

JS JOURNAL IS PUBLISHED FOR EMPLOYEES OF J SAINSBURY, SAVACENTRE AND HOMEBASE

DECEMBER ISSUE 1992

S

Journal

Ten lads a-leaping





COVER STORY

SANTA DISPENSES WITH RUDOLPH AND FINDS A MORE DIRECT ROUTE TO THE ROOFTOPS.

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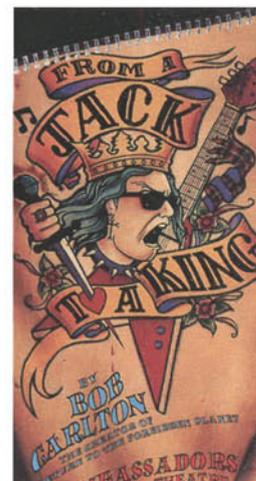
F R O N T L I N E



Charlton's Jason Pickering, Paul Levene, Tony O'Rourke, Mark Sedgewick, Peter Lewis, Jim Warner, Robert Birbeck, Lee Gooch, Danny Warner and Dave King know how to stretch their funds.

It was no set up. Our Christmas cover really does feature a bungee-jumping Father Christmas. That is Charlton depot warehouse assistant Mark Sedgewick in mid flight. Ten daredevils from the depot with three members of their families took the plunge to raise more than £1500 for Charlton's adopted charities. This Christmas, we take off our party hats to them.

Sainsbury's enters 1993 with a new chairman and the *Journal* talked to David Sainsbury about what the future will bring. Full interview pages 17-19.



And now, a Christmas gift. We have three pairs of top price tickets for the West End show 'From a Jack to a King' at the Ambassadors Theatre. Tell us who sang the original version of 'From a Jack to a King' in 1964. The tickets will go to the senders of the first three correct answers pulled from one of those party hats. Answers to the *Journal* at the address below.

*A Merry Christmas
to all our readers*



AND THE WINNER IS...

JS has won two prestigious awards from the British Academy of Film & Television Arts (BAFTA) - 'Best Retail & Publishing' for the

Selena Scott commercial and 'Best Voice Over' for Robert Morley. Celebrity Recipe commercials were nominated in a further two categories.

Marketing director Robin Whitbread commented that the nominations in the first ever BAFTA Advertising Awards

BAFTA Advertising AWARDS

were 'a surprise bonus for us, especially when the advertising spend of the retailer is compared to that of the major brands. Winning the Best Retail and Best Voice Over awards is proof that the simple formula often works best.'

By coincidence, on November 19, the night the Robert Morley commercial won the Best Voice Over award, the late actor's replacement ad featuring Ernie Wise, was first screened. See page 16 for more about his recipe and the wonders of Filo pastry.

HEAD LINES

**The four JS Winning Women winners at Claridges
(l to r): Cindy Baker, Joanna Cruice, Tracey
Sherwood and Diane Carter.**

A WOMAN'S PLACE IS ON THE ROSTRUM >

It was a case of déjà vu for Diane Carter, Kettering branch manager, and Gillian Barker, senior manager bakery buying, as they returned to Claridges for the Winning Women awards on November 3. Gillian had been among Sainsbury's four winners in 1991 but returned in 1992 as an honoured guest speaker, while Diane had been present as one of last year's 40 finalists and returned in 1992 as one of the 20 winners.

Diane was among this year's quartet of Sainsbury's winners with Cindy Baker, deli buyer; Tracey Sherwood, senior deputy manager at Selly Oak, and Joanna Cruice, promotions manager. The five JS runners-up were Susan Davy, EDI manager; Audrey Fletcher, design studio manager; Jackie Vernon and Joanne McAndrew - job sharing deputy managers at Kingsway and Janice Sheepshanks, Savacentre management training manager.

RESULTS REINFORCE SAINSBURY'S PLACE AT THE TOP

The half year results to September, announced on November 4, revealed a 19.4 per cent increase in Group profit before tax to £391.1m. The Group's continuing expansion has led to the creation of 2,800 jobs, on a full time equivalent basis, in the UK since the first half last year.

- Sales in UK supermarkets and hypermarkets grew by 12.8 per cent, despite inflation averaging just 3 per cent in the period. Customer numbers rose by 8.5 per cent.
- Market share, based on Central Statistical Office figures, rose from 10.2 per cent to 11 per cent, reinforcing the company's position as the UK's leading food retailer.
- Almost 500 new products were launched.
- Homebase increased sales by 5.7 per cent to £158.6 million and operating profits rose by 3.1 per cent to £9.1 million.
- Fourteen new supermarkets and six Homebase stores opened in the first half.
- Shaw's performance continued to be affected by the very severe recession in New England (30 per cent of the job losses in the USA in the last two years have been in New England, which contains only 6 per cent of the US population). Shaw's sales rose by 0.3 per cent to \$994.7million, with operating profits declining by 16.5 per cent to \$21.4 million.

Commented chairman David Sainsbury: 'We are continuously seeking to give our customers better value for money, and during the first half of the year we invested £384 million in improving the quality and efficiency of our business.'



The awards honour the achievements of the 800,000 women who work in the food retailing industry and Gillian Barker, in her speech, noted the increasing amount of action taken by companies such as JS to recognise their valuable contribution. In a few years time, she suggested, this progress may necessitate a Winning Men Award.



CHRISTMAS MESSAGE FROM THE CHAIRMAN

I would like to offer all staff in the Sainsbury's Group, as well as all veterans, my best wishes for a Happy Christmas.

May you and your families enjoy good health and happiness in 1993.

HEAD LINES



Adrian Mills with young helper, Nathalia, present the award to David Quarmby.

< TOPS WITH TODDLERS

Parents across the country have voted Sainsbury's the best supermarket for their children. Readers of *The Daily Telegraph* were asked in May to nominate establishments in various categories that provided the best environment for mums, dads and young children in their Parent Friendly Awards. JS came top in the supermarket category for the inclusion in many stores of baby feeding and changing rooms, helpful staff and trolley initiatives, including trolleys that accommodate two children and the trialling of safety straps on child seats.

David Quarmby accepted the award from Adrian Mills of *That's Life*, saying 'Shopping with babies and small children is never straightforward, but we are doing our best to make things easier. Winning the award is enormously encouraging and will act as a spur for us in the future.'

Are you interested in joining the audience to see Adrian and the rest of the 'That's Life' crew on January 8 or July 2 during a studio recording? Complimentary tickets are available from Kerry Arnell on 081 752 5911.

BLUE PETER CFC FOR THEMSELVES >

A film crew from Blue Peter visited East Mayne store in Basildon on November 17 to interview construction director Peter Ibbotson about Sainsbury's policy on CFCs.

East Mayne is the first store in the UK (and it is believed in Europe) to use an ozone benign refrigerant: R134a.

The report was filmed on the shop floor and in the plant room where leak-detecting sniffers were pointed out.

Blue Peter focusses on Peter Ibbotson (left).



< IN TRAINING

Seventeen trainers from JS, Savacentre and Homebase received certificates from the Institute of Training and Development on November 10 after completing the 17 week course specifically designed for the company's professional trainers. Nick Daniels from retail training, Blackfriars, received a diploma after completing the next stage of his training. Departmental director of personnel, Judith Evans, made the presentation at Blackfriars.



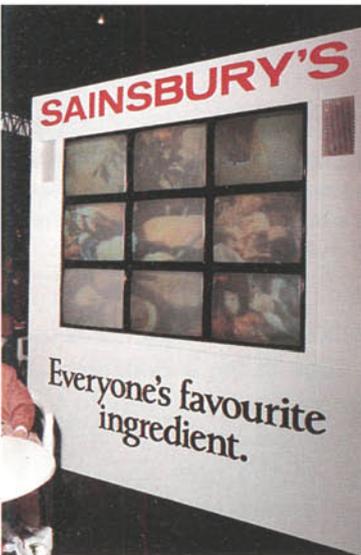
Judith Evans (seated centre) with Nick Daniels and the 'certified trainers'.

Sue Lawrence signs copies of her book.



FOOD AND DRINK SHOW STOPPERS

Celebrities abounded on the Sainsbury stands at the BBC Good Food Cooking and Kitchen Show held at Birmingham's NEC from November 12 to 15. A special JS book stand was set up, next to the main Sainsbury-sponsored Masterchef stand, where Oz Clarke, Josceline Dimbleby, Glynn Christian and Valentina Harris were on hand to sign their JS food and wine books. The 1991 Masterchef winner, Sue Lawrence, looked set for stardom as she signed her new book and prepared for the publication of a new title she is producing for JS. The stand also sold books - the first time JS products have been on sale outside a branch. They were a runaway success, with sales exceeding £10,000 over the four days. Special presentation wallets containing all the 'Everyone's Favourite



One of the Sainsbury's video walls.

Ingredient' recipes proved very popular.

The Sainsbury's Masterchef stand hosted by Loyd Grossman alternated between the finalists of this year's contest demonstrating their recipes and JS home economists showing off recipes from the advertising campaign. The 65,000 visitors to the show had a chance to see the celebrity TV ads again on multi-screen video walls which also promoted JS wine and cookery books.

Many needed little encouragement to visit the JS wine stand, with its free tastings of ten tipples and mystery wine competition. The new Wine Taste Challenge, replacement for Wine Taster of the Year, was also launched in conjunction with the BBC *Good Food Magazine*.

APPOINTMENTS



TOM VYNER



RICHARD CHADWICK



KEN BARDEN

As part of the changes at the top of the company, chairman David Sainsbury will hand over chairmanship of Savacentre to deputy chairman, TOM VYNER, on January 1, 1993.

RICHARD CHADWICK, manager, financial appraisal, is to be promoted to a new position as departmental director responsible for the development of new business opportunities across the Group, reporting to Rosemary Thorne.

KEN BARDEN, district manager on Central and Western area, will transfer to Savacentre in March and, following a period of induction, will be promoted to departmental director and take over as operations director reporting to Mike Broomfield, Savacentre managing director. This change is made in

preparation for the retirement, in December next year, of Colin Turner, deputy managing director of Savacentre.

JOHN HAYLER, formerly store director at Merton Savacentre, is to be appointed district manager in the Central and Western area from February 1993 to replace Ken Barden.

In preparation for the retirement of John Blake in March 1993, Chris Edmondson will transfer to the information systems division, at New Year, to become ISD services manager, reporting to Chris Montagnon.

ANDREW REYNOLDS will be promoted to senior manager at New Year and replace Chris Edmondson as financial controller for Savacentre, reporting to Bernard Willis.

DRURY HOUSE PURCHASE WILL SAVE ON RENT

Sainsbury's has bought the freehold of Drury House, the Blackfriars JS-occupied building connected to Stamford House. The freehold was acquired in a favourable deal from the Norwich Union who formerly leased the top seven floors to JS.

The purchase, which gives JS complete ownership and control of the whole of the island site occupied by Drury House and Stamford House, will result in a very substantial rental saving, and it reinforces the longstanding commitment to the company's presence in Blackfriars.

Post Office Counters will continue as tenants of the lower four floors of Drury House.

Ian Coull, development director, commented: 'Although the current recession has affected the property market probably more than any other single sector, it does mean that opportunities exist for purchasers to do good deals.'



HEDGE END STEELS DESIGN AWARDS

Hedge End store has received a commendation for its design alongside some of the most distinctive construction projects in the South of England. Last month Timothy Sainsbury, minister for industry, presented the commendation at the 1992 Structural Steel Design Awards at London's Savoy Hotel for the joint JS and M&S development near Southampton. Other winners included the Canary Wharf tower and the Queen Elizabeth II

The award-winning Hedge End development.

Bridge at Dartford.

Another recent development success for Sainsbury's has been the confirmation of planning consent in Hemel Hempstead for one of the biggest developments for 1993. When the whole canal-side development at Apsley Mill is complete, including a new Homebase, it will total 16 acres.



The Apsley Mill site, in the south west of Hemel Hempstead, involved the demolition of a number of unsightly derelict factory buildings.



NEWS IN BRIEF

Six places are available for Sainsbury's runners wishing to take part in the Nutrasweet London Marathon on April 18. Simply send your name, location and telephone number to Sue Mercer, community investment, Blackfriars and you may be one of the lucky runners drawn from the hat on January 6.

Bramingham Park has performed a double whammy in a recent vocational awards ceremony with two of its young bakers receiving awards, each for a second time. Joining the JS roll



Well-bread Jason O'Shea and Jamie Mockridge.

of honour were Jamie Mockridge, who was declared 'Best Student of Breadmaking' in his City and Guilds course, and Jason O'Shea, who received the award for 'Outstanding Student in Breadmaking'.

The finalised new JS uniforms go into use for the first time on January 11 following extensive trials over recent months. Around three branches each

week will swap their brown uniforms for blue. Due to the enormous scale of the programme, it is likely to take two years to convert all 325 remaining branches to the new style. The *Journal* will publish further details in a future issue.

Many thanks to all those people who took part in our research into year end communications. The results will be used in planning next year's communications.

Corrections

The *Journal* referred to Joyce Archer as district manager's secretary in the Fosse Park opening report in the November issue. Her correct job title is supermarket assistant. Apologies for any confusion caused.

The information line number given in the November *Journal* for the BHSF health scheme is no longer in use. The correct number for information on the scheme is 0800 622 552.

NEW DEPOT FOR RESTRUCTURED DIVISION

Joint managing director David Quarmby opened the distribution division's largest single building at the end of October by driving a 40 foot articulated vehicle through a red ribbon. This 23 acre contractor depot near Worcester, known as Shire Park, is capable of handling over 6000 lines - all the toiletries and slow moving lines.



Inside the cavernous new 260,000 sq ft depot at Shire Park.

Shire Park will fit into the new Western region, which has been created as part of a restructuring of the division. The current five regions are being condensed to four in order to 'pull the strands of the division closer together,' explains Derek Graham, director of distribution operations. He continues, 'Each region will now be responsible for between four and six depots. Co-ordination of deliveries will be simplified, the number of deliveries per journey will rise and branches should notice an even better quality of service.'

Another contractor depot in the new Western region has made the news with an opening - in this case David

David Quarmby (right) chats about the fountain with sculptor Gordon Young in front of his creation.



Quarmby unveiled a dramatic fountain sponsored by Bristol depot. The sculpture marks the half-way point and intersection with a Roman road of the 15 mile Bristol and Bath railway path and is one of several themed artistic features along the route. Shaped as the shoulders and head of a Roman man, it should provide walkers and cyclists with much needed refreshment in the summer months.

OPPORTUNITIES FOR WOMEN - SEEING IS BELIEVING

As part of the first anniversary celebrations for Opportunity 2000, the Business in the Community campaign to increase opportunities for women and to improve the balance of women and men in the workforce, Sainsbury's Opportunity 2000 working group hosted a 'seeing is believing' event.



Chris Harris, South East area personnel manager, experiences life in the Dulwich nursery.

Representatives of other member organisations - the Bank of England, Treasury, M&S and the Ministry of Defence - visited the Dulwich store for a presentation hosted by area director Colin Etheridge. He

explained JS's Opportunity 2000 goals and initiatives and showed the group round the Dulwich store day nursery.

The anniversary was marked by a working breakfast for 300 representatives of the 140 member organisations of Opportunity 2000, including chairman David Sainsbury and personnel director John Adshead. The chairman reported that Sainsbury's will continue with the

programmes started in the first year and will implement actions to recruit and promote women in divisions where their representation is relatively low.



LORD SAINSBURY WILL SPEAK FOR ALL RETAILERS

Lord Sainsbury KG, who retired as chairman of Sainsbury's last month, has been elected the first president of the British Retail Consortium (BRC).

The BRC was formed in January 1992 through the merger of the British Retailers Association and The Retail Consortium. It represents over 90 per cent of the retail industry, through

its company and trade association membership, from multiple retail to corner shop.

In accepting the appointment, Lord Sainsbury said: 'I am delighted to represent an organisation which reflects the retail concerns of both large and small shopkeepers. The British retail sector has proved to be one of the most competitive and forward looking industries and I look forward to ensuring that the challenges ahead will be met with the same dynamic energy and with one retail voice.'

write LINES



EATING OUR WORDS

Gill Sterne, deputy manager, Wilmslow

My seven month old son Daniel's verdict on the *JS Journal*?.. Very tasty!

WATCHING THE SMALL PRINT

David Bowler, London Colney Savacentre

Recently a JS customer attempted to find a winning margarine cover in a competition from St Ivel. They tore off many lids leaving the chiller cabinet littered with opened margarine tubs, which could not be sold.

He was arrested but later released uncharged simply because the words 'no purchase necessary' were printed on the cartons.

Is there anything JS and other retailers can do to outlaw this downright deceitful phrase, which presumably is not actually illegal?

David Noble, senior manager, marketing replies:

Competitions and prize draws are becoming increasingly popular. In order to

avoid the controls imposed by the Lotteries and Amusement Act 1976, there is a legal requirement that entry to these schemes must be free to anybody, regardless of whether a purchase is made.

Normally, such schemes provide an address or telephone number to contact the entrants who do not wish to purchase the product. This is printed on the outside of the pack.

However, the St Ivel offer stated that individuals could win a prize by lifting the lid off the product and this ill-considered wording encouraged the behaviour you mentioned.

It is important to note that the individual in question adopted a rather perverse interpretation of the instructions and the vast majority of customers fully understood that it was not St Ivel's intention to invite customers to remove the lids of unpurchased products.

THE VITAL INGREDIENT

Heather Hailstone, technical manager, Blackfriars

I read 'Something to Celebrate' in the October issue with interest. As technical manager for baked goods, these cakes form part of my area of responsibility. They are some of the most exciting and innovative ideas that have occurred in the retail baking industry for a long time.

I must admit, however, to being disappointed that no mention was made of the part played by my product managers, especially (in this case), Laura Denby. Without the input of the technical team, new prod-

ucts cannot be launched effectively. These cakes are, by nature, complex and required many hours of work and liaison with the suppliers to ensure the ingredient lists and nutritional information were correct. Laura also attended the first production launches to make sure everything went according to plan.

I hope you print this as the role of food technology is often not fully understood and this gives a brief insight into one part of how we fit into the system.

Editor replies:

Our apologies. We do try to be fair, although it is impossible to mention everyone involved in any particular project. We hope Heather's letter has redressed the balance in this case.

RELIEF FOR ROMANIA

Keith Filby, house services manager, Blackfriars

In March next year I will be seeing Europe the hard way by driving a seven tonne relief lorry to Romania.

We will pass through France, Germany, Austria and Hungary before delivering the contents of this vehicle to several towns, one hospital and a children's home/orphanage supported by churches in my local area, South London.

If anyone can provide bulk food, food parcels, warm clothing (not jumble) or can contribute to the journey's cost of £2,500, please contact me on 071 921 6047. The more cargo we collect, the more vehicles will go.

SANTAS OR SCROOGES?

Joanne Crews, Poole

Every December, When Christmas comes around, Every shop has Christmas spirit, Except JS, I found. No dressing up or music, Or Santa hats to wear, I know for some sections it's unhygienic

For the rest it isn't fair. I'm sure it would keep us going, To hear some choir songs, And also keep customers smiling, While shopping takes so long.

The customers will spend much more If they feel they're having fun So please check out this regulation I think something should be done.

And something else I wish to add, A little furthermore, Is why have you taken two keys away, They seemed OK before.

No button for bakery or produce, Now you've made things worse,

How many more things will be changed, Before I end this verse. Perhaps you like confusing us,

For heavens I don't know why, Like changing round our till cassettes, That's enough from me bye, bye.

Trefor Hales, branch operations director, replies:

I am sorry that you feel that we do not provide enough Christmas spirit (except on BWS perhaps!). Each year, the area directors hold a





meeting where all aspects of Christmas trading are discussed, and the question is regularly reviewed of how we can best give a 'seasonal feel' to stores, and at the same time, make sure our customers don't feel overwhelmed.

The majority of stores have charity collections at Christmas and many are given added festive spirit by playing carols - often collectors are in costume. We provide stores with pictorial Christmas posters, Christmas trees and decorations where there is sufficient space in the foyer, and many of our coffee shops play carols over their music systems throughout the month of December. But I am afraid that we would draw the line at staff dressing up or wearing Santa hats as you suggest. This is something which we feel strongly is for outside a Sainsbury supermarket and not inside.

On the subject of the removal of the bakery and produce buttons, we are

taking this action in preparation for the introduction of our new sales based ordering system 'SABRE', which will enable us to place orders with even greater accuracy in future. This decision was not taken lightly and was only made after extensive branch trials and with the full support of the managers concerned.

CLEAN AIR ACTION

Judith Baldwin, price controller, Stratton

I find it surprising that our firm, with its high environmental standards and emphasis on health and hygiene regarding the store and staff, should still tolerate smoking in the staff restaurant. Smoke-free areas are not always observed and the atmosphere can become intolerable to a non-smoker in what should be a time for rest and relaxation in a busy day, so that one returns to duties refreshed and ready to continue

promoting the good name of J Sainsbury.

Colin Moffat, senior personnel manager, retail manpower resources replies:

Smoking is a particularly emotive issue which has received considerable publicity in recent times. On the one hand it is argued that an employer has a duty to protect non-smoking employees from the possible harmful effects of their colleagues' habit, and on the other, employees who have previously been allowed to smoke (perhaps for many years) argue that they should retain the right to do so.

It is an established rule that smoking in branches is permitted only in designated areas of the staff restaurant, and it is disappointing to learn that this is not being upheld. The matter should be taken up with your personnel manager or referred to your health and safety representative for discussion and remedy at your next Health and Safety Committee meeting.

We are keeping this topic under review to ensure that our policy maintains a balanced reflection of the wishes of our retail staff.

DENTAL DITTY

Bill Baldwin, manager of Swindon



When you have a toothache
It really isn't grand
You're very glum and gloomy
And your head is in your hands.

Being scared of the dentist's chair

Is a very childish thing
But for everybody's peace of mind
I knew that I must ring.

Now which dentist should I choose
'Are they a butcher with a knife?'
But Meena says 'I know one,
Who might just save your life'.

Reluctantly I say to Jane
'Please try and book for me'.
I know Jane's heavy work load
So I may get off scot-free.

'Your appointment is at 3.45
And Meena has drawn a map'.
Oh no, I'm going to have to go
Or I'll look a stupid chap.

Shivering and shaking
I sit down in the chair.
My knees they are still knocking
With my feet up in the air.

The female dentist speaks to me
In a soft and friendly voice.
'Look at all those cavities
My gosh I'm spoilt for choice'.

The pain's now gone forever
And I just feel elated.
Dentists they are really nice
And not something to be hated.

Thank you Jane and Meena
I'd just like to say
I'm glad I listened to you
When you forced me on my way.

I'm sorry for those cross words
That may have been out of turn
But now the damaged tooth is out
The old Baldwin will return.

write **LINE**S



JS BAG DID NOT GO WEST ▲

Helen Rice, Cleveleys, Lancashire

I am writing to fulfil a promise made - if your plastic carrier bag survived five days' intensive travel in China I would put my thanks in writing.

Initially, the Sainsbury's carrier was make-shift until I could purchase a small rucksack. We departed Chengdu, leaving our main luggage in the hotel. First stop was Big Buddha, a six hour bus ride away - no sign of a suitable rucksack.

Day two, we packed up, wandered round the sights, then headed for the bus to Emei Shan, the Holy Mountain. I dragged the bag down to the river where it slipped in but was hastily retrieved with the contents still dry! We headed up the thousands of steps to the monastery, passing stalls containing stumps, bones and cure-all roots but no rucksack.

By the following day, I was beginning to have an affection for the bag. It was handy and versatile in that heat and useful to ward off flies.

Next morning, the bag proved extremely useful to fend off the interested monkeys. I slung the bag over my shoulder and water

and wet cloth were just a hand movement away - what a convenient way to travel. My companions were by now won over to its value - earlier they had been rather ashamed of its non-traveller image. In fact, we began frequently to mention the many delights which can be purchased, such as cool bio-yogurt, chocolate, cottage cheese, ginger cake Deprived of certain goodies, we began to hallucinate about how it would feel to sink our teeth into them. Suddenly we encountered an English traveller we had met weeks and miles away in the South West of China. His eyes immediately alighted on the carrier bag and he started to list all the things he would like to find in it. A Sainsbury's carrier bag would probably go unnoticed in England but whenever we met a Westerner, it was the focus of conversation.

We reached steep, steep steps which were alive with jostling monkeys, screeching and threatening, jumping onto backpacks - suddenly one grabbed for the bag. Perhaps imagining there was some tasty Sainsbury's treat inside, he ripped the corner much to my companion's distress. In panic we ran on and examined the damage, fearful as to how we would manage minus a pack. But the damage was not too serious and the contents were safe and well.

Never for a moment did I imagine I would wander around for five days with a Sainsbury's carrier bag but

I can now highly recommend them to the international traveller as well as the local shopper. I noticed, upon my return to England, that you now have a green flash encouraging re-use - do my exploits qualify as re-use?

CAROL SHOWS SHE CARES

Sue Kerenyi, store instructor, Torquay

I would like to mention a lady who really enjoys helping people. It is Carol Pointer, our food safety officer.

Having taken the Advanced Certificate in Food Hygiene some years ago, she finds the subject extremely interesting and that is shown in her attitude towards her job.

She has taken it upon herself to 'sign' the basic food hygiene course for a deaf club where she is also a member. Her first group of people all passed with flying colours.

Not content with spending most nights organising this programme, she is also studying for a degree with the Open University.

Carol Pointer is an example to us all. I have nothing but admiration and respect for her and wish her good luck in the future.

WITH THANKS

Shirley Collett, widow of Michael.

My husband Michael Collett worked at Norwich House,

Streatham, for 21 years until he retired in March 1991. He died on October 15 after a short illness.

The support and sympathy shown by my husband's friends and colleagues at Streatham has been very supportive at this sad time.

Jean Lewis, checkout/ replenishment, Durham

I would like to say thank you to all management and staff who sent the lovely floral tribute to me after the loss of my mother on November 1. She will be sadly missed.

Christine Goode, BPM, Bedford

On October 19, a fire broke out on the roof of Bedford store. The store was evacuated and a lot of stock had to be removed from the fridges, as these were no longer working due to fractured cooling towers. Many experts were called in from Buntingford depot and Blackfriars to help get the store back in full working order. We would like to thank all those people for their help and hard work.

CUSTOMER LETTER

Rosie Baggs to Courthouse Green, Coventry

Thank you to all the staff at Courthouse Green for their help on my Thursday shopping trips with baby twins Sam and Kate. Over the last 18 months they have been fantastic. I couldn't have done it without you.

LETTERS ARE WELCOMED AND SHOULD BE SENT THROUGH THE INTERNAL POST TO THE EDITOR, JS JOURNAL, 10TH FLOOR, DRURY HOUSE, OR BY ROYAL MAIL TO THE ADDRESS ON PAGE TWO.

A.S. . . .

SUPERMARKET

O P E N I N G

RIPLEY

As one of the new 'small formula' stores, Ripley was referred to throughout its development as Arkwright's corner shop from the television comedy *Open All Hours*. Clerks of works Ray Simmons and Trevor Beastall marked the opening of the store by playing the roles of Arkwright, the proprietor, and Granville, his nephew dogsbody.



Ready to open the 'corner shop', left to right, are clerks of works Trevor Beastall and Ray Simmons; area director Dave Smith, and district manager Rod Brooksby.

Local art student Lisa Cummings won a competition to design these steel wall sculptures (below) which represent various features of the area such as the railway museum.



Eyes down for a full stock. Left to right Jeremy Flint, BWS assistant; Jeffrey Marriott, grocery section manager, and Keith Hadley, branch manager.



Opening date: October 15, 1992
Address: Nottingham Road, Ripley
Opened by: Northern area director, Dave Smith
Manager: Keith Hadley
Senior project manager: Alan Saunders
Staff: 230 (177 new jobs)
Sales area: 23,000 sq ft
Car park: 360 spaces



Ruth Wilson, supermarket assistant, shows that service at JS is something Arkwright could never provide.



SUPERMARKET

O P E N I N G

WEST HOVE

The newest Sainsbury's on the South East coast incorporates a green feature designed not to be noticed by customers and local residents. It is not a case of the company being shy about a new ecologically friendly aspect of the store - this is a lawn on the roof! The grass over the roof covering the service area at the back of the branch helps the store blend into its verdant surroundings.



Senior deputy Steve Nute makes sure the first day customers have maps to guide them around the 16,000 lines.



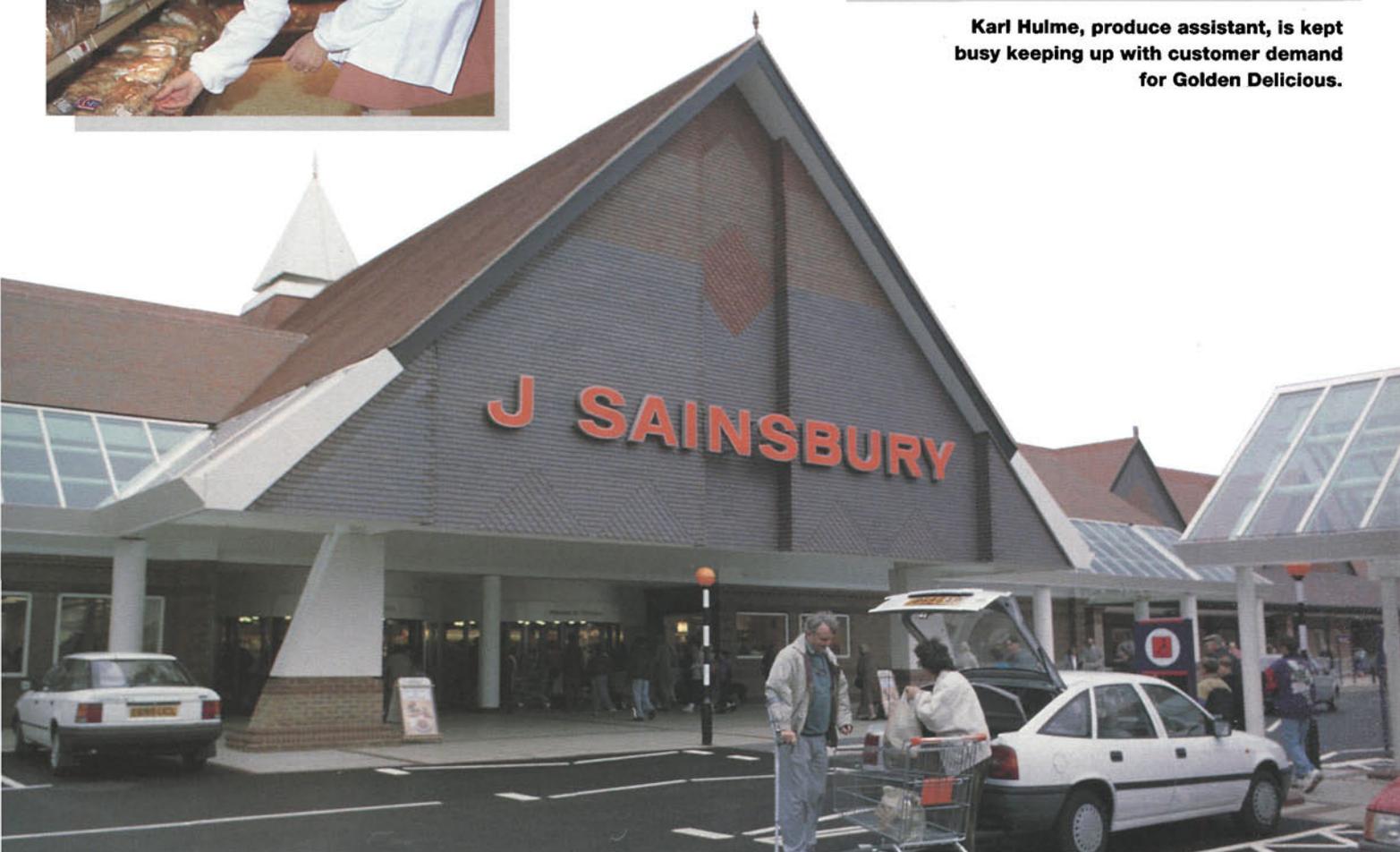
Karl Hulme, produce assistant, is kept busy keeping up with customer demand for Golden Delicious.

Opening date: October 27, 1992
Address: Old Shoreham Road, Benfield Valley, Hove, East Sussex
Opened by: Lord Sainsbury
Branch manager: Steve Woodrow
Project manager: David Underwood
Staff: 483 (333 new jobs)
Sales area: 38,945 sq ft
Car park: 640 spaces



Lorraine Pulling, bakery assistant, faces up the iced buns.

J SAINSBURY



SUPERMARKET

O P E N I N G

HADLEIGH ROAD - IPSWICH

Ipswich is an historic seaport which has provided access to the North Sea for invading hordes and fishermen alike. As the town has developed, nearby Felixstowe and Harwich have become more famous as port towns. To commemorate Ipswich's centuries-old association with the sea, Sainsbury's commissioned a statue that overlooks the entrance to the store. John Ravera, past president of the Royal Association of British Sculptors, came up with a seven foot fisherman pulling in his nets bulging with fish (pictured below).

Peter Newport, trolley retrieval, gets ready to let commuters on the Hadleigh Road know their new store is open.



Opening date: October 29, 1992

Address: 40 Hadleigh Road, Ipswich

Opened by: Retail director, Colin Harvey

Branch manager: Keith Jaynes

Project manager: Alan Hodgson

Staff: 276 (154 new jobs)

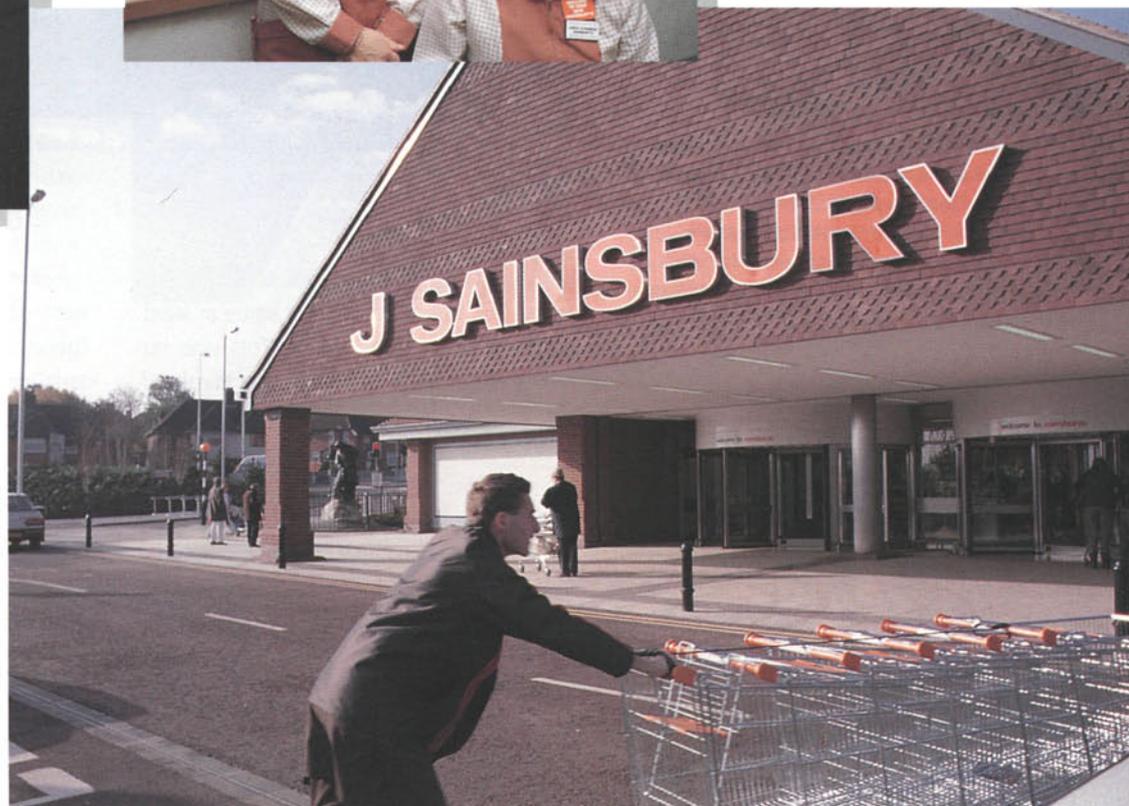
Sales area: 32,000 sq ft

Car park: 620 spaces



Dilys Goodchild (left), personnel clerk, and Janice Stammer, scheduling clerk, settle into their new office, surrounded by dozens of good luck cards and flowers.

▲ **Manager Keith Jaynes makes even the youngest customers welcome in the new Ipswich store.**



UNITED COLOURS OF HOMEBASE



When Homebase carried out its largest ever own brand relaunch, shelf space had to be extended by three metres to accommodate the 147 new lines in the totally redesigned own brand paint range.



In order to expose the paint samples to a full range of weather conditions, a site on the South Coast is used. The salt wind, summer sun and April showers test any paint to the limit for fading, cracking and water resistance under realistic conditions for at least two years.



Thousands of empty cans wait to be filled with the new Homebase paints.

IT has taken two years to perfect a range that offers quality and value at least as good as the big brands. This was no minor task since the relaunch involved more than one quarter of all Homebase own brand sales, a complete facelift and the addition of seven new ranges. Transparent mini tester pots with integral brushes, Satinwood and Soft Sheen Emulsion all add to the selection available to customers. To help customers negotiate the expanded ranges, a comprehensive new colour card will guide them through their choices.

Since the fashions for colours change each year, just as in the clothing industry, these were revised too. 'This year the subtle shades have given way to the brighter colours and bold primaries in line with the 60s and 70s revival', explains Harry Roberts, sounding more like the editor of *Vogue* than head of decorative buying.

All these new colours have gone through a rigorous testing procedure with the supplier to determine the paints' durability. New formulations are painted onto panels and exposed for several years to



The factory can fill more than 100,000 cans each day to meet the demands of Homebase customers.

the unpredictable English weather at a site on the South Coast, or in special accelerated weathering machines.

Another major feature of the new range is the broader selection of water-based paints, providing benefits of comparatively quicker drying, lower odour and less harm to the environment.

They are both manufactured in a broadly similar way - highly concentrated amounts of colour pigment are added to a white liquid base in vast 20,000 litre mixing tanks. These outsized Magimixes quietly hum away at 1300 rpm in a cavernous computer-controlled factory, raising the temperature of the mixture by up to 40° Centigrade simply by the mixing motion. The paint is then filled into the new livery cans on an automated production line to await delivery to the Homebase stores.

It looks as though, after the many patient months of development for the trading team, the new range represents a winning formula of even greater choice, value and quality to appeal to today's hard hit home owners.



Swatches of bright paints on clear acetate cover the walls of one of the laboratories, making it resemble a fashion designer's studio.

The most extreme weather conditions can be simulated by the machine in the background. Scorching temperatures, strong ultraviolet lamps and 100 per cent humidity do their best to compress several years of English weather into 1000 hours.





Filomania

Helped by a much-lauded advertising campaign with the late Robert Morley's award-winning dulcet tones (see page two), the product saw a shelf-sapping 1500% increase on pre-ad sales in 1991. JS filo was thus immortalised alongside Boboli pizzas and crème fraîche as a hitherto little known product that found a mass market in Britain through Sainsbury's.

The key to this success is that filo pastry is simple to use yet offers such elegant results. It is even more convenient now, following the launch of fresh, chilled filo in October. The sheets can be taken from the fridge and immediately filled with savoury or sweet mixtures. Filo is versatile enough for Chinese spring rolls or boeuf en croute, providing a delicate crunchy parcel for all sorts of food. Some suggestions and advice on the use of this unique product are contained in a leaflet in every pack.

As product development manager of the original frozen filo, Brigitte Hardy, enthuses: 'The glorious thing about filo is it can be

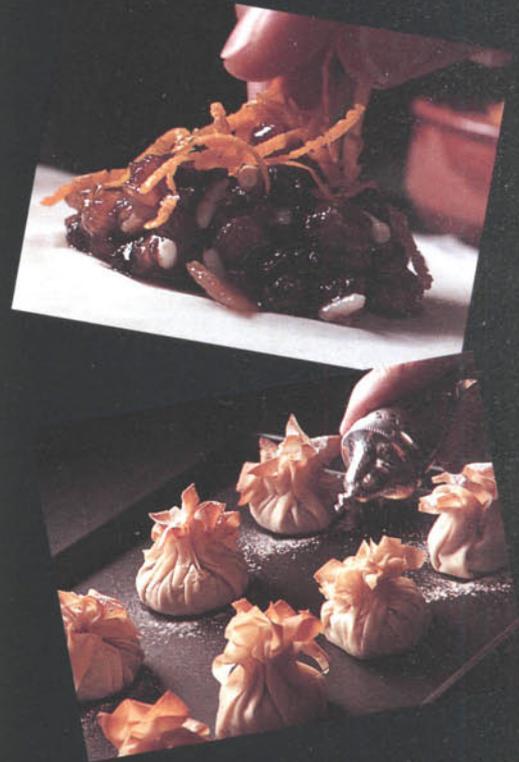
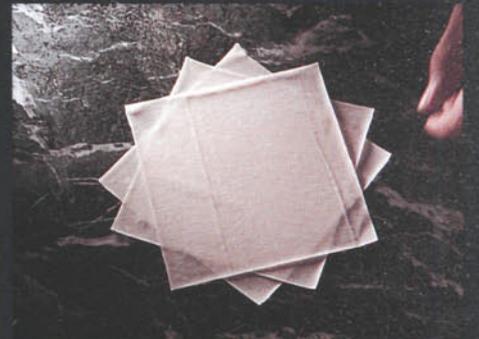
filled like a pie but has none of the calories because the sheets are so thin.' Less than three hundredths of a millimetre to be precise - thin enough to read a newspaper through - and with no added fat.

The health aspect is consistent with the fashionable Mediterranean diet and gives a clue to filo's Greek origins. Filo means 'leaf' in that language, evoking the fragile, crunchy end product. The traditional Greek process achieves this by tossing and stretching the flour and water dough as in Italian pizza-making, and continuing until the pastry is micro-thin. Nowadays, it is produced by machines that can end up with the same delicate result but on a much larger scale.

These machines have been running at maximum capacity as the new mincemeat parcels recipe television ad is aired, with Ernie Wise taking the place of Robert Morley. We shall have to see if the 'short, fat, hairy one' will be able to repeat the enormous success of the large, plump, jolly one.

Who would have thought that a simple wafer-thin pastry could send JS shoppers into a buying frenzy?

But this is exactly what frozen filo pastry did soon after it went on sale last year.



Leading Sainsbury's into the 21st Century

~ David Sainsbury ~
the new chairman



David Sainsbury assumed responsibility as chairman of J Sainsbury plc from Lord Sainsbury KG on November 2. Every leading newspaper marked the event, but here in the company the transition from one Sainsbury chairman to another was extremely smooth.

There have been a few surprised looks in stores on visiting days when the new chairman has pulled up in the supremely practical, sparkling Chevy van that is his office on wheels, but otherwise it has appeared to be business as usual.

What of the future?

The *Journal* spoke to David Sainsbury just days before handover:

What will be your first act as chairman?

'It will be opening the Whitstable branch. I have opened a few branches before but this will be the first time I open one as chairman. I believe that what happens in the stores is really the most important thing in the business. One of the prime tasks of the chairman of Sainsbury's is constantly to be finding out what is happening in the stores and whether we are actually giving our customers the service we ought to be giving them.'



David Sainsbury's first branch opening as chairman was at Whitstable where the first customer was Joyce Mahoney.

Can we expect any immediate changes, a JS version of a cabinet reshuffle for example?

'No, I've worked very closely with Lord Sainsbury in the past few years and there won't be any sudden changes. We share very similar views on the direction of the business and very similar values. We have a clear strategy and I have been involved

in developing that strategy with Lord Sainsbury. 'I think there will be a lot of changes to come, but that is because we live in a difficult economic climate and there are a lot of challenges ahead, and if we don't keep changing, and improving the business, we will fall behind. But there won't be any change in the traditional values of the business.'

Which is more important, tradition or innovation?

'I believe very strongly in the traditional values of the business, but I think you have to innovate all the time to keep up to date. What you have to keep thinking about is how do you maintain those traditional values in today's world.

'We have always put a lot of weight behind training and development but when I joined the business it was about teaching people how to pat butter or de-bone a side of bacon. Today, there are a lot of new technical skills in areas such as produce, fish and bakery, and a lot more management skills are also needed. We continue to invest heavily in training, but it is a very different kind of training.

'I think another great strength of the business has always been to look at things from the customer's viewpoint.

'But the customers are very different from when I joined the business. There are many more women working, more people with microwave ovens, and more people going on foreign holidays.

'What the customers want has certainly changed and, in some cases, their values too. I don't think anyone worried

about the environment much in 1962. The value they put on time is also completely different now; people are not prepared to shop two or three times a week, and they don't want to walk home or take a bus carrying their shopping bags.

'If we didn't keep adapting what we are doing to today's requirements we would soon be overtaken by other companies.'

How will your approach differ from your predecessor?

'I think my style is to delegate more. Although, I think as the business gets bigger this is inevitable anyway. I think it is very important, in any company, that the chairman really understands the operational side of the business, but I will have to rely more on other people in this area. What I hope I can do is give the company the same clear vision and direction which it has had for the last 25 years.

'Equally, I am determined that the extremely effective implementation of policies, which has been a great strength of the business, should continue in the future.

Will there be a culture shift within the company?

More delegating means, of course, that people will be required to take the initiative more, and shoulder greater responsibilities.

'I think the business has great reserves of ability, enthusiasm and ideas and, given the speed of change, we are

going to have to rely more on people at all levels making improvements in quality and productivity. At the same time, we must achieve consistent standards right across the business. That is one of our great strengths and we mustn't lose that.

Are there any special plans for Savacentre, Homebase or Shaw's?

On Savacentre: 'They are doing very well at the moment, having really begun to get the non foods side of the business right, and also to make a good return on capital. While there won't be a large development programme because there aren't many suitable sites, we will aim to open one new store every couple of years.'

On Homebase: 'They have suffered very badly from the recession but they have coped extremely well with the problems it has brought. We see them continuing to expand but they need to show that, even in difficult times, they can make a reasonable return.

On Shaws: 'They are extremely important in our plans because we see lots of opportunities in America. In fact, we see more now than when we went in. But again, they need to show they can give their customers significantly better value for money than their competitors and make a good return on capital.

'The main opportunity at the moment is the traditional superstore format. I don't think we will be looking at hypermarkets in America as they haven't been very successful there.



The handover: Lord Sainsbury KG and David Sainsbury at Nine Elms on November 2, the day Lord Sainsbury retired and David Sainsbury assumed responsibility as chairman.

What are the company's important qualities for success?

There are really four important qualities. The first is always looking at things from the customer's viewpoint; the second is the importance we attach to quality in all areas of the business; thirdly, a willingness to innovate and change, and fourthly, our commitment to investment in training and developing people.

'These four qualities have served us well in the past, and I think they are the key to the future.'

Can Sainsbury's remain at the top?

'Yes, I am very confident that we can remain as the number one food retailer in this country. I think we are extremely well placed at the moment. But the danger of having been very successful is that one can become complacent about quality and productivity. We must always be looking at new ideas to improve both. If we don't, then we could very easily lose our position as number one.'

'I am determined that we will not only maintain our leadership but widen the gap between ourselves and our nearest competitors.'

PROFILE

History and career

Born in 1940, his father is Sir Robert Sainsbury, now a joint president, chairman of Sainsbury's from 1967-69.

Studied History and Psychology at King's College, Cambridge.

MBA from the Columbia Graduate School of Business in New York.

Joined JS in 1963

Finance director from 1973

Chairman of Savacentre 1981

Director of J Sainsbury USA Inc 1987

Deputy chairman 1988

Chairman 1992

Committee to review Post Office mid 70s.

Chairman of the governing body of the London Business School.

Visiting Fellow, Nuffield College, Oxford 1985.

Hon D Sc. from Salford 1989.

Published: 'Governing and Industry: a new partnership' 1981; 'Wealth Creation and Jobs' 1987.

Politics

David Sainsbury was trustee of the Social Democratic Party for eight years until 1990. When asked in a radio interview why he chose the SDP he said: 'It stood for a kind of politics which put enormous emphasis on the market and efficiency, but also put an emphasis on social policies, social justice.... it mirrored my own beliefs.'

And on the subject of going into politics full time: 'My enthusiasm and interests at the moment are running the family business. I could never really go into something else and see someone else running Sainsbury's.... but at one time it certainly looked very tempting.'



Travelling in new style. The chairman's Chevy Van makes an ideal 'office on wheels' for store visits.

Charities

David Sainsbury owns a large portion of the family's shares in the company, but he is renowned for his 'unflashy' ways.

His personal charitable trust, the Gatsby Charitable Foundation, has donated many millions to projects in areas as diverse as economic research, technical education, healthcare, disadvantaged children, plant science and Third World development. Gatsby's projects are very practical and aim, by placing grants strategically, to improve significantly such things as the provision of training for engineers destined for industry or the delivery of better services to mentally ill people.

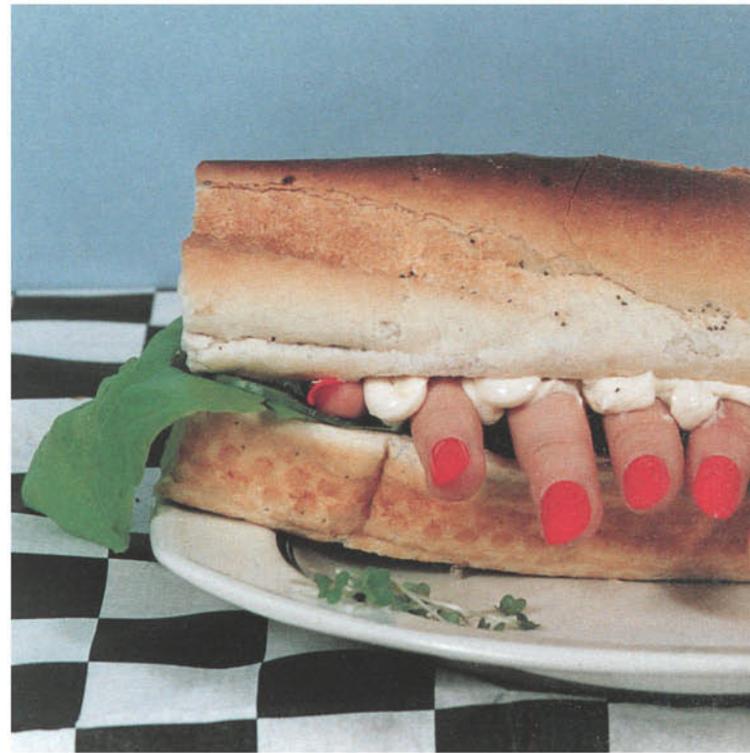
The Guardian wrote recently: 'The mistake with David Sainsbury is to expect him to conform to the clichés of entrepreneurship or privileged position. Three generations of grocery and solid success have produced a highly professional corporate manager with a strong sense of family duty and hard-thought political and social views which he has the means to explore and encourage.'



Andy Bull, picture editor of *The Independent*, says he is looking for something more than a snapshot. In judging this year's *Journal* photographic competition, he comments that there are plenty of competent pictures but just a few which step up to be real contenders: 'It appears that these people have taken the photograph specially for the category. This does put them at an advantage.'

ANDY BULL

Profile: English degree, Lancaster University...graduate trainee with Westminster Press...journalist with *The Daily Mail* from 1977...joined *The Independent* in 1986 where he was deputy features editor, then weekend editor before becoming picture editor.



OVERALL WINNER: Terry Wright, Hitchin branch manager



GREEN (COLOUR) WINNER: Terry Wright, Hitchin branch manager

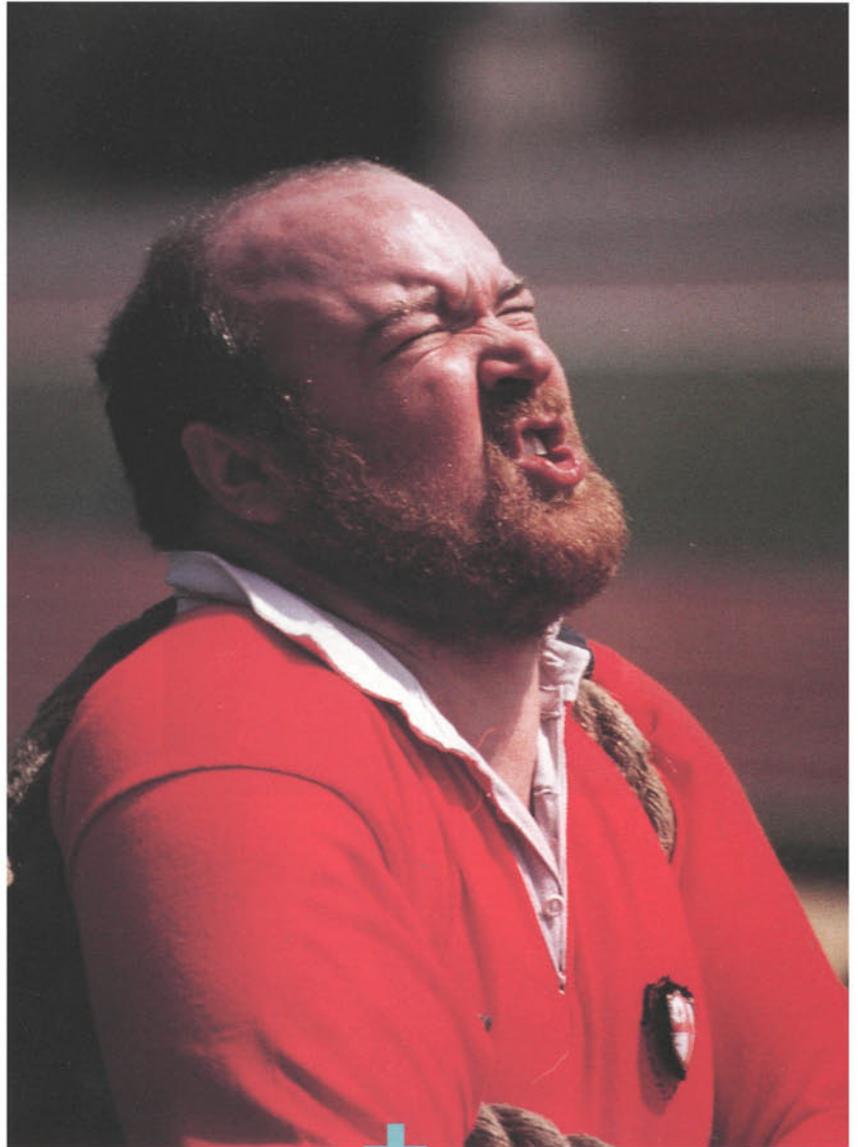


WINNING WAYS WITH A CAMERA

'This is very striking and textural. Technically it is proficient and must have required a lot of patience. I like the bleached out frond-like feathers, and the way this dead bird is presented gives the impression of an archaeological find.'



'This picture is visually arresting and funny. Humour is a great thing to have in a picture, particularly to lighten a serious newspaper. It is refreshing, amusing and slightly ghoulish; a shameless gimmick but it works very well.'



PEOPLE (COLOUR) WINNER: Bryan Siggers, fish manager, Staines

'I presume this is a tug-of-war anchorman (a little more information given by a wider crop might have helped). He is putting all his effort into it and all that effort is shown in his face.'



PEOPLE (B&W) WINNER: Leigh Belasco, part-time general assistant, Swansea Homebase

'A nice portrait of this guy in his own environment. You feel you know what he's like. It's a pleasing picture, well cropped and well presented, giving you enough information about who he is.'

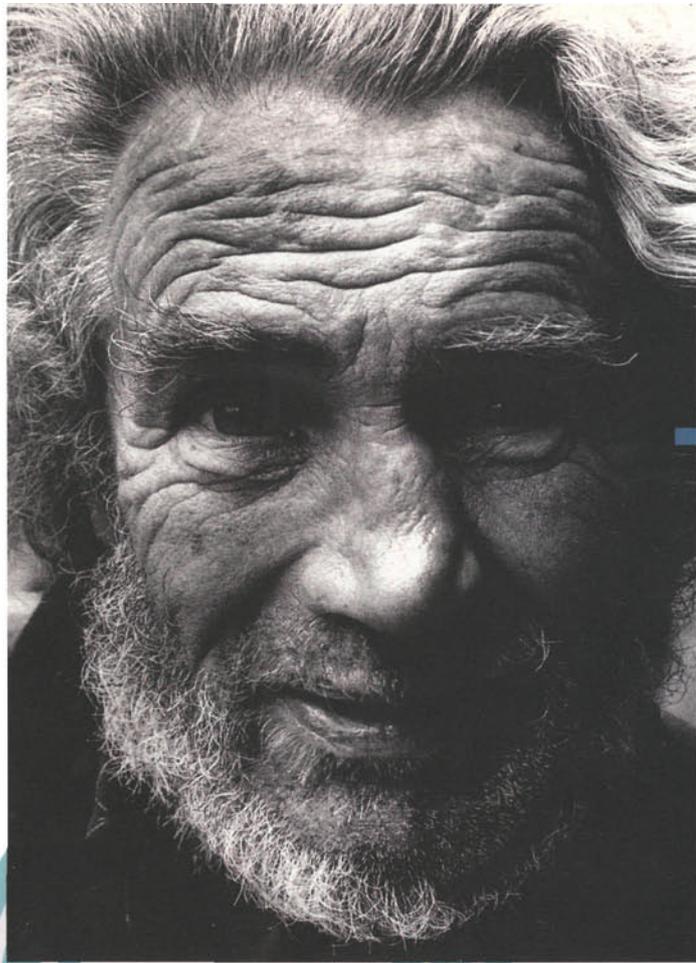
COMMENDED PHOTOGRAPHS

More commended pictures will appear in the next *Journal*.

PEOPLE (B&W): Andrew Mitchell, general assistant, Feltham



GREEN (COLOUR): Angus Silvie, applications development officer, Blackfriars



YOU'VE GOT TO HAND IT TO THEM

As in previous years, the recipients of the Sainsbury's Community Service Awards have been announced just in time for the season of goodwill.

More than 100 entries were submitted from JS, Homebase, Savacentre and area offices and depots, and 22 people have been selected by the awards judges to receive awards of £500 for their group in the new year.

DARREN BRETTON, head office, for Ongar Viking Scouts; **JOYCE BARCLAY**, Heyford Hill, for Volunteer Reading Help; **FRANCES BEE**, Winchmore Hill, for British Red Cross; **CHRISTINA CHILDS**, Kingsway, for the Scout Association; **RHONA CALDWELL**, Merton Savacentre, for Bray & Holyport Cubs; **JACQUELINE CUTHBERT**, head office, for Black to Basics Saturday School; **ARTHUR EVANS**, Birkenhead, for St Vincent de Paul Society; **RAYMOND FISK**, Whitstable, for 1st Canterbury Boys Brigade; **LESLEY FRANKLIN**, Selly Oak, for Hawkesley and Primrose Community Centre; **MAUREEN HUGHES**, Hornchurch, for The Children's

Society; **LINDA HODSON**, Orpington, for 1st St Mary Cray Girls Brigade; **GEORGE LESLIE**, Hoddesdon depot, for St John Ambulance; **DOROTHY LOADER**, Edgware, for Special Baby Care Unit Fund; **JANE ODY**, Heyford Hill, for 48th Oxford Scouts/St John Fisher Play-group; **UNNAT PATEL**, Belgrave Road, for Swaminarayan Hindu

Mission; **PAMELA PICKUP**, Preston Deepdale, for Save the Children Fund; **GLENIS PIKE**, Swansea Homebase, for the local Community Centre; **GEOFFREY SKIPPER**, head office, for the New Haw Community Association; **ADRIAN SELLGREN**, Barkingside, for the Scouting Movement; **CHRIS STOUT**, head office, for Anchorage Assn/RDA/Home Farm Trust/Dovedales; **THOMAS TAYLOR**, Darnley, for Scottish Tree Trust; **JANET WATLING**, Edmonton, for Salvation Army.





Beauty

in no more than ten words

WIN A MAKE-OVER

Christmas is just around the corner and the frantic rush to buy presents and send cards is nearly over. Before you know it, the new year will be upon us and it will be time to make your resolution for 1993.

Some people ponder over their new year resolution for so long that by the time they have decided upon how they will change their life, it is summer. Will you give up smoking? Stop eating chocolate? Go on a diet? The list is endless, but why not make it your resolution for 1993 to give yourself a new look. The three lucky winners of our make-over competition will be given a chance to do exactly that. In fact, by the time we have finished with them, their own mothers won't recognise them.

A selection of products from the 'J' Range will be used on all three winners. The range covers a wide variety of products, from lipsticks to nail polishes and eyeshadows to lash-lengthening mascara. It has everything you need to make-up with confidence, for daytime and evening wear, and prices start from just £1.60.

A new hair style will also be on the agenda for our winners. A professional stylist will use JS' new complete range of hair care products - Enhance - to give a new and exciting style. The Enhance range includes products formulated to care for different hair types and use so you can give your hair the extra attention it needs.

As with all JS products, none of the products, nor their ingredients, have been tested on animals.

To enter the competition, we want you to think of a sentence or slogan which sums up all the qualities of the 'J' Range. This sentence should be no longer than ten words, and should explain to customers the quality and value for money that the 'J' Range offers. Entries will be judged by non-foods II buying, and the winning entry may well be seen on 'J' Range products in the future.



Send your entries by internal mail to JS Journal, 10th Floor, Drury House, Blackfriars, or by Royal Mail to the address on page two, to arrive no later than January 22.

NAME:

JOB TITLE:

LOCATION:

TEL NO:

COMPETITION SLOGAN:

.....

.....

.....

Playing up and paying up for Pudsey



◀ SOUTHEND

Southend's total of £3,487 earned a mention from Terry Wogan on the Children In Need programme. They built a stall in store and held a tombola. PC Paul Bradford, who won the Pudsey Bear cake, took it back to his station, sold slices to his colleagues, and brought back £11.35 to add to the fund.

Together we have so far raised over £250,000 for this year's BBC Children In Need Appeal. And the methods were as madcap as ever. The reports (and the funds) are still coming in as we go to press, so please forgive us if your efforts are not included this time.



▲ CAMDEN

◀ WEST HOVE

West Hove makes its fundraising debut with an impressive £2,260 collected. Young customer, Amy Welfare, was pleased to meet Pudsey Bear.

Camden dragged out the panto outfits to collect a fantastic total of £3,884.

Christmas is coming
And JS staff are daft.
They'll do any crazy
thing to put
A penny
in Pudsey's hat.

LARKFIELD ▶

Larkfield's manager Neil Williams fancied himself as a cake-maker, so he set to in the bakery for Children In Need. He made a huge cake with his own fair hands, getting the mixture up to his elbows in the process. Slices were later sold at 50p each. Staff's verdict?..Stick with managing stores Neil.

Cook Gill Barry, who had challenged Neil, herself completed a sponsored silence. Total collected by the store was over £2,500.



◀ TORQUAY

We know how formidable the three-Weetabix-eater can be. Well, Torquay can boast a 24-Weetabix-eater. Butcher, Nigel Canton-Sharpe raised £22 by eating 24 Weetabix at one sitting. Nicky Metcalfe and Jo Osman hitched lifts in kangaroo pouches to help collect cash and a 'guess whose baby photo' competition was held. The total raised was £1,250.

◀ BEAUJOLAIS RUNNERS

Three JS fundraisers from Charles Hart's district set what must be the fastest delivery time for JS French wine when they raced across the Channel with the first bottles of Beaujolais Nouveau to Tunbridge Wells store on November 19. Damon Cross, management trainee at the store; Chris Buss, senior deputy at Locksbottom, and David Hanmore, Bexhill fresh foods deputy, were the first JS staff to enter the Beaujolais run and set a blistering pace for future attempts: their 500 mile journey took them under 11 hours, including the ferry crossing, and raised over £4,000 in sponsorship and mileage guesses.

Left to right are: Damon Cross, David Hanmore, Jeff Belton (alias Pudsey) and Chris Buss outside Tunbridge Wells after their Beaujolais dash.



BLACKFRIARS ▲

Press officer Michelle Lewis (right), and Lisa Ashford from the company secretary's office decided that three legs were better than two for fundraising. They tied themselves together and trotted off across Blackfriars and Westminster Bridges in a three legged walk. The pair collected £70 and a few bruises.



BEHIND THE LINES



Charles Hart, district manager, presents the cheque to Emma's grandfather, DCI Connelly, along with representatives from some of the branches involved in the fundraising.

< GOSH THANK YOU

October 16 saw the culmination of fundraising efforts on **Charles Hart's** district for the Emma Stevenson Appeal, in conjunction with Great Ormond Street Hospital (GOSH).

A cheque for £18,000 was presented to DCI Connelly by Charles Hart at **Locksbottom** branch. DCI Connelly is the grandfather of Emma Stevenson, who tragically died at the age of two from a brain tumour.

The money will be used to purchase equipment which helps to detect brain tumours at an early stage.

IS IT SPIDERWOMAN? NO, IT'S SUPERGRAN

Jean Edwards, section manager, customer services, at **Wolverhampton**, stepped off a 120 foot building in a daredevil stunt to raise £200 for the Spastics Society.

Jean, who is a grandmother, showed great courage as she abseiled down the side of the Wolverhampton Mander Centre buildings. As her feet hit the ground she let out a sigh of relief at still being in one piece.



Jean mid abseil...and (above) celebrating later with granddaughter Jessica.



Joshua, Danielle and James, and Emma, at three months old.

< BABY BOOM

It's been a busy year at **Northampton**. **Julie Smith**, kiosk assistant, was intending to return to JS after the birth of her baby, but when it turned out to be babies, not baby, she decided work would have to be put on hold for a while longer. Julie gave birth to triplets: Joshua, Danielle and James on June 1.

It turned out to be a double celebration because, at the same time, **Geraldine Greaves**, senior checkout assistant, gave birth to baby Emma. Now, as Geraldine returns to work, Emma and the triplets are making their debut in the *Journal*. Happy first Christmas to them all.





Elizabeth hands over the cheque to real life supermarket employee June.

< **SPOT THE BALL NETS A WINDFALL** —

June Coles, checkout assistant at Milton Keynes, may know nothing about football, but it did not prevent her from scooping £220,000 on Spot the Ball.

June was over the moon with her win. She said 'Before now I couldn't even win an argument - now this.'

She was presented with her cheque by actress Elizabeth Dawn, alias Vera Duckworth from Coronation Street.

MAIDSTONE HELPS FLYING DOCTORS AT A STROKE —

In caps and goggles, six ladies from Maidstone raised £210 for the Air Ambulance Service. No, they weren't doing impressions of Biggles, they were taking part in a swimarathon.

The event was organised by Safeway but, as you can see, the Sainsbury's team managed to get in a bit of publicity.

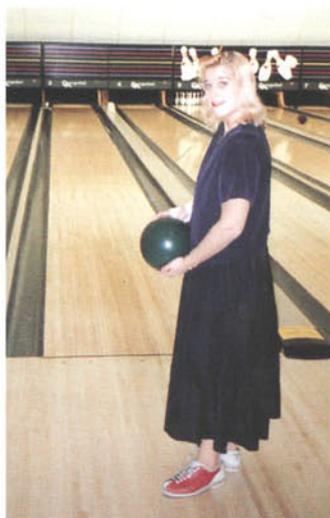
(Standing l to r) Meg Wallis, meat room assistant; Jean Eames, cash office manager; June English, checkout assistant; Lyn Jenner, fresh food assistant; (seated l to r) Freda Cox, checkout assistant; Coach Cox - Freda's husband; Andrea Yates, section manager, customer services.



Kate, the maiden who bowled them over.

> **HASTINGS STRIKE FOR VICTORY** —

On October 11, the Apocalypse bowling team from Hastings stormed their way to victory in the Ten Pin Bowling Sunday Night Business League.



Kevin Baker, senior baker, is secretary of the league, and organised entering a JS team. The SSA sponsored the event and put up a shield, and Hastings manager Michael Evans was there to present it. Kate Pitt, butcher, was the team captain.



THREE WHEELS ON MY WAGON —

Eddie Ricketts, departmental director, branch merchandising, was explaining how punishing was his pre-Christmas store visiting schedule. But a picture paints a thousand words...this was his car after a recent trip to Scotland.

BEHIND THE LINES

< A SUNDAY STROLL FOR SUE —

Sue Ladson, layout controller at Sheffield Homebase, and her husband Dennis completed an 18 mile walk around the Peak District on August 16. She has now collected £200 in sponsorship which has been handed over to Imperial Cancer Research.

Sue enjoys a breather half way round.

THE TIES THAT BIND —

When Steve Fryer took over as manager of Newbury in August he thought it would be much the same as any other store. He expected the staff to have good working relationships and, in time, to become a part of these relationships. What he had not bargained for was becoming part of a big happy extended family.

Can your branch beat the number of family relationships to be found at Newbury? There are six sisters, five married couples, five mother and sons, four brothers, two brothers and sisters, two mothers and daughters, two cousins, two engaged couples, one grandfather and granddaughter, and two couples madly in love!

Steve Fryer plays happy families.



The group in their protective clothing.

< RTS ON FIRE —

A group of RTS students donned yellow plastic trousers and hard hats when Kate Stoodley, RTS tutor, took them on a visit to the Devon Fire and Rescue Service Training Centre.

The visit was part of the group's health and safety training and during the day they put out a fire first hand, under expert supervision.

Kate ensured they got the most out of the day and had the students working on the train journey there and back, so it turned out to be a tiring but very productive day.

Midnight feast for a French Christmas

The Channel Tunnel will open in 1993 and the *Journal* would, therefore, like to spread a little entente cordiale for Christmas. Bob Miles, staff restaurant manager at Blackfriars, has been looking at Christmas with a Gallic flavour.



“ In France, the main Christmas meal is served during the night of the 24 and 25. It originated in early Christian days when a frugal meal was eaten in the catacombs on Christmas Eve to celebrate the birth of Christ. The custom developed during the Middle Ages in France and it became a tradition to celebrate the Nativity with a large dinner after midnight mass.

The turn of the century saw a change in the fashion and famous restaurants acquired the habit of staying open on Christmas Eve and displaying a ‘Reveillon’ menu for those leaving church and for those who wanted to enjoy a

good meal during the night.

The principal foods to be found in almost all classic Reveillon menus are oysters, foie gras, truffles, boudin blanc (a white pudding

made with chicken meat), turkey and chestnuts. Other favourites include seafood, snails, guinea fowl, fattened pullet and any type of game.

Champagne is the ideal drink for Reveillors but any good red, rosé or white wines as well as sparkling wine are served. Cognac, Armagnac and French liqueurs always follow the meal.

”



< ON THE ROAD TO NOWHERE

Staff at **Thetford** rode to London and back on bikes rooted to the foyer floor in a bid to raise £1,000.

The staff completed 20 minute stints on the exercise bikes, covering nearly 150 miles.

The cheque was presented to Quidenham Children's Hospice. The Hospice is already firm friends with the store, as all Penny Back donations are given to them.

Val Horshell, Hospice appeals manager; Anne Marie Dixon, BPM's clerk, and John McAvoy, manager, outside the store with the cheque in hand.

NEW LINES

SWEETS FOR MY SWEET

JS has introduced four new frozen desserts which are a quick and easy alternative to a homemade Christmas cake. Simply remove from the freezer and defrost.

White Chocolate Gateau - layers of sponge, mousse and apricot and peach filling is decorated with real white chocolate. It retails at £2.99 and serves ten.

The White Chocolate Log is a sponge gateau filled with white chocolate mousse and apricot jam. This also retails at £2.99.

The Chocolate Roulade is a delicate chocolate sponge filled with fresh cream and dusted with icing sugar. This retails at £3.95.

JS Tropical Fruit Pavlova with Cointreau is the first pavlova to contain alcohol. This retails at £2.49.

All these cakes are available in larger stores.



GAME FOR CHRISTMAS?

JS has introduced a new product in the fresh game range, Fresh Pheasant Breast Fillets.

The fillets are tasty, easy to cook and versatile. Each pack features a recipe such as pheasant with orange and apricot sauce or pheasant with apple and Calvados.

Whole pheasants are available in the range, but this convenient prepared pack provides only the best meat - no messing!

A nine ounce pack retails at £3.20 and is available in selected stores.



SANTA CLAWS

Turkey is traditional at Christmas time but tradition does not cater for vegetarians. Fish-eating vegetarians could find that special Christmas luxury with lobster.

This year, JS has launched

Freshly Cooked Lobsters, airfreighted from the coast of New England, USA, and packed in black trays.

They are available whole in 180 branches, with dressed and prepared half lobsters available in selected stores.

JANE'S JOLLY CHRISTMAS CAKES

Jane Asher's range of celebration cakes has been a great success and for Christmas she has surpassed herself.

Her Santa Cake shows Father Christmas stuck in the chimney pot and underneath the soft icing is a sponge cake with jam and buttercream filling. It retails at £9.50 and is in selected stores.

Christmas Gift Cakes designed by Jane Asher are also available. These four small lightly fruited cakes come with a hand made Christmas Pudding, Snowman, Christmas Teddy or Poinsettia Flower on top. These retail at £3.75 and are in selected stores.





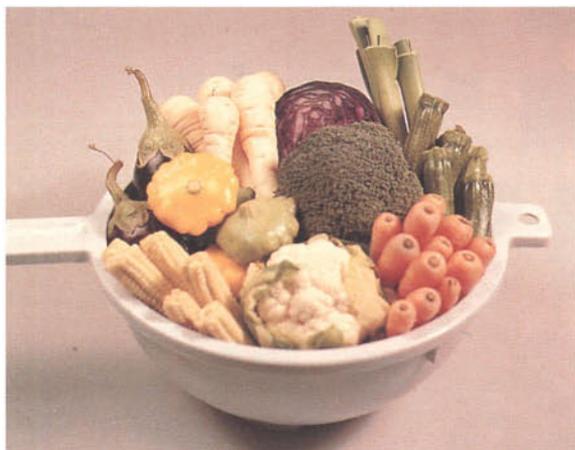
READING BETWEEN THE WINES

The new Sainsbury's Wine Magazine is a 16 page full colour magazine which

gives you buckets of ideas, from which wines to buy to what they best accompany. With a 32 page pull-out price guide, it is packed with news, information and the spirit of Christmas.

There are two competitions to enter, with great prizes: holidays, £1,000 worth of Sainsbury's wine, and books.

The magazine is available free in all branches.



BABY YOU'RE BEAUTIFUL (or the dimensionally challenged vegetables)

Sainsbury's Baby Vegetables have proved so popular that several new lines have now been added. Carrots, parsnips, aubergines, patty pan (a relative of the courgette) and a mixed pack of cauliflower and broccoli are all available in miniature.

This cropped crop is ideal for presenting an attractive vegetable platter, or the vegetables may be served whole as an accompaniment. patty pan and aubergines make a colourful addition to any stir fry.

Already available in the range are leeks, courgettes, baby corn and white and red cabbages.

All these products are available in selected branches only. Prices start from 29p per pack.



FRAGRANCES FROM THE HOUSE OF SAVACENTRE

Savacentre is the perfect place to stock up for a wholly traditional Christmas but this year the company itself is breaking with tradition. Six Savacentre stores are selling, for the first time, fine fragrances from famous names. And the prices, as they say, are not to be sniffed at.

The fragrant stores are: Hempstead, Oldbury, Calcot, Merton, London Colney and Sheffield. Examples are: Le Jardin Eau de Toilette Spray (30ml) £9.50; Paco Rabanne Aftershave (50ml) £11.95, and Opium Eau de Toilette (36ml) £19.95.

Says Allan Webb, Savacentre director in charge of food and marketing: 'This is proving to be an extremely successful venture and there has been a great deal of customer interest.'

Now, here's a poser

Why do fools fall in love?
 When shall we three meet again?
 Who shot the sheriff?
 Wherefore art thou?
 Whatever happened to Baby Jane?
 Well, life's a puzzle is it not?

At Christmas time, the *Journal* always has a puzzles party. Here are three puzzles - a quiz and a spiral word game just for fun, and a Christmas crossword which could win you a bumper £30 worth of Sainsbury's vouchers. In addition, there are ten runner up prizes of 'Days Gone' model horse and removal vans complete with Sainsbury's advertising.



All we want is...

A Sackful of Solutions

Across

- 1. Christmas trees (4)
- 3. Planet in solar system next to the Earth (5)
- 5. In this country, La Befana, a witch, delivers the Christmas gifts (5)
- 7. Burning one at Christmas signifies the end of old feuds (3)
- 9. Lacking in good taste (6)
- 10. Bird of prey's claw (5)

- 11. And 31 Across. It comes before St Stephen's Day (9,3)
- 13. The size children hope their presents will be (5)
- 14. Sir Henry Cole ordered the first Christmas one to be made in 1843 (4)
- 16. Blitzen's reindeer partner (6)
- 17. 'Merry Christmas Everybody' was their number one hit (5)
- 18. These are used to chop down Christmas trees (4)
- 19. Glowing part of Rudolph (4)

- 21. Bernard MacLaverly novel about Northern Ireland (3)
- 23. 'I Believe In Father Christmas' singer (4)
- 24. In Spain, children leave out straw for these animals because the Wise Men bring the presents (6)
- 26. '... of Darkness', a BBC thriller (4)
- 27. Letters at the bottom of an invitation to a Christmas party (4)
- 29. The colour associated with Santa (3)
- 30. Choice piece of turkey (6)
- 31. See 11 Across
- 32. The mother of Jesus (4)

- 2. What the word 'carol' means (4,5)
- 4. Common colour of tinsel(6)
- 6. Christmas illuminations (6)
- 7. Animal in Christmas hit for Nina and Frederick (6,6)
- 8. It accompanies turkey (5,5)
- 12. Bethlehem's country (6)
- 14. Christmas explosives (8)
- 15. They jingle at Christmas (5)
- 20. The number of ladies dancing (6)
- 22. Jones, who sang 'Walking In The Air', 'The Snowman' theme (4)
- 24. A loving reindeer? (5)
- 25. How heavy drinkers feel at Christmas? (5)
- 28. This may go at the top of the Christmas tree (4)

ENTRY FORM

Completed crosswords should be submitted to the *JS Journal*, 10th floor, Drury House, (or by Royal Mail to the address on page 2) to arrive no later than January 29.

Name.....
 Location.....
 Contact tel No.....

Tuck into trivia

Here's a quiz to feed the mind. The questions are devised around traditional items of food and drink and are designed to whet your appetite as they put your trivia knowledge to the test.

1. Turkey

The turkey is native to which part of the world
a) America b) India c) Turkey d) Norfolk

2. Chestnut Stuffing

Chestnut Sunday is:

- a) When the world conker championships take place
- b) The Sunday closest to Ascension day when the Chestnut trees burst into bloom
- c) A summer Sunday when comedians gather at Blackpool to tell old jokes
- d) When chestnut mares are paraded at Ascot

3. Brussels Sprouts

Brussels lies on the banks of the Senne. It is a tributary of which major river?

- a) The Rhine b) The Seine c) The Scheldt
- d) The Schprout

4. Ham

A ham actor is so called because

- a) Pieces of ham were thrown at bad music hall actors
- b) The theatre at East Ham, London became notorious for its succession of clumsy leading men
- c) It comes from an Old German word meaning crooked or clumsy
- d) In Elizabethan days there was a proliferation of amateur actors in plays by Bacon

5. Wine

'Red Red Wine' was a No. 1 hit record in 1983 for which group?

- a) Culture Club b) UB 40
- c) Dire Straits d) The Alcoholics

6. Potato

The potato was introduced into the British Isles by

- a) Sir Walter Raleigh b) Sir Francis Drake
- c) Captain Cook d) Sir Henry Mashem

7. Stilton

Since Local Government re-organisation in 1974, the village of Stilton has been in Cambridgeshire. In which County did it used to lie?

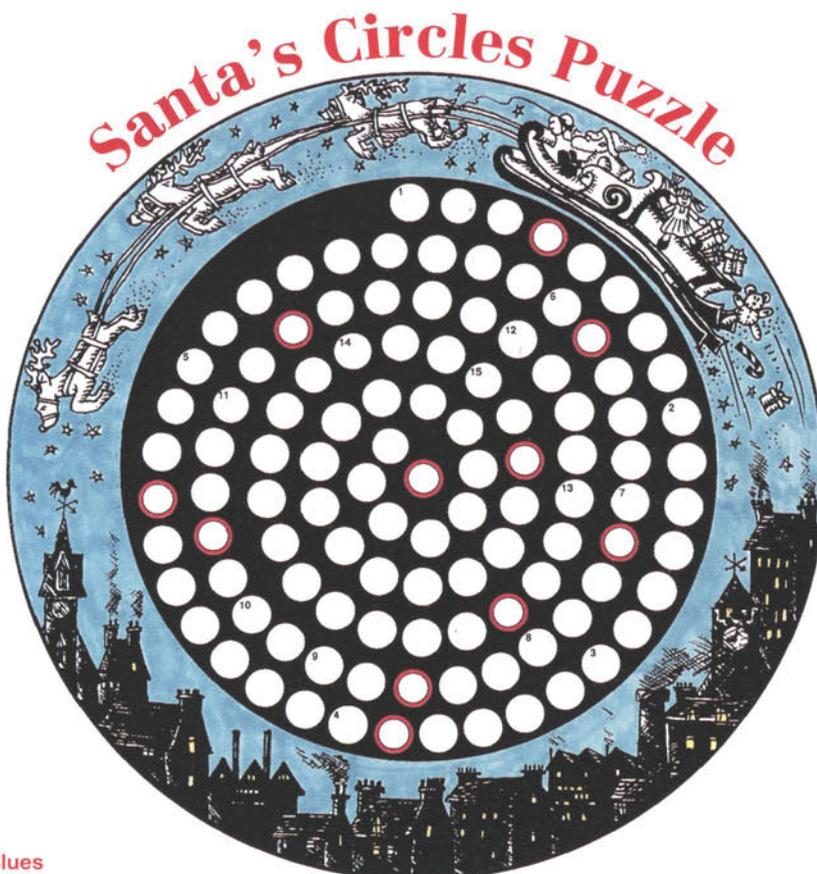
- a) Leicestershire b) Huntingdonshire
- c) Northamptonshire d) Rutland

8. Shortbread

The TV comedy 'Bread' is set in

- a) Birmingham b) Doughver
- c) Oxford d) Liverpool

While Santa is racing round the rooftops, you can take a spin round Santa's Circles Puzzle. The last letter of each answer is also the first letter of the next answer. All the clues relate to Christmas. Once the puzzle is complete, just rearrange the letters within the red rings to form a Christmas carol.



Clues

- | | |
|---|---|
| 1. A wise man (9) | 9. Christmas colour (3) |
| 2. Red-nosed flier (7) | 10. Waltzing flier! (6) |
| 3. In this country, St Nicholas is accompanied by Black Peter (7) | 11. They pull Santa (8) |
| 4. Christmas medals? (11) | 12. Christmas flowers (5) |
| 5. Christmas presenter (5,5) | 13. The present after five gold rings (3,5,1-6) |
| 6. Father Christmas' delivery vehicle (6) | 14. A wise man's present (4) |
| 7. King when Jesus was born (5) | 15. Band Aid's Christmas No. 1 single (2,4,4,3,9) |
| 8. Fast-moving reindeer! (6) | |

The write stuff

When the *Journal* received a letter explaining how a store's paintball team had been presented with a 'plague' for winning a tournament, it set us on a hunt for more howlers. Here is just a selection of the ones we found:

Replies from patients asked why they needed an ambulance to and from the hospital:

'I am under the doctor and can't breathe.'

'I'm blind in one eye and my leg.'

'My husband is dead and he will not bring me.'

'I cannot drive a car because I have not got one.'

'My mother must have an ambulance as she has got long finger nails.'

'I can't breathe and haven't done so for years.'

From letters sent to housing officials:

'There is a smell coming from the man next door.'

'The toilet is blocked and we cannot bath the children.'

'My lavatory seat is broken and we can't get BBC2.'

PEOPLE

WEDDINGS



Dawn and Kevin.

Congratulations to **DAWN RICHARDSON** and **KEVIN SUTTON** on their recent marriage. Dawn is a general office section manager at Loughborough and Kevin is provisions manager at Burton-on-Trent. They met while both working at Loughborough store.



John and Julie-Ann.

JOHN PARKER, departmental manager, Wakefield Homebase, and **JULIE-ANN JEPHOTT**, code controller, Wakefield Homebase, recently spent three glorious weeks in the sunshine and got married at the same time. After two weeks in Florida, John and Julie-Ann flew off to Jamaica and were married on the beach.

CHRIS TAFFS, section manager on fish at Letchworth, and **GINA PERRIN**, section manager bakery at Bramingham Park, escaped from work for two weeks to be married on the island of St Lucia. Chris and Gina met eight years ago while working at New Barnet.

Chris and Gina.



Jim and Debbie.

Stratton had a celebration on their hands when **JIM SHERWOOD**, branch manager, married **DEBBIE EDWARDS**. Debbie was formerly a deli counter assistant in the store.

APPOINTMENTS

DAVID ADCOCK, from store manager, Sheffield, to store manager, Leicester. **STUART CLUER**, from store manager, Wigston, to store manager, Tamworth. **DEAN COX**, from senior deputy manager, Wigston, to store manager, Sheffield. **MARK ELLERY**, from store manager, Watney Street, to store manager, Bury Park - Luton. **STUART GALLAWAY**, from store manager, Barnstaple, to store manager designate, Hankridge Farm - Taunton. **DAVID LAIGHT**, from senior deputy, Torquay, to store manager, Exeter. **JAMES LAVIN**, from store manager, Leicester, to store manager, Wigston. **SHEILA MATTHEWS**, from store manager, Arnold, to seconded, community investment, Blackfriars. **FRANK PRATT**, from store manager, Bury Park - Luton, to store manager, Bretton. **ALAN THORNE**, from store manager, Exeter, to store manager, Barnstaple. **JEFFREY THURLOW**, from senior deputy, Winchmore Hill, to store manager, Watney Street. **MELVYN TURNER**, from store manager, Tamworth, to store manager, Selly Oak. **DAVID**



WILSON, from store manager, Selly Oak, to store manager, Mere Green - Birmingham.

LONG SERVICE

Employees who have completed 40 years' service are:

DOREEN STROUD, BPM, Balham.

Employees who have completed 25 years' service are:

JOHN BLAKE, departmental director, Blackfriars. **RON BRIDGMAN**, logistics manager, Homebase head office. **MICHAEL D'SOUZA**, administration manager produce, Blackfriars. **MICHAEL HOCKLEY**, driver, Buntingford depot. **JACK LEE**, truck engineers, Buntingford depot. **THOMAS MANNING**, senior security officer, Buntingford depot. **PENNY MOORE**, checkout/replenishment, East Ham. **HAZEL PAINTIN**, bread and cake assistant, Worcester. **KENNETH ROSE**, driver, Buntingford depot. **VASRAM VARA**, section manager, Kings Heath.

RETIREMENTS

ALAN SAGE, delicatessen section manager, Queens Road (44 years). **LEONARD THORNE**, warehouse keeper, Basingstoke depot (39 years). **PHILLIP CRACKLE**, manager, Bretton (37 years). **ALEXANDER AIKEN**, clerk, Basingstoke depot. **GWEN LASHMAR**, evening display assistant, Chatham (28 years). **GUY HAMILTON**, meat manager, Chesham (25 years). **EILEEN HEDDERMAN**, fresh food replenishment, Southend (25 years). **RAY BAKER**, operations planning clerk, Basingstoke depot (24 years). **RONALD DAVY**, non perishable supervisor, Hoddesdon depot (24 years). **ELFRIEDE HALL**, price controller, Crawley (24 years). **RALPH MANNING**, clerk, Basingstoke depot (24 years). **OLGA WAROCZEWSKI**, BWS assistant, Wolverhampton (23 years). **JOYCE CHILVERS**, BPM, Harlow (22 years). **PAMELA ROSHIER**, canteen assistant, Basingstoke depot (22 years). **EDIE LAMONT**, display assistant, Hemel Hempstead (21

years). **ALAN PEACOCK**, operations planning clerk, Basingstoke depot (21 years). **JOYCE MADGE**, grocery assistant, Chatham (19 years). **RAY WILKINS**, reception manager, Telford (18 years). **URSULA ROWE**, produce assistant, Chatham (17 years). **GWEN GOSLING**, kiosk assistant, Southend (15 years). **PAT LAYZELL**, meat preparation assistant, Waltham Cross (14 years). **AUDREY ROSE**, checkout assistant, Chatham (14 years). **EVE MALTBY**, checkout assistant, Chertsey (11 years). **MARK NORMAN**, trolley retrieval, Kingsway (1 year).



Ivy Bushell.

IVY BUSHELL, administration manager, Camberley, retired from the company on November 14, after 40 years' service. Ivy started working in the old manual Camberley branch at the age of 14, and her weekly wage was a grand total of £2.8s. She worked at Camberley for most of her years with the company. A retirement party was held for her at the branch on October 27, which was a great success and very well attended.

OBITUARY

JAMIE CRAWFORD, RTS student, Chesterfield, died suddenly on November 5, aged 17 (3 months). **MARK RODDEN**, produce assistant, Lordshill, died suddenly on October 9, aged 28 (3 years).

*Now's the season
to be a good neighbour*

Christmas is a time for giving and JS stores have been lucky enough to be able to give generously to local groups for disabled people, through the Good Neighbour Scheme. Now in its tenth year, the scheme has helped over 2,000 local groups, and given over £500,000. By March next year, another £100,000 will have been donated.

BPM Meg Knibbs, and manager Graham Lindley, present the cheque to Lorraine Morris and Clarence Revill, members of the team.



▲ The Cresby Fields Dancers, a 16 strong dance team of disabled people, has been on a fundraising drive to raise £2,500 towards the cost of eight new lightweight wheelchairs.

Kingsway Derby presented £125 to the team, to help them continue their performances all over the country.

◀ A group of budding photographers from the Walthamstow Disability Resource Centre were presented with photographic equipment by **Walthamstow** branch.



BPM Marshall Ayoade (centre), with the photographers.

A group of disabled sports people will get some much needed equipment thanks to **Rayleigh Weir**.

A cheque for £250 was presented by the branch to the group, who train at the local sports club. ▼

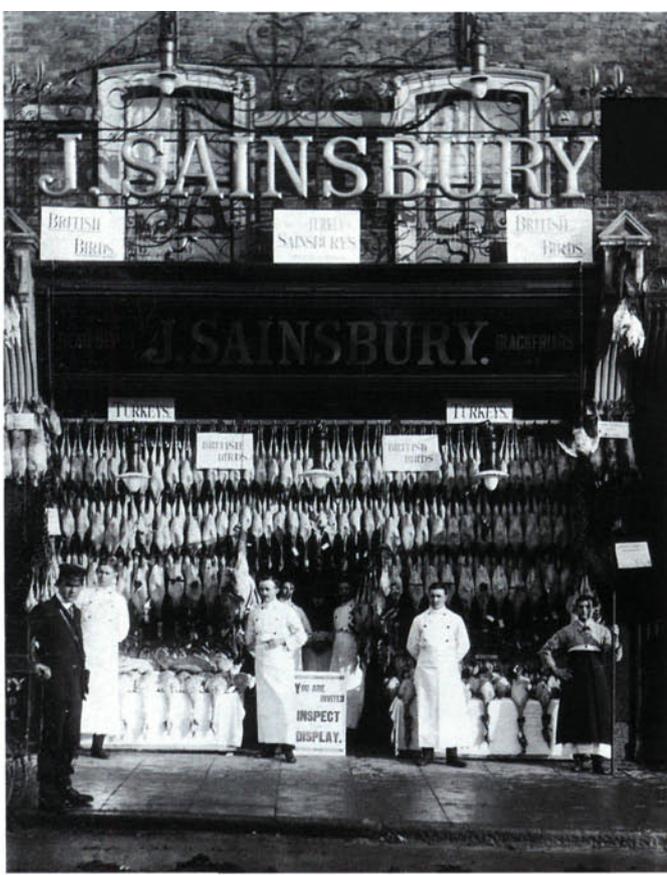


BPM Kim Chapman, is pictured presenting the cheque to the group.



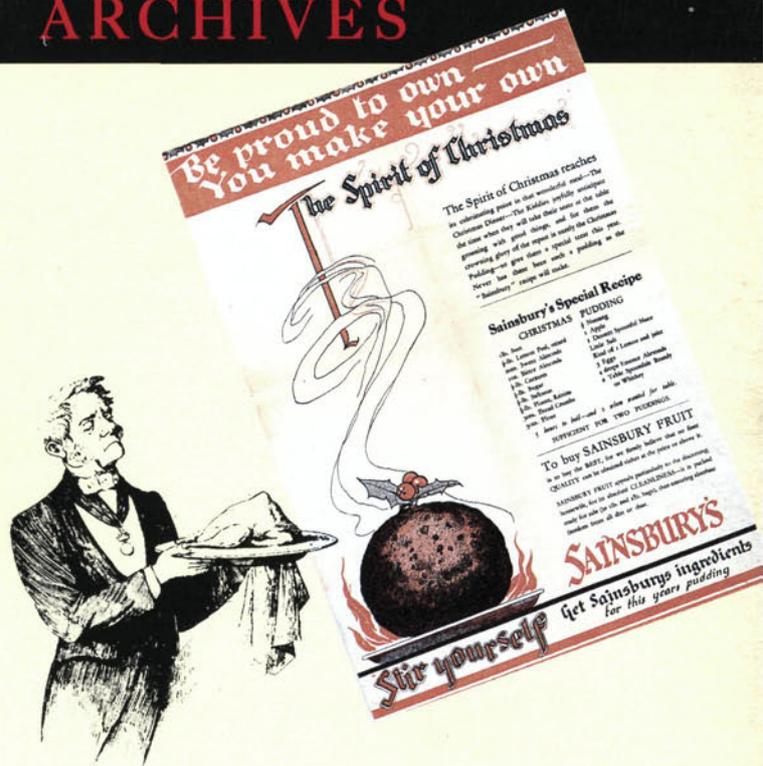
Manager Dave Dolman with the Freedom 2000 skiers.

▲ Freedom 2000, Nottingham, is a ski club for people with disabilities. It was recently given £250 by **Beeston** branch, under the Good Neighbour Scheme. The money will help to buy a mono ski, which will assist members with their balance, and help them in turning on the slopes.



Forest Hill, c.1910

ARCHIVES



ADVERTISING'S CHRISTMAS COUNTDOWN



raditionally, the first advertisements of the Christmas season were for the dried fruits with which the well-prepared housewife made Christmas puddings. The new season's crop of Greek Vostizza currants, Spanish raisins from Valencia and 'finest Empire' sultanas arrived in

early November and were welcomed with a fervour today reserved for that other early fruit of the vine, Beaujolais Nouveau. Sainsbury's launched the dried fruits with window displays and reminders to customers to start making their puddings: 'Be proud to own you make your own.' 'We firmly believe that no greater quality can be obtained either at the price or above it.'

Making mincemeat involved a little more effort, but Sainsbury's took the bother out of pie-making. As early as 1914, Sainsbury brand ('home made') mincemeat was heavily advertised. At Norwich, for example, manager Raymond Ayde had 10,000 jars to offer at the unprecedentedly low price of 5d (2p) per jar.

The high point of Christmas advertising was, however, devoted to the turkey. For several weeks before

Christmas, customers were urged to place their orders early. Very few people owned refrigerators, so that collecting your turkey early was out of the question. At the turn of the century, advance orders rose to such a peak that notices were posted on the branch telephones forbidding staff to telephone orders through to Blackfriars, as it was essential that calls from customers should be able to get

through to their local staff. Branches placing orders with Blackfriars were instructed to use the Royal Mail!

The ultimate Christmas advertisement was the elaborate display of turkeys which adorned JS shopfronts for the last few days before Christmas. Many JS veterans have vivid recollections of the effort which went into producing these spectacular shows and of servicing the huge last-minute demand for Christmas birds. Nonetheless, there can never have been a more inspiring term attached to Sainsbury's poultry than in 1918, when all over JS's trading area the first Christmas after the Great War was celebrated with 'Sainsbury's Victory Turkeys!'



write LINES



EATING OUR WORDS

Gill Sterne, deputy manager, Wilmslow

My seven month old son Daniel's verdict on the JS Journal?... Very tasty!

WATCHING THE SMALL PRINT

David Bowler, London Colney Savacentre

Recently a JS customer attempted to find a winning margarine cover in a competition from St Ivel. They tore off many lids leaving the chiller cabinet littered with opened margarine tubs, which could not be sold.

He was arrested but later released uncharged simply because the words 'no purchase necessary' were printed on the cartons.

Is there anything JS and other retailers can do to outlaw this downright deceitful phrase, which presumably is not actually illegal?

David Noble, senior manager, marketing replies:

Competitions and prize draws are becoming increasingly popular. In order to

avoid the controls imposed by the Lotteries and Amusement Act 1976, there is a legal requirement that entry to these schemes must be free to anybody, regardless of whether a purchase is made.

Normally, such schemes provide an address or telephone number to contact the entrants who do not wish to purchase the product. This is printed on the outside of the pack.

However, the St Ivel offer stated that individuals could win a prize by lifting the lid off the product and this ill-considered wording encouraged the behaviour you mentioned.

It is important to note that the individual in question adopted a rather perverse interpretation of the instructions and the vast majority of customers fully understood that it was not St Ivel's intention to invite customers to remove the lids of unpurchased products.

THE VITAL INGREDIENT

Heather Hailstone, technical manager, Blackfriars

I read 'Something to Celebrate' in the October issue with interest. As technical manager for baked goods, these cakes form part of my area of responsibility. They are some of the most exciting and innovative ideas that have occurred in the retail baking industry for a long time.

I must admit, however, to being disappointed that no mention was made of the part played by my product managers, especially (in this case), Laura Denby. Without the input of the technical team, new prod-

ucts cannot be launched effectively. These cakes are, by nature, complex and required many hours of work and liaison with the suppliers to ensure the ingredient lists and nutritional information were correct. Laura also attended the first production launches to make sure everything went according to plan.

I hope you print this as the role of food technology is often not fully understood and this gives a brief insight into one part of how we fit into the system.

Editor replies:

Our apologies. We do try to be fair, although it is impossible to mention everyone involved in any particular project. We hope Heather's letter has redressed the balance in this case.

RELIEF FOR ROMANIA

Keith Filby, house services manager, Blackfriars

In March next year I will be seeing Europe the hard way by driving a seven tonne relief lorry to Romania.

We will pass through France, Germany, Austria and Hungary before delivering the contents of this vehicle to several towns, one hospital and a children's home/orphanage supported by churches in my local area, South London.

If anyone can provide bulk food, food parcels, warm clothing (not jumble) or can contribute to the journey's cost of £2,500, please contact me on 071 921 6047. The more cargo we collect, the more vehicles will go.

SANTAS OR SCROOGES?

Joanne Crews, Poole

Every December, When Christmas comes around, Every shop has Christmas spirit, Except JS, I found. No dressing up or music, Or Santa hats to wear, I know for some sections it's unhygienic For the rest it isn't fair. I'm sure it would keep us going, To hear some choir songs, And also keep customers smiling, While shopping takes so long.

The customers will spend much more If they feel they're having fun So please check out this regulation I think something should be done.

And something else I wish to add, A little furthermore, Is why have you taken two keys away, They seemed OK before. No button for bakery or produce, Now you've made things worse, How many more things will be changed, Before I end this verse. Perhaps you like confusing us, For heavens I don't know why, Like changing round our till cassettes, That's enough from me bye, bye.

Trefor Hales, branch operations director, replies:

I am sorry that you feel that we do not provide enough Christmas spirit (except on BWS perhaps!). Each year, the area directors hold a



meeting where all aspects of Christmas trading are discussed, and the question is regularly reviewed of how we can best give a 'seasonal feel' to stores, and at the same time, make sure our customers don't feel overwhelmed.

The majority of stores have charity collections at Christmas and many are given added festive spirit by playing carols - often collectors are in costume. We provide stores with pictorial Christmas posters, Christmas trees and decorations where there is sufficient space in the foyer, and many of our coffee shops play carols over their music systems throughout the month of December. But I am afraid that we would draw the line at staff dressing up or wearing Santa hats as you suggest. This is something which we feel strongly is for outside a Sainsbury supermarket and not inside.

On the subject of the removal of the bakery and produce buttons, we are

taking this action in preparation for the introduction of our new sales based ordering system 'SABRE', which will enable us to place orders with even greater accuracy in future. This decision was not taken lightly and was only made after extensive branch trials and with the full support of the managers concerned.

CLEAN AIR ACTION

Judith Baldwin, price controller, Stratton

I find it surprising that our firm, with its high environmental standards and emphasis on health and hygiene regarding the store and staff, should still tolerate smoking in the staff restaurant. Smoke-free areas are not always observed and the atmosphere can become intolerable to a non-smoker in what should be a time for rest and relaxation in a busy day, so that one returns to duties refreshed and ready to continue

promoting the good name of J Sainsbury.

Colin Moffat, senior personnel manager, retail manpower resources replies: *Smoking is a particularly emotive issue which has received considerable publicity in recent times. On the one hand it is argued that an employer has a duty to protect non-smoking employees from the possible harmful effects of their colleagues' habit, and on the other, employees who have previously been allowed to smoke (perhaps for many years) argue that they should retain the right to do so.*

It is an established rule that smoking in branches is permitted only in designated areas of the staff restaurant, and it is disappointing to learn that this is not being upheld. The matter should be taken up with your personnel manager or referred to your health and safety representative for discussion and remedy at your next Health and Safety Committee meeting.

We are keeping this topic under review to ensure that our policy maintains a balanced reflection of the wishes of our retail staff.

DENTAL DITTY

Bill Baldwin, manager of Swindon



When you have a toothache It really isn't grand You're very glum and gloomy And your head is in your hands.

Being scared of the dentist's chair

Is a very childish thing But for everybody's peace of mind I knew that I must ring.

Now which dentist should I choose 'Are they a butcher with a knife?' But Meena says 'I know one, Who might just save your life'.

Reluctantly I say to Jane 'Please try and book for me'. I know Jane's heavy work load So I may get off scot-free.

'Your appointment is at 3.45 And Meena has drawn a map'. Oh no, I'm going to have to go Or I'll look a stupid chap.

Shivering and shaking I sit down in the chair. My knees they are still knocking With my feet up in the air.

The female dentist speaks to me In a soft and friendly voice. 'Look at all those cavities My gosh I'm spoilt for choice'.

The pain's now gone forever And I just feel elated. Dentists they are really nice And not something to be hated.

Thank you Jane and Meena I'd just like to say I'm glad I listened to you When you forced me on my way.

I'm sorry for those cross words That may have been out of turn But now the damaged tooth is out The old Baldwin will return.

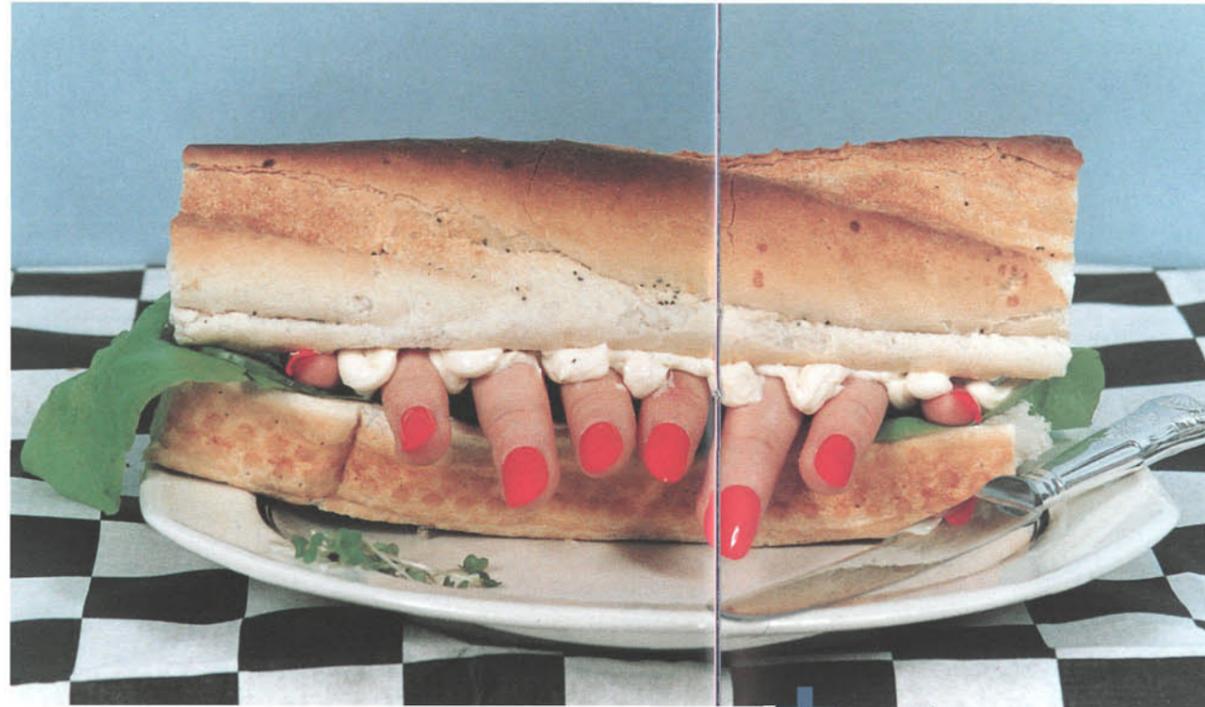




Andy Bull, picture editor of *The Independent*, says he is looking for something more than a snapshot. In judging this year's *Journal* photographic competition, he comments that there are plenty of competent pictures but just a few which step up to be real contenders: 'It appears that these people have taken the photograph specially for the category. This does put them at an advantage.'

ANDY BULL

Profile: English degree, Lancaster University...graduate trainee with Westminster Press...journalist with *The Daily Mail* from 1977...joined *The Independent* in 1986 where he was deputy features editor, then weekend editor before becoming picture editor.



OVERALL WINNER: Terry Wright, Hitchin branch manager

'This picture is visually arresting and funny. Humour is a great thing to have in a picture, particularly to lighten a serious newspaper. It is refreshing, amusing and slightly ghoulish; a shameless gimmick but it works very well.'



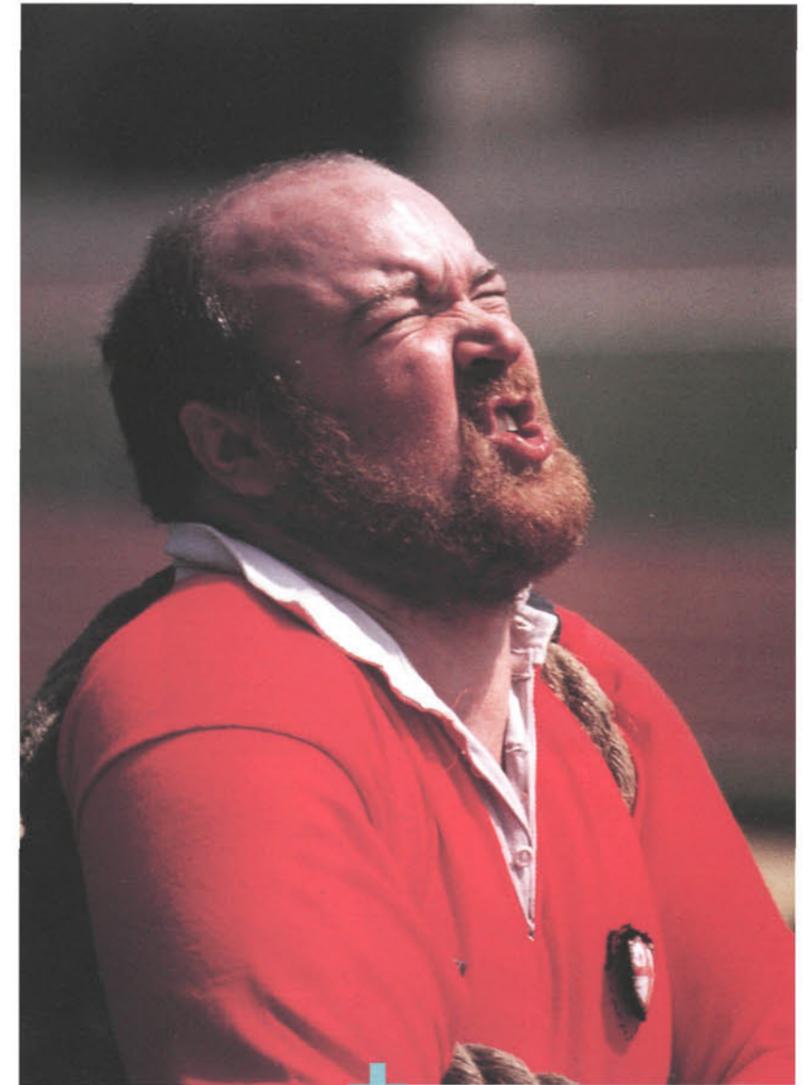
GREEN (COLOUR) WINNER: Terry Wright, Hitchin branch manager

'This is very striking and textural. Technically it is proficient and must have required a lot of patience. I like the bleached out frond-like feathers, and the way this dead bird is presented gives the impression of an archaeological find.'



PEOPLE (B&W) WINNER: Leigh Belasco, part-time general assistant, Swansea Homebase

'A nice portrait of this guy in his own environment. You feel you know what he's like. It's a pleasing picture, well cropped and well presented, giving you enough information about who he is.'



PEOPLE (COLOUR) WINNER: Bryan Siggers, fish manager, Staines

'I presume this is a tug-of-war anchorman (a little more information given by a wider crop might have helped). He is putting all his effort into it and all that effort is shown in his face.'

WINNING WAYS WITH A CAMERA