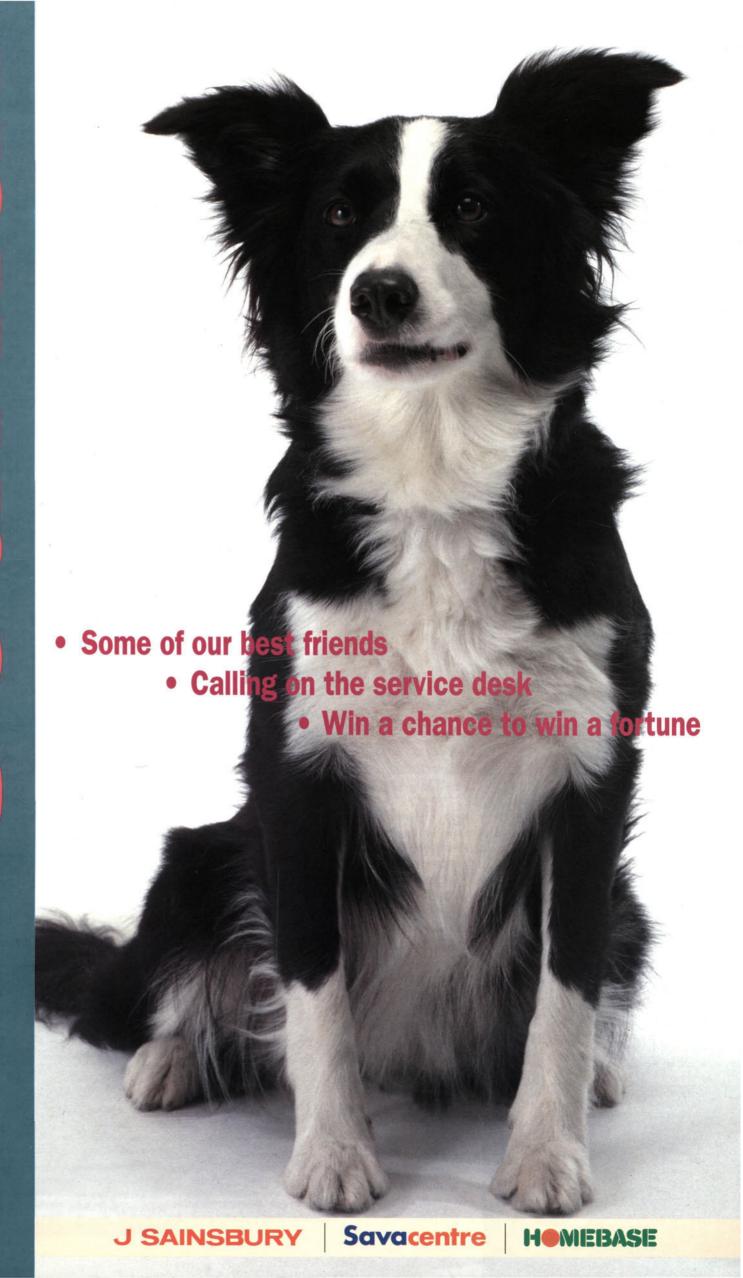
5





NOT LEAST AMONG OUR DISCERNING
USTOMERS ARE MANY OF THE COUNTRY'S
MILLIONS OF CATS AND DOGS.

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FRONTLINE

Just a call away

Ever wondered who the faces are behind the service desk voices? Turn to page 12 to meet some of the people who solve your computer problems, and find out what they have in store to improve their service.

Have you a four-legged friend at home? Half the households in Britain have a dog or cat, or both. On page 15 we introduce the pets of three Group directors...ls it true that pets look like their owners?

Congratulations to H Cowan of Hoddesdon depot - winner of the latest quarterly SSA draw for £1,000.



Merton's Reading Room has proved extremely popular.

Book department opens new chapter for Savacentre

A new department at Merton Savacentre is devoted to books,

and bargain books in particular. Explains Chris Stevens, senior buyer and merchandise manager, 'Previously we only sold books near the stationery, including the top 15 novels and the JS book range. Now we have around ten times the space and number of titles in the Reading Room with its own upmarket library image. We have learnt from the success of discount book sellers in shopping centres so there is a high presence of bargain books and children's books."



The chairman poses for the press in Cromwell Road's new delicatessen.

City welcomes subsidiaries' success

Sainsbury's announced a six per cent rise in underlying profits to £777 million on May 11. The results were greeted with a mixed reaction from the City analysts, though they were impressed by the excellent performances of Savacentre, Homebase and Shaw's.

Group profits were £369 million before tax and after the accounting changes (announced in the post-Christmas trading statement). Richard Mallet, deputy treasurer comments, 'It has been the toughest year in UK food retailing in 15 years and stock market opinion of the industry has not been so varied for many years.'

The results were released to the Stock Exchange at 7.45 am, and even before 9.00am the chairman David Sainsbury had given interviews to the London Evening Standard, Investors' Chronicle, Independent Radio News and the BBC Economics Unit. He then made separate presentations to journalists and analysts ready for the evening news and next day's papers.

APPOINTMENTS



Stuart Mitchell.

A new departmental director position of procurement director has been created, reporting to Bob Cooper.

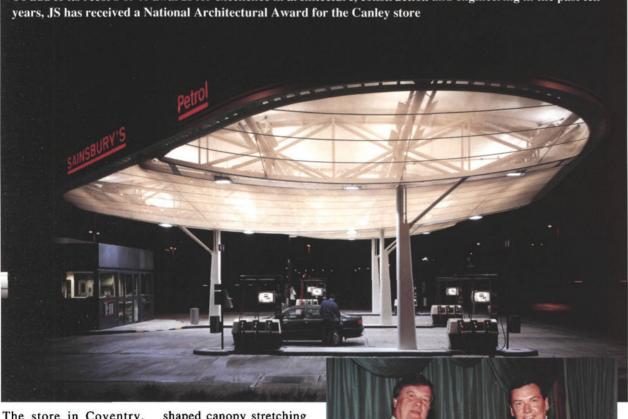
STUART MITCHELL, currently on secondment to Shaw's, has been promoted into the position. He previously held senior management appointments in produce and fresh meat buying.

Stuart will be directly responsible for improving the effectiveness of buying most goods and services not for resale.

In announcing the new position, chairman David Sainsbury said: 'The company spends over £550 million per annum on equipment, consumable materials and services of all kinds to support the operation of the business. Recent studies have identified the considerable potential for better buying and saving costs by concentrating the purchasing into one department led by a strong buying team.'

HEADLINES

To add to its record of 40 awards for excellence in architecture, construction and engineering in the past ten



The store in Coventry, designed by architects Lifschutz Davidson, won the commercial section of the Building of the Year Award sponsored by the Royal Fine Arts Commission and The Sunday Times.

The building is faced in glass, protected by a wingshaped canopy stretching the length of the store and constructed from semitransparent material. This is lit from below to give a sculptural effect. The wing design was inspired by the biplanes which used to be constructed on the site at the beginning of the century.

Project manager Ken Sinclair (right) receives the Building of the Year Award from Kenneth Clarke QC MP.

Training schemes an 'eye opener



John Adshead (left) receives the award from Ann Widdecombe MP (parliamentary under secretary for employment) and Roger Merritt, assistant director of the National Extension College, which supports the awards.

Personnel director John Adshead accepted the award and a £1,000 training voucher at the Adult Learning In The Workplace Conference on May 11.

JS was singled out for its 'thorough guidance for the training of staff, the extent of sponsorship and range of courses.' John Adshead said, receiving the award, 'We did not anticipate what an eye-opener schemes such as Choices would be for our management. They have learnt a lot about the personal development of their staff through Choices and the opportunities for engaging people more thoroughly in improving the business.'

School for selling



Departmental instructor Kay Roberts and personnel's Sushma Bagdai.

Savacentre's Selling Skills course, first set up in the training room at London Colney and featuring fake pizzas and rubber chickens, hit the road at the end of May, northward-bound.

'Students of selling' practise the rediscovered skills of the traditional counter assistant.

The aim is to give most staff a chance to join the course which has proved extremely successful in increasing trade at locations such as the deli counter.

Neighbourly scheme for elderly



All nominations are now in from stores for groups to benefit from the Good Neighbour Scheme, which this year is concentrating on elderly people.

Each store has the opportunity to donate up to £250 to a local group and sometimes two - to use the money on a special project.

Last year, the Good Neighbour Scheme donated thousands of pounds to playgroups local to our stores.

HEADLINES

How far would you go?



The Group's most northerly customer, Hilda King from Dores, Inverness-shire, with just a few of the trollies she fills every time she visits Savacentre at Edinburgh.

Homebase-grown course a winner



Deborah, second from left, receives the award from representatives of the licensees of the Phoenix authoring system, on which the program was written.

A computer based training package designed by Homebase has won an international competition.

Deborah Fleming of Homebase systems training, who put together the course, received the award in the Best Creative Use in Training category of the International Phoebe Award Scheme. The package, which assesses candidates' appraisal skills before going on a course, beat entrants from Canada, France and Australia at the judging in Ohio.

When Hilda King of Dores, Inverness-shire, wrote to Sainsbury's The Magazine to enquire if she was the company's northern-most customer, nobody challenged her unofficial title.

Hilda and her husband Bob moved to the peace and quiet of Dores in the Highlands - population 128 - from Edinburgh. But Hilda found she missed the choice she had taken for granted in the city.

So about 17 times a year she fills up her Metro and travels four hours to Edinburgh to stock up on her favourite products. Her amazing shopping list includes ten loaves of bread, 12 family sized bottles of cola, dozens of tins of cat food, 12 jars of coffee, pounds of cheese and packets of pasta by the dozen. With the Metro jam-packed - including front and back seats - she drives the 200 miles back to Dores. Needless to say, her neighbours have cottoned on to the idea and Hilda now brings goodies back for them as well.

Store director Hill Irvine says that Mrs King has now been featured in the local Sunday Post and has become quite a celebrity. 'She's been making her long distance trips for so long, and she fills up so many trolleys, that most of the staff recognise her instantly.'

Ferguson raises funds for boys back home



Alex Ferguson may be the toast of Manchester but his heart is still in Glasgow. He is spearheading the drive to raise funds for a club which provides an essential opportunity for young people in the city. Now the club - Harmony

Row Boys' Club - has received a boost of £30,000 from Braehead Park Limited - the joint venture company formed by Sainsbury's and Marks & Spencer to develop the 200 acre site at Braehead, Glasgow.

Local footballers Paul McStay of Celtic (far left) and Ally McCoist of Rangers (far right) with (I to r) Glasgow man and Manchester United manager Alex Ferguson; M&S chairman Sir Richard Greenbury, and JS development director lan Coull at the fundraising extravaganza in Glasgow.

A Classic case of media fascination

The value of Classic Cola's media exposure over the two months following its launch has been conservatively estimated at £1 million. Yet Sainsbury's did not spend a single penny on national advertising in that time.

Spitting Image portrayed a latex Jill Goolden - BBC's drinks expert - sampling colas; Carrie Fisher (a self-confessed Coca Cola addict) shunned Coke for Classic Cola on Sunday Night Clive; Classic beat the rest in a GMTV taste test and every national newspaper featured a story about the superstar drink.

We spoke to advertising manager David Noble for his reaction, 'Personally, I was astounded by the interest shown by the media. I remember watching Clive James and Carrie Fisher that evening and I had my fingers crossed for her to choose Classic. When she did I leapt up. It was terrific - you just can't buy that sort of endorsement. The general stir created high levels of trial among customers and the majority really couldn't tell the difference. If it were all just hype, Classic would never have enjoyed such sustained high sales.'

Soft drinks buyer Jon Arnold says, 'This is the first time anyone has



"Number 20173 looks the least like a Coca-Cola can, sir, but we do have a problem with the stacking!"

This JAK cartoon appeared in London's Evening Standard.

managed to establish a credible own-brand in the cola market. Previously, our cola sales in JS were on the phone. Their enthusiasm and commitment has played a crucial part in Classic's success.'

The new JS TV advert for the product was first screened on June 10, and its style is a million miles away from the celebrity recipe campaign. The ads

disappointing - now it has all changed. Classic is the clear brand leader in JS and its sales have exceeded our wildest expectations. We are actually getting letters and phonecalls from customers congratulating us on the product. This is a first customers are usually only motivated to write complaints! And I must have spoken to every store



feature the new, slightly modified Classic Cola design, a move aimed at more clearly differentiating it from the Coke design.

Also on the advertising front, JS launched its first brand awareness campaign on bus stops on May 9. The stylish posters for Novon were not price-related and featured on 1,700 shelters in London and the South East. The two week campaign was designed to boost the product's awareness in the JS heartland.



Homebase has sponsored a DIY Week Award for best new garden chemicals and fertiliser products. The award was won by Once Fertiliser made by Sinclair Horticulture.

The presentation was made by Homebase deputy managing director Ross McLaren at the awards lunch in April.

Marks & Spencer announced on May 24 a 16% increase in pre-tax profits to £851.5 million. The company's shares fell, however, 12 1/2 p to 412p since an additional £16m pension cost meant profits were at the lower end of expectations.

The company said it planned to spend more than £1 billion in the next three years on stepping up expansion in the UK, Europe and east Asia, and was looking at opening stores in China and Japan.

Awards compère Valerie Singleton with Sinclair Horticulture's marketing director Mike Daw (centre) receiving his award from Ross McLaren.

Pre-tax profits fell 13% to £362 million at Argyll Group in the year to April 2. Argyll operates Safeway, Lo-Cost and Presto. Tough competition and a poor performance at its Lo-Cost discount chain were said to be the reasons for the drop. Operating profit at Safeway rose 7.4% to £361.2 million.

Presto made modest progress but Lo-Cost is undergoing a fundamental review which could lead to it being sold.

Meanwhile, Kwik Save, the UK's biggest discount grocery retailer, announced an increase in interim profits before tax from £61 million to £65.4 million, but saw no slowing of competitive pressures.

There are now 838 Kwik Save stores and the company plans 80 openings a year for up to ten years.

In a long awaited move, Boots and WH Smith have begun to scale down the Do It All home improvement chain they own iointly.

Forty stores are up for sale and a further 60 have been earmarked for disposal, reducing the total number to about 140 stores.

The owners hope the slimming down will put Do-It-All into operating profit over the next two years.



An arresting image from the Classic Cola TV ad.

WRITELINES



MAKING IT

Philip Roots, trainee manager, Barnwood

The latest issue of the JS Journal held, for me, disappointing results of the smoking survey carried out on JS personnel. As the son of an active, lively, non-smoking mother, who has now been diagnosed as having lung cancer, I find the whole issue somewhat personal. I contest the rights of smokers in any public place and believe that the company has a duty to protect its employees' health. The current cursory non-smoking tables in my branch canteen simply are not enough.

I am told that smokers should have the right to smoke if they wish, but am I granted to play loud music or put my feet on the tables in the canteen? The answer is no, because this behaviour is inherently antisocial and disrespectful to other users of the canteen. However, I am allowed to sit in a filthy, nicotine-stained canteen, and go out onto the shop floor smelling like an ashtray, attracting comments from customers such as 'I do wish they wouldn't allow their staff to smoke here'. Are we really recognising the interests of non-smokers in these situations?

Fortunately, by 1996, it will be law to provide safe non-smoking areas. Unfortunately, by 1996, a few more people will die of lung cancer, hours of work will be lost through chest complaints and more customers will be disgusted by our smokers' policy. Will we then be happy in the knowledge that we have respected the rights our smoking colleagues?

Sue Merrell, health and safety rep, East Grinstead

I note with interest the item in the April issue of the JS Journal regarding the results of the smoking survey.

The new EC regulations which will require all staff facilities to be free from the effects of tobacco smoke by 1996, also state that in premises which first came in to use after 1 January 1993 these restrictions should already be in place.

East Grinstead branch opened in April 1993 yet the only 'protection' afforded from the effects of tobacco smoke are stickers on tables in the staff restaurant.

There must be a good number of stores within the Group which have opened since 1 January 1993 and, not withstanding the staff survey, these are in breach of regulations. What is the company position?

Colin Moffat, senior personnel manager, retail personnel operations, replies:

The issue of smoking in our staff restaurants has always been very emotive and I am sure will continue to be so in the future. When considering our response to the EC legislation concerning smoking in the workplace, in both our new and existing stores, we believed it to be of paramount importance that all categories of staff and management were given the opportunity to make their views known on the subject. Furthermore, it was recognised that the decision to prohibit smoking, even in staff restaurants of those stores opening since January 1993, where staff had only recently been recruited, constituted a change to the terms and conditions of many of our employees. It was therefore essential that the required consultation and notice be given.

As part of the ballot carried out in October, we asked staff and management whether they believed there were enough non smoking tables in their own staff restaurants. Of those who responded, 45% felt there should be more nonsmoking tables made

available. As a result of these votes, over 120 stores will be required to increase the provision of non smoking tables.

As we stated in October last year, we will ballot, on an annual basis, those stores continuing to allow smoking in the staff restaurant until 1996, by which time we are committed to providing staff restaurants which are environments free from the effects of tobacco smoke. We will of course be consulting with those stores who will be adopting the non smoking policy this summer, in order to assess any problems they might have encountered, and to find examples of good practice in order to provide information and support for those stores who will be balloted in 1994. Similarly, occupational health advisors will be happy to provide any information that may be required.

NO SLIP UPS

Jeremy Pride, personnel manager, llford.

Following the introduction of free footwear for certain staff in the branches, I received the following poem from the delicatessen staff here. They raise a valid point which I am sure will have been raised at other branches:

All day we slip and slide along

As we serve behind the deli,

But are we classed as high risk?

Oh no, not on your nellie.

Up and down with blades in hand Machinery rotating, Blades of steel slice

THE KING IN AISLE



Stephen Pratt, store manager, Bretton

Here is proof that Elvis is alive and kicking and prefers to shop at Bretton Sainsbury's. Lord Lucan also visited us that day but he declined to be photographed.

Actually, this was a publicity stunt by The Cresset, a local sports and leisure centre, who were running an Elvis look-a-like competition.

LEADING BY A NOSE

through the meat Can't keep the customer waiting.

Our floor gets very greasy And this isn't just a ruse, Please think again and tell us that We qualify for shoes.

Mike Cox, company safety advisor, replies: Slipping and sliding you

Even without your PPE.

should not be

If floors get greasy and make you slip, More frequent cleaning might do the trick. If the floor itself is shiny and defective, A non-slip treatment can be effective. The regulations are very clear. Prevention is better than a Law enforcement can be very harsh, So we must comply to protect our staff. Therefore in order that we don't get caught, The law states 'PPE must

be a last resort'.

On a serious note, if you believe that a problem may exist in this area, it is essential that you bring it to the attention of the people that can instigate the correct action, ie your department manager and your safety representative. They can ensure that, if the matter cannot be resolved quickly and easily, it is referred to the Store Health & Safety Committee and, if necessary, on to the area for specialist investigation by the area safety advisor.

WHEN SATURDAY COMES

From full time staff at Milton Keynes

We feel that full time staff should not be expected to give up their Saturdays or evenings to do the stocktaking. Our time off is planned weeks in advance and Sainsbury's employ students who are willing to do the stock-taking and like the chance to earn extra money.

We feel that our



Rebekah Young, BPM, Great Yarmouth

Thanks for providing me with a laugh while reading 'News in Brief' in the April *Journal*.

The juxtaposition of two separate news items was amusing:

A description of the new Assistance Dogs UK scheme explained how disabled customers are now allowed to bring their beloved canines into our stores, and the next news item explained that new, fresh meat service counters are being introduced into our new stores!

As the owner of one slightly disabled mother and two large hairy hounds (Old English sheepdogs) and having a rather wicked black sense of humour, I have visions of my mother being propelled down a JS aisle at super speed by two hungry canines, eager to visit the new fresh meat counter!

My mother is now very happy that her shopping expeditions to JS will probably take place at a much faster pace!

in your careers, and good

health to you all and your

families. Good bye and

bered, as will all my friends and colleagues who shared such a great evening, also the gifts which are much apprecjated.

Just one other thing, the food, drink and music completed a perfect occasion. I thank you all again.

management are putting extra pressure and work on us when we already do enough. We therefore feel other arrangements should be made.

Colin Moffat, senior personnel manager, retail personnel operations replies:

The Employee Handbook clearly states that you may be required to undertake stock-taking duties, which will be in addition to your contractual weekly hours of work. We will normally seek to give you four weeks notice that you will be required for stock-taking, although this is not always possible.

Where, for genuine reasons, an employee is unable to attend for stocktaking, this will be considered on an individual basis by store management. In some cases, as many staff as possible will be asked to undertake stock-taking, in order to ensure that the exercise is carried out in

as short a time as possible. This relieves the burden on a smaller number of individuals who may have had to work excessive hours in the past to complete stock-taking accurately.

However, if you feel that such duties are not being carried out fairly and equitably at your store, you should raise the matter with your store manager.

FOND FAREWELL

Mary Enright, former BPM, Kilburn

To all the staff at Kilburn and all BPMs and area office staff in Central and Western area office.

I was sorry not to see you all to bid my 'farewell'. To state that I will miss you all is an understatement, for I do feel that I have been fortunate to have made many friends while at the same time sharing problems. I wish you well

WITH THANKS

God bless

Yvonne Bartholomew, retired from personnel, Blackfriars

To all my many friends nationwide, thank you for your good wishes via cards, phone calls and donations to my leaving present (I bought a Ducal Victoria bookcase with the money). The camaraderie and the rapport we've shared over the years has made my life so enjoyable at JS.

Jim Hammond, retired from Potters Bar

I would like to thank all concerned for the great 'send off' given to myself, Gordon Phillips and Arthur Nash. Gordon and I retired on the same day, 29 April 1994.

The 'do' held on May 3 will always be remem-

Jean Coulton, Whitley Bay

While I was helping out at the opening of East Kilbride, my mother-in-law passed away. I would like to thank the management team at East Kilbride for their kind consideration and help at the time, especially our district manager Martin Whitty, who was 'kindness itself.'



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.



SUPERMARKET

OPENINGS

EAST KILBRIDE

Opening date: 26 April 1994

Address: Kingsgate Retail Park, Glasgow Road, East Kilbride

Opened by: Development director

Ian Coull

Store manager: Gary Buckingham

Project manager: Alan Saunders

Staff: 272 (247 new staff)

Sales area: 28,000 sq ft

Car park: 509 spaces

CHINGFORD

Opening date: 26 April 1994

Address: 11 Walthamstow Avenue,

London E4

Opened by: Joint managing director David Quarmby

Store manager: Paul Norman

Project manager: Graham Caughey

Staff: 427 (266 new staff)

Sales area: 38,000 sq ft

Car park: 431 spaces

Bright smiles on an overcast day from (left to

TAPLOW

Opening date: 3 May 1994

Address: Lake End Road, Taplow,

Maidenhead, Berkshire

Opened by: Chairman David Sainsbury

Store manager: Chris Airey

Project manager: Cliff Olney

Staff: 467 (300 new staff)

Sales area: 32,000 sq ft

Car park: 500 spaces

EAST KILBRIDE

Northern area director Graham Naylor comments on the opening of the third Scottish JS: 'Trade was well above company expectations and there was a lot of interest among shoppers. The store joins 12 other units in a retail park - pretty much a new phenomenon in Scotland - and customers are travelling a long distance to get to us. In the next calendar year, we hope to open three more Scottish stores with potential for many more later.

'We have carefully looked at our range of Scottish lines and use Scottish suppliers where possible, particularly in fresh meat and produce. Some other products are now filtering south to the rest of the company, following their success in Scotland. These

include the Irn Bru soft drink, Wee Willie Winkies (Scottish cocktail sausages) and Scotch Pies (mutton pies with a distinctive crown-shaped crust).'

Customers lap up the new Sainsbury's Classic Cola, as served up by home economist Cathy MacKintosh and departmental manager



The tireless office crew (front to back): office clerk Janet Osborne, system 25 assistant Lisa Burns (seated), admin manager Gail Fitzsimmons, admin manager Janette Scott and system support Andy Asher.







All dressed up. Tracey Porter deli assistant on the deli counter.



CHINGFORD



Cash office clerk Julie Kypri and daughter Zöe test out Chingford's very own crêche.

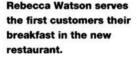
Chingford is the first JS to open with a Shoppers' Restaurant which will be installed in new stores instead of coffee shops. JS Restaurants specialist Jane Kennett explained to the Journal, 'Customers order their meal as they enter, it is cooked in the kitchens then brought to their table by a waitress. The smaller coffee shops are limited in what they can offer. They have no proper ovens and staff can't cook most meals from scratch. By giving customers a more substantial meal we are enhancing the JS reputation as a food retailer and raising their spend. Leamington coffee shop has just been converted to the new format and they are doing as much trade in

five days as the coffee shop did in seven.'

All new stores will feature one of the three restaurant formats depending on demand: a full size restaurant (like Chingford, which has 138 seats), a mini restaurant or a coffee box.



Night shift manager Mike Skinner takes a breather before the opening.





Chairman David Sainsbury made little Charlotte Eames' day when he surprised her with a present she was celebrating her fifth birthday.





Assistant meat manager Chris Dimbleby helps customers with their fish choices.



TAPLOW

As Taplow opened during celebrations for the centenary of Parish Councils in England, Sainsbury's joined in with several schemes broadcasting the history of Burnham Parish, that encompasses Taplow.

There will be no excuses from now on for civic dignitaries to be late as a new clock tower was built on Burnham Park Hall - the parish's main civic building as part of the JS development. And there will be no excuse for visitors to miss the many picturesque historical sites of the town: a map is being installed in the store's entrance showing the location of beautiful architectural features such as the eighteenth century St Peter's church and other historical sites along the High Street.



SUPERMARKET

OPENING

Opening date: 17 May 1994

Address: Carpet Trades Way, Kidderminster, Worcestershire

Opened by: Chairman David Sainsbury

Store manager: Chris Gaffan

Project manager: Brian Marsden

Staff: 308 (130 new staff)

Sales area: 28,000 sq ft

Car park: 520 spaces

KIDDERMINSTER

It was certainly one of the more dramatic store openings of recent years as Kidderminster store was cordoned off within minutes of opening and the Bomb Squad called to conduct a controlled explosion.

The first the branch knew of the hoax call to local papers, was when police joined the first customers trooping past chairman David Sainsbury and retail director Colin Harvey just after 9.30am. An hour's searching revealed a suspect package in a litter bin in the petrol station. After evacuating some customers it was decided that those remaining would be safer inside. For over an hour staff kept around

ASSESSED ASS

The chairman and store manager Chris Graffan discuss the bomb alert procedures.

200 customers entertained and they watched from a distance enthralled as the Bomb Squad made the device safe.

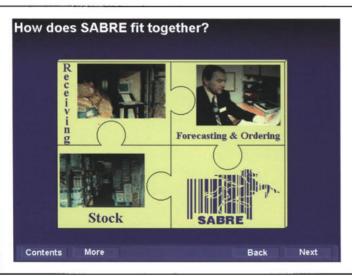
Says Chris 'They used one of those remote control machines you see in Northern Ireland to move the bin away from the pumps. Then an officer, looking like an alien in his body armour, attached a small charge. There was a loud bang and a few minutes later he gave the thumbs up and it was all over.'

He adds, 'We were down a little on the morning's takings but we had an excellent first week due to the extra publicity!'

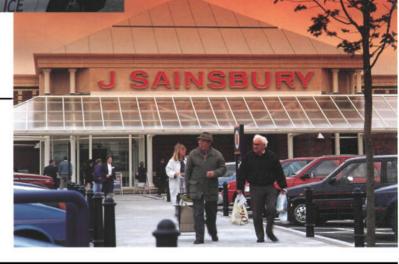


Police arrived after the hoax bomb warning to local papers.

INTERACTIVE STATE MAGAZINE



Pages from SABRE Interactive Magazine.



Coming to a screen near you

We all know that one of the most important aspects of any job is preparation.

That is why new SABRE Phase III users are being well prepared.

Weeks before Phase III arrives in stores, a lively magazine appears, but it is a magazine with a difference, being computerised and interactive. It explains about the project and helps staff prepare to go live with Forecasting and Ordering.

Sound, video, graphics and text all come together in the *Interactive Magazine*. Phase III user, John Besant, provisions manager at Exebridge, described the programme as 'informative and well put together. It

brought home some points about SABRE Phase III, although it was under-used.'

There are seven articles in the magazine - each featuring video clips - containing thoughts from SABRE district co-ordinators, as well as hints and tips from current users and information about future phases of the system.

Who knows? One day the *Journal* may come like this.

Working girls

The May Journal included a report on the Take Our **Daughters To Work Day in** April during which 3,000 girls between 11 and 15 came to work at Sainsbury's with relatives or as part of school group visits.

As the event took place shortly before the Journal went to press, we have heard from many more stores about their visits. Here is a round up:



This is fun!

Shelley Leslie (left) and Helen Smith tackle the checkouts at Bowthorpe. Says store manager David Mayes, 'The students enjoyed themselves very much and it was a pleasure having them in the branch.



Wolverhampton welcomed no less than 16 daughters of staff to the store on April 25. Here's one who thinks working in the bakery was the cream of jobs but she is not seeking too much publicity.





Pictured at Thetford are Isabel Squibbs (far left) and Lesley Carpenter (far right) with the six daughters of staff who spent a day in the store.



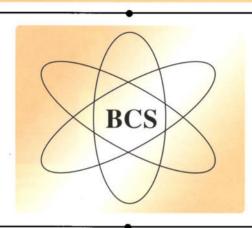
Store manager Vince Brimble is pictured with Oxford's six young visitors on the checkouts.

At Liverpool's Woolton store, section manager store training Sue Worrall and clerk Carol Crookall spent the day with eight young visitors working in the bakery and on checkouts.

> At Pepperhill, girls got into uniform to really feel like members of the team. They are pictured in the training room where they learned about food safety.

WHO ARE YOU GONNA CALL?

The retail service desk successfully handles around 30,000 computer-related queries each month and a series of new developments are increasing the efficiency with which calls are handled.



BRANCH COMPUTING SERVICES





There are up to 46 analysts working shifts on the retail service desk using 30 lines to answer calls 24 hours a day seven days a week. But this is not the main thing on the mind of the average frustrated caller as they are held in a queue to be answered. In the past, the minutes seemed like hours as the smooth running of the store was interrupted by those computer gremlins!

Now a new voice response telephone answering system is among the developments making the burden of those pesky gremlins a little easier to bear. Callers are greeted by the friendly voice of analyst Alison Archer-Lock rather than an impersonal ringing tone. You are told your position in the queue and offered the option to leave a message for less urgent problems or the chance to hold on to talk to an analyst.

Senior manager Dilip Popat is in charge of the renamed and restructured branch computing services (BCS) department which includes both the retail service desk and the service management group (SMG). He explains that the service desk deals with today's problems while the SMG deals with tomorrow's problems by fixing the root causes and providing the service desk with the 'tools' they need. Dilip says BCS is becoming a victim of its own success as the service desk becomes increasingly the first resort for the stores. They deal with dozens of systems from AmiPro to HP9000 and the list increases as the company introduces new systems and hardware.

He continues, 'We aim to deal with problems internally during that first call, rather than passing them on to support groups outside the department. This policy may mean that a caller is on the phone for a while (the average call is less than ten minutes) but the store is back at full strength quicker.'

CASE (Computer Aided Service desk Expert) is the bible of BCS. Says Daniel Lambie, service management group analyst, 'It is a vast library of all

THIS COULD BE YOU!



Former Neighbours twins Gail and Gillian Blakeney present a cheque to a pair of lucky past winners.

Win £3/4 million with the JS Journal

That is how much you could win if you hit the jackpot in Vernon's Pools, who are providing the prizes for this month's word search. The overall winner will get six 'lines' each week for a year (worth over £100) and may find out what it is like to be the recipient of one of the 300,000 winning cheques paid out in a year. You don't have to follow football or understand the pools to win: you'll be notified automatically if your numbers come up. What could be easier? Only the word search itself!

Five runners-up will also be celebrating with a bottle of Vernon's winners' champagne and a t-shirt. So get searching and the next boxes you put lines through might be on a winning pools coupon.







the problems we have solved. Using these lessons, CASE prompts the analyst to ask questions. The answers eventually lead to the solution of the problem. Ninety per cent of calls can be solved this way.' BCS hopes to introduce CASE to stores next year so staff can help themselves to solve some computer problems without calling the retail service desk.

BCS's latest toy, OpenView, means that callers don't have to tell analysts much about their problem. The service desk can now link into the branches' systems and see for themselves what is happening. They also need not tell callers what to type onto their computers thanks to Remote User Facilities: they can do virtually anything on a computer that you can do...except plug back in loose leads!

OpenView constantly monitors the HP9000 branch computers and alerts BCS of problems as they happen. It means a store can have a major fault during the night and not even know it has been rectified by BCS during the night using their Remote User Facility. Every clerk dreads the morning they go into the store's office to see all the screens flashing ominously following an overnight computer failure. Tools like OpenView will make this a nightmare of the past.

Dilip explains that BCS is also committed to further improving the service to their customers, 'The BCS total quality initiative, called SOURCE (Serving OUR Customers Effectively), is making us focus more on this aspect. We recognise that people have had problems in the past getting through to the retail service desk but, with the help of stores and some new technology, things will improve. I want to hear from store managers themselves - they should let me know when they are not happy and whenever they have any ideas.'



Clockwise from far left: Senior analyst Tony Slade (left) and analyst Richard Middleton put their heads together to help a store out of its fix.

Alison Archer-Lock - the voice on the answerphone.

> Senior manager of BCS Dilip Popat.

The service desk always knows how many calls they have waiting, the longest a call has been waiting and the number of messages left to answer.

OpenView can clearly show the location of any branches experiencing problems with HP9000.

When the service desk gets really busy, Daniel Lambie and other members of SMG help to man the phones. Don't despair next time you call BCS cursing your computer. They are solving your problems better than ever before. You can contact Dilip on extension 0098 or at BCS, Ground Floor, Rennie House at Blackfriars.

COMPETITION • COMPETITION • COMPETITION

Our word square includes 14 words which appear vertically, horizontally and diagonally, and may be

SESHUILMBCKET EMSNETCASHAYO HTIRORICHESSR UFLLENTVSNUDW WILNLTRPCLNNE ISANUIEEAWOUN NSBRTNOUVKBOM DETACIDNYSMPP FEOTOPKCAJCKV ADODNEPSYIEDF L E-F T Y U I O M K R N M LFDERFORTUNEJ SMONEYDCTHNME

Find the following words:

FORTUNE POUNDS BONUS MILLIONAIRE POOLS FOOTBALL

MONEY RICHES SYNDICATE WINDFALL **JACKPOT**

SPEND CASH

ENTRY FORM

VERNONS

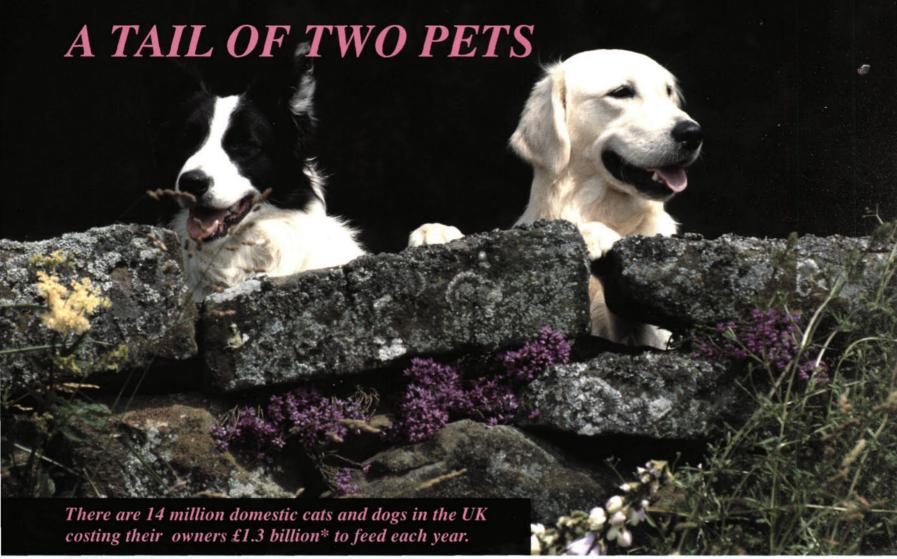
FULL NAME

JOB TITLE

LOCATION

CONTACT TEL NO

Send your completed entry form to JS Journal, 10th Floor, Drury House, Blackfriars, or by Royal Mail to the address on page 2. Mark your envelope Word Search. Your entry must reach us by July 8. Entrants must be at least 18 years old and work for, or be Veterans of, one of the Sainsbury Group companies. Only one entry form per employee please.



* Based on market data

Now that assistance dogs are allowed into JS stores, it reminds us that humans are not the only consumers we cater for.

If you don't go shopping for a dog or cat you probably skip out the extensive pet food aisle. There are 33 cat and dog food lines in the JS own brand range. Pet owning JS customers will know that their four legged friends can be every bit as choosy as the two legged members of the household, so the vast selection is necessary.

And at Christmas time, moggies and pooches can be pampered with seasonal branded lines such as duck and goose flavoured dishes and pet stockings. It has been suggested that the cardboard be flavoured judging by the way some of the stockings are known to be wolfed down.

It is essential for each meal to be nutritionally complete. Many owners have little idea of their pets'

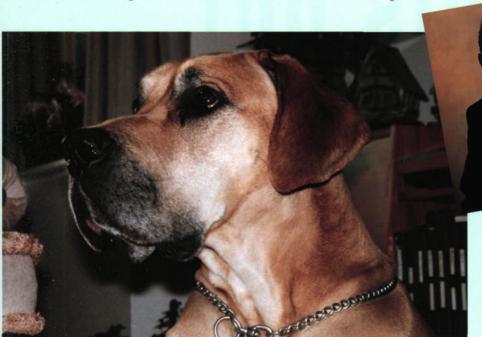
needs, and dishing up scraps may ultimately cause harm.

Cats must take in certain ingredients, such as Niacin, to keep theim in peak condition. They must eat meat in order to take in essential amino acids. Dogs on the other hand can be vegetarians. Pet food buyer Mike Corcoran says, 'It is a popular misconception perpetuated by the likes of Tom and Jerry cartoons that all cats like fish and milk - some are even lactose [found in milk] intolerant, preferring water to milk.'

After the nutritional requirements are met, the supplier works on the palatability. Closely guarded formulae are continually tested in their kennels and catteries. Part of any buyer's job is testing their products and rumour has it that some try the pet foods on their own palates (but not in Mike's case!). That is not so strange, Mike tells us, 'The hygiene standards covering pet foods is as strict as for food eaten by humans.'

JS also has around 100 panellists testing the pet foods. They show it can be as important to appetise the owner as the pet. As Billy Conolly once commented, 'They don't make mouse-flavoured cat food do they?' Says Gillian Wright, manager of the tasting panels, 'Unlike most products, pet foods have to please two consumers. If the owner thinks their pet likes the food they'll buy it again.' In a test for dried cat food one owner wrote, 'Both cats showed interest in sample 297 although 658 seemed more attractive to the human nose.' One even admitted, 'Dog and panellist both tasted meal - 163 had more taste'!





The JS Journal spoke to three directors about their pets...

The lovable Toby at large.

Branch operations director Trefor Hales is the proud owner of a four year old Great Dane, Toby: 'Great Danes have a delicate digestion so it's no good feeding them canned food. Even so, Toby loves JS Marrowbone Rolls as well as sliced white bread and chocolate. They are surprising animals - they don't need a lot of exercise, are very shy and great with children. But they are a great deterrent to candidates at election time!'

'Delicate digestion'

Trefor Hales



Dino Adriano

'Fussy eaters'

Homebase chairman Dino Adriano has amassed a collection of five mongrel cats: Crunch, Marshmallow, Liquorice, Nutmeg and Hamlet. 'Cats are independent, inscrutable, no trouble and good value because they get their own food on demand, as we live in the country. We bought them a scratching post to get over the claw problem. They're fussy eaters but when they're not feeding themselves they get Whiskas or JS Supreme.'

The rather regal Crunch.

A race for the cat food

Savacentre operations director Ken Barden owns a 21/2 year old collie, Misty, and two cats, Pippa and Lucy: 'All three are great friends. Though Misty will eat anything, at dinner time it's a race between all of them for the cat food. Misty's great because she gets me out - I probably wouldn't go walking otherwise, and my wife idolises the cats.'



Ken Barden with his menagerie and son Jamie.



The first packaged pet foods were sold at the turn of the century by James Spratt, an Ohio lightning conductor salesman. He was inspired after watching dogs scavenging stale discarded biscuits in the London docks.

Over half of all 22 million British households own a pet, cats being the most popular choice.

The Royal College of Nursing endorses pet ownership to help 'non-communicative, clinically depressed patients'.

Dr Warwick Anderson of the Baker Medical Research Institute of Melbourne, Australia, found that 'pet owning can significantly reduce the risk of heart disease.'

Food for humans is zero rated for VAT; pet food incurs the standard 17.5% rate.



CHECK THIS OUT

Still getting the groceries in at 103



Deputy store manager Michael Penfold makes a fuss of special customer Ellen on her birthday.

Ellen Curry was already ten years old when Queen Victoria died, and her childhood memories are set in the 19th century, but she is still a regular at Hampton store where she does her own shopping at the age of

When that impressive birthday arrived on April 27, the store welcomed Ellen with champagne and a bouquet of flowers.

Ellen recommends 'hard work and solid food' as the recipe for a healthy life.

In memory of a lost colleague

New Barnet has found a very practical way to pay tribute to a colleague who died last year as the result of an accident at home.

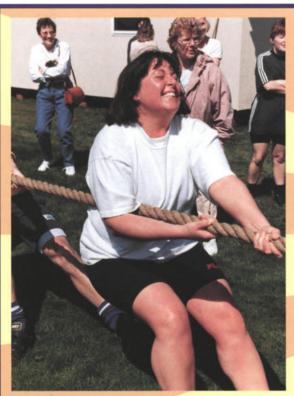
They have donated £600 raised through the Penny Back Scheme to ward seven of Barnet General Hospital to be spent on an oximeter. The instrument measures oxygen in the blood of intensive care patients.

It was ward seven which cared for Ray Polley of the night shift as he lay in a coma from June until he died in November.

The branch keeps in contact with Ray's family, and fundraising continues. Staff hope to raise enough to provide a nebuliser compressor for the ward. This helps patients in a coma to breathe.



Store manager Kevin Godbold presents the cheque to Anna Boyle, clinical nurse manager. Next to Anna is Jane Dyer, staff nurse, who cared for Ray in his last months.



Produce manager Anita Watts helps Stanway pull its weight in the tug-of-war.

Members of Kingsland's football team get a buzz out of their win.

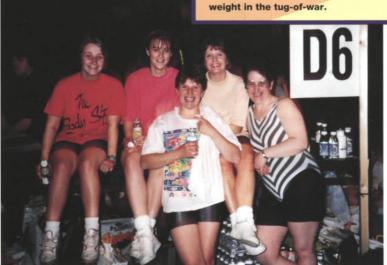
Eastern delight

It was glorious weather but not everyone stayed dry on the wild weekend with a bucketful of highlights.

No less than 1,200 members of Eastern area and their families headed for Parkdean's Kessingland beach Holiday Village in Suffolk on April 29-May 2 for the Eastern Area Family Weekend.

With three nights' chalet accommodation and entertainment laid on at every turn, it was incredible value for money at £80 for an eight berth caravan.

During the day, it was all the fun under the sun with a football tournament (won by Kingsland), netball



No dodging the exercise

After their weekly work outs in the training room, five of the fitness fanatics at Dewsbury thought they were ready for the big one - the 1994 Flora Aerobathon. And just to make the most of it, they dragged along 11 colleagues, who may not have been quite so prepared.

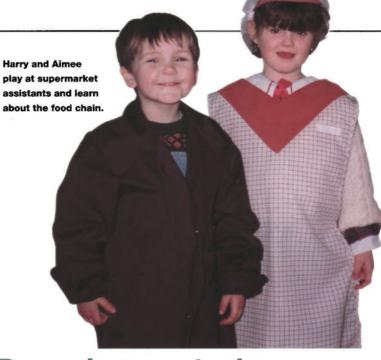
The Aerobathon, on April 24 at Sheffield Arena, was two hours of going for the burn. The team of 16, who called themselves the Dewsbury Dodgers, raised £250 for the Royal Marsden Children Research Fund.

Five of the regular Monday nighters, I to r : clerks, Louise Palmer, Sue Bramley, Jane Roberts, Trish Gillespie and Janet Foran, pictured at the Aerobathon.



Working on it

East Grinstead's NVQ candidates gathered outside their store for a photograph following presentation of workbooks by manager Chris Buss and BPM Carole Hart.



Dressing up to learn

The best way for young children to learn is by making lessons fun. East Filton general office section manager Kate Killinger may not be a trained teacher but, as a mum, she knows this and put together a

> thoroughly enjoyable lesson about the food chain for the local nursery school.

Kate's son Paul attends Perry Court Nursery School in Bristol, where the children worked on a food project between Christmas and Easter. Says Kate, 'They set up their own mini supermarket with a lot of help from the parents and teachers, using old advertising and posters from Sainsbury's.

'I went in to tell them what sort of work we do in supermarkets. I showed them a food chain video and a fruit and vegetable recognition board. They all loved dressing up in the uniforms and pretending to be supermarket assistants. Now I get children asking to come to work with me.'



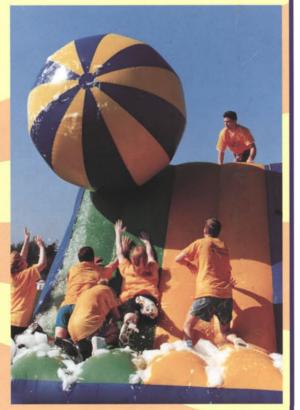
District manager John O'Sullivan (left) was among those who suffered a thorough drenching in the It's A Knockout.

(won by Warren Heath), tug of war and It's A Knockout (won by Stanway) in which district manager John O'Sullivan ended up fully clothed in the pool! Indoor events included snooker, pool, table tennis, darts, yard of ale and a children's talent competition.

Evening entertainment came from Jim Bowen, Royal Variety comedian

Joe Pasquali, a hypnotist and the Glitter Band, among others

The organising committee's joint chairmen Simon Watson and John O'Sullivan would like to thank all the members of the committee for their hard work before and during the weekend.



Loyd goes out with 10 ladies

Now let's see...lots of beautiful fruit and vegetables and a terrific amount of space...who lives in a house like this? No, TV presenter Loyd Grossman had not peeped through the wrong keyhole, he was visiting Sainsbury's wearing his Food and Drink hat for BBC2.

He accompanied 10 elderly ladies and one man on a shopping trip to Colchester JS as part of a feature examining the changing role of shopping today.

Age Concern organises the trips by mini bus, allowing older people to shop for themselves, because it recognises the social benefits of getting out to the supermarket.

Loyd Grossman meets Age Concern's Colchester organiser Dawn Brightwell (centre) with Florence Fuller and Ada Groves.



CHECK THIS OUT

Now we're cooking





Welsh spring

Children of St Jude's
Primary School show off
the cheque presented to
them by Wolverhampton
store to purchase a
cookery centre as part of
the Link School Scheme.

National pride was at stake on April 20 when Colin Trevethan's branches were a district divided. The district in Central and Western area covers stores in both England and Wales, and golfers from both countries held a Ryder Cup style tournament.

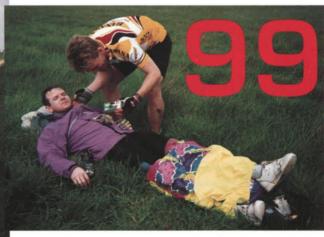
The first Spring Cup at the Cotswold Edge Golf Club in Wotton-under-Edge was won by the Welsh team by 12 points to 6.

Organiser Paul Baldwin, deputy manager, dry goods, at Thornhill, told the *Journal*, 'Next year, Wales will defend the Spring Cup in Wales and, just like the real Ryder Cup, the venue will alternate each year between Wales and England.

'Mr Trevethan played for the English team and, despite retiring at the end of April, he will be taking an active part in the district golf days he was responsible for starting.'

Buyers in mountain rescue drama





Colin Hill

lends a little moral support to the injured lan.

A mountain bike outing in the North Downs ended in a 999-style drama for seven Blackfriars buyers. A rescue helicopter plucked bakery buyer lan Coney from the side of Fulking Escarpment near Shoreham after he fell badly on a steep and bumpy track. He needed 16 stitches in a cut to his knee. He told the Journal, 'It was not one of the more difficult slopes but we were going quite fast. Suddenly my front wheel slid down and I came off. There was a lot of swearing - I was really surprised I came off - then I lifted up my shorts to see a six-inch gash. It was then I knew I was going nowhere for a while.' Fellow buyer Steve Prebble explains they were lucky to be carrying their cellular phones which 'saved an hour' it could have taken to summon help. Muses our wounded lan, 'I've seen those BMX kids with all their padding and I think I'll be following their example from now on!'





This is the holiday that promises a memorable time for *all* members of the family. Teenagers can enjoy plenty of action-packed enjoyment while under 11s join the popular Crocodile Club, leaving mum and dad to enjoy themselves.

Seven nights self catering holiday offer - Kids go free

Up to and including week commencing July 16 plus one child (2-15) free with each paying adult

£69

Week commencing July 23 to August 27

£79

Pontin's Locations: Hemsby (Norfolk), Southport (Lancashire), Prestatyn Sands (North Wales), Brean Sands (Somerset), Wall Park (South Devon), Camber Sands (East Sussex), Wick Ferry (Christchurch) and St Mary's Bay (South Devon).



Win a Pontin's seven nights self catering family holiday for up to four people at any of the locations listed above. Simply answer the following question:

ENTRY FORM

The founder of Pontin's Holidays was

a) Ted Pontin b) Ed Pontin c) Fred Pontin

Please tick your choice

FULL NAME

LOCATION

CONTACT NO

Return this form to Pontin's Competition, SSA, 7th floor Drury House, Blackfriars or via the external mail to the address on page 2.

Conditions: Holidays must be taken by October 31 and exclude bank holidays, hobby holidays and special events. No cash alternatives are given and travel is not included.

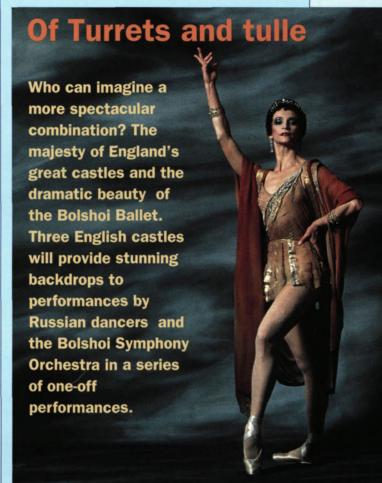






STAFF ASSOCIATION

Tel: 071 921 7227



Choose from:

Highclere Castle, near Newbury, Berks on Friday, July 8; Saturday, July 9, or Sunday, July 10.

Castle Howard, York, on

Friday, July 15; Saturday, July 16, or Sunday, July 17.

Leeds Castle, Maidstone, Kent, on

Friday, July 22; Saturday, July 23, or Sunday, July 24.

All performances begin 7.30pm.

Ticket prices: £25, £30, £45 and £55 each

The programme:

Swan Lake Act III, The Sleeping Beauty Suite, Spartacus.

Gates open at 4.00pm and car parking is free. Please note, these are open air events and there will be no refunds for inclement weather. To secure your place, send an order form to: Central SSA Office, 7th Floor, Drury House, Blackfriars. For further details call 071 921 7227.

HAVE YOU REMEMBERED TO SEND YOUR ORDER FORM TO

ALTON TOWERS

FOR THE SAINSBURY'S FUN WEEKEND ON JULY 16/17?

ADULTS AND CHILDREN £8, OAPs £5.50 (UNDER 4's FREE).

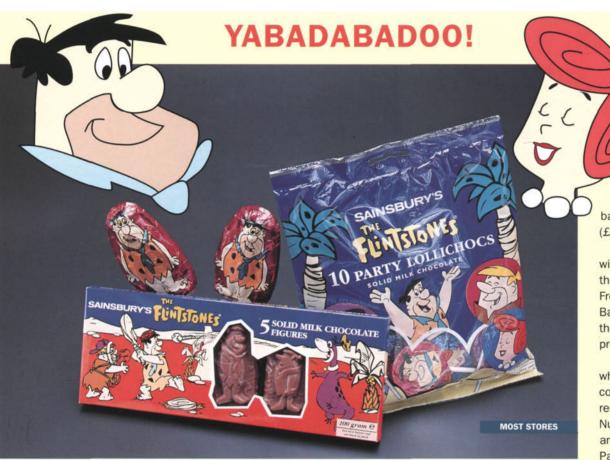
DONT DELAY - POST TODAY.

NEW LINES

FEELING FOOLISH?

Now you can be foolish and sensible at the same time with Low Fat Fruit Fools in three flavours - strawberry, apricot, and raspberry and redcurrant. The conservatively caloried confections, at less than 100 calories a pot, are made from lightly whipped fruit, cream and natural yogurt and are on introductory offer at 35p (normally 42p).





There's a stone age sweet sensation going on around JS stores with the introduction of the Flintstone range of lollichocs (49p each or £1.35 for a party bag of ten) and chocolate figures (£1.25 for a box of five).

Flintstone fans are set to multiply with the record-breaking opening of the new Flintstones movie featuring Fred, Wilma, Barney, Betty, Pebbles, Bamm-Bamm and, of course, Dino the dinosaur (a Snorkosaurus to be precise).

The new range comes as the whole Sainsbury's hanging confectionery range is extended and redesigned. New lines are: Fruit and Nut Toffee, Chocolate Limes, Black and Liquorice, Devon Fudge, Fruit Pastilles and Fruit Gums.

BANG UP TO DATE

In a novel twist, a new range of sausages aimed at children have taken their flavours from the best selling crisps. Bacon Bangers, Cheese Bangers and Bolognese Bangers come in fun design packs of six at 89p.



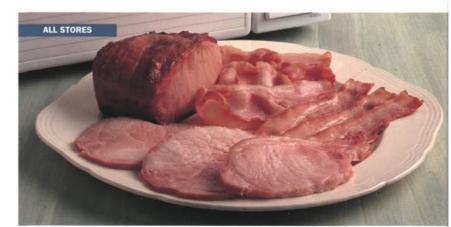
HAMMING IT UP!

At last, Sainsbury's has solved the problem of wet bacon! The company has developed a unique process for producing a dry cured bacon at much lower prices than other dry cure bacons on the market.

Water is not used in the curing, yet the process gives a lightly salted, succulent product.

The secret lies in the simplified curing process which Sainsbury's technologists have spent years developing and which will shortly be patented.

Initially available only as Unsmoked Back, Sainsbury's Dry Cure Bacon sells at £2.24 per lb in 16 rasher packs and £2.29 per lb in 8 rasher packs.



 \approx

Sainsbury's has also just launched the first full range of

microwaveable bacon on the market - Sainsbury's Microwaveable Tendersweet Bacon. The Tendersweet curing solution - after just two minutes in the microwave for back rashers - creates succulent and perfectly cooked bacon with an attractive brown appearance. It is the sugar in the Tendersweet process that makes the difference. The Tendersweet range, unique to Sainsbury's, offers some 14 cuts from rashers to joints and all with reduced salt.

CRUSH IN

Another product aimed at the younger end of the market is Cool Crush. Following the huge success of Classic Cola and Gio, the drink has been redesigned and repackaged with the new Ecotop. Cool Crush comes in two flavours: orange, and pineapple and grapefruit, both available as standard or diet. Two more flavours - lime and apple - will follow in the summer. Available in cans as six packs for £1.29 (after a special offer of 99p) also 2 litre plastic bottles for 75p.



The Sainsbury's range of deodorants have been relaunched under the brand name Absolute. The formulation is designed to provide lasting dryness, protection against odour and Absolute confidence all day long. Sounds like a sure thing!

Fragrances are Fresh Jade, Soft Pink, Cool Lilac and Ice Blue but there are also unscented and mildly scented variants for sensitive skins.

Prices range from £1.39 to £1.59. A roll-on version will be launched in the summer.



HAND-SOME

Homebase is offering protection from the perils of pruning and the rigours of DIY jobs with a new range of sturdy, quality gardening gloves. There is a glove to suit every job from weeding to handling bricks. The gloves are colour coded according to size (small, medium or large) and all give an indication of what the gloves can be used for. Pick up the gauntlet. Prices range from 99p to £5.99.





If Dibbers and Wigwams raise visions of boy scouts playing games, then you probably wouldn't be at home at the Chelsea Flower Show.

But whether your horticultural hobby is a passion ar a part-time affair, Homebase can make life easier. A new range of 35 garden accessories includes a Dibber (a seed-holer), a Widger (for lifting delicate seeds from their bed), Plant and Tree Ties, Plant Labels and Wigwam Cane Grips, to name but a few!

Prices range from 45p for a Tree Protection Spiral to £4.39 for a Kneeling Pad.

PEOPLE

This month our list of retirements is longer than usual because we are including those who have accepted the company's early retirement package with improved benefits. Almost 500 people took advantage of this offer and approximately 250 people (listed below) have already left the company. May we wish them all a long and happy retirement. The Journal will publish the names of the rest of the early retirees when they leave the company.

RETIREMENTS

Length of service in brackets

- S J ANDERSON, section mgr, night shift, Queens Road (16 yrs). D C ANDREWS, security operator, Eastern area (14 yrs). B APPLEYARD, section mgr, store training, Leeds (11 yrs). G ARMITAGE, BPM, Newport (14 yrs). M A ATTFIELD, section mgr, store training, Farnham (8 yrs).
- (8 yrs). A BADGER, security operator, SW area (3 yrs). R N BAREFORD, senior section mgr, petrol, Letchworth (37 vrs), G H BARNES, reception mgr, Macclesfield (15 yrs). M E BARRETT, deputy mgr, dry goods, Burnley (34 yrs). P BATCHELOR, admin mgr, Pinhoe Road (14 yrs). S BECK, senior section mgr, petrol, Worle (14 yrs). P J BELL, assistant BPM, Havwards Heath (19 yrs). J E Berry, deputy mgr, fresh foods, Walthamstow (34 yrs). R M BINDING, section mgr, store training, Bridgemead (16 yrs). S BIRD, food safety officer, Surbiton (6 yrs). R J BIRNINGHAM, reception mgr. Stevenage (36 yrs). B A ВLYTH, deputy mgr, dry goods, Pound Lane (34 yrs). F A BLIGH, personnel clerk, Basingstoke depot (16 yrs). R T Bolton, food safety officer, Milton Keynes (37 yrs). I Boon, customer services mgr, Bretton (22 yrs). A D Booty, section mgr, reception, Braintree (12 yrs). M BRADDON, IM Amendment clerk, Inv match comp (22 yrs). W A Bright, section mgr, cash office, Southend (15 yrs). A J Brown, produce mgr, Kempston, (33 yrs). B R Burt, meat mgr, Maidstone (36 yrs). A Burton, section mgr, store training, Hanley (7 vrs).
- J CAMPBELL, section mgr, night shift, Lordshill (12 yrs). W A CARROLL, admin mgr, Corey's Mill (8 yrs). M CARWAY, section mgr, toiletries, Fairfield Park (20 yrs). F M Cass, customer

- services mgr. South Harrow (10 yrs). G M CAUGHEY, senior project mgr, property development group East (12 yrs). B D CHAPPELL, senior section mgr, petrol, East Mayne (5 yrs). E CHESTERTON, customer services mgr, Rugby (18 yrs). O CHEVANNES, section mgr, customer services. Kilburn (21 vrs). H F CLARE. accounting clerk, Basingstoke depot (37 yrs). **B** CLYDESDALE, security operator, SE area (1 year). R R COAKER, meat mgr. East Grinstead (37 yrs). A W CODLING. senior warehouse assistant, Christchurch (16 yrs). M CoLE, press officer, Blackfriars (38 years). M C Cole, meat mgr, Kilburn (38 yrs). D COLEMAN, section mgr, staff restaurant, Hampton (13 yrs), P G Collard, senior butcher, Tunbridge Wells (39 yrs). D A Collins, BPM, Uxbridge (29 yrs). V P Colvin, section mgr, cash office, Chase Lane (8 yrs). A D Cook, district security mgr, Eastern area (2 yrs). C Cook, catering assistant. SF area office (4 months). B Cooley, reception mgr, South Harrow (35 yrs). E A Cox, senior section mgr, meat, Canley (17 yrs). J R Craig, BPM, Brentwood (20 vrs), D B CRITCHER, area meat specialist, C&W area (25 yrs). P G Cross, section mgr, store training, Kempshott (14 yrs). G D CUNNINGHAM, section mgr, store training, Doncaster (10 yrs). T J Currid, section mgr, grocery, Northampton (26 vrs). P Curtis. section mgr, customer services, Hayes (16 yrs). C Curtis, section mgr, customer services, High Wycombe (8 yrs). ■ E A Dance, instore
- security mgr, West Green (3 yrs). D F DANIELS, project mgr, systems development (21 yrs). P G DANIELS, senior section mgr, petrol, Bramingham Park (36 yrs) E A Davies, security operator training, SW area (19 yrs). T N Davies, section mgr, meat, Walsall (35 yrs). R P Davis, senior section mgr, petrol, Farlington (2 yrs). H J Davis, cash office clerk, Chase Lane (18 yrs). M D DEAN, section mgr, customer services. Stafford (15 vrs). J DEAN. section mgr, reception, Hanley (7 yrs). B W Dye, section mgr, meat, Waltham Cross (41 yrs).
- F K ELKINS, meat mgr, Fareham (32 yrs). M T ENRIGHT, BPM, Kilburn (12 yrs). V E ESZTERGALYOS, section mgr, store training, Burton upon Trent (22 yrs). M EVANS, pre-appointment trainee, Islington (31 yrs).

- I J Evans, meat mgr, South Harrow (35 yrs).
- R B FARLEY, engineering supervisor, Basingstoke depot (27 yrs). M FARMER, advertising, Blackfriars (29 years). D FAY, senior section mgr, meat, Lewes Road (17 vrs). R W FINDLAY, section mgr, fish, Stevenage (36 yrs). J R Fish, reception mgr, Bournemouth (16 yrs). M E FLEMING, section mgr, customer services. Portsmouth (17 yrs). H A FLETCHER, section mgr. meat, Ipswich (37 yrs). C Forster, BPM, Pinner (23 yrs). A FRANCIS, food safety officer, Telford (17 yrs). H FRANTZ, section mgr, BWS, Golders Green (21 yrs). F J FULLER, reception mgr, Hadleigh Road (29 yrs). P T FULTON, district security mgr, C&W area (1
- vear). N D GARDINER, meat mgr, Warwick, (37 yrs). S M GARNHAM, section mgr, staff restaurant, Ipswich (20 yrs). G M GIBBINS, section mgr, deli, Pinner (11 yrs). E GIBSON, section mgr. store training, North Finchley (22 yrs). P GILLAM, security operator, C&W area (18 yrs). J GLINN, section mgr, cash office, Clifton Down (24 yrs). R J GLOSTER, section mgr. customer services. Woolwich (5 vrs). K G GOODMAN. customer services mgr, Derby (23 yrs). P E Goodrich, BPM, Cheltenham (7 yrs). A J Gough, section mgr, night shift, Edgware (21 yrs). A E GREEN, grocery mgr. Welwyn Garden City (34 yrs). M R GREEN, security operator, Midlands area (14 yrs). R A GREEN, admin mgr, Chesham (23 yrs). J S GRIST, section mgr, customer services, Burpham (9 yrs). M W GUNSTER, section mgr, meat, Uxbridge (39 vrs).
- J D HAAGMAN, section mgr, store training, Greenford (9 yrs). W F Hale, reception mgr, Farnborough (19 yrs). I J Hales, senior section mgr, office, Southend (26 yrs). P J HALSEY, senior section mgr, meat, Pinner (29 yrs). W J HAMMOND, senior section mgr, fresh foods, Potters Bar (45 yrs). F Hammond, meat mgr, Greenford (38 yrs). D L HAMPTON, section mgr, staff restaurant. Newcastle-u-Lyme (16 yrs). J HARRIS. customer services mgr, Greenford (18 yrs). D HEADLEY, section mgr, customer services, Streatham Common (21 yrs). J HEALY, deputy mgr. dry goods, Golders Green (16 yrs). R T HEATH. claims/audit supervisor, Basingstoke depot (19 yrs).

M W HEWITT, meat mgr,

Hemel Hempstead (36 yrs).

- J W HIBBERT, customer services mgr, Kimberley (10 yrs). M HISCOCK, security operator, C&W area (4 yrs). A E HOARE, customer services mgr. Castle Boulevard (20 yrs). D Hobbs, deputy mgr, dry goods, Bletchley (36 yrs) M Hollis, section mgr, fish, Romford (34 yrs). D Horne, customer services mgr. Heyford Hill (18 vrs), H Horsburgh, security operator. C&W area (9 yrs). J Howe, senior section mgr, Cowley (19 yrs). GR Hughes, district security mgr, C&W area (6 yrs). J A Huish, management data administrator, management statistics (36 yrs). K D **HUTLEY.** warehouse supervisor, Hoddesdon depot (26 yrs).
- R D Izzard, senior section mgr, meat, Aylesbury (28 yrs).
- C JARRETT, customer services mgr, Hayes (15 yrs). P J JENKINS, senior engineer, building services (24 yrs) J JOBSON, research and development specialist, company architects (3 yrs) I JOHNSON, Darnley (7 yrs) K JONES, meat mgr, Wakefield (18 yrs). J D JONES, deputy mgr, dry goods, Chertsey (36 yrs). D E JUDGE, section mgr, store training, Winchmore Hill (3 yrs). A R JUKES, section mgr, deli, Hull (10 yrs).
- N A KEEGAN, security operator, C&W area (14 yrs). M KENNEDY, admin mgr, Chingford (22 yrs). G B KERR, additional departmental mgr, St Clares (36 yrs). I KERRIDGE, meat mgr, East Ham (33 yrs). H D KESTER, security operator, C&W area (12 yrs). P D KNIGHT, admin mgr, Crawley (37 yrs).
- R E LANGFORD, district security mgr, C&W area (1 year). P J Langley, assistant BPM, Edgware (10 yrs). P Lay, section mgr, cash office, Christchurch (20 vrs). J W LEADBETTER-SMITH, section mgr, reception, Perton (13 yrs). C LEE, BPM, Kings Lynn (7 yrs). J B LIKEN, section mgr, bakery, Camden (9 yrs). R LITTLE, district security mgr, SW area (6 vrs). P M LLOYD. section mgr, information technology, Water Lane Farnham (2 yrs). D S LOCKWOOD, sampling room mgr, economics/sampling room (25 yrs).
- room (25 yrs).

 P J MacMillan, BPM,
 Newcastle-u-Lyme (14 yrs). A
 J Marriage, area security
 mgr, Eastern area (3 yrs). J H
 Maunder, senior project mgr,
 property development group
 East (14 yrs). B E May, BPM,
 Winchester (12 yrs). E May,
 food safety officer, Eltham (8
 yrs). A D McCallum, Barkingside (24 yrs). M I McCullogh,
 section mgr, information

- technology, Portsmouth (14 vrs). P McGuire. security operator, Midlands area (5 yrs). G McKenna, section mgr, frozen foods, Chertsey (7 yrs). J McMahon, clerical assistant, admin, Midlands area (3 yrs). H McNeil, senior section mgr, meat, Bury St Edmunds (34 vrs). F E Meayers. BWS clerk. non distribution stock (20 yrs) S MILES, section mgr, staff restaurant, Swindon (15 yrs). A M Monteith, senior checkout assistant, Bitterne (30 yrs). D H Morgan, meat mgr, Swiss Cottage (38 yrs). M R Moules. customer services mgr, Ipswich (29 yrs). M M Mucklin, BPM, Bretton (14 yrs). A C MURLEY, meat mgr, Bedford (26 yrs).
- R J Nash, senior section mgr, meat, Crayford (22 yrs). P A Nicholls, section mgr, toiletries, Chichester (20 yrs). R Nicholls, section mgr, reception, Golders Green (4 yrs). D A North, section mgr, provisions, Bournemouth (37 yrs).
- H M OAKEY, arts sponsorship assistant, personnel, SW area (10 yrs). P O'BRIEN, senior section mgr, reception, Telford (29 yrs). P T O'CONNOR, food safety officer, Hendon (11 yrs). B A OPRYSZKO, security operator, SE area (6 yrs).
- B PAGETT, section mgr. staff restaurant, Hanley (16 yrs). T W PARKER, provisions mgr, Beeston (33 yrs). D PARKER, bakery mgr, Clifton Down (8 yrs). J Parkin, security operator, C&W area (18 yrs). T J PERKS, senior section mgr, reception, Wolverhampton (21 yrs). **G S PHILLIPS,** reception mgr, Potters Bar (27 yrs). J A PICKIN, clerk/typist, SE area (7 yrs). **H PILBRO**, food safety officer, Crystal Palace (6 yrs). C A PINFOLD, customer services mgr, Bowthorpe (16 yrs). J Polson, section mgr. cash office, Maidenhead (12 yrs). F W Ponting, senior section mgr, petrol, Stratton (7 yrs). B J Porter, senior section mgr, evening shift, Hemel Hempstead (17 yrs). D POTTER, section mgr. Bakery, Burnley (10 yrs). M J Powney, meat manager, Walton-on-Thames (39 yrs).
- **G B Quinn,** section mgr, customer services, Southend (20 yrs).
- M RAYNER, section mgr, store training, Leeds (13 yrs).

 D REED, food safety officer, Rayleigh Weir (9 yrs). P G RELF, buyer, packaging/admin, purchasing (28 yrs). B E
 RENNIE, admin mgr, Lancaster (10 yrs). M REYNOLDS, security operator training, SW area (26 yrs). D R RIDDER, key edit operator, inv match comp (7 yrs). T C ROBINSON, produce mgr, Kings Lynn (36 yrs)
 P B RUSHBROOK, reception mgr,

LIFELINES

What could be more relaxing on a summer day than drifting gently along Britain's canals on a

beautiful narrowboat? That is why Earl Wightman, Derby store manager, spends every weekend he can on his own craft, The Princethorpe.

is 16-year-old purpose-built narrowboat cosily accommodates in its 45 foot length a bed, kitchen and shower imagine a long six foot wide caravan. The boat's decoration is romantically reminiscent of a horsedrawn gypsy caravan, painted in bright greens and reds. Inside is a little stove balancing a copper kettle and, hanging on the wall, are plates depicting places he has visited along the canal.

Earl draws our attention to a painted panel depicting his favourite canal site, The Anderton Lift in Norwich an amazing steel contraption that lifts the

boats many metres from one canal to another.

In his view. Princethorpe is a better place to do your thinking than a caravan. 'You can sit outside a caravan but what do you think about? You'll inevitably start thinking about your hassles,' he suggests. 'Being on the boat is an activity - you don't have time to dwell on your problems.'

In his 16 years as a boat owner. Earl believes he has travelled virtually every mile of the main canal network. Like a gypsy navigator, he doesn't want to revisit places: 'I want to find out

Farl in and about on his boat.

> canals that first attracted Earl. 'When I lived in Walsall I'd walk my kids in the pushchair along the canalside - there are so many canals around there. The stone steps by the locks

were smooth and I realised they'd been worn down by thousands of pairs of feet over the decades. I suppose it conjured up an idyllic, bygone age.'

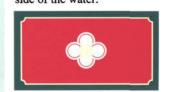
NARROW ESCAPE

countryside attracts Earl, his

Birmingham. After all, they do say the city has more miles of canal than Venice. 'People are shocked when I tell them I have spent my holidays on the Birmingham canals but I find the history and architecture of the canals around there and the Black

Country fascinating.

As he floats along, Earl meets all walks of life. Narrowboat owners can be teachers, engineers or even supermarket managers. He has bumped into Streatham store manager Norman Lake several times and lists half a dozen JS employees who share his passion for inland waterways. There are surprisingly many stores that also back onto canals, including Godalming, Castle Boulevard, Huddersfield, York, Burnley and now Kidderminster. 'I remember one spring boating towards Ladbroke Grove on a depressing sort of day. I came round a bend in the canal and saw the JS store lit up - it was like a sparkling jewel on the side of the water.'



what is round the next corner - I've just got to get

Though the tranquility

It was the history of the

of drifting at two miles per hour through picturesque favourite canals are in

Chelmsford (33 yrs).

J SADIK, IM amendment clerk, inv match comp (19 yrs). J M SAUNDERS, occupational health centre secretary (21 yrs). D E SCHERMULY, additional departmental mgr, Dorking (25 yrs), V E Scott, BPM. Leicester (26 vrs). D W SEDGWICK, store mgr, Horsham (37 yrs). W E SHERWOOD, instore security mgr, Portsmouth (5 yrs). S I SHOOTER, BPM, Hemel Hempstead (19 yrs). R T SLOAN, reception mgr. Hoddesdon (26 yrs). D H SLUCE, meat mgr, Welwyn Garden City (38 yrs). J V SMART, food safety officer, Winchester (8 yrs). L G SMITH, customer services mgr Chingford (18 yrs). R J Sмітн, instore security mgr, St Albans (2 yrs). M SMITH, section mgr staff restaurant, Barkingside (9 yrs). J P Spall, senior, section mgr, reception, Brentwood (34 yrs). R E Spriggs, store mgr. Hemel Hempstead (36 vrs). G R STAMMERS, reception mgr.

Ipswich (25 yrs). L G STEWART, district security mgr, C&W area (11 mths). B J Swain, assistant BPM, Ilford (22 yrs). M SWEENEY, senior section mgr, petrol, Canley (35 yrs).

G L TAKEL, food safety officer, Clifton Down (9 yrs). A TAYLOR, food safety officer. London Road (5 yrs). B C TAYLOR, security supervisor (5 yrs). C W TAYLOR, district security mgr, SE area (3 yrs). M TAYLOR, section mgr, store training, Mere Green (15 yrs). S A Taylor, section mgr, staff restaurant, Chingford (10 yrs). M A THORNTON, invoice passing clerk, Norwich House, Streatham (17 yrs). G F THOMPSON, section mgr, meat, Bedford (36 yrs). P H TIDMARSH, section mgr, staff restaurant, Walthamstow (20 yrs). Y R Tomas, section mgr, deli, Chase Lane (10 yrs). J M TRIGG, section mgr, reception, Streatham Common (9 yrs). M F TROTMAN, customer services mgr, Newport (16 yrs). J

TRUCKLE, section mgr, store training, Bishops Stortford (7 yrs). R TURNER, assistant BPM, Apsley Mills (2 yrs).

O WALDRON, food safety officer, Pinner (17 yrs). M M WALSH, security operator, C&W area (15 yrs). I Watts, occupational health advisor, Northern area (3 yrs). E C WATTS, security operator, Midlands area (11 yrs). R G WATTS, senior section mgr, reception, Chaddesden (7 yrs). J West, section mgr, staff restaurant, Kempston (14 vrs). W R WHELDON. reception mgr, Coventry (26 yrs). P E WHITE, security operator, SW area (14 yrs). R M WHITE, food safety officer, Braintree (12 yrs). G A WHITMORE, assistant BPM, Sevenoaks (11 yrs). K H WILKINS, section mgr, meat, Milton Keynes (26 yrs). L WILKINSON, management services mgr, ISD (37 yrs). P C Woodward, meat mgr, Muswell Hill (37 yrs). R H Wordsworth, senior section mgr, reception,

Southend (15 yrs). R D YABSLEY, senior section mgr, meat, Greenford (34 yrs).

OBITUARY

Length of service in brackets

ROSEMARY BALL, checkout/ replenishment, Canley, died after a long illness on May 9, aged 59 (17 years). ESTER ALLEN, kiosk assistant, Ladbroke Grove, died after a long illness on April 19. aged 47 (7 years). Brenda BLOCKLEY, checkout assistant, Kingsway, died suddenly on April 29, aged 59 (4 years). **Waseeм** PARVEZ, checkout/ replenishment, Preston, died suddenly on March 14, aged 21 (5 years). LYNDA MILLS, checkout assistant, Tunbridge Wells, died on May 9 after a long illness, aged 43 (2 years).

ARCHIVES





Collectors' items - bird cards came free

This promotional gift for children advertised Sainsbury's brand margarine - Crelos.



A GIFT FOR PROMOTING

Many of Sainsbury's early promotional activities were aimed at encouraging customers to shop regularly with the firm, although the schemes were not quite on the scale of the British Airways promotions!



Brass spade guineas were often collected as gaming tokens.

ne incentive scheme popular among retailers was that of providing colour theme cards free with products such as tea, which customers could collect to form complete sets or to fill a companion album. Around 1910, Sainsbury's issued beautifully illustrated cards depicting various well-known fairy tales to advertise the firm's Pure Teas. These were given free with purchases of tea, and Mrs F. Nice recalled the eager anticipation which accompanied her Friday afternoon visit to Sainsbury's with her mother. 'For me, the most important item was the packet of tea containing an instalment of a fairy story. I would wait in an agony of suspense until we opened the packet on leaving the shop.'

Later, the firm issued two sets of tea cards, 'British Birds in Their Natural Habitat' and 'Foreign Birds in Their Natural Habitat', for which collectors could apply to the shop for a free album. The cards may have been free then but complete albums now command three figure sums.

Promotional activities could be effectively targetted at customers since the provision of a delivery service meant that lists of regular customers and their shopping patterns were available. If any customers were neglecting to purchase certain products, they were sent letters, colourful showcards and leaflets informing them of special promotions and free samples of the items.

Other promotions included collecting tokens off packaging which could be exchanged for gifts. In 1914, customers could save coupons from tea packets and exchange them for a variety of gifts. The ultimate gift, for collecting 100 tokens, was a handsome 21-piece tea service. Those who did not achieve this could settle for a linen damask afternoon tea cloth for 65 tokens, or a case of three small knives and forks for 80.

A jug and plate given away as part of a 21 piece service around 1914.

New branch openings or branch anniversaries were often celebrated with special promotions and free gifts such as crayons and colouring books for children.

Between 1882 and 1913, Sainsbury's gave away hundreds of thousands of 'golden guineas' from new branches such as Croydon and Holloway. These brass tokens were imitations of coins minted between 1787 and 1800 during the reign of George III, and many bore an impression of the King's head on one side. Others depicted a spade shaped shield, hence the nickname 'spade guineas'. Along with a number of other companies, Sainsbury's bought large quantities of these blank tokens from manufacturers in Birmingham, and stamped them with their own advertising slogans such as 'For Best Provisions' or 'Arrivals of Pure Butters Daily'. Although these tokens had no monetary value and could not be exchanged for goods, customers collected them in large numbers for use as toy money or gaming tokens, and they proved to be a highly successful advertising gimmick. Sainsbury's last release of spade guineas was in 1913, when the firm apparently disposed of a large number of them to a touring theatrical company.

One scheme with which Sainsbury's refused to be associated was that of trading stamps which had originated in America in the nineteenth century, and was adopted in Britain by some retailers from 1961. Alan Sainsbury vociferously opposed these schemes when they were introduced by stores such as Fine Fare and Tesco on the grounds that, in the long term, they would push food prices up since the retailer had to pay the costs of stamps and their administration. Mr J D Sainsbury launched a massive anti-trading stamp campaign including national newspaper advertisements and customer leaflets explaining the company's position. The publicity generated by this campaign proved to be extremely beneficial to the firm, and, in the week Fine Fare introduced trading stamps, Sainsbury's achieved the biggest week's trading of its entire history to that date!



SUPERMARKET

EAST KILBRIDE

Opening date: 26 April 1994

Address: Kingsgate Retail Park, Glasgow Road, East Kilbride

Opened by: Development director Ian Coull

Store manager: Gary Buckingham

Project manager: Alan Saunders

Staff: 272 (247 new staff)

Sales area: 28,000 sq ft

Car park: 509 spaces

CHINGFORD

Opening date: 26 April 1994

Address: 11 Walthamstow Avenue, London F4

Opened by: Joint managing director David Quarmby

Store manager: Paul Norman

Project manager: Graham Caughey

Staff: 427 (266 new staff)

Sales area: 38,000 sq ft

Car park: 431 spaces

TAPLOW

Opening date: 3 May 1994

Address: Lake End Road, Taplow, Maidenhead, Berkshire

Opened by: Chairman David Sainsbury

Store manager: Chris Airey

Project manager: Cliff Olney

Staff: 467 (300 new staff) Sales area: 32,000 sq ft

Car park: 500 spaces

EAST KILBRIDE

Northern area director Graham Naylor comments on the opening of the third Scottish JS: 'Trade was well above company expectations and there was a lot of interest among shoppers. The store joins 12 other units in a retail park - pretty much a new phenomenon in Scotland - and customers are travelling a long distance to get to us. In the next calendar year, we hope to open three more Scottish stores with potential for many more later.

'We have carefully looked at our range of Scottish lines and use Scottish suppliers where possible, particularly in fresh meat and produce. Some other products are now filtering south to the rest of the company, following their success in Scotland. These

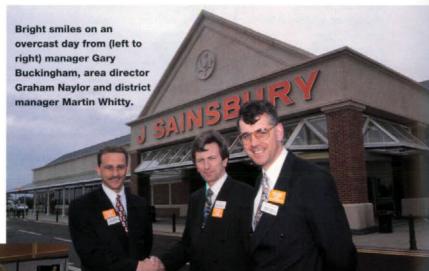
include the Irn Bru soft drink. Wee Willie Winkies (Scottish cocktail sausages) and Scotch Pies (mutton pies with a distinctive crown-shaped crust).

v Customers lap up the new Sainsbury's Classic Cola, as served up by home economist Cathy MacKintosh and departmental manager Debbie Grinter.



The tireless office crew (front to back): office clerk Janet Osborne, system 25 assistant Lisa Burns (seated), admin manager Gail Fitzsimmons, admin manager Janette Scott and system support Andy Asher.







All dressed up. Tracey Porter deli assistant on the deli counter.





Night shift manager Mike Skinner takes a

breather before the opening

Chairman David Sainsbury made little Charlotte Eames' day when he surprised her with a present she was celebrating her fifth birthday.



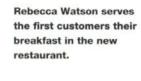




test out Chingford's very own crêche.

Chingford is the first JS to open with a Shoppers' Restaurant which will be installed in new stores instead of coffee shops. JS Restaurants specialist Jane Kennett explained to the Journal, 'Customers order their meal as they enter, it is cooked in the kitchens then brought to their table by a waitress. The smaller coffee shops are limited in what they can offer. They have no proper ovens and staff can't cook most meals from scratch. By giving customers a more substantial meal we are enhancing the JS reputation as a food retailer and raising their spend. Leamington coffee shop has just been converted to the new format and they are doing as much trade in five days as the coffee shop did in seven.

All new stores will feature one of the three restaurant formats depending on demand: a full size restaurant (like Chingford, which has 138 seats), a mini restaurant or a coffee





Assistant meat manager Chris Dimbleby helps customers



TAPLOW

As Taplow opened during celebrations for the centenary of Parish Councils in England, Sainsbury's joined in with several schemes broadcasting the history of Burnham Parish, that encompasses Taplow.

There will be no excuses from now on for civic dignitaries to be late as a new clock tower was built on Burnham Park Hall - the parish's main civic building as part of the JS development. And there will be no excuse for visitors to miss the many picturesque historical sites of the town: a map is being installed in the store's entrance showing the location of beautiful architectural features such as the eighteenth century St Peter's church and other historical sites along the High Street.

CHECK THIS OUT

Still getting the groceries in at 103



Penfold makes a fuss of special customer Ellen on her birthday.

Ellen Curry was already ten years old when Queen Victoria died, and her childhood memories are set in the 19th century, but she is still a regular at Hampton store where she does her own shopping at the age of

When that impressive birthday arrived on April 27, the store welcomed Ellen with champagne and a bouquet of flowers.

Ellen recommends 'hard work and solid food' as the recipe for a healthy life.

In memory of a lost colleague

New Barnet has found a very practical way to pay tribute to a colleague who died last year as the result of an accident at home.

They have donated £600 raised through the Penny Back Scheme to ward seven of Barnet General Hospital to be spent on an oximeter. The instrument measures oxygen in the blood of intensive care patients.

It was ward seven which cared for Ray Polley of the night shift as he lay in a coma from June until he died in November.

The branch keeps in contact with Ray's family, and fundraising continues. Staff hope to raise enough to provide a nebuliser compressor for the ward. This helps patients in a coma to breathe.

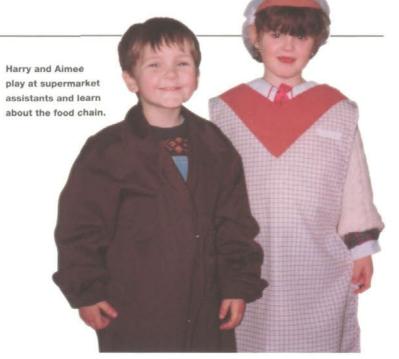


Store manager Kevin Godbold presents the cheque to Anna Boyle, clinical nurse manager. Next to Anna is Jane Dyer, staff nurse, who cared for Ray in his last months



Working on it

East Grinstead's NVQ candidates gathered outside their store for a photograph following presentation of workbooks by manager Chris Buss and BPM Carole Hart.



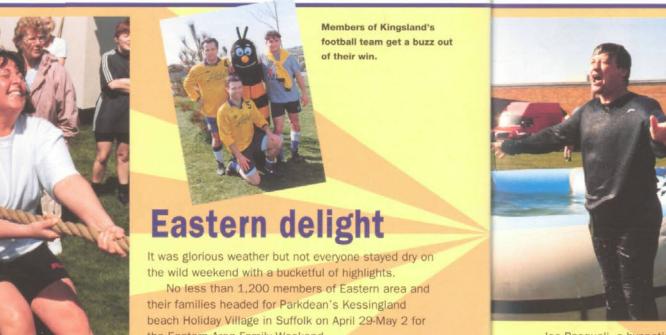
Dressing up to learn

The best way for young children to learn is by making lessons fun. East Filton general office section manager Kate Killinger may not be a trained teacher but, as a mum, she knows this and put together a

> thoroughly enjoyable lesson about the food chain for the local nursery school.

Kate's son Paul attends Perry Court Nursery School in Bristol, where the children worked on a food project between Christmas and Faster. Says Kate, 'They set up their own mini supermarket with a lot of help from the parents and teachers, using old advertising and posters from Sainsbury's.

'I went in to tell them what sort of work we do in supermarkets. I showed them a food chain video and a fruit and vegetable recognition board. They all loved dressing up in the uniforms and pretending to be supermarket assistants. Now I get children asking to come to work with me.'



the Eastern Area Family Weekend.

With three nights' chalet accommodation and entertainment laid on at every turn, it was incredible value for money at £80 for an eight berth caravan.

During the day, it was all the fun under the sun with a football tournament (won by Kingsland), netball

Research Fund.

The Aerobathon, on April 24

at Sheffield Arena, was two hours

of going for the burn. The team of

16, who called themselves the

Dewsbury Dodgers, raised £250

for the Royal Marsden Children



won by Warren Heath), tug of war and It's A Knockout (won by Stanway) in which district manager John O'Sullivan ended up fully clothed in the pool! Indoor events included snooker, pool, table tennis, darts, yard

District manager John

those who suffered a

It's A Knockout.

O'Sullivan (left) was among

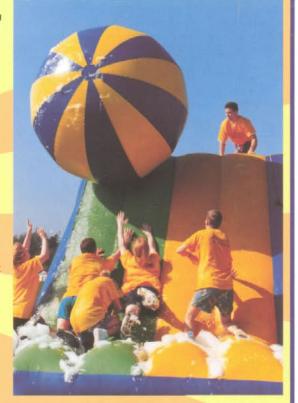
thorough drenching in the

Evening entertainme came from Jim Bowen, Royal Variety comedian

talent competition.

Joe Pasquali, a hypnotist and the Glitter Band, among

The organising committee's joint chairmen Simon Watson and John O'Sullivan would like to thank all the members of the committee for their hard work before and during the weekend.



Loyd goes out with 10 ladies

Now let's see...lots of beautiful fruit and vegetables and a terrific amount of space...who lives in a house like this? No. TV presenter Loyd Grossman had not peeped through the wrong keyhole, he was visiting Sainsbury's wearing his Food and Drink hat for BBC2.

He accompanied 10 elderly ladies and one man on a shopping trip to Colchester JS as part of a feature examining the changing role of shopping today.

Age Concern organises the trips by mini bus, allowing older people to shop for themselves, because it recognises the social benefits of getting out to the supermarket.

Loyd Grossman meets Age Concern's Colchester organiser Dawn Brightwell (centre) with Florence Fuller and Ada



No dodging the exercise

After their weekly work outs in the training room, five of the fitness fanatics at Dewsbury thought they were ready for the big one - the 1994 Flora Aerobathon. And just to make the most of it, they dragged along 11 colleagues, who may not have been quite so prepared.

Five of the regular Monday nighters. I to r: clerks, Louise Palmer, Sue Bramley, Jane Roberts, Trish Gillespie and Janet Foran, pictured at the Aerobathon