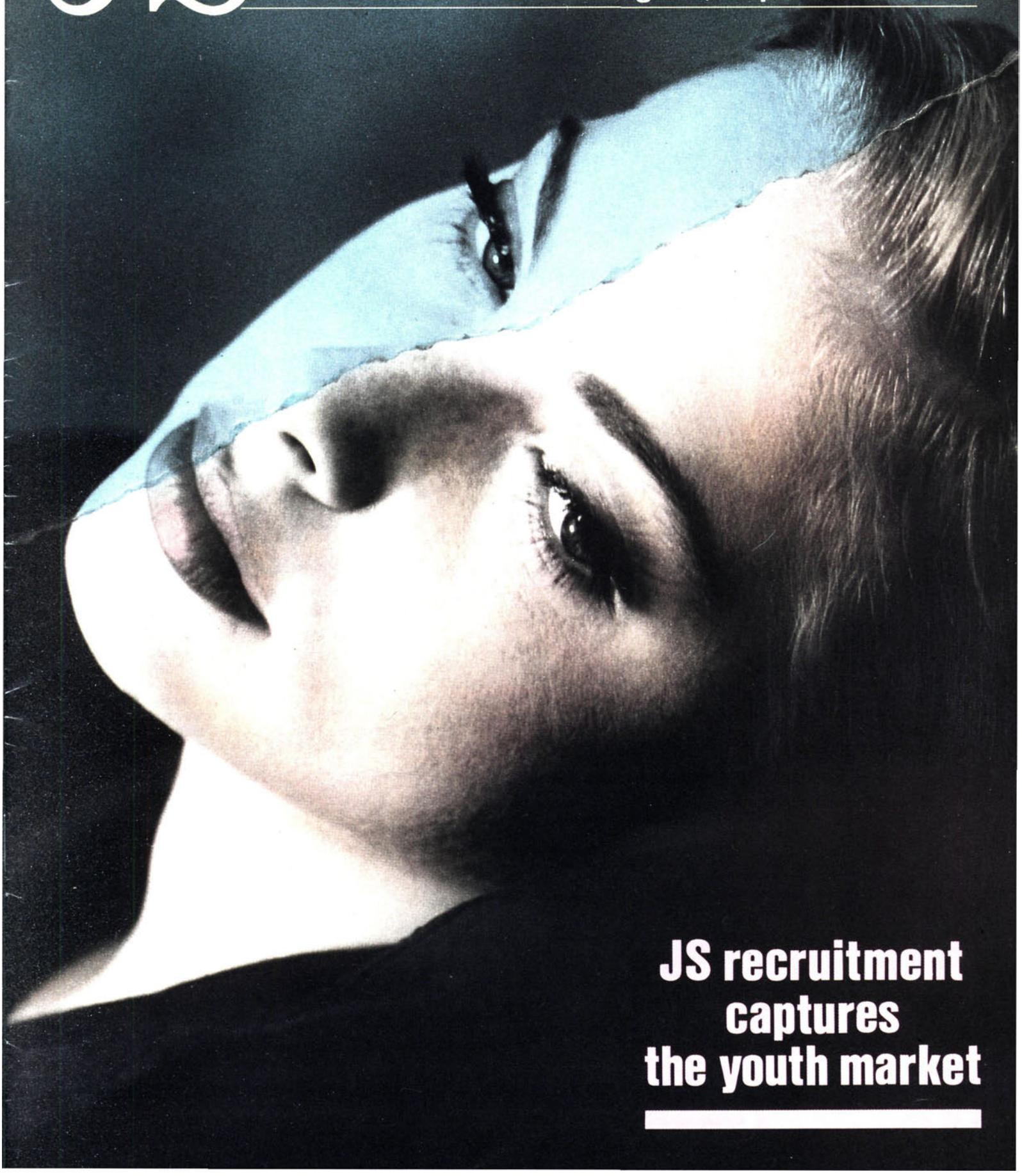


JS JOURNAL

August/September 1988



**JS recruitment
captures
the youth market**

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Cover story

Young recruits are about to become rarer fish to catch. JS launches a new campaign which includes this recruitment poster. See pages 14/15

FRONTLINE

NO WE HAVEN'T been taken over by Janet Street Porter and we are not about to appoint Magenta as gossip columnist (I bet all you oldies out there are looking a bit blank). Neither is Gilbert to be given the job of conducting interviews (a few young mums have just come back in). But this month the *Journal* looks at

the youth market.

JS recruits heavily from among school leavers but, as the birth rate dropped dramatically in the 70s, there is an increasing lack of likely lads and lasses. Arming itself with an impressive advertising campaign JS is meeting the challenge head on. See pages 14/15.

And new recruits to training schemes will definitely benefit from the new management structure. It appears to be making life easier in the branches in many different ways. We asked the people working the new structure for their comments. If you have a point to make which hasn't been raised, write to us.

HEADLINES



David Quarmby wins 'oscar'

JOINT MANAGING DIRECTOR, David Quarmby, has won the 1988 Motor Transport Special Award for outstanding contribution to the road transport industry.

In paying tribute to David Quarmby *Motor Transport* said his initial appointment at JS as director of distribution was '... arguably the top job in distribution in Britain.'

The award is one of 13 prestigious 'Oscars' presented annually by *Motor Transport*, the weekly business newspaper for the road transport industry.

Trials open door to more debit cards

IN AN EXTENSION to Electronic Funds Transfer at the Point of Sale (EFTPoS) trials, JS has launched a trial scheme with Midland Bank at Farnborough and Maidenhead stores.

Separate terminals have been installed at the checkouts

enabling customers with Midland AutoCheque cards to pay for all their purchases electronically without the need of cash or cheques.

The card is passed through a card reader unit on the checkout and the total purchase value is keyed in. No personal identification number is used.

Said director of branch services, Jeremy Grindle: 'This could open the door to wider use of debit cards in ordinary shopping.'



Profit sharing figures

THE KEY figures for the distribution of this year's profit fund are:

| | |
|--|--------------------|
| Profit fund | £23,929,000 |
| Eligible staff | 36,544 |
| Distribution rate | 10.613% |
| Share price | 220p |
| Profit entitlement amounts to nearly five and a half weeks' pay. | |



Essayists win share of profit

ALL PRIZE-WINNERS of the JS sponsored essay competition, organised by the Wider Share Ownership Council (WSOC) essay competition chose to take their prize money in JS shares. They had obviously learnt something along the way.

Entrants were asked to write

an essay, of no more than 2,500 words, advising the Chancellor of the Exchequer how best to encourage private individuals to own shares.

Presenting winner, Emma Pridie of Bradford Grammar School, with her shares, is deputy chairman David Sainsbury.



Coffee time arrives at Ladbroke Grove

A COMFORTABLE view of the riverside free with every cup of coffee. That's the offer to customers at Ladbroke Grove following the opening of the store's coffee shop on July 19.

An outside seating area alongside West London's Grand Union Canal gives shoppers a chance to relax with a reviving drink and refreshing view.



Shielding rights of disabled

TEWKESBURY ROAD, Cheltenham, has won a shield for making life easier for the disabled.

Lex Mead (Cheltenham) together with Cheltenham and District Association for Disabled People, make the award annually to the local organisation judged to have provided the most outstanding facilities for access to and mobility within their premises.

Senior appointments



BILL HALL, formerly building and development executive at Savacentre, has succeeded Roger Warren-Evans as Savacentre property group manager in the JS development division.

As reported in the April/May *Journal*, Roger Warren-Evans has been appointed

regional property development manager (west).

ALAN YOUNG is to succeed George Rushbrook as company security adviser when he retires on October 15.

Alan Young has been a deputy assistant commissioner in the Metropolitan Police.



Savacentre by Conran



Old logo



New logo

Savacentre

AT TEN YEARS old the SavaCentre logo was looking a little dated. Now the Conran Design Group has come up with a new logo which projects a modern family image.

The blue and orange logo will appear on new SavaCentre (now Savacentre) stores, of which four are planned over the next two years, and will be phased into the existing stores from autumn.



What the woman reader wants

A survey by *Woman* magazine has shown that 32 per cent of its readers shop at JS. Twenty four per cent of its readers choose Tesco and 16 per cent opt for Gateway's.

JS customers said they liked the range of goods, particu-

larly own brands. One in five would like to pay by credit card and more toilets were called for.

Asked what were their chief shopping bugbears, *Woman* readers put long queues at checkouts and wonky wheels

House proud peahen makes herself at home

A FLOCK of bird watchers, migrating to York, are landing in the Sainsbury's and Homebase stores.

Following an early spring appearance of a pair of ducks from whose nest in the shrubs there issued no less than 14 ducklings, a peahen has moved into the area, taking up residence in the canopy of the store. Customers and staff alike take great delight in their new neighbour and the peahen in turn has taken to her surroundings like... well, like a duck to water.

Says deputy store manager, Steve Taylor: 'The bird has been here for a few months now. The RSPCA is aware of its existence but, whilst the bird appears to be healthy and not distressed, they are reluctant to attempt to catch it.'

'The bird, which has become quite tame and a celebrity through local media attention can often be seen in both JS and Homebase foyers, or dodging cars in the car park. One customer, who keeps peacocks, makes regular attempts to catch her, but so far to no avail.'

Says Steve: 'For now the peahen seems quite content living at JS and spends a lot of time admiring herself in the mirrored interior of our store.'



on trolleys well out on top.

Seventy three per cent of readers described their checkout staff as pleasant, only three per cent thought they were rude.

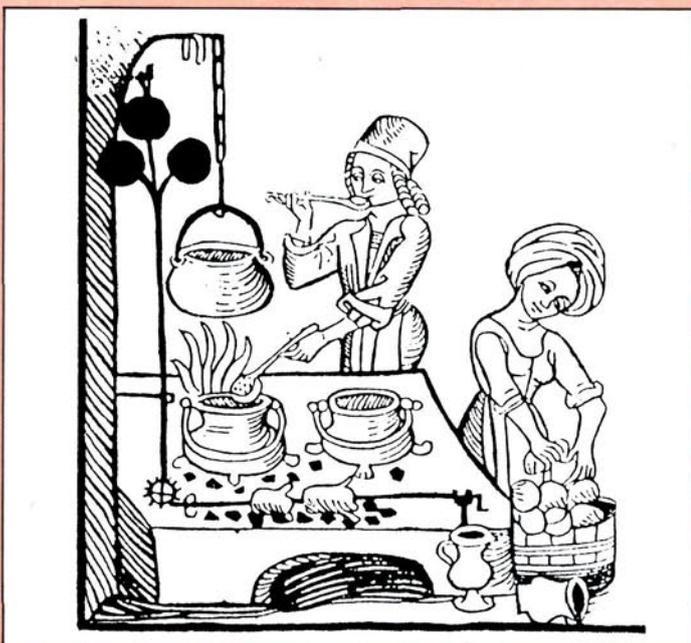
Readers were asked about Sunday shopping and 64 per

cent said they would not like to be able to shop on Sundays; 11 per cent would like to do so.

Seventeen per cent of readers take their children shopping, and 94 per cent think carrier bags should be provided free.

JS ingredient in food exhibition

THE PROOF OF THE PUDDING... is in Farnham! The exhibition of that name, sponsored by JS, tells the story of food and diet in history. JS archivist, Bridget Williams, has provided a whole selection of Sainsbury's memorabilia for the exhibition. If you're in the neighbourhood there's plenty to see and admission is free. Farnham Museum until September 30.



Artists put on a splash in the rain

DISTRICT MANAGER, Jack Cornwall (far left of pic) and Swindon store manager, Nick Tazewell (far right) line up under cover with the Mayor and Mayoress of Thamesdown and artists, Kim Creighton and

Gitte Monahan, creators of the huge mural behind.

JS sponsorship helped fund the project, worked on by a number of artists, and the mural is on permanent display at the Brunel Centre, Swindon.

NYT announces season of plenty

THE NATIONAL YOUTH THEATRE, to be sponsored by JS for a third year, is in full dramatic swing with its summer season.

This year sees a far wider national spread with three major productions in London, two productions in the Edinburgh International Festival and visits to Aberdeen and Newcastle.

Director, Ed Wilson, said this expansion was possible only because of Sainsbury's.

Sponsorship also made possible the acquisition of the NYT's new headquarters in Holloway which, Ed explained, have brought administration and technical departments under one roof for the first time in its history, enabling forward planning and development.

The centrepiece of the NYT's London season is a new English translation of Lorca's tragedy 'Blood Wedding' at Bloomsbury Theatre from September 12-24.

Edinburgh Savacentre is fortunate. Staff there have the chance to catch the NYT's Murder In The Cathedral, so popular in London last year, to be performed in St Giles' Cathedral.

For reviews and full details of venues and dates contact the *Journal* on 01 921 6660.

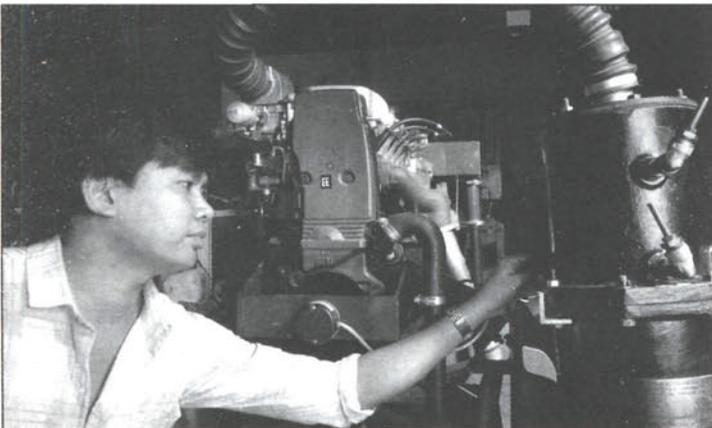
FARNBOROUGH has been awarded a plaque for good hygiene, and they gained the highest points for multiple grocers, as part of the Rushmoor Clean Food Awards 1988.



L to r: Louise Delamere and Daniel Craig (NYT members) with Ian McKellen, vice president of the NYT.



Opening night of *The Caucasian Chalk Circle* and *Prince Edward* meets the cast.



Student engineers JS prize

THE INSTITUTE OF Energy's annual prize for the best overall performance in the MSc Energy Engineering Course, sponsored by JS, has been won by Manuel Soriano. He is pictured here in the laboratory at the University of Surrey, checking up on a thermodynamics project.

Elsewhere *in the field*

TRIALS OF a 'robot' scanning system have failed to ring up much positive reaction in America.

The CheckRobot company has developed the Automated Checkout Machine (ACM) in response to problems of 'high turnover and high cost of labour'.

It's a DIY operation for customers who pass bar coded items over a laser scanner themselves. They then go through an automatic security check before proceeding to a payment counter. A voice on a TV monitor issues instructions throughout.

Cheap and efficient as ACMs are, the American supermarkets have found that customers prefer the human touch as they like to chat with the cashier.

They obviously feel self-conscious complaining about the high cost of food to a television screen. And, after all, how could you teach a robot all about BBB?

PLANTS BY POST are to be offered by Next in its third directory to be published in spring 1989.

The company is reported to have bought a site in Spalding, Lincolnshire, for growing the Next crop and supplies will be supplemented from the Netherlands.

Next has the advantage of its own established 48 hour delivery system whereby plant damage can be kept under control.

MARKS AND SPENCER is to pay £63 million for the United States food store chain — Kings Super Markets.

The business, which is private and family-owned, is said to be high quality with a strong emphasis on customer service.

The chain consists of 16 stores in New Jersey.

Earlier this year M&S bought Brooks Brothers, a North American up-market men's outfitters.

JEAN-MICHEL JARRE — SSA ticket holders. NB: Disco ferries now depart Tower Pier, not Greenwich, on September 24.

H O M E B A S E O P E N I N G



Opening date: 6 July 1988 **Address:** Warwick Road, Kensington

Opened by: Gurth Hoyer Millar **Manager:** Terry Hartnup

Staff: 70 **Sales area:** 34,305 sq ft

Car park: 200 spaces

KENSINGTON

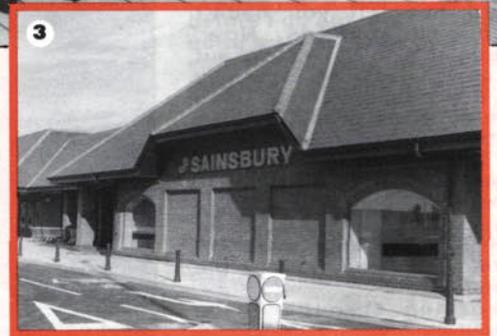
The first central London Homebase opened in Kensington with untypical competition — the first day of Harrod's sale. But Homebase had its own bargains with opening day reductions on many items from bathroom suites to garden tools.



1. I'll get down on my knees for you ...
2. ... but it's curtains for you. The new curtain shop opens.
3. New neighbour for the Kensington set.
4. Management team in the bathroom studio.
5. Display staff make sure the name on the door is right.

BRANCH OPENING

1. Coffee shop bridges the generation gap.
2. Management team.
3. Arches, bricks, and steep pitched roofs.
4. Hereford's customer service desk is a prototype.
5. Produce is delivered fresh for the opening.
6. The JS ad-van pulled in customers.



HEREFORD

Hereford is the tenth JS supermarket to open this year. The brick building is detailed with arches and panels which reflect the previous occupation of the site by British Rail.



Opening date: 2 August 1988 **Address:** Barton Yard,

Hereford **Opened by:** Joint managing director,

Joe Barnes **Manager:** Thomas Moroney

Staff: 353 (317 new jobs)

Sales area: 27,814 sq ft **Car park:** 422 spaces

6





▲ **Zohra El-Ahmadi, section manager, checkouts, Cromwell Road (right of pic).**

'There's better communication between staff and managers because we're between them now and staff find it easier to talk to us.'

'Before, you could work hard but felt you hadn't achieved anything. Now, being able to run a checkout is an achievement, especially in a big supermarket. There are so many people to look after.'

'Things used to seem a bit dead-end but now more doors are open.'

▲ **Richard Gardiner, manager, Cromwell Road (left of pic above).**

'Working through three deputies means I've had to review the way we work in the store. The biggest advantage is the cover. There is always a senior member of the management team in charge of the store. It's better for the company to have more cover during peak trading times. It's a natural progression with the size and trading hours of today's stores.'

'Now people with potential can become part of the management team.'



▶ **David Johnstone, manager, Swiss Cottage (right of pic).**

'The important thing is that the deputy will take jobs away from me and I can run the two trading departments through the deputies. I have more time to concentrate on other aspects.'

'I'm confident walking out of the store at five o'clock because I know there is a good strong team. The evening shift manager here has taken a lot of pressure off the departmental managers. Getting home and seeing the six o'clock news has been a revelation!'

▶ **Matthew Robinson, trainee manager, Swiss Cottage (left).**

'The better cover gives me more chance to train with departmental managers, and I joined the company to learn management, so it will help me to develop. I think it was needed for people to be able to plan their lives.'



HOW'S IT

The new structure for management is now in operation in all stores. What do you think of it? The *Journal* visited six

◀ **Nikki Wilson, reception manager, Swiss Cottage.**

'I was at JS as part of my industrial training, then I went back to college for one year. It's nice to see the obvious concern for branch management and their social lives! I would like to move on quickly and now there's a better chance of becoming a deputy.'



Ian Hidden, provisions manager, Cromwell Road.

'I find I spend more time doing what I'm supposed to be doing. I'm pleased we're doing less hours but there weren't enough hours to do the job as it was. Now we've got to do the job in less time.'

'I needed a break — I had three months away from JS working as a despatch rider and other odd jobs. I had been doing night work and I felt I wasn't getting any back up. I was given more responsibility than I should have been. I couldn't get off the night shift because there was no-one else to do it. It's difficult to get night shift workers, especially in London. Having worked the new structure I know I've done the right thing coming back.'



Gary Moss, section manager, frozen foods, Wilmslow.

'After eight years at JS, three as a student, I've gained plenty of experience, mainly in frozen foods. When I was offered my new job I felt my work in the past had been noticed and it was like a reward for my efforts.'

'I see the responsibility as a challenge and I'm sure I'm a better person for it. In eight years I've seen a lot of managers' reactions to situations, so I've learnt from them.'

'The new hours mean more time at home with my wife and son. I didn't realise how much I was missing out on.'



Andy Osman, section manager, beers wines and spirits, Cromwell Road.

'There's a bit more pressure on me now to make sure the job's done as I'm now responsible for the department. I've visited head office and know more about how things work. I do get fed up when things aren't done.'

'When things go smoothly it gives me a chance to rest before I go out. I play squash quite a bit so I can go home and get my kit instead of lumping it around at work. I would like to go further in the long run.'

Paula Swift, customer service manager, Wilmslow.

'The first we heard was that hours were going to be shorter but we seemed to be kept in the dark for a while. At first, I thought it may be difficult to operate but it has worked out fine.'

'I enjoy the shifts although a whole week of lates can be a bit off-putting.'



GOING?

stores, four in London and two in the North West, and spoke to all levels of management to get the picture.

Gladys Cooper, deputy manager, fresh foods, Stockport.

'With the new structure I probably gained my promotion about six months early.'

'Members of staff promoted to section managers have a lot more motivation. It's a hard job, suddenly coping with responsibility and, although I don't think they've really had enough training, they're all prepared to have a go.'

'I think the introduction

of the new structure was a bold and brave decision which should have come years earlier.'

'I used to work for Tesco. Here I find a much more honest and professional approach. We're light years ahead in management standards and welfare for staff.'

'The new hours make life easier and the twilight shift is a real bonus. I can do my housework in the morning then my weekends and days off are my own.'

Maggie Milner, section manager, systems, Wilmslow.

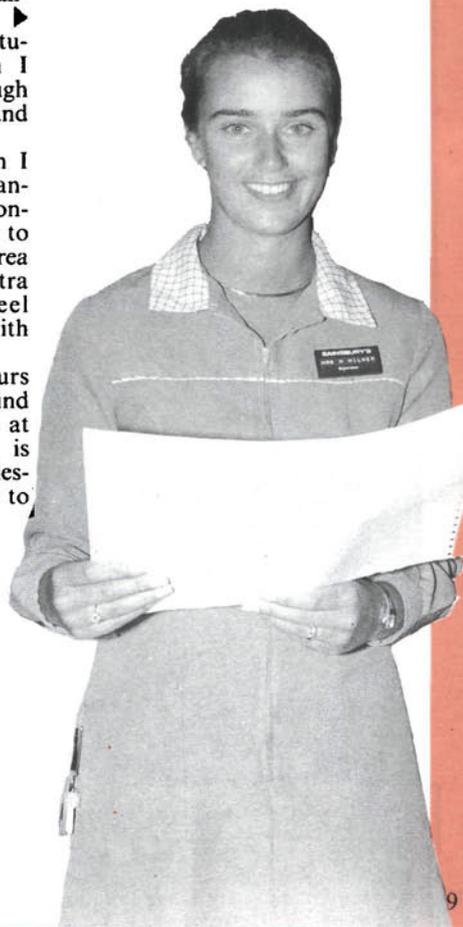
'I didn't see any great opportunities for me at JS when I began as an assistant although I did move on to clerk and then price controller.'

'I was very pleased when I was offered the section manager's job. Now I'm responsible for four people. I have to schedule and keep the area covered. I enjoy the extra responsibility and I feel properly trained to cope with it.'

'I prefer the new hours because I'm married and I find now I can spend more time at home. The only problem is that my husband is at Macclesfield so I hope we'll be able to tie our shifts in together.'

John Hughes produce manager, Cromwell Road (right of pic).

'I know what my wife looks like now! The biggest difference is the hours — you don't have to work so long. It makes you manage your time better as you have got to get the department to a certain standard ready to hand over.'



HOW'S IT GOING?



Zigurds Busevics, manager, Wilmslow.

'In the old days everyone would finish at 5.30pm and leave the management of the store to one person. Now the twilight shift is always well covered. This means the level of fill, and the general state of the store, is much better.

'Down the line morale is high. New responsibility gives a great deal of satisfaction and there's good promotion prospects in the branch and throughout the district.

'One of the challenges of the new shift system is handing over properly. I must remember to communicate instruc-

tions to all three deputies as jobs often interlink. It's vital to talk, listen and write to each other. And it has set a new discipline. There is no overtime so the job must be done within the time allowed and shifts must hand over departments as they would expect to find them.

'Most people here seem to prefer the 6-2 or 7-4 and the twilight shifts.

'On a personal level, it's nice to be home by 6.15-6.30pm. Before, I think I was my own worst enemy. Hours which are just too long must have a detrimental effect on health and performance.'



David Milburn, manager, Stockport.

'The new structure formalises the management presence in the branch throughout the trading week.

'It allows very able members of staff to join the management team as section managers, as well as those who cannot move location. That benefits everyone in the store, not just the individuals.

'Now the deputy really is a deputy. I can assume the role of general manager with more involvement in the development and profitability of the store.'



Boleslaw Kaczmarczyk, deputy manager, dried goods, Stockport.

'I joined JS in 1983 as a graduate trainee. After three years I left to join Marks and Spencer because they offered shorter hours and every second Saturday off. There was also an element of curiosity.

'Once there they fulfilled all promises except for early promotion. There were just too many people fighting for the same positions. I heard about the new structure through friends at JS and back I came. I was also frustrated by what seemed, in comparison to JS, antiquated systems.

'I think now there should be more training for section managers and we should clarify what we expect of them. They need objectives.

'Reservations aside, the new management structure is definitely the way forward.'



Jean Ellis, section manager, customer services, Stockport.

'I joined as a part-timer and this was just a job until I reached my 40th birthday. Then I decided there was more to life than just jogging along. The kids were older and I had more freedom. I started working lots of overtime, then went full time and became assistant cashier instructor. I told my manager I had my eye on the dark sleeves.

'I was pleased when I was made section manager. The only disadvantage is that I no longer have a long weekend off.'



Russell Gower, deputy manager, dry goods, New Bromley.

'I left twenty-one months ago and returned after seven months. I was night shift manager but when I came off nights I was only offered reception manager so I left. I came back as assistant manager and already I'm a deputy manager.

'The new structure was the main reason for my coming back. Before people were waiting for dead man's shoes but this has opened up far more opportunities.'



Jim Logue, departmental manager in training, West Ealing (left of pic).

'I was bakery manager at Uxbridge but I left for four months and went to Presto in Windsor as bakery manager. I left Uxbridge because I felt I couldn't move on with the shortage of bakery managers. I didn't want to be stuck for 45 years in the same job as I'm only 21. Presto made promises that never came true and I came back. Now I think there's more chances of promotion.'

EVERYBODY NEEDS GOOD NEIGHBOURS

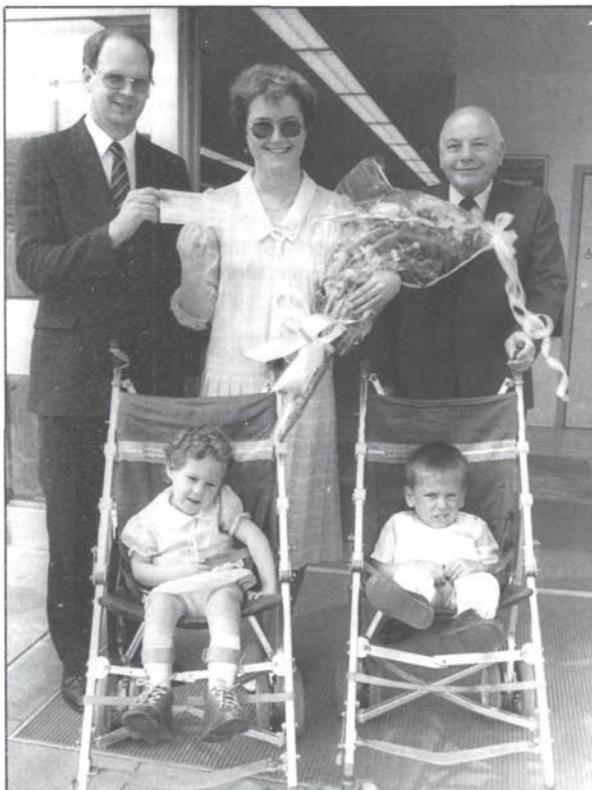
BEING NEIGHBOURLY has reached new heights at JS. Since the first Good Neighbour Scheme in 1983 money available from the Sainsbury Charitable Fund has increased more than tenfold and, so far, 500 groups working with youngsters, the disabled, the under-fives and the elderly have benefited.

This year £75,000 will be donated to local community projects involving mentally and physically handicapped people of all ages, as nominated by you.

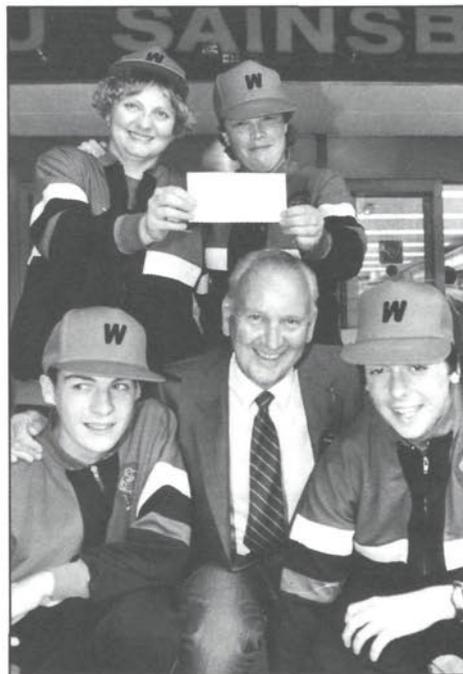
Many awards have already been made for the 1988 scheme and here are a few presentations captured on film.



The Forward Day Centre for the mentally handicapped used £250 to buy a new music centre for its members. Kings Lynn manager, Peter Longstaff, presented the cheque to staff and members from the centre.



LOADS OF LEGO and a colour TV will make learning more fun for children at Pinderfields Hospital School. Wakefield's deputy manager, Malcolm Forrest (left) presented a cheque for £275 to the school's head teacher, chairman of governors and pupils, Louise and Gareth.



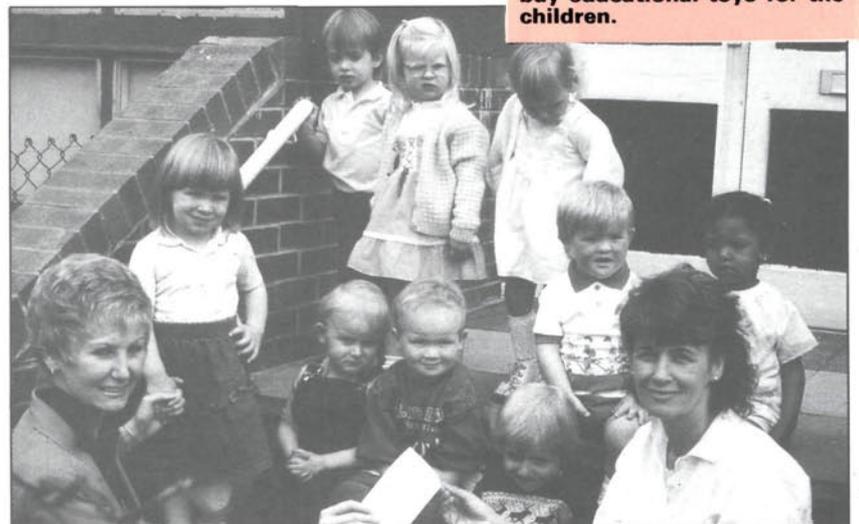
MINI-OLYMPIANS from Waylands Day Centre were presented with £250 by Grahame Carter, manager of Central Croydon.

These youngsters have a busy sporting calendar including the mini-olympics for disabled athletes. The money will go to buy new track suits.

Jenny, Maria, Nigel and Andrew received the cheque after some good-neighbourhood hospitality from the staff restaurant. Afterwards they sent a card thanking Grahame 'for the lovely tea and kindness shown by your staff.'

Children with special needs at the Phoenix Centre in Stourbridge will have strong support underfoot thanks to Amblecote's £250 Good Neighbour donation.

BPM, Jan Bagnall (left), presented the cheque which will cover the cost of repairs to the floor of the centre and buy educational toys for the children.



DO YOURSELF A FAVOR HEALTH EDUCATION

When people think of taking risks they usually imagine hang-gliding, or driving too fast, or even crossing a busy road. But you might be taking a life-and-death risk every day without

WHAT CAUSES HEART DISEASE?

RESEARCHERS have studied entire populations, from isolated tribes to Tokyo workers, to try to discover what is in our everyday lives that increases the risk of heart attack and angina. Their results show that there is no single cause of heart disease. Instead, there seem to be several factors which together may tip the balance against your heart.

Of course, some people are more likely to suffer from heart disease than others. For example, the tendency to die young from heart disease can run in the family. And certainly the older you are, the greater the risk of having a heart attack. The narrowing of the arteries, which can lead to angina and heart attacks, tends to get worse as you get older, although it may start quite young.

In general, men are more at risk from heart disease than women. A man in his late forties is five times more likely to die of heart disease than a woman of the same age. But after the menopause, a woman loses the protective effect of her hormones and her chances of suffering from heart disease are almost equal to a man's. In the last twenty years there has been an increase of heart disease in women in their 30s and 40s.

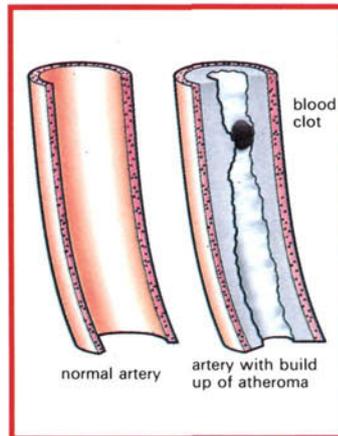
Even though your age, your sex and your family history are all beyond your control, you can still do a lot to keep your risk of heart disease as low as possible.

WHAT IS A HEART ATTACK?

A HEART ATTACK happens when there is a sudden and severe blockage in one of the coronary arteries so that the blood supply to part of the heart muscle is cut off. The blockage is usually caused by a blood clot forming in an artery already damaged by fatty atheroma. This is called a coronary thrombosis (or sometimes a coronary).

Pain is caused by damage to the muscle and is usually felt as a crushing vice-like ache in the chest. It can spread to the neck, jaw or arm. It does not usually ease off for several hours. As well as being in pain the person usually feels faint, giddy or sick.

In some cases the effect of the blockage can be so severe that the heart stops beating altogether. This is called a cardiac arrest. Unless the heart starts beating within a few minutes the person will die.



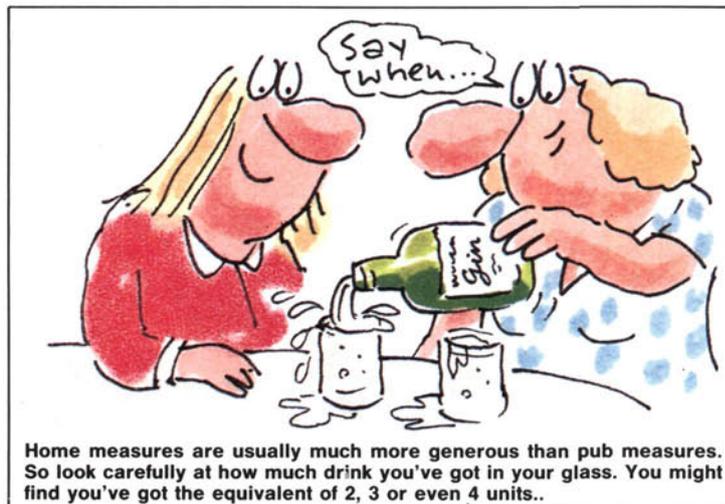
HIGH BLOOD PRESSURE

BLOOD PRESSURE is the pressure which the heart and arteries apply in order to squeeze the blood around the body. When you are at rest your blood pressure stays at a steady level. In moments of exercise, excitement, anger or anxiety the level of blood pressure is raised to increase the blood flow to the brain and muscles.

High blood pressure (hypertension) means that the resting blood pressure is higher than normal. Very few young people have high blood pressure but after the age of 35 it becomes much more common, mainly because of the way we live our lives. These are some of the things that might give you high blood pressure:

- BEING OVERWEIGHT
- SMOKING
- DRINKING TOO MUCH ALCOHOL
- LACK OF REGULAR EXERCISE
- TOO MUCH STRESS

You may have high blood pressure and not even know it. High blood pressure makes the heart work harder and speeds up the 'furring up' of the arteries, causing a greater likelihood of angina or a heart attack. There is also danger of a stroke, when the blood supply to the brain is cut off by a blood clot or haemorrhage.



OUR... FOLLOW THE TION PROGRAMME

realising it. By smoking, eating too much of the wrong food and not getting enough exercise and relaxation you could be gambling with the health of your heart.

WHAT CAN YOU DO?

THERE'S A LOT you can do to keep your blood pressure at a normal level.

WATCH YOUR WEIGHT. Keeping your weight at its correct level can help to keep your blood pressure down.

DON'T DRINK TOO MUCH ALCOHOL. Try not to drink more than two or three pints of beer (or the equivalent) two or three times a week. Half a pint of beer is equivalent to one glass of table wine or a single whisky or other spirit.

STOP SMOKING

TAKE SOME EXERCISE

EAT LESS SALT

RELAX

HAVE YOUR BLOOD PRESSURE CHECKED. You may not know your blood pressure is high if you haven't had it checked recently by a doctor or nurse. This is especially important if you are over 35 years old. If your blood pressure is too high it can be kept at a normal level by medical treatment if necessary. There is good evidence that the control of blood pressure can prevent heart disease.

Remember shortly the JS Health Care Programme will make a blood pressure test available to all staff on an annual basis.

STRESS AND YOUR HEART

MOST PEOPLE would put stress at the top of their list of things that are bad for the heart. It seems obvious that worry and anxiety, or frequent crises and rows, can make your blood pressure go up and lead to a heart attack. But this is still difficult to prove, partly because stress is almost impossible to measure and define.

A certain amount of stress is an essential part of everyday life. It helps keep you on your toes and out of danger. Every time you cross a busy road or have an argument or watch an exciting programme on television, your stress level goes up for a while. But if anxiety or pressure of work continue for many months or years your heart may suffer.

You can help yourself by learning how to relax and trying to take things easy. When you have some free time, try to take up an activity, hobby or interest which helps keep your mind off your worries.

It's difficult to worry about your problems when you are totally absorbed in doing some gardening, reading a book or watching a football match. Other simple ways of helping your mind and body relax during the day will be discussed in the next issue of the *Journal*.

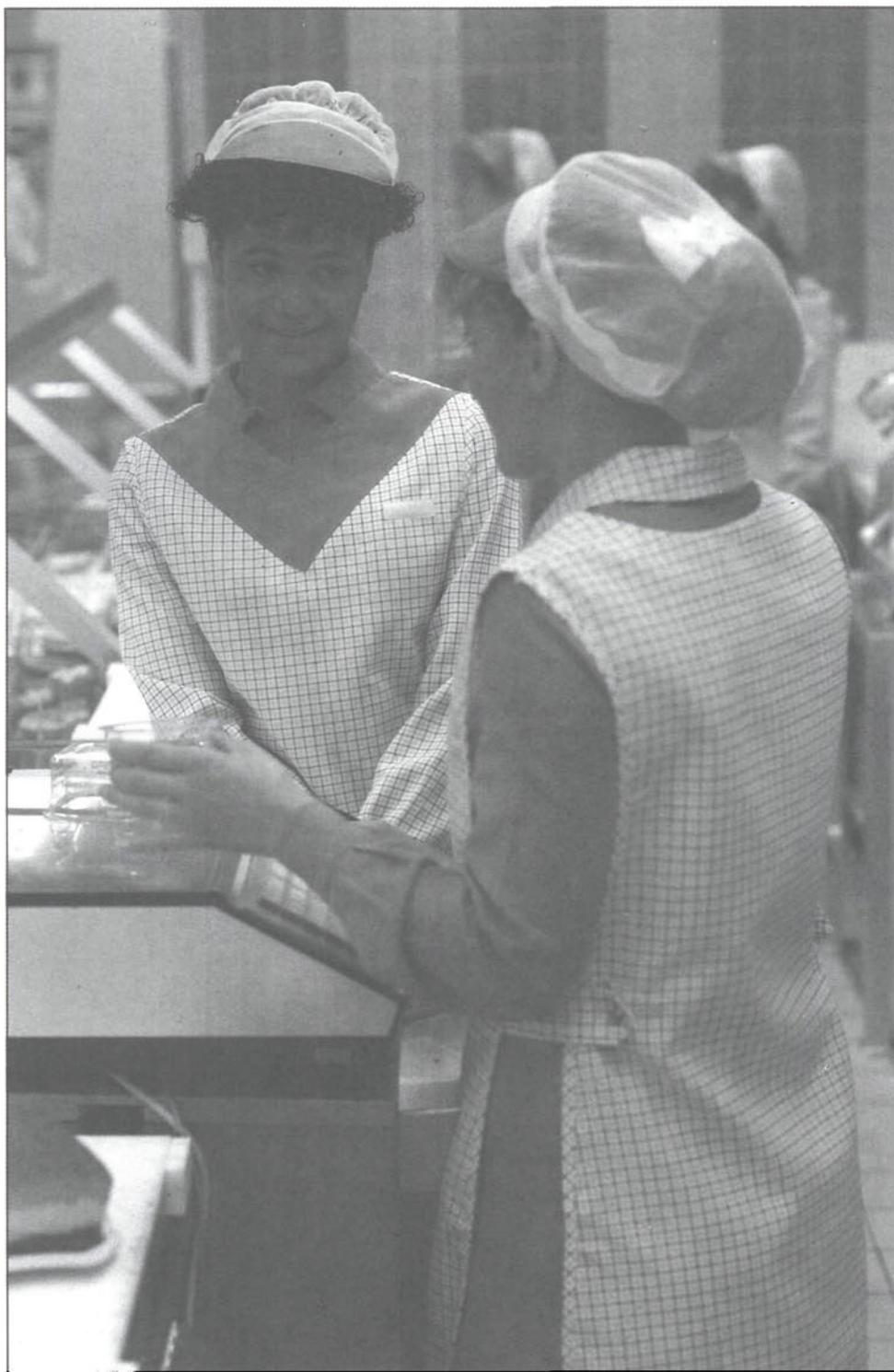
Look after
your
HEART!

Exercise doesn't have to be exhausting to be beneficial - but it does have to be regular.



ON THE TRAIL O

JS CAPTURES THE



YOUNG BLOOD IS in short supply according to the Department of Education. The latest figures suggest that the number of school leavers is 36,000 down on last year. Forecasts predict a further drop of some 160,000 in 1991 due to the low birth rates of the 1970s.

A recent report from the Confederation of British Industry highlighted the 25 per cent predicted decline in the number of 16 to 19 year olds from 1987 to 1994, whilst the Institute of Manpower Studies has been prompted to produce an in-depth report on 'Employer response to the decline of school leavers into the 1990s.'

Carolyn Gray, assistant retail personnel manager, and Catherine O'Mahoney, retail recruitment administration manager, are well aware of problems this decline could pose for the management training scheme. Carolyn said: 'We recognise that the labour market is getting progressively tighter as far as this age group is concerned, so we're taking initiatives early on.'

The initiatives are aimed at capturing the attention of school leavers by talking their language. Many branch staff will have seen the striking poster (above far right) inviting student workers to talk to their BPM about turning their 'end of summer blues into a colourful retail career'.

Recruitment for external candidates has been even more striking with national press and local radio advertisements linked to a TV programme. The programme, entitled *Which Way*, featured two JS trainee managers — Ilford's Kevin Moody and Greenford's Clark Harris — and Wimbledon's grocery manager, Sadi Baker.

As part of Granada Television's *Job Watch* series, *Which Way* was transmitted on August 17 and 18 to coincide with the release of 'A' level results. It showed teenagers what can happen if their results force a change in career plan. Kevin Moody, told how he'd hoped to do computer studies but 'just didn't get the grades', so he joined JS where he's found a 'varied, challenging and rewarding career'.

A RETAIL Personnel Scheme invited general assistants, considering further education, to apply for JS sponsorship on an introductory course on Food Technology and Science at Reading University.

One of the successful applicants, Dave Fellowes of Wigston, later wrote: 'I found the course both enjoyable and very informative . . . it has given me valuable insights into the courses available at university.'

'Last week served to give me a new direction in future career plans . . . I will be applying to Reading University to take a four year sandwich degree course in Food Technology with a view to a future career in the food industry.'

F YOUNG BLOOD

YOUTH MARKET



How to make the most of your 'A's and become a T.V. personality.

Hello, I'm Kevin Moody and I'm interesting and, under a new pilot scheme, it can even count towards a degree.

This morning at 10.30, as part of a Granada careers advice programme called "Which Way?", ITV is screening a film they've made about my experience as an 'A' level trainee at Sainsbury's.

I'm the first to admit that a career in food retailing wasn't exactly what sprang to mind immediately. In fact, I was hoping to do computer studies at Leicester - I just didn't get the grades. But the point is that I now can't imagine a more varied, challenging or rewarding career. Sorry, I've just used all the words you always read in job ads. - but you know what I mean.

If you're hoping to add 'A' levels or equivalent qualifications to your 5 'O' levels (including English and Maths) and you're looking for something really interesting to do, if you'll pardon the pun, there's plenty to get your teeth into at Sainsbury's. The training is thorough and

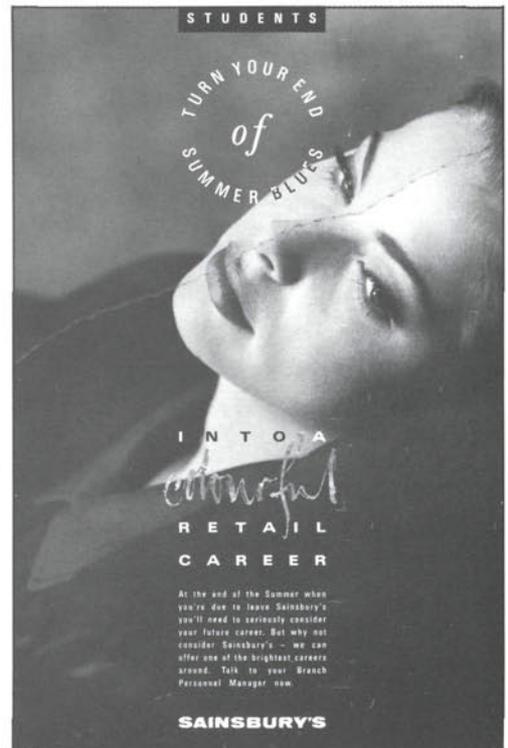
The money's good too. You start on around £7,500 (more in London) and your salary is reviewed regularly. Then there are worthwhile benefits like subsidised accommodation and meals and, as you progress, profit sharing, share option and discount schemes.

Most of it's covered in the programme but, if you've any questions, dial freephone 0800 789 100 any time between 9.30a.m. and 7.00p.m. today and you should get through to some Sainsbury's managers who'll be among the team of experts, brought together by the Training Commission, in the T.V. studio for the day.

If you can't catch my show write, quoting ref. AY, to Catherine O'Mahoney at J Sainsbury plc, Retail Personnel, Freepost, London SE1 6BR for an information pack or phone her on 01-921 7640 between 8.00a.m. and 8.00p.m. for a discussion.

SAINSBURY'S

VARIOUS PROJECTS with students are being carried out at any one time by the retail personnel department. One scheme this summer invited undergraduates to apply for work experience with JS. Two students, one at Cromwell Road, and one at Chertsey, were offered places. Both were very pleased with the time they spent at JS and were delighted to be sponsored on a week's summer school on retailing. The branches in the experiment were also very pleased to have had them.



Above: The recruitment poster which has appeared in stores. Above left: The national press advertisement.

TRAINING SCHEME COUNTS TOWARDS DEGREE

SEPTEMBER'S JOINERS to the 'A' Level management training scheme in the South Eastern area will come out at the end with a certificate in retail management from Thames Polytechnic. All without ever attending a single lecture! The certificate will be equivalent to one third of a degree.

The trainees will be taking part in a unique pilot scheme thanks to JS getting together with Thames Polytechnic and the Council for National Academic Awards.

Peter Cox, manpower services manager, explains: 'We showed our training scheme to Thames Poly and the Awards Council so it could be evaluated. They were very impressed with its quality and assessed its value at one third of a degree.'

Once the pilot has been successfully completed, the scheme will go national and an infrastructure of certificate-awarding polytechnics will be established across all JS locations.

Soon every JS 'A' Level trainee will be working towards a Certificate in Retail Management. To attain the certificate trainees will merely complete the training scheme and their first pre-appointment programme - normally this takes about two years.

Also included on the 'A' Level scheme are selected internal entry trainees and ex YTS management trainees.

The pilot scheme will involve around 100 people.





Martin Browitt, Glen Knox with hospital staff and children.

Slimmers make child's play of a hospital stay

THE ANGELS at Royal Lancaster Infirmary were delighted when two 'heavies' from Lancaster store handed over £300 to them. Martin Browitt, reception warehouse manager and Glen Knox, provisions manager, went on a sponsored slim

children's ward. The store also raised £300 to pay for the printing of a colouring book, which was designed by the ward's school teacher.

The book introduces the child to hospital life with a picture to be coloured in every day. It helps them adapt to

their strange surroundings and brave any treatment. The last page is a certificate for bravery. Staff donated also a large number of used toys in an 'as new' condition. Pictured are Martin (left), Glen, officials of the hospital and beneficiaries of the money.

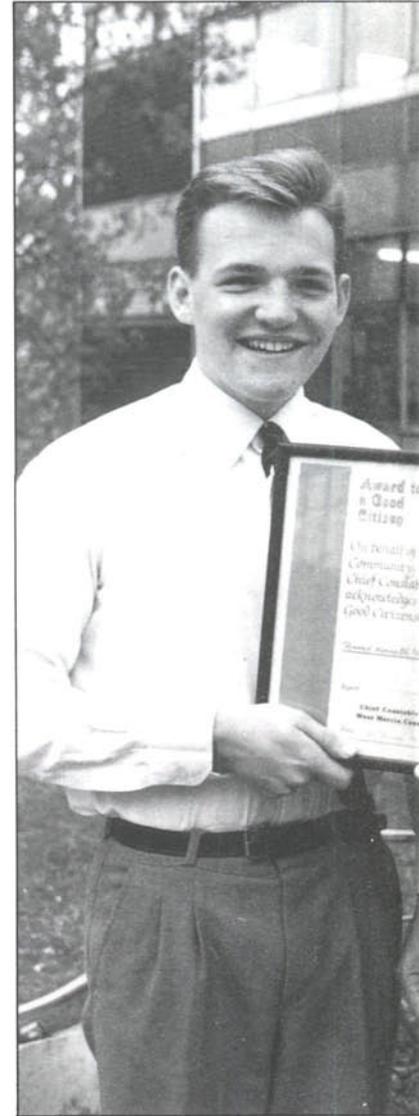
Eastern hockey heroes win tournament



EASTERN AREA office team ('Romford Routers') narrowly beat head office company systems team ('Load Locals') in a hockey tournament held recently. The victors are pictured displaying their medals.

David lesson in

A QUICK-THINKING general assistant at Blackpole has won a Chief Constable's Commendation Award for Bravery from his local police, for saving his teacher's life. David Davis saw his teacher

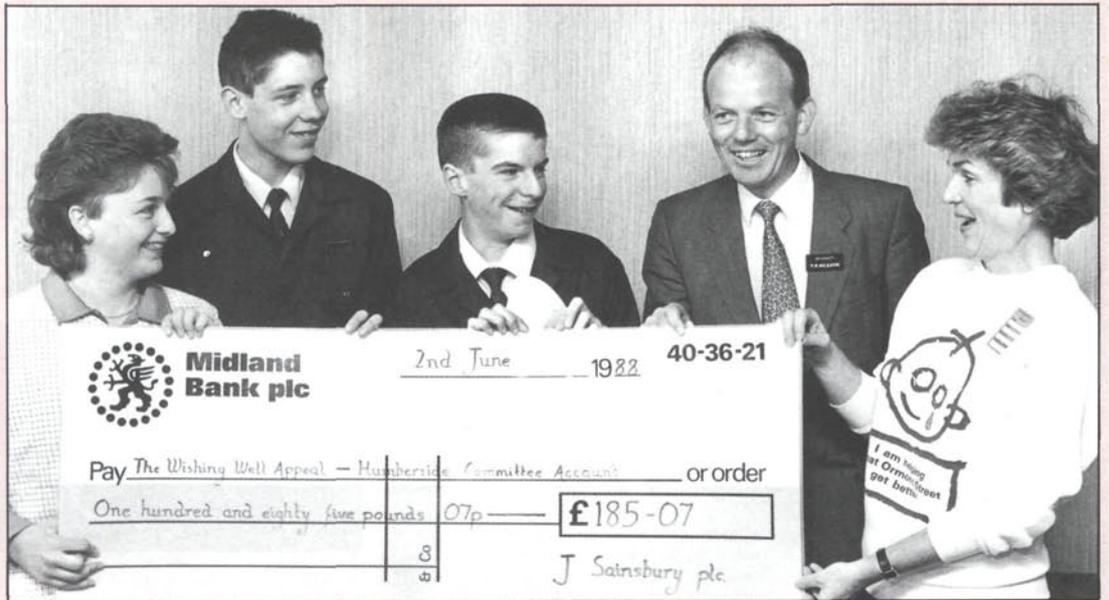


Romford raises funds as tribute to a friend

STAFF AT ROMFORD have raised £395 for St Francis' Hospice, Havering-atte-Bower as a tribute to a former colleague who died of cancer last year. They held raffles, bring-and-buy sales and other fund raising events and are seen here presenting the cheque to hospice administrator Janet Emery.

gives a bravery

knocked off her bike by a car outside the school earlier this year. His first aid saved her life. He is pictured being presented with a framed certificate by Superintendent Joseph McNally.



Hull drops pounds into Wishing Well Appeal

HUMBERSIDE WISHING WELL Appeal had its wish granted by YTS trainees from Hull. They raised £185 for the

Appeal, which raises cash for Great Ormond Street Children's Hospital. Pictured (left to right) are Elaine Westcott,

James Lomax, Dave Hall and store manager Peter Wesson presenting the cheque to Appeal secretary Jacky Carver.



YORK STAFF recently raised £1,000 for York District Hospital's Scanner Appeal through a 24 hour sponsored snooker match. Pictured here, are (left to right): Gary Hodgeson, John Catling, John Merrick, Jim Wilson and organiser Phillip Theobald, who all took part in the marathon match.





Sir John bowls into Basingstoke

CHAIRMAN, Sir John Sainsbury, proved himself a hot shot with a wood when he dropped in on Basingstoke depot's bowling green for its official opening on July 24. As he hit the jack dead centre he described his bullseye shot as beginner's luck. Sir John, who was accompanied by his wife, drank a champagne toast to the new club and said: 'It's good to see that bowling is no longer a sport just for old people but one which youngsters can enjoy as well.'



When Cwmbran takes over the cash really flows in

STAFF AT CWMBRAN raised £3,743.60 recently for the British Bone Marrow Donor Appeal. The amount raised by the store was doubled by the company which had made an initial donation of

£500. **Richard Archer**, store manager, is pictured presenting the cheque to Mrs Williams, Welsh co-ordinator for the Appeal. Looking on are staff who made special personal efforts with the fundraising.



Earthquake brings Chinese to Lincoln

EARTHQUAKE DEVASTATION forced a massive rebuilding programme upon the people of Tangshan in China.

During rebuilding they placed a large order for engineering equipment with manufacturers in Lincoln and relations between the towns soon became cordial.

On May 19 a delegation of civic and industrial chiefs from Tangshan arrived in Lincoln for a 12 day stay that included

visits to Lincoln Cathedral, the House of Commons and, of course, JS's Lincoln supermarket.

Store manager, **David Durbin**, gave the delegation a tour and provided answers to the many questions asked, notably on the scanning equipment.

Discussions formally twinning Lincoln and Tangshan are underway and the *Journal* has invited David to become its Far East correspondent should a reciprocal visit be arranged.



Mirror editor will judge

LEN GREENER, picture editor of the *Daily Mirror*, has agreed to judge the 1988 photographic competition, so the *Journal* is hoping for a vintage year with which to impress him.

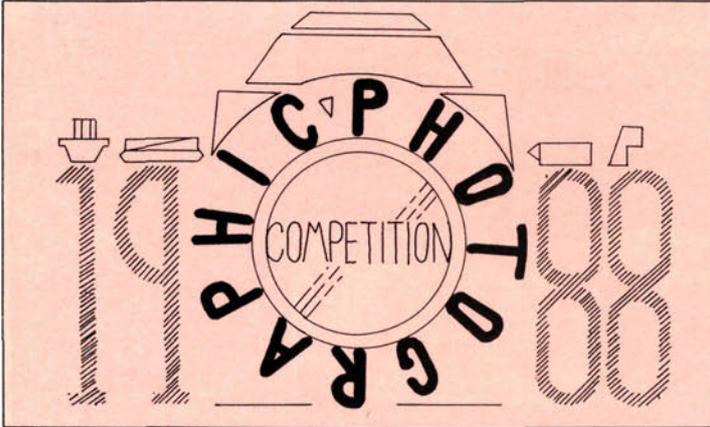
Len is the longest serving picture editor in Fleet Street; he joined the Mirror Group nearly 25 years ago and has been picture editor of the *Daily Mirror* for 12 years. Who better to judge a mixed colour and

black and white competition? They all land on Len's desk.

There are two first prizes of £75 each and two second prizes of £30. There will also be a number of £5 prizes for runners up. Closing date is September 30.

The two sections are: **Black and White — Life at JS;** **Colour — Time for Leisure.**

For full details and entry forms contact the *JS Journal*. Also watch your notice boards.



Crash bang wallop what a picture

THIS CAR OWNER couldn't wait to get into East Grinstead store after he'd heard that 'Good Food Costs Less at Sainsbury's'. The car skidded on the notoriously bad corner outside the store, and ended up nosing into the car park. A slippery customer indeed!

JAN LESZUK, general assistant at Bedford, was invited to the Le Mans Race in France to cater for the Jaguar racing team. When not working at JS Jan is taking a catering course at college, training to be a chef. The Jaguar team won so the champagne was flowing freely after the race. No wonder racing drivers always look so well fed!

- **TILL OPERATORS** at Bletchley raised over £250 recently to help provide flats and workshops for the mentally handicapped.

- A **PUNISHING** race over Bovington army assault course by staff at Poole raised £2000 for new equipment at Poole maternity hospital.



Managers have a wet weekend in the sun

RAY ALLEN and 'Lord Charles' were guests of honour at the Burpham Summer Fête. As such they escaped the 'wet soggy sponge' treatment, cruelly administered to **Leatherhead manager, Diane Oldfield;** **Woking manager, Greg Smith** (now at Basingstoke Central); **Burpham**

manager, Keith Fitzpatrick (now district manager) and district manager, **Jack Cornwall**. Volunteers were happy June 19 was a very hot day.

The fête, which was the result of a joint effort between Burpham, Camberley, Chertsey, Dorking, Epsom, Farnborough, Farnham, Guildford,

Leatherhead and Woking, raised more than £11,000.

On July 21 Jack Cornwall presented a cheque for £10,000 to Terry Scott for the Variety Club of Great Britain's Wishing Well Appeal (above).

And the fundraising goes on with the British Heart Foundation also to benefit.



Rebecca steers Rotaract club

PRESTON'S REBECCA WHITTLE is a president at the tender age of 20!

Her leadership qualities were spotted just months after joining the Preston Rotaract Club and now the newcomer is organising her fellow fund-raisers. The club is a fund-raising social club and Rebecca, a supermarket assistant, says: 'It's a great way to meet new people, raise money for charity and have a good time too.'

Bradford is all heart

BRADFORD GREEN-GATES deputy manager, Steve Morris, presents £50 to Charles Finch who is raising money for the British Heart Foundation. Charles, who is

soon to be father-in-law of Carol Spiers, supermarket assistant at the store, has recently undergone a heart transplant operation.



HOBBIES



Tracking down a UK champion

ATTACKING NORWEGIANS; flying around the bend; breaking tapes and smashing records? No it's not the behaviour of a violent music hater! It's all par for the course in the other career of Homebase merchandising assistant, Richard McDonnell.

Away from his desk Richard is an international track athlete. In the UK Championships at Derby on June 5 he clinched the 1500m title. Four days later he went on to represent England in an international meeting in Norway, and recorded a

personal best time of 3 mins 42.2 secs.

Following his victory for England in a match against Wales, Richard went to the Amateur Athletic Association Championships in Birmingham on August 6 and 7 with high hopes. The meeting would decide team places for the Olympics in Seoul.

Unfortunately, Richard was suffering with a cold that weekend and didn't qualify for a 1500m Olympic place, but there's no disgrace there — neither did the great Steve Ovett or Seb Coe.

Jason is on target to shoot to the top

MOST OF US set targets for ourselves in life. The targets upon which Jason Burrage, general assistant at Wallington, sets his sights are smaller than the top of a can of beans and up to 100 yards away! That's the size of the bullseye on the range at Jason's shooting club, the 41st County of London Rifle Club.

So far he has bagged a host of trophies, including the Surrey Junior Champion Cup

and the Junior Long Range Championship. His father was in the England shooting team at the 1978 Commonwealth Games and he started Jason in the sport at an age when most boys are content to point fingers and say 'bang bang!'.

His next target is to win a place at university to study electronic engineering. As Jason usually gets what he aims for we're sure he's on his way.





The brief and humble history of the JS paper bag

There are few things in life more ephemeral than a paper bag. But, despite their short life, it is hard not to accumulate them, or the ubiquitous plastic carrier bag.

Paper, of course, has been used for wrapping foodstuffs for centuries, but it was not until 1849 that the first patent was granted to one Amedee Francois Ramand for a machine to make paper bags.

The oldest bag in the archives dates from the early 1880s, and depicts the company's first depot at Allcroft Passage, Kentish town (bottom pic). Unfortunately the bag has been cut up, probably by an over-zealous designer in 1954, when the image from it was first published in the *JS Journal*.

Home deliveries, of course, and much more frequent shopping, meant that few people in the golden age of counter service shopping would have considered lugging home in one trip the 70 lb of food and drink consumed each week by today's average family.

How much was carried home by the customer depended on lifestyle and how far she lived from the shops. However, for the discerning shopper who just wished to take home a tasty morsel, the miniature greaseproof paper lined carrier (top, centre) found amongst papers dating from 1934, was a perfect answer. It measures just 6½" x 9½" and bears Sainsbury's name in an elegant pale green.

Bags have, of course, always pro-

vided an excellent medium for advertising. The archives have several pictorial bags dating from the interwar years, including the one above, left, which probably coincided with a coffee promotion.

A new method of advertising using

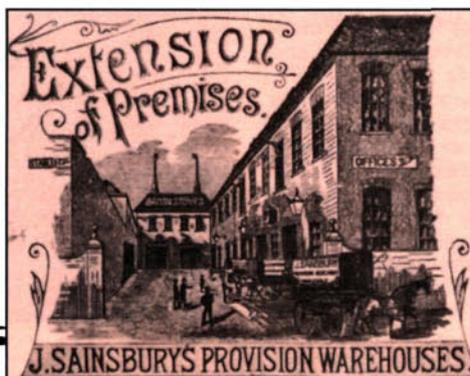
JS bags was employed in 1970, when the young lady in the push chair (left) appeared in several adverts so successfully that the *JS Journal* ran a photo competition to look for new ideas on a similar theme. Strange to think the star of this picture would now be about twenty years old!

Queuing, rationing and cut backs in delivery services during the second world war encouraged the housewife to carry more of her purchases home. A 1948 bag showed a stout wicker basket with the words 'You'll be glad you got it at Sainsbury's'.

Carrier bags, already widely used by clothing shops, were introduced with self-service in 1950. The first were carry-out bags in the American style, like the example, top left, kept full of car valves in a customer's garage. By this time, the prodigal use of the smaller 'egg bag' (above) prompted the *JS Journal* to warn staff that the price of paper had risen so sharply with the wartime shortages that even small bags now cost six times their pre-war price.

At 4d each, carrier bags remained an emergency measure for the forgetful few (the equivalent price today would be a massive 18p!). Nonetheless, they were certainly robust.

This was a tradition which continued until the end of the paper carrier's days in 1985. It is said to have been a point of honour with the buyers that, when tested, a paper carrier withstood the weight of an 8½ stone secretary in her stockinged feet. Posterity does not record how far she was carried!



Appointments

Nicholas Allcock, from manager, Shirley, to manager, Fareham.

Les Bundy, from manager, Brighton Hill, to manager, Bath.

Paul Davis, from deputy manager, Burpham, to manager, Woking.

Ian Elkins, from manager, Badger Farm, to manager, Kempshott.

Lewis Elliott, from deputy manager, Epsom, to manager, Guildford.

Kenneth Evans, from manager, Hayes, to manager, West Ealing.

John Hammond, from manager, Bracknell, to manager, Badger Farm.

Roy Harrison, from manager, RTD, to manager, Hayes.

Peter Jolly, from deputy manager, Brighton Hill, to manager, Shirley.

James Rooney, from manager, West Ealing, to manager, High Wycombe.

Grierson Smith, from manager, Woking, to manager, Basingstoke Central.

Charles Upsher, from manager, Fareham, to manager, Portsmouth.

Bryn Williams, from manager, Basingstoke Central, to manager, Bracknell.

Rodney Wooliscroft, from manager, High Wycombe, to manager, Camden.

Retirements

(Length of service in brackets):
Peter Cross, manager, Eastbourne (39 years).

Harry Wright, manager, Haverhill (39 years).

Harry West, driver, Charlton depot (38 years).

Burt Fairall, night shunter, Charlton depot (34 years).

James Gardener, meat manager, Churchill Square (34 years).

Joan Rayner, senior clerk, Ilford (34 years).

David Bosley, manager, Churchill Square (33 years).

John Armstrong, warehouseman, Charlton depot (23 years).

Vera Marchant, display supervisor, Eastbourne (22 years).

Doris Flint, senior supermarket assistant, Broadmarsh (21 years).

Joan Barrett, cashier instructor, Basingstoke Central (19 years).

Phyllis Barter, chief display assistant, Winchester (19 years).

Sylvia Ward, skilled supermarket assistant, Basingstoke Central (19 years).

Jock Lamie, canteen porter, Hoddesdon depot (17 years).



The chairman's driving force

MEMBERS of the Sainsbury family gathered with Ted Tilbury's colleagues to say goodbye to the chairman's chauffeur as he retired after 39 years' service. In paying tribute to Ted, the chairman described him as the best driver in the company and described himself as the worst passenger! Pictured left to right: chairman, Sir John Sainsbury and his son, Mark, Ted and his wife, Eileen, and Lady Sainsbury.

Dennis Roberts, assistant meat manager, Nuneaton (17 years).

Arthur Uttridge, senior store service assistant, Southend (17 years).

Ray Gudge, district security officer, South Eastern area office (16 years).

Betsy Orchard, filing supervisor, Streatham office (16 years).

Vi Schilling, customer service manager, Orpington (16 years).

Win Bicknell, skilled supermarket assistant, Bridgwater (15 years).

Dorothy Bradbury, customer services manager, Bletchley (15 years).

Daisy Stulphs, senior supermarket assistant, Holloway (15 years).

Frank Ball, storeman, Basingstoke depot (14 years).

Rose Gardner, administration clerk, Eastern area office (14 years).

Ann George, price controller, Golders Green (14 years).

Ethel Philbert, checkout supervisor, Wandsworth (14 years).

Eileen Schafer, skilled supermarket assistant, 68 Croydon (14 years).

Erna Jiranek, part-time office clerk, Kempston (13 years).

Jack Picton, electro mechanical engineer, South Eastern area office (13 years).

Jim Eames, store serviceman, Sittingbourne (12 years).

Joan Gillard, display supervisor, Cwmbran (12 years).

Ron Hudson, leading trades assistant, Derby (12 years).

Irene North, senior supermarket assistant, Watney Street, (12 years).

Harry Smith, leading store service assistant, Sittingbourne (12 years).

Alex Stewart, security officer, Hoddesdon depot (12 years).

Enid Stevens, skilled supermarket assistant, High Wycombe (11 years).

Ted Rychter, chief cleaner,

Bridgwater (ten years).
Winifred Salter, skilled domestic assistant, Kingswood (ten years).

Brenda Slipper, supermarket assistant, Bowthorpe (nine years).

Joan Dudley, supermarket assistant, Dagenham (eight years).

Eileen McGibney, supermarket assistant, Potters Bar (seven years).

Sylvia Newell, supermarket assistant, Dagenham (seven years).

Albert Alsop, customer service assistant, Southport (six years).

Den D'Amery, store service assistant, Hemel Hempstead (six years).

Ernest Wheeler, customer service assistant, Worle (six years).

Olive Voss, skilled supermarket assistant, Tonbridge (four years).

Long service

Employees who have completed 40 years' service are:

Jim Byrne, provisions manager, Kilburn.

John Jennings, manager, New Malden.

Derek Lane, provisions manager, Bury Park, Luton.

Employees who have completed 25 years' service are:

Alan Barker, manager, Epsom.

Douglas Carey, manager, Broadfield.

Derek Gunner, deputy meat manager, Stratford.

Peter Haward, area display manager, South Eastern area.

Malcolm Jones, manager, Bury St Edmunds.

John Plackett, driver, Buntingford depot.

Leslie Ranger, deputy manager, Oxted.

Jean Slocombe, display supervisor, Shirley.

Daisy 'Diz' Smith, supermarket assistant, Folkestone.

Eric Thompson, licensing officer, Blackfriars.

Obituary

(Length of service in brackets):
Bill Lawrence, aged 63, customer service assistant at Mitcham, died on August 1 after a short illness, (7 years).

Lesley Nimchan, aged 17, part-time senior supermarket assistant at New Barnet, died as a result of a car accident on June 20 (1 year).

Mai Pearce, aged 50, senior supermarket assistant at Broadmarsh, died on June 22 after a short illness (11 years).

Kathleen Walton, aged 59, part-time supermarket assistant at Colchester, died suddenly on June 8, (19 years).

Jean Zscherpel, aged 49, confectioner at Bletchley, died on July 4 after a long illness.

BRIAN GOODSWEN, district manager for Central and Western area, has retired having spent 40 years with the company.

After joining JS as a senior trainee, later becoming assistant manager, he worked at various stores including Finchley Road, Haverstock Hill and Stanmore. He served as a PA to the area superintendent then gained experience as a self-service trainer before joining the management team at Bath. He then moved to Central Croydon as manager. Brian recalls the great excitement when the store was the first to take over £100,000 in one week!

Following his retirement, Brian and his wife, Hazel, are moving to Lincolnshire and intend to travel the world.



Unscrambling the egg story

From: Will Guest, veteran, Kent (former manager of Woodford store).

I still take a keen interest in the company's continuous progress and always look forward to the *JS Journal*. The Archives are always of interest to me, and the article on eggs especially so. I would like to add a little more information.

I joined JS in 1923 as an egg boy at our then 68 Watney Street market branch. Eggs were sold from a stall in the road immediately outside the shop. All imported eggs were sold direct from the wooden cases. Polish eggs were packed in wood shavings, six long hundreds to the case. Danish eggs, three cock and one cock, were also packed in wood shavings, but twelve long hundreds to the case — very heavy to handle. Chinese eggs were usually packed in rice husks — what a mess. Sometimes we received Dutch 'all brown' eggs — very popular with customers and also packed in wood shavings.

The empty cases had a ready sale to local furniture makers and DIY enthusiasts.

With reference to the instructions laid down for the use or misuse of 'white bags' I wonder if it is generally known that then, as today, Sainsbury's had slogans. I recently recognised on TV a 'Good Food Costs Less at Sainsbury's' bag being carried in Moscow. The egg bags in 1923/4 carried the following slogan/nursery rhyme:

*Mary Mary, quite contrary
Where does your basket go?
To Sainsbury's it's taken
For Crellos and bacon*

*At prices remarkably low.
Crellos was our top priced margarine at 8d per lb, fresh roll 6d and laibon 4d. Our manager was very particular in that margarine, the g had to be pronounced hard as in Margaret. This was the East End of London and your next customer would probably ask for 'arf er marge', as in barge. Us lads, mostly sixteen years old, or thereabouts, had many a discrete laugh.*

Caring that continues

Letter from: Mrs E Morton, widow of Ray, produce quality controller.

I would like to express my thanks to the management, friends and colleagues of Ray, especially the produce tech and dev department, produce buying department and the



JS carrier bag takes flight

From: Emma Fullwood and Amy Brookfield (both aged 10) of Rough Close C of E School. During a recent science lesson on flight, our class was asked to make a kite that would fly. Ours was the most successful and our teacher wondered if

you would be interested to see it? One of your carrier bags was much better than other materials stretched across the framework of the kite, an unusual use of one of your bags we feel sure you will agree.

staff at Hoddesdon depot who have given such great support and help both to Ray and myself, during his illness and after his sad death.

I would also like to thank everyone who sent me a donation for the Macmillan and Community Care Nurses who looked after Ray whilst he was ill.

And think of the environment

From: Jane Eastell, property PR, Blackfriars.

Re 'It's in the bag' letter, *Writelines*, July *Journal*: there is another argument in favour of charging customers for carrier bags and this is to actively discourage them from accepting them, on environmental grounds.

Carrier bags are made from a particularly nasty, strong plastic that does not disintegrate or break down once disposed of.

By continuing to charge for carrier bags perhaps our customers will be encouraged to bring their own re-usable shopping bags, thus reducing the pollution of the environment!

I am told that German supermarkets follow this policy with great support from their customers.

Re-timing retirement

From: John Way, administration manager, Hoddesdon.

The company answer to Mr O'Sullivan's letter on the pension schemes early retirement for Grade 13 and above, has me wondering who runs our contributory pension scheme, the company or the Board of

Trustees. Recent government guidelines on pension schemes soon had the personnel departments telling employees how good the JS scheme was compared with outside private pension schemes.

With the amount of capital accrued in the pension scheme and approximately 3,000 pensioners to provide for, the pension fund could well afford to give retirement to all staff at 60 years of age having completed 30 years service without losing four per cent per annum. I do believe, at one stage, all managers could retire at 60 years of age, but it was changed due to inadequate funds in the pension scheme. Obviously that was in the early days.

What I find hard to comprehend is once the company has released its contribution to the pension scheme together with the employee's contribution both monies go to make up the pension fund. Therefore early retirement for some pension members without loss comes from the pension fund. There should be equal pension rights for all employees.

Section four of Sainsbury's Company Objectives: 'To offer our staff outstanding opportunities in terms of personal career development and in remuneration relative to other companies in the same market, *practising always a concern for the welfare of every individual* ... except for the pension scheme?

Martin Gant, pensions manager, replies:

The JS pension scheme was set up by the company. Trustees are appointed to ensure that the benefits promised by the scheme are paid and that the investments, which are separate from those of the com-

pany's assets, are properly managed.

As I stated in my earlier reply, women's normal retirement is five years earlier than men, and many companies, including JS, allow certain senior executives to retire at 60 in order to offer a competitive package to those individuals. It is the company, and not the employees, that guarantees the benefits, and whose contributions top-up the fund and ensure that all the members' benefits, including those for women and for senior management, are paid.

Equal pension rights for all may be a desirable long term aim, but the main problem is one of cost. The surplus arising from the last pension scheme valuation was 'spent' on benefit improvements introduced in April 1987 — higher pensions and lower reductions on early retirement. We shall have to await the results of the next valuation due in 1989 before the scope for any further improvements can be assessed.

Fabulous farewell

From: Brian Goodswen, district manager, Central and Western area.

I would like to thank all my friends and colleagues throughout the company for their good wishes on the occasion of my retirement. My special thanks to those at Central and Western area office, and branches on my old district for the superb 'Farewell' functions arranged for my wife and myself.

Good service counter

From: Mrs Delgado, customer, Badger Farm.

I am writing in praise of your store and, in particular, in praise of your staff, who are courteous, friendly and helpful whenever I request assistance. At the delicatessen counter this morning, I asked if the pastry of a vegetable pasty contained animal fat (I am a vegetarian).

As the information on the price label did not state the ingredients, the lady assistant looked up full details of the pasty in a file. This proved (if I had required proof) that your staff are outstanding in their readiness to assist customers.

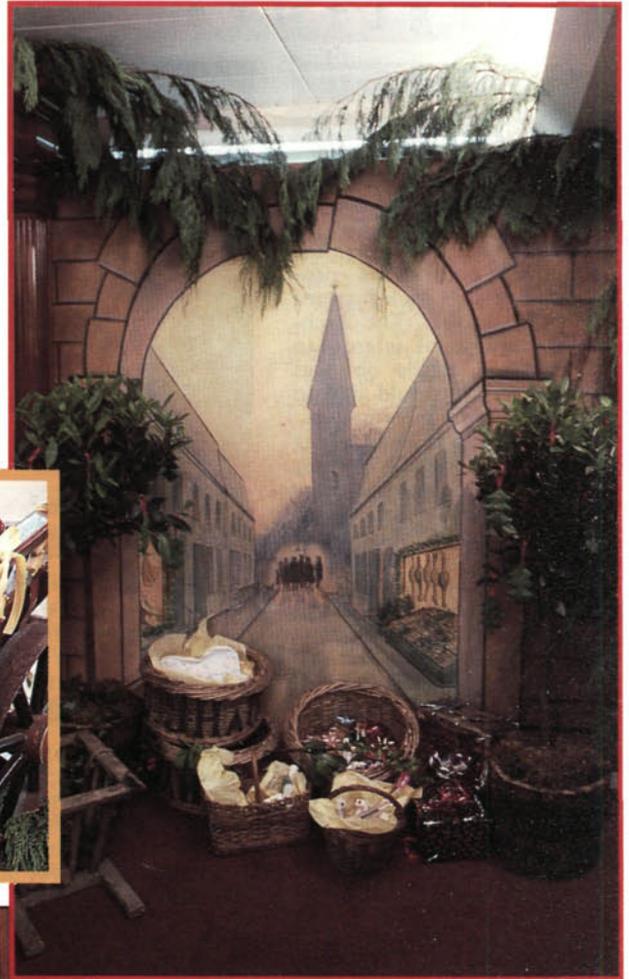
Your store, with its huge selection of goods, its cleanliness, its spaciousness and its helpful, cheerful staff can only increase its success.

Thank you for making shopping at your store a pleasure.

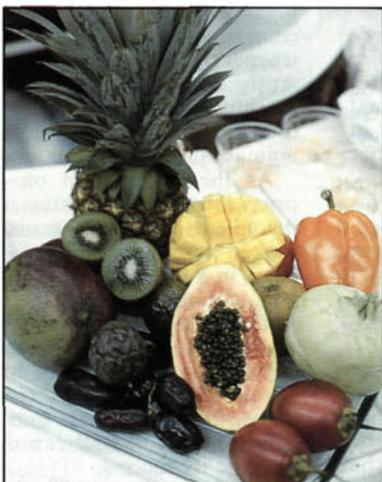
CHRISTMAS — AT — SAINSBURY'S

JS HAS A TRADITION of staying ahead by planning ahead. That's why the Christmas product ranges are unveiled to the press in July in the traditional setting of the company archives.

This season promises a bumper festival with a wide range of ideas.



Stores show off exotically



● **TWELVE STORES** from Chichester to York have seen in store demonstrations during June and July.

Customers were able to sample a selection of Exotic Fruits and Vegetables and Low Fat Foods. The demonstrations were supervised in store by specially trained home economists.



David Johnstone, manager, Swiss Cottage (right of pic). 'The important thing is that the deputy will take jobs away from me and I can run the two trading departments through the deputies. I have more time to concentrate on other aspects.'

'I'm confident walking out of the store at five o'clock because I know there is a good strong team. The evening shift manager here has taken a lot of pressure off the departmental managers. Getting home and seeing the six o'clock news has been a revelation!'

Matthew Robinson, trainee manager, Swiss Cottage (left). 'The better cover gives me more chance to train with departmental managers, and I joined the company to learn management, so it will help me to develop. I think it was needed for people to be able to plan their lives.'



Gary Moss, section manager, frozen foods, Wilmslow. 'After eight years at JS, three as a student, I've gained plenty of experience, mainly in frozen foods. When I was offered my new job I felt my work in the past had been noticed and it was like a reward for my efforts.'



'I see the responsibility as a challenge and I'm sure I'm a better person for it. In eight years I've seen a lot of managers' reactions to situations, so I've learnt from them. 'The new hours mean more time at home with my wife and son. I didn't realise how much I was missing out on.'



Andy Osman, section manager, beers wines and spirits, Cromwell Road.

'There's a bit more pressure on me now to make sure the job's done as I'm now responsible for the department. I've visited head office and know more about how things work. I do get fed up when things aren't done.'

'When things go smoothly it gives me a chance to rest before I go out. I play squash quite a bit so I can go home and get my kit instead of lumping it around at work. I would like to go further in the long run.'



Paula Swift, customer service manager, Wilmslow.

'The first we heard was that hours were going to be shorter but we seemed to be kept in the dark for a while. At first, I thought it may be difficult to operate but it has worked out fine.'

'I enjoy the shifts although a whole week of lates can be a bit off-putting.'

Zohra El-Ahmadi, section manager, checkouts, Cromwell Road (right of pic).

'There's better communication between staff and managers because we're between them now and staff find it easier to talk to us.'

'Before, you could work hard but felt you hadn't achieved anything. Now, being able to run a checkout is an achievement, especially in a big supermarket. There are so many people to look after.'

'Things used to seem a bit dead-end but now more doors are open.'

Richard Gardiner, manager, Cromwell Road (left of pic above).

'Working through three deputies means I've had to review the way we work in the store. The biggest advantage is the cover. There is always a senior member of the management team in charge of the store. It's better for the company to have more cover during peak trading times. It's a natural progression with the size and trading hours of today's stores.'

'Now people with potential can become part of the management team.'



HOW'S IT GOING?

The new structure for management is now in operation in all stores. What do you think of it? The *Journal* visited six

stores, four in London and two in the North West, and spoke to all levels of management to get the picture.

Nikki Wilson, reception manager, Swiss Cottage.

'I was at JS as part of my industrial training, then I went back to college for one year. It's nice to see the obvious concern for branch management and their social lives! I would like to move on quickly and now there's a better chance of becoming a deputy.'



Gladys Cooper, deputy manager, fresh foods, Stockport.

'With the new structure I probably gained my promotion about six months early.'

'Members of staff promoted to section managers have a lot more motivation. It's a hard job, suddenly coping with responsibility and, although I don't think they've really had enough training, they're all prepared to have a go.'

'I think the introduction

of the new structure was a bold and brave decision which should have come years earlier.'

'I used to work for Tesco. Here I find a much more honest and professional approach. We're light years ahead in management standards and welfare for staff.'

'The new hours make life easier and the twilight shift is a real bonus. I can do my housework in the morning then my weekends and days off are my own.'

Ian Hidden, provisions manager, Cromwell Road.

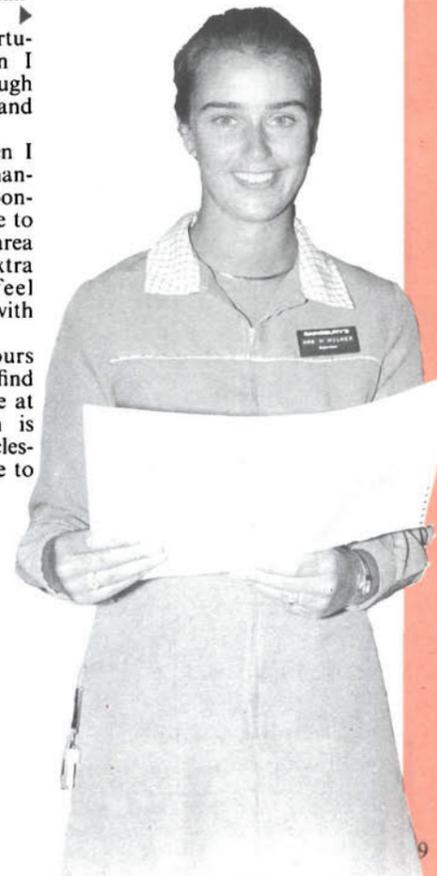
'I find I spend more time doing what I'm supposed to be doing. I'm pleased we're doing less hours but there weren't enough hours to do the job as it was. Now we've got to do the job in less time.'

'I needed a break — I had three months away from JS working as a despatch rider and other odd jobs. I had been doing night work and I felt I wasn't getting any back up. I was given more responsibility than I should have been. I couldn't get off the night shift because there was no-one else to do it. It's difficult to get night shift workers, especially in London. Having worked the new structure I know I've done the right thing coming back.'



John Hughes produce manager, Cromwell Road (right of pic).

'I know what my wife looks like now! The biggest difference is the hours — you don't have to work so long. It makes you manage your time better as you have got to get the department to a certain standard ready to hand over.'



Maggie Milner, section manager, systems, Wilmslow.

'I didn't see any great opportunities for me at JS when I began as an assistant although I did move on to clerk and then price controller.'

'I was very pleased when I was offered the section manager's job. Now I'm responsible for four people. I have to schedule and keep the area covered. I enjoy the extra responsibility and I feel properly trained to cope with it.'

'I prefer the new hours because I'm married and I find now I can spend more time at home. The only problem is that my husband is at Macclesfield so I hope we'll be able to tie our shifts in together.'

DO YOURSELF A FAVOUR... FOLLOW THE JS HEALTH EDUCATION PROGRAMME

When people think of taking risks they usually imagine hang-gliding, or driving too fast, or even crossing a busy road. But you might be taking a life-and-death risk every day without

WHAT CAUSES HEART DISEASE?

RESEARCHERS have studied entire populations, from isolated tribes to Tokyo workers, to try to discover what is in our everyday lives that increases the risk of heart attack and angina. Their results show that there is no single cause of heart disease. Instead, there seem to be several factors which together may tip the balance against your heart.

Of course, some people are more likely to suffer from heart disease than others. For example, the tendency to die young from heart disease can run in the family. And certainly the older you are, the greater the risk of having a heart attack. The narrowing of the arteries, which can lead to angina and heart attacks, tends to get worse as you get older, although it may start quite young.

In general, men are more at risk from heart disease than women. A man in his late forties is five times more likely to die of heart disease than a woman of the same age. But after the menopause, a woman loses the protective effect of her hormones and her chances of suffering from heart disease are almost equal to a man's. In the last twenty years there has been an increase of heart disease in women in their 30s and 40s.

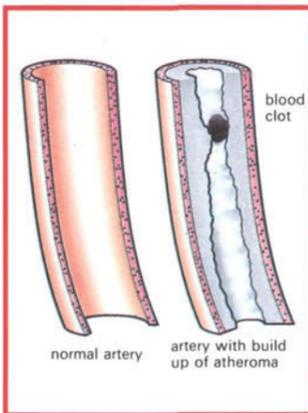
Even though your age, your sex and your family history are all beyond your control, you can still do a lot to keep your risk of heart disease as low as possible.

WHAT IS A HEART ATTACK?

A HEART ATTACK happens when there is a sudden and severe blockage in one of the coronary arteries so that the blood supply to part of the heart muscle is cut off. The blockage is usually caused by a blood clot forming in an artery already damaged by fatty atheroma. This is called a coronary thrombosis (or sometimes a coronary).

Pain is caused by damage to the muscle and is usually felt as a crushing vice-like ache in the chest. It can spread to the neck, jaw or arm. It does not usually ease off for several hours. As well as being in pain the person usually feels faint, giddy or sick.

In some cases the effect of the blockage can be so severe that the heart stops beating altogether. This is called a cardiac arrest. Unless the heart starts beating within a few minutes the person will die.



HIGH BLOOD PRESSURE

BLOOD PRESSURE is the pressure which the heart and arteries apply in order to squeeze the blood around the body. When you are at rest your blood pressure stays at a steady level. In moments of exercise, excitement, anger or anxiety the level of blood pressure is raised to increase the blood flow to the brain and muscles.

High blood pressure (hypertension) means that the resting blood pressure is higher than normal. Very few young people have high blood pressure but after the age of 35 it becomes much more common, mainly because of the way we live our lives. These are some of the things that might give you high blood pressure:

- BEING OVERWEIGHT
- SMOKING
- DRINKING TOO MUCH ALCOHOL
- LACK OF REGULAR EXERCISE
- TOO MUCH STRESS

You may have high blood pressure and not even know it. High blood pressure makes the heart work harder and speeds up the 'furring up' of the arteries, causing a greater likelihood of angina or a heart attack. There is also danger of a stroke, when the blood supply to the brain is cut off by a blood clot or haemorrhage.

realising it. By smoking, eating too much of the wrong food and not getting enough exercise and relaxation you could be gambling with the health of your heart.

WHAT CAN YOU DO?

THERE'S A LOT you can do to keep your blood pressure at a normal level.

WATCH YOUR WEIGHT. Keeping your weight at its correct level can help to keep your blood pressure down.

DON'T DRINK TOO MUCH ALCOHOL. Try not to drink more than two or three pints of beer (or the equivalent) two or three times a week. Half a pint of beer is equivalent to one glass of table wine or a single whisky or other spirit.

STOP SMOKING
TAKE SOME EXERCISE
EAT LESS SALT

RELAX

HAVE YOUR BLOOD PRESSURE CHECKED. You may not know your blood pressure is high if you haven't had it checked recently by a doctor or nurse. This is especially important if you are over 35 years old. If your blood pressure is too high it can be kept at a normal level by medical treatment if necessary. There is good evidence that the control of blood pressure can prevent heart disease.

Remember shortly the JS Health Care Programme will make a blood pressure test available to all staff on an annual basis.

STRESS AND YOUR HEART

MOST PEOPLE would put stress at the top of their list of things that are bad for the heart. It seems obvious that worry and anxiety, or frequent crises and rows, can make your blood pressure go up and lead to a heart attack. But this is still difficult to prove, partly because stress is almost impossible to measure and define.

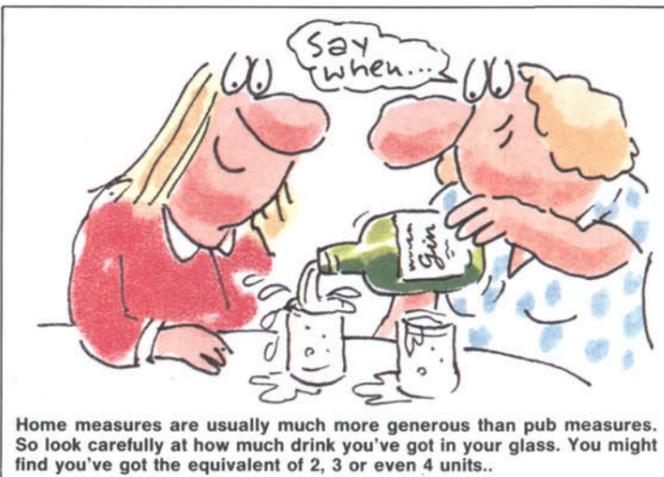
A certain amount of stress is an essential part of everyday life. It helps keep you on your toes and out of danger. Every time you cross a busy road or have an argument or watch an exciting programme on television, your stress level goes up for a while. But if anxiety or pressure of work continue for many months or years your heart may suffer.

You can help yourself by learning how to relax and trying to take things easy. When you have some free time, try to take up an activity, hobby or interest which helps keep your mind off your worries.

It's difficult to worry about your problems when you are totally absorbed in doing some gardening, reading a book or watching a football match. Other simple ways of helping your mind and body relax during the day will be discussed in the next issue of the *Journal*.



Exercise doesn't have to be exhausting to be beneficial - but it does have to be regular.

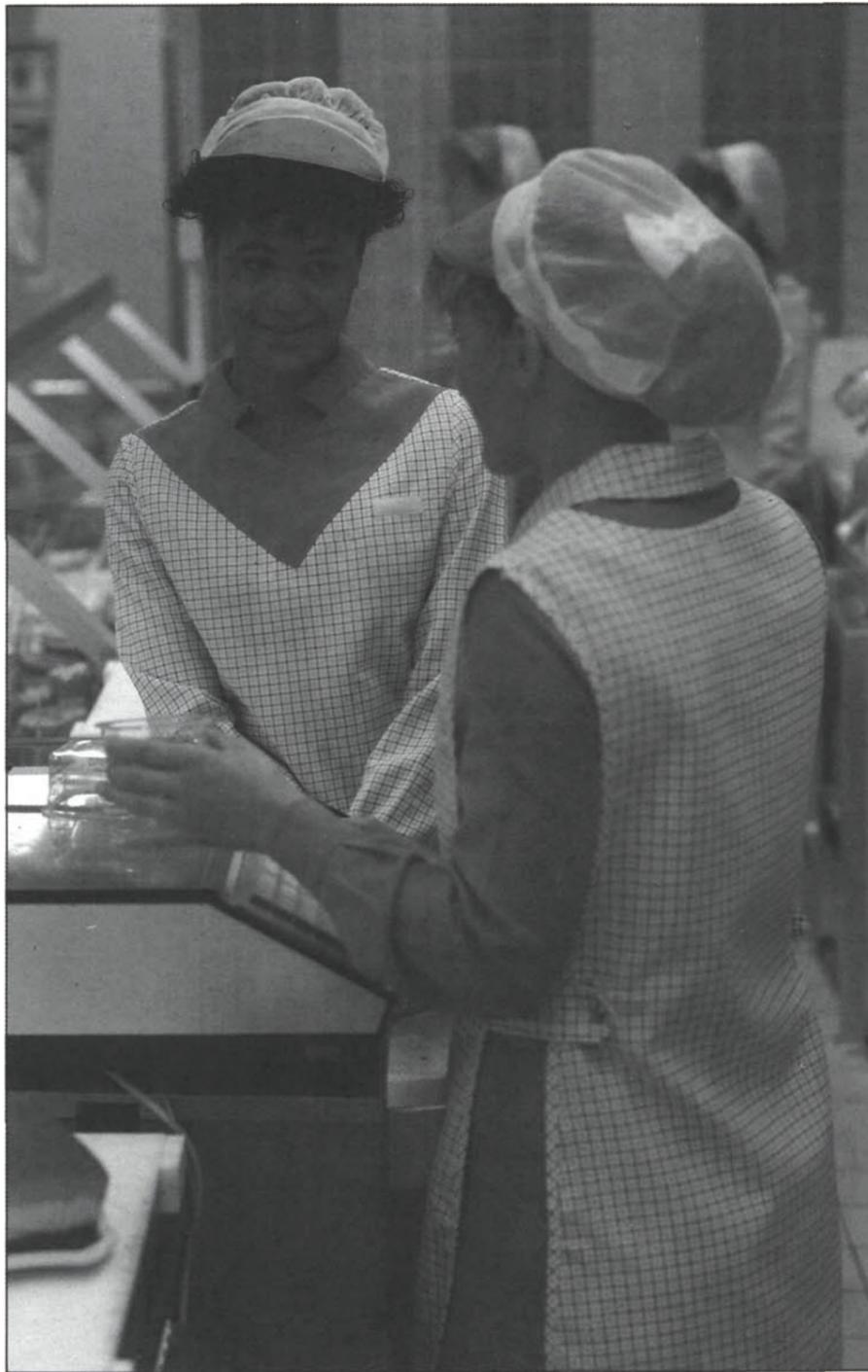


Home measures are usually much more generous than pub measures. So look carefully at how much drink you've got in your glass. You might find you've got the equivalent of 2, 3 or even 4 units..



ON THE TRAIL OF YOUNG BLOOD

JS CAPTURES THE YOUTH MARKET



A RETAIL Personnel Scheme invited general assistants, considering further education, to apply for JS sponsorship on an introductory course on Food Technology and Science at Reading University.

One of the successful applicants, Dave Fellowes of Wigston, later wrote: 'I found the course both enjoyable and very informative... it has given me valuable insights into the courses available at university.'

'Last week served to give me a new direction in future career plans... I will be applying to Reading University to take a four year sandwich degree course in Food Technology with a view to a future career in the food industry.'

YOUNG BLOOD IS in short supply according to the Department of Education. The latest figures suggest that the number of school leavers is 36,000 down on last year. Forecasts predict a further drop of some 160,000 in 1991 due to the low birth rates of the 1970s.

A recent report from the Confederation of British Industry highlighted the 25 per cent predicted decline in the number of 16 to 19 year olds from 1987 to 1994, whilst the Institute of Manpower Studies has been prompted to produce an in-depth report on 'Employer response to the decline of school leavers into the 1990s.'

Carolyn Gray, assistant retail personnel manager, and Catherine O'Mahoney, retail recruitment administration manager, are well aware of problems this decline could pose for the management training scheme. Carolyn said: 'We recognise that the labour market is getting progressively tighter as far as this age group is concerned, so we're taking initiatives early on.'

The initiatives are aimed at capturing the attention of school leavers by talking their language. Many branch staff will have seen the striking poster (above far right) inviting student workers to talk to their BPM about turning their 'end of summer blues into a colourful retail career'.

Recruitment for external candidates has been even more striking with national press and local radio advertisements linked to a TV programme. The programme, entitled Which Way, featured two JS trainee managers — Ilford's Kevin Moody and Greenford's Clark Harris — and Wimbledon's grocery manager, Sadi Baker.

As part of Granada Television's Job Watch series, Which Way was transmitted on August 17 and 18 to coincide with the release of 'A' level results. It showed teenagers what can happen if their results force a change in career plan. Kevin Moody, told how he'd hoped to do computer studies but 'just didn't get the grades', so he joined JS where he's found a 'varied, challenging and rewarding career'.



How to make the most of your 'A's and become a T.V. personality.

Hello, I'm Kevin Moody and I'm about to become quite famous. This morning at 10.30, as part of a Granada careers advice programme called 'Which Way?', ITV is screening a film they've made about my experience as an 'A' level trainee at Sainsbury's.

I'm the first to admit that a career in food retailing wasn't exactly what sprang to mind immediately. In fact, I was hoping to do computer studies at Leicester — I just didn't get the grades. But the point is that I now can't imagine a more varied, challenging or rewarding career. Sorry, I've just used all the words you always read in job ads. — but you know what I mean.

If you're hoping to add 'A' levels or equivalent qualifications to your 5 'O' levels (including English and Maths) and you're looking for something really interesting to do, if you'll pardon the pun, there's plenty to get your teeth into at Sainsbury's. The training is thorough and interesting and, under a new pilot scheme, it can even count towards a degree.

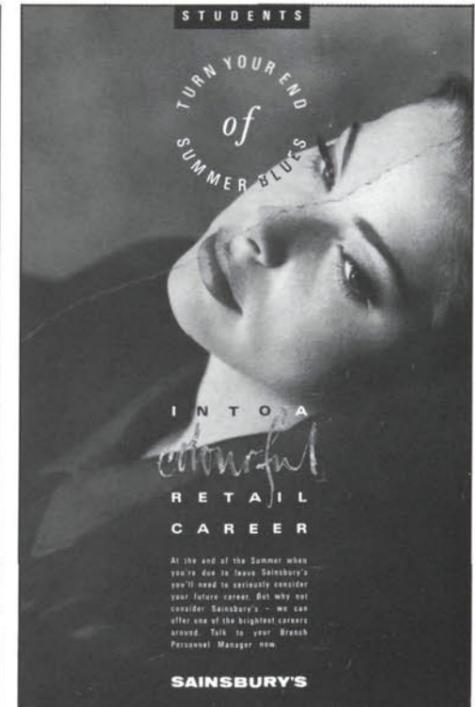
The money's good too. You start on around £7,500 (more in London) and your salary is reviewed regularly. Then there are worthwhile benefits like subsidised accommodation and meals and, as you progress, profit sharing, share option and discount schemes.

Most of it's covered in the programme but, if you've any questions, dial freephone 0800 789 100 any time between 9.30a.m. and 7.00p.m. today and you should get through to some Sainsbury's managers who'll be among the team of experts, brought together by the Training Commission, in the T.V. studio for the day.

If you can't catch my show write, quoting ref. AY, to Catherine O'Mahoney at J Sainsbury plc, Retail Personnel, Freeport, London SE1 6BR for an information pack or phone her on 01-921 7640 between 9.00a.m. and 8.00p.m. for a discussion.

SAINSBURY'S

VARIOUS PROJECTS with students are being carried out at any one time by the retail personnel department. One scheme this summer invited undergraduates to apply for work experience with JS. Two students, one at Cromwell Road, and one at Chertsey, were offered places. Both were very pleased with the time they spent at JS and were delighted to be sponsored on a week's summer school on retailing. The branches in the experiment were also very pleased to have had them.



Above: The recruitment poster which has appeared in stores. Above left: The national press advertisement.

TRAINING SCHEME COUNTS TOWARDS DEGREE

SEPTEMBER'S JOINERS to the 'A' Level management training scheme in the South Eastern area will come out at the end with a certificate in retail management from Thames Polytechnic. All without ever attending a single lecture! The certificate will be equivalent to one third of a degree.

The trainees will be taking part in a unique pilot scheme thanks to JS getting together with Thames Polytechnic and the Council for National Academic Awards.

Peter Cox, manpower services manager, explains: 'We showed our training scheme to Thames Poly and the Awards Council so it could be evaluated. They were very impressed with its quality and assessed its value at one third of a degree.'

Once the pilot has been successfully completed, the scheme will go national and an infrastructure of certificate-awarding polytechnics will be established across all JS locations.

Soon every JS 'A' Level trainee will be working towards a Certificate in Retail Management. To attain the certificate trainees will merely complete the training scheme and their first pre-appointment programme — normally this takes about two years.

Also included on the 'A' Level scheme are selected internal entry trainees and ex YTS management trainees.

The pilot scheme will involve around 100 people.





Martin Browitt, Glen Knox with hospital staff and children.

Slimmers make child's play of a hospital stay

THE ANGELS at Royal Lancaster Infirmary were delighted when two 'heavies' from Lancaster store handed over £300 to them. Martin Browitt, reception warehouse manager and Glen Knox, provisions manager, went on a sponsored slim to help buy new toys for the

children's ward. The store also raised £300 to pay for the printing of a colouring book, which was designed by the ward's school teacher. The book introduces the child to hospital life with a picture to be coloured in every day. It helps them adapt to

their strange surroundings and brave any treatment. The last page is a certificate for bravery. Staff donated also a large number of used toys in an 'as new' condition. Pictured are Martin (left), Glen, officials of the hospital and beneficiaries of the money.

Eastern hockey heroes win tournament



EASTERN AREA office team ('Romford Routers') narrowly beat head office company systems team ('Load Locals') in a hockey tournament held recently. The victors are pictured displaying their medals.

David gives a lesson in bravery

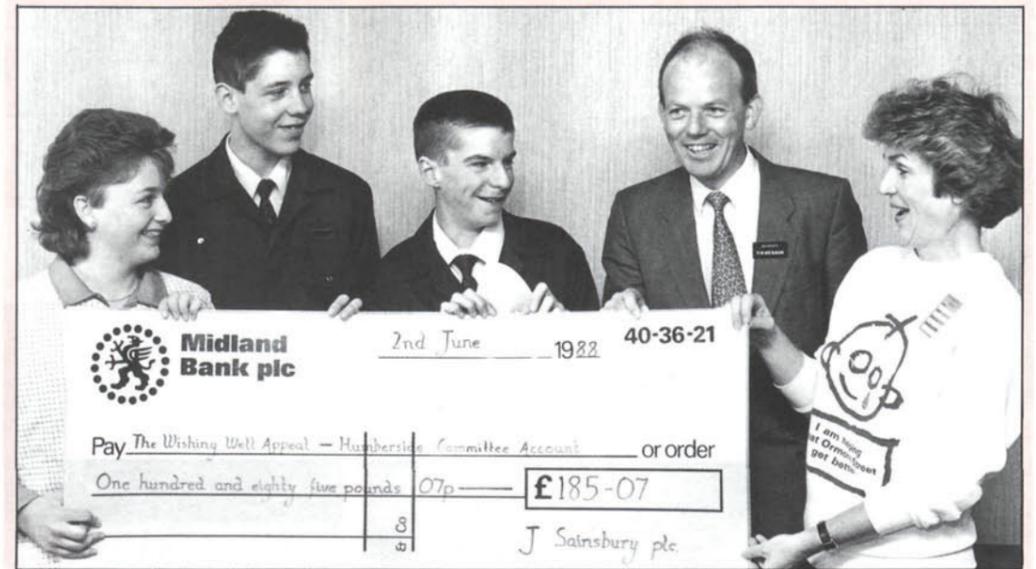
A QUICK-THINKING general assistant at Blackpole has won a Chief Constable's Commendation Award for Bravery from his local police, for saving his teacher David Davis saw his teacher

knocked off her bike by a car outside the school earlier this year. His first aid saved her life. He is pictured being presented with a framed certificate by Superintendent Joseph McNally.



Romford raises funds as tribute to a friend

STAFF AT ROMFORD have raised £395 for St Francis' Hospice, Havering-atte-Bower as a tribute to a former colleague who died of cancer last year. They held raffles, bring-and-buy sales and other fund raising events and are seen here presenting the cheque to hospice administrator Janet Emery.

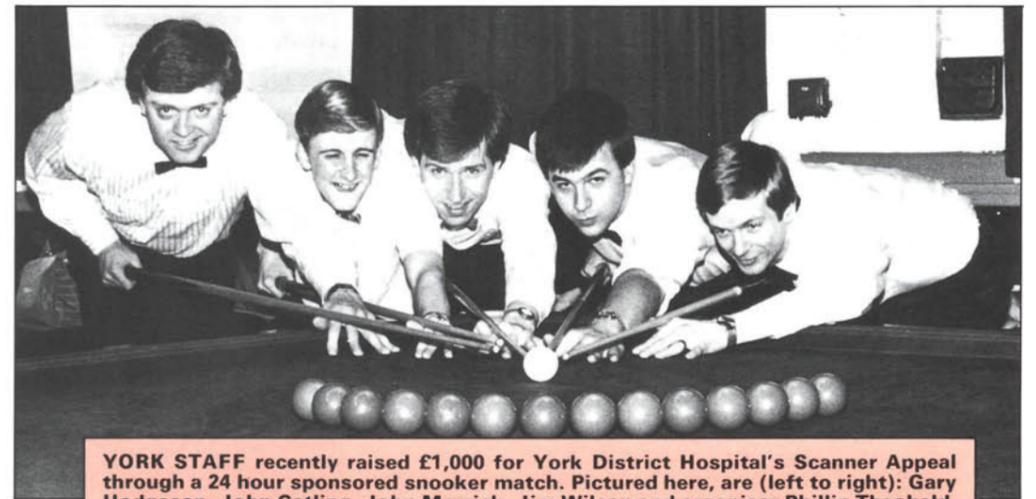


Hull drops pounds into Wishing Well Appeal

HUMBERSIDE WISHING WELL Appeal had its wish granted by YTS trainees from Hull. They raised £185 for the

Appeal, which raises cash for Great Ormond Street Children's Hospital. Pictured (left to right) are Elaine Westcott,

James Lomax, Dave Hall and store manager Peter Wesson presenting the cheque to Appeal secretary Jacky Carver.



YORK STAFF recently raised £1,000 for York District Hospital's Scanner Appeal through a 24 hour sponsored snooker match. Pictured here, are (left to right): Gary Hodgson, John Catling, John Merrick, Jim Wilson and organiser Phillip Theobald, who all took part in the marathon match.