

JS JOURNAL

November 1984



Openings pages 4-9

Spicy story 12-14

JS JOURNAL

is published every month
for employees of
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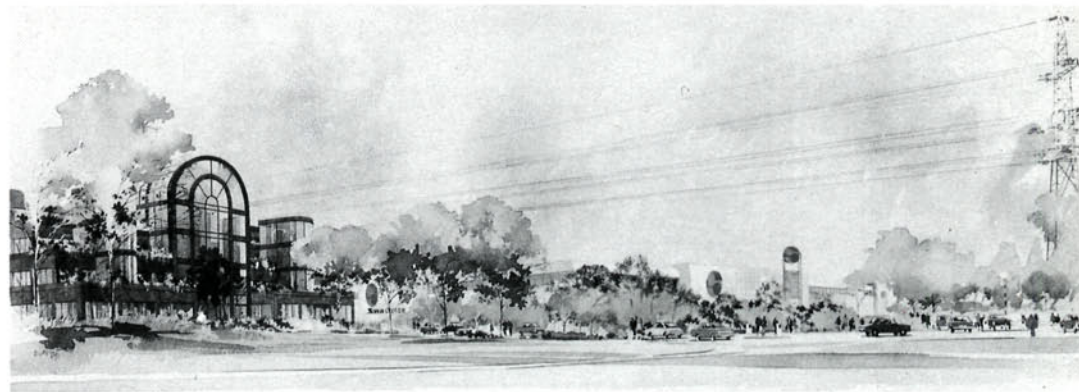
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Cover story

A glass birdcage. This unusual shot of the new Catford Homebase shows the decorative birds permanently in flight, within the arched glass panels of the store's roof.

NEWS



New SavaCentre plans announced

PLANS TO build a new SavaCentre at Merton in South West London were unveiled by Sainsbury's and British Home Stores on October 11. The proposed store would create 2,000 jobs.

The scheme presented is a £70 million urban renewal project on a 25 acre site of semi-derelict land.

David Sainsbury, Chairman of SavaCentre, gave details to local councillors and MP's. The project, to be known as Priory Park, includes the first stage of the Merton relief road, an

extension of the River Wandle linear park, a leisure centre, a prestige office building and housing.

David Sainsbury said: 'We are proposing an outstanding development which will provide one of the best shopping facilities in London, greatly improve the environment and also provide extensive new leisure facilities.'

The Priory Park scheme also includes prestige headquarters for SavaCentre. The store and headquarters are elegantly and compatibly designed with glass

and metal cladding.

The leader of Merton Council, Harry Cowd, said:

'We welcome these ambitious proposals, which, if implemented, will transform this derelict site into one of the most attractive in South London.'

'It is in line with the council's commitment to bring new life to the more deprived and disadvantaged parts of the borough and will both create jobs and improve the environment. This will be to the lasting benefit of Merton residents.'



The Priory Park site today and, top, the proposed design.

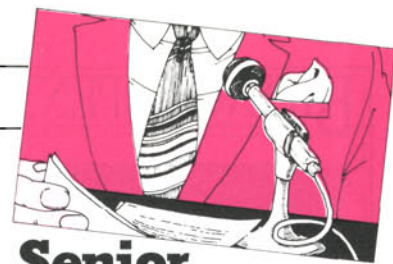


Wine press

SAINSBURY'S VINTAGE selection wines came under close scrutiny by leading wine critics on Friday October 5 at Stamford House.

A total of 28 wines out of the range of 49 were sampled and comments regarding colour, bouquet and taste were recorded (on tasting sheets provided) for future editorials.

After the tasting, a buffet lunch was served.



Senior appointments

ON OCTOBER 8, the Chairman, Sir John Sainsbury announced the following senior management appointments:

Colin Smith meat buying manager,
Trevor Baker area estates manager,
Simon Charlick retail budget controller,
Paul Cootes production manager, Basingstoke depot,
Richard Chadwick trading and finance manager.

Simon Charlick's appointment has been created in recognition of the need to strengthen management resources in finance and control in the retail division.



Colin Smith



Trevor Baker



Simon Charlick



Paul Cootes



Richard Chadwick

VISIT OF A PRINCESS



Princess Square, Bracknell welcomed its own princess on September 19 when the official opening ceremony was performed by Princess Anne.

Bracknell's brand new multi-million pound shopping square includes a Sainsbury's store which opened in May.



Having been welcomed by the Lord Lieutenant of Berkshire, Colonel the Honourable Gordon Palmer, Princess Anne met local dignitaries.

The Princess then went on to unveil a plaque at the entrance to the centre.

BRANCH OPENINGS

CANTERBURY

CANTERBURY'S new Sainsbury's store was a winner before it even opened. The design of the supermarket was the winning entry in Sainsbury's 1982 Architectural Competition.

Flat roofs are supported on slender steel beams which are suspended from tubular steel masts by stayed tie rods. The silver coloured masts and ties give height and vertical emphasis to an otherwise low-lying building and provide a visual echo of the tower and pinnacles of the distant cathedral.

Hundreds of new customers queued on opening morning—September 11—when the Chairman, Sir John Sainsbury, opened the doors at 9.30 am.

There are 242 members of staff at the branch and manager is Stephen Bass, previously manager at Gravesend. He said: 'Although several customers had reservations about the unusual external appearance of the branch, once inside these reservations disappeared. The internal layout is excellent for both customers and staff, which, hopefully, will contribute to a successful opening.'



1. Bird's eye view of the popular new store.
2. Stephen Bass welcomes one of his younger customers.
3. An opening jig from

the queue.
4. Left to right: Dawn Raines, Cheryl Wesley and Alison Lucas.
5. An outstanding design.

BRAMMINGHAM PARK

'AN OASIS in the retailing desert of Bramingham Park', is how customers described the new Sainsbury's store and adjacent off licence/freezer centre which opened on September 25 in Luton.

Chairman, Sir John Sainsbury, greeted the first customer, Bill Inskip, on the dot of 9.30 am. 'I was here at 6.30 this morning' he laughed 'in fact, I came round last night prepared to stop the night, but was advised otherwise. This branch is going to be a real treasure, we couldn't want for more.'

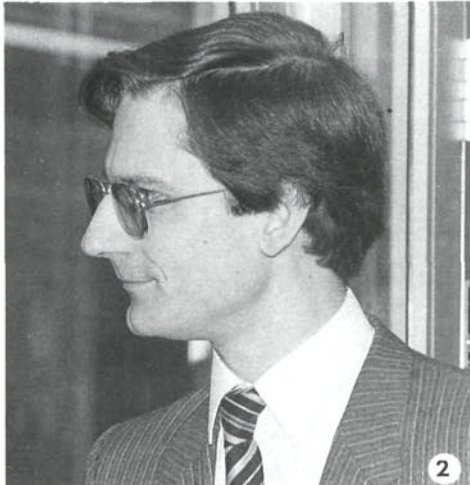
The store sales area is 23,326 sq ft and the off licence/freezer centre, 4,340 sq ft. A surface level car park has spaces for 436 vehicles and was already bursting at the seams on opening morning.

Heading a team of 272 full and part-time staff is Bob Tingle, previously manager at Great Yarmouth. 'The hard work and professionalism of the staff and the management team and the innovation of the company have come together today to make this a store to be proud of' he commented.

Dave Sheehan is manager of the off licence/freezer centre.



1



2



3



4



5



6

1. Night shift manager, Leigh Austin with first customer, Bill Inskip.
2. Bob Tingle.
3. Smart exterior.
4. The Chairman meets the customers.
5. High flying name.
6. Left to right: Irene Cope, Debbie Lewis and Henna Spary in the off licence/freezer centre.

HOMEBASE OPENING



PETER PAN'S POOL came to life on September 28 when Catford Homebase, Beckenham Hill Road, opened its doors on the banks of the well known local landmark.

The 20th Homebase to open, Catford has a total sales area of 52,135 sq ft and a car park with spaces for 204 vehicles.

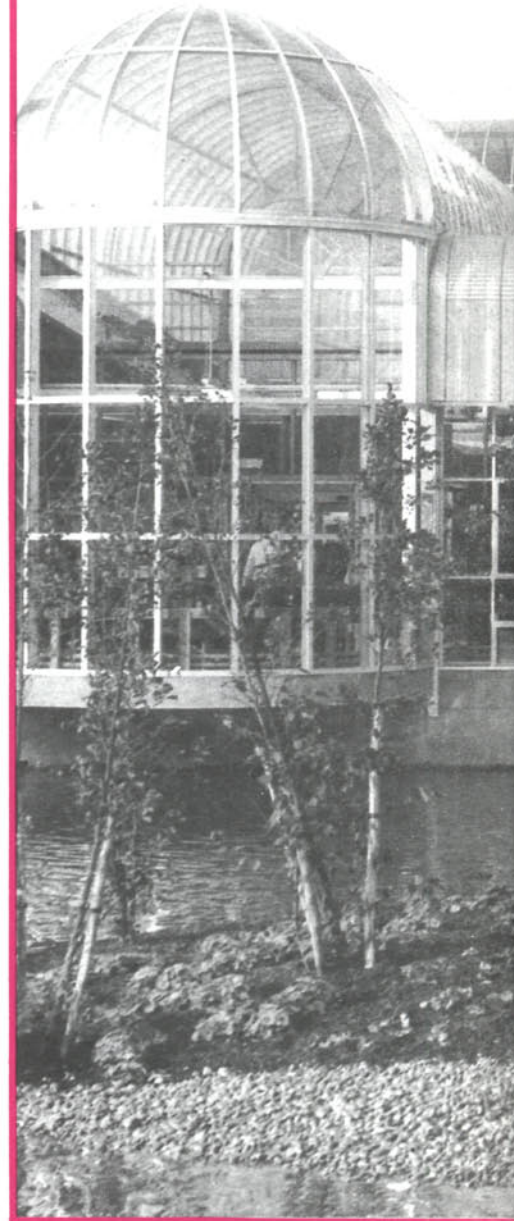
Joining Laura Ashley and Hiretech for the first time is Coffeebase, an attractive tea and coffee shop under the management of Trust House Forte. Overlooking the pool, Coffeebase will undoubtedly become a welcome watering hole!

The opening has created 107 new jobs and

heading the team is Bill Sims, previously manager at Croydon Homebase. 'I'm thrilled to be here and so are the staff,' he said. 'It's a superb store on a superb site. Management and staff all worked enthusiastically to make the opening a success.'

A preview party was held on the evening of the 27th and Councillor J Eytle and his wife—the Mayor and Mayoress of Lewisham—were invited to attend. Gurth Hoyer Millar, Homebase chairman; Dino Adriano, director and general manager and Bill Sims greeted local dignitaries and suppliers and took them on a tour of the store.

CATFORD





1. Spectacular entrance.
2. Gurth Hoyer Millar welcomes the Mayor and Mayoress of Lewisham to the preview party.
3. Bill Sims—this photo was taken during the building of the store.
4 and 5. Staff get busy straight away.
6. Homebase general manager, Dino Adriano, with the Lady Mayoress in the garden centre.

SAINSBURY'S goods are on sale in Scotland for the first time. The sixth SavaCentre opened in Edinburgh on October 2.

The latest joint enterprise between Sainsbury's and British Home Stores (BHS) has a sales area of 68,000 sq ft. Approximately 50 per cent of this space is devoted to all the goods the largest Sainsbury's carry and incorporates an instore bakery and fresh fruit department; 30 per cent of the sales area sells BHS fashion and textiles and the remaining 20 per cent carries household goods, lighting equipment, home improvement items, motor accessories, electrical equipment, television and audio, toys, gardening products and leisure goods. Outside the store is a petrol filling station.

The Edinburgh SavaCentre is built as part of a large shopping complex at Cameron Toll on the edge of the city. Customers on opening



EDINBURGH

SavaCentre

morning stressed the store's convenience. Said Gertrude Winton of Liberton: 'It really is a godsend because before there were just a few very expensive shops yet there are lots of villages around here. The only answer was to spend a fortune on bus fares. We're used to BHS in Edinburgh but, of course, we've never had a Sainsbury's.'

Welcoming the customers in were SavaCentre Chairman David Sainsbury; director Joe Barnes; director and general manager Ron Yeates and store director Hill Irvine.

Hill Irvine is the longest serving SavaCentre manager having transferred from the first store, Washington, after six years. 'I'm delighted to be home,' said the Scotsman. 'I was born in Glasgow and I've been away from Scotland for too long.'

'Everything here at the store has gone

according to plan and both staff and management are of a very high calibre.'

Having gained a Bachelor of Arts in English Literature through the open university, Hill is particularly pleased to find himself in such a centre for the arts. 'If you're interested, as I am, in art, poetry and literature, there's no better place to be.'

Some of Edinburgh's vast artistic, historic and architectural wealth is represented on two mural panels mounted on the internal west wall of the SavaCentre. Artist Ken Wilson incorporated the castle and other famous buildings like the Scott monument—a Gothic extravaganza to the glory of novelist Sir Walter Scott—and Holyrood House. Famous Edinburgh personalities also appear from Mary Queen of Scots to the infamous Burke and Hare who murdered at least 16 paupers to sell their bodies to surgeons.

The final panel of the mural depicts the new SavaCentre, with its strong geometric character, and Arthur's Seat—an extinct volcano of 823 feet which dominates the surrounding area.

Most of the store's 650 staff are from the surrounding area and many families are benefiting from the employment boom created by the opening. Mary Arnold of Keith Links was on one of the 36 checkouts on opening morning. 'The store had the pick of people because there are so many looking for jobs. We received very good intensive training. I've never done this kind of work so it was completely new to me but I was taught everything I needed to know. Supervisors and management have been very helpful.'

The six SavaCentres are now trading in Washington, Hempstead, Basildon, Oldbury, Calcot and Edinburgh.



1. Hill Irvine.
2. Ian Hackeson, grocery supervisor, and assistant grocery manager, David Runciman.
3. Deputy personnel manager, Fiona Fullerton.
4. Left to right: Ron Yates, director and general manager; David Sainsbury, Chairman of SavaCentre and the Lord Provost of Edinburgh.
5. The descriptive murals.
6. Some catch!
7. Line up in electricals.

Welcome to the club

ALMOST 900 guests attended this year's 25 Club dinner on October 8.

The annual event which was held at the Royal Lancaster Hotel, celebrated the 14th anniversary of the founding of the 25 Club for all members of staff with 25 years or more service.

Chairman, Sir John Sainsbury, welcomed 57 new members to the club and presented them with engraved gold watches.

After a fine meal Sir John addressed the guests and asked those 57 members to stand up to be welcomed by their colleagues.

He told them: 'The 25 Club was founded all those years ago for the simple reason that we wanted to recognise every year the importance to the company of long service and to celebrate the completion of 25 years' service of the members.'

The Chairman talked of recent achievements and major events and concluded by saying:

'The larger JS becomes the greater the responsibility of all of us in the room to see that those joining the business in 1984 will, when they become members of the 25 Club in the year 2009 still be upholding the traditions of JS that have made us successful!'

Sir John toasted the health of the club and Tom Haynes, Coventry area director, replied on behalf of the members.

He jogged memories by looking back at events in 1959. 'Diana was famous in another context—she was the supreme champion at Smithfield; the ladies were hula hooping; the 25th self service store opened at Southgate; Sainsbury's cheese spread was successfully launched and the Prime Minister, Harold Macmillan, had tea with the head butcher at Harlow.'

Tom Haynes concluded by asking guests to join him in a toast to the Club's retiring members and to the continued success of JS.



Left: Members were delighted to see Lord Sainsbury. Below: Eric and Dorothy Little. Not only 25 years each with JS but they also celebrated 25 years of marriage on September 5.



Left: Tom Simpson, company systems (bottom right) with friends. He is soon to retire.



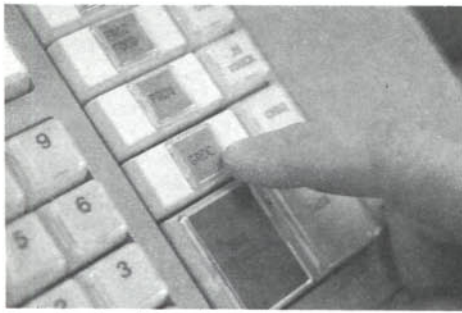
Below: Kay Wesson of Norbury will be retiring soon. Here she is with colleagues.



Director's secretary, Doreen Greatorex, receives her gold watch from Sir John Sainsbury who welcomes her to the club.



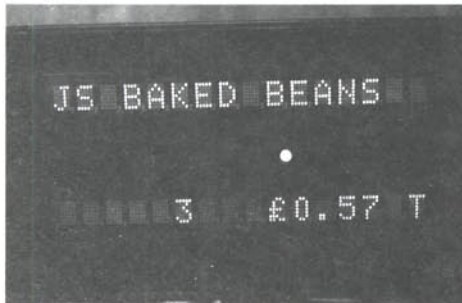
Together in electric dreams



Smaller keyboard.



Many goods are now bar coded.



Clearer displays.



Bar code being read by laser.

MAKING A QUICK scan of developments with scanning and branch computers reveals that the two strands of this futuristic story have been moving on determinedly, each at its own pace but side by side, since the last *Journal* report in October 1982.

Shortly after that report feasibility studies gave rise to the decision to install branch computers widely through the company and by early 1983 trials were under way in six branches. By the end of the year a total of 33 branches had been installed with computers. By the end of 1984 a further 14 will have been added to the list. Initially the computers were programmed to control basic commodity ordering and this worked successfully.

Chris Baker, manager of branch productivity services and point of sale projects, explains: 'At the end of 1983 we took a breather to take stock and study the performance of the then 33 branch computers.

'We also considered the impact scanning would have on the computers. The third scanning trial was about to begin at Wimbledon and the equipment, by International Computers Ltd (ICL), was a great improvement on the original technology.

'There was now the facility to link computers and scanners and this was seen as the way ahead. Now the computers would be able to take information from the checkouts. The department has spent this year concentrating on perfecting this and now we have two stores operating in this way.

'Next year will see significantly more computers installed and more scanning stores.

'Soon I would expect all new stores to feature both scanning and a branch computer.'

Now more than 70 per cent of packaged goods are bar coded to enable them to be read by laser. Soon bacon, cheese and other

products prepared in the depot will be bar coded, so the way ahead is prepared.

Looking back to the earlier days Chris Baker says: 'There were three objectives in putting scanners on trial in JS. The first was to see if our customers like it—and they do. Secondly it was to ascertain just what the benefits for both the customers and the company are.

'The customer benefits from the quicker checkout service and from the fully descriptive receipt.'

A sample receipt from Wimbledon branch can be seen at the bottom of the page. Every item bought is listed and the receipt also records multi buys and reductions.

'The company benefits from the ability to run branch ordering systems using the sales data collected by the scanners. Ordering will be faster and more accurate; there'll be a better level of fill and less waste, particularly with perishable goods.

'The third objective of the trials was to select a supplier and we are convinced that ICL currently offer the most up to date and suitable system for JS.

'Technology has advanced since the early trials. More and more power is being packed into smaller and smaller boxes. Now you can actually get your knees under the scanner! This is really quite a step forward because it means the cashier faces the customer and he or she can work more comfortably. Displays are clearer and the keyboards smaller and easier to use. The equipment is also much cheaper than when it first appeared.

'But we will continue to keep up with developments on the market.'

And as for other retailers Chris says: 'All our major competitors are following similar routes. There have been a number of trials of one type or another and the signs are that everyone will be starting to move soon.'



Customers do like scanning—trials at Wimbledon.



HERBS ARE



THE SPICE OF LIFE

BISON OR mammoth cooked in ground black pepper and rosemary over an open fire must have been a much sought after delicacy in the year 50,000 BC, for it was around this time that cavemen and women were discovering how leaves and seeds, from aromatic plants, helped to make meals not only more palatable but easier to digest. Small curls of bark, shrivelled berries, dried roots (spices) and dried leaves (herbs) transformed a meal out of all recognition. Those same herbs and spices are still used in cooking today but are now picked off

Sainsbury's shelves rather than from a nearby bush or tree!

The suppliers to JS import and process these herbs and spices for Sainsbury's ensuring that every meal cooked by JS customers is a winner. A visit revealed all. But first a little potted history . . .

By the year 2,000 BC the spice trade was big business. Joseph of the coat of many colours was sold by his brothers to a spice caravan about 1920 BC. The Romans loved spices and used them with ingenious variety. Hippocrates had compiled a list of herbs and

spices giving them medicinal properties. The day Nero's wife Poppeia died a year's supply of cinnamon was consumed.

The Arabs monopolised the trade for 3,000 years and invented fantastic stories of secret and dangerous places where only they could find the sources of supply. They were the principal traders until the 16th century when the Portuguese took over, but by the 17th century the Dutch had become masters. Battles over the trade were fierce but, to cut a long story short, by 1650 the English drove the Dutch away and established themselves as leaders of the herb and spice trade. Now let's go back to 1984!

Dried herbs and spices arrive in hessian sacks from all over the world at various ports around the British Isles. From there they are transported to the supplier where they undergo a number of processes before being potted and sold.

Although the process for spice differs slightly from that undergone by herbs, the *Journal* follows the story of dried Basil, a herb, for the sake of this article. This process is basically the same for all herbs.

On arrival the sacks must receive clearance from quality control. The raw material is examined, checked for infestation and then several chemical and microbiological tests are carried out.

Once the go-ahead has been given all the sacks are split open and emptied onto a metal conveyor via a grid. The Basil is then cleaned in herb cleaning equipment by means of sifting and air separation. The next process is to pack it into 12.5 kilo paper sacks and

Continued on page 14



Spices dry in the tropical sun in Sumatra.



In the sack and ready for packaging.



Potted and awaiting distribution.

HERBS AVAILABLE AT JS

Herb	Country of origin	Uses
Parsley	England	Soups, salads, meats, fish, poultry, sauces, and gravy.
Sage	Yugoslavia, Italy, England	Pork, sausages, poultry, soups, sauces, cheese, vegetables, tomatoes.
Thyme	France, Southern Europe, USA	Goes well with cooked meats and vegetables.
Marjoram	Portugal, France	Goes well with cooked meats and vegetables.
Mixed Herbs	Various countries	Soups, stews, casseroles, stuffings.
Rosemary	France, Spain, Portugal, North Africa	Lamb dishes, soups, stews, mince, egg dishes and stuffings.
Mint	England, France, Egypt, Rumania, Argentina, Morocco, Russia, Bulgaria	Sauce for veal and lamb. New potatoes, carrots and marrows, and fish.
Basil	Hungary, France, Indonesia, Morocco, America	Vegetables and green salads. Meat, eggs and cheese.
Chives	Germany, England, Scandinavia	Salad dressings, potatoes, cheese, seafood, omelettes, soups, fish.
Oregano	Portugal	Seasoning casseroles, Italian food.

SPICES AVAILABLE AT JS

Spice	Country of origin	Uses
Chopped garlic Garlic powder	Italy, France	Meat, fish, salad dressing, poultry.
Ground white pepper, ground black pepper	India, Ceylon, Indonesia, equatorial Brazil, Sarawak	Savoury flavouring.
Curry Powder Madras Curry Vindaloo Curry	Various mediterranean countries, India, China.	Wide variety of rice dishes.
Ground nutmeg	West & East Indies	Cakes, biscuits, gingerbread.
Ground ginger	Nigeria, Sierra Leone, India, Jamaica	Roast meat, fish, melon, apple pie.
Ground turmeric	India	Curry, mustards.
Chilli powder	Indonesia, New Guinea, China, East Africa	Curries, chilli con carne, stews, soup, fish or egg dishes.
Whole black pepper	India	Pickling, seasoning for meat, soups, sauces.
Cinnamon	Sri Lanka, Madagascar	Puddings, cakes, pies and stewed fruits.

Continued from page 12

further quality control takes place.

From here the dried Basil is transferred to the mezzanine floor above the packaging room and loaded into a hopper which feeds the packaging machine.

At the same time clear polystyrene pots are fed onto the packing line, again via a hopper, sorted and conveyed to a labeller on a turntable. It is interesting to note that the design of the herb pots is unique to Sainsbury's.

Once the pots have left the labeller, they are shunted along the conveyor and dried Basil is poured into them from the filling hopper. The pots then move along a vibrating section which enables the dried herbs to settle in the pot to the right level of fill. Meanwhile caps are also sorted from another hopper and plugged onto each full pot. This process may sound lengthy, but in fact an average of 45 pots are filled each minute. The finished product is then hand packed into trays of ten and shrinkwrapped. A commodity sticker is applied and packs are stacked on pallets ready for distribution.

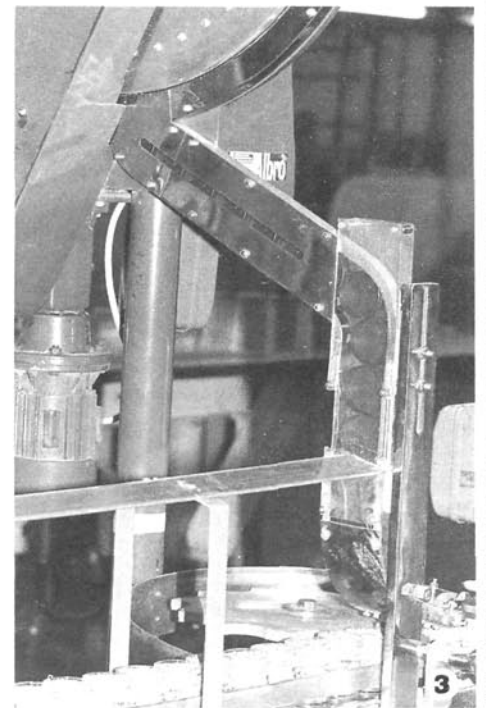
Complementary products are always packaged one after the other in order to avoid cross-contamination, and the more delicate herbs are run first, gradually building up to those with a stronger aroma: for example parsley is packed before thyme and thyme before sage. Cleaning is of paramount importance between runs.

Spices undergo all these processes of cleaning but unlike herbs they then have to be ground and stored in silos until needed for packaging. It is quite a sobering thought that enough pepper is held in one silo to put a pot of pepper on every table in the UK.

Curries can arrive in this country in powder form, but may be of inconsistent quality. To ensure JS curry powders are made to a standard recipe, the spice ingredients are always ground and blended in the UK.

The only JS spice imported in powder form is garlic powder. Many of the white spice pots seen on Sainsbury's shelves are made by the supplier in three sizes: 25 gram, 50 gram and 100 gram. Thirty-four thousand of these are packed in one day.

Sainsbury's sell an attractive and comprehensive range of both herbs and spices designed to cover a variety of culinary requirements and their variety certainly is the spice of life.



1. Applying the quality test.
2. Pots are sorted before being filled.
3. Caps are plugged onto full pots.
4. Storage tanks holding spices before processing.

What is the winning streak? It's a question Walter Goldsmith and David Clutterbuck applied themselves to in order to write their book of this name. Their objective was to reveal top British companies' formulas for success.

JS was one of the 23 companies identified by the writers as displaying this winning streak and the name Sainsbury appears many times in the book. Here David Clutterbuck describes what he sees as the Sainsbury formula for success.

The winning streak

TO CHOOSE nearly two dozen out of the 2,000 odd companies listed on The Stock Exchange and use them as models of the best of British management is an enormous task, fraught with problems. How do you define good management? How do you measure it?

We ended up with three measurements: the companies' record of profitability and growth over the past ten years; their reputation within the sector and their public reputation.

On those criteria, Sainsbury's clearly belonged among our best run companies. Over the past ten years it has increased sales and profits by five times. In the past five years it has created more than 23,000 new jobs. Its reputation both within the trade and among the general public is high.

So what did we find out about Sainsbury's that explained why the company has the winning streak? In talking to hundreds of people at all levels in the successful companies we identified eight common characteristics or attitudes.

Here they are together with how Sainsbury's stacked up on each.

Leaders in winning streak companies tend to be visible. They set clear objectives, because they know where they are going, and they have the ability to carry the majority of key people in the organisation along with their vision. Sir John Sainsbury is noted for the frequency with which he visits stores and depots—in fact, he keeps an annual running count to make sure he does not slacken

off, and usually manages to visit at least 100. 'All executive directors have to be close to the action,' he declares.

Most companies with the winning streak tend to have very **small headquarters and minimal bureaucracies**. The only exceptions were the retailing companies, where the need to provide consistency of service across the country—so that a customer will be at home in a Sainsbury's store no matter where he or she travels—overrides the general trend towards greater autonomy. In retailing, the most successful companies are those that control every aspect of the business closely. Strangely enough, however, we found that what counted was not the amount of autonomy people actually had in their jobs, but how much they **thought** they had.

The creation of an atmosphere where people are encouraged to think for themselves, even while they cannot always put their ideas into practice, is an essential ingredient and one that we found reflected

down the line in Sainsbury's.

Tight financial **controls** are another common ingredient of firms with the winning streak. If there is one major cause of company collapse, then it is surely failure to monitor and react quickly to financial information. Sir John receives a weekly print-out on sales at every store; beside his desk is a thick volume of reports providing additional insights into what is happening at the shop floor.

An integral part of the control system of companies with the winning streak is that they set high standards and expect people to stick to them. These standards apply to top management themselves, as much, if not more, to people at other levels.

The fourth characteristic of successful companies is **the remarkable commitment they obtain from their**

take quick remedial action is a notable feature of all our winning streak companies. One of the ways they do so is by constant and painstaking attention to detail. 'Retail is detail' has long been a Sainsbury motto. It is rare for Sir John not to find something not quite right when he opens a new store. This passion for making sure everything is right communicates itself right down the line.

Another key ability of successful companies is **innovation**, not just in technological terms but across the board, in its approach to management and to a broad range of social issues. Concern for what is happening in the outside world is not simply philanthropic; it provides an insight into social changes which will sooner or later have a major impact on the business. Part of Sainsbury's success in the past decade has been its speed in identifying such change and

reacting to it. Being able to react is, in turn, very much a matter of both top management commitment and a climate where people are not afraid to risk putting forward new ideas. Says David Sainsbury: 'By definition, innovation requires initiative, doing things in unconventional ways, and risk taking, and people will not enthusiastically introduce change if they feel the safest way to get to the top of their organisation is to stay out of trouble.'

Finally—and much to our surprise—we found that most of these companies shared a common **commitment to integrity**, towards employees, customers, and the public at

large. Bejam admits without hesitation that it learned its customer policies from Sainsbury's and Marks and Spencer.

Says the frozen food company's managing director Bill Perry: 'When we started, the two best examples to learn from were those companies, and nothing has changed. Honesty is there in those two organisations through the tiles.'

One other observation we made was that the majority of successful companies were in some fashion or other family companies, or at least had retained a consistent philosophy handed down from the founder. These companies, it seems, have a clearer identity, a continuity of objectives, a more caring philosophy.

The company's values have been transferred from generation to generation, with each generation adding its own refinements to the basic philosophy.

The winning streak has to be worked at, long and hard, at all levels in the company. But the results certainly seem worth it.



David Clutterbuck



Walter Goldsmith

employees. There is no standard way of achieving this, but some things that help and can be seen in Sainsbury's are:

*constant feedback of information about how the company is doing (Sainsbury's briefs all employees regularly);

*direct involvement in company profits (30 per cent of Sainsbury employees are now shareholders);

*promotion from within;

*genuine respect for the individual.

Successful companies believe that **looking after the customer** is the best way to look after the business. That, of course, has been a part of the Sainsbury's philosophy from the company's very beginnings, when the founder set out to emphasise hygiene and value for money. Sainsbury's has more than 9,000 product lines: 'How many other chairmen have every (own label) product they sell pass across their desk?' asks Sir John.

The **ability to recognise when mistakes have been made and to**

NEW PRODUCTS

Sweet new things

IN TIME for Christmas are several new confectionery ranges which would make ideal gifts.

Chocolate Nut Clusters (from 85 branches) will be gratefully received and very delicious they are too! In three varieties—hazelnut in milk chocolate, peanut in milk chocolate (£1.75 each, 250g) and almond in plain chocolate (£1.75, 200g)—these make a very welcome change from the traditional box of chocolates.

Don't wait until after dinner to try Plain Chocolate Creams—plain chocolates with apricot, coffee or orange fondant filling. These cost £1.95 (227g) and are available from over 80 branches.

Sainsbury's Buttered Toffee Assortment is a really chewy collection. There's a treat for everyone since there are six flavours—cream, rum, mint, almond, liquorice and treacle.

This tin of toffees costs £1.59 (375g) and is available from 138 branches.

Children of all ages will love Sainsbury's new sweetie packs.

The Children's Assortment



(95p, 380g) contains four tempting treats in one box—Dolly Mixtures, Liquorice Comfits, Jelly Bears and Mini Liquorice Allsorts.

In red and yellow and pink and green, purple and orange and brown are Sainsbury's Beans (59p, 170g). The contents of this confectionery rainbow are milk chocolate beans in a crunchy sugar shell.

For grown up kids, Milk

Chocolate Balls (99p, 170g) are just the thing. Over 40 solid balls of chocolate are to be found in the drum, each individually wrapped in coloured foil.

Sainsbury's sweetie packs are available from 217 branches.

In the new 'Archives' tin are Sainsbury's Assorted Biscuits. The weighty one kilogram consists of chocolate, cream, jam, fruit and 'plain' biscuits.

Assorted Biscuits cost £1.99

and are available from most branches.

A luxurious gift is Sainsbury's Italian Luxury Biscuit Assortment. Made in the traditional Italian style, this is an exquisite assortment of carefully chosen biscuits and cream filled wafers decorated with fine quality chocolate.

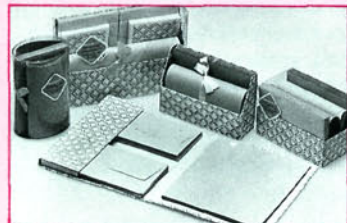
Italian Luxury Biscuit Assortment costs £2.99 (300g) and is available from most branches.

Know your writes

GET WRITE with it and treat friends and family with Christmas gifts from the beautiful new range of Sainsbury's stationery.

Pretty pink and good looking grey have been joined together to form this attractive range consisting of writing paper, notelets and envelopes in an array of sets.

Writing paper and envelopes are available in no less than four



different sets at only £1.99 each.

The Letter Rack (in pink or grey) has 20 sheets of writing paper and 20 matching envelopes packaged into a small letter rack shaped box. Once the contents have been used, the box makes a very good file for letters, postcards, bills (that's if you don't file these in the bin) or even photographs.

A must for any 'home executive' is Sainsbury's Letter Book (in pink only). It is an essential item for all household desks and contains 30 sheets of writing paper

and 20 matching envelopes all in a very stylish wallet.

Very neat and appealing is the Writing Set (in pink or grey). Twenty sheets of writing paper and matching envelopes are packed into a plastic box which will ensure that all letters begin with a very clean sheet.

Colourful by name and nature is Sainsbury's Colour Box (in pink and grey). Again there are 20 sheets of writing paper and envelopes.

Since Christmas is the time when many lines of thanks are sent, perhaps the most useful gift from the range is the Stationery Compendium (£2.99). In pink only, this consists of a large letter rack with 20 notelets, 20 sheets of writing paper and 20 matching envelopes. The design on the notelets is the pink and grey 'box' pattern characteristic of the range.

To keep in touch use Sainsbury's stunning new stationery (from 39 branches).

Good looking glass

DRINK A toast to a new range of wine glasses from JS.

Sleek and sophisticated are the pink stemmed Champagne Glasses (£2.25 for three) to be topped up with bubbly.

The White Wine Glasses (£2.25 for three) are superbly stylish and the larger Red Wine Goblets



(£2.50 for three) are suitable for much more besides red wine. Both have an attractive rose pink stem.

Traditional Hock Glasses have a smart green stem and cost £2.25 for three. They are ideal for cool white wines.

Transform an ordinary dinner party into an elegant occasion with these glasses which will also make a much appreciated gift.

Sainsbury's range of glasses are available from 57 branches.

Pink bubbly

PERFECTION IN pink is Sainsbury's Champagne Rosé, the wine of the month for November.

This pink champagne comes from a family company in Epernay, in the centre of the Champagne region. Light and dry with a lively mousse, this would be the ideal way to christen Sainsbury's champagne glasses.

Serve lightly chilled on any festive occasion, Sainsbury's new Champagne Rosé costs £6.45

(75cl) and is available from 195 branches.

TWO NEW French wines have been added to the Vintage Selection and both are magnifique!

Domaine Mondange Saint Vèran 1983 is a dry white wine coming from the St Vèran region of Southern Burgundy. Made from Chardonnay grapes, this is best served lightly chilled with white meats or fish dishes.

A new red is St Amour 1983, a light and fruity wine. St Amour is the most northern village in Beaujolais allowed the Appellation 'Grand Cru' and is a wine of real excellence. Showing the true characteristics of the Gamay grape from which it is made, St Amour 1983 is at its best served at room temperature with red meats or cheeses.

Both wines (£3.45, 70cl) are available from six branches.





Fruit and nuts

A TASTY nibble for every party guest list is Sainsbury's Peanuts and Raisins.

In a big 400g pack, these will certainly go a long way, no matter how big the gathering.

Peanuts and Raisins cost 79p and are available from 139 branches.

For young fruit pickers, magical Fruit Flavoured Coconut Mushrooms are sure to be a hit.

In a tempting variety of flavours, each topped with coconut, these mushroom shaped sweets cost 43p (170g) and are available from 196 branches.

Current connections

CALLING ALL bright sparks—Sainsbury's have come up with an extension to the successful range of electrical accessories which are all really switched on to today's needs.

The 13 amp Trailing Socket (£1.49) is suitable for all appliances requiring a three core cable up to a rating of 13 amps, such as vacuum cleaners.

To light up the life of light bulbs everywhere, use either Sainsbury's Switched Lampholder (£1.25) or Cord Grip Lampholder (99p). These are suitable for all table and standard lamps or ceiling lamps where earthing is not required.

For longer leads, Sainsbury's Flex Connectors (99p) are just the thing. The 13 amp version is suitable for all appliances



requiring three core cable up to a rating of 13 amps such as power tools. The five amp Flex Connector may be used for radios and other appliances requiring two core cable up to a rating of five amps.

All the accessories come with clear wiring and safety instructions. Designed to comply with current British safety standards, these are available from 130 branches.

Lady Di legs



SOPHISTICATION for legs this Christmas comes from the hosiery department.

'Bows and Seams' a la Lady Di, in black, silver grey and navy feature a tiny bow on the ankle of the tantalizing back seam.

These are available as stockings (99p) or tights (£1.50).

'Stars' in black or silver grey have a glittering star motif on the outside of the ankle and are available as tights (only £1.50).

This eye catching collection of sheer stockings and tights is available in 75 branches.

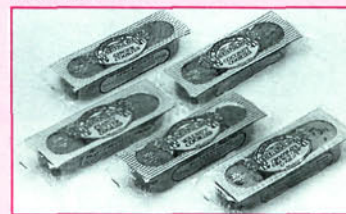
Quality cookies

A NEW RANGE of biscuits has been launched by JS—'Traditional Bake Cookies.'

In five varieties—Chocolate Orange Chip, Coconut, Ginger, Peanut Butter and Walnut—the recipes were formulated in our own Rennie House kitchens, making them exclusive to Sainsbury's.

The cookies are traditionally made by small independent bakeries using only the highest quality ingredients.

Very good value at 35p (150g), these biscuits are available from 81 branches.



Time to trim a tree

CHRISTMAS IS coming and the shelves are being filled with all kinds of yule-tide accessories. Hot on the heels of last year's successful range are a number of new lines.

Sainsbury's Super De Luxe

Crackers (six to a box, £9.45) are tastefully dressed in red, gold and green. These crackers contain useful gifts such as penknives, nail scissors and silver plated jewellery, each in a smart velveteen pouch.

Sainsbury's Mini Christmas Trees (£4.99) are ideal when space is short. The 18 inch trees are in two colourways—green with red and gold accessories or silver with pink and blue trimmings.

No self respecting Christmas

tree should be without JS's decorations. Available in red/gold or green/silver, Sainsbury's have several sets such as Baubles or Bells (five to a pack, £1.99) Garland with Bells or Baubles (£2.99) and Assorted Mini Decorations (£1.99).

All items from this cracking Christmas collection are available from 50 branches.

Presents look even more impressive when extra care is taken with their presentation. For elegant presents, unroll one

of Sainsbury's new design wrapping papers.

There are three new gift wrap packs: Metallised Roll Wrap Set, including four matching tags and ten metres of ribbon (in seven designs, 99p); Boxed Roll Wrap Set, with five matching bows and ten metres of ribbon (£1.49) and Luxury Gift Wrap Roll (£1.45)—two metres of Italian designer wrap patterned with metallic geometrics.

To add the finishing touches to gifts, Sainsbury's have some new Gold Foil Gift Tags (five for 45p).

Three new ranges of Christmas cards are available to send greetings on.

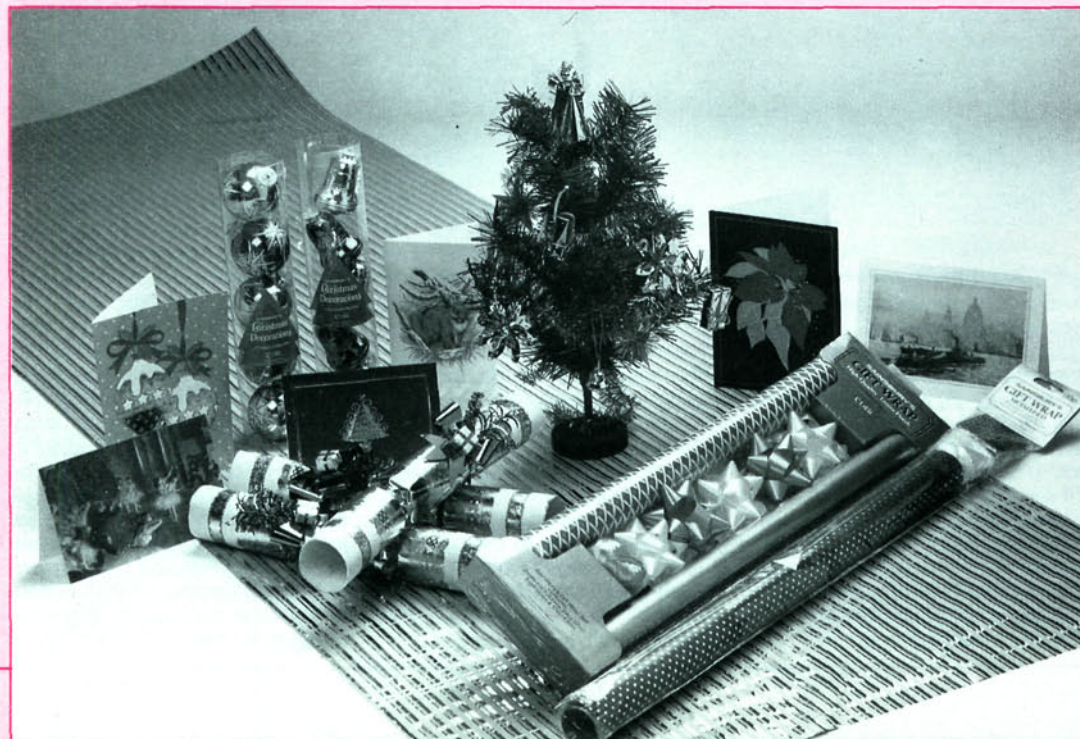
The Embossed Foil Cards (12, £1.25) come in two designs—'Christmas Tree' and 'Seasons Greetings'.

To impress friends, send one of Sainsbury's Luxury Cards (10, £1.99). These also have two designs—'Poinsettia' and 'Baubles'.

Truly atmospheric are the London Scenes Collections. Each pack of ten cards (£1.49), features a reproduction of London on the Thames.

Two new lines have been added to the Boxed Collection range. At only 99p for 20 cards, the new additions are 'Impressionists Collection' and 'Wildlife Collection'.

Sainsbury's gift accessories and greetings cards are mostly available from over 140 branches.



The hit squad is out

THE CITY PUNDITS are at present feverishly predicting the end of regional supermarket chains. The source of all the fuss is, of course, that acquisitive duo Argyll Group and Dee Corporation. In September Dee agreed a £23 million takeover of Lennons, a small rather lacklustre chain mainly located in Merseyside. The previous month Argyll acquired Amos Hinton, a North East based company, for £18.5 million. The financial community then added the two events together to come up with a fundamental trend and a list of other targets that are likely to suffer a similar fate.

The level of bid speculation has made the various companies' shares the flavour of the month and all have showed healthy gains. Some of the firms appear to be taking the comments about their futures seriously. James Millar, managing director of William Low, has recently spoken out fiercely against further takeovers in the

THE 'HIT' LIST

(Last reported Full Year)	Turnover £'m	Number of Stores	Possible cost £'m
1. Single South West	65.3	15	23
2. William Low Scotland	132.6	61	—
3. Hillards Yorkshire	233.4	43	60
4. Cullens London and South East	26.9	78	6
5. Wm. Morrison Yorkshire	270.4	30	—

industry. Mr Millar spoke of the 'hungry predators' supposed to be hunting Low. Indeed his speech was so fervent in defending the company that one could well imagine such predators already battering down the doors of his Dundee head office!

Whether acquisition of small regional chains by the likes of Dee and Argyll will turn out to be a wise move only time will tell. The strategy does have some support in the City. Analyst Paul Deacon of stockbrokers Capel-Cure Myers believes that 'the majors' obsession with superstores has left an important gap in the market which

has 'potential for many years to come if tackled with commitment'. The gap is the small grocery store, typical of those operated by the regional multiples, with a sales area of between 7,000 and 14,000 sq ft. Other commentators are sceptical about the process of growth by acquisition. Ian MacLaurin, Tesco's deputy chairman (and a former amateur footballer with Chelsea) likens it to a second division side buying up players from the fourth division in a bid to get into the first'. Certainly in JS larger supermarkets offer considerable advantages compared to smaller stores. ●

The GLC recognises that, in order to provide necessary services to shops and the public, vehicles must be run during the periods covered by the proposed ban so the GLC transport committee is proposing that a series of exemptions to their ban be permitted. However, these exemptions will apply to specific vehicles which will be required to carry a special licence plate.

The conditions on which such exemptions may be given are totally within the control of the GLC transport committee from which there is no appeal. Licences given can be revoked.

The GLC claims that the ban will have a dramatic effect on the environment. The company says it will not because the vast majority of vehicles which need to run in London will be given exemptions and, anyway, the ban will not apply to major trunk routes in London. It points out, also, that when the M25 is complete the majority of vehicles needing to travel through London will be diverted there.

Considerable bureaucratic machinery would be needed to operate the ban which JS believes will seriously reduce the flexibility under which it operates whilst imposing a great administrative burden on the company.

Who loves laverbread?

IT IS BECOMING quite the thing these days for local delicacies to suddenly come to the attention of a wider market. Such an event may be about to happen to the Welsh dish of laverbread. To the uninitiated the appearance of this substance may be offputting since it bears an uncanny resemblance to a cow pat. Laverbread, the thinking man's caviar, is actually

well someone in the Welsh Tourist Board had the bright idea of organising a Laverbread Nouveau car race, running between Swansea and Paris on October 19 and 20. The competition also raised money for Barnardo's. The rules of the race were rather strict. Each team had to carry a half kilogramme of laverbread at all times and in the unlikely event of a tie there was to be a laverbread eating race to determine the winner. Any competitor offering inducement to any official *except* in the form of cigarettes, alcoholic beverages, currency or negotiable bonds was likely to find himself totally immersed in a Laverbread Tub for a period of not less than one hour—snorkels were available from any official at a reasonable price of £1,000. Apparently, a good time was had by all.

Laverbread may catch on in your local JS in future but it's thought they will have to dress up the appearance first.

Morrison keep control

WILLIAM MORRISON, the Bradford based supermarket group, has just announced half year figures that are more or less what everyone expected. Sales increased by 30 per cent to £163 million but very little of this growth fed through to profit before tax which rose by just 11 per cent to £4.7 million. Morrison have been pursuing for some time a policy of achieving sales growth at the expense of margins mainly in response to the increasing competition from Asda and JS in its Yorkshire heartland.

Morrison's opened two superstores at the beginning of the year at Darnall and Grantham and these are understood to be trading well. Capital expenditure was higher than anticipated at £6 million including the purchase of new sites at Killingworth and Rotherham and as a result the interest bill rose quite steeply.

Takeover speculation has recently sent the Morrison's share price ballooning upwards but this appears to have little foundation. The directors and members of the Morrison family hold a majority interest in the company and appear to be quite intent upon retaining control. They have also demonstrated that they have the ability to run an efficient and profitable business.

Chaos overnight

THE GLC'S proposals to ban night time heavy lorries in London has created much controversy.

The council plans to introduce traffic orders which will ban the presence of vehicles of 16.5 tonnes and over from operating in London between the hours of 9.00 pm and 7.00 am and during the weekends from 1.00 pm on a Saturday until 7.00 am Monday morning.

The retail trade and companies in transport and distribution are totally opposed to the proposals. JS, as one of the companies which would be badly affected, has taken a leading part in arguing the retailers' case to the GLC.

JS has claimed that the proposals are unworkable in practice and that there should be a full public enquiry.

Mixed biscuits

UNITED BISCUITS has recently reported rather mixed results for its half year to July 14. The group, the largest biscuit producer outside the US, pushed its turnover up by £129 million to £847 million over the period but profits before tax remained virtually unchanged at £34.6 million. UK activities were extremely successful but North American contribution was down and the group's interest bill went up. Keebler, United Biscuits US subsidiary, incurred heavy costs from the continuing cookie war and its first ever assault on the biscuit market west of the Rocky Mountains.

The stability of the US cookie market has been upset by the incursion of Procter and Gamble and Frito Lay and the resulting struggle for market share has entailed heavy expenditure. Pand G, having been granted a patent on its cookies and cookie making process, has also filed law suits against Keebler, Frito Lay and Nabisco for alleged patent infringement. Sir Hector Laing, the chairman of United Biscuits, dismisses the lawsuit as being 'without merit'.

Sir Hector is well known for speaking out against the supposed power of multiple retailers in the UK. In the light of these results, however, the UK appears to be a very cushy market indeed compared to United Biscuits' North American battlefield.



produced from a fibrous variety of seaweed and forms an integral part of the Welsh cooked breakfast. Devotees point out that laverbread is very rich in iron, iodine and other useful trace elements and indeed the more fanatical supporters believe that it has aphrodisiac properties.

You may have heard of the annual Beaujolais Nouveau event

Carnival time in Colchester

LATE SUMMER MADNESS struck Colchester branch when, on July 28, they took part in the town's carnival, to raise money for local charities.

The theme of the branch's float was 'JS—Britain's Number One Grocer' and it certainly showed that JS is first for enjoying itself. Eight countries and their products were portrayed including China (tea) and Jamaica (bananas). Also on the float was a display of JS produce for all to admire.

Twenty-four staff actually took part in the procession, though there were many behind-the-scenes helpers.

The charity funds may have been richer for the branch's efforts, but possibly the staff were left 'poorer'—everything on the float, right down to the last carrier bag and paper flower was paid for out of the staff's own pockets.



Laurie Page (part time cashier) and Jane Ingate (cashier) model the latest in designer carrier bags.



A bunch of bunnies—Cheryl Pike (price controller), Frances Walsh (supermarket assistant), Alison Pike (customer service assistant) and Patricia Cross (vacation student)—frolic amongst the balloons.

Feet are his fortune

MOVE OVER John Travolta! Here comes Roger!

Staff at Chester will be glued to their television screens on November 7, when student Roger Small takes to the floor in the finals of the 1984 UK Disco

Dancing Championships.

In the four years since Roger began dancing he has won over 100 competitions. His mother Ann, who also works at the branch, has a bulging scrap-book of cuttings which testify to his success.

Roger won his first major competition—the Northern Ireland Championships—at the age of 15, when he had to conceal his

age from the judges, as entry was supposed to be restricted to 16s and over.

An energetic blend of robotics and gymnastics, together with help from an umbrella and a hanky, formed the routine which earned Roger a place in the finals.

He is his own choreographer and improvisations ensure that no two performances are the

Lady in pool

POTTING OF perfection has earned Hazel Dabrowski, senior supermarket assistant at Oxford, the title of South of England pool champion.

Hazel learned to play pool in the Oxford branch canteen and was selected for a local team in 1981. During that year she gained a large collection of silverware. She moved on to county selection and on September 9 of this year



won the title easily, beating her opponent by four frames to one. Hazel now goes forward to the big one—the British Ladies Championships on November 10 and 11 at Blackpool.

Not content with just winning trophies, Hazel has also raised £80, during a sponsored pool marathon, in aid of the NSPCC.

Money drop

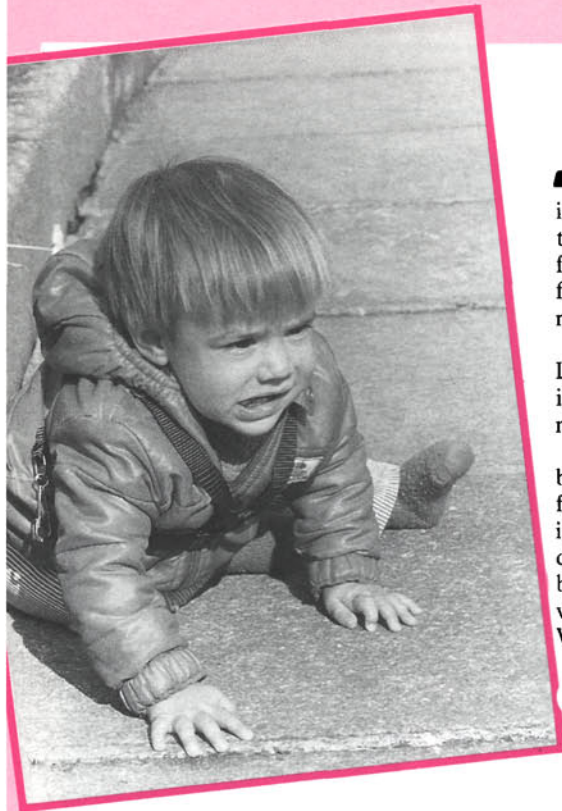
A FALL FROM the sky by Martin Peachey, trades assistant at Brentwood, raised £120 for a very worthy cause.

The Hanbury Association for Renal Patients (HARP) benefited when Martin was sponsored by friends and colleagues for a parachute drop. He spent a week in the summer training for the event, but high winds prevented jumping on the first attempt. Eventually Martin was able to return to the camp in Hereford where he made his first ever descent by parachute.

Since the beginning of 1984, Brentwood, by means of various activities has raised over £200 for HARP—that's sharp!

same. He practises anywhere and everywhere except on the shop floor: 'If I tried my robotics on customers they may think that automation has gone a bit too far,' he said.

One thing is certain—even if he doesn't win the championships, he'll still be number one in the nightclubs and discos of Chester. Roger's next venue is at the branch Christmas party!



PEEPING FROM behind the clouds, the sun lit up Coventry area's second ever sports day on September 23 at the Aldersley stadium, Wolverhampton. Budding sportsmen and women gathered together to form a procession behind the Walsall band for the opening ceremony. Minutes later the first heats took place to get the day off to a roaring start.

Over 40 branches from as far apart as Leeds, Sutton Coldfield and Hull were joined in numerous events organised by district manager, Bert Haggard.

The main crowd pullers were the fearsome battles fought out on the netball courts and football pitches. Solihull outscored Walsall in netball and proudly received their well-deserved medals and cups while Liverpool beat Wigston in a riveting football final worthy of Wembley. Hosts of the games, Wolverhampton, did not come away empty

handed and outpulled all opposition to clinch the tug-of-war title.

Fun and games were had by all the It's a Knock-out teams but the last laugh went to winners Oldbury SavaCentre.

Newcastle-under-Lyme excelled themselves and won the Managers' Cup awarded to the team which managed to acquire the most points during the day.

Children and non-competitors were entertained by a variety of activities including skittles; the rat-hunting game; joy-rides on the miniature railway and multi-coloured roundabouts.

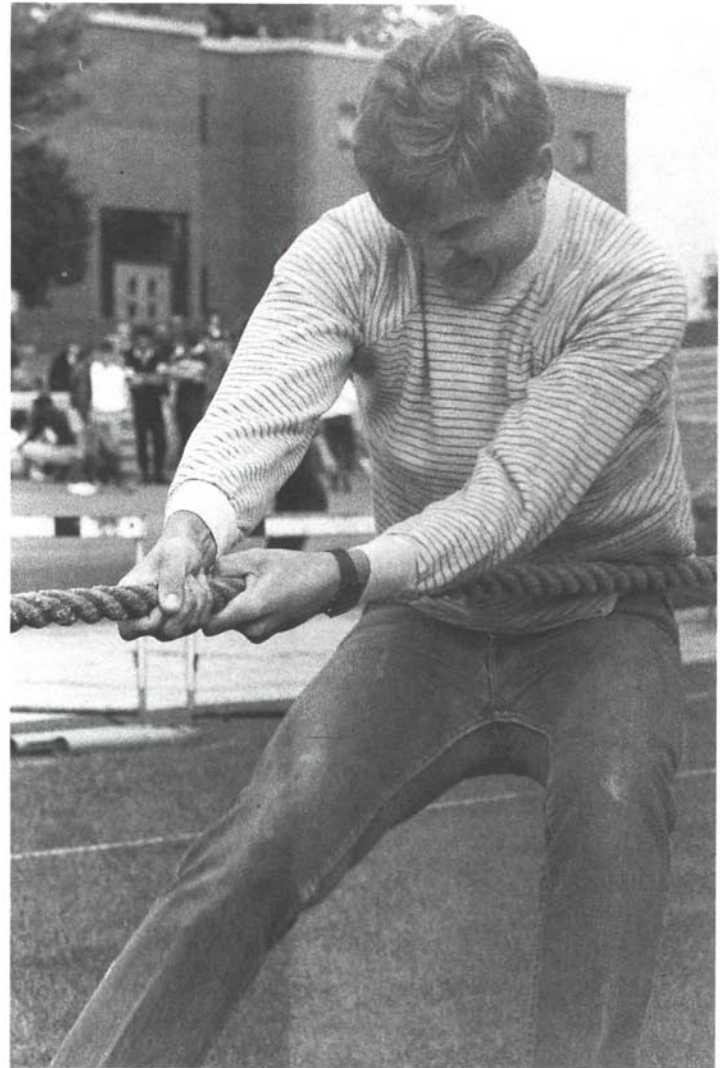
Presenting the awards at the end of the day were rugby international Nick Jeavons and area director, Tom Haynes.

Prizes in hand, the teams clambered onto their coaches and set off on the final laps back home.

Coventry area will re-light their 'Olympic' flame again in 1985.

SENDING THE FAMILY TO COVENTRY





Here are just a few of the day's many activities including prize-giving. Opposite page is area director, Tom Haynes presenting the football trophy to Liverpool. Below, rugby international Nick Jeavons gives a hand. Spot the ball photo shows girls' teams battling it out on the netball pitch. Above: miniature steam railway and another form of power—the tug-of-war.



NAME

FULL JOB TITLE

LOCATION

.....

SPOT THE BALL

Where did it go? Looks like a case of the disappearing ball. Put one cross on the picture to mark where you think the centre of the ball is. Send your entry form to the JS Journal, Stamford House, and the five crosses nearest to the point will win. Prizes will be a fine bottle of JS wine each.





CHILDREN'S CHARITIES CAMPAIGN

Boys and girls come out to play

CHILDREN'S FAVOURITE nursery rhyme characters came to life when 11 **Winton** staff gave a concerted push to the children's charities fund on September 9.

Handing out balloons and badges to children along the way, staff pushed their trollies from Winton to Bournemouth, along the sea front to Boscombe and back again taking just over three hours.

A total of £180 was raised and a good time was had by all.



Wee Willie Winkle leads the way.



MORE THAN £2,000 for the children's charities was raised in only five days by hard working **Southport** branch.

A raffle for a Ford Fiesta meant that members of staff had to give up much of their

free time in order to sell raffle tickets. In doing so they raised this astronomical amount.

Posing on the prize is Miss JS, Pam Smith (right) and Southport's Carnival Queen, Angela Seed, a student at the branch.

Collecting in their curlers

WHEN OFF duty, staff at **Stevenage** branch get up to all sorts of tricks, such as donning their nighties and going to bed. **Pat Cox**, assistant checkout manager persuaded them to adopt this particular mode on September 22 and 23 in aid of the children's charities.

On the Saturday morning, supermarket assistant **Jan Grayson**, housekeeper **Gloria Allen**, supermarket assistant **Judy Dont** and clerk **Cathie Marioni** braved the rain and stood outside the branch (wearing only bedroom attire) jingling boxes at passers-by. Almost £200 was collected that day.

The next day the usual tranquility of a Stevenage Sunday morning was shattered by the



noise of a bed (borrowed from the local hospital) and a decorated JS trolley being trundled along the town's cycle paths. Occasional stops were made and after two exhausting hours the pushers, including manager **Paul Turner**, deputy **Dave Bridger** and reception manager **Dave Dilley** retreated into the nearest available pub for much needed refreshment (lemonades all round?).

Stevenage's push for charity raised a total £400.

Straight down the line

AUGUST 19 WILL be remembered by **Braintree** staff as not only a hot, balmy Sunday, but as a day of very hard work.

Twenty intrepid explorers set out in the early morning to discover the disused railway line from Braintree to Bannister in Essex and in doing so covered a distance of ten miles.

All the walkers managed to make it to the finishing line, the 'Three Horseshoes' public house, where awaiting their arrival was a support team headed by **John Ritson**, customer service assistant and BPO, **Anne Keatley**. A hamper full of goodies replenished the weary hikers and £300 was raised.



The walkers and support party.

Retirements

Jock Bell, welder works engineer at Charlton depot, has retired after 31 years' service with JS.

Charles Loake, maintenance supervisor at Basingstoke depot, has retired after 30 years' service with the company.

He joined JS as a maintenance fitter and then served as a factory refrigeration engineer for nine years. Charles transferred to the depot in 1963 as a maintenance engineer and three years later was promoted to general mechanical supervisor.

Harry Saunders, warehouseman at Charlton depot, has retired after 29 years' service with JS.

His first ten years with the company were spent in the packed goods department at Blackfriars. On its closure, Harry transferred to Silwood Street, Bermondsey, where he remained for five years. Harry then moved to Charlton depot where he has spent the last 14 years.

Dorothea Lashmar, clerk at Haverhill, has retired after 26 years with the company.

Albert 'Winkle' Winskill, leading departmental assistant at Borehamwood, has retired after 25 years' service with JS.

Ossie Osbourne, senior supermarket assistant at Lords Hill, has retired after 23 years with the company.

She began her career with JS at the Above Bar branch in Southampton where she spent two years. Ossie transferred to Shirley on its opening and was

promoted to chief display assistant. In 1975 she moved to Muswell Hill branch and, after five years, Ossie returned to Southampton to join Lords Hill.

Brenda Blake, skilled supermarket assistant at Bitterne, has retired after 21 years with the company.

Joyce Bard, senior skilled supermarket assistant at Harlow, has retired after 20 years' service.

She joined JS at Harlow as a packer/weigher and in 1971, Joyce became senior skilled supermarket assistant.

Joyce Wells, senior supermarket assistant at Brentwood, has retired after 17 years' service with the company.

She joined the company at Romford branch as part time display assistant and after six years moved to Brentwood. In 1980, Joyce was promoted to senior supermarket assistant.

Doris Bullen, clerk at Buntingford depot, has retired after 14 years with the company.

Eileen Wadmore, checkout manager at Bromley branch, has retired after 14 years' service.

She began her career with the company as a cashier. In 1974, Eileen became chief cashier before promotion to checkout manager.

Beryl Hayes, checkout manager at Romford branch, has retired after 13 years with the company.

The following staff have also retired. Length of service is shown in brackets.

Vi Thorndyke, Crawley (10 years).

Hoppy Hopkins retires after 43 years

'FROM BACON machines and egg candle lamps to Plessey machines and laser beams. That's how **Peter 'Hoppy' Hopkins**, reception manager at Letchworth sums up his 43 years with the company.

Peter began his time with JS at George Street, Luton, and after two years, he joined the RAF. Demob came in 1946 when he rejoined the branch at Luton. In those days, he certainly hopped around working relief at a number of manual branches such as Harpenden, St Albans and Kettering.

In 1957, Peter became assistant manager still serving relief at numerous stores. Peter was made grocery manager on the opening of Stevenage supermarket. In 1974, he transferred to Luton Central and after a spell at Hitchin, moved to Letchworth as reception and warehouse manager.

Many changes have been



seen in Peter's time: 'From manual stores to superstores; from greaseproof butter wraps to shrink wrap film—it's all so different.'

In retirement, Peter will be building houses, garages and farm yards—not such an impossible task—they will be model toys for his five grandchildren.



Top ten driver

Truckie extraordinaire, Chris Preston, driver at Basingstoke depot (JSJ Aug 84), is one of the country's top ten drivers—and that's official. His success came in the national 'Driver of the Year' competition at Cranfield.

Edward Atterbury, Luton Central (8 years).

Leslie Cornes, Buntingford depot (8 years).

Vincent Marcantonio, Hove freezer centre (6 years).

Katherine Stillwell, Balham (6 years).

David Barr, Hemel Hempstead (5 years).

Florence Wasserman, Streatham office (5 years).

Long service

Fred Ferebee, senior store service assistant at Balham, has completed 25 years' service with the company.

He began his career with the company as a porter at Streatham High Road and on its closure transferred to the store in Balham. Fred has also worked relief at several branches including Norbury, Thornton Heath

and Lambeth Walk.

Sid Power, driver at Charlton depot, has completed 25 years with the company.

He joined the company at Blackfriars factory and in 1960, transferred to Charlton.

Obituary

Mary Crisp, typist at Streatham office, died suddenly on September 6 aged 57.

She had been with the company for ten years.

Barbara Else, cheese packer at Buntingford depot, died suddenly on August 29 aged 43.

She had been with the company for five years.

Laurence Mansfield, point of sale controller at Walthamstow Homebase, died suddenly on September 10 aged 53.

He had been with the company for four months.

FEEDBACK

Letters are welcome and should be addressed to the editor

Friends in need

From: Mrs A Arnell, customer at Hull.

May I take this opportunity to thank three of your staff at Hull branch for the speed and attention in calling for an ambulance to take my husband to hospital recently when he was taken ill outside the store. The doctors at the hospital also give you praise for helping me so quickly. He is quite well now. Thank you all most kindly for being there.

Retiring in style

From: Stan Goodman, veteran, Maidstone.

I would like to thank everyone who joined my wife, daughter and I at Blackfriars on September 6 and gave me such a

wonderful retirement 'send off'. I realise that a number of friends and colleagues who contributed so generously were unable to come to the function—to all of you I say, many thanks and I am sorry you could not attend.

Trolleys on the loose

From: M O'Callaghan, service assistant, Wembley branch.

At my store we operate a ten pence trolley control system. Just after opening one morning I was carrying out my early morning duties close to the entrance of the store. A customer approached me and asked: 'Can you please tell me what time they release the trolleys?'

Don't forget—last copy date for the December issue is November 12

Progress of a pool

'A touch of glass': that was how the *South London Press* heralded the opening of the new Catford Homebase on September 29. Others likened the building to the Crystal Palace, originally home of the 1851 Great Exhibition to which thousands flocked.

The analogy with the show piece of British 19th century industry is appropriate in more than a visual sense, for the site was associated with local industry for centuries, and the attractive lake, relandscaped for Homebase, has a long and interesting history.



1 The Old Mill. Peter Pan's pool was originally the millpond for a cornmill thought to date back to the Domesday Book. During the 17th century the mill became a cutlery mill under the ownership of Elias How, one of the most celebrated cutlers of his day. The reputation of the mill continued until the death of Elias's son John by whom, according to his tombstone, 'the art of cutlery was improv'd and carry'd as to the greatest perfection.'



2 The Village, Southend, Catford. (Late 19th century.) Here the mill is seen from the other side with a busy village street scene in the foreground. The public house next to the mill was known as the 'Tiger's Head,' which is shown receiving a delivery. Next door was a forge here visited by a large horse van, perhaps loaded with sacks of flour from the mill, which had been rebuilt in 1865 and reverted to its original use as a cornmill.



3 The mill closed in c1914, and in 1921 the millpond was excavated and converted into a lake for leisure purposes. The Green Man pub, at the far end of the pond, has hardly changed.



4 Peter Pan's pool is remembered with fondness by thousands of children who boated on the lake. This 1930s photo shows the pond in its heyday: The whale-shaped boats were an unusual feature. The Green Man is again in evidence though partially hidden by a trolley bus on the Bromley Road.



5 Homebase forms a new step in the long history of the pool which had become sadly neglected over recent years. The busy Bromley Road still bounds the site and even the iron railings remain to remind us of earlier days. No more boating, but perhaps the modern leisure equivalent is to go shopping at Homebase!

HOMEBASE OPENING



PETER PAN'S POOL came to life on September 28 when Catford Homebase, Beckenham Hill Road, opened its doors on the banks of the well known local landmark.

The 20th Homebase to open, Catford has a total sales area of 52,135 sq ft and a car park with spaces for 204 vehicles.

Joining Laura Ashley and Hiretech for the first time is Coffeebase, an attractive tea and coffee shop under the management of Trust House Forte. Overlooking the pool, Coffeebase will undoubtedly become a welcome watering hole!

The opening has created 107 new jobs and

heading the team is Bill Sims, previously manager at Croydon Homebase. 'I'm thrilled to be here and so are the staff,' he said. 'It's a superb store on a superb site. Management and staff all worked enthusiastically to make the opening a success.'

A preview party was held on the evening of the 27th and Councillor J Eytel and his wife—the Mayor and Mayoress of Lewisham—were invited to attend. Gurth Hoyer Millar, Homebase chairman; Dino Adriano, director and general manager and Bill Sims greeted local dignitaries and suppliers and took them on a tour of the store.

CATFORD



1. Spectacular entrance.
2. Gurth Hoyer Millar welcomes the Mayor and Mayoress of Lewisham to the preview party.
3. Bill Sims—this photo was taken during the building of the store.
4 and 5. Staff get busy straight away.
6. Homebase general manager, Dino Adriano, with the Lady Mayoress in the garden centre.