

JS JOURNAL

December 1987



Happy
christmas

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Cover story

Our sensational snowman smiling out from our Christmas cover was drawn for the *Journal* by Leanne Hooker, aged 5. Leanne's granddad is George Hooker, meat manager at Ashford.

FRONTLINE

IT'S A COMPETITIVE Christmas this year with the *Journal* featuring a BBB Christmas challenge pullout, and the results of three major competitions — BBB posters, photographic and Christmas cards. It all means we're in a position to give out lots of prizes, and what better season than this in which to be generous?

It's also a good time to think of giving to charity and, since JS has provided the facility for staff to 'Give As You Earn', why not take the opportunity to give your favourite charity a Christmas present which will be really appreciated.

For details of the Give As You Earn scheme and forms, contact Dawn Hillsley on 01-921 6378.



A Merry Christmas to all our readers

HEADLINES

Depot appointments



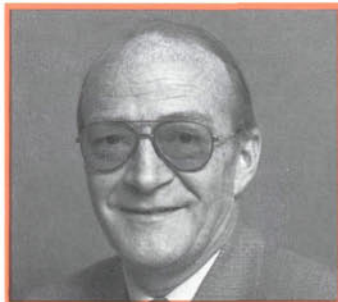
Peter Speight



Robert Parle



Lionel Hickman



Roy Pagden



Bernard Clancy



Andrew Nash

AS A RESULT of the retirement of Peter Speight, contract manager, north and midlands, in June 1988, the following changes in senior management of distribution have been announced:

Robert Parle has been appointed deputy depot man-

ager, Charlton. He will take over as depot manager in March 1988.

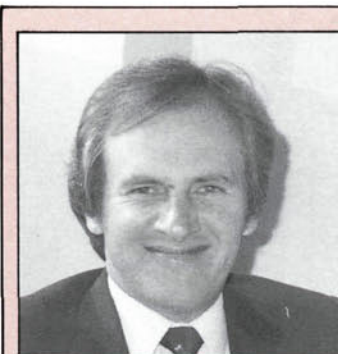
Lionel Hickman has been appointed operations manager and deputy depot manager, Basingstoke.

In March 1988 Roy Pagden will become contract manager,

north and midlands.

At the same time Bernard Clancy will become depot manager, Basingstoke.

FOLLOWING David Bremner's appointment to Homebase, Andrew Nash has been appointed deputy depot manager, at Buntingford.



HAVERHILL MEAT Products announced the appointment of Graham Salmonese, currently production manager, to production director and an executive director of HMP from 1 January 1988.

New to the JS home economist speaker service is Lynn Winder, serving the North Midlands. She met the other speakers at their interim meeting on November 18.





A message from the Chairman

May I offer all staff, past and present, my sincere best wishes for a happy Christmas. May you and your families enjoy the Christmas holiday. I wish you good health and happiness in 1988.

Board moves look to the future



Sir Roy Griffiths
non executive deputy chairman from 29 June 1988.



David Sainsbury
deputy chairman from 1 January 1988.



Joe Barnes
joint managing director from 1 January 1988.

CHAIRMAN, Sir John Sainsbury, announced on November 11 a number of changes in responsibility affecting the board of directors.

The changes have been made as a result of Sir Roy Griffiths' retirement and the chairman's wish to devote more time to board and chairman's committee affairs rather than operational matters, and to give more time to associate and subsidiary companies.

SIR ROY GRIFFITHS will retire from executive duties on 29 June 1988 (at the Annual General Meeting). However, he has agreed to remain on the board as a non executive deputy chairman, retaining his membership of the chairman's committee and remaining a director of JS USA Inc and chairman of Haverhill Meat Products.

DAVID SAINSBURY will become deputy chairman on 1 January 1988.

On the same date JOE BARNES will be appointed joint managing director, responsible for retail, buying and marketing. He will be assisted by TOM VYNER, who retains his present responsibilities as assistant managing director, buying and marketing. Joe Barnes will take over the chairmanship of the directors' branch committee from March 1988.

DAVID QUARMBY will continue his planned secondment to the retail division until the end of the financial year, when as joint managing direc-

tor designate, he will work alongside Sir Roy, taking over as joint managing director on 29 June 1988.

In March 1988 ANGUS CLARK will take board responsibility for distribution. He will continue to be responsible for data processing, company systems and head office services. From that date Owen Thomas, departmental director, personnel services, will report direct to David Quarmby.

When Joe Barnes reaches his retirement date in the summer of 1990 it is intended that Tom Vyner will be appointed joint managing director with responsibility for buying and marketing.

At that time David Quarmby will become chairman of the directors' branch committee and take over responsibility for retail operations.

In announcing these major changes, chairman, Sir John Sainsbury, said: 'I have great confidence that in appointing Mr David, Joe Barnes and David Quarmby, and in announcing the future appointment of Tom Vyner, we are providing for the next generation of the leadership of JS that will take the company from strength to strength in the years ahead. I am sure you will wish to join me in congratulating them on the great responsibilities they will be assuming and to wish them well in the tasks that lie ahead. I feel sure they will each have your very full support.'



David Quarmby
joint managing director from 29 June 1988.



Tom Vyner
joint managing director from Summer 1990.



Angus Clark
distribution director from March 1988.

High speed results of high technology

GOOD NEWS TRAVELS FAST and when JS announced its interim results on November 10 exciting new technology was used to link up head office with the City and stores for the company's own computerised news flash!

At 8.00am in the company secretary's office a computer link with the stock exchange was used to give the City an instant message announcing the results.

And even the City, which has grown to expect a sterling performance from JS, was surprised at the increase in profits, shown on the right.

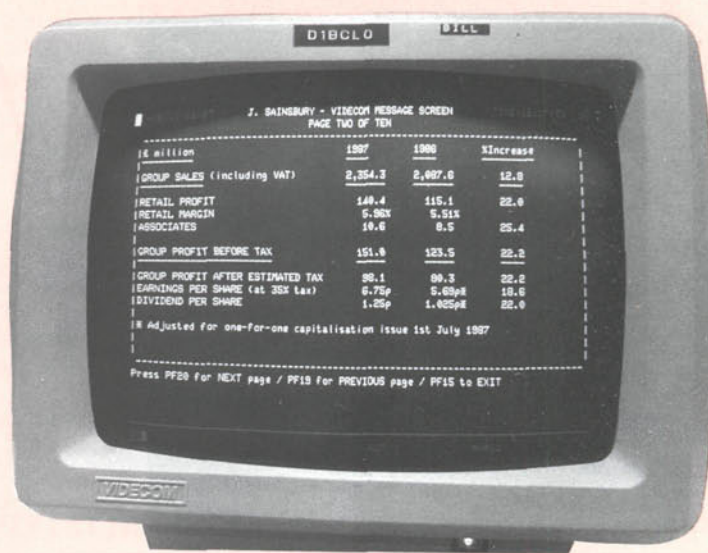
Said Paul Chambers, assistant company secretary: 'The link was made to the stock exchange through our word processing system and is the company's first direct electronic link with the outside world.'

'This new company news service will now be used for any future announcements. It has

the advantage of speed and economy.'

A short while later the results were sent countrywide with the transmission of news to stores. With the network of store computers now linked to the head office mainframe the results appeared on-screen in 245 stores and all area offices. The transmissions could also be held and called up later.

As well as allowing branch management and staff to see the results sooner than by the old method of press releases with the Daily Bulletin, the 'high-tech' news transmission acted as an exercise for staff to familiarise themselves with the new equipment.



THE RESULTS AS THEY APPEARED ON-SCREEN IN THE STOCK EXCHANGE AND IN STORES.

PRE-TAX PROFITS INCREASED BY 22.2 PER CENT TO £151 MILLION IN THE 28 WEEKS TO OCTOBER 3. SALES WERE 12.8 PER CENT HIGHER AT £2,354 MILLION. RETAIL MARGIN REACHED A RECORD FIRST HALF LEVEL OF 5.96 PER CENT HELPED BY A 4.6 PER CENT IMPROVEMENT IN PRODUCTIVITY.



A selection of the JS books.

JS celebrates ten years of publishing

A DECADE ago, JS published its first cookery book — 'Cooking for Christmas' by Josceline Dimbleby. Now, in 1987, with the publication of the newest book — 'The Josce-

line Dimbleby Christmas Book', JS celebrates ten years of publishing.

Since 1978, JS has published 145 titles with contributions from 75 authors and over 16

million books have been sold through JS stores.

On November 16, journalists from publications as diverse as *A la Carte*, *The Guardian*, *Sunday Times*, *She* and *TV Times* were invited along to Stamford House to look back on the past ten years' publications.

For lunch, the journalists sampled a number of the recipes taken from the books — recipes like celery and walnut pie; spiced beef; celery, red cabbage and spring onion salad, and snowball pudding.

For almost any occasion where food is involved, there's sure to be a JS cookbook to give recipes and ideas. Topics covered range from casseroles and cake decorating to party drinks and patio meals. Foreign tastes are also catered for with around a dozen books dedicated to dishes from abroad.

In addition to the recipe books, JS has produced a number of reference books and guides including 'Tea and Coffee', 'Home Freezing' and 'Balancing Your Diet'. The latest best selling guide is Oz Clarke's 'Sainsbury's Book of Wine'.

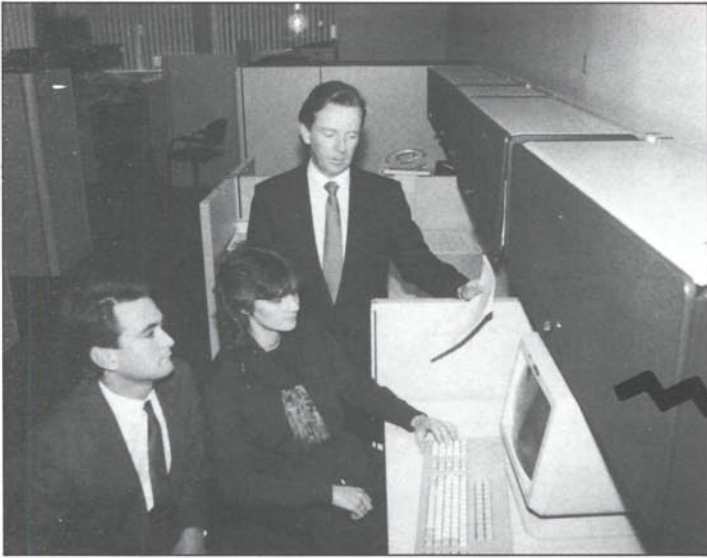
Camberley could see 350 new jobs

JS AND LONDON and Metropolitan Estates Ltd, have submitted an outline application for a development on part of L and M's Watchmoor Park site in Camberley.

The proposal is for a supermarket with a sales area of 37,000 sq ft and surface car parking for 650 cars.



A visual of the store.



THE INTERIM results were at the top end of stock market expectations and were well received in the City. JS's excellent record has helped the JS share price to fare a lot better than the share prices of most other companies in the recent turbulent times on the stock market. Between 'black Monday' (October 19) when panic selling of shares swept through the City and the interim results announcement, share prices fell on average by 34 per cent compared to a fall of less than 20 per cent for JS. The JS share price is still higher than a year ago.

Above left: Chris Baker (standing) and Paul Arthur, both of branch services, and Judith Watson, branch trading, send the results, via the head office mainframe, to the stores and area offices. Above: The results appear in store. Assistant managing director, retail, Joe Barnes (right) and Stratton St Margaret store manager Charles Hart. Left: Mary Gorham, public relations executive, and Paul Chambers, assistant company secretary, send the results through to the City at 8.00 am.



Drivers achieve safety record

TWENTY YEARS of accident free driving. That's a record achieved by three Buntingford drivers.

RoSPA (Royal Society for the Prevention of Accidents) certificates and silver medals were presented by director of distribution, Derek Graham, at a special lunch, to (seated left to right) Len Hodder, Sid Purkiss and George Wilmott,

The proposal also includes a petrol filling station, coffee shop and bank cash point facilities.

Around 350 new jobs would be created by the scheme.

The supermarket will occupy seven acres and the architectural style will include aluminium panelled curtain walling and tinted glazing.

Feature entrances will be set under overhanging eaves and pitched slate roofs as can be seen, left.

School solves industrial problems

A GROUP of schoolchildren from Haverhill have been working closely with local industry, thanks to JS.

One of the Sainsbury Family Charitable Trusts has supported a series of projects in which students from Samuel Ward Upper School are set technological problems.

The latest involved the students visiting Project Office Furniture in Haverhill and studying the panel loading machine.

They then had to build their own computer controlled, scale models of the machine and solve the problems of loading and unloading panels.

Students at Project Office Furniture.



BRANCH OPENING

The Vale of the White Horse has a new landmark which is proving to be a very popular attraction. A queue of hundreds waited patiently in the freezing rain and was rewarded with a shopping trip around Swindon's biggest supermarket.

STRATTON ST MARGARET

STRATTON ST MARGARET

Opening date: 10 November 1987
Address: Oxford Road, Stratton St Margaret, Swindon, Wiltshire
Opened by: Assistant managing director, retail, Joe Barnes
Manager: Charles Hart
Staff: 359 (287 new jobs)
Sales area: 31,163 sq ft
Car park: 620 spaces



1. Steve Shutts and Caroline Woodford from BCAS, South Western area office, film the climax of a video produced and directed by Charles 'Spielberg' Hart. The film shows the building of the store, staff selection and training, moving in and opening morning.
2. 'Barrel vaults' top the roof.
3. The management team in the Coffee Shop.
4. Baguettes in the bakery.
5. Radio reporter Jane Chandler, gets her scoop from Charles Hart.
6. Joe Barnes gives a lift to one young customer.

1



1. With both stores open the car park is well patronised.
2. Serving up A1 grapefruits in time for breakfast.
3. Mixing it in Homebase.
4. One of *Supermarketing* magazine's Supermanagers of the Year 1986, Don Hayward, is pictured centre with his management team.
5. The Homebase management team in their kitchen studio. Centre is store manager, Chris Alvin.
6. Joe Barnes with Beverly Young (seated) and Dawn James.

2



3



4

5



KINGSWAY

Opening date: Supermarket — 17 November 1987
Homebase — 13 November 1987

Address: Kingsway, Derby

Opened by:

Supermarket — Assistant managing director, retail,
Joe Barnes

Homebase — Chairman, Gurth Hoyer Millar

Manager: Supermarket — Don Hayward

Homebase — Chris Alvin

Staff: Supermarket — 379 (222 new jobs)

Homebase — 48

Sales area: Supermarket — 34,187 sq ft

Homebase — 41,000 sq ft

Car park: 711 spaces

6



Derby customers received a bumper gift pack in time for Christmas. One of the largest JS shopping developments includes a supermarket, Homebase DIY and garden centre, and a coffee shop.

KINGSWAY



HANLEY

The residents of Hanley will certainly feel at home in Sainsbury's — the new building is clad externally with local smooth-faced brickwork — a familiar appearance but a brand new face in town!



HANLEY

Opening date: 24 November 1987

Address: Etruria Road, Hanley, Staffordshire

Opened by: Assistant managing director, retail, Joe Barnes

Manager: Paul Sweetman

Staff: 209 (167 new jobs)

Sales area: 31,927 sq ft

Car park: 488 spaces



1. The management team — tallest, in the centre, is manager, Paul Sweetman.
2. Assistant managing director, retail, Joe Barnes, welcomes the first customers at the head of a long queue.
3. Shouting its name from the rooftops! This is Sainsbury's first store in Hanley.
4. Another batch in the bakery.
5. Customers weigh up their new store.

BUYERS ARE SOLD ON CONFERENCE

A CONFERENCE for all members of the buying departments took place on November 2. During the day 250 buyers met in the Queen Elizabeth II Conference Centre to hear presentations by trading directors and take part in syndicate sessions. Later they were joined for dinner by 120 senior managers and administration staff.

The aim of the conference was to involve buyers in the Building Better Business campaign and emphasise their vital role in the JS commitment to providing both quality and value for money.

It was also an opportunity to have a look at new developments. A film was shown of the opening of Bury St Edmunds to demonstrate various innovations in store.

Said Tom Vyner, assistant managing director, buying and marketing: 'I think the day was enormously rewarding. It was an opportunity for the whole buying team to get together.

'The surroundings were attractive and appropriately up-to-date in London's most modern conference centre.

'The syndicate sessions were of great value as was reflected in the quality of the reports written after the conference. These are now being studied by the Board for future action.'



Top: The conference was filmed for the Year End Video. Here buyers are being interviewed for a 'vox pop' slot. **Left:** Time for tea. **Above:** Concentration is resumed for solving problems in the syndicate sessions.



JS RECRUITMENT headed off towards the spires of academe at the end of October and met over 600 students at Oxford University.

The occasion was Enterprise 87 — a pilot event which aims to promote careers in industry amongst Oxford students. JS was invited along with 34 other 'blue chip' industrial companies.



The Sainsbury's stand at the two day exhibition concentrated on promoting careers in trading, although information was also available for students interested in retail management and other careers for graduates within JS.

Board directors and departmental directors from the trading departments attended the exhibition at various times over the two days, joining the two buying graduates and members of personnel who manned the stand throughout

the event.

Said deputy recruitment manager, Jane Davies: 'The specially designed JS stand was ideal for our purpose of informally meeting and talking to large numbers of people.

'Enterprise 87 was a well organised pilot event and a success in terms of response. Its high profile will enhance our image in the eyes of Oxford students, not only as a direct recruitment exercise, but also from a public relations point of view.'

Left: Pictured at the JS exhibition stand, left to right, Paul Cootes, personnel manager, buying; Mike Morgan, departmental director, grocery buying, and John Banham, director general of CBI (Confederation of British Industries).

JS ONCE again supported the Graduate Industrial Society by sponsoring its second conference.

The society is the most recent development within the Industrial Society, concerned with promoting good management practices amongst graduates in their early years of work.

The organisation encourages members to organise a wide range of activities, the most prestigious event being the Annual National Conference.

The second conference in Manchester this November, which took 'the competitive edge' as its theme, aimed to reinforce the point that business is about people. There were formal presentations and group discussions.

1988-YOUR PENSION

Next year many JS employees will have the option to choose a new type of pension known as a 'personal pension'. At the same time membership of employers' pension schemes, such as that operated by JS, will no longer be compulsory. *The Journal* asked Martin Gant, JS pensions manager, about these important changes:

Q Why are personal pensions being introduced next year?

A The Government wanted to provide greater freedom of choice to people arranging their pension, particularly those who are not able to join employers' pension schemes. The introduction of personal pensions is part of the Government's philosophy of giving individuals more control over their savings.

Also there is a good deal of concern about the cost of the State Earnings Related Pension Scheme (SERPS) as the proportion of retired people increases. The original estimates for the cost of the scheme which were made ten years ago have proved to be far too low so the Government is scaling down future benefits. Personal pensions should help to reduce the number of people in SERPS and therefore keep down cost.

Q What will the new pensions choice be?

A From April 6 next year membership of the JS Pension Scheme will no longer be compulsory — this will apply both to new employees and existing members. Their choice will be from two or three different types of pension. All employees will be able to join SERPS or have a personal pension. Those eligible will be able to choose membership of the JS Scheme as a third option.

Personal pensions are not available until 1 July 1988 but contributions can be backdated to 6 April 1988.

Q How will a personal pension work?

A It will be an arrangement between the individual and the pension provider for example, an insurance company or a building society. Contributions will be paid to the pension provider who will invest them to produce a pension when the individual reaches retirement.

Q Isn't that what the JS Pension Scheme does already with the company acting as the 'pension provider'?

A Yes but personal pensions work in a different way. Whereas the JS Scheme offers members a pension that is based on their earnings just before they retire, a personal pension depends

on how much the contributions grow when they are invested and the pension that can be bought with that money at retirement. It also depends on the level of contributions paid into the personal pension. Either way there is no certainty about the level of the pension at retirement.

Q What are the main attractions of a personal pension?

A They are totally portable if you change jobs and might therefore appeal to young people who think they will have several different jobs during their working life — mind you it is much easier to transfer your pension benefits from an employer's scheme nowadays if you leave. Another short term attraction could be that the minimum contributions to a personal pension are less than the employee's contribution under the JS Scheme so they could leave more take-home pay. At that level of contribution however you run a greater risk of an inadequate pension.

Q What do you regard as the advantages of the JS Scheme over a personal pension?

A Apart from the attraction of a pension based on earnings just before retirement the JS Scheme does have the security that the company's support offers — if there is not enough money in the Fund to pay the benefits that are promised, the employer has to find the extra cash not the employee.

Also if individuals only pay the minimum contributions to their personal pension they will not be entitled to some important benefits available if they were in the JS Scheme, for example death-in-service and ill-health benefits, tax free lump sums (commutation) and the opportunity to take their pension immediately if they retire early.

Q There were some important improvements to the JS Scheme recently — are any more being planned now that the Scheme will be competing with personal pensions and SERPS?

A Some further improvements are being looked at for next year. However the company believes it already has a good scheme which has a lot to offer employees.

Q Earlier you mentioned the contributions to a personal pension. How much will they be and how will they be deducted?

A The minimum employee contribution rate will be two per cent (after tax relief) and the maximum 17.5 per cent. Employees with personal pensions will pay another two per cent on national insurance contributions and the company will also pay more. These extra national insurance contributions will be paid over to the per-

sonal pension provider by the DHSS along with a small tax rebate on the employee's contribution, in some cases with an incentive payment which will be paid by the state for up to five years. These are the minimum contributions. Extra contributions from the employee will be paid direct to the personal pension provider.

Q It's beginning to sound rather complicated!

A Yes I'm afraid many people will find it rather confusing but it will be important to understand the main issues. Fortunately there is no need to make the choice now — you will probably have seen the notice board announcement by the Trustees of the Pension Scheme telling employees not to take any decisions yet.

Q It sounds as though we will be bombarded with details of personal pensions, all claiming to be the best — how will the individual be able to choose the right option for them?

A The Company and the Trustees will be giving a lot of guidance early next year before people need to make their choice.

Q How will the advice be given?

A A video and leaflet will be distributed to all locations at the end of January. This will explain the new pensions choice using examples of people working for JS and showing the main arguments for and against each of the options. There is no easy answer however — it depends on individual circumstances but we will try to help employees make the right decision.

Q People are bound to have questions even after seeing the video and leaflet — how will you handle this?

A With around 65,000 employees in the JS group we will not be able to deal with all the queries in the pensions department but we will organise special training for personnel managers to enable them to handle most of the questions.

Q What would be your advice to employees at this stage?

A Don't make any decisions about your pension before you have seen the information being provided by the Trustees next year. Above all don't sign anything yet — there will be a lot of salesmen and saleswomen anxious to make you part with your money. It is important to have the facts before you make such an important decision which affects you, and possibly, your family. Remember you don't need to act hastily — 6 April 1988 is the *start* date for the new arrangements — you can make your decision at any time *after* that date.

The Show goes on — and fruit is tops at Tonbridge



JS was delighted to become involved in October's Marden Fruit Show on two counts.

The annual event which is of national importance to growers of top fruit (apples and pears) invited Lord Sainsbury as guest of honour and speaker at the show luncheon.

Following the show a special display of produce went on sale in the Tonbridge store, and some 'giant' fruit, from a speciality section of the show, was donated by JS to Dene College for Handicapped children in Tonbridge. Said director of produce buying, Robin Whitbread: 'We were very privileged to be able to take the fruit from the show

and make a display from the many different varieties of apples and pears.'

In addressing the Marden Fruit Show Society, Lord Sainsbury first expressed his great sympathy to all the fruit farmers who suffered serious damage in the south east hurricane. He then went on to explain that at JS the produce department has been given a much more prominent position in recent years.

He told the Society about the JS cool chain and new methods for keeping produce in prime condition: 'Our aim is for the fruit to be untouched from packhouse until customer selection.

'We all have a common interest whether we are a producer, a packer, a wholesaler, a large multiple retailer or a small individual greengrocer. That common interest is that the consumer has a satisfactory product, as a result of all our efforts, and becomes a regular customer. There are vast opportunities for us all if we supply what the customer needs. Fruit and vegetables is the most rapidly expanding area in food sales. We live in an age when healthy eating receives a great deal of attention in the press and media generally. This presents us with a challenge we must all accept.'



- Above left: Staff go 'scrumping' at Tonbridge and enjoy tasting the top fruit.
- Above: The display in the produce department.

READ ALL ABOUT IT!

ARE WE ALL TO become newsagents? It looks likely with the success of a current trial at Chadwell Heath store. An extensive range of newspapers and magazines has gone on sale there and it is hoped that trials will be extended to other stores after Christmas.

The buyer responsible for newspapers and magazines is Fiona Bailey: 'We're stocking over one hundred titles. The basics are the daily newspapers, local papers, women's

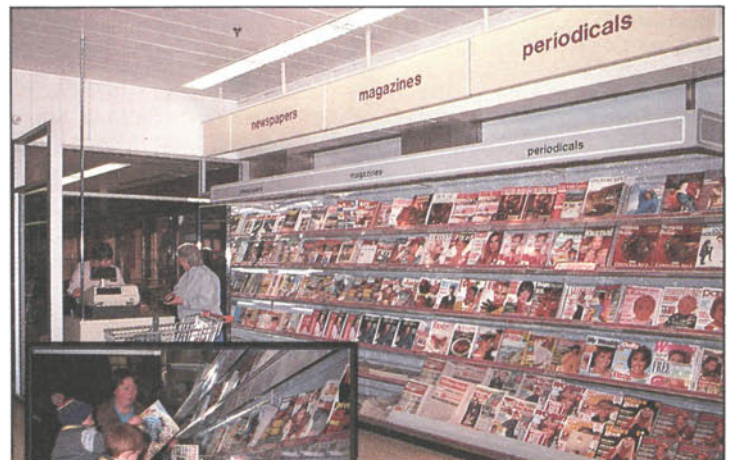
weeklies and *Radio and TV Times*. In addition we stock children's comics, special interests and teen magazines, which are, perhaps surprisingly, doing very well.

'Customers have reacted very favourably so far and sales have been encouraging. That's not a big surprise because we knew *Living* and *Family Circle* had always sold well, and most SavaCentres carry an extensive range of newspapers and magazines, with great success. We've learnt from their experience.

'In 1986 the total value of the UK trade was £2.5 billion. There's a lot of scope for us to take a share of that.

'We want to offer the service to customers because it is an extension of the choice available to them and it represents added convenience.'

But there'll still be only one magazine that's available in all stores and free to staff — yep, you're reading it.'



Above: Newspapers and magazines at Chadwell Heath and Left: Providing a good read for all the family.

BILL·STICKERS·WI

RESULTS OF THE BUILDING BETTER



Each winner received £25 plus a certificate and runners up have received £15 plus a certificate.

All of the winning posters and the runners up will be professionally printed and displayed in all stores during 1988, at monthly intervals. Also, each winner and runner up will receive their own mounted copies of their poster once it has been printed.

Wigston branch and Central and Western area office have each received £100 for their SSA fund for submitting the greatest number of entries —

WHEN THE BUILDING BETTER BUSINESS poster competition was launched (see JSJ July 87), Steve Palmer, special projects manager, retail training, didn't dream there would be such a huge response.

'We had entries from right across the company — the majority from the branches — but staff at head office, Streatham, area offices, Basingstoke depot and Fanhams Hall, also turned their hand to some great ideas.

'In the competition brief we said it was the ideas that were important rather than brilliant artwork. However, many of the entries were very well designed and many looked very professional. There really was a lot of effort put into the posters.'

The quality and quantity of entries didn't make judging easy for the panel of experts: Angus Clark, personnel director; David Clapham, director of branch operations; Roy Harrison, manager, retail training; Dennis Fuller, manager, customer relations; Steve Palmer and Pam Muir, retail training.

Said Steve: 'We had an exciting range of designs and ideas — all of high quality. It really was difficult to judge. Our main criterion for the competition was to get the message of good customer service across. All of the entries succeeded in doing this in a highly original way, even those that weren't amongst the main prize winners.'

Over 200 entries were submitted and after several hours' careful consideration, the judges selected 12 winning entries and 12 runners up.

Top: L to r — Pam Muir, Roy Harrison, Dennis Fuller, Angus Clark, David Clapham, Steve Palmer. Left: Winners' certificates: Right: Angus Clark in the process of judging. Above right: A selection of entries as they appeared to the judges.

WINNERS

Margaret Bibby, Taunton (three winners).
Kim Dennison, Redhill.
Derek Flahey, Portsmouth.
Simon Gomes, Doncaster.
Mo Langton, Wigston.
Margaret Lee, Romford.
Margaret Lee and Michaela Blackaller (joint entry), Romford.
Beny Messore, Kettering.
Greg Smith, Woking.
Janet Wallis, Woking.

RUNNERS UP

Jai Adami, Wigston (two runners up).
Geanette Backer, Streatham office.
Geoff Burley, Central and Western area office.
Paul Gausden, Central and Western area office.
Simon Gomes, Doncaster.
Alistair Hutchison, Fanhams Hall.
Phyllis Nicholls, Chichester.
Paul Nunn, Romford.
Kate Phipps, Central and Western area office.
Neil Rogers, Central and Western area office.
Janice Skinner, Ilford.



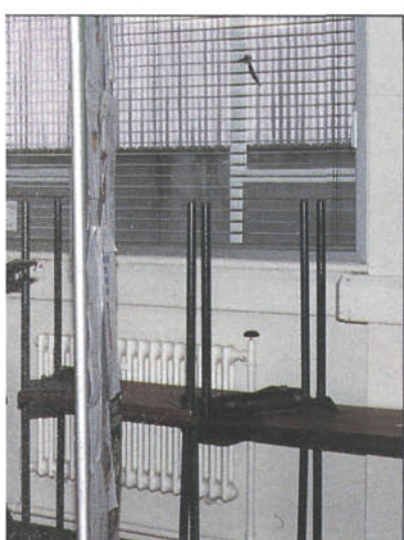
LL·BE·REWARDED—

BUSINESS POSTER COMPETITION

60 between them.

Angus Clark, personnel director, said of the competition: 'Whatever our job, we can always find ways to do it better. BBB illustrates this and emphasises quality and professionalism.'

'The large response to this competition reflected the widespread understanding of these elements among us working in JS. We look forward to judges having as demanding a task for other BBB competitions as we were given by the poster competition entries.'



Just a small selection of the winning posters.

So here it is - Merry Christmas!

CHRISTMAS IS the most important holiday of the year: it should also be the most enjoyable. Anyone who has ever had to organise the Christmas feasting and festivities for a household knows, however, that it can make you anxious and overtired', says Josceline Dimbleby, author of one of JS's newest books.

'The Josceline Dimbleby Christmas Book' (£2.25) sets out to ensure that everyone gathered for the celebrations has a good time — including the chief cook and bottle washer!

The book contains much more besides interesting variations on Christmas cookery.

There are sections on the origins of Christmas, preparation tips, decoration ideas and lots of suggestions for Christmas games and activities which include putting on a magic show.

On this page, the *Journal* takes a sneak preview of the book — just enough to get the Christmas spirit flowing!



Countdown to Christmas . . .



MID DECEMBER

- * Start wrapping up Christmas presents.
- * Make brandy butter and store in bottom of fridge.
- * Make table decorations.

17-20 DECEMBER

- * Buy evergreens, a Christmas tree and a Christmas wreath.
- * Put up decorations and decorate the tree.
- * Buy and wrap any last minute presents.

22-24 DECEMBER

- * Buy perishable foods.
- * Start to defrost frozen turkeys no later than the night of December 23.

CHRISTMAS EVE

- * Prepare the vegetables for the next day. Preboil potatoes to be roasted.
- * Stuff the turkey.
- * Fill the Christmas stockings — wrap all the presents individually as it creates more excitement.
- * Pour yourself a large glass of your favourite tippie, or make a strong cup of tea, put your feet up and relax.

WRAPPING PRESENTS

Beautiful wrapping paper and special gift-wrap 'ribbon' can be very expensive. But the cost can be cut and a very pretty result achieved by using coloured tissue paper tied with thin, real ribbon, which can be bought at a haberdasher's by the metre. It is also possible to buy large sheets of plain paper in attractive colours, which can also be tied with ribbon.

Decoration Suggestions

- * Use a real Christmas tree and holly wreaths. If the tree needles are bright green and moist, the tree will last longer. Stand the tree in a bucket of water, with bricks to hold it steady, to delay needle fall.
- * If tree decorations look a bit sparse, throw on lots of lametta.
- * Collect a bunch of bare winter twigs and spray them with silver or white paint. Decorate with tiny coloured balls and strands of lametta.
- * Hang hundreds of little gold stars from the ceiling. They twist around and twinkle in the light and look quite spectacular.





The Building Better Business Christmas Challenge

- **Improve your customer and commodity awareness**
- **BBB Christmas Mug or Christmas Pen for everyone — while stocks last**
- **BBB Slimline Diaries for the first 50 completed entry forms received**

Prizes

YOU could win £50 cash, a certificate and an autographed copy of the JS Book of Wine by Oz Clarke.

OR YOUR TEAM could win £10, a certificate and an autographed copy of the JS Book of Wine for each member.

OR YOUR BRANCH could win £100 for its SSA fund, a certificate and an autographed copy of the JS Book of Wine for the training room.

**ALL ENTRIES MUST BE IN THE INTERNAL MAIL BY:
23rd JANUARY 1988**

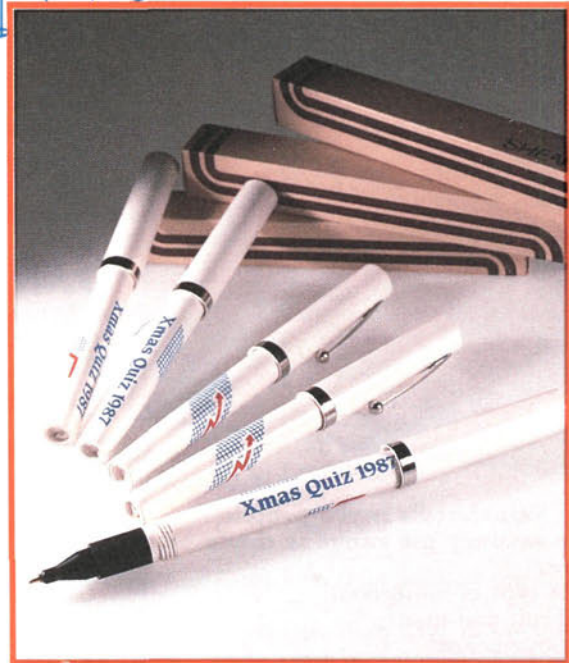
**DON'T WAIT FOR BBB TO HAPPEN
AT YOUR BRANCH**

**NEED EXTRA ENTRY FORMS? CONTACT BBB HELPLINE:
01-921-7532**

**Here are the exciting prizes
on offer in the BBB
Christmas Challenge 1987**



BBB Christmas Challenge Mug



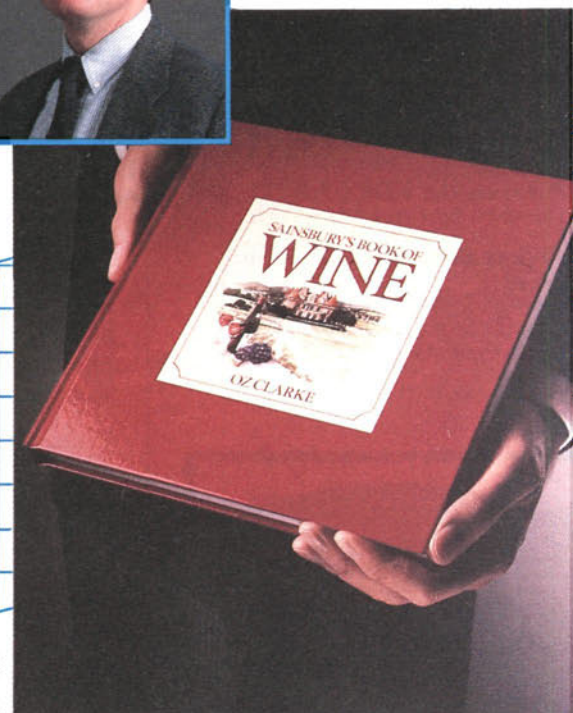
BBB Christmas Challenge Pen



BBB Slimline diary



**Oz Clarke will
sign each prize
book**



**Sainsbury's Book of
Wine by Oz Clarke**

Challenge No. 1

Product Knowledge/Customer Awareness Trivia Quiz

Ring the letter of your choice



1. Sainsbury's myco-protein savoury pie range is made from

- a) A type of mushroom
- b) Fruit and nuts
- c) Soya beans
- d) Cellulose pulp

2. A low-fat alternative to soured cream would be

- a) Kreplach
- b) Kneidlach
- c) Taramasalata
- d) Smatana

3. If you were lucky enough to be given a Canteloupe, would you

- a) Keep it in a cage and feed it lettuce?
- b) Serve it as a first course?
- c) Wear it?
- d) Put it on the wall?

4. What does V.S.O.P. stand for?

- a) Very special old preserve
- b) Very special old port
- c) Very soft on the pallet
- d) Verdi spaghetti with onions & peppers



5. The Americans call this vegetable 'Zucchini'? We know it as what?

- a) Gherkin
- b) Avocado
- c) Aubergine
- d) Courgette

6. What is the characteristic of 'grilse' salmon?

- a) It has only migrated to sea once
- b) It has been sterilised
- c) It is under 1 year of age
- d) It is blind

7. What is quattro stagioni?

- a) A type of pasta
- b) A type of lettuce
- c) A type of German car
- d) A type of yogurt

8. What is the logo on the special Christmas carrier bag?

- a) 'Sainsbury's wish you a Merry Christmas'
- b) 'It's clean, it's fresh at Sainsbury's'
- c) 'Sainsbury's fruit will make your puddings'
- d) 'Happy Christmas'

9. What does the 'e' mean when it appears with the weight printed on a product (eg 250g e)

- a) Established in the year 250
- b) Vitamin E is present in the product
- c) It conforms to EEC weight regulations
- d) It is entirely edible

411 gram e
14½ oz

10. If a German visitor asked you to show him some Lebkuchen would you

- a) Slap him round the face and call the police?

- b) Show him to the Christmas biscuit display?
- c) Tell him we have no such facilities for customers?
- d) Direct him to the BWS section?

11. Why do some bakery items have a one day life and some have two?

- a) Because of the price
- b) Because of the type of oven used
- c) Because some sell more quickly
- d) Because the ingredients differ

12. What is the average number of customer 'thank you' letters the company receives in a four week period?

- a) 10
- b) 150
- c) 200
- d) 50

13. What is a yam?

- a) A new form of Yuppie — a Young Active Manager
- b) A type of jargon used in the West Indies
- c) A member of the potato family
- d) A member of the Addams family

14. What is the 'traditional' meat used in Lancashire hot pot?

- a) Diced braising steak
- b) Breast of lamb
- c) Diced stewing beef
- d) Stewing lamb



15. How many glasses of wine can you pour from a one litre bottle?

- a) 4-6 glasses
- b) 8-10 glasses
- c) 10-12 glasses
- d) 12-14 glasses

16. Arran Comet, Pentland Javelin, Ulster Sceptre are all types of what?

- a) Star constellations
- b) Roses
- c) Lettuce
- d) Potato

17. Liqueur chocolates must not be sold, by law, to anyone under the age of

- a) 18
- b) 14
- c) 16
- d) 60

18. Ceylon Blend tea is a blend of teas from which three countries?

- a) Ceylon, China and Pakistan
- b) Ceylon, China and Kenya
- c) Ceylon, China and India
- d) Ceylon, India and Kenya



19. Juniper berries form the basic flavour of which product?

- a) Gin
- b) Gripe water
- c) An aphrodisiac
- d) Pie filling

20. If a customer were to ask for sugar-soap would you

- a) Direct him to the two relevant aisles?
- b) Explain that he would have to go to Homebase?
- c) Direct him to the nearest doctor?
- d) Think it would make an awful mess?

21. Which type of cheese should you use in a fondue?

- a) Cheddar
- b) Gruyere
- c) Danish blue
- d) Smoked

22. Which smoked product is used in taramasalata?

- a) Smoked cods roe

- b) Smoked trout
- c) Bloater
- d) Silk cut

23. What is 'tomor'?

- a) A fruit
- b) A type of car
- c) A margarine
- d) A cut of meat

24. What could a customer do if she got a Petit Pain as a result of shopping in one of our stores?

- a) Complain to the manager
- b) Take an aspirin
- c) Spread jam & butter on it
- d) Find somewhere to sit down

25. If beef is more expensive than pork, why are pork sausages usually more expensive than beef sausages?

- a) Because pigs are more difficult to make into sausages
- b) Due to the density of beef there is less meat per sausage
- c) Because pork sausages have to contain at least 65% meat and beef sausages only 50%
- d) Pork sausages are, by tradition, 1-1.5cm longer



26. Chinese Gooseberry is more commonly known as

- a) Kiwi fruit
- b) Passion fruit
- c) Lychees
- d) Rambutan

27. What is the new size of wine bottles being introduced?

- a) 70 cl
- b) 75 cl
- c) 90 cl
- d) 100 cl

28. How much boneless meat would you need for an average size portion?

- a) 4-6 oz
- b) 2-4 oz
- c) 6-8 oz
- d) 8-12 oz

29. Côtes Du Rhone, comes from France, but is it

- a) A full-bodied white wine?
- b) A full-bodied red wine?
- c) A full-fat cheese?
- d) A full-bodied raincoat?



30. If a product, eg low fat burgers, states that it is low fat, how much fat does it contain?

- a) Less than 90% of the original fat content
- b) Less than 75% of the original fat content
- c) Less than 50% of the original fat content
- d) Less than 25% of the original fat content

31. What is the cost of processing one customer letter (including cost of time etc)?

- a) £2.50
- b) £7.50
- c) £10.00
- d) £15.00

32. Where is the milk from the Larzau breed of sheep (used for Roquefort cheese) 'ripened'?

- a) The Caves of Combalou
- b) Roquefort
- c) In a VAT
- d) On the sun soaked hills of Larzau

33. How many commodity groups are there within the Produce Department?

- a) 8
- b) 10
- c) 5
- d) 6



34. If a customer was looking for Matzos, where could she find them?

- a) On the deli
- b) On the floor
- c) In the biscuit section
- d) With the pickles

35. What sort of tomato is ideal for frying and grilling?

- a) Salad tomato
- b) Plum tomato
- c) Canned tomato
- d) Beefsteak tomato

36. What fish is sometimes described as 'Mock' scampi when cooked?

- a) Hake
- b) Huss
- c) Monkfish
- d) Conger Eel

37. What is added to vermouth to give it its distinctive flavour?

- a) Herbs & fruits
- b) Ice & lemon
- c) Gin
- d) Lemonade

38. A French customer wants 0.5kg of Brie cheese, how much would you weigh in imperial measures?

- a) 2lbs 4oz
- b) 1lb 1oz
- c) 1lb 7oz
- d) 14oz

39. Sauerkraut is a type of

- a) Pickled cabbage
- b) Bulgarian red wine
- c) Expensive Italian car
- d) Powerful stain remover

40. Which cheese compliments sparkling wine?

- a) Light cheese, eg Cheshire
- b) Edam or gouda
- c) Mild cheese, eg gruyere
- d) Strong cheese, eg blue cheese

41. What do the initials SMA mean to you?

- a) Scottish Milk Association
- b) Sainsbury's Maths Association
- c) A mixture of coleslaw & cod-roe
- d) A milk product for babies

42. The Chardonnay grape forms the basis of three JS wines, from which places?

- a) France, Germany, Australia
- b) France, Italy, Spain
- c) Italy, Germany, Spain
- d) California, Italy, France

43. What are the main gases used in CAP packaging?

- a) Oxygen, carbon monoxide
- b) Carbon dioxide, nitrogen
- c) Sulphur dioxide, oxygen
- d) Carbon dioxide, oxygen

44. How many customers do Sainsburys serve in a typical week?

- a) 3 million
- b) 4 million
- c) 5 million
- d) More than 6 million



45. What does UHT (as found on some milk) mean?

- a) Union Handled Technique
- b) Ultra Heat Treatment
- c) Undrinkable Homogenized Trash
- d) Under High Temperature

46. How long can JS Sangria be kept from the date of purchase?

- a) 2 months
- b) 6 months
- c) 1 year
- d) 10 years



47. Which of the following has the highest fibre content?

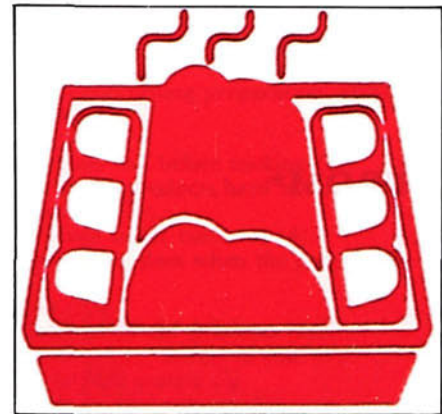
- a) A wholemeal cook book
- b) JS Nature's Choice wholemeal loaf
- c) JS Nature's Choice white loaf
- d) JS Granary brown loaf

48. What does 'appellation contrôlée' mean?

- a) Controlled atmosphere
- b) Controlled by a district
- c) Controlled alcoholic content
- d) Controlled fermentation

49. Which two types of cheese can you not seal on the hotplate?

- a) Cheesecake and Edam
- b) Stilton and Dairylea
- c) French Brie and Curd Cheese
- d) Cream Cheese and Irish Cheddar



50. What does this symbol on the back of potato bags indicate?

- a) Suitable for baking
- b) Suitable for casseroles
- c) Suitable for roasting
- d) Suitable for frying

Each correct answer scores two points

Challenge No. 2

Word Search

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

The hidden words may be found horizontally, vertically, diagonally, forwards or backwards, but always in a straight line. When all the words have been found, the remaining letters will spell out a BBB message.

The hidden message is

.....

Each word identified scores **FIVE** points and a bonus of **TEN** points will be given if you find the hidden message.

ADVICE
 AIMS
 ANALYSE
 APOLOGISE
 APPEARANCE
 ATTITUDE
 BBB
 BETTER
 BODY LANGUAGE
 BUILDING
 BUSINESS
 CALM
 CONFIDENCE
 CONSCIENTIOUS
 COUNTING ON SERVICE
 DETAIL

EFFICIENT
 ENTHUSIASTIC
 EYE CONTACT
 FIRST IMPRESSION
 FRIENDLY
 GOALS
 HELPFUL
 HONESTY
 INDIVIDUAL
 IN JUST THREE SECONDS
 LOOK AT IT THIS WAY
 MOTIVATION
 NEAT
 OPEN
 OUT IN FRONT
 PATIENT

PEOPLE
 PERFORMANCE
 POSITIVE
 PRODUCT KNOWLEDGE
 PROFESSIONAL
 QUALITY
 RESPONSIVE
 SERVICE
 SINCERE
 SMILE
 STORE
 TIDY
 TRAINING
 VIDEOS
 YOU'VE GOT WHAT IT TAKES

Challenge No. 3

Word Target

How many words can you make from the statement:

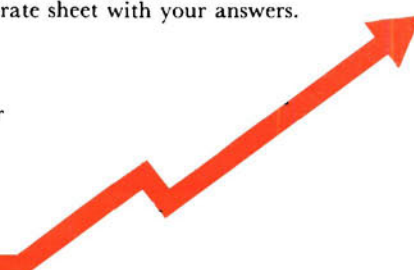
'BBB TRAINING OUR MOST VALUABLE ASSET — YOU!'

Remember — no plurals, proper names, foreign, slang or swear words, nor any words in the original statement. When making a word, each letter in the phrase may only be used once. Attach a separate sheet with your answers.

Score:

THREE points for each three letter word
FOUR points for each four letter word
FIVE points for each five letter word
TWENTY points for each six or more letter word

ONE HUNDRED points for the longest word submitted after all entries have been received.



Tie Breaker

Complete the following sentence in not more than 15 words.

Good customer service is important in Sainsbury's because

.....
.....

The number of Christmas Crackers appearing in the BBB Newsletter No 7 is

Score a bonus of FIFTY points for the correct answer. Look carefully — some may be partly hidden!

RULES

- ★ Entries may be submitted from individuals, teams (six members) or branches (20 or more members).
- ★ The winner will be the individual/team/branch with the greatest number of points. In the event of a tie, the tie breaker will be used.
- ★ The competition is open to all JS employees.
- ★ If entering as a 'team' or 'branch' — those in the 'team' or 'branch' may also enter as 'individuals'.

ACKNOWLEDGEMENTS

Thanks to the following for their contributions to the BBB Christmas Challenge 1987: **Bournemouth YTS; Central and Western area training department; Eastern Area training department; retail training, Blackfriars; customer relations department and the JS Journal.**

----- FOLD HERE -----

TO

**JS JOURNAL
THIRD FLOOR
STAMFORD HOUSE**

FROM*

.....
.....
.....
.....
.....

I/we would like

..... **Mug**

..... **Pen** (Tick one)

**HAVE YOU ENCLOSED
YOUR LIST OF WORDS
FOR WORD TARGET?**

- ★ INDIVIDUAL entries — enter full name and location
- ★ TEAM entries — enter all members' names and location
- ★ BRANCH entries — enter branch name and number of staff who contributed

HURRY — CLOSING DATE IS 23rd JANUARY 1988

KEEP READING THE *JS JOURNAL* FOR RESULTS

NEW LINES



*There's a cracking
Christmas in store*



5



6



9



10



13

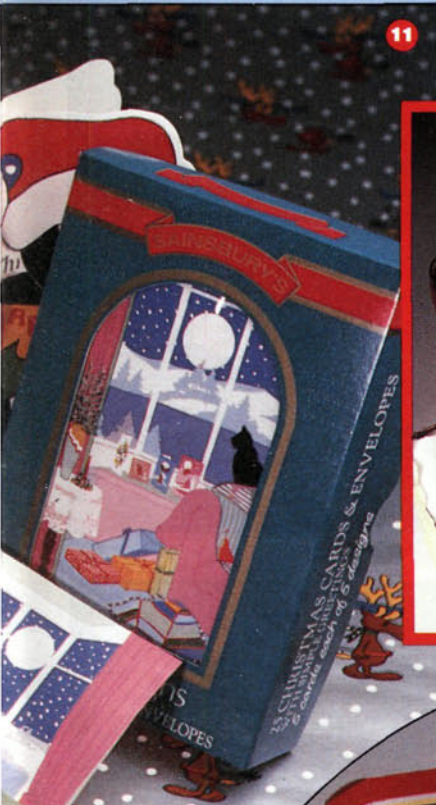




7



8



11



12



15

14



Christmas is traditionally a time when the spirit of sharing asserts itself bringing families, friends and colleagues closer together.

At JS the tradition is no different with people at branches, head office and depots, all working together to provide quality service to the customer at this happy but hectic time.

With more exciting lines than ever available this year, and a spirit of teamwork at all levels, we can ensure that our customers really do have a happy Christmas.

1. Getting a bang out of Christmas is easy with a range of crackers to suit every age and taste.

2. With mistletoe at a premium it's time to kiss and make up with the J Range and Miss J range.

3. Wrap up well — it might snow yet! A selection of JS's superb gift wrapping.

4. Merry ideas, for that warm feeling inside, from the off licence department.

5. These sweet and savoury nibbles will keep the wolf from the door if the turkey's a slow cooker.

6. A selection of items from the luxurious Silk Collection.

7. The Rose Collection, by any other name, would smell as sweet.

8. Kitchen accessories to cheer slaves of a hot stove and save fingers getting burnt.

9. Celebrate a joyeux Noel with classic wines from France in a special gift box.

10. Books galore, with Christmas stories even better than granddad's.

11. Santa and some friends who will be travelling by post rather than sleigh this year — part of the extensive Christmas card range.

12. The one time of year you can have your cake and eat it — but leave room for some pudding. There's a number of fine JS Christmas cakes and puddings available.

13. Have yourselves a bubbly little Christmas! The JS bubble bath and teddy toiletries collections cater for the young at heart.

14. Tea for two in the old fashioned way. This JS tea caddy was designed with help from the archives.

15. Just part of a huge range to bring sweet delights to the whole family!



PHOTOGRAPHIC COMPETITION

1987

RESULTS

OVERALL WINNER



Geoff Frake

Deputy meat manager,
Beeston.

'AWAY FROM THE CONVENTIONAL'

(This picture was entered under 'Contrasts')



◀ **WINNER — PARTY PARTY**

Andy Goddard

Productivity officer,
South Eastern area office

*'This is very jolly with a lot
of life'*

WINNER — CONTRASTS

Mike Dollin

Leading store service assistant,
Bournemouth

*'Nice use of contrasting
colours'* ▶





◀ **WINNER — SIGN OF THE TIMES**

Timothy Lawley
 Trades assistant,
 Dudley
*'It fits the category well and
 is a nice piece of observation'*

WINNER — DREAMS ▶

Jeremy Akerman
 Deli assistant,
 Nine Elms

*'This is a clever use of a mirror. The picture is of an
 image rather than an actual subject'*



It was a short hop over from Fleet Street for *The Independent's* picture editor, Alun John, to join the *Journal* in a picture swamped office. (Pictured left)

After rejecting and selecting his way through the entries, and settling on his final choice, Alun said: 'For an amateur competition the standard is high and people have tried to express the ideas in a variety of ways. They have generally succeeded in a difficult task.'

'The overall winner is a very nice idea and a well caught moment. Someone has clearly thought about avoiding the conventional sort of picture that you would expect from that event. It will give both people a lot of pleasure for years to come.'

How to enjoy a sensible party season

IN TIME FOR the festive season comes the fifth in the series of 'Living Today' magazines providing a comprehensive summary of facts on alcohol and health.

Of 'Sensible Drinking' Mike Conolly, director of marketing, said: 'As the country's leading retailer of food and wine we pride ourselves on both the quality and quantity of our customer information — whether it be the 'Living Today' series or the very detailed information we give about foods for specialist diets,

on the back labels of our wines, or at point of sale about our cheese.

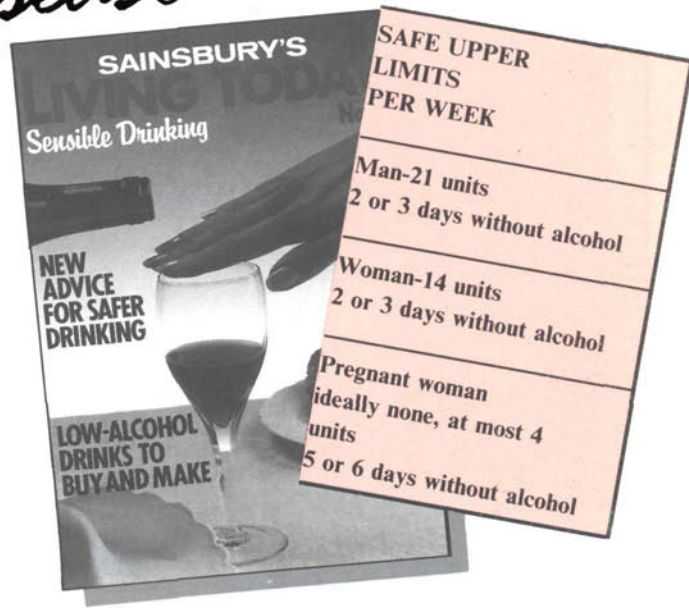
'We have a long-standing policy of supplying reliable information to our customers to enable them to make informed choices on healthy eating, and the provision of information on sensible drinking levels is a natural extension of this policy.

'It also gives advice on "safe" levels of drinking and driving, creative no-alcohol alternatives, and facts and figures on alcohol consumption.'

Said Allan Cheesman, director of off-licence: 'It is very important for us to encourage everyone to drink sensibly and to make sure that alcohol is not sold to people who are under age.

'We also find that our customers are very appreciative of all the information that we provide in the wine department — from the Christmas Wine List, and the very readable 'Book of Wine', that Oz Clarke has written, to the detailed back labels on the bottles, which give a "thumbnail sketch" of each wine and where it comes from.

'Over the last few years customers have been moving away



One standard measure of sherry, spirits and beer, each contains one unit of alcohol. A large glass of wine and half a pint of cider each contains 1½ units of alcohol.



from the harder spirits in favour of lighter wines and beers, and we are now seeing a great interest in low alcohol and alcohol-free products.'

TIPPLE CONTROL TIPS

Some alcohol is enjoyable. Too much may be dangerous. Make sure you know where to draw the line.

★ Do make your own decisions and don't let others per-

suade you to 'have just one more'

★ Do take advantage of the new JS low- and no-alcohol drinks.

★ Do eat something before or with alcoholic drink, but remember that nothing will keep blood levels low!

★ Do drink slowly — take sips and put the glass down between sips



Above: Homebase's marketing director, Anthony Rees, and advertising manager, Barbara Day, receive the award from minister of state for housing and planning, William Waldegrave MP (centre).

Left: Step by step guides to better DIY.

Right: Point of sale advertising.

Better homes begin at Homebase

HOMEbase HAS won the 'Make Yours a Better Home' award from the National Home Improvement Council for best advertising and promotion.

The prize was awarded for 'initiative and ingenuity shown in generating the greatest effort which is most likely to encourage and influence householders to improve their homes'.

During National Home

Improvement Month in April, Homebase made special offers on over 150 products covering all aspects of home and garden improvement. This was supported with colourful show material.

In addition, in May, a range of free Project Planners was launched. Home improvement activities covered include wall papering, glazing and ceramic tiling.





SANTA CLAUS IS COMING TO TOWN

ELAINE CLARK, Wendy Howard, Anne Foulds, Les McGrae, Helen Williams, Helen De Sykes and Carole Abbott from Burnley are pic-

tured above at the town's Chamber of Trade Shopping Preview. They were showing off a selection of JS's Christmas lines.

NAME THAT BOAT

AHOY THERE competition fans! The staff at **Catford Homebase** have a problem — if you can help you could win a mystery DIY prize.

All you have to do is think up a suitable name for the company's only operational dinghy — 'Good Heavens This Is JS Extra Dry Champagne That's Far Too Good To Waste On Launching A Boat ...' has already been suggested, but something shorter would be preferred.

The craft is used for maintenance of the store's pool, which has its own island, and for keeping an eye on the wildlife which has settled there.

Store manager (and captain), **Ian Forrester**, can be seen receiving a salute from some of his crew as he prepares to board the 'Nameless', with deputy manager, **Steve Hall**, playing an anchor role.

The winning suggestion will be chosen by Ian in the new year so get your entries in to the **Name the Boat Competition**, *JS Journal*, 3rd Floor Stamford House, Blackfriars, right away.



Buntingford's brave bunch.

DEPOT'S HIGH DIVERS RAISE A FORTUNE

MEET JS's own Red Devils. This team of fliers from **Buntingford** depot recently made a parachute jump and raised £700 for Cancer Research. The jumpers that fell to glory are:

Back row — **Peter Thompsett**, the sky diving instructor, **Duncan Everett**, **Mark Baillie** and, front row, **Peter Lawrence**, **Maggie Howard** and **Dennis Keeble**.



Ian Forrester and his crew.

LOUGHBOROUGH'S BROTHERLY LOVE

FOLLOWING WEEKS of a 'hard sell' Loughborough was able to donate almost £1,000 to the Leicestershire Association for Spina Bifida and Hydrocephalus (LASBAH).

The idea of raising funds for LASBAH came from grocery supervisor, Andrew Ward, whose brother suffers from both conditions.

Many of the staff dedicatedly sold tickets for a prize draw, top prize being a Spanish holiday donated by Orion Airways.

The draw raised £950 and a cheque for this amount was presented to LASBAH representative, Wayne Harding, by deputy manager, David Dolman.



David Dolman and Wayne Harding with, left to right standing, Sue Watson, Judith Bedford from LASBAH, and Lesley Butterworth.



Gary Bunn and Betty Shickle.

BUNN THE BAKER'S HARVEST FESTIVAL

DURING SEPTEMBER, a special Harvest Festival Service was held in Norwich Cathedral.

JS was invited to send a representative to take part in a procession to show the connection between the harvest and food retailing.

Betty Shickle, customer service manager at Bowthorpe, attended the service and took along a selection of JS provisions and produce. Bakery manager, Gary Bunn, baked the traditional harvest corn sheaf.

Local dignitaries attended the service which was described by Betty as: 'extremely moving.'

A LOVE THAT FLOWERED LATE DOWN THE AISLE



Dick and Elsie on their wedding day.

WHILST QUEUEING at the checkout in Northampton store, 84 year old Elsie Barber started chatting to the man behind her.

After a little while, both she and Dick Brawn, aged 80, realised that they had known each other from over 20 years ago.

That chance meeting led to romance for the two and at the beginning of September they were married.

Dick and Elsie still visit the place where they fell in love — each week they do their shopping at JS.

WHAT'S THE POINT OF TRASH . . .

WHEN SHOPPERS go along to **Selly Oak** branch they are invited to take their rubbish and dump it in the car park.

This doesn't mean that cars will be vying for spaces with piles of refuse.

Selly Oak store's car park was chosen as the site for Birmingham's first 'trash point', one of ten planned for city, for the collection of empty

bottles, aluminium cans, newspapers and waste engine oil.

The rubbish will be recycled to raise money for a new children's hospice. It is hoped that £100,000 will be raised.

First person to start the pile of rubbish growing was actor **Dennis Waterman**, accompanied by wife **Rula Lenska**. Helping them out were **Bill and Ben**, the Cash from Trash men.



Banking the first bottle. L to r: the Mayor and Mayoress of Exeter, **Michael Gentry** and councillor **John Shepherd**.

... AND WHO'S GOT BOTTLE?

EXEBRIDGE BRANCH has 'gotta lotta bottle' or rather lots of bottles, and broken ones at that.

During National Recycling Week in October, a new bottle

bank was opened in the store's car park.

On hand to witness the smashing opening by the Mayor of Exeter, was store manager, **Michael Gentry**.



Bill and Ben with **Richard and David Wilkes**.

SLIM-IN FOR SPECIAL SCHOOL

VIGOROUS EXERCISE and running have given **Brian Hill**, skilled tradesman at **Bexhill**, a

new sylph-like figure.

Brian weighed in at a hefty 16st 3lb and was the butt of many jokes at the store. But colleagues gave him full support when he decided to shed a few pounds. His diet was sponsored with proceeds going to the **Robert Mitchell Special School** in **Sidley**.

In just two months, **Brian** shed over 25lbs and raised £126.25. The money will be used to buy software for the school's computer.



L to r: **Freda Harris**, **Nick Yates**, **Eileen Fleet**, **Nigel Harris**, **Helen Groves** and **Irene Falla**.

WE'RE ONLY TAKING FLANS FOR NIGEL!

WHEN **NIGEL HARRIS** won top prize — a grub grab — in a raffle, he let his wife do all the hard work.

Freda Harris and neighbour, **Eileen Fleet**, charged around **Northwich** store while multiple sclerosis sufferer **Nigel** cheered them on from the sidelines.

In three minutes, **Freda** and **Eileen** had collected goods worth £124.

The grab was organised by the **Vale Royal** branch of the **Multiple Sclerosis** society which raised more than £800 from the raffle.

BOB RECEIVES ROYAL THANKS IN PERSON

AS A REWARD for his fund-raising endeavours, **Bob Mears**, customer service assistant at **Burton on Trent**, was recently presented to HRH the Princess Royal.

Bob raised £500 from bingo sessions in his local pub. This was donated to Scropton Riding School for the Disabled of which the Princess is patron.

In addition to his royal encounter, Bob has also been presented with the 'Burtonian of the Month' award for his charity work.

Bingo sessions have raised funds for a local eye laser appeal, an old folk's home and a local British Legion club, which have each received a donation of £300.



Bob Mears, left, meets with HRH the Princess Royal.

SEVEN STONE WEAKLINGS TAKE NOTE!

PEOPLE COLLECT all manner of things these days — stamps, train numbers, badges or even girlfriends!

Kevin Kerridge, student at **Chase Lane** is a bit different from most — he collects muscles!

Just over a year ago, Kevin admits he was 'a pathetic nine and a half stone' who was so thin that his school mates used to take the mickey out of him. He decided some positive action should be taken and began to pump iron with a vengeance. Twelve months later, Kevin's very definitely a new man and has begun a new collection — trophies.

On October 4, Kevin flexed his muscles and won the title of **Junior Mr Essex Body Builder**. A week later, he was named the best in the land — in Gateshead he was proclaimed the new **Junior Mr England**.

Kevin trains six days a week and has the full support of his proud father — **Ian Kerridge**, meat manager at **East Ham**.



This happy bunch recently had a fun trip to Brighton. A donation from JS helped send 45 West Drayton pensioners off for a day of sun, sea and sand.



Left to right: Richard Scholes, Luigi, Tony and Phil.

EARLY START AGAINST CANCER

THREE MEN and their bikes recently took a trip to Skegness in a bid to raise funds for Cancer Research.

The team from **Belgrave Road** — **Luigi De Marco** (systems clerk), **Tony De Marco** (student) and **Phil Frost** (provisions supervisor) — were waved off from the branch at 7.00 am by manager, **Richard Scholes**.

Seven hours and 87 miles later the cycling trio arrived at Skegness, exhausted but happy in the knowledge that they had

raised over £200 for the charity.

Keeping the lads refreshed en route were the rest of the De Marco family — mum and dad and sister **Nina** who also works at the store.

HOMEBASE IS HIGH ON HYGIENE

READING HOMEBASE has been presented with a clean food award from the local environmental health officer.

On October 12, canteen assistant, **Pat Irving** and PAO,

Judy Kirby received their award at a reception hosted by the Mayoress of Reading.

The award is given for a consistently high standard of hygiene throughout the year.



Reading manager, **Brian Jones**, with **Pat Irving**.



Brendan Ward with **Dorothy Oliver**.

PARIS PRIZE MAKES A ROMANTIC GIFT

DOROTHY OLIVER recently won a trip to Paris and then decided not to go.

No, she doesn't suffer from Francophobia, but very

generously gave the prize to her son and daughter in law who were recently married.

The weekend in Paris was first prize in Homebase's

nationwide draw held over the August Bank Holiday.

Brendan Ward, manager of **Coventry Homebase**, presented **Dorothy** with her prize.

CHRISTMAS

NUTCRACKERS

The initial brain teaser

THE WAITING IS over — the *Journal's* ever popular initials quiz is back.

You'll have hours of frustration agonising over the questions, but great rewards await the codebreakers!

The first five correct entries picked from the editor's

sequined beret will receive a selection of *JS* and Homebase books.

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

Example: 1500 = M in a MM

Answer: 1500 = metres in a metric mile.

- 7 = S on a FPP
- 6 = S of a SF
- 336 = D on a GB
- 10 = E in the D
- 9 = P in a BT
- 3 = LP
- 5 = CHR
- 296 = S in the LT of P
- 6 = F in a F
- 6 = ETCG
- 7 = V of S
- 5 = GL
- 8 = L in a OSP
- 22 = B on a ST
- 206 = B in the HB
- 6 = H on a CC
- 3 = ES on an ET
- 54 = S on a RC
- 30 = F in the GN
- 2 = B in a M of C
- 225 = S on a SB



SPOT THE DIFFERENCE



ONE LITTLE boy has had a change of image for Christmas. If you can spot ten changes on the lower picture, you could add to your home library — the first five correct entries picked will win book tokens. Send your entries to *JS Journal*, 3rd floor, Stamford House.

NAME

JOB TITLE

LOCATION

Crossword congratulations

THE PUZZLER has some good news this month for four ladies who rose to his October crossword challenge. Prizes are on their way to the winner, Irene Hughes of Loughborough, and three runners-up — Jane George of Perton; Carole Ashburn of Red Bank Road and Marjorie Vaz, wife of a veteran in London.

The Puzzler says congratulations, and well done also to the many people who sent in correct entries but weren't lucky enough to be pulled from the editor's lurex trilby.



Eric Nicholls, chairman of the SSA Family Day committee, picks the winner from the hat.



1	S	T	A	B	L	E	3	A	5	P	O	T	T	E	7	R
	T	U		V	O	C	A	L	E							E
	O	S	E	K	A	N	A									A
9	O	P	T	I	O	N		N	10	N	I	C	K	E	L	
	G		N					11	T	O	P		O			L
2																
	E	F	F	E	C	T		W		14	E	N	M	I	T	Y
	L	S						L					M	A		
16	C	O	N	S	E	Q	U	E	N	T	I	A	L	L	I	Y
	O	A						D			N	O				
17	P	R	I	S	O	N										
	U	U						20	W	E	T		M	H		
21	D	A	M	S	E	L		M		23	S	L	E	D	G	E
	D	U	A					E			T	N	M			
	L	A						24	S	A	N	T	A	T		E
25	E	X	A	L	T	S		T		26	R	E	S	I	N	S

In the bleak midwinter- Christmas on the ration

To conclude this 40th anniversary year of the *JS Journal* the archives take a look at how JS celebrated the festive season in the bleak days of the post war years.

'Children cannot be expected to understand the economic crisis. They are only young once and should not be denied the chance of a party if mother is clever enough to manage it on the ration.'



Left: A children's Christmas party as seen in the *JS Journal* in 1947.

Below: A selection of the ingredients used when Christmas was rationed. Below left: A JS ration card donated by a customer.

J. SAINSBURY RATION CARD

Name *Buller*
Address *16 Carlton Sq*

		TOTAL POINTS
MEAT	3	
EGGS	1	
FATS	4	
CHEESE	2	
BACON	2	
SUGAR	2	
ALL		

BRANCH

J. SAINSBURY LTD.
154, VICTORIA ST.
S.W.1.

the annual extra rations allowed for Christmas. Wartime recipes from the Ministry of Food had recommended the use of carrots and mashed potato as a substitute for dried fruits, although many managed to hoard ingredients bought with carefully saved points to make a semblance of a traditional spread. Dried egg was still ubiquitous.

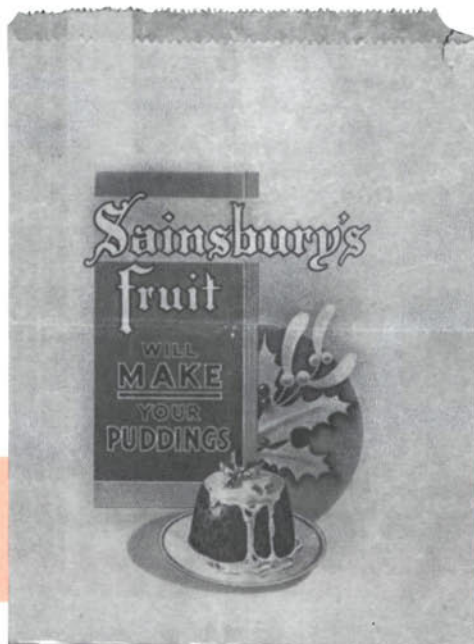
The cake was an even bigger problem. Even if the right ingredients were to be found, icing it was almost impossible. Regulations had relaxed a little since the Ministry of Food's order which stated that 'no person shall put or cause to be put any sugar on the exterior of a cake after the same has been baked' but the *JS Journal's* decoration hints in 1946, which included almond paste with semolina, sugar and dried eggs, still held good a year later.

Christmas crackers reappeared on the shelves at JS in 1946, but were so expensive that many were left unsold: at 10/6 (52½p) a box they were more than twice the price of even the most expensive pre-war crackers.



Christmas 1947 was not to be remembered for its lavishness. Coming at the end of a year of power shortages, arctic weather, strikes, and stricter than ever rationing controls, the resourceful mother certainly had her work cut out to provide festive food. She was urged by the *JS Journal* to brighten up the party table with bridge rolls filled with dried egg scrambled with tomato, or mock cream with jam. More adult tastes could, it suggested, be satisfied with such delicacies as a sausage (sliced) with beetroot and a tinned pea speared on a cocktail stick!

For the Christmas meal itself traditional delicacies remained in short supply despite



The design for this year's Christmas carrier bag has been taken from this egg bag, used in the 1930s.

Shortages of paper were not the only cause of the price increases as the *Journal* remarked 'the Japanese home worker does not now toil on the smell of an oily rag to make the cheap celluloid toys and metal charms and trinkets which go inside'.

The extent to which the shortages pre-occupied the minds of everyone is easily judged by the space devoted to cartoons about rationing and anecdotes about shopping. A budding poet submitted the following cheerful lines:

*'When the mincemeat's on points
And the pain in your joints
Makes you weary and even forlorn,
Don't give way to sorrow,
There'll be less on the morrow
'Cos prosperity's just round the corner.'*

Several designs were used on Christmas bags during that period including tea, coffee and cocoa.



AND A VERY ARTISTIC CHRISTMAS TO YOU ALL

THE FESTIVE season began early for some this year. In fact, way back in March when the *JS Journal* Christmas Card Competition was launched. Entries poured in from children and teenagers competing in two categories — 12-18 year olds and the 11s and under.

Judging the competition was JS's own Christmas card expert, David Queen, head of non foods iii. Every year, he and his staff sort through thousands of Christmas card designs to select the ones which will appear on the shelves at JS.

After considering each entry very carefully, David made his decision:

12-18 YEAR OLDS

1st: Clare Roberts aged 13, daughter of Pat Roberts, typing supervisor at Streatham offices. Clare wins £30 worth of record tokens.

2nd: Owen Ley aged 18, student at Exeter who wins £15 worth of record tokens.

Runner up: Michael Francis aged 15, son of June Thornton, supermarket assistant at Selly Oak. Michael wins £10 worth of record tokens.

Runner up: Treflyn Lloyd-Roberts aged 14 and Graeme Lloyd-Roberts aged 16, sons of Veronica Lloyd-Roberts, assistant bread supervisor at Tunbridge Wells. Treflyn and Graeme each win £5 worth of record tokens.

11s AND UNDER

1st: Zoe Cunning aged 10, daughter of Lynn Cunning, clerk at Lordshill. Zoe wins an animal rucksack.

2nd: Emma Torris aged 10, granddaughter of Stan Meekoms, BWS administration manager at Blackfriars. Emma wins a compendium of drawing and painting materials.

Special mention: Georgina Bratt aged 6, daughter of Yvonne Bratt, cashier at Periton. Georgina wins a bumper collection of crayons.

Even if your name's not amongst the winners, don't worry — everyone who entered will receive a prize.

As David said: 'Well done to all those who entered. There were some really good entries and it's obvious that an awful lot of effort went into all the designs.'



1st: 12-18 years

'A good use of colour and some nice humour here — the dog doesn't seem to be wild about the snow but is hoping for better things to come with Father Christmas on the way.'



2nd: 12-18 years

'This is a very detailed card and the space is used well — Owen obviously has a good eye and a very steady hand.'

'This shows a good idea of the subject and nice use of space — it's a convincing little scene.'

2nd: 11s and Under



'A lot of designers aim to get expression in the face with the minimum of art work and Michael has succeeded in this aspect.'

Runner-up: 12-18 years



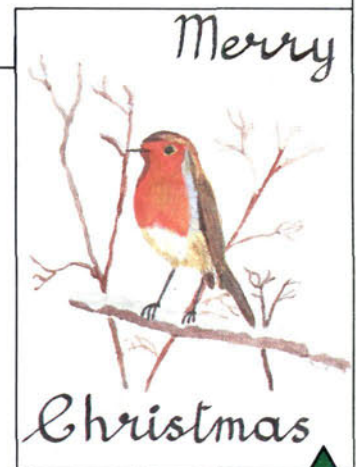
1st: 11s and Under

'Zoe has a very clear idea of what she's trying to do and the art work is very good for a ten year old.'



'Not just a drawing, Georgina has actually made the card. Definitely worthy of a special mention.'

Special mention: 11s and Under



Runner-up: 12-18 years

'A good joint effort — the design has been done very well and carefully — it's the type of Christmas card we sell a lot of.'

BILL·STICKERS·WILL·BE·REWARDED—

RESULTS OF THE BUILDING BETTER BUSINESS POSTER COMPETITION



WHEN THE BUILDING BETTER BUSINESS poster competition was launched (see JSJ July 87), Steve Palmer, special projects manager, retail training, didn't dream there would be such a huge response.

'We had entries from right across the company — the majority from the branches — but staff at head office, Streatham, area offices, Basingstoke depot and Fanhams Hall, also turned their hand to some great ideas.

'In the competition brief we said it was the ideas that were important rather than brilliant artwork. However, many of the entries were very well designed and many looked very professional. There really was a lot of effort put into the posters.'

The quality and quantity of entries didn't make judging easy for the panel of experts: Angus Clark, personnel director; David Clapham, director of branch operations; Roy Harrison, manager, retail training; Dennis Fuller, manager, customer relations; Steve Palmer and Pam Muir, retail training.

Said Steve: 'We had an exciting range of designs and ideas — all of high quality. It really was difficult to judge. Our main criterion for the competition was to get the message of good customer service across. All of the entries succeeded in doing this in a highly original way, even those that weren't amongst the main prize winners.'

Over 200 entries were submitted and after several hours' careful consideration, the judges selected 12 winning entries and 12 runners up.

Top: L to r — Pam Muir, Roy Harrison, Dennis Fuller, Angus Clark, David Clapham, Steve Palmer. Left: Winners' certificates: Right: Angus Clark in the process of judging. Above right: A selection of entries as they appeared to the judges.

Each winner received £25 plus a certificate and runners up have received £15 plus a certificate.

All of the winning posters and the runners up will be professionally printed and displayed in all stores during 1988, at monthly intervals. Also, each winner and runner up will receive their own mounted copies of their poster once it has been printed.

Wigston branch and Central and Western area office have each received £100 for their SSA fund for submitting the greatest number of entries —

60 between them.

Angus Clark, personnel director, said of the competition: 'Whatever our job, we can always find ways to do it better. BBB illustrates this and emphasises quality and professionalism.'

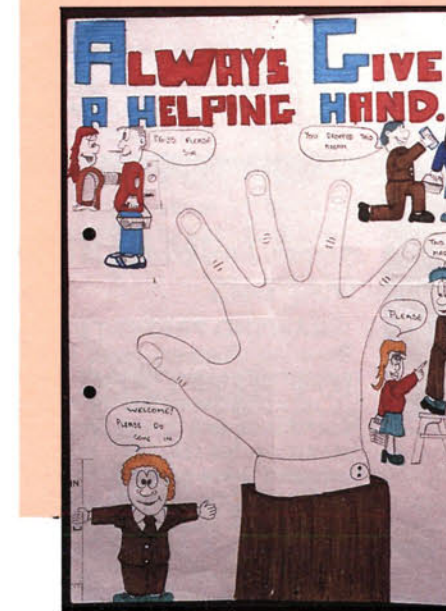
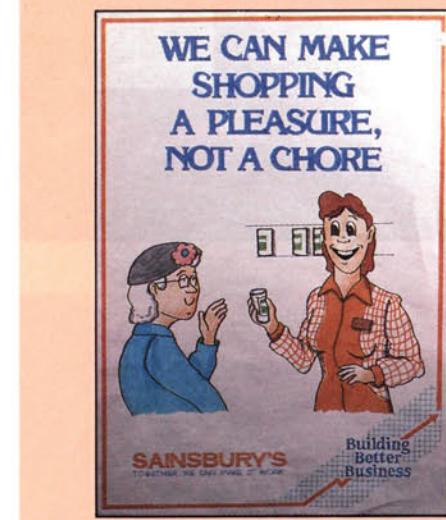
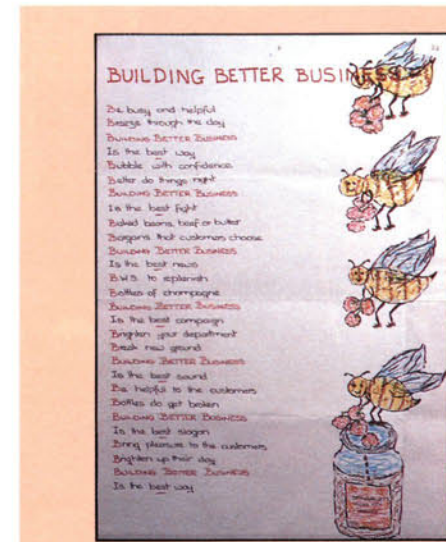
'The large response to this competition reflected the widespread understanding of these elements among us working in JS. We look forward to judges having as demanding a task for other BBB competitions as we were given by the poster competition entries.'

WINNERS

- Margaret Bibby, Taunton (three winners).
- Kim Dennison, Redhill.
- Derek Flahey, Portsmouth.
- Simon Gomes, Doncaster.
- Mo Langton, Wigston.
- Margaret Lee, Romford.
- Margaret Lee and Michaela Blackaller (joint entry), Romford.
- Beny Messore, Kettering.
- Greg Smith, Woking.
- Janet Wallis, Woking.

RUNNERS UP

- Jai Adami, Wigston (two runners up).
- Geanette Backer, Streatham office.
- Geoff Burley, Central and Western area office.
- Paul Gausden, Central and Western area office.
- Simon Gomes, Doncaster.
- Alistair Hutchison, Fanhams Hall.
- Phyllis Nicholls, Chichester.
- Paul Nunn, Romford.
- Kate Phipps, Central and Western area office.
- Neil Rogers, Central and Western area office.
- Janice Skinner, Ilford.



Just a small selection of the winning posters.

SAINSBURY'S



Christmas is traditionally a time when the spirit of sharing asserts itself bringing families, friends and colleagues closer together.

At JS the tradition is no different with people at branches, head office and depots, all working together to provide quality service to the customer at this happy but hectic time.

With more exciting lines than ever available this year, and a spirit of teamwork at all levels, we can ensure that our customers really do have a happy Christmas.

1. Getting a bang out of Christmas is easy with a range of crackers to suit every age and taste.
2. With mistletoe at a premium it's time to kiss and make up with the J Range and Miss J range.
3. Wrap up well — it might snow yet! A selection of JS's superb gift wrapping.
4. Merry ideas, for that warm feeling inside, from the off licence department.
5. These sweet and savoury nibbles will keep the wolf from the door if the turkey's a slow cooker.
6. A selection of items from the luxurious Silk Collection.
7. The Rose Collection, by any other name, would smell as sweet.
8. Kitchen accessories to cheer slaves of a hot stove and save fingers getting burnt.
9. Celebrate a joyeux Noel with classic wines from France in a special gift box.
10. Books galore, with Christmas stories even better than granddad's.
11. Santa and some friends who will be travelling by post rather than sleigh this year — part of the extensive Christmas card range.
12. The one time of year you can have your cake and eat it — but leave room for some pudding. There's a number of fine JS Christmas cakes and puddings available.
13. Have yourselves a bubbly little Christmas! The JS bubble bath and teddy toiletries collections cater for the young at heart.
14. Tea for two in the old fashioned way. This JS tea caddy was designed with help from the archives.
15. Just part of a huge range to bring sweet delights to the whole family!

