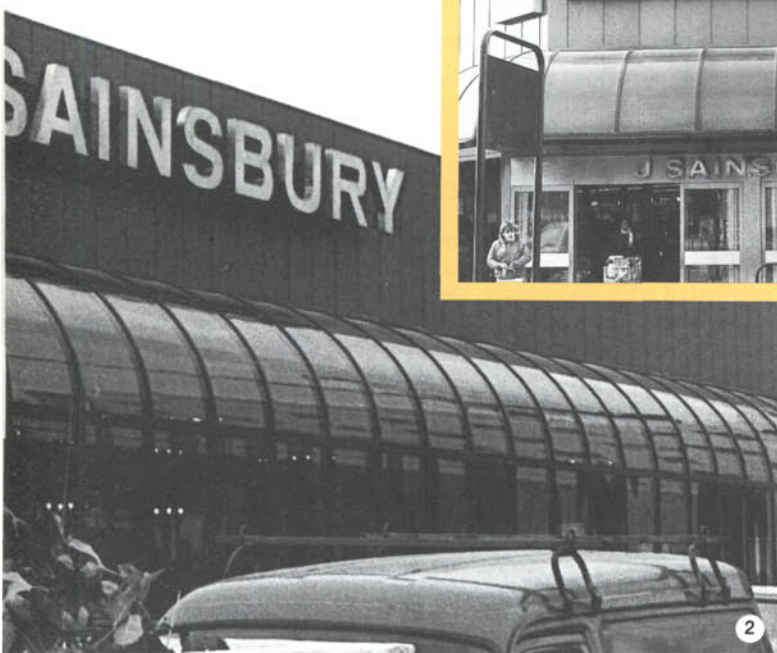
GEORGE RIDGEWAY was manager of Kenton branch until he retired in 1968. He and his wife, Jean, were staying with friends in Plymouth so they decided to visit the new store on opening morning.

George brought with him a letter he received back in October 1953 in response to his letter to Fred Salisbury, assistant general manager, asking why there were no immediate plans for a store in Plymouth.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------|
| To: MR G. RIDGEWAY,<br>KENTON.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | J. SAINSBURY | From: ASSISTANT GENERAL<br>MANAGER  |
| PLYMOUTH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              | Date: Monday, 26th<br>October, 1953 |
| <p>Many thanks for your note with regard to Plymouth. I can well imagine that the re-building of that city is most impressive for I am aware of the extent of the damage there, having passed through once or twice during the war and from one or two large-scale re-developments elsewhere, I can appreciate the effect.</p> <p>The snag - which you mention - is, of course, the distance, for it is twice as far afield as we normally go. The effect of this upon freshness of goods and cost of transport alone will, I am sure, readily be realised. Our extreme limit at the moment is fixed by the return journey which a lorry can accomplish in one day - anything beyond this at least doubles our costs immediately.</p> <p>- 1 -</p> |              |                                     |

|                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>According to the A.B.C. Plymouth is 225 miles from London and our nearest branch (at Bournemouth) 107. Quite a jaunt for a relief butcher if we were one short at Plymouth on a Friday!</p> <p>With many thanks, none the less.</p> <p><i>FW</i></p> <p>FWS/C</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|





1. All change! Managers lend a hand to get the table facing the right direction.  
2 and 3. JS trades from the first floor of the new shopping development — the Armada Centre. Escalators, travellers and a lift connect JS to the lower enclosed shopping Mall.  
4. Manager, Michael Booth, previously manager at Worle.  
5. Be prepared! Posing in the meat prep room.  
6. A JS veteran pops in to say hello to Joe Barnes, retail division director, who opened the store.  
7. One for the album. Staff and management gather to be addressed by Michael Booth before opening.



# The young ones

## The JS Good Neighbour Scheme helps the under-fives



**LINCOLN**

CHRISTMAS was a little brighter for physically handicapped children in Lincoln this year.

Thanks to a donation of £250, Lincoln Toy Library is now able to re-establish itself after a recent threat of closure and is in a position to buy more toys for the children to play with. Pictured above is David Durbin, manager, presenting Christine Sutton, from the library, with a cheque.

**WOLVERHAMPTON**

Robert McKinlay, manager of Wolverhampton, saw double when he handed over £250 to the Wolverhampton Twins Club recently. Rebecca and Edward Forster, aged 11 months and mother Dorothy, received the cheque on behalf of the club (pictured right).

Relying totally on its own fund raising events, the club provides a caring service to local families with twins or multiple births.

COMMUNITY GROUPS with responsibility for the under-fives age group will be able to do more for children thanks to Sainsbury's community project, the JS Good Neighbour Scheme.

Since September of last year branch and depot staff have submitted names of local community groups in need of financial support. Lists of names were drawn up and examined and finally a total of 91 community groups were selected and presented with donations, ranging from £100 to £250, by their local branch managers.



# Sainsbury's seat of learning

**Deep in the heart of Hertfordshire lies Fanhams Hall, originally a farmhouse dating as far back as 1412, but now Sainsbury's very own residential training centre.**

Although Fanhams Hall started life as a farmhouse, it was replaced by a Queen Anne House in 1715 and at the turn of the century was enlarged and renovated to its present Jacobean style.

A splendid piece of architecture, the Hall was purchased from the Building Societies Association by Sainsbury's and will provide excellent training and conference facilities for members of JS and its subsidiaries.

Two main halls and a number of training and syndicate rooms can, depending on numbers, cater for a total of three residential courses as well as day courses and conferences.

Fanhams Hall has 55 bedrooms, a large dining room and a beautiful oak panelled sitting room providing the very best home comforts.

Twenty-seven acres of landscaped gardens

surround the Hall. A rose garden with a lily pond, the Queen Anne Garden and the lime walks surrounding the croquet lawn are in its immediate vicinity. Whilst further away, beyond the sweeping lawns, there is a Japanese Garden, Austrian House and lake, Chinese House and mountain and plenty of Chinese pagodas to light the way at nightfall around this beautiful maze of gardens.

'The Hall was quite a find,' says Peter Cox, manager, management development and training 'not only is it in excellent condition, but it's ideal for Sainsbury's training purposes. The Hall will also be used as a commercial enterprise at weekends and in fact it is already booked well into 1987 with wedding receptions, dinner dances, antique fairs and charity events.'

**Interior and exterior shots of Fanhams Hall.**





#### FAREHAM

FAREHAM and Gosport Child Minders' Group (pictured above) represented by four-year-old Katie-Ann Gardner and group chairman, Mrs Ann Shephard, received a cheque from Ian Elkins, manager of Fareham branch, for £250.

#### RAYLEIGH WEIR

THE CHILDREN'S ward at the Billericay Burns Unit received two early Christmas boxes. One was a much needed cheque for £250 and the other a video recorder, bought with money raised by branch staff. Presenting the cheque is Charles Galway.



#### AYLESBURY

SHARN WHITEHEAD may only be four but she is clinging onto that cheque for dear life. Receiving it on behalf of Ickford Pre-School Playgroup, Sharn knows the money is child's play — it's going to buy play equipment for her school. Presenting the donation is store manager, Alex Watson.



#### LEAMINGTON SPA

CHILDREN at Clapham Terrace First School (left) were visited by two Father Christmases on December 17. The second one, manager of Leamington Spa, Terry Delves, presented the nursery class with a cheque for £250 with which they hope to purchase outdoor play equipment and multi-cultural books.



# ASDA and MFI make a flat pack

**WHEN ASDA joined forces with MFI, the flat pack furniture group, early in 1985 eyebrows were raised in the City. Opinion was that the enlarged group had nothing special to offer which Asda and MFI were not already providing.**

**The first set of results announced by Asda-MFI — for the first half of 1985/86 — were admittedly disappointing. But this was not surprising for the management has always insisted that the group will take some time to get it's act together.**

Asda-MFI's profits barely increased over their level for the first half of 1984/85 despite increases in continuing business sales of ten per cent. The main culprit was Asda stores where profits fell one per cent to £43 million, although sales increased by ten per cent. This situation came about because Asda's extra sales largely resulted from price cutting which eroded their profits.

There were difficulties in a number of areas, such as home computers where the bottom seems to have dropped out of the home market, but the Asda management is most concerned that its image is out of date. They have started a drive to introduce 2000 own label lines by the end of next year.

A new style Asda has been opened in Leamington Spa and if it is successful another

31 will be converted next year at a cost of £60 million.

MFI did better than Asda, but was still not up to the high growth levels it has experienced in recent years. Profits of £22.6 million were up 12.5 per cent and sales up 13 per cent at £195 million. This sound performance was achieved despite failures in a new kitchen range and a £¼ million loss on a new trading venture in Philadelphia, USA.

MFI opened six new stores in the half year at an average of 41,000 sq ft of selling space. Allied Carpets, which is the other major component of the furnishing division, opened nine new stores including one in Blackpool where carpets, curtains and beds were sold together for the first time. The beginnings of a new style for allied.

## Retail news in brief

● Asda-MFI chairman, Noel Stockdale, announced his retirement after 17 years in charge of Asda. In a board room reshuffle Derek Hunt became chief executive (a post he previously held at MFI). Derek Drew, the finance director will be leaving the company.

● David Caulfield, managing director of Tesco Stores, has left the company after only ten months because of 'general incompatibility'. Previously a managing director of Key Markets and International Stores, Mr Caulfield joined Tesco when International was sold to the Dee Corporation in late 1984.

● Tesco announced the sale of its 45 Victor Value limited range discount (LRD) stores to Bejam in a deal worth around £15 million. These stores are around 5,000 sq ft each (new JS stores currently average 27,800 sq ft), sell a small range of around 1,100 items and all have advanced laser scanning.

● Hillards the Yorkshire and North of England based supermarket company disappointed the City with its interim results for the 28 weeks to 9 November 1985. Poor increases in sales volumes and heavy expenditure on its opening programme depressed profits which rose only 5.1 per cent to £3.78 million.

## Mixing drinks

TWO PIECES of information to hand could spell out a quite hefty realignment of forces in the UK soft drinks industry.

### Strength in unity

A merger is proposed — it is still to be blessed by the Office of Fair Trading — between Canada Dry Rawlings, owned by both

Bass and Whitbread, and Britvic, a subsidiary of Allied-Lyons. The reasoning behind this is, in the words of Allied Chairman, Sir Derrick Holden-Brown:

'To create a strong force in the competitive soft drinks business and to give our leading brands the support required in an increasingly international market place.

The other story is the announcement by Cadbury Schweppes and Coca-Cola of the formation of a joint British soft drinks company. A result of this will be that the franchise agreement between Pepsi-Cola and Schweppes will be terminated and Beecham will lose its Coca-Cola bottling contract.

## Homebase is a bowl of roses on Valentine's Day

HOMEBASE had the true spirit of romance on Valentine's Day.

To celebrate this festival of love, all the stores featured a special display — 'For Valentine's Day'.

This was a promotion of the world's most romantic flowers — miniature pot grown roses — complete with heart embossed wrapping — and the ultimate in

love symbols — boxed orchids. The display shown is at Willesden.

Feminism flew out of the window on the 14th when handsome young Homebase men presented each lady shopper with a beautiful red rose. The *Journal* went to Waltham Cross and saw how this touching gesture melted away the winter's chills.



**I**LLUSTRATOR, publicist, art editor, journalist, designer, painter and political cartoonist and satirist, James Boswell was editor of the *JS Journal* for almost 20 years from 1952. He also wrote '*JS 100 — a history of Sainsbury's*' published in its centenary year.

Examples of his work will be on show in an exhibition in London running from March 4 to March 28. The exhibition will cover most of his working life but will concentrate on Boswell the painter.

James Boswell was born in New Zealand in 1906. His father had a keen interest in the arts and James went to art school in Auckland before leaving New Zealand to study at the Royal College of Art in London.

An exhibiting painter with a radical style, in the late 1920s, Boswell began his left-wing political associations. He gave up painting and took to illustration and graphic design. His caustic anti-war and anti-Facist drawings created a following.

In 1936 while political cartooning as 'Boswell' or 'Buchan' he became art director



# James Boswell

## —artist—

# for all seasons

*A man of many talents, James Boswell had a 20 year association with JS. His work can now be seen on exhibition in London.*



of the publicity department of Asiatic (now Shell) Petroleum Company.

During the war he served in Iraq, Malta and Sicily.

In 1947 he became art director of *Lilliput* magazine where he remained for just four years before embarking on his 20 year association with JS.

In 1951 he became a consultant to Sainsbury's and was responsible for the *Journal* for almost 20 years.

The first thing he did was to reduce the *Journal* to Lilliputian size to fit the pocket and proceeded to publish 54 of these little magazines. He then suddenly increased the size. The reason — undisclosed at the time — was that Boswell had discovered a photographer whose work he liked so much that he needed bigger pages to print it on. The photographer's name was Tony Armstrong-Jones who covered several stories for the *Journal* before moving on to higher things.

In 1969 James Boswell wrote '*JS 100*', a company history published to commemorate



**Above: Another Day (1956) an oil painting which forms part of the exhibition. Left: Photographed at work in his studio in 1970.**

100 years since the opening of its first outlet. And a massive 78 page edition of the *Journal* appeared to record all the celebrations.

In 1971 James Boswell died after a long illness during which time he somehow managed to keep the magazine in production.

He had returned seriously to painting in 1952 and returned to art school for five years 'to catch up again'. By the time of his death he had re-established himself as an easel painter, was exhibiting widely and was experimenting with abstract forms and unusual media. His work can be found in the Tate Gallery, the British Museum, Victoria and Albert Museum and the Imperial War Museum.

The current exhibition is to be held at Sally Hunter and Patrick Seale Fine Art, 2 Motcomb Street, Belgrave Square, London SW1X 8JU. It covers a wide range of subjects, still-life to seascapes, from beach scenes to townscapes. The colours can be powerful, delicate or magnetically drab.



# Working at Retirement

**MONDAY MORNING.** The alarm goes off. You get up out of habit — but it's not to get ready for work. Today is different — it's the first day of your retirement. The first day of perhaps another 20 or 30 years. Years in which to pursue hobbies, catch up on odd jobs, visit friends and relatives and take long holidays abroad.

If approached correctly, retirement could be the most fulfilling time of your life. If not, it could stretch ahead like an empty road.

For the many JS staff who retire each year, it's comforting to know that when they've left Sainsbury's, the company doesn't stop caring. In fact preparation for 'life after work' begins shortly before retirement.

As a member of the Pre-Retirement Association of Great Britain and Northern Ireland, JS ensures that all prospective veterans are ready for retirement. Within the last six months of their employment, all full time staff are invited to attend a pre-retirement course held over two days. 'Around 95 per cent of staff take up this offer,' says employee services manager, Paul Foulger, 'Only about seven per cent of

**Eva Jay, veterans' visitor and secretary to the veterans' group committee.**



companies in this country offer a course of this kind. The high uptake which JS has shows how much the courses are wanted and needed. We began about seven years ago.'

The courses are held about six times a year and currently take place at Blackfrairs. In May, the venue will switch to Fanhams Hall in Ware, and will become a two-day residential course.

A variety of subjects are covered by a number of speakers: Inspector Snoad of the Metropolitan Police looks at domestic and personal protection; health is covered by Guy's Hospital District dietician, Sylvia Butson and financial consultant Graham Thomas speaks on investments. There are also a number of past and present members of JS who conduct lectures, such as former senior manager Ron Topp, pensions manager Alyson Holborn and manager of the head office gymnasium, Robin Tripp. On occasions veterans who have settled into retirement are invited to share their experiences.

Paul Foulger says: 'On each course we may have up to 50 in attendance — staff from all areas and all levels of the company, with their partners. Some are convinced they won't get much out of the course while others foresee problems in retirement, but think they are the only ones who will suffer them. Once the ice is broken, our delegates find they have much in common and they are not alone in their fears. These are often associated with problems of income, housing, health and companionship.'

No matter how prepared you are for retirement the years ahead may not always go smoothly, which is where the Veterans' Welfare Section (VWS) comes in.

The VWS was formed in 1947 when an idea was expressed that able-bodied veterans may wish to help the SSA by allowing their names to be included on a 'Panel of Pensioners'.

The group grew and eventually the Veterans' Committee was formed with its first chairman, George Hoare.

Some veterans had been prevented from attending functions and outings by illness and



infirmity and postal contact lacked the personal touch. In 1960 the VWS created the visiting scheme and a panel of visitors was formed. Twenty-six years on there are 97 visitors (all veterans) to look after more than 3,000 veterans.

Dick and Eva Jay are two such visitors who 'operate' in the Ealing and Ruislip areas, with around 30 veterans on their books. Eva worked as a director's secretary at head office, for ten years, and retired in 1978.

'Dick still had another three years' service,' says Eva, 'and so I had plenty of time on my hands. Doreen Lamb of the veterans' welfare office approached me about becoming a visitor. I did so and then became secretary to the Veterans' Group Committee. When Dick retired, he also became a visitor.'

'Whenever possible, each veteran is assigned a visitor, though of course, not all want or need them. We try and visit each person at least twice a year. If there are any problems, such as illness, we try to go more often and after each visit send a short report to Blackfrairs.'

'We also try to visit on occasions such as golden wedding anniversaries, to present the couple with a small gift.'

It is the word couple that is important here — JS doesn't just keep a watchful eye on ex-employees, but also their spouse or partner.

'We attend funerals as representatives of the company,' says Eva. 'If the surviving partner did not work for JS, we don't forget



**Above: Dick Jay (right) visits Doris and Sid Abercrombie. Sid is a retired JS painter.**

about them! We carry on the visits. This is especially important when a person may be on their own for the first time in many years.'

Dick agrees: 'I think that the main problems felt by the older veterans are those of loneliness and isolation. They seem to strike harder than illness or infirmity. Once a person is on their own, they may not really care about such things as accommodation or financial matters. We do our best to help out or point them in the right direction.'

On the day the *Journal* went to see Dick and Eva, they visited two veterans.

First port of call was the home of 78 year old Vic Thorne, who retired as grocery supervisor at Northwood branch. He welcomed his guests with tea and biscuits and echoed Dick's thoughts on loneliness: 'I like to make a fuss of people. I get tired of talking to walls.' Vic was widowed 11 years ago and so can appreciate the problems of those who are permanently isolated. He is more fortunate than some — he keeps in contact with other JS veterans in the area and has many friends at his local church.

After 37 years with JS, it's natural that conversation turns to the company. Dick also had over 30 years' service (at Blackfriars and Uxbridge area office) so it's not surprising that he and Vic have many colleagues and acquaintances in common. After many reminiscences, Vic said: 'JS veterans are the best advert that Sainsbury's could have.' And it's not hard to see why. 'We all had good

**Right: Doreen Lamb, secretary of veterans' welfare section speaks at a pre-retirement course.**



**Left: The annual veterans' reunion gives the opportunity to meet up with old friends and enjoy a day out.**



continued on page 14

# What a butcher

*There's more than one way to carve a joint. Have a Sunday roast with a difference — just try one of these artistic creations.*

MICHELANGELO DEFINITELY has a rival in Geoffrey Whillock, a butcher at North Cheam, who is creating works of art rarely seen before in the world of sculpture.

What makes Geoffrey's creations that much more outstanding is that his medium is not stone or clay used by great artists of the past, but animal fat.

'The first modelling I ever did was with clay and Plasticine. One day it dawned on me that I could do the same with fat. I had never heard of anyone doing it before and thought it was worth a try.'

Two years ago Geoffrey decorated his first few joints and displayed them in the branch for customers to see and hopefully buy. 'We were astounded at how much interest was created and it grew from there.'

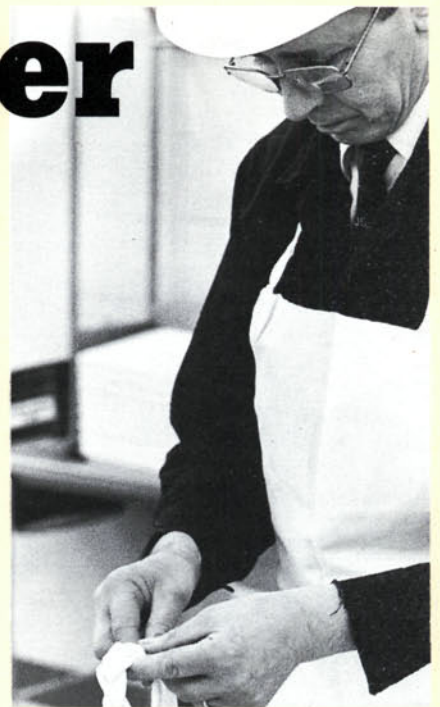
The designs alter according to the time of year. 'On Valentine's Day I decorated a few saddles of lamb with hearts and arrows and others with a few roses. We get such a variety of requests. When Wimbledon is imminent tennis rackets are all the rage. In summer cricket bats are also a great favourite. I can

more or less model anything that is required. Golden and silver weddings are often celebrated with appropriate decorations, birthdays, christenings, you name it, I do it.'

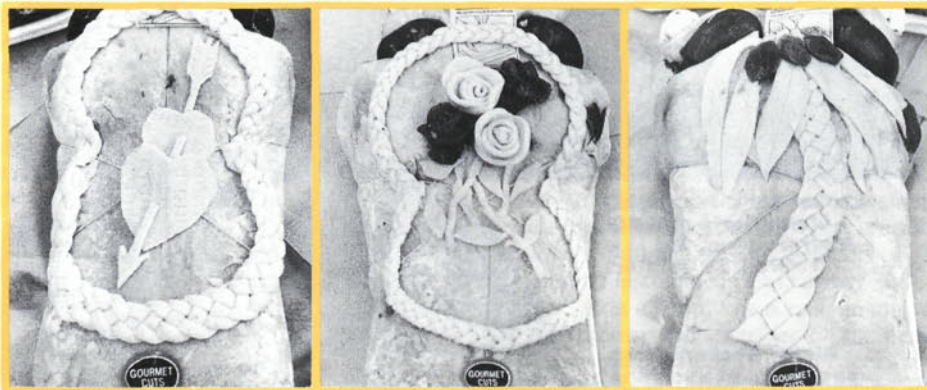
Another cut of meat decorated by Geoffrey is contra fillet. For this he interweaves strips of white fat with red meat and the result is a very attractive chequerboard effect.

Crowns of lamb are another attraction snapped up very quickly by customers. 'The average crown' said Geoffrey, 'consists of 12 bones, but in the past I have made 18 and 24 bone crowns. They feed the 5,000 and look extremely attractive.'

Commented Mark Anthony, meat manager at North Cheam, 'Geoffrey doesn't keep his art form to himself, in fact he does just the opposite. He has trained several other butchers from branches up and down the country, and I think they all find, like I do, that sales go up remarkably because of presentation. The sky's the limit when it comes to decorating different cuts and some of our customers come from very far afield to buy them.'



**Geoffrey Whillock adds the final touches to a Valentine roast.**



**Too good to eat — some of Geoffrey's masterpieces.**



**Feast your eyes on this.**

careers with the company, but after retirement, we're not forgotten.'

And no veteran is forgotten. The VWS runs outings and two reunions a year where friendships are made and renewed.

'I didn't work for Sainsbury's, but I still feel like one of the family,' said Doris Abercrombie, wife of Sid, a retired JS painter. They have been married for 52 years and look forward to veterans' 'get togethers'.

'The reunion in London and the summer outing are two of our annual highlights,' said Sid. 'They're very enjoyable days and it's a chance to meet all our old work friends. It's nice to meet new members of the veterans group, but of course, it's sad to think of those who are missing.'

The annual reunions were first held in 1949. Originally, they took place at St Brides Institute, but the number of veterans eventually outgrew the hall. A number of venues were tried out before the reunions moved to their present location — the Royal Lancaster Hotel — in 1969, the year of the company's centenary celebrations.

There are a number of outings in the summer. Coachloads head for the coast and resorts such as Yarmouth and Eastbourne.

In order to promote the running of the outings and reunions, feedback is very important. Eva constantly takes notes of comments made on visits and in her conversation with Sid and Doris a number of interesting points arose, such as, 'would there be a "Dulwich-type" site for veterans north of the Thames' and 'would branches become involved with activities for veterans'.

Sid and Doris are a couple who are obviously very young at heart. Sid has a simple motto for those in retirement who are approaching old age — 'If you think of yourself as old, you become old!'

Co-ordinating the activities of the VWS is the job of the Veterans' Committee. This is chaired by Arthur Waller and Graeme Nichols is vice-chairman. President is Max Justice. Secretary Doreen Lamb says: 'There are many issues we become involved in and not least of those is the examination of comments and queries raised by veterans and their visitors.'

'Communication is essential and that's why visitors are so important. Although we have almost 100 visitors, there are areas in the country which are lacking, so we can always do with a few more volunteers. Once a year, we hold a visitors' conference at Dulwich.

To keep veterans in the know, the VWS publishes the 'Veterans Newsletter' — a four page monthly letter which includes a variety of useful information.

At Christmas veterans receive a diary and a card. The first card, in 1949, was a photo of Mr JB Sainsbury. A story goes that a lady veteran was told to leave her flat due to a gas leak. In her hurry she took only two things — her cat and her Christmas card!

In their own way Sainsbury's and the VWS go some way in improving the quality of life in retirement. But remember, like the Yellow Pages, the VWS is not there just for the nasty things in life, like health or housing problems. It's also there for the pleasurable moments — to celebrate birthdays, anniversaries and to help maintain the friendships which were first forged at Sainsbury's.

# How the Journal got tied up with the locals

THE BLACKFRIARS SETTLEMENT is a community group based very close to head office.

For one hundred years the group's special concern has been for the people of North Southwark and North Lambeth. It runs many projects which aim to respond creatively to multi-faceted problems of the local communities. There's an advice centre, a literary scheme, community group and pensioners' club, amongst many others.

JS recently donated £5,000 to the Settlement to replace a mini bus for use on the 'Intermediate Provision Project'. This project gives support to young people who are at risk of being taken into care or custody.

Keith Morrell, employee relations manager, and chairman of the Settlement, said: 'I've worked with various groups in the community of North Southwark and built up contacts. Although I was elected as an individual the people involved know that my 12 years experience at JS can be put to good use. Often there's no clear management structure in community groups and I have something to offer in that area.'

'The company's links with the community are strong and it's certainly nice to have financial backing for worthwhile causes.'



Left to right: Group worker, Derek Love; Settlement director, Peter Hudson; Keith Morrell; group worker, Louise Sumner and, presenting the £5,000 cheque on behalf of JS, director of personnel services, Owen Thomas.



Some of the terrible twosomes tied and ready for the off. Launch pad was the gymnasium in Rennie House.



Richard Beke and Barry Gull lift off from the Paper Moon. But will the protective gear be enough?



After being tied to Neil Watson for the course, Debbie Eccleshall gives way to temptation and clubs him on the head.

PETER HUDSON is director of the Blackfriars Settlement and he was there at the starting line for the *JS Journal's* three legged-less pub crawl in aid of the charity on February 7.

Conditions were ideal — ice, snow and a wind chill factor of minus ten. It's a good job hats were compulsory — frostbite was a distinct possibility. Just look at the scene of devastation recorded forever on film.



Why do all good things have to come to a sticky end? Runners attempt to detach themselves in the George Inn.

## School gets help in preparation



Headmaster, Wilfred Rhodes (far right) and manager, Keith Fitzpatrick (second from right) with teachers from the school.

AN APPEAL FOR help by George Abbot School, Burpham, has resulted in vital training equipment being donated by the Sainsbury Charitable Fund.

For many years the school has run special courses for senior pupils called 'Preparation for Life'. Available to fourth and fifth year students, their main aim is to prepare them for the adult world.

Over the years the groups for this course have grown out of all proportion and guest speakers have started to use an increasing number of visual material on video. Unfortunately the school was not equipped for either eventualities.

Thus a campaign was launched to find a sponsor who was willing to donate a video recorder and extra large television set.

Both pieces of equipment were presented to Wilfred Rhodes, headmaster of the school, by Burpham branch manager, Keith Fitzpatrick.

George Abbot School and the branch have kept in close contact since the beginning of this project and students were invited, prior to the opening to visit the branch thus gaining an insight into the workings of a large supermarket.



Pupils enjoy the new equipment.

## Parisian jaunt

THE EIFFEL TOWER offered no salute of welcome with its head stuck firmly in heavy cloud for the Romford computer installation team's weekend in Paris late last year. Abandoning then, ideas of a heady trip for a view to a thrill the team opted for the height of culture instead and browsed around the impressionist museum. Some went Dutch and ate Greek but this was definitely France with overpriced Beaujolais Nouveau on sale everywhere.



## What a fag

IT COMES TO something when 'fag ends' are instrumental in raising money for charity!

Tracey Nesbitt, a YTS trainee at Hull raised £80 in aid of the North Humberside Hospice Project by kicking the habit.

'As part of my off-the-job training' commented Tracey, 'I saw a film about the effects of smoking on ones health which made up my mind to give up smoking. Shortly after that major decision, I heard about the Hospice project and thought I might as well put my agony to good use. So with the help of my friends and colleagues I embarked on a sponsored fag end'.

It only took Tracey a month to raise the funds and to feel a whole lot healthier!

## Eve's off on



## All's fair in football and charity

PLAYING FOOTSIE, staff from Kimberley branch have recently raised £360 in aid of Action Research for the Crippled Child.

The heated charity football match played between the lads and lasses finished in a draw and that was hardly surprising considering the amount of cheating

that went on! But somehow it didn't seem to matter... it was all in a good cause.

Representatives from Action Research were presented with a cheque by two popular members of the Notts Forest Football team. 'We felt it would make the occasion that much more special',

commented BPM Julie Rollin, 'to have two celebrities at the presentation.'

In return for all their efforts, the branch was presented with a certificate of thanks and a very attractive wall clock from Action Research. It now hangs on the wall in the staff canteen.



ing the continental.

## In-step

WHO SAYS that JS doesn't provide a touch of glitter and glamour with the groceries?

Pictured here, in the new staff uniform is **Elaine Bray**, a student at **Woking** branch. Elaine is one of the celebrated Blue Bell girls and since leaving school has danced in Paris. She plans to continue treading the boards later on this year, when in Japan.



## Sarah's TV date

**SARAH ROGERS**, supervisor at **Bath** was recently seen on television putting herself up as an escort for some lucky young man.

However, it was just in fun as Sarah was one of the first contestants on **Cilla Black's Blind Date Show**, the programme which pairs off young couples who have not previously met, and sends them off for glittering days out.

Sarah's initial interview was held at **Bath Sports Centre**, where she had an informal chat with one of the producers.

'A week or so later, I was asked to go to the **London Weekend Television** studio, where final selection was to take place. This selection involved a day of quick-fire questions being thrown at us all. These included, "What's your idea of a good night out?" and "What would you like to be if you were born again?"

Sarah's answers won her a place and she appeared on the first programme.

'The show was great fun, even though I was very nervous. The studio put us up in a five-star hotel for one night and paid all our travelling expenses.

'We rehearsed in the morning



and then filmed in front of an audience in the afternoon — just like that!

'Cilla Black was a great hostess, making us all feel at ease.

'I was sorry that I wasn't picked to go on the blind date, but seeing the results of the trip in the following show, I felt quite relieved.'

## Forest's merry band of fund-raisers

SCANNING THE SPECTRUM of fund-raising activities, **Forest Hill** had many inventive ideas to help boost the **Sydenham Children's Hospital** scanner appeal.

The push for pennies began in June 1985 and in four months staff raised a magnificent £2358.11.

Activities included a sponsored cycle ride at the **Griffin Club**; raffles; a staff versus management football match (the managers won 12-1); a weekly draw; darts and pool competitions and a swear box.

Staff became involved in a very successful branch-based lending

library which eventually grew into a book sale. 'We had staff coming in and buying ten at a time!', says supermarket assistant **Maureen Reeve**.

A donation of £250 was given by area director, **David Clapham**, from the area charity fund, bringing the total to almost £2,700. This was presented to the hospital on October 31.

Said hospital administrator, **Fiona Porter**: 'Our target is £40,000 which we hope to have raised by next June. Many thanks to all those at **Forest Hill** for all the time and energy they have put into helping the hospital.'

Staff continued their fund-

raising and on November 30, they and staff from **Lewisham** and **Penge Homebase** gathered in **Lewisham's Riverdale Centre** for a 'Christmas special'.

As well as carol singing, there was a grand raffle. This was won by **William Berry**, a sprightly septuagenarian who says that his good health and good looks are due to: 'A lifetime of eating **Sainsbury's** products!'

District manager, **Alan Rowland** presented **William** with a portable colour TV on January 9. On the same day, he also presented **Fiona Porter** with a cheque for £2,200.

Although everyone in the branch played a part in the charity drive, special mention goes to **Dot Skelton**, **Pat Fortescue**, **Des Burrell**, **Valerie Burns** and **Pat Hannan**.

Branch manager **Frank Bishop** (who initiated the fundraising drive) commented: 'I cannot praise my staff too highly. This achievement is all down to the support of the staff here. I would also like to thank **Bob Simmons**, manager of **Lewisham** and **Richard Olliffe**, manager of **Penge Homebase** for all their help. We shall continue to help the hospital reach their target.'

## holiday



WOULD YOU Adam and Eve!

Supermarket assistant at **East Ham**, **Eve White** was recently rained on by pennies from heaven — she was chosen the lucky winner of the **SSA** £1,000 quarterly draw.

Eve plans to splash out and treat her husband and daughter to their first ever holiday abroad. Their destination is the sun-kissed **Italian Riviera**.

Eve receives her cheque for £1,000 from Romford area director, **John Galloway**.



**Fiona Porter** (left) receives the cheque from **Alan Rowland**.

## Family Day starts here

PUT THIS DATE in your diary. A day of fun and entertainment is planned for all ages and some brand new events and attractions are planned.

Anybody interested in running a stall on the day should contact **David Dahms** at Bromley area office on 01-464 4321 as soon as possible.

Entry forms for the various competitive events, including football, netball and athletics will shortly be sent out. Please ensure their return by the appropriate date.

Chairman of the Family Day Committee this year is **Eric Nicholls**, manager of sausage and pie buying.

**A new feature for Family Day is the appearance of Rupert the Bear and his pals.**



## Joining the Variety Club



The Variety Club's work is very varied. Here handicapped children enjoy a special showing of the film *Santa Claus*.

**BILL ALLEN**, SSA functions organiser at **Blackfriars**, has recently been appointed to serve on the Variety Club of Great Britain 1986 Fund-Raising Committee.

The Variety Club is one of the world's largest children's charities and includes many well known personalities among its members.

The committee that Bill will serve on, meets monthly with the object of monitoring the Club's fund-raising programme. It also makes recommendations with regard to new projects.

Every year, the Club raises millions for children's charities and is famed for its sunshine coaches. Funds are raised at lunches, premières, shows and also by individual efforts, such as sponsored events. Some of the proceeds of *Miss JS*, where celebrities from the Variety Club appear, are also donated.

## Local friends in Southend

**CHARITY BEGAN** at home for the 156 staff at **Southend** branch during 1985.

Sponsored walks, bazaars, raffles and the proceeds from the sale of bedding plants grown by **Viv Odell**, supermarket assistant, raised a total of £1,690.

The following charities benefitted from the drive: two local charities, (Lady McAdden BUST unit and a local hospice), Multiple Sclerosis Society, British Heart Foundation and Southend Hospital Eye Laser Appeal. A local hospice was also blessed by Southend's helping hand — they received £117 plus three large boxes of toiletries and washing supplies.

Commented **Irene Moffatt**, BPM: 'Staff have really pulled together to raise this money and their efforts stopped at nothing.'

TWO BRANCHES have recently been celebrating their tenth anniversaries.

Almost 300 staff from **Fareham** attended a birthday dinner and dance on November 30. Past and present members celebrated the occasion in style.

Pictured right are the staff who have been at the branch since its opening. Centre is present manager **Ian Elkins** and past manager, **Jack Puttick**.

**Charter Row**, Sheffield, was also ten years old in November.

In celebration, staff were treated to a delicious lunch, served by the management team.

A special anniversary cake was baked by the in-store bakery and decorated by bakery manager,



Fareham branch in celebratory mood.

## Salute to US music

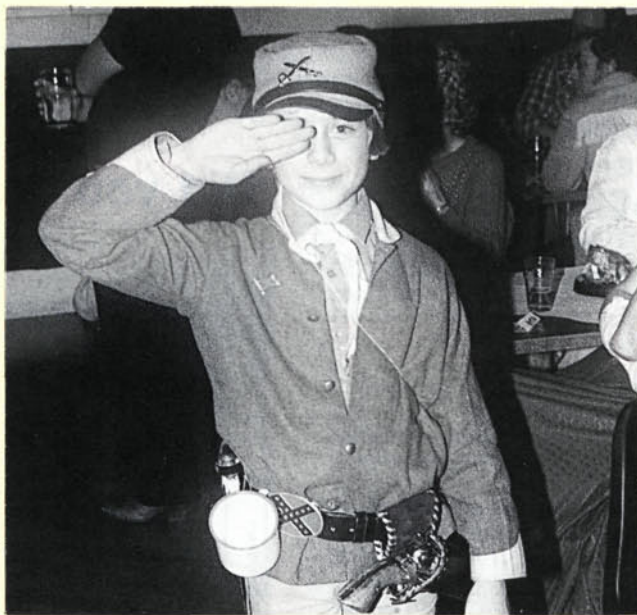
EAST WENT WEST on January 18 when Pitsea held a country and western dance at the Festival Hall in Basildon.

Around 800 people attended the function, which was organised by Mick Brodigan and Emrys Venables.

Joining Pitsea were staff from Southend and Rayleigh Weir, who all had an energetic evening dancing to Homer, Tony Collins and Bakersfield, plus a disco. The dance raised £1,660.

On the evening, Pitsea manager Paul O'Connor, presented two cheques for £830 each. One was given to St. Luke's Hospice, Basildon and the other to Nazareth House, Southend.

Paul O'Connor said: 'I would like to thank all those involved, particularly Mick Brodigan and Emrys Venables, for their hard work and effort in making the evening such a tremendous success.'



All the family enjoyed the chance to dress up.



Left to right, standing: Paul O'Connor, Emrys Venables, an unknown redskin on the warpath, Mick Brodigan and Charles Galway, manager of Rayleigh Weir.

## What a lot of rubbish!

CLASS 1 and Class 3 from East Tiverton Infants School were very impressed at how Bath branch dispose of all their rubbish, when they came to visit recently.

A comprehensive tour took all 60 children (aged six to seven!) to see the bailer, compacter and the bottle bank, situated at the back of the store.

As a result of this visit, the following poster was sent to the branch (right).



## Marathon men

TWO CHARIOTS of fire from JS will be competing in the London Marathon on April 20.

Bill Hailstone (PA to Jeremy Grindle) at Blackfriars and Robert Sloan, deputy manager at Debden will be running their socks off in order to raise money for the Macmillan Cancer Relief Fund.

If you wish to sponsor either Bill or Robert, who were very lucky to be given much sought-after places, get in touch with them at their work locations.

## Fish and crisps

THERE'S SOMETHING fishy going on in the angling world.

Madge Wheat, an eagle eyed cashier at Poole, recently spotted an interesting story in the *Angler's Mail*.

Fisherman, Dave Kennedy landed a hefty catch at Chesil Beach, Abbotsbury. Whilst cleaning the 20lb cod, he discovered a rather peculiar article in the fish's stomach — an empty packet of Sainsbury's salt and vinegar crisps!

There's got to be a catch to this fishy tale!

## Helping hand

THANKS TO the generosity and swimming powers of staff at Homebase head office, Anthony Rees, marketing director, was able to present a cheque to the Guide Dogs for the Blind Association for £500.

On February 3 local appeals organiser, Anne Thain, received the cheque on behalf of the organisation and at the same time presented Anthony Rees with a framed colour photograph of a guide dog.

# Tease and tell

The *Journal's* puzzles are a real crowd puller. To put you out of your misery here are the solutions to the Christmas puzzles — and to put you into more misery — two new puzzles.

## CROSSWORD

THE EVER POPULAR crossword has returned!

The themes of the clues are many and varied, but all are solvable. Send solutions and entry form to the *JS Journal*, 5th floor, Stamford House.

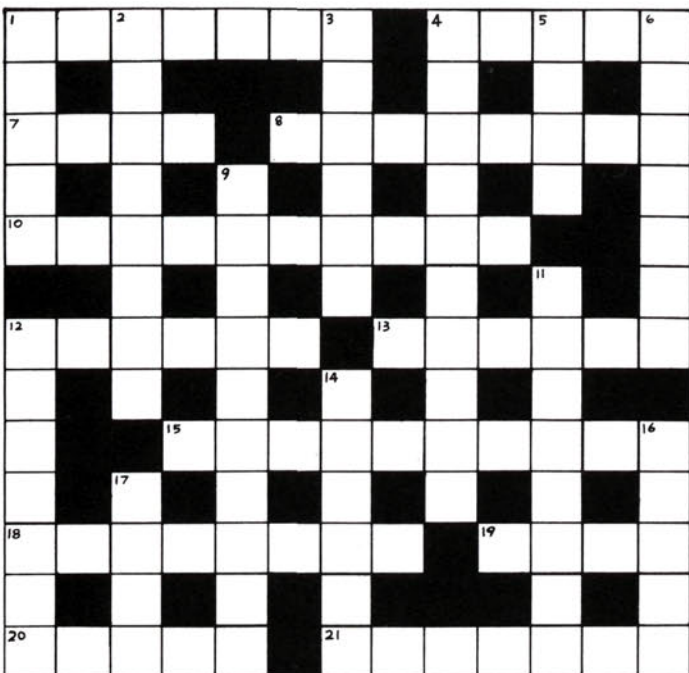
Lucky winners will receive JS vouchers to the value of £5.

### Clues Across:

1. Ball game. (7)
4. Added clause. (5)
7. Cheese. (4)
8. Breaking up. (8)
10. Explosive devices. (10)
12. Pianist composer. (6)
13. Confine on rope. (6)
15. Expressing sorrow. (10)
18. Lives on. (8)
19. Deceiver. (4)
20. Senior member. (5)
21. Withdrawn. (7)

### Clues Down:

1. System of belief. (5)
2. Idleness. (8)
3. Soft fruit. (6)
4. Returns to life. (10)
5. Recurring leak? (4)
6. Professional soldier. (7)
9. Diagnostic symptom. (10)
11. More threadbare. (8)
12. Crumpled. (7)
14. Wantonly consume. (6)
16. Made mistake. (5)
17. Carrier. (4)



NAME \_\_\_\_\_  
 JOB TITLE \_\_\_\_\_  
 LOCATION \_\_\_\_\_

## Did you ring the changes?



ENTRIES FOR the Christmas edition of the 'spot the difference' flooded the *JS Journal* faster than the speed of light this month.

A boxed pen set is on its way to the following six lucky winners: Kaizer Austin, Greenford; Andrea Josephs, Golders Green; Joanna Lloyd, Rennie House; Ruth Jones, Streatham office; Leslie Mann, veteran and Guiseeppe D'anna, Basingstoke depot.

## Putting a name to that facia

A BOTTLE OF BUBBLY is winging its way to the observant eye who successfully married the correct branch to the correct name in the December issue of the *JSJ*.

In answer to the question, 'Where have I seen that facia

before?' Maureen Marden, hygiene officer at Blackfriars, answered (1) Lewes Road, (2) Sheffield, (3) Keighley, (4) Walsall, (5) Kimberley, (6) Catford. The five runners-up also answered correctly but unfortunately were not pulled out of

## Archival Answers

THE ARCHIVES certainly set you a task to brew over in its Christmas Quiz. Of all the entries received, only veteran **Jim Melbourne** had all eight answers correct!

In recognition of this achievement the *Journal* is sending Jim a mounted print of the Stamford House depot together with an Assam tea caddy.

The correct answers are:

1. The Paris student riots took place in 1968, not 1969.
2. Sainsbury's second depot, built in 1912, is now Stamford House.
3. Fish was the main ingredient of bloater paste.
4. The 1906 photograph of Watford branch was recently used in a Nat West bank advert.
5. The BBC dates from 1922 and not the First World War.
6. John Rennie was the architect of Blackfriars Bridge.
7. The branch at Rye Lane, Peckham closed in November 1982.
8.  $7\frac{1}{2}d$  is equivalent to 3p.

## De-code these

HERE'S YOUR chance to tie your brain into little untieable knots, scream and shout trying to work it out... there's never been a competition like it in the *Journal*!

It's simple. This is what you do:

Example: 16 = 0 in a P

Answer: 16 = ounces in a pound.

The winners who are able to solve the rest of these posers will be awarded a dictionary.

Send your entries to *JS Journal*, 5th floor, Stamford House.

- 26 = L of the A
- 7 = W of the AW
- 1001 = AN
- 12 = S of the Z
- 54 = C in a D (with the Js)
- 9 = P in the SS
- 88 = PK
- 13 = S on the AS
- 32 = DF at which AF
- 18 = H on a GC
- 90 = D in a RA
- 200 = P for PG in Monopoly
- 8 = S on a SS
- 3 = BM (SHTR)
- 24 = H in a D
- 1 = W on a U
- 5 = D in a ZC
- 11 = P in a FT
- 57 = HV
- 29 = D in F in a LY
- 40 = D and N of the GF
- 3 = C in a F

the hat first! So for **Julie Brown**, **Rennie House**, **Nigel Bayliss**, **Leeds**, **Steve Poll**, **Homebase HO**, **Ron Filer**, **Wakefield House** and **Andrea Nailer**, **Stamford House**, it's a 1986 Slimline Calendar.

Congratulations to all!

# Finalists are on form

The race is hotting up for the finals of Miss JS Personality Girl 1986. Here are just a few of the finalists who will be appearing on the big night.



## Miss HO

MISS HEAD OFFICE for 1986 is **Christine Sostman** from screen printing, **Rennie House**.

She was chosen at the head office disco held at Dulwich. If Christine is crowned Miss JS, who knows, maybe one day her prints will come.

## Miss Homebase

BUTTERFLIES INSIDE and confident outside, **Sian John-Owens**, personnel administration officer at **Swansea**, stole the show at Miss Homebase 1986.

Gathered at Homebase head office in Wallington, Sian, together with six other finalists from opposite ends of the country underwent a gruelling interview to decide who was going to represent Homebase at this year's Miss JS Personality Girl.

Each contestant was interviewed for ten minutes by a panel of five, when poise, charm, personality and appearance in a formal environment were assessed.

During a short presentation ceremony, following the judges decision, **Les Self**, area manager, congratulated Sian and all those present. He commented, 'As far



as I'm concerned you are all winners but unfortunately we can only choose one Miss Homebase. It's a shame.'

Sian received a cheque for £100 and a beautiful bouquet of spring flowers. Runner-up, **Jane Thorpe**, general assistant at **Leeds** received a cheque for £35, while **Jill Allen**, buying assistant at **head office**, who came third, took home a cheque for £25. All other entrants were awarded a small consolation prize.

Winners or non-winners, a good day was had by all on this judgement day.



## Miss Woking Area

NO, **HAILEY BOLT**, super-market assistant of **Poole** didn't win Gary Wilmot in a raffle!

Judged by a celebrity panel, Hailey was crowned Miss Woking area. In a blaze of glory she gained the title in front of around 1,000 people at Blazers nightclub

in Windsor.

In the same evening, over £600 was raised for charity. Area director, **Colin Harvey** extended his thanks to all those who gave the function support, especially the Bunny Girls from **Bath** branch.

## Miss Streatham

**SHERYL WELLER** is an invoice passing clerk and is this year's Miss JS **Streatham office**.

Sheryl's main hobby is graphical communications. And if you want to know what that is, ask her — she'll probably draw you a picture by way of explanation!

Sheryl was chosen by an SSA panel led by Streatham's SSA chairman, **Edward Bonner** and including last year's Miss JS Streatham, **Angela Davey**.



## Appointments

**Robert Bradford**, formerly manager at New Malden, has been appointed manager of Kingston.

**Neil Brassington**, formerly manager at Potters Bar, has been appointed manager of Newbury Park for the opening.

**Fred Cowey**, formerly manager at Winchester, has been appointed manager of Exeter.

**Phillip Crackle**, formerly manager at Gloucester, has been appointed manager of Bretton.

**Dennis Fuller**, formerly manager at Ashford, has been appointed manager of Sittingbourne.

**Michael Gentry**, formerly manager at Exeter, has been appointed manager of Exebridge for the opening.

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

**John Jennings**, formerly spare manager, has been appointed manager of New Malden.

**James Kellett**, formerly deputy manager at New Barnet, has been appointed manager of Potters Bar.

**Raymond Kerr**, formerly deputy manager at Liverpool, has been appointed manager of Southport.

**Grenville Kember**, formerly senior departmental manager at Lords Hill Homebase, has been appointed manager of Lords Hill Homebase.

**Michael Long**, formerly acting manager at High Wycombe, has been appointed manager of Gloucester.

**Colin Lythe**, formerly manager at Bexleyheath, has been appointed manager of Ashford.

**David Mellow-Facer**, formerly manager at Southport, has been appointed manager of Leeds.

**Murray Mexson**, formerly manager at Sittingbourne, has been appointed manager of Bexleyheath.

**Stephen Mitchell**, formerly deputy manager at Bournemouth, has been appointed manager of Winchester.

**Andrew Parker**, formerly deputy manager at Leeds, has been appointed manager of Keighley.

**Richard Rawson**, formerly deputy manager at Tonbridge, has been appointed manager of

**James Walters**, formerly manager at Bretton, has been appointed manager of Worle.

## Retirements

**Edith Mountain**, display assistant at Bedford, has retired after 25 years' service with the company.

**Syd Barker**, skilled butcher at Maidstone, has retired after 24 years with JS.

**Marje Anderson**, part-time skilled supermarket assistant at Leamington Spa, has retired after 19 years with JS.

**Micky Dunner**, warehouseman at Charlton depot, has retired after 19 years with JS.

**Roy Fone**, warehouseman at Buntingford depot, has retired after 18 years with JS.

**Iris Nash**, senior supermarket assistant at Wood Green, has retired after 18 years with JS.

**Patricia Palmer**, cashier at South Harrow, has retired after 18 years with JS.

**Margaret Goldup**, BPM at Potters Bar, has retired after 17 years with JS.

**Hazel Jones**, senior supermarket assistant at Chichester, has retired after 17 years' service with the company.

**Millie Piggott**, part-time supermarket assistant at Surbiton, has retired after 17 years with JS.

**Joan Slaney**, part-time supermarket assistant at Tottenham, has retired after 17 years' service with the company.

**Dorothy Shrimpton**, BPM at Chesham, has retired after 16 years with JS.

**June Miles**, supermarket assistant at Brentwood, has retired after 15 years with JS.

**Tom Delaney**, assistant manager, offices services at Streatham office, has retired after 14 years with JS.

**Pat Mutters**, senior supermarket assistant at Ruislip, has retired after 14 years' service with the company.

**Marjorie Harvey**, part-time supermarket assistant at Purley, has retired after 13 years with JS.

**Betty Seymour**, senior supermarket assistant at Ruislip, has retired after 13 years' service with the company.

**Joyce Wright**, skilled supermarket assistant at Northfield, has retired after 13 years with JS.

**Paola Bassoli**, skilled supermarket assistant at Wembley, has retired after 12 years with JS.

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

**Ann Grant**, Brentwood (10 years).

**Joyce Gadbury**, Brentwood (8 years).

**Wally Cakebread**, Wood Green (7 years).

**Margaret Morris**, Charlton depot (7 years).

**Irene Perry**, Kingswood (6 years).

**Violet Dallimore**, Surbiton (5 years).

**Peggy Shelton**, Poole (4 years).

**Vera Bourne**, Bognor (3 years).

## Long service

**Bert Hagger**, district manager, Coventry area, has completed 40 years with JS.

He began his career with the company as a porter at Hampstead branch and one year later became a salesman at 98 Kentish Town. In 1948 he was made leading salesman and after one year transferred to 128 Kilburn. Bert then worked at Brondesbury and Marble Arch and in 1962 was appointed assistant manager. Between 1953 and 1958 he worked at several stores including 140 Finchley Road, Lewisham and Ballards Lane. He was promoted to the spare list in 1960 and after three years, Bert became manager at Ballards Lane. Four years later, he was made manager of Solihull and in 1968 became manager of Walsall on its opening. Bert was promoted to district supervisor, Coventry area in 1970.

**Dennis 'Beano' Barnes**, manager at Dunstable, has completed 25 years' service with the company.

He joined JS at Muswell Hill as a trainee tradesman. He became leading tradesman and worked in several stores including Crouch End, Palmers Green and Potters Bar. He transferred to Ballards Lane for self-service training and then spent time at Southgate, Kentish Town and Drury Lane. Dennis then became assistant manager at Muswell Hill. He was made produce supervisor of South Midlands district, where he spent three years. Dennis returned to the branches as deputy manager at old Dunstable and then worked in several other stores including Stevenage and Bletchley, before being promoted to manager at old Burton-on-Trent. He joined new Dunstable in 1984.

**Marie Broad**, skilled supermarket assistant at Romford branch, has completed 25 years with JS.

**John Carter**, driver at Charlton depot, has completed 25 years' service with the company.

He joined JS at Blackfriars and after one year became first hand in the pie-making factory. John was made a driver in 1966 and five years later transferred to Charlton depot.

**John Cleverley**, shift manager, computer operations at Streatham office, has completed 25 years with JS.

He began his career with the company in the sales office and in 1962 transferred to motor engineers at Sail Street. Two years later, John joined the computer department as operator. He shortly became shift leader and then programmer. In 1966, John moved to Streatham office where he was made shift manager.

**Ken Kenney**, manager at

Kidderminster, has completed 25 years' service with the company.

He joined JS as a salesman at Surbiton and then moved to the first 'mini depot' at Fulham. Ken became assistant manager at Walton and then was made personal assistant. After two years he moved to Northfield where he became deputy manager. Ken was made manager at Halesowen before moving to Kidderminster.

**David 'Chopper' Laing**, meat manager at Taunton, has completed 25 years with JS.

He began his career with the company as trainee butcher at Weybridge and worked relief in several branches. After three years he joined West Byfleet as leading butcher. After self-service training he went to Bath as senior leading butcher and after eight years was made deputy meat manager.

David joined Bridgwater and then moved to Taunton for the opening. In 1976 he became meat manager at Kingswood and two years later returned to Taunton.

**John Layzell**, deputy manager, cheese buying at Blackfriars, has completed 25 years with JS.

He joined JS in the sales office and in 1964 transferred to Basingstoke depot as production planner. Six years later, John returned to Blackfriars and joined the cheese buying department.

**Stan Meekoms**, administration manager, off-licence department at Blackfriars, has completed 25 years with JS.

He began his career with the company in the sales office where he became assistant manager. In 1974, Stan became a buyer in the beers, spirits and tobacco department and in 1983 was made administration manager.

**John Old**, manager of Nottingham Homebase, has completed 25 years with JS.

He joined JS at Northampton and after self-service training, transferred to the Midlands where he worked in several stores. John became assistant manager in 1966 and was then made display specialist for the North London/South Midlands area. He joined Bury Park and in the early 70s became deputy manager at Arnold. In 1976 he was promoted to manager at Beeston and six years later moved to Homebase. After a period at Croydon he joined Northampton as manager, on its opening. John moved to Nottingham in 1984.

**Doreen Smith**, supermarket assistant at Colchester, has completed 25 years with JS.

## Obituary

**Margery Delamare**, supermarket assistant at Birkenhead, died after a long illness on January 24, aged 46.

She had been with the company for four years.

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

*Last copy date for the April issue is March 13.*

# SSA breaks

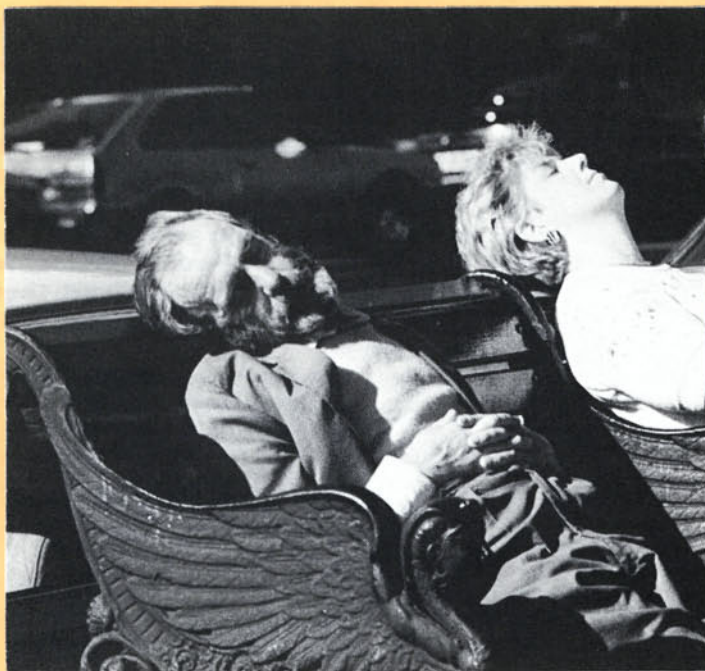
**NEED A BREAK?** Feel the urge to get out of the rat race and into life's slower lane? Then the SSA have just the tonic to boost flagging winter spirits.

Once again, this year, a number of tour operators are offering discounts to SSA members. These include Intasun, Global, Falcon, 18-30, Pontin's, Butlin's, Warner's, Sunstart, Twenty's, Enterprise, Blue Sky and Thompson, amongst many.

Ferry companies Olau and Hoverspeed are giving a ten per cent discount and Townsend Thoreson nine per cent. Discounts depend on when the holiday is taken.

A word of warning — the holiday must be booked through the SSA central office — don't book at a travel agent and then ask for a discount. The holiday hotline is 01-921 7227.

Go to France with the SSA and you will return with a free litre bottle of either gin or whisky. The



Association are offering a day trip from Portsmouth to Cherbourg, for just £11.00. The tickets for the trips on Sunday March 23 and Sunday April 13 are being snapped up fast, so book now to sample the sea breeze and some freebies.

If foreign shores are not for you, then take advantage of the SSA's mid-week and weekend breaks in Devon and the Isle of Wight. The cost of the weekend is from £36 per person and for the mid-week break (Monday dinner to Thursday breakfast) from £45 per person. The offer runs from April 18 until May 18.

Participating hotels are The Palamino Inn, Exeter; The Fishermans Cot Hotel, Tiverton, Devon; The Trout Inn, Bickleigh, Devon; The Farringford Hotel, Freshwater Bay, Isle of Wight and The Berry Head Hotel, Brixham, Devon.

Brochures are available from the SSA office 01-921 7227.

## FEEDBACK

### Cheers Charlton

**From: George Marshall, veteran Bromley, Kent.**

On January 11, over 140 veterans and guests attended Charlton depot to enjoy an excellent meal and cabaret.

The meal so ably prepared and presented by Eric the chef was excellent. We enjoyed the cabaret and then a little dancing.

Altogether we had a marvellous evening. The Charlton veterans once again thank you all at Charlton for such a wonderful evening. Our grateful thanks to all those who worked so hard not forgetting the bar tender!

### Thanks for . . .

**From: George Howard, retired manager of Kingston.**

May 1, through the *Journal*, thank everyone for the wonderful send off I was given on my retirement. Also for the many good wishes and cards that I received. Thank you all.

### . . . the memories

**From: Iris Nash, recently retired from Wood Green.**

After nearly 18 years (mostly happy ones) at Wood Green, I now reluctantly retire. Thank you to all the past managers and staff of Wood Green, and also present management, staff and all my customers who have helped to make my working years happy ones. I will miss you all.

### Pensions in post

**From: Ken Brushwood, veteran IPD.**

I for one, welcome the pension advice, and cannot understand the beef (*JSJ* December 1985, feedback).

It is an improvement on receiving no advice and I am quite sure this thought is shared by many other JS veterans.

As for the breach of confidentiality, in my view it does not

disclose, to all, that it contains pension information only that it is from Sainsbury's (pension department).

As for a third party deciding to open it and gain access to the contents — they wouldn't get very fat — would they? And this is a risk you take with all mail.

Anyway I'm pleased to be a JS veteran and couldn't give a 'hoot' who knows it.



### Dib dib dibbing out

**From: Harry Clare, senior clerk, Basingstoke depot.**

Our photo says it all! Friendship, team spirit and a crazy willingness to provide a warm send off to a special trooper.

Just one scene from the farewell given to Jimmy James, administration engineering manager, works engineers, Basingstoke depot. His colleagues organised the event late last year. This was one occasion when

Jimmy himself didn't dress up. He rarely missed an opportunity to spearhead some appropriate pageant celebrating marriages, 21st birthdays and the like.

His desire to make occasions memorable has, over the last couple of years, seen him in identity of 'Bazaar Platoon Sergeant Major', 'Lord Nelsons Baby' (diaper and all), in a battleship pram, a 'Fawltly Towers Chef' and a rather

### Support

**From: Mrs Ruby Hyett, widow of Alf Hyett, former area building supervisor, Romford area.**

Through the pages of the *Journal*, I would like to express my deep appreciation for the kind thoughts I received from Alf's colleagues of so many years.

I very much appreciate all your messages of sympathy and support at this sad time.

My very sincere thanks.

unglamorous waitress! Nothing was too way out if he believed it would provide a good laugh.

Undoubtedly though, the memory that will remain with us is not the Tom Foolery, enjoyable as it was, but his ability to unite his staff into a team because of their respect for him. In Jim, we had an office manager who not only could manage very well, but, more importantly, knew how to understand and help us with all our problems. A sincere relationship was enjoyed by all of his staff at Basingstoke and we shall miss his generosity, in every sense.

We wish him all the luck in the world for his retirement and trust he and his wife Rose have a long and healthy future.

Pictured left to right on the front row is Julie Benton, Harry Clare, Freddie Elwell and Sean Macnamara. Middle row is Jimmy James, Tommy Millar, John Livesy, Alison Hamilton, Tony Ashton and Colin Hanney. Back row is Jim Dawson, Steve Beattie, Pam Parrott, Stan Terrett, Alan Dunn, Eddie Flitter, Ron Murfitt and Chris Taylor.

# In my father's day



William's first post with JS was at 275 High Road, Leyton (above). The shop had originally belonged to Alfred Banton, a friend and former employee of John James Sainsbury and when the founder took over the shop, William was kept on the staff.



Staff at 14 Cranbrook Road, before the First World War. A youthful William Harrison is seated, second from left in the second row.

This studio picture (right) was taken during William's retirement. William died in 1963.

Miss Harrison showing one of her treasures (a box of JS wax crayons) to Sir John Sainsbury at the opening of the Ilford Branch on 12 November 1985 (far right).



Sainsbury's opening at High Road, Ilford, brought back happy memories for Gladys Harrison whose father, William, worked as first provisions hand at the 14 Cranbrook Road branch for many years. She brought her collection of photographs and some mementoes of JS-gone-by to the opening where she showed them to chairman, Sir John Sainsbury and subsequently gave many of them to the Archives.



Most of William's long career was spent at 14 Cranbrook Road as a cooked meat salesman. He undoubtedly had a hand in preparing this magnificent display. William Guest, JS veteran, was first buttermilk man at the same time, and remembers that William Harrison 'could carve a york ham to perfection, pork breakfast sausage with his eyes closed'. This branch was destroyed by enemy action on 20 March 1941, and was replaced five years later by a new branch at 48 Cranbrook Road, the first post-war JS opening.



In 1939, William was transferred to 114 High Road, Ilford, where he worked until his retirement in 1946. This was the oldest of Sainsbury's eight branches in Ilford at that time, having opened in 1897. It was a big shop for its day, with a turnover half as big again as the 14 Cranbrook Road shop, so doubtless all William's skill was needed to keep up with demand.

**Crayons**  
for the Kiddies  
WILL KEEP THEM  
AMUSED  
FOR HOURS  
A Box of the very best School Crayons  
(containing six colours)  
**FREE**  
in boxes of Mergolite  
with every 1-lb. CRELOS for 6d.  
or 1-lb. FRESH ROLL at 8d.  
**J. Sainsbury**  
757, Romford Road,  
MANOR PARK, E.12  
NOTE—this box only can be supplied with each purchase.



# A LOOK - FUTURE -



**IT WAS TO BE A CONFERENCE about the future. So in a positive spirit, 274 branch managers gathered at**

**the Metropole Hotel, Birmingham, for the two-day Retail Division Conference led by the company's directors.**

Retail division director, Joe Barnes, welcomed delegates, including 40 managers attending the conference for the first time, on the morning of January 27.

He explained that directors would be speaking on a variety of topics concerning management and the future of JS and syndicates were to take place on the afternoon of each day. These would provide an opportunity for managers to express individual views on the problems all have to deal with.

Monday's syndicate was to cover the more general aspects of management and Tuesday's session was to concentrate on trading.

Gurth Hoyer Millar, property development director, opened the first session with a speech about the future of JS property.

'Since 1980 we have opened 95 supermarkets, four SavaCentres and 28 Homebases. That is over 15 supermarkets a year and, altogether, we are now opening at the rate of one store for the group every fortnight.

'In 1980/81 we opened only two new stores with sales areas in excess of 20,000 sq.ft. and only two had more than 200 surface car parking spaces.

'In 1985/86 all 15 stores opened had more than 20,000 sq.ft. sales and only one had fewer than 200 car parking spaces.

'I am not advancing the Zeppelin theory that because it's big it must be good. There has also been a dramatic change in the quality of the stores.

'...I believe we can say that we have the right development plan which ought to be able to put the right company in the right place at the right time.'

Distribution director, David Quarmby, then addressed delegates at his first conference:

He spoke about improvements in efficiency in distribution brought about by systems changes giving greater control.

'With any practical measures, we need to be sure that any extra cost incurred does bring a tangible benefit to the branches, and value for money for the company.'

Owen Thomas addressed delegates on the subject of updates on branch staffing and training.

'We have had some 70,000 people pass through our hands since the last conference. Is it not remarkable then that the chairman can congratulate the retail team on the Christmas operation by saying:

'Such achievement and efficiency are the result of good planning, hard work and tremendous commitment...'

'To support you in your aims, the first requirement is quality staff and as a prerequisite to that, we're working hard to enhance the image of retailing...'

'...In this world of uncertainty created by unemployment and takeovers and mergers on a massive scale we have purpose, growth and tremendous opportunity. To build on that, we must consider the standards of recruitment, training and development as important as our trading standards and seek always to enhance them...'

David Sainsbury, finance director, spoke about stock losses suffered by the company and ideas for improving the level of stock loss in the future.

Sir Roy Griffiths, deputy chairman and managing director, addressed delegates on effective management and customer service. It was a wide ranging subject covering all aspects of the branch manager's role. These topics were then discussed by syndicate groups of around 13 managers each.

Jeremy Grindle, director of branch services, started off day two of the conference with a look at computing, scanning and ordering systems.

'Two years ago I forecast that we would have 20 scanning stores by the time of this

conference, we actually have 22. Each week 10.5 per cent of JS trade is going across scanning checkouts and that is more than any other company in the UK.

'As with all new systems, scanning has imposed extra load on the management of the early stores, but I think it is fair to say that not one manager of a JS scanning store would wish to be without it.'

Jeremy Grindle then went on to outline future plans for development in company systems over the next two years.

This was where the theme of looking to the future really began to take off as possibilities emerged using the increasingly versatile computer systems.

A video was then introduced by Peter Davis, assistant managing director, which looked at new products, ranging and merchandising. It was entitled, 'What's New In Store?' and starred Dave Smith, merchandising director exploring a new career as interviewer. He was filmed discussing developments with the departmental directors responsible for the trading departments.

Retail director, Joe Barnes, then highlighted points from the film, referred to other areas for discussion and set the scene for the second syndicate: 'Products, ranging

and merchandising'.

The five area directors reported back on ideas and views which emerged from the syndicates.

Then it was question time and the panel comprising Sir John Sainsbury, Sir Roy Griffiths, Peter Davis and Joe Barnes, answered a variety of questions put by store managers. The subjects ranged from Sunday trading through early retirement to plinth positions, local advertising, additives, scanning and remuneration.

The chairman then approached the podium for the final speech of the conference.

'The conference has been about the future and about managing change...'

'...We need first to think of our customers and their changing needs and tastes and to put that into the context of social, economic and potential trends as we perceive them.

'As always, we must seek to anticipate competitive pressures. In the same way that in our political system you usually get the best government when you have strong opposition, so in commerce the keenest competition brings out the best in us all.

'...The next two years will, I believe, see an increased level of competition for the reasons that I have already discussed.

However, I am confident that we are better placed than ever to face tougher competition — we are better equipped in terms of the quality and ability of our management team, the quality of our stores, of our techniques and systems and the quality and variety of the goods that bear our name. Most valuable of all, our reputation has never stood higher.'

With the theme of 'looking to the future' there was still a time for looking back. That took place after the conference dinner on Monday evening when Dennis Males was guest speaker. It was the last time he was to address managers as director of branch operations as he was due very shortly to transfer to Homebase as general manager.

Looking back over a career the chairman had described as the most impressive in post-war JS, Dennis Males delighted managers with memories which reached back to his first job, before joining JS. As a young boy he worked in a corner grocery shop and described his first experience of Sainsbury's as a period of rehabilitation rather than induction! He was excited at the prospect of moving to Homebase and he raised a laugh when he said the rumour that those who had applied to Homebase to avoid him were trying to come back to JS, was strictly unfounded!



**Managers enjoying pre-dinner drinks on the Monday evening. Behind them is an exhibition of developments on the merchandising front.**

**Below: Managers discuss products, ranging and merchandising in syndicate.**



**Conference stewards represented each area of the company as training specialists**

## BRANCH OPENING



### PLYMOUTH

Opening date: February 18, 1986

Address: 23 Armada Way, Plymouth

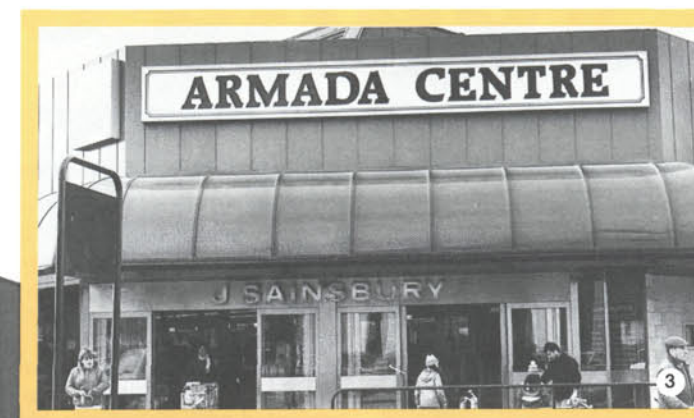
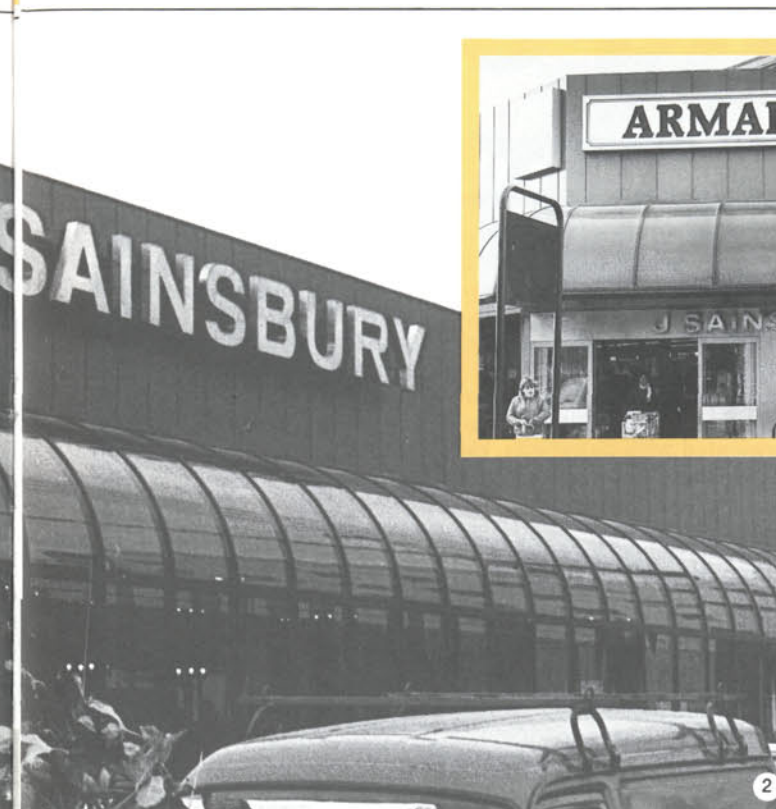
Opened by: Retail director, Joe Barnes

Manager: Michael Booth

Staff: 252 (246 new jobs)

Sales area: 29,400 sq ft

Car park: 465 spaces



1. All change! Managers lend a hand to get the table facing the right direction.
- 2 and 3. JS trades from the first floor of the new shopping development — the Armada Centre. Escalators, travellers and a lift connect JS to the lower enclosed shopping Mall.
4. Manager, Michael Booth, previously manager at Worle.
5. Be prepared! Posing in the meat prep room.
6. A JS veteran pops in to say hello to Joe Barnes, retail division director, who opened the store.
7. One for the album. Staff and management gather to be addressed by Michael Booth before opening.

# PLYMOUTH

No-one was playing bowls on the Hoe as the JS fleet sailed into Plymouth. It was a welcome as warm as any given the Ark Royal as thousands of customers arrived to witness the store's maiden voyage. The store is the first Sainsbury's to be built in Plymouth and trades from the first floor of the prestigious new Armada Centre.



GEORGE RIDGEWAY was manager of Kenton branch until he retired in 1968. He and his wife, Jean, were staying with friends in Plymouth so they decided to visit the new store on opening morning.

George brought with him a letter he received back in October 1953 in response to his letter to Fred Salisbury, assistant general manager, asking why there were no immediate plans for a store in Plymouth.

To: MR G. RIDGEWAY, KENTON. From: ASSISTANT GENERAL MANAGER  
 Date: Monday, 26th October, 1953  
 PLYMOUTH

Many thanks for your note with regard to Plymouth. I can well imagine that the re-building of that city is most impressive for I am aware of the extent of the damage there, having passed through once or twice during the war and from one or two large-scale re-developments elsewhere, I can appreciate the effect.

The snag - which you mention - is, of course, the distance, for it is twice as far afield as we normally go. The effect of this upon freshness of goods and cost of transport alone will, I am sure, readily be realised. Our extreme limit at the moment is fixed by the return journey which a lorry can accomplish in one day - anything beyond this at least doubles our costs immediately.

- 1 -

According to the A.B.C. Plymouth is 225 miles from London and our nearest branch (at Bournemouth) 107. Quite a jaunt for a relief butcher if we were one short at Plymouth on a Friday!

With many thanks, none the less.

F.S.



# The young ones

## The JS Good Neighbour Scheme helps the under-fives



LINCOLN

CHRISTMAS was a little brighter for physically handicapped children in Lincoln this year.

Thanks to a donation of £250, Lincoln Toy Library is now able to re-establish itself after a recent threat of closure and is in a position to buy more toys for the children to play with. Pictured above is David Durbin, manager, presenting Christine Sutton, from the library, with a cheque.

WOLVERHAMPTON

Robert McKinlay, manager of Wolverhampton, saw double when he handed over £250 to the Wolverhampton Twins Club recently. Rebecca and Edward Forster, aged 11 months and mother Dorothy, received the cheque on behalf of the club (pictured right).

Relying totally on its own fund raising events, the club provides a caring service to local families with twins or multiple births.

COMMUNITY GROUPS with responsibility for the under-fives age group will be able to do more for children thanks to Sainsbury's community project, the JS Good Neighbour Scheme.

Since September of last year branch and depot staff have submitted names of local community groups in need of financial support. Lists of names were drawn up and examined and finally a total of 91 community groups were selected and presented with donations, ranging from £100 to £250, by their local branch managers.



FAREHAM

FAREHAM and Gosport Child Minders' Group (pictured above) represented by four-year-old Katie-Ann Gardner and group chairman, Mrs Ann Shephard, received a cheque from Ian Elkins, manager of Fareham branch, for £250.

RAYLEIGH WEIR

THE CHILDREN'S ward at the Billericay Burns Unit received two early Christmas boxes. One was a much needed cheque for £250 and the other a video recorder, bought with money raised by branch staff. Presenting the cheque is Charles Galway.



AYLESBURY

SHARN WHITEHEAD may only be four but she is clinging onto that cheque for dear life. Receiving it on behalf of Ickford Pre-School Playgroup, Sharn knows the money is child's play — it's going to buy play equipment for her school. Presenting the donation is store manager, Alex Watson.



LEAMINGTON SPA

CHILDREN at Clapham Terrace First School (left) were visited by two Father Christmases on December 17. The second one, manager of Leamington Spa, Terry Delves, presented the nursery class with a cheque for £250 with which they hope to purchase outdoor play equipment and multi-cultural books.



# Sainsbury's seat of learning

Deep in the heart of Hertfordshire lies Fanhams Hall, originally a farmhouse dating as far back as 1412, but now Sainsbury's very own residential training centre.

Although Fanhams Hall started life as a farmhouse, it was replaced by a Queen Anne House in 1715 and at the turn of the century was enlarged and renovated to its present Jacobean style.

A splendid piece of architecture, the Hall was purchased from the Building Societies Association by Sainsbury's and will provide excellent training and conference facilities for members of JS and its subsidiaries.

Two main halls and a number of training and syndicate rooms can, depending on numbers, cater for a total of three residential courses as well as day courses and conferences.

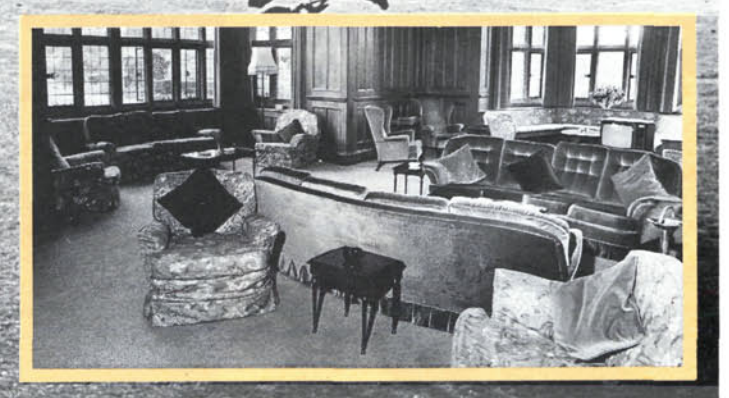
Fanhams Hall has 55 bedrooms, a large dining room and a beautiful oak panelled sitting room providing the very best home comforts.

Twenty-seven acres of landscaped gardens

surround the Hall. A rose garden with a lily pond, the Queen Anne Garden and the lime walks surrounding the croquet lawn are in its immediate vicinity. Whilst further away, beyond the sweeping lawns, there is a Japanese Garden, Austrian House and lake, Chinese House and mountain and plenty of Chinese pagodas to light the way at nightfall around this beautiful maze of gardens.

'The Hall was quite a find,' says Peter Cox, manager, management development and training 'not only is it in excellent condition, but it's ideal for Sainsbury's training purposes. The Hall will also be used as a commercial enterprise at weekends and in fact it is already booked well into 1987 with wedding receptions, dinner dances, antique fairs and charity events.'

Interior and exterior shots of Fanhams Hall.



# Working at Retirement

**MONDAY MORNING.** The alarm goes off. You get up out of habit — but it's not to get ready for work. Today is different — it's the first day of your retirement. The first day of perhaps another 20 or 30 years. Years in which to pursue hobbies, catch up on odd jobs, visit friends and relatives and take long holidays abroad.

If approached correctly, retirement could be the most fulfilling time of your life. If not, it could stretch ahead like an empty road.

For the many JS staff who retire each year, it's comforting to know that when they've left Sainsbury's, the company doesn't stop caring. In fact preparation for 'life after work' begins shortly before retirement.

As a member of the Pre-Retirement Association of Great Britain and Northern Ireland, JS ensures that all prospective veterans are ready for retirement. Within the last six months of their employment, all full time staff are invited to attend a pre-retirement course held over two days. 'Around 95 per cent of staff take up this offer,' says employee services manager, Paul Foulger, 'Only about seven per cent of

**Eva Jay, veterans' visitor and secretary to the veterans' group committee.**



companies in this country offer a course of this kind. The high uptake which JS has shows how much the courses are wanted and needed. We began about seven years ago.'

The courses are held about six times a year and currently take place at Blackfriars. In May, the venue will switch to Fanhams Hall in Ware, and will become a two-day residential course.

A variety of subjects are covered by a number of speakers: Inspector Snood of the Metropolitan Police looks at domestic and personal protection; health is covered by Guy's Hospital District dietician, Sylvia Butson and financial consultant Graham Thomas speaks on investments. There are also a number of past and present members of JS who conduct lectures, such as former senior manager Ron Topp, pensions manager Alyson Holborn and manager of the head office gymnasium, Robin Tripp. On occasions veterans who have settled into retirement are invited to share their experiences.

Paul Foulger says: 'On each course we may have up to 50 in attendance — staff from all areas and all levels of the company, with their partners. Some are convinced they won't get much out of the course while others foresee problems in retirement, but think they are the only ones who will suffer them. Once the ice is broken, our delegates find they have much in common and they are not alone in their fears. These are often associated with problems of income, housing, health and companionship.'

No matter how prepared you are for retirement the years ahead may not always go smoothly, which is where the Veterans' Welfare Section (VWS) comes in.

The VWS was formed in 1947 when an idea was expressed that able-bodied veterans may wish to help the SSA by allowing their names to be included on a 'Panel of Pensioners'.

The group grew and eventually the Veterans' Committee was formed with its first chairman, George Hoare.

Some veterans had been prevented from attending functions and outings by illness and



**Above: Dick Jay (right) visits Doris and Sid Abercrombie. Sid is a retired JS painter.**

infirmity and postal contact lacked the personal touch. In 1960 the VWS created the visiting scheme and a panel of visitors was formed. Twenty-six years on there are 97 visitors (all veterans) to look after more than 3,000 veterans.

Dick and Eva Jay are two such visitors who 'operate' in the Ealing and Ruislip areas, with around 30 veterans on their books. Eva worked as a director's secretary at head office, for ten years, and retired in 1978.

'Dick still had another three years' service,' says Eva, 'and so I had plenty of time on my hands. Doreen Lamb of the veterans' welfare office approached me about becoming a visitor. I did so and then became secretary to the Veterans' Group Committee. When Dick retired, he also became a visitor.'

'Whenever possible, each veteran is assigned a visitor, though of course, not all want or need them. We try and visit each person at least twice a year. If there are any problems, such as illness, we try to go more often and after each visit send a short report to Blackfriars.'

'We also try to visit on occasions such as golden wedding anniversaries, to present the couple with a small gift.'

It is the word couple that is important here — JS doesn't just keep a watchful eye on ex-employees, but also their spouse or partner.

'We attend funerals as representatives of the company,' says Eva. 'If the surviving partner did not work for JS, we don't forget

about them! We carry on the visits. This is especially important when a person may be on their own for the first time in many years.'

Dick agrees: 'I think that the main problems felt by the older veterans are those of loneliness and isolation. They seem to strike harder than illness or infirmity. Once a person is on their own, they may not really care about such things as accommodation or financial matters. We do our best to help out or point them in the right direction.'

On the day the *Journal* went to see Dick and Eva, they visited two veterans.

First port of call was the home of 78 year old Vic Thorne, who retired as grocery supervisor at Northwood branch. He welcomed his guests with tea and biscuits and echoed Dick's thoughts on loneliness: 'I like to make a fuss of people. I get tired of talking to walls.' Vic was widowed 11 years ago and so can appreciate the problems of those who are permanently isolated. He is more fortunate than some — he keeps in contact with other JS veterans in the area and has many friends at his local church.

After 37 years with JS, it's natural that conversation turns to the company. Dick also had over 30 years' service (at Blackfriars and Uxbridge area office) so it's not surprising that he and Vic have many colleagues and acquaintances in common. After many reminiscences, Vic said: 'JS veterans are the best advert that Sainsbury's could have.' And it's not hard to see why. 'We all had good



**Right: Doreen Lamb, secretary of veterans' welfare section speaks at a pre-retirement course.**



**Left: The annual veterans' reunion gives the opportunity to meet up with old friends and enjoy a day out.**

continued on page 14

## School gets help in preparation



Headmaster, Wilfred Rhodes (far right) and manager, Keith Fitzpatrick (second from right) with teachers from the school.

AN APPEAL FOR help by George Abbot School, Burpham, has resulted in vital training equipment being donated by the Sainsbury Charitable Fund.

For many years the school has run special courses for senior pupils called 'Preparation for Life'. Available to fourth and fifth year students, their main aim is to prepare them for the adult world.

Over the years the groups for this course have grown out of all proportion and guest speakers have started to use an increasing number of visual material on video. Unfortunately the school was not equipped for either eventualities.

Thus a campaign was launched to find a sponsor who was willing to donate a video recorder and extra large television set.

Both pieces of equipment were presented to Wilfred Rhodes, headmaster of the school, by Burpham branch manager, Keith Fitzpatrick.

George Abbot School and the branch have kept in close contact since the beginning of this project and students were invited, prior to the opening to visit the branch thus gaining an insight into the workings of a large supermarket.



Pupils enjoy the new equipment.

## All's fair in football and charity

PLAYING FOOTsie, staff from Kimberley branch have recently raised £360 in aid of Action Research for the Crippled Child.

The heated charity football match played between the lads and lasses finished in a draw and that was hardly surprising considering the amount of cheating

that went on! But somehow it didn't seem to matter ... it was all in a good cause.

Representatives from Action Research were presented with a cheque by two popular members of the Notts Forest Football team. 'We felt it would make the occasion that much more special',

commented BPM Julie Rollin, 'to have two celebrities at the presentation.'

In return for all their efforts, the branch was presented with a certificate of thanks and a very attractive wall clock from Action Research. It now hangs on the wall in the staff canteen.

## Parisian jaunt

THE EIFFEL TOWER offered no salute of welcome with its head stuck firmly in heavy cloud for the Romford computer installation team's weekend in Paris late last year. Abandoning then, ideas of a heady trip for a view to a thrill the team opted for the height of culture instead and browsed around the impressionist museum. Some went Dutch and ate Greek but this was definitely France with overpriced Beaujolais Nouveau on sale everywhere.



## In-step

WHO SAYS that JS doesn't provide a touch of glitter and glamour with the groceries?

Pictured here, in the new staff uniform is Elaine Bray, a student at Woking branch. Elaine is one of the celebrated Blue Bell girls and since leaving school has danced in Paris. She plans to continue treading the boards later on this year, when in Japan.



## What a fag

IT COMES TO something when 'fag ends' are instrumental in raising money for charity!

Tracey Nesbitt, a YTS trainee at Hull raised £80 in aid of the North Humberside Hospice Project by kicking the habit.

'As part of my off-the-job training' commented Tracey, 'I saw a film about the effects of smoking on ones health which made up my mind to give up smoking. Shortly after that major decision, I heard about the Hospice project and thought I might as well put my agony to good use. So with the help of my friends and colleagues I embarked on a sponsored fag end'.

It only took Tracey a month to raise the funds and to feel a whole lot healthier!

## Forest's merry band of fund-raisers

SCANNING THE SPECTRUM of fund-raising activities, Forest Hill had many inventive ideas to help boost the Sydenham Children's Hospital scanner appeal.

The push for pennies began in June 1985 and in four months staff raised a magnificent £2358.11.

Activities included a sponsored cycle ride at the Griffin Club; raffles; a staff versus management football match (the managers won 12-1); a weekly draw; darts and pool competitions and a swear box.

Staff became involved in a very successful branch-based lending

library which eventually grew into a book sale. 'We had staff coming in and buying ten at a time!', says supermarket assistant Maureen Reeve.

A donation of £250 was given by area director, David Clapham, from the area charity fund, bringing the total to almost £2,700. This was presented to the hospital on October 31.

Said hospital administrator, Fiona Porter: 'Our target is £40,000 which we hope to have raised by next June. Many thanks to all those at Forest Hill for all the time and energy they have put into helping the hospital.'

Staff continued their fund-

## Sarah's TV date

SARAH ROGERS, supervisor at Bath was recently seen on television putting herself up as an escort for some lucky young man.

However, it was just in fun as Sarah was one of the first contestants on Cilla Black's Blind Date Show, the programme which pairs off young couples who have not previously met, and sends them off for glittering days out.

Sarah's initial interview was held at Bath Sports Centre, where she had an informal chat with one of the producers.

'A week or so later, I was asked to go to the London Weekend Television studio, where final selection was to take place. This selection involved a day of quick-fire questions being thrown at us all. These included, "What's your idea of a good night out?" and "What would you like to be if you were born again?"

Sarah's answers won her a place and she appeared on the first programme.

'The show was great fun, even though I was very nervous. The studio put us up in a five-star hotel for one night and paid all our travelling expenses.

'We rehearsed in the morning



and then filmed in front of an audience in the afternoon — just like that!

'Cilla Black was a great hostess, making us all feel at ease.

'I was sorry that I wasn't picked to go on the blind date, but seeing the results of the trip in the following show, I felt quite relieved.'

## Eve's off on holiday



WOULD YOU Adam and Eve it! Supermarket assistant at East Ham, Eve White was recently rained on by pennies from heaven — she was chosen the lucky winner of the SSA £1,000 quarterly draw.

Eve plans to splash out and treat her husband and daughter to their first ever holiday abroad. Their destination is the sun-kissed Italian Riviera.

Eve receives her cheque for £1,000 from Romford area director, John Galloway.



Fiona Porter (left) receives the cheque from Alan Rowland.