

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

JS JOURNAL

DECEMBER 1995

JS

Santa Claus is coming to town



A message from the chairman



'My best wishes to you all for a very happy Christmas and New Year. I would like to thank you most warmly for your hard work and commitment to the company over the last year. I hope that you and your families enjoy good health and happiness throughout 1996.'

David Sainsbury



The Blue Peter Appeal is gaining momentum in stores across the country, with 626 tonnes of paper waste having already been collected for recycling. The appeal aims to help a UK charity called Whizz Kidz buy specialised wheelchairs for disabled children through the collection of white paper, leaflets and greeting cards. The waste is then sold for recycling, and the money raised will be used to buy the wheelchairs.



Here are some I prepared earlier - John Cleese cheats in the latest celebrity recipe ad.

Tremendous

So you thought the Christmas tree in Trafalgar Square was big, well you 'ain't seen nothing yet. London Colney Savacentre can now boast the largest Christmas tree in Britain - a whopping 70 feet tall.



Store director Richard Smith had the idea for a giant tree and he and his deputy Alan Seed set about trying to find a tree large enough to make an impact.

One and half miles of electric cable and 4,000 lights were needed

to decorate the tree as well as a six foot star at the top.

The lights were officially switched on by Arsenal footballer Ray Parlour, the London Town Crier and Santa Claus.

Season's cheatings

John Cleese has turned the successful recipe television ad campaign on its head this Christmas.

Rather than showing viewers how to make simple but delicious dishes he shows them how to cheat - by buying the Occasions range of prepared party foods. He pokes fun at the ads in his unique style: after wreaking havoc in the kitchen he concludes, 'The secret of

Christmas is to get someone else to do all the work!'

The 60 second commercial is being shown for three weeks from November 26 and John is the 21st in a long line of celebrity presenters of the series of ads that began over four years ago.

SAINSBURY'S

SANTA CLAUS IS MAKING HIS ROUNDS AT JS STORES THROUGHOUT NORTHERN AND CENTRAL ENGLAND. HE PICKED UP HIS 18 FT. SLEIGH IN HARROGATE ON NOVEMBER 18, AND WILL BE MAKING APPEARANCES AND TAKING CHILDREN FOR RIDES UNTIL DECEMBER 23 AT KEMPSHOTT.

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HEADLINES



JS role in royal visit

The Queen visited Deptford on November 23, and JS representatives were there to welcome her.



Her Majesty The Queen met members of JS including Brendan Glynn and Jane Blower.

Attending a reception as patron of Africa '95, a celebration of the diversity found in the Deptford area, the Queen was introduced to Colin Etheridge, South East regional director, who accompanied her on a tour of the exhibits. During her walkabout the Queen also met Brendan Glynn, designated manager for the new store under construction at New Cross Gate, and development marketing manager Jane Blower.

'The first thing the Queen asked me was why Sainsbury's was included in the royal presentation,' laughs Colin. 'We will in fact be the largest employer in the area and have enjoyed huge support from the Deptford City Challenge with recruitment. She was very happy to hear that we are leading investment in Deptford, and that we're looking forward to a continuing relationship with the local community.'

Tom's triumph



L to r: South area general manager David Boverhoff; Tom and his wife Denise-Anne; and Chris Papadopoulos of Addis.

Tom Davey, manager of Crayford Homebase, was runner-up in the Addis/DIY Superstore Magazine Superstore Manager of the Year Competition.

Tom's entry made an impression with the judges because of his involvement in the revamping of

two local Homebase stores - Rochester and Crayford. And because of the highly successful customer service initiatives he has led in his store - one of these was inviting regular customers to meet him after hours in the store to voice their comments and complaints.

Christmas at the South Pole



Our intrepid explorer, Roger Mear, has completed the first stage of his 1,700 mile journey.

Roger, who is being supported by Sainsbury's, left Nerchner Island on November 24 and is now onto the Filchner ice shelf.

We sent Roger this e-mail message on behalf of all the Group's employees. It will be read to him on his arrival at the South Pole, scheduled for Christmas.

'Congratulations, Roger - you're half way there! 130,000 staff at Sainsbury's, Homebase, Texas, Savacentre and Shaw's are rooting for you and send you warmest good wishes for a safe and speedy journey home.'



Talking back at Haywards Heath store. Store manager Paul Stefanski with some of his staff.

TalkBack comes to the crunch

The TalkBack team says a big thank you to everyone who took part in the first phase of the TalkBack survey, which featured in the October issue of the JS Journal.

This was launched in South Eastern region and in the finance division and there was a tremendous response rate of 70%. This is higher than expected and reflects the amount of effort that went into making sure everyone had an opportunity to have their say.

Other companies who have well-established employee surveys get an average response rate of 65.9%, so our first attempt

matches up very well to this.

Now all the data is being 'crunched' to provide the results which will be reported by store or head office department. These will be available in mid-January, once the Christmas rush is over. Then for all the Phase 1 locations, the work really starts - gaining a clear understanding of the results and taking action based on what you have said.

The rest of the company will have a chance to fill in a TalkBack questionnaire early in the New Year. More details will be in the next issue of the Journal.

Off the wall art



The aisles were full as both experienced and first time buyers of contemporary art perused the wares on offer at the Contemporary Art Society Market at the Royal Festival Hall in London.

Held from November 7-12, this Sainsbury's-sponsored event increases in popularity and success every year. Over 1,000 works of art are specially selected by

experts from the Contemporary Art Society for sale at bargain prices ranging from £100 to £2,000. 'This is an opportunity for people interested in art to own an original work at a very reasonable price,' says George Yates-Mercer, the Society's financial secretary. 'We make it possible for members of the public to take original art out of a gallery setting and bring it into their own lives; a move that can only be beneficial for collectors, artists and the arts community as a whole.'

This year's Market made over £200,000, which will be used to buy new works of art for the nation's museums and public galleries.



New depot opens at Haydock

The new £14m Haydock distribution centre was opened on November 17 by board director John Adshead.



The size of the new distribution centre is apparent from this aerial photograph.

The enormous building near Liverpool is twice the size of a typical Savacentre store and required 30,000 tonnes of concrete just for the foundations. At full speed, the new depot will move one million 'pieces' per week to JS stores in the North West of England, Scotland and the new stores in Ireland next year.

It is the first depot built by JS for over 25 years and is uniquely to be operated as a partnership. Most of the 500 staff will work for Wincanton, who manage the warehouse, and the

distribution is to be handled by Northern Foods Transport.

Northern regional distribution manager Ian Fidler told the *Journal*, 'This is a very exciting strategic development in the north as the Scottish openings are coming through and we expand into Ireland next year. It is a step forward in controlling our distribution system. This development rings the changes in distribution and helps us maximise the payloads on vehicles and the use of our fleet.'

JS means business on equal opportunities

Sainsbury's showed how it is leading the way in equal opportunities for staff at the premiere personnel conference of the year at the end of October.

Personnel director Judith Evans spoke at the Institute of Personnel Development Conference at Harrogate, and Sainsbury's sponsored the Disability Matters stand. Disability Matters train and educate managers on the subject of people with



disabilities and Judith outlined the JS initiatives promoting 'diversity' in the workforce.

Staff are assurance of quality



Charlton depot has attained a British Standards Institute Award for its International Standards Organisation (ISO) 9002 programme for quality assurance.

The award was achieved through asking staff how to improve customer service and was presented to Nick Allen, Charlton depot manager (left of pic), who initiated the programme, by deputy chairman Tom Vyner.

ISO 9002 is achieved through having a system of work that ensures a quality operation, and now director John Adshead has asked the other three depots to move towards ISO 9002 registration.

Registering for an ISO programme means a depot (or other organisation) agrees to a certain set of objectives, for example making sure customer

complaints are dealt with efficiently. The staff involved are then asked how they think quality can be improved. Once a set of objectives is decided upon, the team is asked to adhere strictly to the guidelines they themselves have laid down.

'The British Standards Institute assessors were impressed by the knowledge and skill demonstrated by the workforce,' says Charlton quality manager Chris Davey. 'The project is now being expanded into the engineering areas, and there's a possibility it may be eventually extended to other areas of the Group.'

Seeing how the other half works



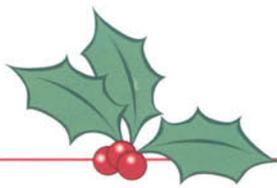
Almost 100 store managers have visited head office over the past two months in an initiative to develop a better understanding between buyers and retailers.

The store managers were given tours of various departments at head office including ISD, the company archives, various buying departments, marketing and logistics.

Jeremy Howell-Thomas, retail project manager, explains the thinking behind the initiative: 'We are aware there is a lack of understanding between the branches and head office. We hope with these visits we will give the people taking part a greater understanding of each other's problems, and enable them to develop their networking skills and improve their business awareness.'

Next year, the visits will continue with managers from more districts. 'We would like to include deputy managers in the initiative,' said Jeremy, 'but this is still under discussion.'





Cargo purchase may be unique JS Club store

Sainsbury's is applying to convert the recently acquired Cargo Club site at Bath Road in Bristol into a unique Sainsbury's members-only cash and carry club.



JS purchased three Cargo Club sites earlier this year intending to convert Bristol to a JS supermarket and Wednesbury to a Savacentre. It has now sold the Croydon site as intended. JS is setting up the new format at Bath Road because the planning process for the change of use to a supermarket is likely to take more than a year.

The store is likely to comprise a standard JS layout with a number of bulk aisles. However, only registered members will be able to take advantage of the lower than average prices for JS food and other products at the new store. A name for the new warehouse club had not been agreed at the time of going to press. Bath Road is expected to begin trading in March 1996. The company still has ambitions to convert the store to a full JS retail operation.

Bringing up baby - with help from JS



One week after *Mother and Baby* magazine readers voted JS Retailer of the Year, the company was the first supermarket to announce a policy on breastfeeding.

The ground-breaking policy was unveiled at the National Breastfeeding Conference on November 22. The policy formalises JS's commitment to supporting customers and staff who wish to breastfeed their babies in store. Through it, Sainsbury's is supporting the Department of Health recommendations that breastfeeding is the best way of

feeding a baby in its early months.

Stores recently received the detailed outline (this will ultimately be incorporated in the customer service manual) which included:

- Sainsbury's commitment to be supportive and helpful to mothers wanting to breastfeed
- Staff will move chairs or look after trolleys when requested by breastfeeding mothers
- Staff will not intervene when a mother is happily breastfeeding.

When mothers want help they will be shown to a quiet corner of the coffee shop, to the baby changing room or another appropriate area that affords a degree of privacy. Stores without baby changing rooms will nominate this private area in advance. Toilets will never be offered as an option. The

Giant's Israel Cohen dies

Giant Food chairman and chief executive officer Israel Cohen died on November 22 at the age of 83.

Last year, Sainsbury's purchased 16% of the non-voting shares of Giant Foods Inc, as well as 50% of the voting shares.

Chairman David Sainsbury commented: 'We are greatly saddened to learn of the death of Israel Cohen. He was one of the great American retailers of this century. He, his management team and his skilled

enthusiastic workforce, built Giant Foods into one of the most respected food retail companies in the world. Giant has an outstanding reputation not just for its commercial success but also for its central role in the community and great sense of social responsibility. This reputation was due largely to the vision, drive and energy of Israel Cohen. We have every confidence in the current management team and the future success of the company.'



guidelines also explain how to deal politely with customers who may have adverse comments about customers who are breastfeeding.

Comments Undersecretary of State for Health Baroness Cumber-

ledge, 'Sainsbury's approach is practical, positive and straightforward. Mothers who need or wish to breastfeed at Sainsbury's can be assured that they may do so with Sainsbury's blessing.'

Painting the town

A jointly sponsored wall mural was unveiled at Bromley store on November 21, accentuating JS's continuing efforts to co-operate with the public sector.

Painted by a local artist, the mural appears on the walls of a small alley that leads directly from Bromley High Street to the entrance of the Bromley store. The mural has a Greco-Roman theme, interrupted only by the occasional Sainsbury's artefact subtly inserted into the scene.

'We were approached by the town centre management for sponsorship, and we thought it was a good opportunity to show Sainsbury's continuing commitment to the communities we serve,' says Nick Ellings of Sainsbury's town centre management support unit (town planning).

Birth of a great idea

Jeanette Groarke, occupational health adviser on Don Hayward's district, based at Chaddesden, has been recognised for the support package she designed for staff expecting babies. Jeanette recently received from the Duke of Devonshire a bronze award and £250 for Chesterfield store in the Peak Health at Work awards.

The package takes the form of an advent calendar, giving advice on a healthy lifestyle through pregnancy, highlighting the accompanying physical changes and suggesting appropriate diet and exercises. There is an employees' guide and a practical guide for management which Jeanette has used to support training in the district.



An Athenian look for Bromley



DFSOs from Terry Wigley's region with their NEBOSH certificates. Far left of back row is regional personnel director David Bates; Terry Wigley is third from left; company safety adviser Mike Cox is second from right, and regional safety adviser Paul Kirkpatrick is far right.

Certified for safety

Sainsbury's should be an even safer and healthier place to work now that around 120 staff have undergone a specialist health and safety course.

The students were principally district food and safety officers (DFSOs) from JS, though

participants also came from Savacentre, Blackfriars head office and Basingstoke depot. The DFSOs have played a key role in helping stores to achieve a 20% reduction in recorded accidents in the past year. Directives from Brussels demand that staff holding such positions be suitably trained, and JS went out and found the best appropriate qualification available: The NEBOSH (National Examination Board in Occupational Safety and Health) National General Certificate.

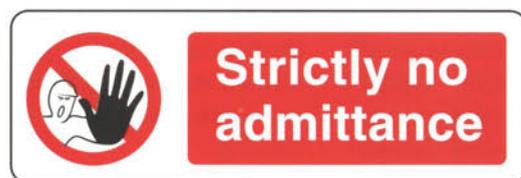
The course covers such topics as identifying common hazards and unsafe practices, relevant laws,

communications of safe practice and investigating accidents. The students underwent two weeks' residential training, did their revision and then underwent the dreaded written and practical

examinations, which were all completed by October.

Comments company safety adviser Mike Cox, 'This qualification gives these specialist staff an excellent

overall understanding of the health and safety knowledge they require. It was not an easy course and I would like to congratulate them all on their outstanding achievements. The district and store managers now have the advice and guidance of the DFSOs who also help educate line managers in the issues.'



HOW THE CARDS ARE DEALT

THE NEW STAFF DISCOUNT CARD HAS NOW BEEN EMBRACED BY ALL CORNERS OF THE GROUP. SINCE MANY STAFF ARE STILL GETTING USED TO THE NEW SYSTEM, HERE ARE THE ANSWERS TO SOME OF THE MOST COMMONLY ASKED QUESTIONS:



Q. WHAT HAPPENS TO MY DISCOUNT CARD WHEN I RETIRE?

A. Subject to certain eligibility criteria, you may be able to continue to use your card when you retire. For more details on Veterans' entitlements contact Veterans welfare on extension 7190 at Blackfriars.

Q. WHAT HAPPENS IF I CHANGE JOBS BETWEEN GROUP COMPANIES?

A. If you are moving between Homebase, Savacentre, JS or Texas your card simply moves with you.

Q. HOW DOES THE LIMIT WORK?

A. You receive discount on £5,200 spending per annum, giving you a total saving of £520. Your card will not stop automatically when this level is reached. Your manager will be notified and will discuss your requirements with you.

Q. CAN I HAVE A SECOND CARD FOR MY PARTNER TO HOLD?

A. The computer system managing the card has not been designed for this. We need to review the effectiveness of the scheme, and the possibility of providing partners with a card may be included in this review.

Q. WHAT SAINSBURY GOODS OR SERVICES ARE NOT ELIGIBLE FOR DISCOUNT?

A. In the Calais off licence, JS or Savacentre petrol, in customer coffee shops, Sainsbury's/Interflora flower delivery service, tobacco products and services such as Texas/Homebase fitted kitchens.

But you can use it on Wine Direct and video rentals.

Q. WHAT ABOUT TEXAS OFFERS?

A. You cannot get discount on top of Manager's Special offers or 10 per cent off days at Homebase and Texas, but the card can be used when buying reduced-to-clear goods. The old staff discount vouchers are not accepted at Texas but are accepted elsewhere in the Group until March 31, 1996.

Q. CAN I USE MY DISCOUNT CARD WITH THE SAVER CARD?

A. Neither Savacentre nor Sainsbury's can accept the saver card and the discount card in the same transaction. You can however use the discount card as well as your Homebase or Texas Spend & Save Card.

Q. WHAT HAPPENS IF I LOSE MY CARD?

A. Lost, stolen or damaged cards must be reported in writing and as soon as possible to your store manager (department manager for head office staff). It will take up to six weeks for a replacement card to be issued.

If you have any further discount card queries see your staff discount card administrator. This is usually your admin or personnel manager in stores or dedicated personnel manager at other locations. Please do not call head office with queries.

STOCKTON



Stockton opened its doors on Sunday November 26 - making it the first company store to open on a Sunday. Since the acquisition of the site from the Co-op earlier this year, the store has undergone a major transformation.

Savacentre's new chairman Colin Harvey, managing director Mike Broomfield and store director Phillip Finegold pulled a large Christmas cracker to declare the store officially open.

Customers queued despite the continual drizzle and rain, and the first 100 were presented with a bunch of flowers. The children were given balloons and there was free Bucks Fizz and mince pies for adults.



1 New Savacentre chairman Colin Harvey (left) and Mike Broomfield help the town crier declare the hypermarket open.

2 Rug Rat baby Chuckie finds the trolleys don't quite come in his size.

3 Cleveland Parachute Team dropped in with a giant cracker for the directors to pull at the entrance to the store.



Opening date: November 26, 1995 / Address: Durham Road, Stockton, TS21 3LU, North Yorkshire / Opened by: Colin Harvey and Mike Broomfield / Branch manager: Phillip Finegold / Project manager: Chris Isherwood / Staff: 485 (285 from Co-op) / Sales area: 85,000 sq ft (26,154 sq m) / Car park: 1,200 shared spaces

News in brief

Tesco goes shopping in Poland

Tesco has purchased a majority stake in Polish supermarket chain Savia. Its £8m has bought 36 stores in the south of Poland to add to its stake in Hungarian chain Global.

Super managers

Two JS teams have made it through to the final of the Supermarketing Store

Management Team of the Year competition. Kempshot senior store manager Mike Salmon's team was second in their heat but their profit was higher than many other heat winners. Harlow store manager Geoff Cole led his team to victory in the Central heat to also join the eight finalists at Claridges on January 24. Trade magazine *Supermarketing* organises the supermarket simulation game each year, and this

year JS and Somerfield were the only two companies with more than one team in the final.

Lucky London Colney



THE NATIONAL LOTTERY

London Colney Savacentre is apparently one of the ten luckiest places in Britain to

buy your lottery ticket. The highest prize of the 56,000 winners shopping at the store in the first year of the National Lottery was £2 million.

Homebase, the magazine

The Christmas edition of Homebase's *At Home* magazine is out now, packed with Christmas decorations, wrapping and gifts available in the stores.



HEDGE END

HOMEBASE OPENINGS



Despite fierce competition on the opening day, Hedge End's new Homebase fared well and is now moving from strength to strength. Built as the 89th Homebase store, it shares its site with the Hedge End JS branch. It is also one of the first stores to boast the new Wrighton range of kitchens previously exclusive to Texas.

Staff, many of whom have come over from the now closed Texas store, reported that the Saturday after opening day was very busy with cars lining up to get into the parking area. 'It was blocked solid,' said one staff member. 'I've never seen so many people!'



2



3

- 1 Store manager Barry Coles is ready and welcoming.
- 2 Carol Dear, price controller.
- 3 Steve Barnes, deputy garden centre manager, and Tony Andrews, garden centre assistant, watch out for Santa!



Opening date: November 23, 1995 / Address: Hedge End Park, Tollbar Way, Hedge End, Southampton / Opened by: David Boverhoff, Northern regional director / Branch manager: Barry Coles / Project manager: Neil Hotston / Staff: 80 (73 new jobs) / Sales area: 47,662 sq ft (14,665 sq m) / Car park: 420 shared spaces

HERMISTON GAIT



- 1 Store manager Steven Quinn welcomes one of the first customers
- 2 Was it Bill or was it Ben? Neither, it was James Slater who came along with his Dad Bill.

Homebase has arrived in Scotland! Hermiston Gait Retail Park came alive as the doors to the company's largest Homebase store opened. Hermiston Gait Homebase has 59,000 sq ft of sales area and is the first of two stores planned for Scotland to open before Christmas - Falkirk opened on December 7.

Opening date: November 1, 1995 / Address: Hermiston Gait Retail Park, Edinburgh / Opened by: Ross McLaren / Branch manager: Steve Quinn / Project manager: Mike Gould / Staff: 90 (70 new jobs) / Sales area: 59,000 sq ft (18,154 sq m) / Car park: 486 shared spaces

RUISLIP



Opening up alongside the JS store, Ruislip looks set to challenge its competitors in the retail park. Customers began queuing up before the opening and were met by Homebase chairman Dino Adriano.

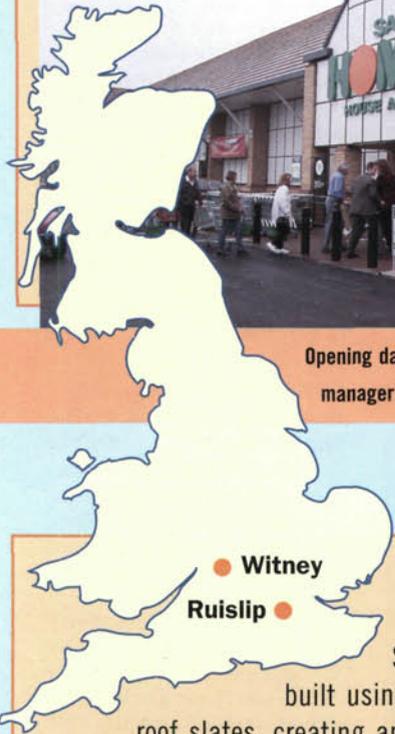
The store gave away free Homebase coffee mugs and azalea pot plants to the first 500 customers.



- 1** Customer service manager Sharmila Patel (right) and her opposite number from Milton Keynes Jo Houston, who was helping out.
- 2** Store manager Nigel Bassford answers a customer query.

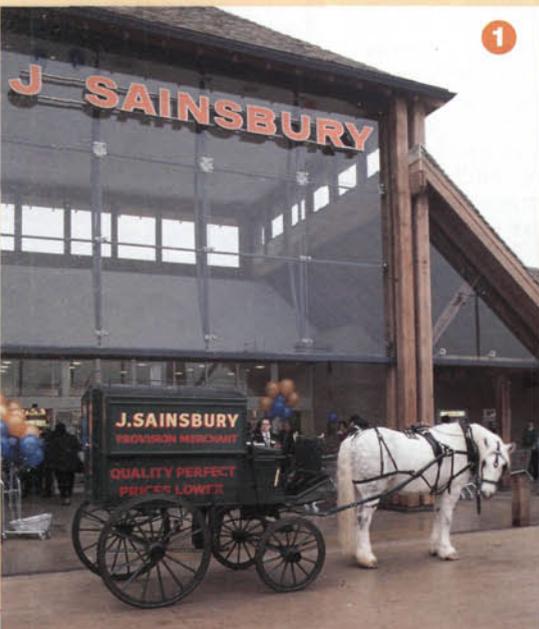


Opening date: November 10, 1995 / **Address:** Victoria Retail Park, Victoria Road, South Ruislip, London / **Opened by:** Homebase chairman Dino Adriano / **Branch manager:** Nigel Bassford / **Project manager:** Neil Hotston / **Staff:** 60 (53 new jobs) / **Sales area:** 48,859 sq ft (15,033 sq m) / **Car park:** 373 shared spaces



WITNEY

Over 300 new employees joined with members of the public in celebrating the opening of the new Sainsbury's in Witney, Oxfordshire. This new store was built using locally-sourced reconstituted Cotswold stone and roof slates, creating an exterior that blends with the local environment. A busy opening day was followed by an equally busy weekend featuring appearances by Fred Flintstone (rumoured to have admired the Cotswold stone) and the Witney Town Band.



- 1** The Sainsbury horse does service before disguising himself as a reindeer for some Christmas sleigh pulling.
- 2** Chairman David Sainsbury gives an early customer his personal attention.
- 3** More personal service from meat manager Mike Adsett.

Opening date: November 14, 1995 / **Address:** Witan Way, Witney, OX8 6FS / **Opened by:** Chairman David Sainsbury / **Branch manager:** John Taylor / **Project manager:** Brian Marsden / **Staff:** 356 (333 new jobs) / **Sales area:** 28,100 sq ft (8,646 sq m) / **Car park:** 500 shared spaces

WRITELINES



Jack Bates, customer, Croydon

I would like to express my appreciation of the service given by your staff...and also my high regard for the quality of your kippers.

I am an amateur photographer and have just obtained a Fellowship of the Royal Photographic Society by submitting a panel of 20 exhibition-standard colour prints, the subject throughout being one of your kippers. These pictorial prints range from images of the whole fish to magnified - and most colourful and intriguing - pictures of tiny areas of the skin.

Naturally I needed to use kippers that were in perfect condition, free from the slightest damage or blemish. Your staff on the fish counter were willing to search for the very finest fish for me, which they then wrapped with appropriate care. The careful handling was repeated at the checkout as soon as I had explained what I wanted.

I am pleased with my pictures, and the Fellowship that they gave me. I feel you should be proud of your staff - at the Croydon Purley Way store - and also be proud of the quality of your kippers, which made excellent eating as well as enthralling models.



AIRTIGHT REASONING

Susan Brogen, checkouts, Workshop

I have been working for Sainsbury's since January on the checkouts, which I enjoy a lot. But I have one question I would like to ask: why are there no air holes in the bottom of our carrier bags?

Paul Cootes, senior manager consumable purchasing, replies:

We have thought carefully about the subject of holes in carrier bags. Our main reason for not using them is that they do not actually prevent suffocation if the hole is not in the exact place over a child's mouth. If mothers are falsely reassured that the bags have holes, they may be less vigilant and allow a child to play with the bag.

We also believe that the bag is potentially weakened if a hole is punched in it. The major concern is that the bag is fit for its purpose. Additionally, we believe that customers prefer bags without holes as we know many bags are used for secondary purposes such as pedal bin liners and nappy sacs.

I hope this goes some way to showing that we are far more customer focused on subjects like this than might at first be thought.

TOWARDS THE GOOD LIFE

Dave Smith, regional director, South West

Having hung up the butter pats, put away the spacing boards, filed the layouts in the waste paper bin and crossed PF and stock results off the list of 'things to do', I am now relaxing and working to a different schedule!

But more seriously, I would very much like to take this opportunity of thanking the many people with whom I have worked during my 40 years with JS. The support and experience has been rewarding and enjoyable.

Sincere thanks on behalf of myself and my wife for the 'send offs' given at the South Western area office, Rules Restaurant, Botley Park Hotel and Country Club, and Monkey Island. Irene and I thoroughly enjoyed the evenings and very much appreciated the gifts and many cards of good wishes.

After 40 years with JS, it will no doubt take time for me to adjust to retirement. I'm certainly going to miss the people, but I'm looking forward to some new challenges and yes, a 'hole in one' is on the list of things to do (alas, probably only on the putting green)! We wish you all the very best for the future, and thank you all once again for the tremendous send off and kind wishes.

NOT SO HOT OFF THE PRESS

Penny Meader, night shift, Brookwood

Tuesday, November 14, was the first day I saw the October issue of the JS Journal available for picking up in our store. It is the same every month. Sometimes, the competition dates are passed by the time I see one to pick up - as was the situation with Everyone's Favourite Ingredient. Why are we getting them so late and when are we supposed to get them?

Bridget Williams, managing editor, JS Journal, replies:

Thank you for your letter - I do agree that mid-November was unacceptably late to receive the October issue of the JS Journal, and we are looking into the reasons for this delay.

The JS Journal is published ten times a year (Jan/Feb and Aug/Sept are combined issues), and we aim to get it to you the second week of each month, with competition entry dates normally set for the middle of the following month. The



Diane Campbell, store personnel assistant, Stratton

We were running a light-hearted competition in our branch to see how far one of our T-shirts could travel. Here I am in Cairo, Egypt. Can any other employee beat that? Incidentally, it was 44 degrees when this picture was taken.

Everyone's Favourite Ingredient competition, however, had to have an earlier deadline so that the winner could be announced at the Buyers' Conference. We do not set a publication date, mainly because important company news can affect our deadlines.

The Journal is delivered through the internal mail system from Blackfriars, which should ensure that it is given priority at the depots and in-store. We know, however, that it is often left at the back door, so stores experiencing delays should check there first. We are, however, anxious to know of distribution problems. Please TAO us on JS:Journal.

WE'RE NOT SECOND BEST

Janet Hoar, price controller, Debden

We were told a few months ago, we were finally getting a hot drinks machine for our canteen. Great! Hot chocolate, hot drinks when you are late or early when the canteen is closed - can't wait. Yesterday it arrived.

Well, it was brought in looking like a piece of junk. It was an old one from another store, they have received a new one, and once again we get someone else's cast-offs.

We have come to realise that being a very small old store, we are always at the bottom of the list in order of priority. But this time we couldn't believe it. The machine was dirty, looked like it came from a dump and was quite disgusting and unhygienic. This is standing in our canteen

waiting to be cleaned for use. After seeing it in this state, who wants to use it when cleaned?

Come on Sainsbury's. We work as hard as any other store. Stop treating us as the poor relation. Please don't tell us the machine is perfectly okay, because if that is so, why didn't the last store keep it?

Craig Simpkins, retail catering manager, Blackfriars, replies:

The vending machine that was delivered to your store was, as you quite rightly point out, a machine from another store. It was supposed to be returned to the manufacturer.

Unfortunately, due to a communications slip-up this old machine was delivered to your store by mistake. The brand new vending machine for your store is to be installed at the beginning of December. Your concern about the smaller stores always receiving other stores' leftovers is a concern that we are trying to eliminate. We are ensuring that all stores currently without any hot beverage vending machine are the first to receive the new machines.



Ron Bennett, customer, Essex

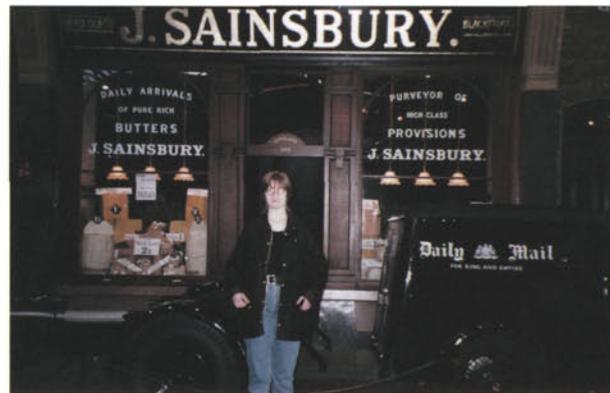
I enclose a photo of our cat, Henry, having an enjoyable nap in his favourite bed. It's an unusual picture as he usually curls right up inside and doesn't rest his head on the ledge at the top. Just another satisfied customer.

Patricia O'Leary, customer, Whitechapel

As a new visitor of your branch, I felt I had to write to express my experiences. Staff on the delicatessen and checkouts could not be more helpful, and welcome everyone with a cheery smile - even in the early morning! As I am still having difficulty finding some products, the staff go out of their way to direct me to where a particular product is. I am only 'another customer' but I would be grateful if you would be kind enough to thank the staff on my behalf for being such lovely people.

Angela Adams, cashier, Victoria

My husband and I recently visited the National Motor Museum at Beaulieu. I had to have my picture taken in front of 'work'!



Margaret Toseland, Veteran, Kettering

During a recent holiday to Kefalonia, my husband Tony came up with a novel idea for reusing JS carrier bags. One day he left his swimming trunks on the balcony back at the apartment and said not to worry as he would make a pair out of the carrier bag. We all had a good laugh about it on the beach. A good advert for JS in one of the Greek islands don't you think?



Paul Doyle, senior deputy, Walthamstow

I recently held a fun competition in the branch asking staff to think of a funny caption to the accompanying picture. The three ladies concerned are Lynn Crale, Tony Lewis and Marge Bradford, who all work in the staff restaurant. The winning caption was: 'Claudia, Naomi and Cindy hit the Paris catwalks again this year'.

WAS TOM A TEXAN?

Richard Thurstans, trolley retrieval, Ellesmere Port

How did Texas get their name? Is there any connection with Texas, USA? And who is (or was) Texas Tom? Did he actually exist or is he fictional?

Bill Williams, retail director, Homebase/Texas, replies:

The Texas concept originated in 1971 when Stuart Glanfield, a director of the Home Charm Group, made a visit to America to look at the developments taking place.

Following that visit, work began on the new retail format - larger stores of approximately 6,000 sq ft, selling decorative, DIY and furniture products. The name for the new brand was discussed extensively and an external source was appointed to find a suitable name. Stuart and the board agreed that Texas was probably the best option as it was perceived as being large, all-encompassing and forward-thinking and the idea had originated in Texas.

The first store to trade was Luton 136/153 Dunstable Road and was called Texas Discount. BMP, one of the well-respected advertising agencies of the 80s, were appointed to develop a brand-building campaign for Texas. The creative execution required a warm-blooded human being to be an integral part of it and so the fictitious Texas Tom was born. The plan was to have a series of commercials which would have different characters in it, male and female.

Texas Tom was played by a Shakespearean actor and the music used was based on a song composed by American country and western singer Paul Ritchie.



1995 JS Journal Photographic Competition Results



Nick takes his pick

Nick Hall is picture editor of the *Observer Life Magazine*. When he broke off to judge the JS Journal 1995 Photographic Competition he was in

the middle of researching 100 Women Who Shock the World. 'We'll probably feature The Princess of Wales on the cover,' he told us. And other 'shockers' include Madonna, Shirley Temple, Lauren Bacall and Roseanne Barr. By the time you read this, Nick's carefully chosen female rogues gallery will already have hit the street and he'll be busy compiling the Best Pictures of 1995.

Of your photographs, he said, 'There are some very nice pictures and a few difficult decisions.' Here are those decisions.

Congratulations to all winners and runners up who receive cash and Fuji Film.



OVERALL WINNER

Roger Askew, clerk DDC, Blackfriars

'Very red, white and blue. It's beautifully co-ordinated and well composed - a simple graphic picture.'

CELEBRATION WINNER



Pat Cassidy, checkout assistant, Prestwich

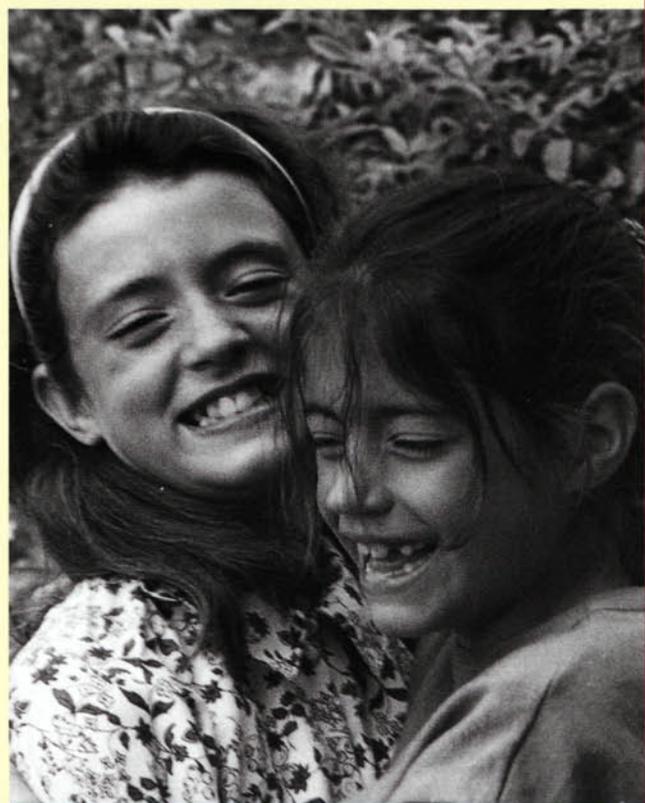
'This is a very jolly line-up and certainly says celebration.'



RUNNER-UP : Marilyn Harvey, senior sales assistant, Stafford

'As wedding pictures go, this is a particularly good shot with lots of action and joy.'

FRIENDSHIP WINNER ▼



RUNNER-UP : Marie Maudsley, office clerk, Burnley
'This is a lovely warm picture.'

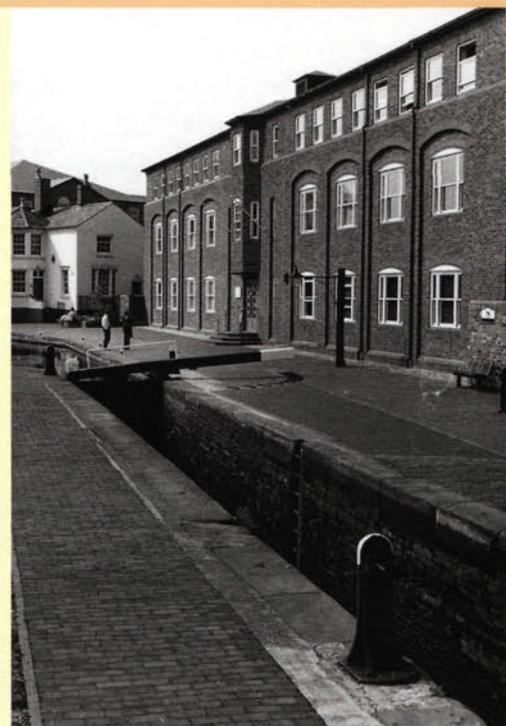
Simon Webster, B line controller, warehouse, Apsley Mills

'Are they friends or having a row? I suppose rowing is a part of friendship! Anyway, it's a great shot.'

MY TOWN WINNER ▼



Alina Jeremy, checkout assistant, Ladbroke Grove
'He's very pleased with himself isn't he - it's his town alright!'



RUNNER-UP : Rosaline Hayes, fresh food controller, provisions, Northfield

'This is nicely composed. Add more human interest and this photographer could go on to take great pictures.'

A television programme transmitted live by satellite
to ten stores on November 15 could be the future
of internal communications in JS.

RETAIL REVIEW LIVE BEAMS INTO STORES



Top, l to r: David Clapham, Tom Vyner, David Sainsbury and presenter Roy Sheppard await the first calls.

Chairman David Sainsbury, deputy chairman and joint managing director Tom Vyner, retail operations director David Clapham and presenter Roy Sheppard, together in a studio in Camden, London, spoke candidly with staff from across the country in the first trial of Retail Review Live in JS.

The telephone switchboard was buzzing with staff wanting to put questions to the directors throughout the one hour show. The response was so great that the broadcast was extended by ten minutes just to squeeze in some extra calls. The callers who failed to make it onto the airwaves were answered later in writing.

Staff pulled no punches: they grilled the board trio on subjects ranging from the effects of the Genesis restructuring to the JS response to Tesco initiatives.

Here is just a sample of the questions and answers:

Alicia Outhton, admin manager from Letchworth asked whether the recent static performance of the company could be attributed to the Genesis restructuring and Roy Sheppard asked if there would be a Genesis II.

David Sainsbury: 'Out of it came some good things and also a number of things where we have got to say we didn't get it right. No, there won't be another one.'

David Clapham: 'We are strengthening district training teams to deliver a better training infrastructure.'

Janet Samson from Coreys Mill, Stevenage, asked why JS keeps rearranging the store.

David Clapham: 'We need to innovate...the buyers accept there are too many new products coming down the line.'

Tom Vyner: 'We've learnt a lot in the last six months and we know we could communicate better with staff and customers about the new ranges.'

Gary Love, Crayford store manager, wanted the SaverCard for his store because the surrounding

competitors had loyalty card schemes.

Tom Vyner: 'SaverCard is a short-term tactical card and extremely expensive. It costs 1.5 per cent of profit margin...I don't think you want that off your profit and loss without an appropriate return.'

Paul Bunyon, deputy store manager, North Cheam, asked about the effect on career opportunities now that the store opening programme has slowed down.

David Sainsbury: 'We are crying out for the sort of people who can take

responsibility in new jobs. We have new stores opening in Northern Ireland plus our Action Stores...'

Tom Vyner: 'This is a huge company and there are opportunities in our subsidiaries...we have a large DIY business and hypermarkets.'

Maureen Hale, checkout supervisor at Ilford, raised the subjects of how JS markets Christmas and were we going to copy Tesco again.

Tom Vyner: 'No - they copy us more than we copy them!'



The telephone crew were inundated by calls and the programme was extended by ten minutes.

The 240 Texas stores, which are now part of Homebase, receive fortnightly a pre-recorded staff magazine programme called Tele-Tex. Ten JS stores took part in the pilot Retail Review Live, using surplus satellite receiving equipment from Texas stores. A video copy of the programme was sent a few days later to all the other JS stores.

Robert Tytler, who is in charge of Tele-Tex, co-ordinated Retail Review Live: 'Business television is a very powerful and effective form of communication now being acknowledged by many large organisations. It is immediate and much more cost-effective than most people realise.' Adds director of retail personnel Nigel Broome, 'With this show there was no censorship and the three directors welcomed any controversial questions. The live element adds a real sense of excitement and it was extremely well received by staff. We are now actively looking at the case for making satellite broadcasting available to all stores.'

The multi-faceted job swap

Behind every great director is ...a great personal assistant.

PA



Paul Millard chairs a senior managers' meeting while Peter Ibbotson takes the minutes in the background.

s are probably one of the most misunderstood breeds in JS. Store staff may see them as powerful ogres, to be dreaded on store visits even more than the director. Or the PA is regarded simply as the 'runaround'. Neither perception is strictly true, as we found when we spoke to Paul Millard, outgoing personal assistant to director of the store format group Peter Ibbotson.

But first, to add a little spice to our story, we asked the two to swap jobs so that we could really get a flavour of what they do. Peter describes how he sees the PA's job: 'I see the PA as an extension of my own arm - we work so closely that we get a sixth sense of each other's requirements and we know what the other is thinking.' That is how, according to Paul, he makes sure 'the day goes as smoothly as possible'. The PA's role is crucial to ensure the director's day goes like clockwork - including water-tight travel arrangements and making sure staff and external contacts can get in touch with him whenever possible.

Both Peter and Paul talk as if they are an even partnership and the mutual respect is evident. Nonetheless, Paul accepts the need for him to complete routine jobs. It was certainly an interesting experience for director Peter Ibbotson to fetch sandwiches for a senior managers' lunch meeting instead of Paul. He admitted he never realised how difficult it was crossing Stamford Street with a heavy plate of sarnies! Comments Paul, 'The most difficult part is being at someone else's beck and call, and it can get to you, however nice the boss. But I accept it is part of the job - I never moan, just get on with it.'

And how did Paul fare in the meetings? Peter's day is usually dominated by a succession of meetings and travelling between them. Paul was

amazingly confident and in control of the MRC (merchandising and refurbishment committee) at Blackfriars' Wakefield House despite the bemused looks of assorted senior management and a regional director. As Paul explains for the benefit of any aspiring PA, 'You get a good exposure to the "central think-tank". I now have a broad perspective of the company and an invaluable understanding of the all-important internal relationships.' Peter agrees, 'It gives the PA an insight into how the company works at the most senior levels, the importance of the informal communication links and the committees.' Paul believes that after all this exposure he is 'ready to be a doer and come up with ideas'. This he intends to do in the new role he takes up this month as regional facilities manager at Homebase.

So where do the two stereotypes in our opening paragraph come from? Explains Paul, 'The job is pressurised and I try to do as much of what Peter asks myself. But I also need to make demands on other staff sometimes. I have actively sought to break down the image of a demigod floating around with a mobile phone.'

'Everyone wants a piece of Peter,' he says. It is Paul's and secretary Marion's jobs to act as a filter for the many people that want to see the director. Sometimes that means helping out with customers. Peter then takes great pleasure in telling the story of when Paul intercepted a customer at the newly opened Horsham store. She explained in some distress, 'I've lost my husband.' Sympathetic Paul soothingly offered his condolences with the words, 'I am so sorry to hear that.' At which the outraged shopper said, 'No - I've really lost him - he's wandering around the store somewhere!'



Peter Ibbotson takes on Paul's job of helping to bring the sandwiches to a lunch meeting.



Paul takes the back seat for a change as Peter drives his PA home in style.

MANAGING A WORLD CLASS BRAND

It was a conference of realism and celebration as the marketing and buying divisions discussed strategy. And part of the proceedings was the *JS Journal* Product of the Year Award.



Here are brief highlights of the conference:

- Conference 'facilitator', Crime Watch's Nick Ross, presented the introductory video followed by the opening address.
- Deputy chairman **Tom Vyner** described how the media had given the grocery industry and JS a hard time over the last year. He explained that these were difficult times for us and he outlined a six point action programme to achieve the marketing strategy for the supermarketing business. This covered major assaults on customer service, quality, price, marketing and public relations, stock losses, sales and margins and systems performance.
- **Mike Broomfield** and **Steve Prebble** presented videos on the exciting new store formats at Sava-centre and Shaw's respectively.
- Trading director **Bob Cooper** outlined the measures agreed by the



Question time: Nick Ross invites buyers to question the directors.

board to help JS give world class service. These include substantial increases in labour hours for stores, benchmarking the quality of products to ensure they are the best, increased local advertising and a focus on driving sales through the modernised stores.



• **Kevin McCarten**, the new marketing director who takes over from Ivor Hunt, was introduced in

Mastermind style. In a video he explained his background before coming to JS from Woolworth's and Superdrug parent company Kingfisher, and even let viewers in on some of his hobbies like golf and gardening!

- Consultant John Billet charted the background of brands such as Wrigley's chewing gum and British Airways and highlighted the consumer shift towards 'corporate brands' like JS own-brand.
- **Mike Conolly**, director of operational marketing, detailed the growth of the JS brand, explaining in particular when JS should create sub-brands like Novon and Classic.
- Louise Boitoult of consumer research organ-



Left to right: David Clapham, Bob Cooper and Robin Whitbread have the answers.

isation Nielsen talked about 'Category Management' and buying senior manager **Steve Nelson** outlined how JS is applying this technique of 'businesses within businesses' covering a group of products.

- **Stewart Mitchell**, director of meat, fish and procurement, described the emerging 'Can do culture' in JS with a rousing motivational talk. He closed with, 'Let's not whinge and whine about what's wrong with our business; be positive, be

demanding of yourself, your team and your bosses - we are the winners.'

- **Bob Cooper**, trading director, in closing, paraphrased John F Kennedy: 'Now is the time for each of us to stand together and to ask ourselves what can we do for our company. The company will give us every opportunity to exercise our talents - it's up to us.'



After a lively question and answer session where delegates put their concerns and comments to the three board directors, the conference really did come on to the winners. Jane Asher introduced the 'Product Oscars' in style. To a hiss of smoke and flash of lasers, dancers and stirring music, the Products of the Year were announced. In this first *JS Journal* Product of the Year presentation, hundreds of staff voted on the form in the November issue of the *Journal*.

Congratulations to Rose Clines of Burton-on-Trent's evening shift, the winner of the £100 prize in the *Journal's* entry form draw. Coincidentally, she also chose all three of the winners! Bob Cooper made the draw.



These are the winners of each of the three product groups, in reverse order of popularity:



CHECK THIS OUT

Through a child's eye

The last mounted prints have now been presented to junior schools as part of the 1995 Pictures For Schools scheme. Over 1,500 schools have received the four pictures as a gift from JS since October 17. The letters of appreciation sent in by teachers

Keighley store manager David Durbin with children from St Joseph's Roman Catholic School and Nessfield First School.

and pupils have been flooding in to the sponsorship department. Here are snippets from just a few of them:

Mr Turner, headteacher at Newton Flotman Primary School, told **Norwich** store: 'The pictures will not just enhance the school decor but will be a valuable resource to teaching art in the National



Curriculum. As you must be aware, schools do find funding somewhat meagre and any additional help that we get is very welcome.'

Andrew Barclay, head boy at St Mary's Primary School, West Sussex, wrote to corporate communications director Chris Leaver: 'Thank you very much for the four pictures...they are now hanging in our library for all to appreciate and admire. We shall enjoy discussing them and trying to study the topics.'

Mrs Charlton, acting headteacher, William Shrewsbury Primary School, wrote to **Burton-upon-Trent**: 'We are hoping to find places to hang the pictures where all our children will be able to enjoy them. The video and teachers' notes will help staff to plan their lessons to further the children's appreciation of works of

Frank Almond, store manager of Altrincham, with staff and pupils from Cherry Manor Primary, Cloverlea Primary, St Vincent's RC Infants and Willows Primary School.

art. It is gratifying to find that a large company such as yours is prepared to make such valuable contributions to education.'

From David Donovan, Year Six, Takeley Grant Maintained Primary School to **Bishop's Stortford**:

'We are delighted that you showed us the genuine paintings that we are getting copies of. I thought that J Sainsbury's were extremely kind in giving us the copies, especially the "Child With Dove" because it gave me a warm feeling. I think that people expected them to be dull but everybody stared in amazement. Also, it made me look harder into the painting.'

Top gun battle



District manager David Ware (far left) with Chester's winning team, l to r: Brian Thake, Paul Carrington, Graham Minshall and Chris Durband.

Friendly fire flew over Hawkstone Park in Shropshire on October 11, as almost 70 staff from around the North West participated in the Third District Annual Clay Shoot. The clay pigeons, rabbits and pheasants didn't have a chance as clear weather allowed for a perfect day of shooting.

The day started with practice and tuition for participants, before moving on to the big event - 'Top Gun' - in the afternoon. 'For the first time we

had not a drop of rain,' says Chester senior deputy **Brian Thake**. 'It was a great day out enjoyed by all. Thanks to district manager **David Ware** for his continuing support and generous subsidy towards this event.'

Peter Marsh from **Warrington** took the coveted Top Gun prize, but employees from Chester store walked away with top honours in both team prize categories as well as Lady Top Gun, won by **Carol Thake**.

Weighing up the advantages



Freda Armstrong from Lineside Day Centre (pictured above) is another satisfied customer at **Lancaster** store, which recently lowered their produce scales to wheelchair level. This makes it possible for Mrs. Armstrong and others to shop

more independently. 'She wanted to thank all of us at Sainsbury's for doing so much in store to help disabled people,' says **Ina Lyon**, senior checkout assistant. 'They all think we're doing a great job, and I'm sure we'll keep it up!'

CHECK THIS OUT

All generations celebrate 40 years of JS



Prize winners go down in history (l to r) John O'Neill, provisions assistant; Bridget McCarthy, staff restaurant assistant; Mrs Hodsdon & baby Charlie; Mrs Suzanne Smith & baby Arianna; Mary Reynolds, grocery assistant; Tracy Simon, store manager.

Lewisham store went all nostalgic for their 40th birthday celebrations held in the last week of October. Store manager **Tracy Simon** decided to highlight the store's history in the Lewisham area for the anniversary. 'When Sainsbury's re-opened in Lewisham after the Second World War, they used the whole front page of the local newspaper to advertise, and printed six photos instructing customers how to shop at this new store,' explains Tracy. 'So I had postcards made

of those photos and gave them away to customers. Not that they need any instruction these days - trade was definitely up during the week.'

Five shopping prizes of £75 were given away as a thank you to customers, and the remaining prizes went to the three longest serving members of staff, each of whom received shopping to the value of £75. The mothers of two babies born on the store's birthday, each received £75 worth of baby products.

Petrol team share success



Branch manager **Geoff Cole** presents the cheque for £200 to a representative from the Multiple Sclerosis Society.

Staff at the petrol station in **Harlow** have been fuelling sales recently by vigorously promoting the use of petrol vouchers. Coming in tops in their district for increasing sales, staff won a prize of £200, which they then donated to the Multiple Sclerosis Society. 'They were delighted at winning the prize,' explains senior deputy manager **Rob Connelly**, 'and they then decided that it provided another chance to give back to the community that has supported us so well.'



Savacentre trainees working alongside Durham produce staff (l to r): **Joan Smith, Claire Jackson, Sharon Simpson, Emma Davis, Ann Morland, Norma Reynolds, Angela Henderson.**

North East pools training talent

Durham and **Middlesbrough JS** stores lent a helping hand to the **Washington Savacentre** recently, providing training for 280 former Co-op staff preparing to join the new **Stockton Savacentre** which opened on November 26 after being converted from a Co-op.

'It was a bit hectic, of course,' says personnel assistant at Durham **Jennifer Banks**, 'and walking into a strange branch with a different way of doing things was probably difficult for some, but both groups of training staff co-operated well.'

Witching time



Standing guard over the pumpkins, the Witch of **Low Hall** hides a sweet treat.

Customers were spookily entertained to see this creation looming over the pumpkins at **Low Hall** Chingford store during the Hallowe'en season. Senior floor assistant **Anne Pagoni** came up with the idea for the unusual display, and senior produce assistant **Danny Clements** put her idea to work. Using only a flower box, some material for clothing, and a balloon for the head, Danny whipped up a witch Blue Peter style! 'Lots of customers brought their children back to see it,' says deputy manager **Russell Foster**, 'and we put a display of Pick 'n' Mix sweets behind it.'

The witch was then donated to local **Whitfield School** for Special Needs for the children to enjoy at their Hallowe'en party.

Birthday party provides reunion



Waltham Cross Homebase staff celebrated the store's tenth anniversary at a local wine bar on October 22. Almost 100 past and present employees turned up at the party, including four previous store managers. Office manager **Barbara Williams**, who organised the whole event, was delighted to see so many people there. 'It was really nice to see them all,' she

COMPETITIONS



Store manager Malcolm Jones makes the presentation.

Putting the pennies back

The Penny Back programme really does pay back into the stores' communities, as a local charity in Norwich recently found out. Staff at the **Queens Road** Norwich store were proud to present a cheque for £448.03 to the John Groom centre for people with disabilities. The money raised will be used to buy various types of equipment.



Stocking up on holy orders

Shoppers in **Kempston** were surprised when store manager **Barry Scott** was spotted walking around the store with three clergymen - and it wasn't even a Sunday!

Roman Catholic Bishop of Northampton, the Right Reverend Leo McCartie, store chaplain Friar Vincent Cahill and Industrial Chaplain for Bedford Reverend Lionel Albon spent their visit experiencing first hand the jobs done by staff. Areas varied from the gondolas to the loading bay, from the wet fish counter to the bakery department.

Friar Vincent is no stranger to staff as he is the local parish priest based immediately opposite the store.

Previous **Waltham Cross Homebase** store managers line up outside the bar (l to r) **Richard Bigglestone, Steve Clowes, John Norris and Bernadette Güler.**

told the *Journal*, 'Everybody had a lovely time.' Barbara herself was thanked for her contribution with a beautiful bouquet of flowers presented to her at the party.

Christmas is a wonderful fun time of year but Yuletide can take its toll on your waistline and frazzle your nerves.

What better way to rejuvenate after a hectic December than four days of pampering at a health spa? Forget the image of strict diets and exercise regimes, **Thorneyholme Spa** near Clitheroe in Lancashire is a haven of relaxation and tranquility. Relax by the indoor heated swimming pool, steam your troubles away in the



sauna or feel your worries evaporate with a little aromatherapy or massage. For the more active, venture off into the beautiful rolling countryside for walks or mountain biking.

The prize includes three nights' accommodation for two in the Premier Suite; standard treatments such as daily massage; facials; steam room; sauna aquarobics; all meals; and a host of optional activities such as haircutting and manicure. For more information on Thorneyholme Hall, Dunsop Bridge, Lancs call 01200 448271.

To win, simply answer the two easy questions and send your completed entry form, in an envelope clearly marked **Heaven Competition**, to *JS Journal*, Rennie House, Blackfriars, or by Royal Mail to the address on page 2. Your entry must reach us by January 12. Entrants must work for, or be Veterans of, one of the Sainsbury Group companies. Only one entry form per employee please.

1. Dunsop Bridge is the village closest to the geographical centre of Britain. What on the village green marks this fact?

- a. A bronze hand water pump
- b. A large oak cross
- c. The 100,000 BT phone box
- d. A gold post box

2. Aromatherapy is..

- a. Burning incense to create a feeling of well-being
- b. A method of treating body ailments with plant oils
- c. Chinese nasal massage
- d. Controlled breathing exercises to combat stress

WINNERS

Who got their paws on a new computer?

A phenomenal response to the Paws and Scout's competition in the October issue left us scrabbling for boxes to hold over 2,000 entries. We asked new marketing director Kevin McCarten, as one of his first official tasks, to draw the winning entry. Proud owner of a brand new multimedia home computer system is **Tereza Ellul** of Beckton Savacentre who correctly answered our three questions: 1. The burglars tripped over cans of Paws and Scout's pet food, 2. A cat is 'feline', 3. Mickey Mouse's canine friend is Pluto.

Sound response

Also in October's issue was our Sound and Vision word search competition. Congratulations to our three winners: proud owner of five new CDs and five new videos from the JS top 40 is **Terry Baker** of Kettering; winner of three CDs and three videos is **Veteran Barbara Warner** and two videos and CDs go to **Suzanne Davis** at Hendon.

ENTRY FORM

Please circle your choice of answer

1. a b c d
2. a b c d

FULL NAME _____

JOB TITLE _____

WORK LOCATION _____

CONTACT PHONE NUMBER _____

Big smoothie!

Prestwich branch had a novel idea for raising funds - they sponsored their BPM, **Andrew Simpson**, to undergo a full body wax! His painful efforts raised £200.



Andrew Simpson with local beauticians Lisa Butterworth and Denise Kelly.



Lord Sainsbury of Drury Lane with staff restaurant's Frankie McIlkennan and Mick Markwell of the staff shop.

At head office, charities paved the way with the fundraising by holding a quiz night in November. Total money raised there was £872.50.

In addition, the staff shop and restaurant sold raffle tickets at a pound a piece and £860 was raised. Lord Sainsbury of Drury Lane drew the 23 prize winners and the first two winners were given tickets to see a live show at the BBC Centre.

Flowers and plants were also sold in the staff shop raising £625 for the fund.

Just kidding

Haywards Heath staff dressed up as the Seven Dwarfs and rattled tins and bins. They also treated customers to face painting, a clown act and even a Punch and Judy show.

Face painting proved very popular, even among the adults - trainee manager **Nathan Lawrence** waited patiently in line with the children for his turn. Colleagues couldn't say whether the result was an improvement or not! The total raised was £2,250.

Nathan Lawrence is one cool cat!



Haywards Heath's seven Dwarfs.

Once again, staff members from around the company pulled out all the stops to raise money for the annual BBC Children in Need Appeal. Giving up their days off, dressing up in drag, kidnapping gnomes, cycling to far off places and painting their faces were just a few of the staff activities.



After last year's victory and success with the 125 Rugby Retail Challenge, the Griffin Rugby Club once again challenged our competitors.

Many of last year's favourites took the challenge in the hope of wresting the tournament cup from JS and of beating last year's total of £3,242.

Unfortunately, our boys weren't so lucky this year and, in the face of stiff competition from opposition like Carlsberg, Birds Eye and L'Oréal, we didn't even make it into the semi-finals.

Raffle tickets before and during the event and all the prizes were donated by the various competitor companies.

Winners of the tournament were Carlsberg. But the overall winner was Children in Need when Ian Coull, property development and environmental issues director presented a cheque for £10,953.22 to England number eight, Dean Richards, who accepted it on behalf of the charity.



Birds Eye director Tony Pearce and Tom Vyner drawing the teams for the round robin tournament

Crayford cooks up novel idea



St Paulinus fifth year students pose with head teacher Mr Vinal, Councillor Allen, and store manager Gary Love.

Customers in Crayford were encouraged to get involved with the store's activities by bringing in their favourite recipe. All the recipes received were then made into a Children in Need cookery book and sold in-store for £1 each. The best recipe was cooked up by celebrity cook Brian Turner in store.

The winner was presented with a Pudsey Bear cake made by Jane Asher.

Fifth year primary school pupils from St Paulinus Church of England Primary designed Pudsey Bear posters to decorate the store and helped the staff on Children in Need day with the in-store collection.

Store manager **Gary Love** presented the school with two cheques totalling £550 which will be used by the school to buy equipment.

Nigel kidnapped from under their noses



Crystal Palace left North Cheam distraught when they kidnapped the store's good luck gnome, Nigel, and then demanded a £50 donation

ransom.

Nigel, who has been with the North Cheam store for the last 22 years, is something of a branch legend and has pride of place in the staff restaurant.

The store received this ransom note:

*We will leave your shift manager alone
But he in turn must collect the gnome
East Croydon station it will be
The gnome you'll find on platform 3.
The gnome by the loo he will see
But he must collect at half past three
So next Tuesday when he is found
Our £50 ransom will be homeward bound.
Signed: Call Ace Partys
PS No ransom no gnome!*

Nigel changed hands and the £50 was handed over for the store's Children in Need fund. All in all, Crystal Palace raised £2,700.



The 125 anniversary celebrations this year raised £ ¼ million for NCH Action For Children. Here is a brief run-down of where all that hard-earned money is going.

How the money is being spent

The money was raised principally from two sources: profit from the John Tovey and Delia Smith Cookery Roadshows plus the JS donation of 5p for every entry in the customer/staff prize draw to win mountains of prizes including 125 cars. NCH Action For Children, chosen as recipients for the money, were, like Sainsbury's, celebrating their 125th anniversary. They are committed to bringing a better quality of life to Britain's most vulnerable children, young people and families. To help them do this, around £50,000 is going towards each of the following:

Warren Gate Children's Centre

The money will help construct a new centre in Kingston-upon-Thames for children and young people with disabilities. When it opens early in 1996 it will offer care and support to people up to 19 years of age who have severe learning difficulties or physical handicaps. It will include permanent homes for eight children, short-term accommodation for six children plus a resource and information centre.

Calderdale Leaving Care Project

Young people leaving local authority accommodation account for less than one per cent of young people, but account for up to 40 per cent of young homeless people. Halifax's Calderdale project is aimed at helping 16-21-year-olds make that transition from sheltered care to independent living. The project offers a range of accommodation from lodgings run by supportive and understanding landlords to housing association accommodation. The young participants also learn budgetary skills and are given emotional support to prevent them ending up as more statistics on the streets.

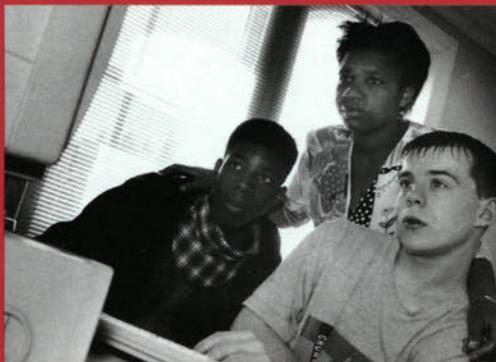


Dudley Independent Children's Advocacy Service

This West Midlands-based centre, when completed, will provide legal support and advice on rights and responsibilities for children in residential care. This will enable young people in foster care or residential care to express their views and exercise their rights through an independent organisation.

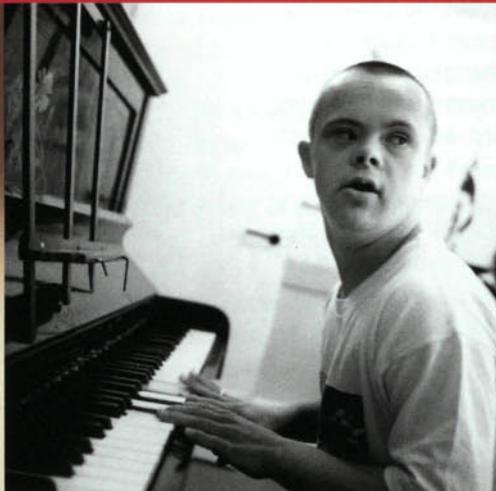
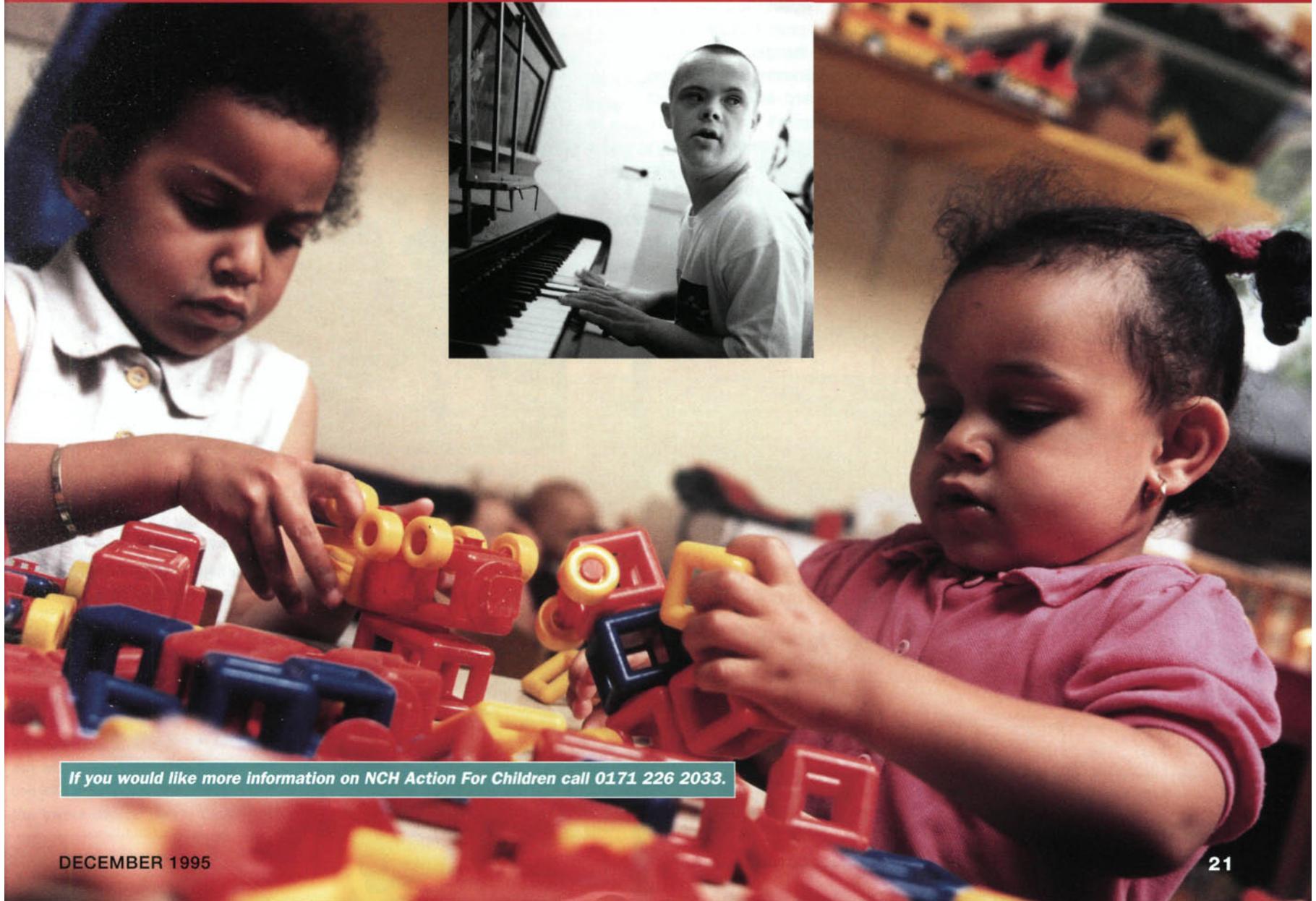
Liverpool Leaving Care/Aftercare Service

The Liverpool Centre provides a similar service to the Calderdale Project. Young people are offered support to make an easier transition from care to living on their own. There is also a drop-in aftercare service to offer continued support when the young people have set up on their own.



Wonford Family Centre

The Wonford Centre in Exeter aims to help people bringing up children under eight to make the most of early educational opportunities. This is done by helping families build support networks and helping parents and carers develop skills to bring up young children effectively.



If you would like more information on NCH Action For Children call 0171 226 2033.

Happy New York year



*** WIN A CRUISE WITH THE INTERNATIONAL TRAVEL CLUB ***

The Cunard Queen Elizabeth II has been described as legendary, awe-inspiring and unique. With our competition you could win the chance to find out for yourself whether the world's most famous cruise liner lives up to its reputation. As Cunard says, she is 'the epitome of elegance and style; a distinctly British liner that carries the hallmarks of travel's grandest era, adapted to reflect the values and sophistication of today.'

Our lucky winner and a partner will win the cruise of a lifetime, worth over £5,000. The prize includes a ten day return sailing to New York on the QEII, a luxury en-suite cabin, all meals and entertainment and even the gratuities for your cabin steward and restaurant waiters.

Circle your choice of answer and send the entry form, clearly marked Ship Shape Competition, to the address printed on the back of your new SSA Membership card (not the JS Journal) to arrive no later than January 31. Entrants must be SSA members. Only one entry form per employee please.



DON'T LEAVE HOME WITHOUT ONE

SSA members can now obtain ten per cent off the brochure price of most holidays every week of the year. Simply select your holiday from any brochure*, phone International Travel Club with your details and they will quote you the SSA price. ITC also offer excellent value late deals, these can be viewed on Teletext on page 222.

Air fares, coach travel and the full range of travel services are just a phone call away. For more details, see the back of your new SSA membership card.

The card is now available from your personnel manager. This will entitle you to the ITC discount and you can also show it whenever you ask for a discount negotiated by the SSA.



The ITC sales team.

(* There are a few brochures that the full ten per cent discount will not apply to, these are generally specialist holiday companies)

CRUISE ENTRY FORM

- When was the QEII built?
 - 1969
 - 1959
 - 1934
- Which body of water does the QEII regularly cross?
 - Dead Sea
 - The Atlantic Ocean
 - Loch Ness
- Who would you contact for the best holiday and travel deals as recommended by the SSA?
 - ITA
 - ITC
 - ITV

FULL NAME

JOB TITLE

WORK LOCATION

CONTACT PHONE NUMBER



Three night party cruise, departing August 24, 1996 for £309 (normal price £395)

Eight night Canary Islands Carnival cruise, departing April 14, 1996. SSA Price £719. (normal price £960)

Some of these events are organised by the SSA, and bookings will be made directly with them. Others will be organised by outside companies. In which case all bookings by staff will be made directly with the organisation concerned. Please contact the central SSA office, employee services department on ext. 7227 if you are in any doubt as to who to book with.

SSA

SAINSBURY'S
STAFF ASSOCIATION

Tel: 0171 921 7227

SSA YEAR IN VIEW

This year has been a very exciting one for us. We have seen a large increase in membership and the type and style of the offers we have made available to you. The SSA News changed format at the beginning of the year, bringing over a dozen offers in each issue, rather than the previous six.

The SSA timetable for 1996 will look like this:

NEW YEAR: Local and regional finals for the Corporate Quiz, to select teams to represent you in Manchester.

MARCH: Sainsbury Group Quiz Final, to be held in Manchester. We look forward to welcoming entries from Texas this year.

MAY: SSA Annual Golf Tournament

JUNE: The Second SSA National Angling Championships

OCTOBER: The SSA Annual Sports Competition, which moves from its previous April slot in order to give more activity throughout the year.

Also, October will see the first National Five-a-Side Football Competition - more details in the New Year.

A list of the SSA's long term offers is now available on the e-mail bulletin board. A summary is shown here for all our members:

Lloyds Insurance Direct: Home and Contents Insurance. Special offer for all SSA Members

AA Membership: Good savings on fees for SSA members

RAC Membership: Special rates

RAC Motor Insurance: Up to 22.5% saving

Holidays: In addition to the ITC offer, see this board for details of savings from firms such as Pontins, Equity Ski, P&O Ferries and Amathus.

Theme Parks: Big discounts on American Theme parks. See this page later next year for more details on Thorpe Park and Alton Towers.

Hotels: Special rates at Britannia Hotels, Jarvis Hotels, Friendly Hotels and a number of individual hotels around the country.

Places of interest: Special entry fee packages available at Warwick Castle, Madame Tussaud's and London Toy Museum.

MINI-CRUISE TO BILBAO - SPAIN



Saturday, March 23, 1996 - Tuesday, March 26, 1996

You can enjoy a three day mini-cruise sailing from Portsmouth. Stay in Bilbao for around four hours and make an onboard booking (at an additional cost) for an excursion to Bilbao.

Relax and enjoy a real holiday cruise, whilst enjoying a variety of on-board activities including nightly dancing in the ship's disco. The latest movies can be seen, there are duty free shops, various restaurants, pub, piano bar, plus a fine leisure centre with pool, sauna and solarium complete with its own bar and refreshment facilities. Other features include a Steiners Hair and Beauty Salon, sundeck, sundeck bar and deck games, children's play area and a casino.

The price is just £45 for adults, £26 for children based on a two berth inside cabin with en-suite facilities. For an additional £20 (per person) you can upgrade to an outside cabin. Personal Insurance can be arranged (at an additional cost) if required. A limited number of cabins is available, so hurry. To secure your booking telephone JZE on 01753 548582.

EAT, DRINK AND BE MERRY



SSA members can purchase vouchers for £12 for a three course meal for one including coffee, VAT and service at over 65 fashionable restaurants. The special menus give you a choice of two starters, two main courses and two desserts, as well as a vegetarian option. Among the 65 restaurants (18 are outside central London) are Café Rouge, based on a typical Parisian street café with good French cooking, and Rock Island Diner at Piccadilly, home of burgers & fries, with an in-house DJ playing all the hits of the 50s and 60s (not for the faint-hearted).

To receive a full list of participating restaurants with menus and full booking restrictions, telephone Express Events Ltd 0171 439 2333. Vouchers can be used during January, February and March 1996.

CAR MAINTENANCE MADE SIMPLE

Lex Autocentre are an expanding network of specialist service centres concentrating on full vehicle servicing, MOT testing, engine tuning, brakes, clutches, steering and suspension and repair work, offering good value for money, guarantees and the highest levels of customer care. SSA members, on production of their SSA membership card, will be issued with a privileged customer discount card giving a 15% discount off all their normal fixed prices (excluding servicing and special offers). All services are backed by a unique guarantee, using quality parts. No work is undertaken without permission from the customer. The company offers a full refund if part of your service is not completed, and full refund if a problem diagnosed and undertaken is not cured. The company has branches nationwide. For further information, telephone **Freephone No: 0800 374725.**



STAFF ASSOCIATION
Tel: 0171 921 7227

SAINSBURY'S

SSA

Six night Continental shopping spree, departing June 17, 1996.

SSA price £569 (normal price £725)

Eight night Mediterranean Magic cruise. SSA price £849 (normal price £1,060) departing September 10, 1996

Eight night Iberian Adventure cruise, departing October 26, 1996. SSA Price £659 (normal price £895).

To book any of these, or for any other cruises or holidays anywhere in the world, phone the International Travel Club.

SSA offers are negotiated on behalf of our members. Details of joining the SSA and the new membership card are available from your personnel manager. A list of SSA offers is now available on e-mail under 'bulletin boards'. Texas SSA members are now able to take up the advertised offers.



LOW RATES IN THE LAKE DISTRICT

We have negotiated a very reasonable rate with Low Wood Hall Hotel in Nether Wasdale, Cumbria, in the Lake District. The hotel is family run, standing in well tended gardens on the lower slopes of fells

overlooking Nether Wasdale, a village so tranquil that time stands still. The tariff is £33 per person, per night for dinner, bed and breakfast. To secure your booking or to apply for a brochure telephone 019467 26289.

NEW LINES

Gifts for under a tenner

Christmas is almost upon us and that means all the expense of present buying. The *Journal* wants to help!

We have rounded up just a few examples of gifts for under a tenner (and quite a few under a fiver). They are available from most stores, including Savacentre, and there are presents for the whole family.



Try the Rag Tag teddy bear for £4.99 or £6.99, or a Bathtime Fun Box (£3.99) containing turtle sponge, whale nail brush, pig, duck and teddy bear soap as well as teddy bear bubble bath. Also for kids are the funtime children's socks in many different sizes, colours and patterns (£1.75 - £1.99). Specially for Christmas try the Santa or Rudolph socks complete with pompoms.

But patterned socks aren't just for kids. For Dads (or any other man in your life) there are Christmas tree socks, fisherman or golfing socks (all £2.99 a pair). Or add a little cheer to sleep time with the Christmas teddy or tartan sleep shorts (also available in red or green) at £5.50.

Spread some seasonal joy with a Christmas tie (£8). Also available are bow ties (£5) or character ties - choose from smiling frogs and crawling lady birds to spotted pigs (£10).

For that special someone to potter about in, check out the deals on slippers - ladies' slippers or floral mules from £8 or men's check or stripe mules at £10.

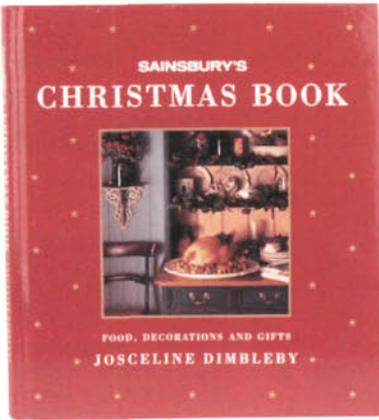
Ladies' lingerie is always a good bet for a present. Try the combination of soft bra (£10), briefs (£6) and suspender (£7) all available in fern lace, black, cream, or emerald.

The knit tartan underwire bra and matching briefs (£10 and £5 respectively) are ideal for the young and trendy. In the hosiery department, Aristoc hold-ups are available in lace trim (£4) and romantic (£6).

Indulge those who love something scrummy to eat, with a tin (or two) of assorted shortbread (750g, £4.99). Luxury biscuits in a carton for £3.99 or in a tin for £5.99. Or spice up Christmas tea time with a slice of Malt Whisky Dundee Cake (£6.29).

There is a wide variety of children's and adult books available in stores. Look out for the new Christmas children's books, all priced at just





£1.50 as well as the new Sainsbury's Christmas Book by Josceline Dimpleby (£4.99).

For porcine presents out of the ordinary try the Simplegrow Parsley Pig (£4.99) or piggie soaps (£1.99). From the new toiletry range, Flower Stall, try the pot pourri (£3.99) or the scented draw liners and pot pourri set (£4.99). Also available from this range are the Botanical Fruit and Floral toiletry gift packs (£1.99 to £6.99). Or try a strawberry cultivation kit (£3.99) and, who knows, you could be serving home grown strawberries by next Wimbledon!

Christmas card packs bearing a charity symbol guarantee 10% of the retail price will go to the charity specified. Last year, £112,000 was raised this way.

The BWS department has come out with two gift sets for under a tenner, the Edinburgh Crystal whisky glass and miniature 21-year-old

Royal Elgin Whisky set or the Edinburgh Crystal liqueur glass and Di Saronno Amaretto gift pack (both are £9.99). Pictured with the gift packs is one of the new line of single malt whiskies, 13-year-old Islay Whisky (£16.99). Enchanté Crystal Glasses range from £5.99 and come in four different styles.

To add a little class to your present list take a look at the miniature lamp range and choose from a mini piano, banker's or shell lamp (£9.99).

Don't forget your pets this Christmas. There are plenty of toys and treats all for under a fiver. Give Fido a squeaky Santa or Frosty the Snowman to chew on or spoil Fluffy with a variety of treats in the Good Girl stocking - toys treats and nibbles galore! Prices range from 99p for the stocking of

chocolate drops to £4.49 for the Good Boy Christmas stocking.
HAPPY SHOPPING!



If you find it hard to reply to Christmas cracker riddles, or even if you just feel a bit disappointed that you haven't yet uttered anything witty or wise enough to be recorded for posterity, perhaps you should sharpen up your clever quip faculty by having a go at our quotations quiz.

Who said that?

1. Who described the English country gentleman galloping after a fox as 'the unspeakable in pursuit of the uneatable'?

- a. Harold Robbins
- b. Basil Brush
- c. Oscar Wilde

2. Who said of love at first sight that 'it sure saves an awful lot of time'?

- a. Mary Whitehouse
- b. Mae West
- c. Queen Victoria

3. Who said of a diamond that it's 'the only kind of ice that keeps a girl warm'?

- a. Elizabeth Taylor
- b. Margaret Thatcher
- c. Gerald Ratner

4. Who said 'the male is a domestic animal which, if treated with firmness and kindness, can be trained to do most things'?

- a. Jilly Cooper
- b. Barbara Woodhouse
- c. Hillary Clinton

5. Who said that 'human history becomes more and more a race between education and catastrophe'?

- a. Kylie Minogue
- b. Paula Yates
- c. H G Wells

6. Who somewhat enigmatically said 'when the seagulls are following the trawler it is because they think the sardines are going to be thrown into the sea'?

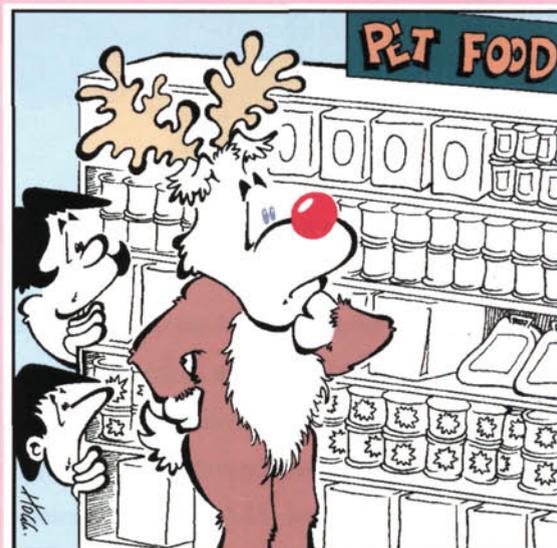
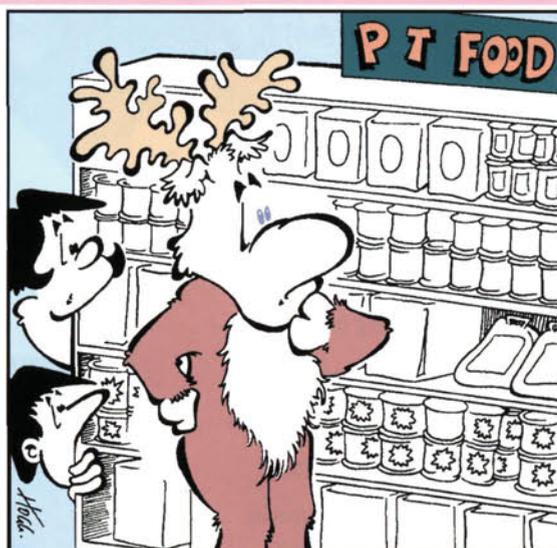
- a. Solomon
- b. Socrates
- c. Eric Cantona

7. Who said that 'man is a clever animal who behaves like an imbecile'?

- a. William Shakespeare
- b. Eric Cantona
- c. Albert Schweitzer

SPOT THE DIFFERENCE

Rudolph's popped in to choose a snack while Santa's off somewhere squeezing himself down a chimney, but can you see the changes that took place while the reindeer was pondering his choice? There are eight in all.



CROSSWORD

1	2		3	4	5	6	7	8		9
10		11		12						13
14				15						
		16			17	18				
19		20						21		
22			23					24	25	
26				27	28	29				
30	31				32		33			
34		35				36			37	
		38			39					
40										

8. Who said 'never let a kiss fool you and never let a fool kiss you'?

- a. Julian Clarey
- b. Betty Grable
- c. Albert Einstein

9. Which popular fictional character said: 'Hain't we got all the fools in town on our side? and ain't that a big enough majority in any town?'?

- a. Huckleberry Finn
- b. He Man
- c. Sooty

10. Who said 'marriage is a wonderful invention, but then again, so is the bicycle repair kit'?

- a. Henry VIII
- b. Elizabeth Taylor
- c. Billy Connolly

Across

1. What you might find hanging from the ceiling of the cold store if it has been left unattended for some time (4,7).
10. Prefix for the star that travels through the channel tunnel (4).
12. Fish that might make Jack skip (4).
13. Current term for the common market (1,1).
14. Familiar description of an outright sycophant (1,5,5).
16. See 17 down.
19. A relaxed kind of customer (4,7).
22. You couldn't do a monthly shop without one (7).
24. For example (1,1).
26. A Savacentre store could be described as being one of these (11).
30. Acronym for scanning system (4).
32. Offers an alternative (2).
33. 2.2 lbs of spuds would be worth one of these (4).
34. You can't fill a shelf without walking down one of these (5).
36. Wills will be the next one if Di has her way (4).
38. Usual number of eggs in a box (3).

39. Juicy fruit (6).
40. The only remedy for being tired in the mornings (5,6).

Down

1. Instruction you might give to over-zealous bar staff clearing your table (5,3,3).
2. Members of Mrs Whitehouse's family may refer to her this way (3,4).
3. Unrestrained kind of dancer (2-2).
4. Boffins' term for computers (1,1).
5. You'll have to do this to the cheese on the deli counter (3).
6. Abbreviated suffix for many American companies (3).
7. What you'll see outside the store, especially during opening hours (4,7).
8. Shelter given by neighbouring object (3).
9. Marvellous places in which to shop (11).
11. A spare one might be nice for the barbecue (3).
13. Item for the wet fish counter (3).
15. One way of referring to Blackfriars (1,1).
17. and 16 across. What an examination of the underside of your footwear might reveal (3,5,4).
18. Saucy product from the Far East (3).
20. Easy for a baby to digest one of these (3).
21. Now known as Beijing (6).
23. Abbreviation of a name suitable for a girl or a boy (3).
25. Hair care product (3).
27. Fish egg product (3).
28. The way to express grief (5).
29. Noah's vessel (3).
31. City of the lop-sided tower in the land famous for pasta (4).
35. Polite form of address for a male customer (3).
37. Action required to understand a joke or even this clue (3).

PEOPLE

WEDDINGS

Love can be found in strange and mysterious places, as **AMANDA BRAITHWAITE**, Islington's grocery assistant manager and **DEAN ROBINSON**, a warehouse assistant at the store, discovered – they met over the roll pallets on the overs! The wedding at St Augustine's Church, Highbury Park, was a thoroughly JS affair with the best man and matron of honour both being colleagues. Amanda and Dean spent their honeymoon on the island of Cyprus.



It was love at first date for Tamworth's senior systems assistant **LYNNE HAYNES** and **STEPHEN BOOTS**, meat technical department Rustington. When Stephen moved to the Midlands, friends say he caught a glimpse of Lynne through the automatic doors of the Tamworth store, and that was it. He was smitten. In his speech, their best man said of their relationship, 'True love – it doesn't just happen in fairy tales.' The couple were married at St Chad's Church, Hopwas, and spent their honeymoon in Florida, America.



LONG SERVICE

Employees who have completed 25 years' service:

GORDON CRACKNELL, meat replenishment assistant, Kingston. **JEAN EGGLESTON**, dry goods reduction, Balham. **ROGER HOWELL**, engineers supervisor, Charlton depot. **DAVID KIER**, clerk, Hoddesdon depot. **DEC O'CONNELL**, shift production manager, Blackfriars. **MARILYN PICK**, senior systems assistant, Hemel Hempstead. **JOHN REGAN**, general maintenance, Basingstoke depot. **JEAN STEVEN**, dry goods code centre, Derby. **FRANK STUBBS**, driver, Basingstoke depot. **PETER SUGDEN**, electrical, Charlton depot.

RETIREMENTS

DOROTHY BARBER, frozen food replenishment assistant, Ipswich (22yrs). **JEAN BARKER**, checkout replenishment assistant, Warrington (5yrs). **MARGARET BRAUN**, fish assistant, Fifth Avenue Harlow (11yrs). **DENNISTOUN BURNEY**, trolley collector, Bishops Stortford (15yrs). **MARGARET DOUGHTY**, night shift display assistant, Badger Farm (17yrs). **ELLA FIRTH**,

REGIONAL DIRECTOR RETIRES

DAVE SMITH, regional director South West, has finally given up the office agenda and taken up something a little more relaxing - retirement!



After joining the company in 1955 at the 115 Ilford branch, as a trainee salesman, Dave moved swiftly up through the ranks and enjoyed a varied career, including being a speaker at the previous chairman's retirement function.

Dave said he was looking forward to his time now he is retired and was especially looking forward to getting stuck in to his garden, spending time with his family and visiting other members of his family in Australia.

restaurant assistant, West Green (5yrs). **DOREEN GREEN**, checkout replenishment assistant, Chase Lane (13yrs). **KATHLEEN HAYCOCK**, petrol station assistant, Canley Coventry (15yrs). **JEAN HOBBS**, checkout replenishment assistant, Chase Lane (13yrs). **BERYL HOBBS**, packer, Kidderminster (10yrs). **KENNETH KELLY**, fresh food replenishment assistant, Chippenham (3yrs). **MARY KELSON**, BWS replenishment, Bath (9yrs). **GERARDO MEGARO**, warehouse assistant, Reading (30yrs). **JAMES MILLER**, butcher, Camden, (7yrs). **JOAN OSBORN**, checkout replenishment assistant, Farnborough (6yrs). **JOAN RANDALL**, checkout replenishment assistant, Streatham Common (6yrs). **RUTH**

WATSON, checkout replenishment assistant, Cromwell Road (10yrs).

OBITUARY

Length of service appears in brackets.

ARTHUR DARTFORD, 63, general assistant at Balham, died after a short illness on November 4 1995. (18yrs).

MESSAGES

RAYMOND REEVES, a work place student at Blackfriars: 'A very big thank you to **KATE WALKER**, senior personnel, for all she has done in trying to secure a full time placement for me. It's not been easy for her and I understand all the work she has done. Thank you very much.'

Answers: 1 (c); 2 (b); 3 (a); 4 (a); 5 (c); 6 (c); 7 (c); 8 (b); 9 (a); 10 (c).

QUOTES QUIZ ANSWERS

up.
1. Letter 'E' missing from pet food sign; 2. Different shape at top of right antler; 3. Rudolph's nose missing; 4. Female character's hand missing; 5. Male character's mouth missing; 6. No tail on Rudolph; 7. Fifth tin from right missing on second shelf down; 8. No star on fourth tin from right on second shelf.

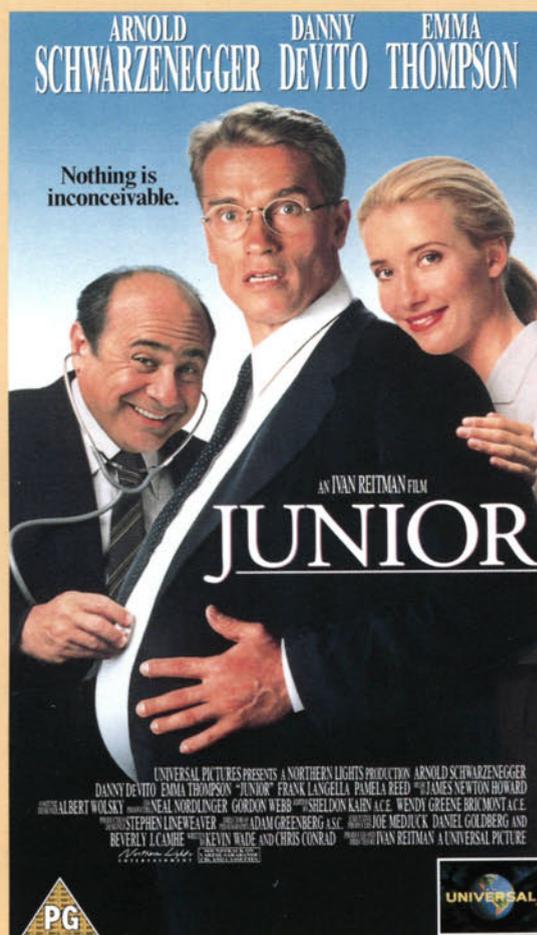
SPOT THE DIFFERENCE SOLUTION

Down
1. Leave the ale; 2. Our Mary; 3. Go-go; 4. I.T.; 5. Cut; 6. Inc.; 7. Cars parking; 8. Lee; 9. Superstores; 11. Rib; 13. Eel; 15. H.O.; 17. and 16 across. The boot's sole; 18. Soy; 20. Sop; 21. Peking; 23. Les; 25. Gel; 27. Roe; 28. Mourn; 29. Ark; 31. Pisa; 35. Sir; 37. Get.

ACROSS

1. Long icicles; 10. Euro; 12. Tuna; 13. EU; 14. A right creep; 16. See 17 down; 19. Easy shopper; 22. Trolley; 24. E.G.; 26. Hypermarket; 30. EPOS; 32. Or; 33. Kill; 34. Aisle; 36. King; 38. Six; 39. Orange; 40. Early nights.

CROSSWORD SOLUTION



There are many new titles on the way for January. Watch out for these: Threesome, Only You, I Like it Like That, Cops and Robbers and two more from the Three Ninja Kids series - Knuckle Up and Kick Back.

On the music front, look out for these new album releases in January: Michael Ball, First Love; Markus Hummon, All in Good Time and two sound track albums - Devil in a Blue Dress and La Sleur de Mon Secret.

Sainsbury's **sound+vision**

review

Out just in time for the Christmas rush is Universal's *Junior*, a riotous comedy where Terminator star Arnold Schwarzenegger finds himself pregnant.

The film teams together Arnold, Danny de Vito and Emma Thompson and promises to be good family fun.

Trudy Star, checkout assistant, Potters Bar, reviewed the film for the *Journal*:



'I watched the video with my family and was very impressed. On the whole the idea of a man becoming pregnant and having the baby was a challenging subject to undertake and it came across well - it was nice to see Arnie in a comical role as opposed to his usual macho fighting one.'

We all agreed it was a good family film. **8/10.**

SEASON'S GREETINGS FROM SAINSBURY'S

By, now, many of us will have received season's greetings from friends and relatives near and far, and many a mantelpiece will be decked with multifarious Christmas cards bearing Yuletide messages.

Christmas just wouldn't be the same without them, and, like so many of our seasonal traditions, it was the Victorians that initiated the custom.

The first Christmas card was sent in 1846 by Sir Henry Cole, an eminent Victorian gentleman with an interest in matters of art and good taste who was later to become the first director of the Victoria and Albert Museum. The card was designed for him by Mr JC Horsley, RA, and reproductions were sent to all Sir Henry's friends with the greeting 'A Merry Christmas and a Happy New Year!'

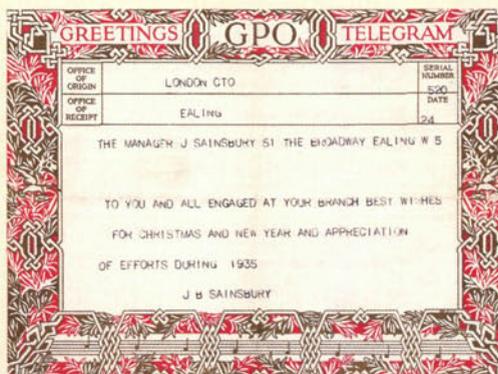
It was some time after Sir Henry's innovation before the custom of sending Christmas cards became popular. Until the invention of the printing process of colour lithography in the 1860s, each card had to be specially printed and hand-coloured, and was therefore rather expensive.

The JS corporate message of season's greetings to staff, veterans and suppliers has gone through many changes. Corporate cards and telegrams from the mid-1930s have survived in the Archives, but earlier messages are evident. Personal letters of encouragement and kind wishes were often sent by Mr JB Sainsbury to branches where staff were engaged in preparations for Christmas. On 22nd December 1925, he wrote to Mr Snow at the



Christmas card sent to Veterans in 1949 by Mr JB Sainsbury.

That same year, staff in the branches were offered supplies of a Christmas card of a different kind. Instead of the familiar images of snowy landscapes and homely scenes, this card bore a striking illustration of a Union Jack held aloft and topped by a blazing cross (below left). Staff were encouraged to obtain free supplies of the card distributed by the



National Savings Committee, to send as a greeting card or as a gift with saving stamps attached, to friends or relatives. National Savings Schemes were an important way for the government to raise money for the war effort.

The JS corporate Christmas card has itself gone through many changes of image, including 60s psychedelia and illustrations chosen from the Archives. In more recent years, the National Gallery has continued to supply a rich source of images for the JS card.

Cambridge branch indicating that they could postpone the post-Christmas stock-taking for a week in deference to the 'big business' they were doing at the time, adding his own hand-written message of seasonal good wishes at the end of the letter.

Which only leaves us to say, 'A Very Merry Christmas From the Archives!'

In Christmas 1939, the first Christmas of the Second World War, the firm extended its Christmas greetings by sending gifts to all those staff serving in the forces at home and abroad. To the families of married men on National Service and others receiving allowances from the firm, Mrs JB Sainsbury sent Christmas fare, and Mrs RJ Sainsbury sent toys for the children. In the Christmas greeting sent to staff on National Service in 1940, Alan Sainsbury wrote 'we do not care to write to you at Christmastide without offering some token as a Christmas gift. The difficult days through which the business is passing preclude the larger gesture of former years but we should like to send to all those on National Service 50 Players cigarettes, or to non-smokers a mixed fruit cake'. The message continued 'rest assured that the Sainsbury Family and your friends at the shops have not forgotten you. One and all we look forward to your return to the Firm when the forces which are arrayed against us have been overcome'.



This tile from Kilburn branch, opened in 1888, was used as artwork for the 1987 JS Christmas card.



CHRISTMAS + 1940

National Savings Scheme Christmas card 1940.

NEXT MONTH

Special supplement follows the first side by side projects



New depot opens at Haydock

The new £14m Haydock distribution centre was opened on November 17 by board director John Adshead.



The size of the new distribution centre is apparent from this aerial photograph.

The enormous building near Liverpool is twice the size of a typical Savacentre store and required 30,000 tonnes of concrete just for the foundations. At full speed, the new depot will move one million 'pieces' per week to JS stores in the North West of England, Scotland and the new stores in Ireland next year. It is the first depot built by JS for over 25 years and is uniquely to be operated as a partnership. Most of the 500 staff will work for Wincanton, who manage the warehouse, and the

distribution is to be handled by Northern Foods Transport. Northern regional distribution manager Ian Fidler told the *Journal*, 'This is a very exciting strategic development in the north as the Scottish openings are coming through and we expand into Ireland next year. It is a step forward in controlling our distribution system. This development rings the changes in distribution and helps us maximise the payloads on vehicles and the use of our fleet.'

JS means business on equal opportunities

Sainsbury's showed how it is leading the way in equal opportunities for staff at the premiere personnel conference of the year at the end of October. Personnel director Judith Evans spoke at the Institute of Personnel Development Conference at Harrogate, and Sainsbury's sponsored the Disability Matters stand. Disability Matters train and educate managers on the subject of people with



disabilities and Judith outlined the JS initiatives promoting 'diversity' in the workforce.

Staff are assurance of quality



Charlton depot has attained a British Standards Institute Award for its International Standards Organisation (ISO) 9002 programme for quality assurance.

The award was achieved through asking staff how to improve customer service and was presented to Nick Allen, Charlton depot manager (left of pic), who initiated the programme, by deputy chairman Tom Vynar. ISO 9002 is achieved through having a system of work that ensures a quality operation, and now director John Adshead has asked the other three depots to move towards ISO 9002 registration. Registering for an ISO programme means a depot (or other organisation) agrees to a certain set of objectives, for example making sure customer

complaints are dealt with efficiently. The staff involved are then asked how they think quality can be improved. Once a set of objectives is decided upon, the team is asked to adhere strictly to the guidelines they themselves have laid down. 'The British Standards Institute assessors were impressed by the knowledge and skill demonstrated by the workforce,' says Charlton quality manager Chris Davey. 'The project is now being expanded into the engineering areas, and there's a possibility it may be eventually extended to other areas of the Group.'

Seeing how the other half works



Almost 100 store managers have visited head office over the past two months in an initiative to develop a better understanding between buyers and retailers.

The store managers were given tours of various departments at head office including ISD, the company archives, various buying departments, marketing and logistics.

Jeremy Howell-Thomas, retail project manager, explains the thinking behind the initiative: 'We are aware there is a lack of understanding between the branches and head office. We hope with these visits we will give the people taking part a greater understanding of each other's problems, and enable them to develop their networking skills and improve their business awareness.'

Next year, the visits will continue with managers from more districts. 'We would like to include deputy managers in the initiative,' said Jeremy, 'but this is still under discussion.'

Cargo purchase may be unique JS Club store

Sainsbury's is applying to convert the recently acquired Cargo Club site at Bath Road in Bristol into a unique Sainsbury's members-only cash and carry club.



JS purchased three Cargo Club sites earlier this year intending to convert Bristol to a JS supermarket and Wednesbury to a Savacentre. It has now sold the Croydon site as intended. JS is setting up the new format at Bath Road because the planning process for the change of use to a supermarket is likely to take more than a year.

The store is likely to comprise a standard JS layout with a number of bulk aisles. However, only registered members will be able to take advantage of the lower than average prices for JS food and other products at the new store. A name for the new warehouse club had not been agreed at the time of going to press. Bath Road is expected to begin trading in March 1996. The company still has ambitions to convert the store to a full JS retail operation.

Bringing up baby - with help from JS



One week after *Mother and Baby* magazine readers voted JS Retailer of the Year, the company was the first supermarket to announce a policy on breastfeeding.

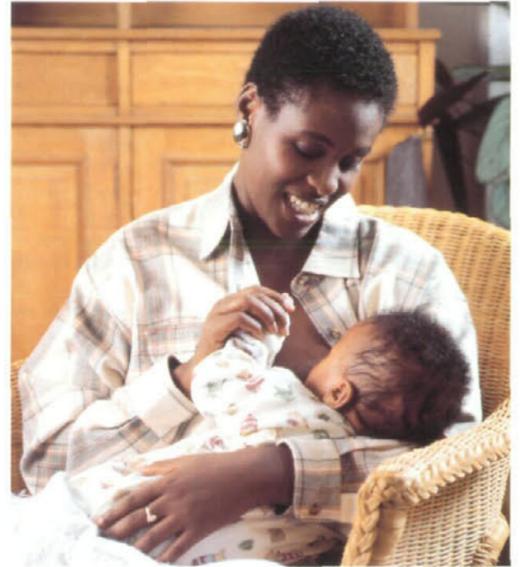
The ground-breaking policy was unveiled at the National Breastfeeding Conference on November 22. The policy formalises JS's commitment to supporting customers and staff who wish to breast-feed their babies in store. Through it, Sainsbury's is supporting the Department of Health recommendations that breastfeeding is the best way of

feeding a baby in its early months.

Stores recently received the detailed outline (this will ultimately be incorporated in the customer service manual) which included:

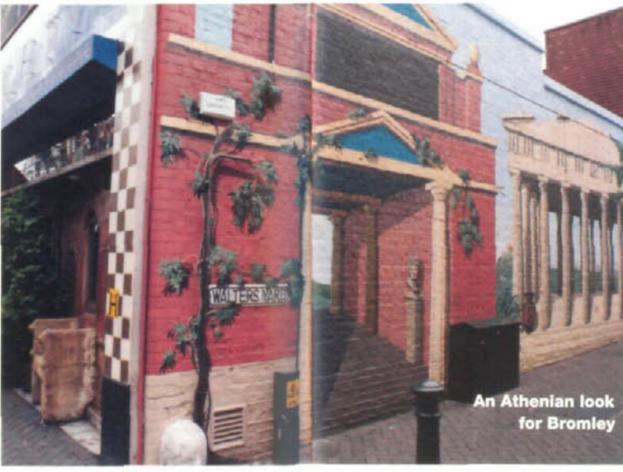
- Sainsbury's commitment to be supportive and helpful to mothers wanting to breastfeed
- Staff will move chairs or look after trolleys when requested by breastfeeding mothers
- Staff will not intervene when a mother is happily breastfeeding.

When mothers want help they will be shown to a quiet corner of the coffee shop, to the baby changing room or another appropriate area that affords a degree of privacy. Stores without baby changing rooms will nominate this private area in advance. Toilets will never be offered as an option. The



guidelines also explain how to deal politely with customers who may have adverse comments about customers who are breastfeeding. Comments Under-secretary of State for Health Baroness Cumber-

ledge. 'Sainsbury's approach is practical, positive and straightforward. Mothers who need or wish to breastfeed at Sainsbury's can be assured that they may do so with Sainsbury's blessing.'



An Athenian look for Bromley

Painting the town

A jointly sponsored wall mural was unveiled at Bromley store on November 21, accentuating JS's continuing efforts to co-operate with the public sector.

Painted by a local artist, the mural appears on the walls of a small alley that leads directly from Bromley High Street to the entrance of the Bromley store. The mural has a Greco-Roman theme, interrupted only by the occasional Sainsbury's artefact subtly inserted into the scene.

'We were approached by the town centre management for sponsorship, and we thought it was a good opportunity to show Sainsbury's continuing commitment to the communities we serve,' says Nick Ellings of Sainsbury's town centre management support unit (town planning).

Birth of a great idea

Jeanette Groarke, occupational health adviser on Don Hayward's district, based at Chaddesden, has been recognised for the support package she designed for staff expecting babies. Jeanette recently received from the Duke of Devonshire a bronze award and £250 for Chesterfield store in the Peak Health at Work awards.

The package takes the form of an advent calendar, giving advice on a healthy lifestyle through pregnancy, highlighting the accompanying physical changes and suggesting appropriate diet and exercises. There is an employees' guide and a practical guide for management which Jeanette has used to support training in the district.

WRITELINES



Jack Bates, customer, Croydon

I would like to express my appreciation of the service given by your staff...and also my high regard for the quality of your kippers.

I am an amateur photographer and have just obtained a Fellowship of the Royal Photographic Society by submitting a panel of 20 exhibition-standard colour prints, the subject throughout being one of your kippers. These pictorial prints range from images of the whole fish to magnified - and most colourful and intriguing - pictures of tiny areas of the skin.

Naturally I needed to use kippers that were in perfect condition, free from the slightest damage or blemish. Your staff on the fish counter were willing to search for the very finest fish for me, which they then wrapped with appropriate care. The careful handling was repeated at the checkout as soon as I had explained what I wanted.

I am pleased with my pictures, and the Fellowship that they gave me. I feel you should be proud of your staff - at the Croydon Purley Way store - and also be proud of the quality of your kippers, which made excellent eating as well as enthralling models.



AIRTIGHT REASONING

Susan Brogen, checkouts, Worktop

I have been working for Sainsbury's since January on the checkouts, which I enjoy a lot. But I have one question I would like to ask: why are there no air holes in the bottom of our carrier bags?

Paul Cootes, senior manager consumable purchasing, replies:

We have thought carefully about the subject of holes in carrier bags. Our main reason for not using them is that they do not actually prevent suffocation if the hole is not in the exact place over a child's mouth. If mothers are falsely reassured that the bags have holes, they may be less vigilant and allow a child to play with the bag.

We also believe that the bag is potentially weakened if a hole is punched in it. The major concern is that the bag is fit for its purpose. Additionally, we believe that customers prefer bags without holes as we know many bags are used for secondary purposes such as pedal bin liners and nappy sacs.

I hope this goes some way to showing that we are far more customer focused on subjects like this than might at first be thought.

TOWARDS THE GOOD LIFE

Dave Smith, regional director, South West

Having hung up the butter pats, put away the spacing boards, filed the layouts in the waste paper bin and crossed PF and stock results off the list of 'things to do', I am now relaxing and working to a different schedule!

But more seriously, I would very much like to take this opportunity of thanking the many people with whom I have worked during my 40 years with JS. The support and experience has been rewarding and enjoyable.

Sincere thanks on behalf of myself and my wife for the 'send offs' given at the South Western area office, Rules Restaurant, Botley Park Hotel and Country Club, and Monkey Island. Irene and I thoroughly enjoyed the evenings and very much appreciated the gifts and many cards of good wishes.

After 40 years with JS, it will no doubt take time for me to adjust to retirement. I'm certainly going to miss the people, but I'm looking forward to some new challenges and yes, a 'hole in one' is on the list of things to do (alas, probably only on the putting green)! We wish you all the very best for the future, and thank you all once again for the tremendous send off and kind wishes.

NOT SO HOT OFF THE PRESS

Penny Meader, night shift, Brookwood

Tuesday, November 14, was the first day I saw the October issue of the JS Journal available for picking up in our store. It is the same every month. Sometimes, the competition dates are passed by the time I see one to pick up - as was the situation with Everyone's Favourite Ingredient. Why are we getting them so late and when are we supposed to get them?

Bridget Williams, managing editor, JS Journal, replies:

Thank you for your letter - I do agree that mid-November was unacceptably late to receive the October issue of the JS Journal, and we are looking into the reasons for this delay.

The JS Journal is published ten times a year (Jan/Feb and Aug/Sept are combined issues), and we aim to get it to you the second week of each month, with competition entry dates normally set for the middle of the following month. The

Everyone's Favourite Ingredient competition, however, had to have an earlier deadline so that the winner could be announced at the Buyers' Conference. We do not set a publication date, mainly because important company news can affect our deadlines.

The Journal is delivered through the internal mail system from Blackfriars, which should ensure that it is given priority at the depots and in-store. We know, however, that it is often left at the back door, so stores experiencing delays should check there first. We are, however, anxious to know of distribution problems. Please TAO us on JSJournal.

WE'RE NOT SECOND BEST

Janet Hoar, price controller, Debden

We were told a few months ago, we were finally getting a hot drinks machine for our canteen. Great! Hot chocolate, hot drinks when you are late or early when the canteen is closed - can't wait. Yesterday it arrived.

Well, it was brought in looking like a piece of junk. It was an old one from another store, they have received a new one, and once again we get someone else's cast-offs.

We have come to realise that being a very small old store, we are always at the bottom of the list in order of priority. But this time we couldn't believe it. The machine was dirty, looked like it came from a dump and was quite disgusting and unhygienic. This is standing in our canteen

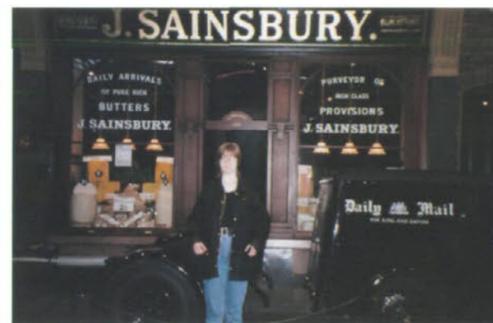
waiting to be cleaned for use. After seeing it in this state, who wants to use it when cleaned?

Come on Sainsbury's. We work as hard as any other store. Stop treating us as the poor relation. Please don't tell us the machine is perfectly okay, because if that is so, why didn't the last store keep it?

Craig Simpkins, retail catering manager, Blackfriars, replies:

The vending machine that was delivered to your store was, as you quite rightly point out, a machine from another store. It was supposed to be returned to the manufacturer.

Unfortunately, due to a communications slip-up this old machine was delivered to your store by mistake. The brand new vending machine for your store is to be installed at the beginning of December. Your concern about the smaller stores always receiving other stores' leftovers is a concern that we are trying to eliminate. We are ensuring that all stores currently without any hot beverage vending machine are the first to receive the new machines.



Angela Adams, cashier, Victoria

My husband and I recently visited the National Motor Museum at Beaulieu. I had to have my picture taken in front of 'work'!



Ron Bennett, customer, Essex

I enclose a photo of our cat, Henry, having an enjoyable nap in his favourite bed. It's an unusual picture as he usually curls right up inside and doesn't rest his head on the ledge at the top. Just another satisfied customer.

Patricia O'Leary, customer, Whitechapel

As a new visitor of your branch, I felt I had to write to express my experiences. Staff on the delicatessen and checkouts could not be more helpful, and welcome everyone with a cheery smile - even in the early morning! As I am still having difficulty finding some products, the staff go out of their way to direct me to where a particular product is. I am only 'another customer' but I would be grateful if you would be kind enough to thank the staff on my behalf for being such lovely people.

WAS TOM A TEXAN?

Richard Thurstans, trolley retrieval, Ellesmere Port

How did Texas get their name? Is there any connection with Texas, USA? And who is (or was) Texas Tom? Did he actually exist or is he fictional?

Bill Williams, retail director, Homebase/Texas, replies:

The Texas concept originated in 1971 when Stuart Glanfield, a director of the Home Charm Group, made a visit to America to look at the developments taking place.

Following that visit, work began on the new retail format - larger stores of approximately 6,000 sq ft, selling decorative, DIY and furniture products. The name for the new brand was discussed extensively and an external source was appointed to find a suitable name. Stuart and the board agreed that Texas was probably the best option as it was perceived as being large, all-encompassing and forward-thinking and the idea had originated in Texas.

The first store to trade was Luton 136/153 Dunstable Road and was called Texas Discount. BMP, one of the well-respected advertising agencies of the 80s, were appointed to develop a brand-building campaign for Texas. The creative execution required a warm-blooded human being to be an integral part of it and so the fictitious Texas Tom was born. The plan was to have a series of commercials which would have different characters in it, male and female.

Texas Tom was played by a Shakespearean actor and the music used was based on a song composed by American country and western singer Paul Ritchie.



Diane Campbell, store personnel assistant, Stratton

We were running a light-hearted competition in our branch to see how far one of our T-shirts could travel. Here I am in Cairo, Egypt. Can any other employee beat that? Incidentally, it was 44 degrees when this picture was taken.



Margaret Toseland, Veteran, Kettering

During a recent holiday to Kefalonia, my husband Tony came up with a novel idea for reusing JS carrier bags. One day he left his swimming trunks on the balcony back at the apartment and said not to worry as he would make a pair out of the carrier bag. We all had a good laugh about it on the beach. A good advert for JS in one of the Greek islands don't you think?



Paul Doyle, senior deputy, Walthamstow

I recently held a fun competition in the branch asking staff to think of a funny caption to the accompanying picture. The three ladies concerned are Lynn Crale, Tony Lewis and Marge Bradford, who all work in the staff restaurant. The winning caption was: 'Claudia, Naomi and Cindy hit the Paris catwalks again this year'.

Happy New York year



*** WIN A CRUISE WITH THE INTERNATIONAL TRAVEL CLUB ***

The Cunard Queen Elizabeth II has been described as legendary, awe-inspiring and unique. With our competition you could win the chance to find out for yourself whether the world's most famous cruise liner lives up to its reputation. As Cunard says, she is 'the epitome of elegance and style; a distinctly British liner that carries the hallmarks of travel's grandest era, adapted to reflect the values and sophistication of today.'

Our lucky winner and a partner will win the cruise of a lifetime, worth over £5,000. The prize includes a ten day return sailing to New York on the QEII, a luxury en-suite cabin, all meals and entertainment and even the gratuities for your cabin steward and restaurant waiters.

Circle your choice of answer and send the entry form, clearly marked Ship Shape Competition, to the address printed on the back of your new SSA Membership card (not the JS Journal) to arrive no later than January 31. Entrants must be SSA members. Only one entry form per employee please.



DON'T LEAVE HOME WITHOUT ONE

SSA members can now obtain ten per cent off the brochure price of most holidays every week of the year. Simply select your holiday from any brochure*, phone International Travel Club with your details and they will quote you the SSA price. ITC also offer excellent value late deals, these can be viewed on Teletext on page 222.

Air fares, coach travel and the full range of travel services are just a phone call away. For more details, see the back of your new SSA membership card.

The card is now available from your personnel manager. This will entitle you to the ITC discount and you can also show it whenever you ask for a discount negotiated by the SSA.



The ITC sales team.

(* There are a few brochures that the full ten per cent discount will not apply to, these are generally specialist holiday companies)

For those of you not lucky enough to win a cruise with Cunard QEII, the SSA and ITC can offer these special offers to SSA members:



Three night party cruise, departing August 24, 1996 for £309 (normal price £395)

Eight night Canary Islands Carnival cruise, departing April 14, 1996. SSA Price £719. (normal price £960)

Some of these events are organised by the SSA, and bookings will be made directly with them. Others will be organised by outside companies, in which case all bookings by staff will be made directly with the organisation concerned. Please contact the central SSA office, employee services department on ext. 7227 if you are in any doubt as to who to book with.

SSA YEAR IN VIEW

This year has been a very exciting one for us. We have seen a large increase in membership and the type and style of the offers we have made available to you. The SSA News changed format at the beginning of the year, bringing over a dozen offers in each issue, rather than the previous six.

The SSA timetable for 1996 will look like this:

NEW YEAR: Local and regional finals for the Corporate Quiz, to select teams to represent you in Manchester.

MARCH: Sainsbury Group Quiz Final, to be held in Manchester. We look forward to welcoming entries from Texas this year.

MAY: SSA Annual Golf Tournament

JUNE: The Second SSA National Angling Championships

OCTOBER: The SSA Annual Sports Competition, which moves from its previous April slot in order to give more activity throughout the year.

Also, October will see the first National Five-a-Side Football Competition - more details in the New Year.

A list of the SSA's long term offers is now available on the e-mail bulletin board. A summary is shown here for all our members:

Lloyds Insurance Direct: Home and Contents Insurance. Special offer for all SSA Members

AA Membership: Good savings on fees for SSA members

RAC Membership: Special rates
RAC Motor Insurance: Up to 22.5% saving

Holidays: In addition to the ITC offer, see this board for details of savings from firms such as Pontins, Equity Ski, P&O Ferries and Amathus.

Theme Parks: Big discounts on American Theme parks. See this page later next year for more details on Thorpe Park and Alton Towers.

Hotels: Special rates at Britannia Hotels, Jarvis Hotels, Friendly Hotels and a number of individual hotels around the country.

Places of interest: Special entry fee packages available at Warwick Castle, Madame Tussaud's and London Toy Museum.

MINI-CRUISE TO BILBAO - SPAIN



Saturday, March 23, 1996 - Tuesday, March 26, 1996

You can enjoy a three day mini-cruise sailing from Portsmouth. Stay in Bilbao for around four hours and make an onboard booking (at an additional cost) for an excursion to Bilbao.

Relax and enjoy a real holiday cruise, whilst enjoying a variety of on-board activities including nightly dancing in the ship's disco. The latest movies can be seen, there are duty free shops, various restaurants, pub, piano bar, plus a fine leisure centre with pool, sauna and solarium complete with its own bar and refreshment facilities. Other features include a Steiners Hair and Beauty Salon, sundeck, sundeck bar and deck games, children's play area and a casino.

The price is just £45 for adults, £26 for children based on a two berth inside cabin with en-suite facilities. For an additional £20 (per person) you can upgrade to an outside cabin. Personal Insurance can be arranged (at an additional cost) if required. A limited number of cabins is available, so hurry. To secure your booking telephone JZE on 01753 548582.

EAT, DRINK AND BE MERRY



SSA members can purchase vouchers for £12 for a three course meal for one including coffee, VAT and service at over 65 fashionable restaurants. The special menus give you a choice of two starters, two main courses and two desserts, as well as a vegetarian option. Among the 65 restaurants (18 are outside central London) are Café Rouge, based on a typical Parisian street café with good French cooking, and Rock Island Diner at Piccadilly, home of burgers & fries, with an in-house DJ playing all the hits of the 50s and 60s (not for the faint-hearted).

To receive a full list of participating restaurants with menus and full booking restrictions, telephone Express Events Ltd 0171 439 2333. Vouchers can be used during January, February and March 1996.

CAR MAINTENANCE MADE SIMPLE

Lex Autocentre are an expanding network of specialist service centres concentrating on full vehicle servicing, MOT testing, engine tuning, brakes, clutches, steering and suspension and repair work, offering good value for money, guarantees and the highest levels of customer care. SSA members, on production of their SSA membership card, will be issued with a privileged customer discount card giving a 15% discount off all their normal fixed prices (excluding servicing and special offers). All services are backed by a unique guarantee, using quality parts. No work is undertaken without permission from the customer. The company offers a full refund if part of your service is not completed, and full refund if a problem diagnosed and undertaken is not cured. The company has branches nationwide. For further information, telephone Freephone No: 0800 374725.



CRUISE ENTRY FORM

- When was the QEII built?
a. 1969 b. 1959 c. 1934
- Which body of water does the QEII regularly cross?
a. Dead Sea b. The Atlantic Ocean
c. Loch Ness
- Who would you contact for the best holiday and travel deals as recommended by the SSA?
a. ITA b. ITC c. ITV

FULL NAME _____
JOB TITLE _____
WORK LOCATION _____
CONTACT PHONE NUMBER _____

Six night Continental shopping spree, departing June 17, 1996.

SSA price £569 (normal price £725)

Eight night Mediterranean Magic cruise. SSA price £849 (normal price £1,060) departing September 10, 1996

Eight night Iberian Adventure cruise, departing October 26, 1996. SSA Price £659 (normal price £895).

To book any of these, or for any other cruises or holidays anywhere in the world, phone the International Travel Club.

SSA offers are negotiated on behalf of our members. Details of joining the SSA and the new membership card are available from your personnel manager. A list of SSA offers is now available on e-mail under 'bulletin boards'. Texas SSA members are now able to take up the advertised offers.



LOW RATES IN THE LAKE DISTRICT

We have negotiated a very reasonable rate with Low Wood Hall Hotel in Nether Wasdale, Cumbria, in the Lake District. The hotel is family run, standing in well tended gardens on the lower slopes of fells

overlooking Nether Wasdale, a village so tranquil that time stands still. The tariff is £33 per person, per night for dinner, bed and breakfast. To secure your booking or to apply for a brochure telephone 019467 26289.