

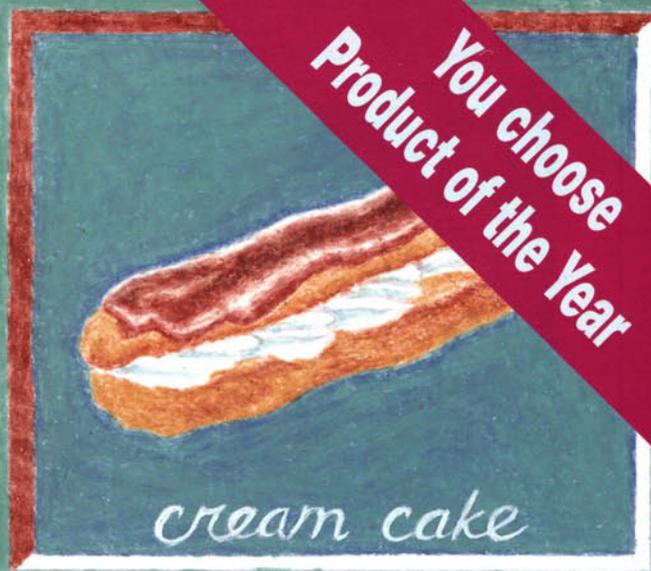
JS JOURNAL IS PUBLISHED FOR EMPLOYEES OF J SAINSBURY, SAVACENTRE, HOMEBASE AND TEXAS

Journal

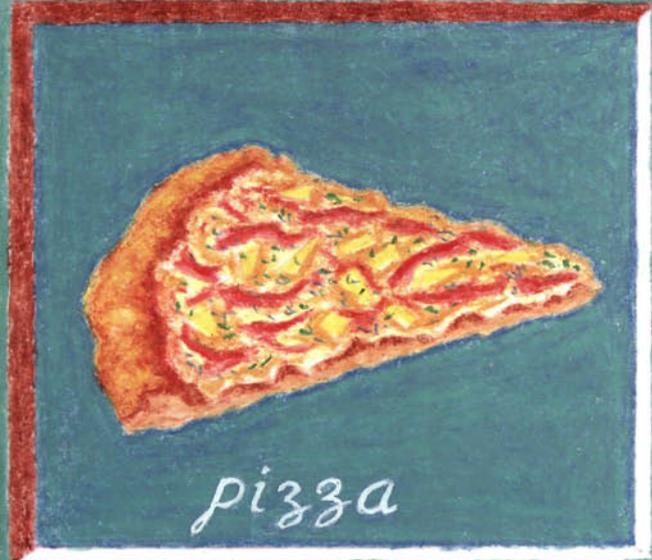
OCTOBER 1995



ice cream



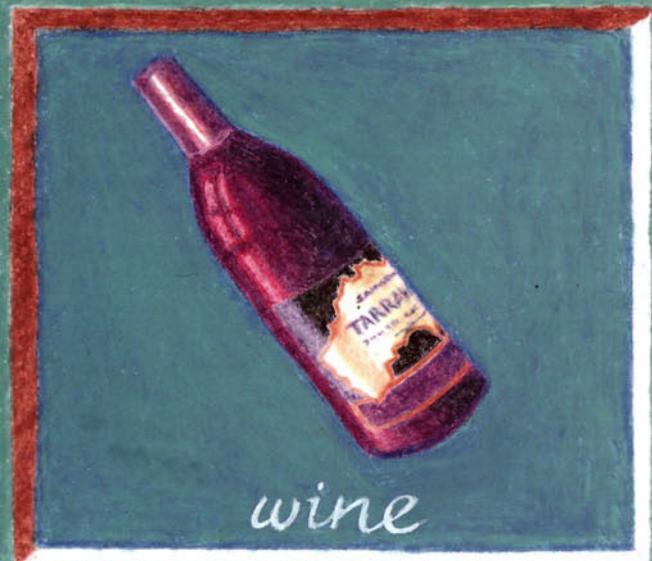
cream cake



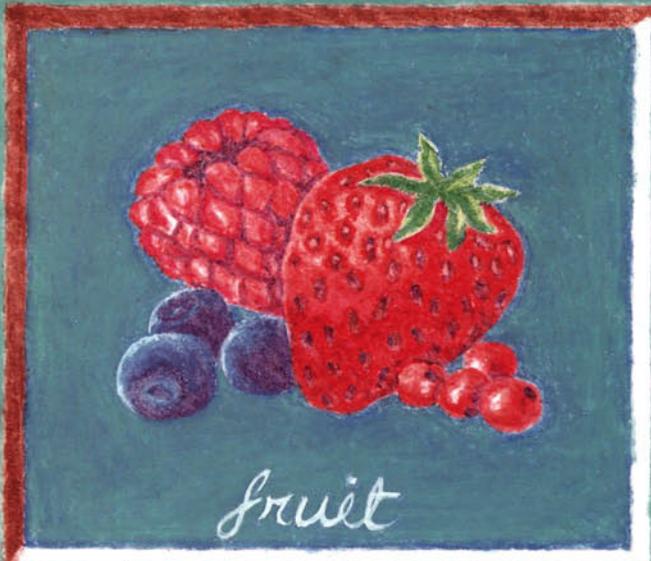
pizza



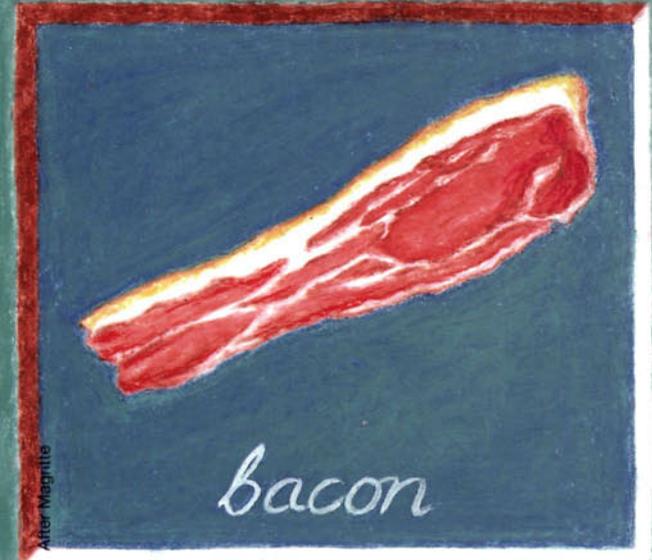
sauce



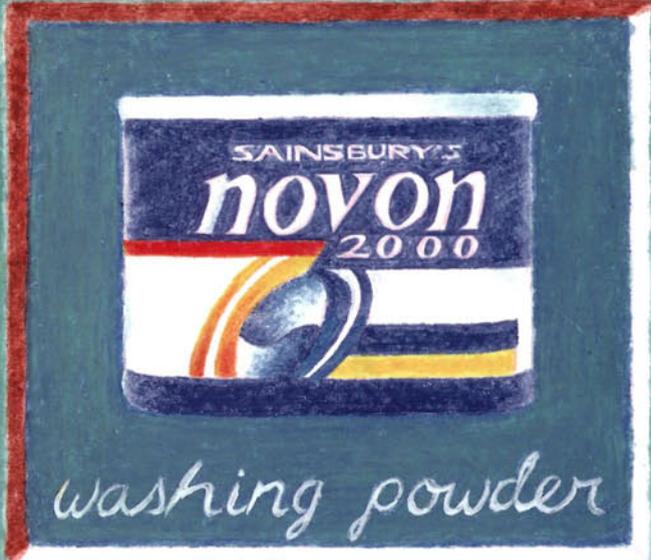
wine



fruit



bacon



washing powder

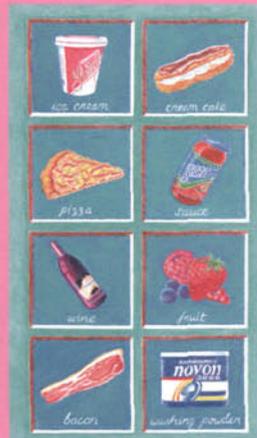
J SAINSBURY

Savacentre

HOMEBASE

TEXAS

FRONTLINE



Front cover illustration by Mark Timmins

OUR PRODUCT GALLERY PAYS
TRIBUTE TO MAGRITTE

CONTENTS

HEADLINES	2-5
OPENINGS	
WINCHESTER HOMEBASE	6
WATFORD JS	7
DEVELOPMENT NEWS	6/7
WRITELINES	8/9
THE VIRTUAL REALITY STORE	10
YOU VOTE FOR PRODUCT OF THE YEAR	11
THAT WAS A LONG, HOT SUMMER	12
SIDE BY SIDE SCHEME GETS STARTED	13
NEW SOUND AND VISION DEPARTMENT FOR STORES	14
PALMS - system that really lends a hand with staff and customer service	15
STORES AT LARGE - your work in the community	16/17
GREEN SCENE	17
CHECK THIS OUT	18/19
COMPETITIONS	19
NEW LINES	20/21
SSA OFFER	22
PEOPLE	23
ARCHIVES	24

MANAGING EDITOR
BRIDGET WILLIAMS

DEPUTY EDITOR
ANDY SZE BENI

EDITORIAL ASSISTANT
ABBIE BOULTON

EDITORIAL SERVICES BY
RED EDIT

DESIGN
HELEN JONES

PRINTING
GREENSHIRES PRINT LTD

JS JOURNAL
J SAINSBURY PLC
STAMFORD HOUSE
STAMFORD STREET
LONDON SE1 9LL

TEL: 0171-921 7033

OASIS I.D.: 'JS. JOURNAL'



You choose

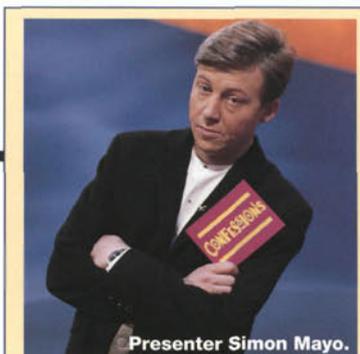
A free gift with every *JS Journal* is your very own guide to the top management. It helps to put faces to names and you may wish to keep this poster in a handy place for reference.

What is your choice for Product of the Year? Your votes are called for in a competition which offers a free prize draw and will award the buyers of the chosen product. Turn to page 11. ■

JS is favourite

For the second year running, JS has won the coveted title of Supermarket Wine Merchant of the year in the *Wine Magazine* International Challenge. JS beat off competition by winning over 150 medals and commendations in a contest which included 6,500 wines from 30 countries.

• Readers of *Prima* magazine voted JS best in two of the seven categories of their Supermarket of the Year Awards. Choice, quality and service were the qualities which won the title of Meat Counter of the Year in that category. And the award of Fruit and Vegetable Counter of the Year was earned when *Prima* readers praised JS for the interest of its 'continually changing displays', and the range and quality available, from seasonal favourites to exotic products.



Presenter Simon Mayo.

If you feel the need to confess a funny or unusual incident, Hat Trick Productions want to hear from you. They are making a new series of the Confessions programme for the BBC. Call 0171 434 3214 for more information or an application form.

Multibuys multiply

Two hundred stores will soon notice new, more complex Multibuy offers available to customers.

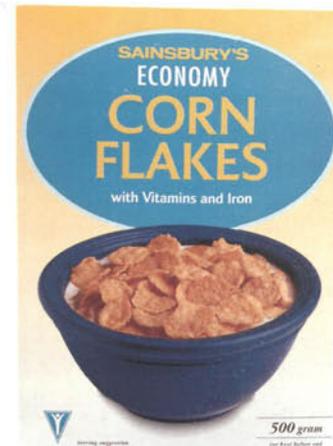
Previously, offers were limited along the lines of buy two cans of beans, get one free. New computer software means more complex offers, covering more than one product per offer, are possible. For example, buy a shower gel, get a soap free; buy

twelve bottles of wine and get ten per cent off each subsequent bottle. Alison Reavill co-ordinates Multibuys. She is looking for a name for the new complex Multibuy system. Feel free to let her know your ideas via e-mail ID CWD.



Essentials move aside for Economy

The JS Economy range was expanded to around 50 products last month as the Essential for Essentials badging was phased out.



Explains director of operational marketing Mike Conolly, 'Research has shown that customers would better understand our offer with the 15 or so Economy lines and selected Essentials products under the same "umbrella". Economy enables JS to provide excellent value at every price level and an extension of choice for our customers.'

The range will carry distinctive yellow and turquoise packaging and barker cards, sitting beside the existing ranges in all stores. Rebadged Economy/Essentials products will maintain their price and slot into the lowest price levels for that respective product. For example, Economy frozen peas at 67p for 2lbs, JS garden peas at 99p and JS petit pois at £1.45 (prices correct at time of going to press).

JS supports polar explorer

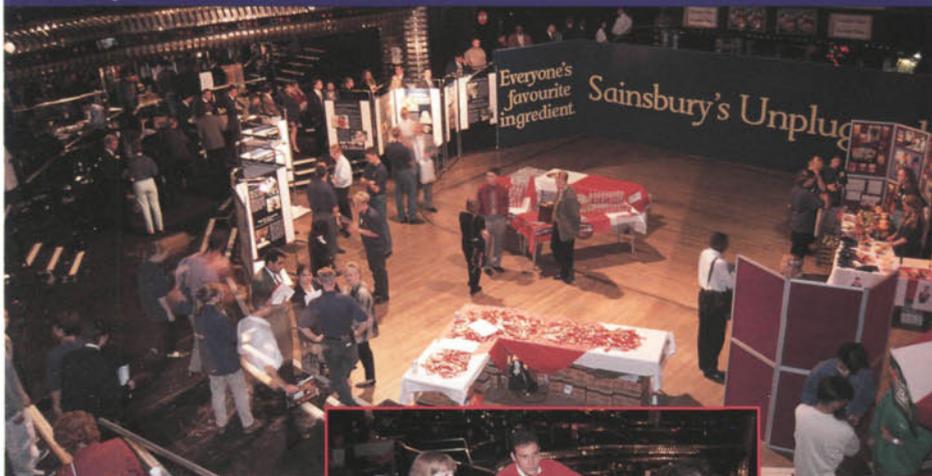
In a unique form of sponsorship, JS is providing food and nutritional advice to a British polar explorer to make a world record crossing of the Antarctic.

Roger Mear plans to make the first coast-to-coast crossing, alone and unsupported, starting in November. Watch out for the full story in our next issue.

HEADLINES

Unplugged on the dance floor

It was the end of August, A Level results had just been announced and bright young things were converging on one of London's top night spots, courtesy of Sainsbury's.



The prospective management trainees were not, however, coming to the Hippodrome to drink and dance. The bars were covered and the dance floor brightly lit as the hopefuls applied for jobs at the Sainsbury's Unplugged open day.

On-the-spot interviews were conducted and applicants told of their



Regional personnel manager Kay Forest and Chester manager Phil Harris talk to an applicant.

chances straight away. Full-time and part-time positions were filled for all the UK Group companies and the prospective employees had a chance to

chat informally with staff, finding out more about the companies and about applying for jobs in general.

How to beat domestic violence

A free helpline for victims of domestic violence was launched at Farlington store on June 26.

The 24-hour helpline is a joint initiative by Portsmouth City Council and local support groups.

Callers can be offered legal help, counselling - through groups like Rape Crisis and the Samaritans - medical support and contact with the police. Practical assistance is available from the social and housing services.

The launch was attended by more than 80 dignitaries, press and media reporters, and a display about the service attracted a good deal of interest during the reception and afterwards with customers.

Store manager John Pratley said: 'We were delighted to help publicise this initiative, not least because most victims of domestic violence are

women, as are most of our staff and customers. This is a cause which has real relevance to them.' He added, 'We were particularly pleased to be able to put the helpline number on our till receipts for the week of the launch, and

thus get it into customers' homes.' Said Helen Keytes of Portsmouth City Council, 'We were extremely pleased to have Sainsbury's support and help, which has helped to raise the profile of the initiative.'



Organisers of the Domestic Violence Campaign (l to r) Police Inspector Zen Stopinski, Helen Keytes and Sarah Fry from Portsmouth Council.



Chairman David Sainsbury with farmer Charles Gaskain (left) and ENFRU managing editor Malcolm Schofield.

Partnership bears fruit

The start of the English apple season was marked by more than just mists and mellow fruitfulness when chairman David Sainsbury launched the company's Partnership in Produce initiative.

The scheme consists of a three-way agreement between grower, supplier and retailer, launched initially with ENFRU, Britain's largest fruit co-operative.

Growers who participate have to ensure that their produce complies with certain specifications, including JS's policy on Integrated Crop Management, reducing the use of pesticides, with the company's product management system and with good agricultural and manufact-

uring practices specified both by JS and the Ministry of Agriculture.

Chairman David Sainsbury described the new initiative as 'an exciting development which will enhance the relationship between growers, packers and ourselves. We will be able to help each other to adjust our business to the ever-changing consumer requirements, and, through regular meetings, we can assist and advise our growers technically and commercially. We are helping to ensure that a greater variety of English apples and pears are grown, and that the consumer is made aware of the diversity of flavour and textures of our native fruits.'

The fruits of this partnership are already available for all to see in store. This autumn, JS will be stocking over 40 varieties of apples and pears, including more than 20 traditional varieties like St Edmund's Pippin and Charles Ross, and nearly 10 less well-known varieties like Fiesta, Mondial Gala and Summer Red.

HEADLINES

Pictures for schools launched

Bernard Perlin, one of the artists featured in the 1995 Pictures for Schools selection, made an emotional visit to the launch of the scheme on September 21.



Bernard (above) had flown over from America especially to stand alongside his Orthodox Boys painting, and he fought back tears to comment, 'I am very proud to be here. To have my picture hanging in the National Gallery for just 15 minutes would be enough.' It is very rare for pictures by living artists to be hung in the National Gallery, the launch venue.

The Pictures For Schools scheme is providing framed prints of four great paintings to 1,500 primary schools



Some of the children at the launch with their own paintings.

across the UK. Schoolchildren from several of the schools came to the launch to see their own works of art, inspired by the prints, hanging alongside the paintings. The originals were displayed in the National Gallery for three weeks.

Artist Peter Blake, famous for designing the Beatles' Sgt Pepper album cover, chose the four

pictures: Perlin's Orthodox Boys; Child With Dove by Pablo Picasso; The Woodman's Daughter by Sir John Everett Millais and Two Boys and a Girl Making Music by Jan Molenaer. Commenting on his choice he said, 'It is like a game for artists to choose their favourite four pictures - this time I was doing it for real!'

Lord Sainsbury of

Preston Candover KG, chairman of Sainsbury's Arts Sponsorship Panel, told the assembled journalists and dignitaries, 'I still have vivid memories of pictures in my classroom and they have contributed greatly to my love of painting. We hope this scheme succeeds in helping children enjoy painting and so begin a life-enhancing interest in the visual arts.'

Feedback from Talkback

Staff are being asked in a wide-ranging questionnaire for opinions on topics such as their feelings about their job, and thoughts about the company and the service we provide to customers.

Talkback is a comprehensive employee survey being conducted in two stages. Currently, Phase 1 includes every employee in the South Eastern region and in the finance division, covering around one fifth of the company. Phase 2 questionnaires will be distributed to the rest of Sainsbury's in early 1996. It is completely anonymous and confidential and is to be completed during normal work hours.

The results will be available at a company level and also for each store or head office department. This means that, whatever the results, the issues raised can be addressed at the right level. The outcomes of the surveys will be reviewed in the JS Journal next year.

Hot result for Bridgend baker



Michael Maher with his wife receives the runners-up certificate from category sponsor Cryovac's Jeff Deighton. Bridgend bakery manager Mike Maher swapped his whites and boater hat for black tie on September 11 when he came down to London's Grosvenor House Hotel to be awarded.

Mike was runner-up In-Store Bakery Manager of the Year in the 1995 Baking Industry Awards.

His store's bakery increased sales by 47 per cent under his auspices and

he explains how: 'We took a long hard look at the range and we improved and widened it and made certain the right product was available at the right time.'

Delivering the goods to midwives

JS received a warm welcome from 600 midwives from throughout the UK when the company attended the Royal College of Midwives' Annual Conference in Belfast recently.

Senior buyer Avril Grover emphasised the importance of JS's presence at this happy event: 'Ninety per cent of all pregnant women are counselled by midwives and therefore these important health professionals need up-to-date information about products and services relating to baby care. We wanted to demonstrate our commitment in this field by raising awareness of our increased range of products and services specially designed for parents with babies.'

The JS stand included lifestyle photography of mothers and babies as



well as displays of JS's baby products and services. It was described by Malcolm Macmillan, head of public relations at the Royal College of Midwives, as 'the best of them all, really mother and baby focused and

incredibly accessible.' A community midwife from Cambridge commented that 'coming to our conference shows that Sainsbury's thinks we matter - and of course we do!'

Great ideas brought together by Helping Hands

Eighteen months of hard work by store staff culminated earlier last month with the press launch of the customer initiative Helping Hands.

Work by staff focused strongly on providing the kind of help people with disabilities need and should expect to receive.

Staff members throughout the company were congratulated for their efforts, enthusiasm and commitment by director of

property development and chairman of the company's disability co-ordination group Robin Anderson. But the task was, he said, far from over.

He pledged the company would continue to look for more areas for improvement to help the disabled community and that the company welcomed ideas and insight from any member of staff or disabled organisation.

Over 6,000 members of staff have attended an awareness training programme, endorsed by RNID and RNIB. It encourages



staff to understand the needs of customers with disabilities and to provide practical assistance which increases independence.

To date, more than 400 staff have volunteered and already completed a basic sign language course run at local colleges and funded by the company.

Robin applauded the work done by individual store Action Teams: 'The Action Team's job is to provide ideas and stimulus

to make constant improvements to customer service,' he explained. 'Many have been concentrating particularly on service for customers with disabilities.'

The disability co-ordination group was formed last year to bring together the valuable initiatives from various Action Teams and ensures that funding is made available to provide for their introduction across the Group.

'We have also been doing a great deal, both in our stores and at head office, to encourage more people with disabilities to come and work for us,' said Robin.

A two page press advert recently explained to customers what JS was doing to help disabled shoppers. Commented chairman David Sainsbury, 'This initiative originally came from staff on the shop floor. They were very aware of the special needs of disabled shoppers and developed the original project. I hope that many more suggestions like it will come forward.'

APPOINTMENTS

Two new directors were announced on September 26: **IAN BALDWIN** is appointed director of trading at Homebase; **EDWARD BONNER** is appointed director of finance and systems at Savacentre.

A number of board level responsibilities have also changed: **DINO ADRIANO**, currently chairman and managing director of Homebase, is additionally appointed assistant managing director of Sainsbury's, and becomes chairman, Shaw's Supermarkets Inc. **IAN COULL** becomes deputy chairman Shaw's and **ROBIN WHITBREAD** leaves Shaw's board. **ROSS MCLAREN** is promoted to managing director, Homebase. **COLIN HARVEY** becomes chairman of Savacentre, replacing David Quarby. From the beginning of the new financial year, Colin Harvey will take on the role of managing director of Savacentre. Current managing director **MIKE BROOMFIELD** will transfer to the US to develop JS interests there. **DAVID CLAPHAM** becomes JS supermarkets retail director replacing Colin Harvey.

ANDREW MITCHAM will return to JS from Shaw's in March 1996 as head of non-foods trading, replacing **JOHN RAMSDEN** who retires at the end of the financial year. Andrew will join the Savacentre board, replacing Bob Emmott. **GEOFF SPIEGEL** takes on responsibility for pharmacies in addition to SSD and **ROBIN WHITBREAD** takes over responsibility for the scientific services division, with pharmacies. **BOB COOPER** will be responsible for meat and fish, off-licence, dairy and cheese, frozen foods and delicatessen, and procurement.

News in brief

Safety first prize

JS staff from Maidstone store and Blackfriars worked in conjunction with Maidstone Borough Council to promote food safety at the Kent County Show in July. Below, Maidstone store manager Chris Williams (left) presents the winner of the food safety quiz with her prize of JS vouchers.



Cards are dealt

The new staff discount card is distributed to all Group staff this month. The card replaces the former voucher system and offers ten per cent off any value purchase up to a new higher limit of £5,200 per year at JS, Savacentre, Homebase and Texas.

Slick use of oil

Cwmbran store are the winners of the JS Qualify Best Use of Oil Competition. The competition aimed to reduce the cost of oil used for frying in-store. The target was a cost of 6p for every lb of food and Cwmbran achieved 1.8 pence. The company would save almost £100,000 per year if costs were cut by only 1p per lb in every store.

We've shed lbs

New metrication regulations came into force on October 1 making metric units the predominant measurement in retailing.

The way we were

Archives department staff manned the Sainsbury stand at the VJ Day celebrations in London on August 19. Their display illustrated the average weekly ration at the time, and other war-time



information. Tribute and Promise appeal badges were sold at the stand and across the company raising £19,618.62 for over 50 charities.

Calais off-licence grows

The Calais Bières, Vins et Spiritueux store has been extended by 700 sq ft (65 sq m) to accommodate a winetasting area and a wider range of wines.

Tesco interim results

Tesco announced their half year results in September showing a 16 per cent increase in pre-tax profits. For the six months to August 12 it was £290 million with a 26 per cent increase in sales compared to the same period last

year. Tesco shares fell 9.5p on the day of the announcement. The company has acquired William Low stores and launched a Clubcard customer loyalty scheme in the last 18 months.

Air crash death

Russell Bessey, store manager at Reading, 37, was killed on August 29 in a four-seater plane which crashed near Moscow.

Aviation enthusiast Russell and two friends died along with their Russian pilot when the YAK-18T crashed into electricity cables in bad weather 25 miles south west of the Russian capital. The three were in a group of 30 visiting the Moscow air show and had been on a tour of the city's Myatchkovo airport.

O P E N I N G S



H O M E B A S E

W I N C H E S T E R

Opening date: 18 August 1995
Address: Winnal Industrial Estate, Winchester, Hampshire
Opened by: David Boverhoff, head of retailing
Store manager: Kevin Prince
Project manager: Eric Hodges
Staff: 65 (35 new staff)
Sales area: 44,929 sq ft (4,174 sq m)
Car park: 203 spaces



Colin Morgan spent five months training for Texas. Today he clocks in for Homebase.



Peter Davis (left) and James Tegg organise the parking.



W I N C H E S T E R

Winchester Homebase is the first Texas store to be converted to the Homebase format. It truly is a Texas/Homebase hybrid both in terms of staff and the building. Manager Kevin Prince was manager at Fareham Texas and around half his staff are from Texas, half from Homebase.

Project manager Eric Hodges also moved over from Texas to handle the conversion. Senior project manager Bob Miller explains that Sainsbury's took over the site shortly before it was due to open as a Texas store. The shell was already built, but it was 'more work than a usual fitting out because we had to get new planning permission, move the entrance, extend the garden centre and put a canopy in place of the conservatory, enlarge the stock room and move the offices.' Says deputy manager Ian Sant, 'Now we have the best of both worlds - some from Texas and some from Homebase.'



Nicola Mundy (left) and Jayne Higgins tend the local speciality the Winchester Rose.

DEVELOPMENTS
PROPERTY ROUND-UP

This is the first of a new occasional feature to keep you posted on property developments around the Group, in addition to all the UK Group openings we include.



The new SPS hoarding outside East Grinstead.

J SAINSBURY:

The Sainsbury's Property Services (SPS) logo will become a familiar sight at Action Stores in the coming months. New hoardings explaining the progress of refits and extensions, Customer Information Centres and customer signs are part of a new package of initiatives to ensure the minimum inconvenience to staff and customers. Other improvements include a new uniform with the SPS logo for those involved in the building works and a customer

comment book.

Work has just begun on Action Store extensions at **Wrexham** and **Chester**. They will shortly be joined by **Whitstable**. Extensions currently under construction include **Beeston**, **Rayleigh Weir**, **Tonbridge**, **Whitstable**, **Braintree**, **Swindon**, **Stratton**, **Hedge End**, **New Barnet**, **Lancaster**, **Tewkesbury Road** and **Newport**. **Loughborough** has recently been completed. Major refits recently completed include **Woolwich**, **Wimbledon** and **Putney**.

New store openings include **Cheadle** on October 25, **Witney** in November, **Wigan** and **Kenton** in December. **New Cross** and **Street** are due for completion next February and the steelwork has been erected at both **Hamilton** and **Straiton** in Scotland.

PETROL FILLING STATIONS:

Last month, **North Cheam** opened its new petrol station with six pumps and a standard kiosk. **Rayleigh Weir** petrol station opened on September 29. Refurbishments completed are **Grimsby**, **Stanway**, **Ladbroke Grove**, **Salford** and **Warren Heath**. These petrol stations have new and more pumps, refurbished canopies, new sales areas and car washes.

JS DEVELOPMENTS LTD:

Worthing - three retail units began trading mid-September beside JS store; **Tamworth** - three retail units have begun trading beside JS store; **Frome** - construction of a new Halfords unit beside the store has started; **Chester** - planning permission has been granted for a four unit scheme near the store with new roundabout access; **Chichester** - neighbouring site acquired for a

J SAINSBURY

Lorraine Bean, restaurant manager at Milton Keynes, helps out at the opening.



DOMEROUNDABOUT, WATFORD

The new Watford store incorporates the first JS Pharmacy, located beside the health, beauty and baby products. Watches, jewellery, cameras, electrical personal care products and a whole range of medicines are available at the new counters. All 11 staff are pharmacy trained and employed by JS.

Richard King joined Sainsbury's from Boots to introduce JS Pharmacies into the stores. He says, 'By placing a Pharmacy which is always manned on the shop floor we are providing customers with a source of trained help and advice on medicines, toiletries and health. This will bring an additional endorsement to the professionalism of our current home remedies and toiletries offer. As a result we also expect to see an increase in sales.'

The next JS Pharmacy is likely to be in the new Cheadle store this month and will be included in both new stores and Action Stores with enough floor space.

Watford's existing store at Albert Road is to remain open.

O P E N I N G S



SUPERMARKET

DOMEROUNDABOUT, WATFORD

Opening date: 12 September 1995

Address: North Western Avenue, Watford, Hertfordshire

Opened by: Chairman David Sainsbury

Store manager: Allan Roberts

Project manager: Ray Reilly

Staff: 350 (290 new jobs)

Sales area: 36,000 sq ft (3,344 sq m)

Car park: 552 spaces

Coffee Shop and Restaurant



Deputy store manager Martin Begley (left), pharmacy manager Keena Patel and senior buyer, pharmacy department, Roger Allford have a last minute chat before the first JS Pharmacy opens for business.



non-JS restaurant; **Warrington** - consent has been granted for two retail units beside the store; **Market Harborough** - planning permission has been granted for two small retail units at the end of the customer car park.

SHAW'S: 42,000 sq ft replacement store opened in **Haven, Massachusetts**



sets in August. The first Shaw's in Connecticut opened in **Manchester** on September 10. The second opens in **Bristol** on October 9.

The new Manchester Connecticut store (pictured) features a big deli and cafeteria style food court. It sells

more non-foods than the usual Shaw's's.

SAVACENTRE: Leeds White Rose Centre: developer on site - planned opening March 1997. **Wednesbury:** Cargo Club conversion planned for opening in April 1997. **Northampton:** Riverside Park: land acquired and awaiting planning permission. **Brahead, Glasgow:** opening planned for late 1998.

HOMEBASE: **Edinburgh Hermiston Gait**, formerly a Texas store under construction, is planned to open as a Homebase on November 1. **Ruislip** and **Hedge End** are planned to open early November. December openings include **Falkirk, Aintree** and **Wigan**. The first conversion of a trading Texas store to a Homebase is planned for February 1996.

SAVACENTRE BUYS STOCKTON CO-OP



Savacentre made the surprise announcement on September 7 that they had acquired the North Eastern Co-op's Summerville hypermarket in Stockton-on-Tees. The four-year-old store is now closed for a £5m refit to provide 85,000 sq ft sales area (7,897 sq m) and is planned to re-open as the 12th Savacentre on November 27.

Over 280 former Co-op staff have transferred to Savacentre and may now be entitled to additional benefits such as Sainsbury's profit share. A further 200 new jobs will be created.

WRITELINES



Patricia Green, personnel manager, Stanway

This is how some of our more regular customers dress while shopping at Stanway. Carol Hughes' husband suffers from multiple sclerosis and recently she asked her friends to pledge money if she would do her weekly shopping at the branch dressed in a belly dancer's costume! So they did - and so did she. The proceeds went to the local branch for multiple sclerosis.



DOES IT HELP?

Bernie Howe, kiosk assistant, Oldham

As a long serving member of JS I would like to hear other people's views on wearing the badge stating 'Here to help'.

I think it undermines my ability to do what I have been doing for the past eight years. JS employed me to serve and help the customer, which I have done, and I don't think a badge should tell me or the customer why I am here.

The money spent on these badges should have been spent on other areas, i.e. special offers, and updating checkout facilities, making the store even more customer friendly and efficient, thus attracting people to shop at Sainsbury's.

Terry Wells, senior manager, customer service quality, replies:

Thank you for your letter. The issue you raised, that you feel this badge undermines your ability, is absolutely opposed to the view we have in terms of our marketing strategy.

It is precisely because we are confident that in the vast majority of cases our staff do all they can to help customers that we are able to use this essential ingredient as part of our marketing strategy.

The badge is intended to

reinforce what we already know, that our staff have a genuine desire to help the customer in any way they can.

However, our market research has consistently told us that customers are reluctant in many cases to step forward and ask a member of staff something, due to the fact that they don't wish to interrupt them from filling the shelves, or other activities, that they are involved in.

The wearing of the badge is intended to be part of the much wider, overall communication to customers, embracing in-store advertising, newspaper and magazine advertising, and indeed television advertising, to put over the point that we want to help our customers in a friendly and helpful way.

The badge is seen as a very important ingredient in our investment in which we intend to make Sainsbury's Everyone's Favourite Ingredient.

LOYAL BUT STILL LOST JOB

Miles Metcalfe, night shift, Beckenham

I am a night replenishment assistant at Beckenham. This year I showed my commitment to the company by taking my profit share in shares. This week the company showed its commitment to me by scrapping the night shift at Beckenham.

Trefor Hales, operations director, replies:

We are constantly reviewing the efficiency of our operation to ensure the best possible return for all shareholders. This is particularly necessary in locations affected by new trading conditions (such as the competitor opening in Beckenham).

It is indeed unfortunate that sometimes these changes impact upon working arrangements, but we always seek to consult fully with individuals

affected, and our policy is to offer suitable alternative arrangements wherever possible.

My understanding is that we have been able to offer you daytime employment at a higher graded job. Whilst I realise it is not what you may ideally want it does demonstrate our commitment to our staff in always seeking to re-deploy wherever possible.

Sandra Sadler, assistant customer service manager, Woodhall Farm

Thanks to the JS Journal for the wonderful weekend we spent in Manchester and on the Granada Studios Tour. It was by far the best weekend I think we've ever had.

This is a picture of Gail Tilsley and myself taken at the Studios. I shall keep entering all the competitions from now on. Once again, many thanks.





A TREAT FOR CHILDREN

Shirley Tivey, Eagle Centre, Derby

Watching the tv adverts of late they all seem to be orientated around children and I thought it might be an idea to give something to them by way of collecting. A sticker book, for example, could either be purchased or given free. The book would need a story with spaces to stick in the appropriate pictures.

This could be written around a character being rabbit, horse, puppy or whatever. I thought maybe a teddy called Sainsbury who could have various adventures. The stickers could be given free to children, and over the Christmas period there could be a sort of advent calendar where, instead of tearing a square off, we give stickers again.

It could be advertised on tv saying come and meet Sainsbury and someone could dress up as a teddy and maybe give the children a badge or something.

We could have teddy tokens on things children like to eat, collect an

amount and get something free the children would appreciate. I am sure the appropriate people could widen this idea.

Mike Samuel, marketing senior manager, replies:

The idea of promoting the use of Sainsbury's as a welcoming place for parents and families is a good one. The 125 promotion for instance was aimed particularly at families. The schoolbags scheme which started on September 10 is probably the largest collection scheme we have run and it is aimed very much at children of all ages. We have to be careful that any promotion not only provides benefits to the participants, but also provides benefits for Sainsbury's too.

The suggestion is a very interesting one and something which I am sure can be worked on.

FOUR DAY WEEK ON BACK BURNER

Mark Monger, fresh foods manager, Winchmoor Hill

Some time ago the company trialled a four day working week for management. I'm very interested to learn the outcome of the trial as a four day week would provide the company with management that are fresher and more focused. This would in turn re-balance our hours so we are not subjected to a five or six week working month.

Nigel Broome, director, retail and distribution personnel, replies:

We did trial the four day week some time ago. In fact it was a fairly limited trial at Chingford. The results were on the whole encouraging, although by no means conclusive.

For a number of reasons, particularly the uncertainty surrounding Sunday trading at that time, we decided not to take things any further. More recently, we have introduced a number of structural changes into the stores, meaning that a further four day week trial would be untimely.

A four day week does, however, remain an option and it is possible that further trials may take place in the near future.

Derek Cassie, trolley retriever, Walthamstow

I'm a trolley man and I drive the van I collect trolleys from wherever I can. The places I find them you'd never believe. Gardens, workshops, even up trees!

One day I opened a garage door

Where a down and out was lying on the floor 'What the hell do you want?' he grumpily said. As he opened his eyes and turned over in bed

'I've come for that trolley' I quickly supplied 'Well take it and go' came the stern reply

The tower block is 22 storeys high. Going up in the lift you think you're reaching the sky.

The trolleys come down, slow but sure. Until they're all on the ground floor.

Then they're all returned and I've parked up the van. What would Sainsbury's do without the trolley man?



Liz Marsh, kiosk/checkout assistant, Cambridge

Whilst taking photos around the Coldhams Lane store of some of our 'Favourite Ingredients' at work, for the Star notice board, I took this one of Nick Dowding, assistant meat manager.

I think he fits the part so well that I thought you might like to use his photo in the JS Journal. Perhaps a new spot encouraging others to send in their 'Favourite Ingredient' also!

Journal replies:
Good idea! All 'Favourite Ingredient' submissions gratefully received.

Emma Hawkins, pupil at Southwater Junior School, following a school project and visit by the Sainsbury's horse and van

We learned about your first shop. Your shop looked nice. It was smaller and it had chairs. You can get the same food from the new shop in Horsham. The scales are different. There are no children's trolleys in the old shop. I would like to shop in your first shop.

At the school carnival I went on the horse and cart, like the one you used when you had the first shop. I had a lovely ride around the playground. The horse was friendly. I think it would be great fun to have another go next year.



Barbara Owens, personnel manager, Sittingbourne

Whilst watching the romance JS advert with my seven year old daughter, I laughed aloud at the outcome. She asked me what was funny. I said the man had been following the lady in the store and ended up buying the same items as her - the last one being only for ladies. 'Oh', she said, 'you mean the TAMPAX.'

He is probably doing the shopping for his wife!

Miss BA Jordan, customer, Marsh Mills

I am disabled and find walking and shopping difficult. I am very fortunate in having an excellent local grocer who has been delivering groceries to my home for many years, hence not needing to visit supermarkets to shop. I just simply would not be

able to do it anyway.

However, I had heard such a lot about Sainsbury's quality of goods and, as it was such a lovely day, I decided to have one of my very rare trips out and to visit your store.

Everything was lovely. Well presented and good, wide passageways and lovely helpful assistants.

I didn't really intend to buy anything, just to look and browse around

for a while, but it was inevitable that I did buy a number of items as the quality is first class. It was all so tempting.

Joy of joy, I found some lovely high chairs in your snack shop and was able to sit down while I waited for my taxi, which one of your assistants had called for me, to arrive.

I shall certainly be paying another visit. Sainsbury's Marsh Mills is highly recommended.



Virtual Reality in store

Lynda Sherlock hovers around Salford store's empty car park just before its refit. She looks out across the Manchester cityscape then drifts through the revolving doors. Suddenly she flies over the produce area, selects a few items and returns to the checkouts where they are waiting for her.

Is this some sort of futuristic vision? Yes, but it's here today in the form of the computer model of Salford being used to help design the store of tomorrow.

Salford store has been painstakingly recreated on a computer in virtual reality (VR) as an experiment to save costs involved in redesigning stores. The creators were Intelligent Systems Solutions Limited (InSyS), a Salford University company. The *Journal* travelled up to Salford and asked Lynda Sherlock, assistant manager on produce at the store, to try it out for us.

First she put on a headset containing a screen for each eye giving the impression of three dimensions. A handset then guided her around the computer generated landscape. More than just floating around outer Manchester and the store, Lynda was able to interact with what she saw. An image of a hand floated on the screen before her, copying the movement of Lynda's hand and responding to movements of the handset. The hand raised and lowered shelves or picked up products from the shelves according to her movements.

As Lynda floated around the car park, researcher Andy Connell pointed out that she could now see the effect of changing the parking spaces and signage. 'Ooh, look,' she enthused. 'You can see the G-Mex Centre.' Lynda's head turned as she gazed across the eerily realistic cityscape. Inside the 'store', Andy guided Lynda to the meat counter, prompting her comment: 'It tricks your brain - you just want to peer over the top!' She was impressed by the realism of the produce area but thought the apples looked like 'huge cherries.' Our cybernaut found the checkouts a little bare, 'They all look very square and could do with some people.' There followed more flights around the store, and maybe the simulation was a bit too realistic - one of Lynda's last comments was that she felt a little seasick!



Lynda Sherlock takes off on a virtual tour.



Users can pluck products from the virtual store's shelves.



Professor Stone in his office.

What about other possible applications of VR? You can already buy JS wine on the Internet. Maybe in the future we will do all our shopping 'down the line'. The VR project has captured the imagination of the press who are more concerned with the prospect of the first virtual reality shop. InSyS commented that, given the demand and improved computers, it could be only 18 months before the first people make their weekly purchases whilst 'floating' around their lounges wearing a 3D headset.

JS business systems manager Mike Broughton has his feet firmly on the ground: 'We commissioned InSyS to build the store in virtual reality so we could experiment with design and architecture. It is very difficult for the layman to interpret an artist's two dimensional image or plans.' Sainsbury's staff involved with the design process can now walk around their concepts without a single brick being laid or shelf faced up, saving a lot of time and money.

Says Mike Matthews of property business systems, 'Everybody can understand it and it's of practical use. People have always wanted to interact with their vision and VR does it in an intuitive way. Once the hype has died down we will be left with an extremely valuable tool.'

Sainsbury's are at the forefront of virtual reality technology according to Professor Bob Stone of InSyS: 'VR needs organisations like JS, that have vision. We were saying for many years that VR won't always be for superhero games. Now that it is being used for a serious application we know we were right.' Professor Stone, who has worked for the European Space Agency, is a qualified psychologist and science fiction fan (plastic toys and Thunderbirds models sit beside technical manuals in his office). He comments: 'Two years ago, we had no idea how many applications could benefit from VR: NASA, yes, but not for supermarket space planning!'

You vote for your

FAVOURITE INGREDIENT

Which do you think is the best of the hundreds of product lines launched into stores in the last year?

This is your chance to pick your product of the year and win £100. You, the staff, are being asked for your vote to choose the winning products to be announced at the Buyers' Conference on November 13. The buying team in each of the three buying categories that attracts the most votes will hold the award aloft.

The *JS Journal* will draw at random the staff prize entry form.

To vote, simply tick the one box corresponding to your chosen product in each of the three product groups. Your choice should be a careful

balance of your personal appreciation of the product if you have used it, how it compares to other similar products (in some cases brands), how well it appears to sell in your store, whether it exploits genuinely new markets, customers' and friends' comments, plus the quality of the product, its presentation and packaging.

Some products benefit from a lot of advertising and marketing support. If you feel this is clever, imaginative and attractive then you should give the product a better rating. But you must beware of sheer weight of advertising influencing your

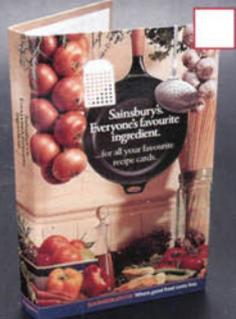
perception of the product. The departments have shortlisted some products and provided information alongside each product to help you

choose. Each line or range is own brand and was launched between July 1994 and June 1995. It may be a major re-launch or completely new.

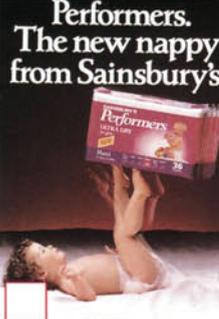
Now get voting! Entrants must work for, or be Veterans of, one of the Sainsbury Group companies. Only one entry form per employee please. Send your completed entry form, in an envelope clearly marked **MY FAVOURITE INGREDIENT Competition**, to *JS Journal*, Rennie House, Blackfriars, or by Royal Mail to the address on page 2. Your entry must reach us by November 3.

GROUP 1 NON FOODS

EFI ring binder: Ripley store's idea to sell the recipe cards in a binder has now sold a quarter of a million units.



Performers: Seventeen lines of nappies to cover every small bottom with the benefits of the brands but cheaper. Included first ultra-thin own-label nappy in Europe.



First Menu: Forty lines of baby meals covering all ages and tastes, launched in October 1994.



Novon 2000: New range of super-concentrated washing powders that are more convenient for the customer and better for the environment.



City Diesel: New diesel fuel that is kinder to the customer, to the engine and particularly the environment. Initially in selected London petrol stations, soon to be available across the country.



Indulgence Ice Cream: Seven flavours of English-made premium dairy ice cream. A hit with the media and customers during the long, hot summer and backed by a controversial TV ad.



Dry Cure Bacon: A process patented by Sainsbury's ensures the bacon shrinks much less during cooking than conventionally cured bacon. Selected as one of the best new products by *Supermarketing* and *Family Circle* magazines.



Summer Fruits Selection: A range of packs, some with five different berries, others with one type including Pinkcurrants, Tayberries and the better known berries and currants.



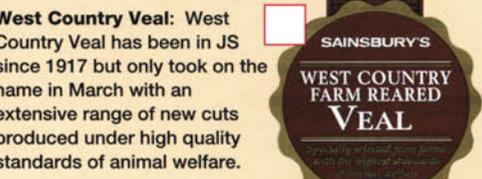
Indulgence In-store Bakery: Sixteen mouthwatering cakes to tempt the pallet and spoil the waistline with 'enormous amounts of cream'.



NAME: _____
 WORK LOCATION: _____
 CONTACT TEL NO: _____

GROUP 2 PERISHABLES

West Country Veal: West Country Veal has been in JS since 1917 but only took on the name in March with an extensive range of new cuts produced under high quality standards of animal welfare.



Pizzas To Go: Thin and Crispy pizzas effectively transformed the range. Has easy-open packaging and modifications to make it microwavable.



Williams Grand Prix Car Cake: This fastest moving of the celebration cakes was presented to Grand Prix driver David Coulthard on the Big Breakfast programme and featured in the *BBC Grand Prix Magazine*.



Vine Ripened Tomatoes: Small tomatoes left on the vine to mature for a fuller flavour and sold pre-packed still on the stem.



Indulgence In-store Bakery: Sixteen mouthwatering cakes to tempt the pallet and spoil the waistline with 'enormous amounts of cream'.



Classic Dressings: Premium quality salad dressings that are, according to the buyer, 'as good as something you make', and 'creating a new market for premium dressings.'



Tarrawingee: An Australian red and white named after the native word for emu.



GROUP 3 NON-PERISHABLES

Indiana Gold: High profile TV ad that had everyone talking about the own-brand beer genuinely brewed in Evansville with the taste of the US.



Chicken Saucery: Four sauces to add magic to any chicken dish. Consistently outselling Chicken Tonight.



Tarrawingee: An Australian red and white named after the native word for emu.



PLEASE CUT OUT WHOLE FORM

Long, hot summer

It was a sweltering summer and as temperatures rose so did the sales of many of our products. At the same time, some products languished in warehouses. The *Journal* looks back on a long, hot summer.



England and Wales experienced their second hottest July ever (the last time the mercury shot through the roof being 1976) and the sunniest August ever - some parts of the country enjoyed the hottest and driest weather since weather records began 300 years ago. The drought resulted in lower fruit yields and smaller potatoes and apples.



Buyers at both JS and Homebase reported marked increases in the sales of barbecues. 'This was the best year ever,' said one buyer. 'Even higher than last year, which was the best year to date.'



With tight water restrictions in place in the north west of England, stand pipes were installed in many neighbourhoods, and consumers were urged to use less water. Bottled water became scarce when people were warned not to drink the tap water. 'We were sending truckloads of bottled water to stores in the West country,' said the buyer.

Overall, water sales doubled during August with 3.5 million litres being sold in a week - enough to fill two Olympic-sized swimming pools.

Buckets became a hot commodity during the water restrictions with Homebase Bradford selling half as many in one week as all the stores together normally sell over the same period. But water supply was not restricted for everyone and the sale of hoses at Homebase went up by 69% - a total of 83,857 hosepipe coils were sold. That's twice the length of Britain!



Coffee shops and Shoppers' Oasis had problems when the demand for ice-cold Classic Cola overran their supply of plastic cups! The suppliers pulled out all stops to have the cups back in-store without too much delay.



Ice cream poured out of stores as customers tried to cool themselves. Häagen Dazs Bailey's ice cream sales were up 23% on last year's July sales. In JS the total unit sales increased by almost 46%.



Losers to the hot weather were the bakeware and cookware departments, where sales fell dramatically as people avoided slaving over hot ovens.



Charlton became the first depot to issue regulation shorts for their shunting staff - a dressing down the chaps definitely enjoyed! And at Chester, as the temperatures rose, trolley retrievers were issued with JS hats and suncream. Manager Mark Smith told local newspaper *The Chester News*, 'It is really funny because we used to get worried about the lads getting cold and wet out there and so we gave them waterproofs. This weather has really taken us by surprise.'



There was, of course, an increase in the sale of coolbags, coolboxes and flasks, and a 40% increase in the sales of freezer accessories which include ice cube trays and lollipop moulds. At Homebase, sales of coolboxes were 50% higher than last year with suppliers running out by the end of August. Rather strangely though, they also reported a 7% increase on last year, for the same time period, in the sales of fireside products. Also at Homebase, there was a 50% increase in the sales of outdoor furniture with the rocker chair the most popular item.



The sale of travel accessories increased by an overall 50% on last year's figures as more people took to the road. However, there was a marked decrease in the number of people going abroad this summer - many decided the weather at home was just as good, so that insect repellent was used for home-grown midges rather than foreign mozzies!

But all things must end. As the first snows fell in Scotland in late August, the summer sunshine faded. What next? A freak winter perhaps? Better make a shopping list: firelighters, hearty soup, thick socks, stodgy puddings...



The Norwich team hard at work.



Side by Side we can work wonders

From creating a reminiscence room for elderly patients at Basingstoke to fun days out for children with disabilities in Plymouth, staff at 24 JS branches have already discovered what it means to work Side by Side with charities in their community.

Norwich - a case study



'Challenge completed': Megan, Rosemary, Ruby, Michael, Beryl, Pat and Sheila survey their handiwork.

Staff from three Norwich branches have been demonstrating how much can be achieved in an amazingly short time. A 'Seeing is Believing' tour to Norwich Community Workshop spurred the team into action when they realised how badly extra help was needed. The Workshop is run by volunteers and provides a huge range of activities for local people. It operates an open door policy designed to make the centre accessible to people on low incomes and those with special needs or learning difficulties. The courses available include computing, photography, music, cookery classes and crafts like leaded glassmaking, pottery and printing.

The biggest problem facing the Workshop was that its kitchen, used for cookery classes, had been condemned by the Environmental Health Department.

In just two weeks, while the Workshop was closed for its summer break, the JS team made good, tiled and plastered walls and ceilings, installed a brand new fitted kitchen (using units supplied free by Texas), and completed a whole host of jobs throughout the centre, including recarpeting the computer room.

Altogether, 30 JS staff were involved, led by a core team of five from Bowthorpe, who spent the whole two weeks at the centre. Malcolm Jones, manager of the Queen's Road branch, said 'It was incredible what the team achieved. It felt like the Anneka Rice programme. We started on the Tuesday after August bank holiday. By 11 am the kitchen was gutted! We were begging and borrowing materials and equipment from local stores and businesses, and we also had a lot of help from local tradespeople - plumbers, tilers and carpenters, although we used JS people wherever possible - for example JS electricians checked out the electrics and our contract cleaners cleared up afterwards.'

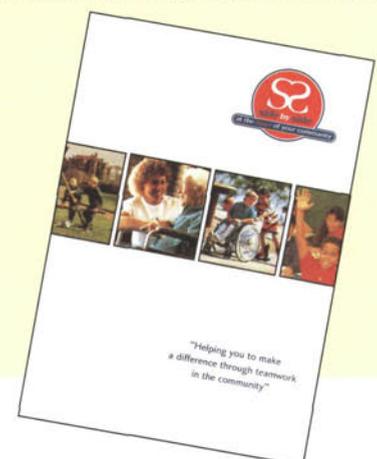


Store manager Neil Broadbent (2nd from right) and Huddersfield staff who have initiated several projects, including outings for children and furnishing a quiet room at the cancer unit at Huddersfield Infirmary.



Side by Side is a new initiative which replaces and builds on the well-respected Good Neighbour Scheme. It is currently on trial in 24 branches in 12 districts throughout JS's trading area. Says Rod Sellers, senior manager, community development, 'Volunteering is people working with people for community benefit, and the Side by Side scheme helps to get good ideas started.'

The good ideas coming out of Side by Side partnerships are legion. Kempshott and Basingstoke are working with the local hospital on a reminiscence room for elderly patients while Milton Keynes, Huddersfield and Shorehead are engaged on projects involving sensory gardens. Huddersfield have also arranged an outing for local children referred to Social Services, taking them to Eureka! (a children's science centre) while Sheffield branches' prayers for rain for their newly-planted children's nature area have just been fulfilled.



SOUND, VISION, ACTION!

The new audio and video entertainment department at Banbury is something to sing and dance about, as Michelle Gayle, former Eastender and rising pop star, found out.



Singer Michelle Gayle with a young fan at the opening of Banbury's new Sound and Vision department.

Banbury's Sound and Vision department will provide ideas for merchandising and marketing CDs, cassettes and videos across JS. The 1,000 sq ft department fills a former concession, housing listening posts where customers may play before they buy, and video screens showing recent film releases to buy and rent. Yes, you can even rent films for 75p to £2.75 for two nights.

Explains buyer Jon Arnold, 'We were selling audio and video like food. Now Sound and Vision at Banbury is a shop within a shop, with its own strong identity. The pre-recorded audio and video market is worth over £2bn and we hope to get a slice of that for Christmas.'

Jon intends to completely re-launch home entertainment in JS and, though Banbury is effectively the Sound and Vision 'megastore', basic elements of it may be rolled out to other stores already with home entertainment sections. There are plans to increase store involvement and understanding to drive sales in this market. Entertainment sales are known to be 'new release driven', says Jon, 'This is one of the most perishable parts of our business - people only buy a particular video or CD once.'



The listening posts let customers hear what they might buy.

SAINSBURY'S
SOUND+

blur The Great Escape

Videos and albums to win

If you would like to take home some of the top forty videos and albums then this competition is for you. We have five videos and albums (tape or CD) for the first prize winner, three of each for the runner up and two of each for the third place. The winners can choose any titles from the JS Top Forty charts.

➤ To enter, simply circle the entertainment related words in our wordsearch (they may appear horizontally, vertically, diagonally or backwards and send in your completed entry form, in an envelope clearly marked **Sound and Vision Competition**, to JS Journal, Rennie House, Blackfriars, or by Royal Mail to the address on page 2. Your entry must reach us by November 17. Entrants must work for, or be Veterans of, one of the Sainsbury Group companies. Only one entry form per employee please.

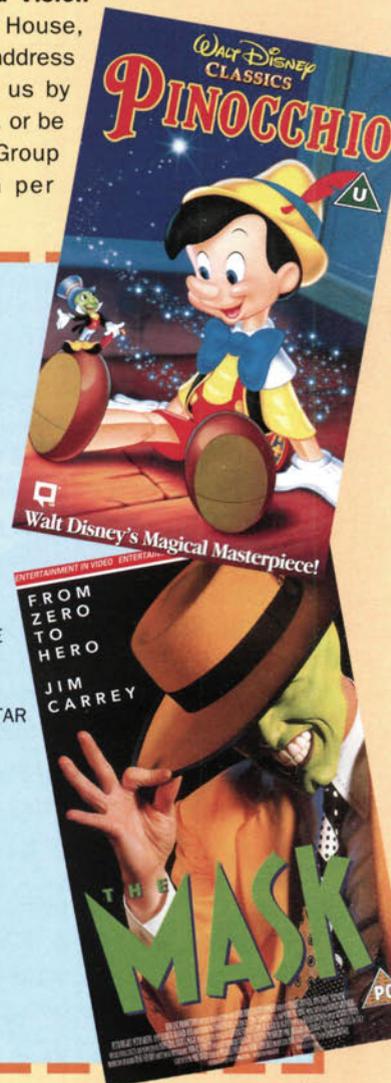
R O M A N C E Z T P
 F I U G H D R A M A
 M Y S T E R Y P R X
 O U I I A H L U O S
 V D C V N P I A N O
 I I E L F G E T R U
 E S D T V I S I O N
 J N R E O H L T P D
 Y E U P O P E M A B
 D Y M W K N Z P A R

- EARLS
- FILM
- SOUND
- VISION
- CD
- TAPE
- VIDEO
- MOVIE
- SOUL
- TOP TEN
- POP
- MYSTERY
- DRAMA
- ROMANCE
- MUSIC
- PIANO
- RISING STAR
- SHOW
- DRUM
- RAP
- DISNEY
- HIT
- RAVE
- ZAP

Full name

Work location

Daytime contact tel. no.



Personnel and Labour Management System

Departmental managers are getting a helping hand with staff scheduling from a new system called PALMS.

PALMS is helping to solve an age-old challenge - how to make sure we have the right number of staff to provide outstanding service to our customers at the same time as controlling labour costs. The system also helps managers organise training for their staff.

It analyses the precise staffing needs of every department in the store and allocates staff to the places they are most needed, moving them around as the needs change. Explains project manager Chris Baker, 'PALMS is helping us to provide sufficient people in all departments to deliver outstanding service and cover lunch breaks, tea breaks and staff sickness.'

The system is on trial in three stores and by next year all stores should be benefiting from the improved customer service leading to increased overall sales.

Crayford has been trialling the part of the system concerned with scheduling and forecasting. Each week, the computer works out daily schedules for staff based on the information it has on individuals' skills, preferred working hours and predicted trade patterns in the store. Should a store need someone to work overtime on the checkouts on a Saturday afternoon, PALMS will suggest individuals who want to work Saturdays, are checkout trained and can most effectively fill the requirement.

Staff record their movements by feeding information into new time and attendance

clocks, and they refer to a printed schedule to know where they should be throughout the day.

North Cheam has been trialling the training administration part of the package which records the training needs and achievements of staff. Many more staff will become multiskilled to work on a second department. The system helps managers assess training requirements as rusty skills are polished up and staff take on new training. Not only do they become more versatile but they have a greater variety in their jobs.

As a result of PALMS, customer service during the lunchtime rush is being improved with staggered breaks. Chris reassures us that no-one will have to change the days or hours they work but explains that stores need to be more flexible to meet customer requirements.

Crayford store manager Gary Love has been closely involved with the implementation of the new schedules at his store and he is



Crayford's store manager Gary Love with baker Matthew Reed.

enthusiastic about the trading benefits, 'Staff are now scheduled to the front end before the rush so we are not being reactive all the time. We can more easily keep our commitment of only two customers at a checkout and there has been a noticeable reduction in front-end service complaints.'

Break times are distributed more evenly through the day with, for example, earlier starters taking earlier lunches. This way staff do not all go to lunch as the lunch time customers pour in.

PALMS is designed to simplify staff admin work and free up time for operational management. The department becomes more like a store within a store headed by the department manager. Departmental managers have more information on staffing costs. Explains director of retail services Hamish Elvidge, 'Financial responsibility for staff is being devolved down from the store manager in the spirit of empowerment fostered by the quality initiatives.' Says district manager Richard Davies, 'PALMS puts responsibility for scheduling and labour cost control quite clearly in the hands of departmental managers. They have more control over putting the right people in place at the right time. It is clearly a more professional way of running the business.'

Epsom's Kiln Lane is the first store to try out the whole system, which is still being improved with feedback from participating staff in all the trial stores.

PALMS should be in all stores in 1996 and the *Journal* will keep you posted.



STORES AT LARGE

YOUR ACTIVITIES IN THE COMMUNITY

Special delivery to Romania



Wolverhampton store came to the help of the Royal Mail and the children of Siret in Romania when they donated £270 of stock to Anneka Rice's own charity, The Romanian Challenge Appeal.

Drivers from the Royal Mail went to Romania last year and were so touched by the plight of the orphans that they promised to return and build a playground for them.

Offenders at The Stoke Probation Service assembled the playground from the materials supplied by the Royal Mail. Organiser and Royal Mail driver Mac Wood then took three lorries with the playground and food out to the orphanage.

Vernon Dix, store manager at **Wolverhampton** (left), presents driver **Mac Wood** with £70 worth of food and £200 worth of bottled water.



We've got the power

When colleagues of **Charlton** driver **Shaun Fitzgerald** heard his mother had suffered a stroke and needed an electric scooter, they decided to pull together.

Seven weeks of fundraising included a pull against the clock - a race

to pull two lorry tractor units with a finale event to pull a trailer and unit.

Charlton depot manager **Nick Allen** allowed the fundraisers to hold a hair-raising evening in the depot canteen. With the help of the SSA, friends and family, **Shaun** and his colleagues

Fast response to fire

Kingsbury and **New Kenton** branches gave a helping hand to a mother of four left homeless after fire swept through her home.

All **Denise Jackson's** furniture was ruined in the blaze and, as she had no insurance to cover the huge cost of replacement, friends and family rallied to her rescue.

Close friend **Val Rogers**, checkout supervisor at **Kingsbury**, approached her bosses to see if they could help out. As the trainee managers' accommodation was no longer in use, **Kenton** and **Kingsbury** managers allowed **Denise** to have first choice of the furnishings.

Having been rehoused by **Brent Council**, **Denise**



and her family now have beds, tables, a cooker and sideboard and other smaller items.

'I think it's absolutely brilliant - I am overwhelmed. I don't know where I'd be without them. The furniture is nearly new. I couldn't believe it when I saw it. Words cannot describe how I feel,' said an elated **Denise**. 'Sainsbury's has done so much. I can't believe how helpful people can be.'

Pennies for them

Camden store donated £550 from Penny Back to the **Camden Family Service Unit** in order to set up a toy and equipment library.

Bob Oliver, deputy services manager, and **Fionnuala McIntyre**, district quality coordinator, went to the opening of the library in September.

A large selection of toys and equipment were purchased with the money. These will be used by the children of families that visit the centre who will be able to take some of the toys or equipment home on loan.



to receive £500 each from the store's Penny Back.

Cheques for £500 were also presented to **The Harlow Social Club** for the **Physically Disabled**, an organisation which arranges outings and events for the disabled, and **The Harlow Talking Newspaper** for the **Blind**.

● Staff at **Leeds** donated £4,000 towards the neurology department at the local **St James' Hospital**. The donation was made in remembrance of colleague **Helen**

Low who was admitted to the neurology department shortly before her death.

The department's sister and staff nurse were presented with the cheque by store manager **Ian Jackson**.

● Branch manager of **Hoddesdon**, **Stephen Dale**, presented a cheque for £1,000 to **Tom Oakman**, vice president of **Age Endeavour**, the charity which runs the local **Kingfisher Nursing Home**.



● Scouts in **Harlow** who had their tents stolen were one of three organisations



Meet the gang 'cos the depot's here

Basingstoke depot and driver **Steve Tossle** are the Basingstoke Scout Gang Show's favourite ingredients. They came to the rescue with a service considerably beyond 'carry to car'.

When the Scouts and Guides of Basingstoke were invited to produce a Gang Show for the International Jamboree in Haarlem, Holland, no-one quite visualised the sheer enormity of the task ahead. How do you transport 600 costumes, 12 scenery sets, 152,000 watts of lighting equipment, an orchestra of instruments, a sound rig and camping equipment for 100 cast and helpers to Holland on the lowest possible budget?

Basingstoke depot manager **Chris Neath** quickly came forward with the offer of the biggest lorry in the depot and a full tank of fuel. Driver Steve Tossle offered his services and gave up his holiday to drive the truck across.

Assistant Gang Show producer and senior personnel manager at Blackfriars Howard Bentley said, 'Thanks to JS we were able to put our minds

to performing the show of a lifetime.'

The one and a half hour show, together with a pageant of flags, anthems and a massive fireworks display, was well received, as was the anthem 'Haarlem in Harmony' written by Howard.

Basingstoke's Gang Show is regarded as one of the best Gang Shows in the country.



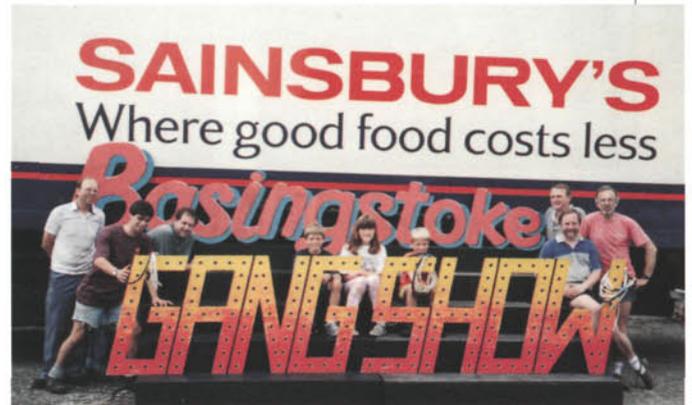
Shaun Fitzgerald with mother Grace.

held a karaoke and disco. 'As expected, the drivers fared very well,' he said, 'and five of us lost our beautiful locks in the sponsored head shave.'

When the seven weeks were up, friends and family at Charlton had raised over £1,800. Shaun commented: 'When I first mentioned to colleagues the need to

buy a scooter, I was thinking of buying a second hand one. I never dreamt we would raise so much money.'

Grace Fitzgerald expressed her appreciation to all those who took part in the fundraising. 'I am now able to get out and about again,' she said. 'Thank you to everyone.'



We're on a road to clean air

It may not be aviation fuel but City Diesel has really taken off. By the end of October, it will have been extended to 75 JS petrol stations following the initial launch onto London forecourts in May.

Ever one to practise what we preach, all the vehicles at Charlton depot have been running on the new fuel, and the company decided to test just how much more environmentally friendly it is.

Previous tests on the fuel by the transport industry have been performed on brand new vehicles under perfect running conditions. This time the test was applied to 43 hard working lorries at Charlton, making JS the first company in the UK to undertake 'post-production diesel vehicles emissions testing'.

Specialist emissions testing organisation TES Bretby were called in to devise a new testing method. In consultation with JS and the Freight Transport Association they put together a small portable white box just for JS, based on their previous work on the Coal



A JS lorry goes through its paces at the Leyland Technical Centre.

Board's underground trucks. This new equipment costs much less to use than the standard test that puts the vehicles through their paces on a rolling road machine.

The test involves inserting two probes into the exhaust pipe as the vehicle sits with its engine ticking over at a set speed. One probe samples the particulates, picking up the soot as it passes through a filter. The other picks up different gases as they bubble through a special liquid, pass through charcoal and are drawn off into a

pressurized container.

After much number crunching, the results of the contents of the exhaust from Charlton's City Diesel lorries were compared to Basingstoke's standard diesel vehicles. And the results? Proof that the new cleaner diesel really does provide cleaner emissions: three quarters fewer soot particles, almost half as much smog and asthma-causing nitrogen oxides and less than half the usual amount of carbon monoxide. A working JS vehicle is also being tested under more



The little white box in action on a Charlton vehicle.

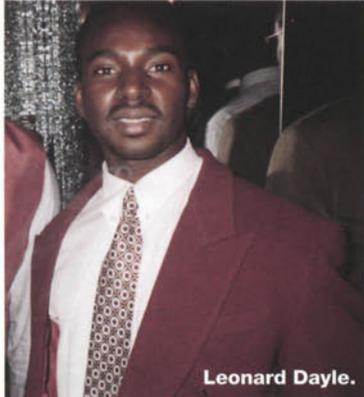
controlled conditions at the Leyland Technical Centre in Preston.

Comments Mark Grainger, who is overseeing the project, 'We are keen to gain a greater understanding of the practical effects of low sulphur fuel on traffic pollution and the practical effects of a distribution fleet in operation. We are committed to reducing the impact of vehicle emissions on the environment and these results show City Diesel makes a major contribution towards that objective.'



CHECK THIS OUT

Portrait of the artist



Leonard Dayle.

Leonard Dayle is a supermarket worker by night but an artist by day. A member of the **Crystal Palace** night shift, Leonard has long subsidised his first love with work at JS. But he is gaining more attention and was delighted to have a painting hanging in the National Portrait Gallery for a number of weeks until the middle of October. Now



'Artist and model'

the painting entitled Artist and Model is off to Edinburgh where the Portrait Award Exhibition will continue until the end of the year.

Since the picture has been on display Lenny has received an offer from a buyer and letters asking to see more of his work.

He has no formal training but as a child in Jamaica he used to sketch pictures of soldiers from photographs and sell the sketches.

He is currently working on three paintings to submit for next year's summer exhibition at the Royal Academy. But he's looking further ahead than 1996: 'My ambition is to open my own art gallery and help other artists by showing their work and giving them exposure. But it's a long way off.'

Mad Manx



Russell receives the sponsorship cheque from Texas Installations regional sales manager Mike Romaines as Leighton Buzzard general store manager Steve Jones admires the machinery.

Russell Waring rides at 150 mph on public roads and says it's good for children!

Texas have been sponsoring installations contractor Russell to race his bike in this year's Isle of Man Grand Prix, and part of his sponsorship is going to the NSPCC. **The Leighton Buzzard**

daredevil set up a new type of charity, Whizz 4 Kids. Some of the money goes towards the hefty running costs of his Yamaha TZ250 bike and part to the children's charity.

Russell was extremely pleased with the results of his two races during Isle of Man week in August,



when he came third in the Newcomers class and eighth of sixty six against more experienced riders in his other race. Not content with averaging over 100 mph, he says of his fellow competitors, 'I'm sure I could have beaten them on a faster bike!'



Now we are one

It was steak, chips and champagne for all when **Harlow** store celebrated its first birthday. Staff were treated to a three course lunch followed by a disco and birthday cake at tea time. Each paid £1.50 for the birthday lunch and the SSA covered the balance. A grand raffle was drawn at the lunch time disco and an electric barbeque was given away.

Newton knocks 'em out

It was a definite knockout defeat for major retailers in Newhaven when the JS **Newhaven** team took top honours at the Somerfield It's a Knockout Challenge.

Andy Reams, Carl Barbosa, Malcolm White, Dawn Featherstone, Nikki O'Connor, Maggie Reeves, Cathie Cutbush, Charlotte Parkinson, Dave Cress and Martin Webb donned the Sainsbury colours and competed in the nine knockout challenging tasks.

One of the challenges in which the team whipped the competition was the jousting. Perched on a beam over a waterhole it was one-on-one with the pillows; the first to fall was out. With four team members competing against Somerfield's team, Newhaven didn't even get wet.

When asked what was memorable about the day, coffee shop manager Dawn Featherstone could only say, 'It was knockout!'



The team show off their trophies.

NVQ qualifiers celebrate



Durham and Whitley Bay staff with the Right Worshipful Mayor of Durham, Councillor Terry McDonnell, Maureen Ciaraldi, Mary Duncan, Sharon Ellison, Sarah Foreman, Pauline Hutton, Julie Hailes, Marie McIlwraith, Ingrid McLaughlin, Ann Morland, Karen Patterson, Colleen Penfold, Yvonne Richardson, Margaret Rose, Linda Smith, Jean Stephenson, Jane Storr, and Norma Reynolds.

Staff from Horsham (back) Ellen Dean, Deb Martin, Sarah Wright, Traci Akers (front) Stella Lawrence and Shirley Orton.



Three stores were celebrating recently when 23 staff members passed their NVQ exams.

Durham store played host when the Right Worshipful Mayor of Durham, Councillor Terry McDonnell, presented NVQ Level II certificates to twelve Durham staff and five **Whitley Bay** colleagues.

During the presentation, district training officer **Joan Russell** (Durham) and deli assistant **Claire Miller** (Whitley Bay) were presented with D32 Assessor certificates.

Eileen Bewley, personnel manager for both stores, was presented with a Partnership Award from the Durham Business and Education Executive (DBEE) for her support to the steering group. Eileen worked with the DBEE conducting and hosting tours of the store for pupils interested in working for the company. The DBEE puts schools in contact with industry to assist with curriculum projects.

Staff from Whitley Bay also attended a diploma course in vocation education organised for Pelton Roseberry School to inform sixth formers about vocations in retail.

At Hoddesdon, six members of staff were presented with their certificates. They are the second group of NVQ qualifiers at the branch.



Gina (left) and Chris with the show's host Dale Winton.

You would have thought that when night shift display assistants **Gina Weedon** and **Chris Burroughs** from **Beckenham** entered the television show *Supermarket Sweep*, with their experience they would have made a clean sweep of it. But it wasn't quite like that!

'I entered for a laugh,' Chris told the *Journal*, 'and I roped Gina into it. We had an absolute scream.'

Gina and Chris were invited to London earlier this year for an audition to answer a few general knowledge questions while being filmed. They were then selected to join in the fun. But on the day - 'I

blew it' admitted Chris. 'I was concentrating too much on the shopping list and not enough on what I was putting in the trolley. 'But it was great. They paid our hotel expenses and we came out with a T-shirt and sweatshirt each.'

Gina and Chris are now hooked on television and are ready and willing to try anything. 'I've applied for *Family Fortunes* and *Telly Addicts* before, but never managed to get on until now,' said Chris.

You can see the pair in action when the programme goes out on December 1.

COMPETITIONS

ROMANCE STORIES:

Touching tales have been pouring into our offices since we asked staff last month for their love stories. It may be the prize of a luxury romantic weekend including Orient Express trip, top hotel stay over and dinner at the Ritz. Or it may be the chance to get your stories in print in return for a bottle of champagne. Either way, **Sandra Russell** from **Basilidon Homebase** could not help telling us how husband Kevin 'is such a romantic, putting a bunch of flowers in every room of the house when we got engaged'. **Low Hall, Chingford's Robert Hammond** sent us a tale of enduring love for Pam: 'I love her with all my heart...because of what we have been through together.' You had better have the hankies ready when we publish the best and announce the winner next month! Phone 0171 921 6486 or e-mail JS.Journal for more details on entering.



Janie Halliwell (right of pic) from Blackfriars spent a day in **Jane Asher's** cake shop in London's **Cale Street** as her prize in the **April issue's** cake designing competition. Here she paints some gold icing onto a 'gloves on cushion' cake.



THEME PARKS WINNERS: Are you one of those people that can't usually be bothered entering competitions because you never win? Colchester **Stanway** bakery assistant **Pat Harte** was. Until now. She has won family entry to either the Camelot or American Adventure theme parks and a night's accommodation in a top hotel. 'I was thumbing through the *Journal* at breakfast and I don't usually bother handing in my entry. Gee whiz - I've never won anything before!' she told us. Runners up who win family entry tickets to one of the two parks that can be used in the next 12 months are **Swindon's Julia Cavill**, **Bournemouth's Anne Millward**, **Washington Savacentre's Lena Simpson** and **Chertsey's Andrew Evans**. The answers for the competition in our July issue are: Arthur pulled the sword (or Excalibur) from the stone, and Niagara Falls is in New York state.

SNAP UP PRIZES IN OUR PHOTO COMPETITION

This is your last chance to enter your pictures into our 1995 competition: the closing date is October 27. There is a £150 cash prize and ten films for the overall winner plus other cash prizes for runners up. Everyone's a winner because each entrant will receive a highly prized *JS Journal* keyring pen when their pictures are returned! You need to attach an entry form to the back of each picture entered so call ext 6486 or e-mail JS.JOURNAL for more details or a form.

NEW LINES



Get your paws on a new computer

Our four-legged friends now have their very own JS sub-brand with a new range of pet foods launched at the beginning of October.

The Paws cat food range and Scout's dog food range are much more than re-labelled versions of the original products. The range now consists of 110 products with 13 new lines, 81 redesigns and 15 range extensions. Part of the new lines are specially

formulated kitten and puppy food - ideal for pets up to six months old.

The heroes of the marketing campaign are mongrel Poppy and moggy Sophie (right). Owner and trainer Anne Head had nothing but praise for the commercial script. 'I've done hundreds of commercial shoots and I can honestly say this has to be the best script I have seen in years,' she told the *Journal*.

The 60 second commercial took four days to shoot. 'I only work with my own animals,' explained Anne. 'When I was given the script I offered the producer two pairs of animal actors. To me it was essential that the animals knew each other and worked well together.' Poppy and Sophie won the producer's approval. Poppy, a rescued mongrel from the RSPCA is now six and Sophie eight.

During the shooting, JSTV was on hand to see how it was done - so watch out for JSTV4 to see the behind-the-scene takes.



Give chocs away

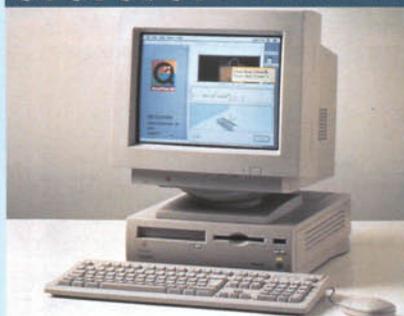
The Christmas countdown has begun and festive chocolates are beginning to appear on the shelves. This year's confectionery range is expanded with chocoholics young and old finding something to tempt them. Old favourites for the kids, such as the Snowman and Santa tumblers, are back. New this year is an attractive Teddy Tum Tum Toy

Chest which contains milk chocolate soldiers (£2.95). For the more adult chocoholic there is a Chocolate Mousse Selection (£2.95), three varieties of luxury Chocolate Enrobed Fruit Pieces, French Truffles, Chocolate Covered Fruit Pieces (£3.95), Belgian Seashells (£2.85), Champagne Brandy Truffles in a decorative tree box (£4.95) or Star Shaped Truffles in a decorative box (£2.95). And for those who like to tantalise everyone with chocolate on the tree, this year there are chocolate

tree decorations at £1.45 for ten decorations. For nut lovers there are two new varieties, Chocolate Nut Fruit Assortment and Brazil Nut Assortment. These are £2.49 and £2.69 each. ALL STORES



☆☆☆☆☆ COMPETITION ☆☆☆☆☆



You could be the proud owner of a brand new CD ROM Apple Macintosh Performa that comes with 17 CD ROM packages worth well over £1,000. Not only good for the kids, but great for Mum and Dad too. Just answer our simple questions:

1. In the new Paws and Scout's ad, what do the burglars trip over, thus ending their villainous plan?
2. If a dog is canine, what is a cat?
3. Mickey Mouse has a canine friend named after a planet. Who is the dog?

Full name

Work location

Contact tel no

Send your completed entry form, in an envelope clearly marked Woof and Meow Competition, to *JS Journal*, Rennie House, Blackfriars, or by Royal Mail to the address on page 2. Your entry must reach us by November 17. Entrants must work for, or be Veterans of, one of the Sainsbury Group companies. Only one entry form per employee please.

The commercial, which has a two week run from October 8, tells a tale of how the adorable quadrupeds foil some dastardly burglars in a 'Home Alone' type adventure. The heroes are also featured on staff information leaflets and customer leaflets with money-off vouchers displayed in the pet food aisle. Around 190 stores will also be hosting demonstrations where 28-page pet food guides will be given away.

The customer leaflet features a competition to win holidays abroad, but sadly company employees and associates are not eligible. The *Journal*, however, has helped to organise a special competition for staff and Veterans of the Group.



Soft drinks go wobbly

Taking the soft drink range into a new dimension is the introduction of Classic Cola, Cool Crush and Gio jellies.

Made with the same concentrate as the soft drinks, the jellies are available in all stores and sell for 29p. Cool Crush comes in two flavours, orange, and pineapple and grapefruit.

To get the real fizz try them made up with sparkling water. ALL STORES

Fancy finales

Complementing the existing range of Mini Fruit Tartlets, introduced last Christmas, are Pecan Nut and Mincemeat Mini Tartlets.

Sold in boxes of 12, the tartlets retail at £2.95. They are ideal to serve as a dessert or as party fare.

Continental Style Mandarin Fromage Frais Gateau (520g) appears in the frozen section this month. Adding to the expanding premium dessert range, this dessert sells for £4.95 and is available in most stores.

MOST STORES



Quality housing for plants

Homebase has launched a new range of greenhouses, accessories and optional extras.

The wide range includes shelving, staging, automatic ventilator openers and cold frames: everything you need to propagate your seedlings and care for your plants.

Greenhouse prices start at £150 for a 6'3" by 6'4" Homebase Baronet Greenhouse. Accessories start at £14.99 for a Homebase Shading Curtain Kit, which also fits the 6'3" by 8'6" Homebase Bosch greenhouse available from stock.

Homebase Greenhouses are made in Britain from high quality maintenance-free aluminium. A full range of large sizes are available to order. ALL HOMEBASE STORES



Cereal thrillers

The cereal department has three new lines in stores. Multi-Grain Puffed Cereal (160g) and Balance (500g), a breakfast cereal like Kellogg's Special K.

Multi-Grain Puffed Cereal is a blend of barley, oats, rice, wheat and rye. It retails at 89p and is available in most stores.

Balance consists of crispy toasted rice and wheat flakes and has a delicious malty flavour. This cereal retails at £1.79.

Just in time for winter are Oat Pots, a hot oat cereal in a pot. Easy to prepare, simply add milk and microwave. Alternatively, the pots can be emptied into a saucepan and heated on a conventional cooker.

Oat Pots are available in two varieties: raisin, apricot, apple and cranberries; or apple strudel flavour with sultanas, apricot and cinnamon. Available in a pack of four, the Oat Pots retail at £1.09,

but they are on a special introductory offer of 89p until the end of October. ALL STORES



Chew this one over

Does your chewing gum lose its flavour on the bedpost overnight? If so, chances are you're not chewing the new 66 Chewing Gum. 66 comes in three varieties, sugar-free spearmint and peppermint flavours, as well as spearmint. They sell in a multipack of five for 79p or individually for just 17p. ALL STORES





SAINSBURY'S
STAFF ASSOCIATION
Tel: 0171 921 7227

The London Toy & Model Museum 21-23 Craven Road, London W2

The London Toy Museum was founded by a private collector and opened to the general public in 1982. It houses over 7,000 amazing old and spectacular working models. A trip before Christmas would represent a great treat for the children, not to mention the adults.



The Toy Museum is offering SSA members 50% discount off the published adult price for entry into the museum on presentation of this article and the new SSA membership card.

Prices are: Adult: £4.95, Child £2.95, Concessions £3.95. Family (2 adult, 2 children) £12.

A truly magical journey at an affordable price.



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.

Come ski with us, come ski with Equity

After another excellent season last year, the SSA is pleased to offer all members the opportunity to enjoy a high quality ski holiday at top value prices. Equity Total Ski are ski specialists offering an exciting* and varied programme featuring over 25 resorts in Italy, France, Austria and the USA.



REMEMBER - EQUITY INCLUDE EVERYTHING IN THEIR PRICES:

weekend return flights, overseas transfers, lift pass, ski tuition (6 x 2 hrs), ski equipment hire, half board or self catering accommodation and comprehensive insurance. Reductions are available for ski services not required.

New this season is a £60 reduction for children aged between 2-16 yrs. New resorts are Montgenèvre in France; Marilleva, Artensina and Sestriere in Italy and Schladming and Haus in Austria. These represent only a small selection of the skiing holidays available. For further information and a brochure contact Sarah Dean on 01273 203202. SSA members have an advantage of a 10% discount off all brochure prices. Don't delay, call today for further information and advice.

WIN A FABULOUS EIGHT DAY SKIING HOLIDAY FOR TWO IN THE ITALIAN DOLOMITES

- Manchester or Gatwick flights ● Half board ● Six day lift pass ● Equipment hire
- Tuition ● Insurance

Answer the following questions - the answers are in the brochure - by circling your choice:

1. In which country would you find the resort of Alpe d'Huez
(a) France (b) Italy (c) Scotland.
2. Which airport would you fly into if you were going to the resort of Sestriere?
(a) Lyon (b) Nice (c) Turin
3. What is included in Equity Total Ski prices?
(a) Most things (b) Nothing (c) Everything
4. In not more than 20 words tell us what you would enjoy most about your free skiing holiday with Equity

NAME

WORK LOCATION

HOME ADDRESS

Contact tel no.

Return your completed form to Sarah Dean, Equity Total Ski, Duke's Lane House, 47 Middle Street, Brighton, BN1 1AL. Eligible entrants must be a member of JS/Savacentre/Homebase/Texas Staff Association.

VALUE DIRECT

We are very pleased to be able to offer a new benefit: SSA members can receive huge savings on electrical goods through VALUE DIRECT. Choose the product you want from the High Street but before you buy phone Value Direct for a quote to see how much you can save! They are confident their prices cannot be beaten and you can choose without a commission-based salesman standing over you.



All products are delivered direct to your door, normally within a few days - you will be given exact delivery details when you order. All the top makes are available in a range that includes washing machines, refrigerators, freezers, dishwashers, cookers, microwaves, tumble driers, TVs, video players and hi-fis. All products are supplied with a full manufacturer's guarantee and extended warranties are available. If you are buying a new appliance, look no further, call Value Direct on 01327 263087. The care line is open from 8.00 - 8.00 Monday to Friday and 9.00 to 5.00 on Saturday.

CONCERT TICKETS:

Available now: Riverdance, Gary Glitter at Sheffield, David Bowie, Eric Clapton, Stone Roses. To apply for tickets, contact the central SSA office, Blackfriars.

FORTHCOMING EVENTS:

Northern Cabaret Nights (See E-Mail) Northern Race Day - Uttoxeter Northern Go-Kart Racing.

PEOPLE

WEDDINGS



Richard and Samantha.



Paul and Louise.

Rustington senior baker **PAUL LEE** and photo lab assistant **LOUISE DOWDALL** were married at the Rustington Parish Church on August 19. Things went almost perfectly. Half way through the service, the page boy, Paul's nephew, had to nip off to the loo! Later as the couple knelt at the altar, Louise lost her shoe and spent most of her time trying to get it back on without anyone noticing.

After five years of working together, Hanley's senior baker **RICHARD MINSHULL** and senior clerk **SAMANTHA COPE** finally got it together. After a fairly tale wedding on the paradise island of Mauritius, they celebrated with friends and family in a blessing ceremony back in England, followed by dinner in a five star Indian restaurant for 60 guests.

LONG SERVICE

Employees who have completed 25 years' service: **TED ANDREWS**, transport supervisor, Basingstoke depot. **IAN BILHAM**, warehouse assistant, Chichester. **RITA BORRAS**, frozen foods assistant, Bitterne. **ROSE BRIMLEY**, fresh foods replenishment, Bedford. **JANET BUTCHER**, checkout replenishment, Folkestone. **ANGELA CONNOCK**, senior systems assistant, Winsters Road. **SYLVIA DOBINSON**, bakery counter assistant, Edgware. **JOY GOODYEAR**, coldstore warehouse, Camberley. **MAUREEN HARL**, checkout/replenishment assistant, Queens Road. **MARGARET HOPKINS**, checkout replenishment, Court House Green. **DAVID KING**, non-perishable warehouse assistant, Charlton depot. **ANITA LEE**, assistant manager customer service, Eastbourne. **ALLAN LONDON**, meat manager,

Stevenage. **MARIA MALONE**, meat preparation assistant, Northampton. **MAUREEN MANNING**, general assistant, Basildon Savacentre. **KATH MARSH**, checkout/replenishment assistant, Leatherhead. **JUNE MCGINNISS**, Hemel Hempstead. **ANDREW MILLAR**, administration manager, Coventry. **TONY MONCRIEFFE**, senior warehouse assistant, Luton. **NIGEL MOSS**, senior warehouse assistant, Bury St Edmunds. **SILVIA NEWMAN**, night display assistant, Tewkesbury Road. **GILLIAN PAYNE**, fresh foods replenishment, Harpenden. **ANN PURDY**, system 25 assistant, Beeston. **BARRY SARGENT**, driver, Charlton depot. **JOYCE SYMONDS**, dry goods code controller, Winchester. **JANET SIMS**, administration manager, Gloucester. **ROGER SHERWOOD**, grade E salaried, Exebridge. **JEAN TOMLINSON**, checkout/replenishment assistant, Beeston. **ROBERT WHITEHOUSE**, senior deputy services, Merry Hill. **KAYE WILKINSON**, district training officer, South Eastern regional office. **KENNETH WILSON**, perishable warehouse assistant, Buntingford depot. **NELLIE WORLEY**, BWS replenishment, Northampton. **JAMES LAVIN**, store manager, Market Harborough. **KATHLEEN LEWIS**, overs controller, West Wickham.

RETIREMENTS

DOROTHY BENNY, restaurant assistant, Nuneaton (8yrs). **PAUL BUTLER**, Northwich (2yrs). **CONSTANCE CALDER**, checkout/replenishment assistant, Brentwood (12yrs). **ALAN CHAMPION**, kiosk assistant, Bournemouth (5yrs). **KATHLEEN CHARMAN**, checkout/replenishment assistant, Crystal Palace (13yrs). **JOAN CHUBB**, checkout/replenishment assistant, Chelmsford Central (22yrs). **ELAINE CHURCH**, checkout/replenishment assistant, High Wycombe (13yrs). **GEORGE COBB**, packer, Tonbridge (3yrs). **JOAN COFFIN**, checkout/replenishment assistant, Lyons Farm Worthing (19yrs). **DAPHNE COLLIER**, checkout/replenishment assistant, Cowley (2yrs). **OLIVE COX**, restaurant assistant, Fulham (8yrs). **EDWARD CREMONA**, trolley collector, Bedford (5yrs). **DOREEN CROOK**, packer, Merry Hill (4yrs). **CYNTHIA CROSS**, checkout/replenishment assistant, Taunton (5yrs). **ISOBEL CROXFORD**, checkout/replenishment assistant, South Ruislip (5yrs). **CLARE DRAKES**, checkout/replenishment assistant, Crystal Palace (9yrs). **SHIRLEY DUNPHY**, checkout/replenishment assistant, Court House Green (22yrs). **LILIAN EDE**, meat preparation assistant, Dorking (8yrs). **ANNA ETHERIDGE**, dry goods reduction control, South Woodford (16yrs). **MARION FARRINGTON**, fresh food replenishment assistant, Debden (13yrs). **JULIE FATEH**, bakery counter assistant, Fulham (5yrs). **WINIFRED FORTH**, grocery replenishment assistant, Walthamstow (10yrs). **CLAIRE GASKIN**, checkout/replenishment assistant, Stevenage (3yrs). **JOAN GIBBS**, BWS replenishment, Walthamstow (16yrs). **IRENE GILBERT**, packer, Northfield (5yrs). **JUNE GORDON**, health & beauty assistant, Christchurch (17yrs). **JOYCE HARVEY**, kiosk assistant, Canterbury (11yrs). **VIVIEN HATELEY**, checkout/replenishment assistant, Walsall (26yrs). **VIOLET HILL**, night display assistant, Kempshott (7yrs). **BARBARA HORTON**, BWS replenishment, London Road (12yrs). **OLGA HUGHES**, deli counter assistant, Crystal Palace (7yrs). **MARGARET JENNINGS**, fresh food replenishment assistant, Harpenden (16yrs). **OLIVE JONES**, BWS replenishment, Telford (16yrs). **SHEILA KEMP**, checkout/replenishment assistant, Sittingbourne (16yrs). **NORAH KITCHENER**, packer, Milton Keynes (7yrs). **MINA LOCK**, checkout/replenishment assistant, Basingstoke (8yrs). **MARIE MERRITT**, BWS replenishment, Crayford (8yrs). **COLIN MIDDLEMISS**, checkout/replenishment assistant, York (3yrs). **ROBERT MORGAN**, trolley collector, Stevenage (5yrs). **SAMUEL MORLEY**, evening warehouse assistant, Kingsway (5yrs). **BERNADETTE MUSTAFA**, checkout/replenishment assistant, Bletchley (9yrs). **HAZEL NICHOLLS**, packer, Altrincham (5yrs). **PATRICIA NORTH**, fresh food replenishment assistant, Badger Farm (9yrs). **FREDRICK O'NEILL**, packer, Lee Green (6yrs). **MARY OGDEN**, restaurant assistant, Sheffield (12yrs). **DORIS PAGE**, restaurant assistant, Ipswich (12yrs). **BARBARA PRICE**, meat replenishment assistant, Wolverhampton (17yrs). **SYLVIA ROBINSON**, senior checkout assistant, Warwick, (10yrs). **JEAN ROWELL**, fresh food replenishment assistant, London Road

(15yrs). **BETTY SALTER**, checkout/replenishment assistant, Doncaster (16yrs). **RONALD SCOTT**, senior warehouse assistant, Wood Green (7yrs). **MARGARET SHAKESPEARE**, checkout/replenishment assistant, Northfield (23yrs). **AUDREY SMITH**, checkout/replenishment assistant, Colchester (25yrs). **NANCIE STANNARD**, checkout/replenishment assistant, Ipswich (19yrs). **SHIRLEY STAPLEY**, restaurant assistant, Chelmsford Central, (7yrs). **SHIRLEY STARMORE**, BWS assistant, Southend (11yrs). **MARGARET STEELE**, fresh food replenishment assistant, Barking (5yrs). **LOIS TECA**, checkout/replenishment assistant, Kingsland Road (22yrs). **ALBERT TENNANT**, reception manager, Ilford (38yrs). **BLANCHE THEOBALD**, checkout/replenishment assistant, Forest Hill (15yrs). **GEOFFREY WHILLOCK**, butcher, North Cheam (40yrs). **MARGARET WOODING**, checkout/replenishment assistant, Coventry (10yrs).

OBITUARY

Length of service appears in brackets.

IRENE BESAGNI, dry goods reductions controller at Muswell Hill, aged 63, died after a long illness on August 4 (5yrs). **PATRICIA DUNLOP**, checkout assistant at High Wycombe, aged 50, died after a long illness on August 15 (8yrs). **JANET MACLEOD**, night display assistant at Wandsworth, aged 55, died after a short illness on August 9 (15yrs). **IRENE GROVE**, senior checkout assistant at Blackpole, aged 44, died after a short illness on June 6 (16yrs). **ALISON HARGRAVE**, a part-time system 25 operator, aged 19, died as the result of a car crash on August 17 (3yrs). **SUZANNE KIRKLAND**, a kiosk assistant at Coventry, aged 40, died after a long illness on August 18 (11yrs).

A REMINDER: The retirements and long service sections are compiled from information received centrally. You should notify the *JS Journal* direct if you would like us to feature a wedding (both partners must work for JS), an obituary or messages of congratulations. Congratulations can be for a fellow member of staff who has passed an exam, had a baby, or for any major personal achievement. Our contact details are on page 2.



L to r: Jenny, Raymond, Samantha and Eric.

It was certainly a family affair when Water Lane checkout assistant **SAMANTHA BLUNDELL** married bakery assistant **RAYMOND CROOK** at St Andrew's Church in Farnham. Following in the footsteps of Samantha's parents, Jenny and Eric Blundell, the young couple met while working at JS. Eric now works at **Kempshott**.



WONDERFUL WATFORD

“If all my branches gave me the same pleasure as Watford, my task would indeed be light.” These words of praise were received by Edward Tupman, manager of the Watford store, in a missive from George Younger, inspector (district manager), dated June 1st 1912. The latest store in Watford opened last month. It joins a long tradition.

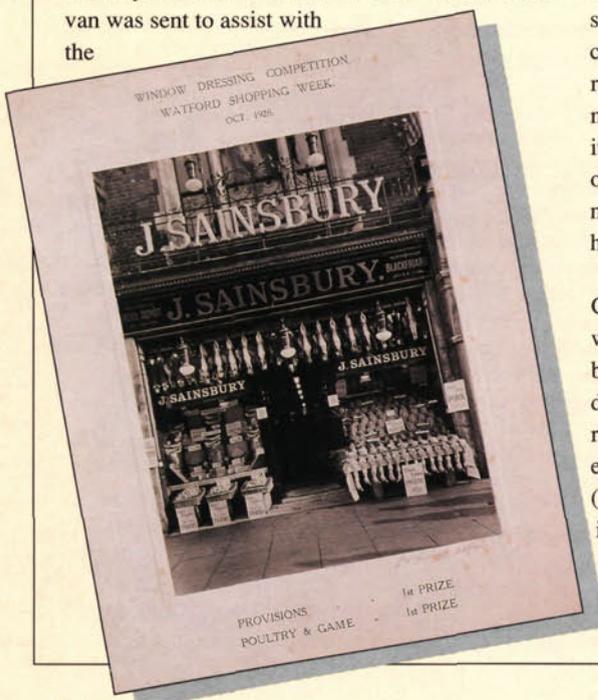
J S's store, opened in 1898 at 21, The Parade, Watford, helped to transform the upper end of the High Street from a quiet residential area into a bustling commercial district. Early letters to the manager suggest that the branch quickly achieved record-breaking sales, which may have contributed to the complaints received from the neighbouring department store, Clements, about traffic obstructions on the pavement outside their premises.

When it opened, Watford was the furthest branch from the Blackfriars depot, marking the northern boundary of the firm's trading area. Watford was one of the first stores to be classified as a 'country' branch and to receive direct deliveries by motorised vehicles from the depot. In a letter to the manager Edward Tupman dated 16th July 1915, John Benjamin Sainsbury wrote, 'You are indeed fortunate to have a direct delivery, for those branches solely dependent on the railways never know within 48 hours when the goods will arrive.' The branch also covered a wide area with a home delivery service, such that in 1921 a one ton motor van was sent to assist with the

increasing trade on the rounds carried out by horse van or tricycle. The choice of four- or two-legged horse power versus motor transport involved a fine balance between the expense of buying and running a motor van, and the shorter working hours and lesser stamina of a horse or a cycle lad. In central London, where most JS branches were located, a smartly-trotting horse van or nippy cycle lad could be quicker and more efficient than a motor vehicle. In an area like Watford, where the branch served many outlying villages, the landscape made cycling hard work and horses tired easily. Thus when Edward requested additional help with his delivery rounds, he was instructed that the level of trade was insufficient to justify an additional motor vehicle, and that the locality was too hilly for a horse to work more than three days a week.

Even in the immediate vicinity of Watford, the hilly Hertfordshire landscape posed a problem. In 1925, when Edward suggested attracting new customers by extending his delivery rounds to nearby Bushey, he was advised that he would need at least two strong youths, 'for they could not long continue to ride a loaded machine both morning and afternoon, and it will certainly be loaded on both occasions with the number of customers we have in the district.'

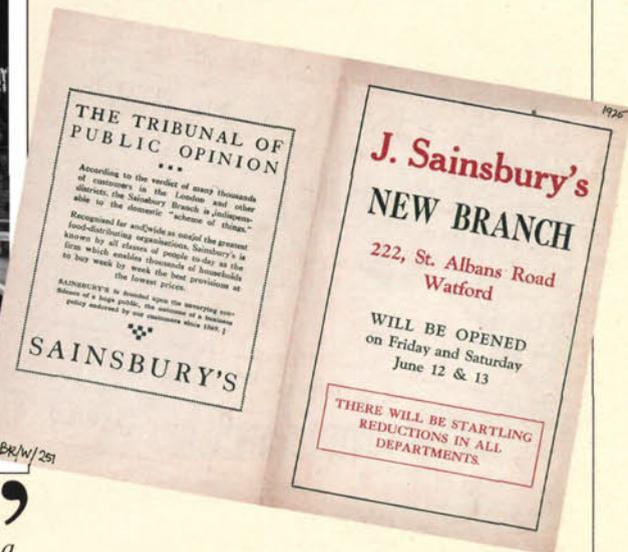
Customers were, however, well advised to visit the branch in person, as it developed an amazing reputation for its instore displays. The most extraordinary was an amazing 'sausage archway' (top) dating from 1911, but subsequent successes included prize-winning displays during Watford



Far left: Watford roundsman J Flood with Prince, c1910.

Left: Sausage display at 21, The Parade 1911.

Below: Customer leaflet for the opening of St Albans Road Branch 1925.



Shopping Week in October 1928. This event was organised by the Watford Tradesmen's Association to promote the virtues of Watford as a shopping centre, and featured a host of events including an electrical exhibition, fancy dress contests, concerts and dances and night-time illuminations over the town pond. Visitors came from far and wide, and the Metropolitan Railway ran special buses from the station to the town centre one mile away. JS carried off most of the honours in the window dressing competitions. The High Street branch achieved First Prize for its displays of provisions and poultry and game, whilst the St Albans Road branch, which had opened three years earlier, was commended in the butchery class. The achievements of the branches were noted in a letter from the superintendent, S E Smith, 'It is indeed good to hear the old shop once again in the limelight'.

The new store in Watford clearly has quite a reputation to live up to.



Left and right: Christmases at 21, The Parade, Watford.

NEXT MONTH

- JS helps polar explorer
- Ten years old - JS children's books celebrate a birthday

WRITELINES



Patricia Green, personnel manager, Stanway

This is how some of our more regular customers dress while shopping at Stanway. Carol Hughes' husband suffers from multiple sclerosis and recently she asked her friends to pledge money if she would do her weekly shopping at the branch dressed in a belly dancer's costume! So they did - and so did she. The proceeds went to the local branch for multiple sclerosis.



Derek Cassie, trolley retriever, Walthamstow
I'm a trolley man and I drive the van I collect trolleys from wherever I can. The places I find them you'd never believe. Gardens, workshops, even up trees! One day I opened a garage door. Where a down and out was lying on the floor. 'What the hell do you want?' he grumpily said. As he opened his eyes and turned over in bed 'I've come for that trolley' I quickly supplied. 'Well take it and go' came the stern reply. The tower block is 22 storeys high. Going up in the lift you think you're reaching the sky. The trolleys come down, slow but sure. Until they're all on the ground floor. Then they're all returned and I've parked up the van. What would Sainsbury's do without the trolley man?



Liz Marsh, kiosk/checkout assistant, Cambridge

Whilst taking photos around the Coldhams Lane store of some of our 'Favourite Ingredients' at work, for the Star notice board, I took this one of Nick Dowding, assistant meat manager.

I think he fits the part so well that I thought you might like to use his photo in the JS Journal. Perhaps a new spot encouraging others to send in their 'Favourite Ingredient' also!

Journal replies:

Good idea! All 'Favourite Ingredient' submissions gratefully received.

A TREAT FOR CHILDREN

Shirley Tivey, Eagle Centre, Derby

Watching the tv adverts of late they all seem to be orientated around children and I thought it might be an idea to give something to them by way of collecting. A sticker book, for example, could either be purchased or given free. The book would need a story with spaces to stick in the appropriate pictures.

This could be written around a character being rabbit, horse, puppy or whatever. I thought maybe a teddy called Sainsbury who could have various adventures. The stickers could be given free to children, and over the Christmas period there could be a sort of advent calendar where, instead of tearing a square off, we give stickers again.

It could be advertised on tv saying come and meet Sainsbury and someone could dress up as a teddy and maybe give the children a badge or something.

We could have teddy tokens on things children like to eat, collect an

amount and get something free the children would appreciate. I am sure the appropriate people could widen this idea.

Mike Samuel, marketing senior manager, replies:

The idea of promoting the use of Sainsbury's as a welcoming place for parents and families is a good one. The 125 promotion for instance was aimed particularly at families. The schoolbags scheme which started on September 10 is probably the largest collection scheme we have run and it is aimed very much at children of all ages. We have to be careful that any promotion not only provides benefits to the participants, but also provides benefits for Sainsbury's too.

The suggestion is a very interesting one and something which I am sure can be worked on.

FOUR DAY WEEK ON BACK BURNER

Mark Monger, fresh foods manager, Winchmoor Hill

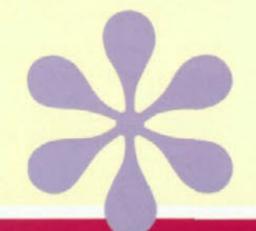
Some time ago the company trialled a four day working week for management. I'm very interested to learn the outcome of the trial as a four day week would provide the company with management that are fresher and more focused. This would in turn rebalance our hours so we are not subjected to a five or six week working month.

Nigel Broome, director, retail and distribution personnel, replies:

We did trial the four day week some time ago. In fact it was a fairly limited trial at Chingford. The results were on the whole encouraging, although by no means conclusive.

For a number of reasons, particularly the uncertainty surrounding Sunday trading at that time, we decided not to take things any further. More recently, we have introduced a number of structural changes into the stores, meaning that a further four day week trial would be untimely.

A four day week does, however, remain an option and it is possible that further trials may take place in the near future.



DOES IT HELP?

Bernie Howe, kiosk assistant, Oldham

As a long serving member of JS I would like to hear other people's views on wearing the badge stating 'Here to help'.

I think it undermines my ability to do what I have been doing for the past eight years. JS employed me to serve and help the customer, which I have done, and I don't think a badge should tell me or the customer why I am here.

The money spent on these badges should have been spent on other areas, i.e. special offers, and updating checkout facilities, making the store even more customer friendly and efficient, thus attracting people to shop at Sainsbury's.

Terry Wells, senior manager, customer service quality, replies:

Thank you for your letter. The issue you raised, that you feel this badge undermines your ability, is absolutely opposed to the view we have in terms of our marketing strategy.

It is precisely because we are confident that in the vast majority of cases our staff do all they can to help customers that we are able to use this essential ingredient as part of our marketing strategy.

The badge is intended to

reinforce what we already know, that our staff have a genuine desire to help the customer in any way they can.

However, our market research has consistently told us that customers are reluctant in many cases to step forward and ask a member of staff something, due to the fact that they don't wish to interrupt them from filling the shelves, or other activities, that they are involved in.

The wearing of the badge is intended to be part of the much wider, overall communication to customers, embracing in-store advertising, newspaper and magazine advertising, and indeed television advertising, to put over the point that we want to help our customers in a friendly and helpful way.

The badge is seen as a very important ingredient in our investment in which we intend to make Sainsbury's Everyone's Favourite Ingredient.

LOYAL BUT STILL LOST JOB

Miles Metcalfe, night shift, Beckenham

I am a night replenishment assistant at Beckenham. This year I showed my commitment to the company by taking my profit share in shares. This week the company showed its commitment to me by scrapping the night shift at Beckenham.

Trefor Hales, operations director, replies:

We are constantly reviewing the efficiency of our operation to ensure the best possible return for all shareholders. This is particularly necessary in locations affected by new trading conditions (such as the competitor opening in Beckenham).

It is indeed unfortunate that sometimes these changes impact upon working arrangements, but we always seek to consult fully with individuals

affected, and our policy is to offer suitable alternative arrangements wherever possible.

My understanding is that we have been able to offer you daytime employment at a higher graded job. Whilst I realise it is not what you may ideally want it does demonstrate our commitment to our staff in always seeking to re-deploy wherever possible.

Sandra Sadler, assistant customer service manager, Woodhall Farm

Thanks to the JS Journal for the wonderful weekend we spent in Manchester and on the Granada Studios Tour. It was by far the best weekend I think we've ever had.

This is a picture of Gail Tilsley and myself taken at the Studios. I shall keep entering all the competitions from now on. Once again, many thanks.



Barbara Owens, personnel manager, Sittingbourne

Whilst watching the romance JS advert with my seven year old daughter, I laughed aloud at the outcome. She asked me what was funny. I said the man had been following the lady in the store and ended up buying the same items as her - the last one being only for ladies. 'Oh', she said, 'you mean the TAMPAX.'

He is probably doing the shopping for his wife!

Miss BA Jordan, customer, Marsh Mills

I am disabled and find walking and shopping difficult. I am very fortunate in having an excellent local grocer who has been delivering groceries to my home for many years, hence not needing to visit supermarkets to shop. I just simply would not be

Emma Hawkins, pupil at Southwater Junior School, following a school project and visit by the Sainsbury's horse and van



We learned about your first shop. Your shop looked nice. It was smaller and it had chairs. You can get the same food from the new shop in Horsham. The scales are different. There are no children's trolleys in the old shop. I would like to shop in your first shop.

At the school carnival I went on the horse and cart, like the one you used when you had the first shop. I had a lovely ride around the playground. The horse was friendly. I think it would be great fun to have another go next year.

able to do it anyway.

However, I had heard such a lot about Sainsbury's quality of goods and, as it was such a lovely day, I decided to have one of my very rare trips out and to visit your store.

Everything was lovely. Well presented and good, wide passageways and lovely helpful assistants.

I didn't really intend to buy anything, just to look and browse around

for a while, but it was inevitable that I did buy a number of items as the quality is first class. It was all so tempting.

Joy of joy, I found some lovely high chairs in your snack shop and was able to sit down while I waited for my assistants had called for me, to arrive.

I shall certainly be paying another visit. Sainsbury's Marsh Mills is highly recommended.

£??

@

! * ? @ *

! * ? @ *

STORES AT LARGE

YOUR ACTIVITIES IN THE COMMUNITY

Special delivery to Romania



Wolverhampton store came to the help of the Royal Mail and the children of Siret in Romania when they donated £270 of stock to Anneka Rice's own charity, The Romanian Challenge Appeal.

Drivers from the Royal Mail went to Romania last year and were so touched by the plight of the orphans that they promised to return and build a playground for them.

Offenders at The Stoke Probation Service assembled the playground from the materials supplied by the Royal Mail. Organiser and Royal Mail driver Mac Wood then took three lorries with the playground and food out to the orphanage.

Vernon Dix, store manager at Wolverhampton (left), presents driver **Mac Wood** with £70 worth of food and £200 worth of bottled water.



We've got the power

When colleagues of **Charlton** driver **Shaun Fitzgerald** heard his mother had suffered a stroke and needed an electric scooter, they decided to pull together.

Seven weeks of fundraising included a pull against the clock - a race

to pull two lorry tractor units with a finale event to pull a trailer and unit.

Charlton depot manager **Nick Allen** allowed the fundraisers to hold a hair-raising evening in the depot canteen. With the help of the SSA, friends and family, **Shaun** and his colleagues



Shaun Fitzgerald with mother Grace.

held a karaoke and disco. 'As expected, the drivers fared very well,' he said, 'and five of us lost our beautiful locks in the sponsored head shave.'

When the seven weeks were up, friends and family at Charlton had raised over £1,800. **Shaun** commented: 'When I first mentioned to colleagues the need to

buy a scooter, I was thinking of buying a second hand one. I never dreamt we would raise so much money.'

Grace Fitzgerald expressed her appreciation to all those who took part in the fundraising. 'I am now able to get out and about again,' she said. 'Thank you to everyone.'

Meet the gang 'cos the depot's here

Basingstoke depot and driver **Steve Tossle** are the Basingstoke Scout Gang Show's favourite ingredients. They came to the rescue with a service considerably beyond 'carry to car'.

When the Scouts and Guides of Basingstoke were invited to produce a Gang Show for the International Jamboree in Haarlem, Holland, no-one quite visualised the sheer enormity of the task ahead. How do you transport 600 costumes, 12 scenery sets, 152,000 watts of lighting equipment, an orchestra of instruments, a sound rig and camping equipment for 100 cast and helpers to Holland on the lowest possible budget?

Basingstoke depot manager **Chris Neath** quickly came forward with the offer of the biggest lorry in the depot and a full tank of fuel. Driver **Steve Tossle** offered his services and gave up his holiday to drive the truck across.

Assistant Gang Show producer and senior personnel manager at **Blackfriars** **Howard Bentley** said, 'Thanks to JS we were able to put our minds

to performing the show of a lifetime.'

The one and a half hour show, together with a pageant of flags, anthems and a massive fireworks display, was well received, as was the anthem 'Haarlem in Harmony' written by **Howard**.

Basingstoke's Gang Show is regarded as one of the best Gang Shows in the country.



Pennies for them

Camden store donated £550 from Penny Back to the Camden Family Service Unit in order to set up a toy and equipment library. **Bob Oliver**, deputy services manager, and **Fionnuala McIntyre**, district quality co-ordinator, went to the opening of the library in September.

A large selection of toys and equipment were purchased with the money. These will be used by the children of families that visit the centre who will be able to take some of the toys or equipment home on loan.



to receive £500 each from the store's Penny Back.

Cheques for £500 were also presented to The Harlow Social Club for the Physically Disabled, an organisation which arranges outings and events for the disabled, and the Harlow Talking Newspaper for the Blind.

● Staff at **Leeds** donated £4,000 towards the neurology department at the local St James' Hospital. The donation was made in remembrance of colleague **Helen**

Lowe who was admitted to the neurology department shortly before her death.

The department's sister and staff nurse were presented with the cheque by store manager **Ian Jackson**.

● Branch manager of **Hoddesdon**, **Stephen Dale**, presented a cheque for £1,000 to Tom Oakman, vice president of Age Endeavour, the charity which runs the local Kingfisher Nursing Home.

Fast response to fire

Kingsbury and **New Kenton** branches gave a helping hand to a mother of four left homeless after fire swept through her home.

All **Denise Jackson's** furniture was ruined in the blaze and, as she had no insurance to cover the huge cost of replacement, friends and family rallied to her rescue.

Close friend **Val Rogers**, checkout supervisor at **Kingsbury**, approached her bosses to see if they could help out. As the trainee managers' accommodation was no longer in use, **Kenton** and **Kingsbury** managers allowed **Denise** to have first choice of the furnishings.

Having been rehoused by **Brent Council**, **Denise**



and her family now have beds, tables, a cooker and sideboard and other smaller items.

'I think it's absolutely brilliant - I am overwhelmed. I don't know where I'd be without them. The furniture is nearly new. I couldn't believe it when I saw it. Words cannot describe how I feel,' said an elated **Denise**. 'Sainsbury's has done so much. I can't believe how helpful people can be.'



We're on a road to clean air

It may not be aviation fuel but **City Diesel** has really taken off. By the end of **October**, it will have been extended to **75 JS petrol stations** following the initial launch onto **London forecourts** in **May**.

Ever one to practise what we preach, all the vehicles at **Charlton** depot have been running on the new fuel, and the company decided to test just how much more environmentally friendly it is.

Previous tests on the fuel by the transport industry have been performed on brand new vehicles under perfect running conditions. This time the test was applied to 43 hard working lorries at **Charlton**, making **JS** the first company in the UK to undertake 'post-production diesel vehicles emissions testing'.

Specialist emissions testing organisation **TES Bretby** were called in to devise a new testing method. In consultation with **JS** and the Freight Transport Association they put together a small portable white box just for **JS**, based on their previous work on the Coal



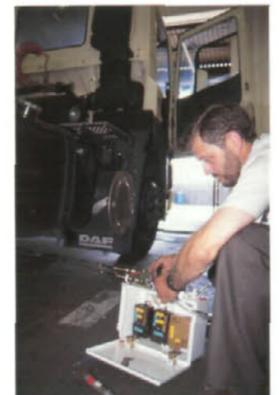
A JS lorry goes through its paces at the Leyland Technical Centre.

Board's underground trucks. This new equipment costs much less to use than the standard test that puts the vehicles through their paces on a rolling road machine.

The test involves inserting two probes into the exhaust pipe as the vehicle sits with its engine ticking over at a set speed. One probe samples the particulates, picking up the soot as it passes through a filter. The other picks up different gases as they bubble through a special liquid, pass through charcoal and are drawn off into a

pressurised container.

After much number crunching, the results of the contents of the exhaust from **Charlton's** **City Diesel** lorries were compared to **Basingstoke's** standard diesel vehicles. And the results? Proof that the new cleaner diesel really does provide cleaner emissions: three quarters fewer soot particles, almost half as much smog and asthma-causing nitrogen oxides and less than half the usual amount of carbon monoxide. A working **JS** vehicle is also being tested under more



The little white box in action on a Charlton vehicle.

controlled conditions at the **Leyland Technical Centre** in **Preston**.

Comments **Mark Grainger**, who is overseeing the project, 'We are keen to gain a greater understanding of the practical effects of low sulphur fuel on traffic pollution and the practical effects of a distribution fleet in operation. We are committed to reducing the impact of vehicle emissions on the environment and these results show **City Diesel** makes a major contribution towards that objective.'

GREEN SCENE