

# JOURNAL

See how good the Michaeljohn restyle competition winners are looking

Meet some of the colleagues recruited under the New Deal

Take a look at Britain's best food store – Calcot Savacentre

Win drop-dead gorgeous legs for you or a friend courtesy of Pretty Polly

Find out who could be looking after you when you retire

SAINSBURY'S  
SUPERMARKETS  
HOMEBASE  
SAINSBURY'S  
BANK  
SAINSBURY'S  
Savacentre

Inside: 'Beat the bug' newsletter







## From the editor

Don't be frightened. I'm just trying out my Hallowe'en costume for the 31st. Scary, I know, but it's nowhere near as bad as editorial assistant Steve Lord the morning after a night's boozing down the Cockroach and Coal Scuttle. He claims the pub's quiz helps him write the Tricky Trivia (page 35), but I don't see how, given the only question the Scuttle's quizmaster ever asks is 'can you bung us another vodka in there, son?'

Still, if you want some genuinely interesting facts – apart from those of Steve's snug-bar encounter with an agony aunt from *Tesco Today* – have a read of the New Deal feature on page 12. It shows just how awful it feels to be young and unemployed long term.

Or if you'd prefer something that's all about feeling good, take a look at the winners of the Michaeljohn hair restyle competition (page 18). They all looked so good after the winners' day in Mayfair, it was a toss up who went on the cover (well done Marilyn by the way).

Moving away from the crimper's skills, this issue also looks at the talents of two masters of the culinary art: a development chef with a passion for bringing exotic tastes to JS shelves (page 16), and the special in-store chef who's advising customers on cookery at the new-look Calcot Savacentre (page 14). But don't worry, we won't let too many chefs spoil the broth.

We won't let the millennium bug spoil the celebrations on New Year's Eve 1999 either. The newsletter inside this issue tells you all about what's being done to squash the millennium bug and stop it becoming an unwelcome guest at Group locations in the year 2000.

Thankfully, we have two veterans visitors on page 20 showing what the perfect guest should be. We've also got beautifully polite children saying 'thank you' to the School Rewards '98 scheme and its supporters on page 23. Not to mention all the usual news and competitions. So dip in and enjoy yourself.

Meanwhile, don't worry about Steve's fling with the problem-page editor of *Tesco's staff mag* – he didn't pass on any trade secrets, like how to spell or take a photo without getting your thumb in the shot.

See you next month, as long as I can swap this pumpkin brain for a real one

*Dominic*

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- 33 25 goody bags containing £25 worth of JS and Pretty Polly products must be won



Chippenham Homebase's Marilyn Jarvis gets the treatment from Michaeljohn's stylists (page 18).



In its passion for food, Calcot Savacentre goes curry crazy (page 14).



Meet the chef who's putting passion into the recipes on JS shelves (page 16).



Savacentre takes a new fashion direction with its I.N.I.T.I.A.L.S. range (page 25).



Christmas party bars are up for grabs in a special BWS promotion (page 32).



Cut-price offers on fireworks displays at Thorpe Park and Alton Towers are on page 34.



# Awards for access

In the prestigious EASE (Ease of Access, Employment and Services) awards, Sainsbury's has been named 'Best Supermarket' and 'Best Employer' for its commitment to providing opportunities for people with disabilities.

Organized by the Queen Elizabeth's Foundation for Disabled People, the awards are sponsored by the *Express* newspaper and British Gas.

Property director Robin Anderson, who is chairman of the Disability Coordination Committee tells the *Journal*: "I'd like to pay tribute to Kate Walker [disability information officer for staff] and Clark Harris [disability project manager, customer

relations] for the hard work they've put in over the past year to improve our performance in these areas. Also, thanks to our colleagues at Chester, Cobham, Ladbroke Grove and Rustington where the foundation carried out its store audits."

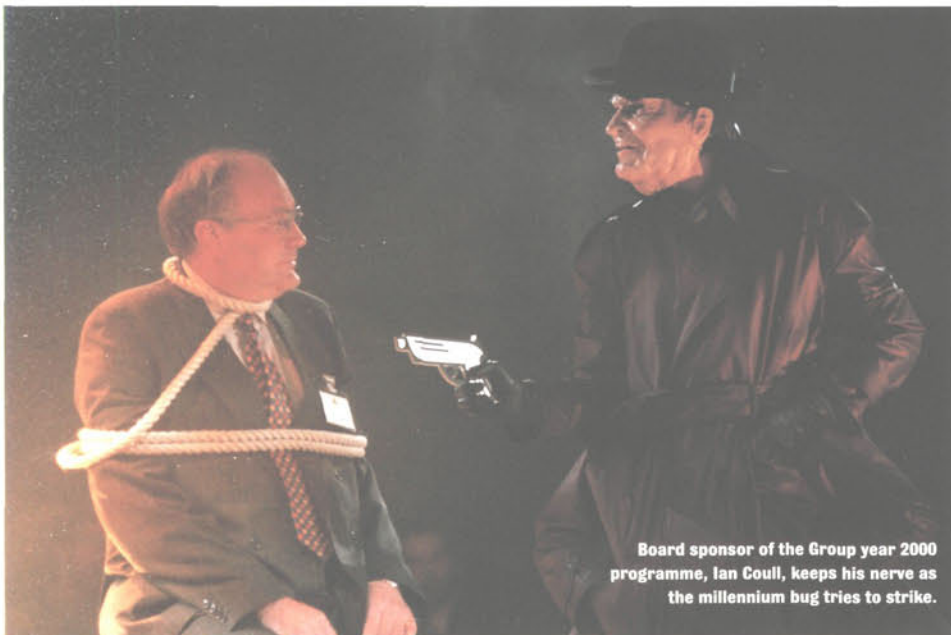
A greatly enhanced range of services for people with disabilities will be trialled at Rustington store from the end of October.



Customer relations director Mike Conolly and property director Robin Anderson (right) are presented with the award by TV presenter Heather Mills.

## Board director in kidnap scare

Ian Coull, Group year 2000 board sponsor, was game for a laugh when he allowed himself to be tied up by an eight-foot-tall millennium bug in front of 250 senior managers from across the Group.



Board sponsor of the Group year 2000 programme, Ian Coull, keeps his nerve as the millennium bug tries to strike.

The event was designed to raise awareness of the millennium bug, explain what the Group has done so far, and – most importantly – make sure every precaution has been taken to prevent the bug disrupting the Group

businesses. Roger Borer, Group year 2000 programme manager, tells the *Journal*: "The event was a lot of fun, but there's a serious message to get across.

"As we get closer to the new century, it's important

that we reassure ourselves and our customers that we have solved the millennium bug problem within the Sainsbury Group. It's vital that our shelves are full and we are ready to trade when we reopen in the year 2000."

## Fresh approach to produce

Last month marked the launch of the new 'As good as home grown' advertising campaign designed to enhance customers' perceptions of produce freshness and boost sales of core lines such as potatoes, bananas, apples and fruit.

Brand manager Simon Miller explains: "We know there is potential to increase sales of these basic commodities by a significant amount. Customers have also told us we have a strong produce offering in comparison with other major food retailers.

"We've developed the 'As good as home grown' concept in response to people's belief that home grown is the freshest produce you can get. We need to show customers that buying fruit and vegetables at JS is the closest thing to growing your own, because the way JS suppliers grow produce is often very similar to how you'd grow it yourself – just on a larger scale. The levels of care and attention are the same."

New bright and eye-catching point-of-sale material with slogans like 'This week's pick of the crop' and 'This week's bumper harvest' has already been tested to introduce a more natural feel to the produce aisles. The successful elements of



The Partnership in Produce scheme is brought to customers' attention with a striking display featuring one of JS's Bedfordshire farmers.

the material will be introduced to all stores later this year. Meanwhile the 'As good as home grown' press advertising will continue to run for the next couple of months. According to Simon: "This is the start of a sustained effort to make our produce range the most attractive and appealing in the industry. The results so far are good, but there's plenty more to come, so watch this space."

Look out for the special millennium bug insert in this issue of the *Journal*.



## NEWS IN BRIEF

## A first for Falkirk

Falkirk has become the first Homebase in Scotland to be awarded the Disability Symbol for demonstrating its commitment to improving work and career opportunities for people with disabilities. Several colleagues at Falkirk are registered disabled, but this didn't put the store off offering them jobs.

According to Julie Barr of the local authority's employment service department: "It is encouraging that Homebase Falkirk has now been recognized for its positive attitude towards employing disabled people. I congratulate them on being awarded the Disability Symbol and look forward to working with them in the future."



Deputy manager Glen Knox (right) accepts the award from employment service reps Julie Barr and Gerry Muirhead, with a little help from DIY assistant Brian Holderness (second left) and warehouse assistant Tom Morton (second right).

## Centenarian helps relaunch Kingsway

One-hundred-and-one-year-old Sainsbury's shopper, Alice Hammond, proved she's still young at heart when she helped Kingsway's store manager, Kevin White – along with colleagues who had worked at Sainsbury's first ever store in Derby in the Corn Market – cut a ribbon to mark the reopening of the new-look store.

Miss Hammond has shopped at Sainsbury's in Derby since it opened its first store in the town in 1936. Kingsway colleagues, Maureen Bedford and Pat Fletcher who both worked at the old Corn Market store, reminisced with Miss Hammond about changes in shopping over the past 60 years – such as the introduction of scanning checkouts and self scan.

And Alice's verdict on the new-look Kingsway: "It's marvellous. Everything is so open and spacious."



Relaunching Kingsway are senior PFS assistant Maureen Bedford (left), centenarian customer Alice Hammond, checkout/replenishment assistant Pat Fletcher, and store manager Kevin White.

## Remembrance Day to be remembered

The Sainsbury Group will again be supporting the Royal British Legion during November. The two-minute silence will be observed at 11am on Sunday, 8 November and again on the following Wednesday – the 11th hour of the 11th day of the 11th month.

Tannoy announcements will be made before 11am informing colleagues and customers of the observance of the two-minute silence (bulletin items and tannoy announcement wordings will be issued to stores prior to 8 November).

The Royal British Legion does much of its fund-raising outside stores during November and the receptions of regional offices and central departments also have poppy collection boxes. On the fourth floor of Stamford House, wreaths are placed at the foot of the list of names of colleagues who fell during both World Wars.



## Jolly trolleys

Three novelty 'theme' trolleys are making shopping more fun for kids in six JS stores.

The trolleys, shaped like a steam engine, a fire engine and a double-decker bus are called Puffy, Fizzle and Topper – names dreamed up by Fairfield Park colleagues Caron Atkinson, Colin MacFayden and Nigel Essam, who won £50 for their winning ideas.

According to Fairfield Park's manager Graham Sherwood, customers love the trolleys. They've proved so popular in fact – especially with young families – that plans are under way to



Fairfield Park grocery manager Nigel Essam shows off Puffy, Fizzle and the trolley he named Topper.

extend the concept by seeking sponsorship from suppliers. Trolleys shaped like giant chocolate bars could be in the pipeline.

Angela O'Rourke from

the retail innovation department tells the *Journal*: "Customers appreciate that we've done this for the kids, making trolleys family- and child-friendly."

## Showbiz personality shouts about JS value

It was hard to miss last month's high-profile launch of the 'Value to Shout About' campaign.



Big showbiz personality John Cleese does the shouting on behalf of the people at Sainsbury's – who are too frightfully nice to do it for themselves apparently.

standard JS offer.

Robin Whitbread is emphasizing the need for Value to Shout About to be a major success and start the process of changing the way customers perceive JS's price competitiveness: "There have been huge uplifts on most of the promotional lines, with a number going over forecast. To make the promotion a major success, we must continually strive for excellent availability and get all areas working as well as the central promotional aisle.

"Because of our association with quality, customers have a misguided perception that we do not compete on price. This perception won't be changed overnight. But we're very keen that it does change. The Value to Shout About campaign is the first step in a long-term strategy to see that it does."

According to retail director, Robin Whitbread: "The whole business pulled together to meet the 20 September deadline, and I'm hugely appreciative of the way stores are accommodating the promotion, especially given all the remerchandising that had to be done in preparation for Christmas."

The campaign aims to show the strength of JS's price competitiveness. John Cleese is fronting the TV ads and helping get the message across using his unique brand of humour. A humour that didn't find favour with the many colleagues who were

unhappy with the portrayal of the Sainsbury worker in one ad. In response, the ad was re-edited and is now being broadcast with a different ending.

The in-store campaign involves over 1,200 in-store offers running every week, along with a Low Price Guarantee on a range of favourite branded products. The guarantee promises that if customers find any of these products cheaper in any other supermarket, they will be refunded TWICE the difference. This is on top of the 100 Economy products which form part of the



## New SAYE offer on the way

Look out for this year's SAYE offer pack giving details on how to take out an option to buy JS shares by saving up to £200 each month (up to £80 a month for part-timers).

This year's offer starts on 30 October and applications must be received by 13 November. If your employment started on or before 31 October 1997 you are eligible to apply.

You can save for three or five years with the Halifax, and there are various incentives such as an end-of-term bonus added to savings (2.75 times your monthly saving for the three year scheme and 7.5 times your monthly savings for the five year scheme). At the end of the term you will have the choice to buy JS shares at a special option price, or take the cash sum saved, along with your bonus.

If you opt to buy shares you can sell them on at any time you like. Straight away if the price is right. But remember, if you hold on to your shares you will receive

twice-yearly cash dividends.

In recent years the scheme has been scaled down because the number of options applied for is higher than the number of shares available. Share schemes manager Sue Haley explains: "The company is trying to avoid a scale down happening this year because of the disappointment it causes, so please help by not applying for more than you can actually afford."

Application forms will be sent to home addresses on 30 October, but if you don't receive yours by 3 November please phone the Halifax on 0800 371761.



## Turn on and tune in to HBtv

Colleagues at Homebase

now have their very own TV channel – HBtv.

Broadcast via satellite to the canteens at Homebase stores, depots and offices, HBtv runs from morning till night, seven days a week.



Homebase's in-house television launched on 28 September.

It features a text-based news service bringing regularly updated national and international news, weather, sport and entertainment as well as all the latest Homebase news.

Video reports are also shown and there are competi-

tions and dedication slots.

According to head of internal communications at Homebase, Maria Young: "We want people to get involved with HBtv as much as possible, so there is a hotline that people can use to tell us their stories, jokes

and ideas, and give us any dedications.

"We are going out to stores with a small video crew to gather stories, but eventually we hope to send just a camera so stores can make their own programmes about what interests them."

## NEWS IN BRIEF

### Mad wax

Nine Elms JS was treated to the next best thing to a visit from film heart-throb Mel Gibson – a visit from his Madame Tussauds waxwork likeness.

The life-size lookalike dropped in to highlight a Jane Asher cake promotion offering two tickets to Madame Tussauds for the price of one in September. Reports suggest many female colleagues and customers melted. Thankfully Mel didn't.



Star-struck – Victoria Rorke (left), Jean Blandfoot (kneeling) and Laura Hemsley.

### A day at the fair



Sainsbury's director of home and personal care, Stuart Mitchell, will be one of the key speakers at this year's International Non Food Fair. The Fair, sponsored by *The Grocer* magazine, will include more than 200 companies from all over Europe showing thousands of non-food products including household wares, health and beauty products, gifts, toys and DIY products.

The fair takes place on 17 and 18 November, at Olympia in London. For more information, or to register to attend, call *The Sales Agency* on 01293 610300.

### Blackfriar has a heart

The Blackfriar restaurant has received a National Heartbeat award from Southwark Council for meeting the required standards of hygiene, training of food handlers, and provision of non-smoking areas and healthier food choices.

Says catering services manager Anne Jackson: "The award is the culmination of over a year of work. What we are trying to do is give diners the choice of eating a healthier diet. We've been working with JS's nutritionists to achieve this."



Left to right: Robert Belton from JS's local authority liaison, food safety technologist Siobhan Kennedy, Southwark's principal environmental health officer Ted Pain, Anne Jackson, catering assistant Tricia Ughere, and chef Colleen Mathers.

### Arts to get out and about more

Sainsbury's is launching a new regional arts programme to improve access to quality arts events for those in rural communities.

The programme includes sponsorship of the New Perspectives Theatre Company, East Midlands, in its aim to develop a network of activity across the country.

Community affairs manager Marah Winn-Moon believes there is a real gap in the market needing support. Says Marah: "We have seen the benefits of working with an arts organization in rural communities – having funded Wingfield Arts since 1996 – and we now want to encourage similar activity in other regions of the UK."

"Through the regional arts programme we can tailor activities to meet store needs and we believe this will offer unique opportunities for our customers and colleagues."



The New Perspectives Theatre Company in performance.



# Two ballet tickets for the price of one



**Dance fans can take a friend free to the ballet thanks to four leading UK ballet companies.**

The offer applies to performances throughout Britain by the Scottish Ballet (SB), the English National Ballet (ENB), the Northern Ballet Theatre (NBT) and the Birmingham Royal Ballet (BRB). The promotion includes performances of *Cinderella*, *The Hunchback of Notre Dame*, *The Nutcracker*, *Giselle* and *A Christmas Carol*.

When buying tickets, *Journal* readers can take a

friend absolutely free – provided that one of you is a first-timer at the ballet (both of you will need to give your name and address). Ticket prices range from £10 - £36. Please call the relevant box office for more information or to make bookings.

Tickets are subject to availability and must be booked before 30 November, quoting 'UK-wide ballet promotion' when you phone.

## JS JOURNAL PHOTOGRAPHIC COMPETITION 1998



There's still a few days left to enter the *JS Journal* photo competition and have a chance to win a fabulous top prize of £200. There's also £75 for the winner of each of the three prize categories and £25 to the runner-up. The closing date for entries is 2 November.

The three categories are: Life goes on, Getting away from it all, and Different take. Judging this year's competition is

new chairman and keen photographer, Sir George Bull.

Please send your entries with an entry form attached – and an SAE for their return – to: Photo Competition, *JS Journal*, J Sainsbury plc, 9th Floor Drury House, Stamford Street, London SE1 9LL. Get flashing – and good luck.

### Rules

1. All entries must reach the Journal office before midnight on Monday 2 November. Winners will be announced in the Christmas *JS Journal*.
2. Each print or slide must have a completed entry form attached (photocopies are acceptable).
3. Photographs previously entered for *Journal* competitions will not be accepted.
4. Entries are not limited but please be selective. Protect prints with hard-backed envelopes and please don't send glass-mounted slides as picking broken glass out from fingernails is an unpleasant business.
5. The *Journal* will endeavour to return all entries after the competition has been judged provided an SAE is included with each entry. Whilst every care will be taken with your work, the *Journal* cannot accept liability for lost entries – so please don't send negatives or valuable originals.
6. The judge's decision is final and no correspondence will be entered into.
7. The competition is open to all staff and veterans of the Sainsbury Group.

### ENTRY FORM: PHOTO COMPETITION

FULL NAME:

JOB TITLE:

WORK LOCATION:

HOME ADDRESS:

HOME TEL NO:

CATEGORY ENTERED:

Entries must arrive no later than 2 November at the *JS Journal*, J Sainsbury plc, 9th Floor Drury House, Stamford Street, London SE1 9LL. Please mark your envelope 'photo competition'.

### VENUE

### DATES

### BALLET COMPANY/PERFORMANCE

Aberdeen His Majesty's <b>01224 641122</b>	12-16 January 1999	Cinderella (SB)
Blackpool Grand Theatre <b>01253 290190</b>	24-26 November 1998	Giselle (NBT)
Bradford Alhambra <b>01274 752000</b>	30&31 October 1998	Powder, The Protecting Veil & Still Life at the Penguin Café (BRB)
Bristol Hippodrome <b>0117 9299444</b>	23&24 October 1998	Powder, The Protecting Veil & Still Life at the Penguin Café (BRB)
Canterbury Marlowe Theatre <b>01227 787787</b>	1-3 December 1998	The Nutcracker (ENB)
Cardiff New Theatre <b>01222 878889</b>	4 November 1998	The Hunchback of Notre Dame (NBT)
Edinburgh Festival Theatre <b>0131 529 6000</b>	10-12 November 1998	A Christmas Carol (NBT)
Glasgow Theatre Royal <b>0141 332 9000</b>	16&17 December 1998	Cinderella (SB)
Hull New Theatre <b>01482 226655</b>	27 & 28 January 1999	Giselle (NBT)
Inverness Eden Court <b>01483 234234</b>	6&7 January 1999	Cinderella (SB)
Leeds Grand Theatre and Opera House <b>0113 222 6222</b>	8&9 December 1998	A Christmas Carol (NBT)
Liverpool Empire Theatre <b>0151 709 1555</b>	2-6 February 1999	La Fille mal gardée (SB)
London Coliseum <b>0171 632 8300</b>	20-23 January 1999	La Fille mal gardée (SB)
Manchester Palace Theatre <b>0161 242 2503</b>	1 December 1998	Cinderella (NBT)
Northampton Derngate Theatre <b>01604 624811</b>	27-29 October 1998	Cinderella (ENB)
Southampton Mayflower <b>01703 711811</b>	28-31 December 1998	The Nutcracker (ENB)
Sunderland Empire <b>0191 514 2517</b>	17-19 November 1998	Cinderella (ENB)
	2 November 1998	Cinderella (ENB)
	6&7 November 1998	Powder, The Protecting Veil & Still Life at the Penguin Café (BRB)



1

**ORGANIC STORY PUT ON PAPER**

A 20-page brochure entitled *Sainsbury's Organic Story* has been sent to all stores for display on the new front-end brochure holders. The brochure carries information on organic products and the organic farmers and producers supplying JS.



6

**PRODUCE BAGS TO PRODUCE LESS WASTE**

The new 'pinch and pull' produce bags will be in all stores by the end of October.

The bags are specially folded into their box so that as one is pulled out, the next begins to open.

The supplier, Euro Packaging, estimates the bags will cut wastage by approximately 60%.



Customers use around 800 million produce bags a year.

2

**NEW GROUP COUNCIL ELECTED**

New group staff council members from all areas of the business have now been elected and will meet for the first time on 25 November. Chaired by group chief executive Dino Adriano, the group council is elected by local staff council members and meets twice yearly to discuss issues affecting colleagues across the Group with directors and senior management.

A two-day workshop for new group council members has now been held. For a list showing the members of the new council, ask your personnel manager.

7

**SAINSBURY'S LOCAL SENDS 'EM BANANAS**

As the first Sainsbury's Local continues to trade above expectations, customers are going bananas over fresh products. Customers at the store – which opened in Hammersmith in July – have bought nearly two miles worth of bananas when laid end to end, making the banana the store's number-one best seller.



Store manager Bill Leach in the banana republic of Hammersmith.

3

**MERTON CHILLS OUT WITH LILT**

Merton Savacentre had a totally tropical experience on 18 August when the ladies from the Lilt TV ad dropped in to say wha'ppen and spread a bit of Caribbean culture. The visit was part of a three-store tour which began at Sydenham Savacentre and finished at the London Colney store.

Set up in a prime location at Merton, the Lilt ladies invited customers and colleagues to wind up to a little reggae, taste Lilt, and enter a prize draw.



Helping the Lilt ladies spread their own brand of cool are Marianne Gallagher (left), Bharti Patel (centre) and Angela Tona.

8

**RAIL DEAL KEEPS JS ON GREEN TRACK**

JS has signed a deal with carrier Andrea Merzario to transport wine from the contractor depot at Harlow to Langlands Park distribution centre in East Kilbride. Transporting the wine in containers by rail rather than road will help JS reduce the impact of its business on the environment.

The deal is one of many organized by JS to promote inter-modal transport systems throughout Europe. JS uses rail extensively on the Continent, transferring one million miles a year from road transport.



International business development manager Garry Marshall (second left) shakes on the deal with executives from Andrea Merzario, outside the depot at Harlow.

4

**PRESS FLOCKS ROUND SHEPHERD**

Matthew Richards from Swansea's night shift recently made headlines in four national newspapers and two locals with his sheepdog Kim.

Matthew, who currently holds two sheepdog-training titles, attracted the press's attention for his use of Kim to sniff out trolleys gone astray. Says Matthew: "She treats them the same way she would a sheep – the only difference being they don't move when she barks."



Matt and his car-park barker Kim.

9

**BANK DEPOSITS EARN HEARTFELT THANKS**

Clothes left at British Heart Foundation clothing banks at 12 JS stores and one Savacentre have netted the heart research charity a massive £37,354. David Catton, deputy group waste manager says: "A big thanks to all those stores who allowed the British Heart Foundation's clothing banks to be located on their car parks. Not only do these provide a valuable service to our customers, the money raised goes to a very worthwhile cause."

5

**MANCHESTER GETS READY TO RHYME**

Manchester stores are preparing for the Manchester Poetry Festival from 6-15 November. Sainsbury's Saturday Morning Theatre – billed as 'entertaining, educating and entirely free!' – gives children and parents a chance to be entertained by some of the country's top poets. For children inspired to compose poems of their own, there's an afternoon poetry workshop given by Mandy Precious.

Festival information will be posted on presentation boards at stores in the Manchester area.



Young poets get writing in last year's Poetry Garden, outside Manchester's Central Library.

10

**LUNCH FOR LEARNERS**

Wandsworth store teamed up with South Thames College and Wandsworth Council as part of an initiative to encourage school leavers in the borough to consider higher education. The college's catering facilities were closed for the summer, so JS stepped in to offer sandwiches and snacks to the teenagers during a two-week course.

The project was part of a business partnership in the area which, according to organizers, has been very successful.



Dry goods deputy Richard Beenham, with manager's clerk Jackie Brown, presents food to Wandsworth teenagers on the summer course.





Alleged procedures development manager Martin Reeves manages to avoid looking down with the help of his eyes-on-springs comedy glasses.


# Daredevils roped into fund-raising

Colleagues in Homebase's central departments have been chucking themselves off the roof of Beddington House again. No, not because the terrible summer hit garden furniture sales. It's to raise money for the Cancer Research Campaign.

Despite frequent showers, 45 wannabe cat-burglars took part in the all-day sponsored abseil on 15 September – including marketing director

Kate Swann. The event, which is expected to raise £4,000, is the first of many fund-raisers planned this year in support of Cancer

Research, Homebase central departments' chosen charity.

Coordinator of the abseil, Martin Smale, was pleased that all his high-flying daredevils got down safely and wishes to thank DL Mountain Sports, Cumbria, for the supply of free ropes – and the 2nd Parachute Regiment for supervising the event. Unfortunately, Martin is not in such great shape himself as his abseils worsened his cold and he has been ordered to stay in bed. But surely it was worth it to raise four grand? 



Communications officer Mena Conroy gets to grips with the rope supplied by DL Mountain Sports, Cumbria. Or have they been mentioned already?

# Famous characters prove fab fund-raisers

The Homebase stores of region 12 in the North-West have raised £6,942 for the cancer unit Rocking Horse Appeal at the local Alder Hey hospital.



Fun days took place across the region, including one at Edge Lane on 31 August where customers were entertained with a bouncy castle, a disco, clowns, and colleagues dressed up as just about every popular character ever invented, from Buttons to Supergirl and Postman Pat to Tinky Winky.

Ex-Liverpool and England footballer Alan Kennedy also turned out to sign footballs and boost the

amount raised – by a raffle, sponsored events and the 'Wall of a Thousand Prizes' – to £2,305.

The day, which was organized by Edge Lane customer services assistant Rose Deveraux and store manager Sydney Benson, has helped make the total raised this year for Alder Hey 50% higher than last year's figure for all 22 stores on the region.

The other fun days held so far have been at Wigan,



Above left: Doing a famous job of fund-raising are (back row, l to r): Jenny Jones, Brian Singleton, Rose Deveraux, Michelle Francetti, Lynda Major, Philip Mercer, Vicky Harkin, and Graham Alders; (front row) Tony Phillips, Derek Cropper, Sydney Benson and Colin Powell.

Above: Tinkerbell and Snow White – alias Vicky Harkin and Lynda Major – help make it a fairy-tale day.

Southport, Cheadle Heath, Aintree, Bromborough, and Upton, where deputy manager Lyn Woodward was the victim in a sponsored head shave.

# Food club catches on at Banbury

Customers at Banbury store are benefiting from the establishment of Sainsbury's first in-store Good Food Club.

The self-funding club, set up by Jane Tomkins, Banbury's in-store food adviser, aims to increase customer awareness, care and loyalty, and provide customers with a food advisory service they are not offered by competitors.

The Good Food Club provides members with a monthly newsletter, and organizes events and cookery demonstrations. These have so far included Caribbean and BBQ evenings, and a sea-fish kitchen. Future events



include a visit to the Good Food Show at Birmingham NEC and a Christmas social evening. The club is proving very popular, with membership already at 120 since its launch in May.



Above: Members of Banbury's Good Food Club enjoying their BBQ evening.

Above right: Fresh foods deputy Steve Tiffin thanks Jane Tomkins with a bouquet from store manager Catherine Black.

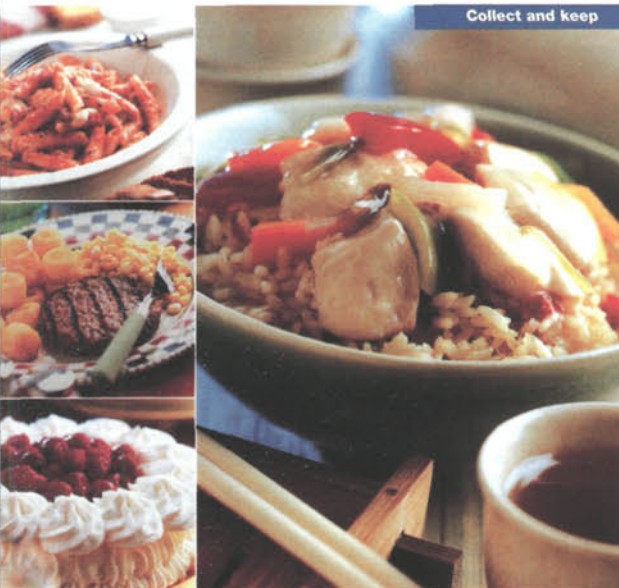


# Something for everyone in the freezer

Frozen food is convenient and highly nutritious – that's the message behind the Something for Everyone campaign on frozen foods launched this month.

Sainsbury's fresh ideas with

## Frozen food



Collect and keep

Something for everyone

A 16-page leaflet is now in stores, with plenty of meal suggestions, ideas for parties and quick fixes for times when there's no time to cook.

The JS range of frozen ready meals has been reviewed and improved. Cooking instructions and packaging have been made clearer, and all own-label lines are now in black plastic trays so they can be microwaved in minutes. New ranges have been introduced, including Healthy Balance, Casseroles and Sainsbury's Complete Meals, as well as new Indian and Chinese recipes from Birds Eye and Cross and Blackwell.

There's also an instant-win competition for customers to win a million reward points with new thin and crispy Goodfellas pizzas.

Ice up your life! The new leaflet tells customers how to make the most of the freezer.

# A lean machine

Sainsbury's logistics team has signed a unique agreement with SC Johnson Wax which could radically improve Sainsbury's supply chain.



agreement is a way of sharing knowledge to the mutual advantage of ourselves and our suppliers."

The Lean Supply Chain Project is in a pilot stage and will provide an effective role model for future supplier-development projects.

Signing on the dotted line are Ian Fidler and Steve Williams, supply chain manager for SC Johnson Wax (left). Witnessing the agreement are (l to r) SC Johnson Wax's distribution manager Clive Bew and account manager Peter Floyd, along with manager supply chain projects Gerry Callanan and project manager, logistics Claus Groth-Andersen. (Project team member Eleanor Stewart, from trading, was unavailable for the photocall).

# Group-wide

Here's our regular round-up of what's been going on across the Group...

## SAINSBURY'S SUPERMARKETS

**BOOKSTART PROGRAMME LAUNCHES**  
To mark the millennium, Sainsbury's has announced a £6m programme in partnership with the educational charity Book Trust. Known as Sainsbury's Bookstart, the programme aims to provide health visitors with a Bookstart bag containing a free book and information reading which they can give to parents during their babies' nine-month health checks. Bookstart will give at least one million books to babies throughout the UK from January 1999, ensuring that every nine-month-old baby receives a free book by the year 2000.

**FIVE VILLAGE SHOPS JOIN SAVE TRIAL**  
Due to the success of the first SAVE (Sainsbury's Assisting Village Enterprises) shop in Halstock (Dorset), five more shops have been added to the trial. They are in: Aberdour (Fife), Cromhall (Gloucester), West Tytherley (Hampshire), High Etherley (Durham) and Farningham (Kent). The SAVE scheme gives shopkeepers the ability to order from thousands of Sainsbury's brand and proprietary non-perishable products directly from their closest Sainsbury's supermarket.

**BEST STAND AWARD AT LIB-DEM CONFERENCE**  
The stand for Disability Daily which JS sponsored at all three Party Conferences won Best Stand in the commercial exhibition at the Liberal Democratic Party Conference.

**INTERIMS DATE**  
The announcement of the Interim Results for 1998/9 will be made on Wednesday, 28 October 1998.

**SPONSORSHIP FOR WANDSWORTH**  
Sainsbury's has agreed to sponsor the Wandsworth Community Transport organization for two years to help it continue to provide a community transport service. This £6,000-per-year sponsorship has generated approximately £215,000 per annum in sales at the store.

**STORE OPENINGS**  
Recent openings include the second convenience store, in Headcorn, Kent, which opened on 25 September, and the latest Northern Irish store, Newry, which opened on 29 September. Liphook opened on 20 October and Finchley Road is due to open on 27 October with the new Leeds opening on 10 November.

**OCTOBER EXTENSIONS**  
The following extensions are scheduled to open this month: Eastbourne (12,200 sq ft), East Kilbride

(12,350 sq ft), South Woodford (11,280 sq ft – reopening after a 9-week closure), Talbot Heath (13,000 sq ft), and Cambridge Sydney Street (1,250 sq ft).

**PRE-NEW YEAR RESOLUTION**  
A resolution has been obtained to grant consent to JSD for a 72,500 sq ft non-food retail warehouse in Catford.

## HOMEBASE

**STORE OPENINGS**  
Forthcoming conversions include Llandudno, Southport, Clacton-on-Sea, Darlington, and Wishaw. Bristol Longwell Green is being revamped and the new Finchley Road store will be opened in November.

**CURVER KITCHEN PLASTICS OFFER**  
All Homebase stores will be having 15% off Curver Kitchen Plastics until 27 October. Don't forget to use your staff discount card for a further 10% saving. Use your Spend & Save card to increase your voucher entitlement.

## SAINSBURY'S Savacentre

**SPOON-BENDER VISITS CALCOT**  
The well-known mystic, Uri Geller, appeared at Savacentre Calcot on 12 September to sign copies of his latest book *Ella*.

**SCOTTISH FESTIVAL OF FOOD**  
Edinburgh Savacentre held a Scottish Food Festival in September featuring cookery demos, a chef from the Caledonian Hotel, tasting of Scottish products, and a face painter.

**REWARDS FOR KINGSWOOD SCHOOL**  
Customers and colleagues at Basildon Savacentre have donated Sainsbury's reward points to the School Rewards '98 scheme. A special ceremony took place at Basildon's chosen school of Kingswood Infant's School on 2 October, attended by Basildon store director Neil Williams.

## shaws

**OCTOBER OPENINGS**  
Two new stores opened on 16 October in the Worcester, Massachusetts area. A 65,000 sq ft replacement store opened at the White City Shopping Centre in Shrewsbury, whilst a new 56,000 sq ft store opened in Webster.

**NEW STORE PLANNED FOR GORHAM**  
Shaw's has signed a lease for a new store located on Route 16, in Gorham, New Hampshire. Construction has begun on the 48,000 sq ft store which is due to open in spring 1999.



# Have your say

## Brake the strain

**A Barnes**, customer, Whitstable, and former Blackfriars colleague:

It appears to be comparatively easy for colleagues to push loaded L-shapes and roll pallets of produce round the shop floor. It is, however, no easy matter to stop them once they are rolling (very few staff being built like the proverbial outhouse). I feel that one day someone will seriously injure their back when trying.

Would it not be possible to fit a brake of some sort to the handle of the L-shape? When the handle is pushed the brake would be released and the L-shape could be pushed forward, but when the handle is pulled back the brake would be applied, stopping the trolley and taking most of the back strain out of the task.

**Peter Gibson**, equipment development manager, Blackfriars replies:

Our current design of L-shape has been around now for many years and despite many attempts to improve it, or find an alternative, it remains

basically the same. It does already have a brake mechanism built into the step assembly so that when the step is lowered, the brake automatically comes on. As far as I know, JS is unique in providing this safety feature. Whilst I understand the reasoning behind your request, I wonder if, in practice, another brake is strictly necessary. The trolley does not travel fast once loaded, and slowing and stopping have not been identified as problems.

That said, there is an appraisal of L-shapes now in progress which will result in refinements to the design. As part of the appraisal, all accidents involving L-shapes in the ten stores with the worst accident records have been investigated over the last 12 months. None of these accidents could have been prevented had an additional brake been fitted.

Because of fitting costs, brakes could only be specified if there was evidence to suggest they would improve safety or performance. Consideration would also have to be given to the possibility that, if a brake were fitted, the load on the trolley could be shunted off by applying the brake, especially as uncrated produce loads are liable to slip. The brake could then become a hazard rather than a safety feature.

You can, however, rest assured that L-shape designs are under constant review and changes will be made as and when necessary.

## Boost for Sudan appeal

**Michele Bowker**, meat assistant and **Jackie White**, kiosk assistant, Middlesbrough:

We would like to thank all who helped us at the Middlesbrough branch, especially Isabel our deputy manager, during our fund-raising effort for the UN Operation Lifeline Sudan appeal.

We went into schools selling biscuits for a donation of 10p, though initially we had difficulty getting a supplier to donate the biscuits, despite having press interest and a subsequent article written. After weeks of phone calls, letters and knock-backs, we approached Isabel to see if Sainsbury's would help.

Isabel was amazing and tried her hardest to get us the

## Proud of mum



**Patricia Ayris**, deli assistant, Apsley Mills:

Here's a picture of my mother, May Brown, who worked for Sainsbury's at the Watford store in Watford High Street on the dairy counter from 1951 to 1966. She worked from 8am to 5.30pm every day, including Saturdays, with a half day on Wednesday.

Supermarkets were non-existent in those days.

She died ten years ago sadly, aged 83. I think she would have been pleased to see her picture published. She always had the *Journal* and when she retired it used to be sent to her.

It seems unbelievable that I should now work for Sainsbury's. I've been on the deli at Apsley Mills for four years. But you can see from the picture how the uniform has changed!

full amount of 3,500 units. KP Foods also donated 160 packets of crisps.

In the end, as time was running out, we received a £25 voucher to spend in the store and with another cash donation of £25, we were able to get started. We were allowed to put up posters in the canteen asking colleagues for donations, and with what was received we were able to buy more, enabling us to go into more schools.

We have raised £460.18 which has been sent to the Sudan appeal. Warm thanks to all our colleagues who showed an interest and all those who donated.

## Wheelie worrying problem

**Sheila Johnson**, health and beauty assistant, New Barnet:

Are there any other stores experiencing the problem we face periodically? We seem to be getting teenagers coming in to do their shopping with either Rollerblades or roller boots on. We even had a skateboarder on one occasion.

Surely this should not be allowed – is there not some health and safety policy? According to some manage-

ment we cannot tell them to leave the shop as long as they are not causing any problems (racing or speeding). Before long there is going to be an accident. Who will be liable?

Where is the loyalty to our customers who wish to do their shopping in peace without these people sailing past them. Can we not have some sort of sign designed like the 'no smoking' or 'no dogs' signs?

**Mike Cox**, company safety adviser, Blackfriars, replies:

Our health and safety policies and training materials already state that the store manager or duty manager is responsible for enforcing good health and safety standards within stores and, as such, they have the responsibility and authority to challenge juveniles using skates, rollerblades or skateboards in the way you describe, especially where they consider this presents a hazard to other customers, colleagues or indeed the juveniles themselves.

I am not aware of this being a widespread problem throughout the business, and could not therefore recommend the production of a sign. I would, however, encourage the management in stores where this is considered to be a problem, to take local action that will help reduce the risks associated with this activity.

## STAR LETTER

### DISCOUNT IN JS RESTAURANTS



**Charley Banbrook**, night shift, Streatham Common:

On a visit to the Maidenhead area recently, I popped in to our excellent store just outside the town and into the JS restaurant for a meal. It suddenly came to me that as a staff member, for some strange reason, we can't use our staff-discount card when using these facilities.

Can someone explain why, unlike most large companies, this is so? I would hate to think it's a penny-pinching exercise as we work hard enough for the perks we do get through the year. Staff discount should be available (apart from petrol and cigarettes) right across the board, not just in certain areas.

**James Fuller**, general manager, JS Restaurants, replies:

Unfortunately, as the amount of staff discount taken by each colleague has to be logged due to the annual limit, we cannot give a discount in JSR because we have a stand-alone POS system. We are planning, however, to develop our systems to accept EFT, the Reward Card and the staff discount card. Once this is done, we shall be offering staff discount in JSRs.



£10

STAR LETTER

First aid ode



Bramingham Park's first aiders bone up for their monthly test.

**Charmain Kilby**, first aider, Bramingham Park:

The first aiders have a monthly meeting. Each time we give a topic a beating. We check our knowledge with a test. But the idea is not to see who's best. We like to have fun and test our memory. On the pulse is where our fingers need to be.

As first aiders here we're very busy. With cuts and bruises and some just dizzy. We look after the customers and staff as well. Most are happy with the treatment and write and tell. There are some who are grumpy and must complain. They just want attention, they're not in pain.

As for our skeleton, he's thin to the touch. That will teach him to complain too much. We're 'here to help' and care we do. But this poor chap was bad with flu. For a first aider 'Code 7' is the call. We treat everything, however major or small.



In the Lapp of the gods

**Derek and Mary Myson**, veterans:

We, and our daughter, recently returned from Sweden – having won a holiday with the *JS Journal* and the Swedish farmers' co-operative (SCAN) in the Premium Quality Pork competition featured last year.

From Stockholm we took the night train 650 miles north to Arvidsjaur in Lapland. Arvidsjaur only receives 50-100 British tourists each year and has spectacular lakes and pine forests with reindeer. Fortunately we didn't see any brown bears, wolves or snakes in the forests. The original livelihood of the forest Lapps (Saami people) was from reindeer husbandry and there are still 20 families with about 15,000 reindeer who follow this tradition. Arvidsjaur was the place where the Saami settlers and traders gathered for markets and festivals – they still celebrate and gather every August.

We stayed in the only hotel in Arvidsjaur and ate reindeer steaks with lingonberry sauce, cooked over an open fire in a Lapp hut, sitting on reindeer skins. Quite a delicious experience! Fishing is a popular pastime – many inhabitants catch, smoke and eat their own fish. Most families have a weekend cottage on the lakes – there being 8,000 people and 4,000 lakes in the region of Arvidsjaur alone.

Lapp culture can be studied at the Silvermuseum in Anjeplog – a fascinating place surrounded by water. We took a steam-train ride one evening to see the surrounding villages and returned at 11.30pm with the sun still shining! There is hardly any traffic on the excellent roads, but in the winter car companies test their cars on the frozen lakes and most of the locals drive snow mobiles.

We finished our holiday in Stockholm – a beautiful city of islands and lakes, with boat trips, palaces and museums, including the famous Vasa

Worship museum. A wonderfully different kind of holiday. Thank you very much *JS Journal* and SCAN.



Derek, Mary and daughter say hello to Rudolph.

Coins for Africa

**Derrick Williams**, Three Valleys Water and WaterAid committee member:

I recently visited East Africa with a party of water-industry supporters of the charity WaterAid. WaterAid is an independent charity, supported by the British water industry, which helps developing world countries gain access to safe drinking water and sanitation. I represented my water company, Three Valleys Water from Hertfordshire, which supplies many JS branches and warehouses.

Staff who were collecting Sainsbury's England Squad coins suggested I take some of their spares with me to Tanzania to give out to the children. I took over 60 and amazingly they all went at once in a village called Kingiti. The village chairman announced the coin give-away and there was literally a stampede. There is a tremendous interest in football – especially English football – which is surprising, as there is often no electricity in the villages and a television is quite rare in the towns.

It really was incredible to see kids in remote villages playing with a rag ball and wearing some very old Aston Villa and Liverpool shirts. We did wonder if people at Sainsbury's might have any leftovers from the campaign which we could send on their behalf.

If you feel you could help, please contact me on 01707 277830.

STAR LETTER

£5

A moan too many

**Diana Jones**, checkout/replenishment assistant, Hereford:

With regard to the 'Checkout stress' letter in the July/August issue, I would like to say that I do the same job as the author and I get satisfaction when something goes wrong as you can have a laugh with the customer about it. Customers enjoy a laugh, not moaning.

The *Journal* gave her (Kathy Lucas from Kidlington) £20 for the letter. This is a waste of my shareholder's money.

There's more to life than moaning. I try to keep the name of Sainsbury's a good one because it pays my bills. It took a lot of blood, sweat and tears to get the Sainsbury name where it is now, so let's not ruin it.

**Dominic Long**, *JS Journal* editor, Blackfriars, replies:

Aside from reminding us all of just how stressful life can get when things go wrong on the checkout, Kathy's letter made some points of widespread interest on scanner problems and faults with checkout belts. Not to mention getting hold of notices telling customers the checkout is closing.

Thanks to the letter, the *Journal* was able to go to the people in central departments who know the answers to these commonly-occurring questions and publish replies showing readers where to turn for help. Because the letter and replies were constructive and gave a useful insight into the network of support behind the front end, the *Journal* decided Kathy's letter was a benefit to the business and well worth £20.

That said, you are 100% right to point out that it would not be good business to undermine the excellence of the Sainsbury name by publishing purely negative remarks. You're also right to highlight the fantastic efforts made by so many colleagues to present a positive image to the customer. That's why the *Journal* will also be sending you a cheque, for a fiver.



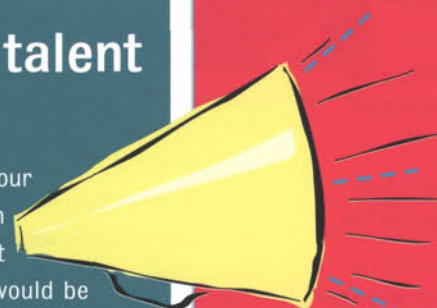
Villagers receiving their Sainsbury's England Squad coins.

Have your say

Do you have anything to get off your chest? This is your chance to voice your opinion and ask any questions you may wish to put to management. Ideas are also very welcome!

Each issue we'll choose at least three STAR LETTERS and the author of each will receive a cheque for £5, £10 or £20.

Please write or e-mail to the address on page two, marking your letter 'Writelines'.



Bags of footballing talent

**Jan Grey**, customer, York:

We thought you'd like to see this photo of our son, Rohaan, who loves to play football, rain or shine. It was too warm for his raincoat recently, so we thought the carrier bag would be perfect. Rohaan looked and felt like a real World Cup footballer and in his opinion 'Sainsbury's (carrier bags) are his favourite ingredient!'



# New Deal

## produces a couple of aces

JS and Savacentre signed up last December for the Government's New Deal policy to get long-term unemployed young people off welfare and into work. As the policy bears fruit in Sainsbury Group companies, the *Journal* talks to two JS New Dealers and the mentors helping them settle in.

New Deal is a national programme to get unemployed young people into real jobs. It is designed for 18-24 year olds, unemployed for six months or more, who are in receipt of the Jobseeker's Allowance. It works by the Government subsidizing companies to offer 'New Dealers' full-time jobs with training. And the Government is obviously serious about this – they have committed £3.5 billion to the scheme.

Job seekers in the selected age bracket go through a process called the Gateway, run by the government's employment service through Job Centres. Each person is allocated a 'New Deal adviser' to identify the basic reason why they are unemployed. They are then given the support needed, which may be careers advice and interview technique, or possibly help with more serious problems such as homelessness. Not everyone is judged ready for employment and there are three other options: environmental task forces, the voluntary sector, full-time education.

If a New Dealer is considered ready for employment, then the adviser helps them find it.

*“Small things make a difference, such as how we welcome people who aren't feeling very confident walking into a job.”*

### NEW DEAL AND THE SAINSBURY GROUP

- JS is committed to offering 850 jobs for New Dealers over the coming year.
- Savacentre is planning to run pilot New Deal programmes in Oldbury and Sheffield.
- Homebase's first New Dealers are working at the newly-opened Culverhouse Cross store in Cardiff (see page 22).
- JS is using part of the New Deal subsidy to train colleagues to become mentors and give each New Dealer individual support.
- The New Deal project team has now given presentations to every JS store's personnel department.
- JS has created an information pack to educate advisers about the company's recruitment process and training programmes.

### New Dealers need to feel at home

Sainsbury's project manager for New Deal is Tracey Mulligan. She's proud of the way Sainsbury's has thrown itself behind the scheme: "Very few other companies – even the 300 or so large ones signed up to New Deal – have committed themselves to numbers.

"Our success will depend now on existing colleagues and the support they give. And I'm talking about small things – they're what make a difference – such as how we welcome people who aren't feeling very confident walking into a job. Do we let them sit alone in the staff restaurant or do we reach out to them and help them feel at home?"

"In a year's time I would be delighted to see these young people settled in, trained, maybe even promoted. Our efforts are not about creating a revolving door of new recruits, but about finding valuable employees who will stay and grow.

"It's also a wonderful opportunity for stores to forge better links with their local Job Centre."

Someone else pleased with JS's commitment is the national account manager for Sainsbury's New Deal programme, Ian Hanks, from the Government's employment service. Says Ian: "The

Sainsbury's team has worked tremendously hard to develop an excellent and high-quality training programme which presents real and lasting employment opportunities for those currently unemployed."

### Mentors develop their own skills too

The Government requires that New Dealers are trained and given support through the initial months of employment. Sainsbury's is spending some of the subsidy from the government on training existing colleagues to become mentors to give individual support to each New Dealer.

The development of trained mentors within JS is not just of benefit to the New Dealers. The skills mentors learn are of great use in all aspects of work and management, and will benefit the company as a whole, as well as the careers of the individuals who take up mentoring.

new deal



**The Journal catches up with two aces from the New Deal pack, and their mentors, at Hadleigh Road and Great Yarmouth JSSs.**

**SUSIE WICKS**, petrol assistant and New Dealer at Hadleigh Road :

When Susie Wicks gained her NVQ in business administration, having left school at 16, the only job she could find was packing toys in a factory. But the job went when Christmas arrived and she was just 18.

Susie thought she wanted to work with animals – she has three dogs of her own – or in a shop. But although she managed to secure the odd interview, nothing ever came of them. Says Susie: "Interviews were the biggest hurdle. I knew what I should say, but I just couldn't do it. I'd unfreeze afterwards when it was too late. I was always gutted and annoyed with myself for not having the confidence.

"I play football and my manager said I was two different people – if I could show the same confidence off the pitch as on it, then I'd soon get a job!

"Every day I'd walk my dogs then look through the papers for jobs. When I did get interviews the rejections would just set me back. I started to put the letters to one side thinking 'I know what this is'.

"I thought things would be like that for ever. Then the Job Centre told me about the New Deal and I was assigned an adviser to help me.

"The job in the petrol shop appealed because there would be fewer people. I do find it better working with the same people every day. But now, after three months, I'm getting to know more people in the main store.

"Jane [Susie's mentor] is useful because I can go to her with any problems I may have. For instance, I didn't particularly enjoy till training and it took me



**Jane Warren (right) has been instrumental in helping New Dealer Susie Wicks become a confident member of Hadleigh Road's petrol filling station team.**

a while to get used to serving customers. Jane asked me how my training could be changed to suit me better and she spoke to my trainer.

"I'm happier working. I can pay for everything myself, like clothes, holidays and vets bills. I'm gaining good experience for my future and generally I'm fitter and more confident – even my football has improved!

**JANE WARREN**, chief display assistant and mentor to Susie:

"Since working with Susie I've been on the mentor's training course. It was all about communication: how to listen – including noticing body language – how to say things in the right way and how to inspire confidence. Being a mentor means being a New Dealer's spokesperson, a go-between even.

"I think the New Deal is very important. I only have experience of Susie, but she may not have been given a chance for a long time. She was very shy when she arrived but she's had absolutely no problems, she's picked things up quickly and has grown in confidence.

"At first she would come to me with every query she had. I introduced her to other people in the store, such as the warehouse manager, and now she's not afraid to go direct to others. It helps that this is a particularly friendly store.

"To be a mentor you need to be confident and know your own job well. You need to be friendly and not the type that looks down on anyone.

"The experience is great for me. I think the training can only do my career good. I would recommend it to anyone who thinks they've got what it takes."

**JONATHAN HEWITT**, grocery assistant and New Dealer at Great Yarmouth:

Jonathan, 22, is not short on qualifications. He left school with eight GCSEs and went on to college to study business administration and computers, where he added a ninth GCSE to his list.

At 19 he was looking for office work. Says Jonathan: "After the Job Centre helped me improve my CV, I got more interviews but my biggest problems were lack of experience and transport. I live in a small place outside Great Yarmouth with a bus only once every two hours. I felt cut off and in competition with more experienced people.

"I believed someone, somewhere must give me a chance. But sometimes I felt all the job searching wasn't worth the effort and it was difficult to motivate myself. I could see myself still out of work in five years' time.

"With New Deal I was given an adviser. She helped me look for jobs and would speak to companies on my behalf. She looked at the bus problem and was even considering subsidizing taxi rides – just to get me started. Then there was a job at Sainsbury's and she told them I was on the New Deal scheme. With the promise of a job I was able to borrow money to buy a car, so my transport problem was solved.



**New Dealer Jonathan Hewitt (right) looks on Peter Futter at Great Yarmouth as someone he can talk to in confidence.**

"I was happy to have a job – I'd been looking for two years – but I didn't know what I was in for and I was a bit scared at the prospect of meeting so many new people. I didn't know how they would react to me, and my confidence was low. But now I know most of the store and they're a friendly bunch.

"I think my managers are happy with my progress. Peter is my mentor and he's like an extra manager, but anything I say to him is in confidence."

**PETER FUTTER**, senior grocery assistant and mentor to Jonathan:

"I think I was asked to be a mentor because I have so much experience of the company – over 16 years in fact! I think I'm good at both talking and listening. The training course for mentors was about things anyone could benefit from: communication skills.

"Some people might have preconceptions about the long-term unemployed, but it never does to prejudge. Jonathan has a will to work and learn, and there hasn't been a lot for me to do.

"I think New Deal is a brilliant opportunity for long-term unemployed young people to rediscover self-esteem. I think it should be extended to older people too."



# Calcot

## goes mad about food

After weeks of improvements the new Savacentre Calcot reopened on 25 August. It is now being described as the best food store in Britain.

**Improvement work** first began at Savacentre Calcot back in April. Work that has included the introduction of revolutionary retailing concepts such as Food to Go and Foods of the World counters, where customers can select from a huge range of hot or cold takeaways. These include Tex-Mex, Indian and Oriental recipes as well as more traditional dishes like jacket potatoes and chicken and chips.

There's also the Celebration Shop with its unique party organizer who can cater for all party needs, and a Beauty Shop with trained consultants. Customer service has also been touched by the revolution with the introduction of a welcome desk, price-check points and a collect-by-car service. There's even a petrol filling station assistant to help customers fill up, wash windscreens and take payments to the office.

Another face-changing innovation is the introduction of the store's very own chef, Kerry Clark. Kerry has joined Savacentre from the hotel and catering industry and is on hand to give cookery demonstrations to customers as well as nutritional and meal advice. Says Kerry: "I've had a really

positive reaction so far. People are very inquisitive and have said it's a great idea and that they'll be back."

Adding to the revolutionary concepts are superhelpers specially equipped with radio headsets to speed up customer service. In constant contact with team leaders, the superhelpers can radio for extra assistance when things get extra busy. Superhelper Tina McArthur says: "The store is wonderful – the customers are a lot happier, there's loads more room and we can be more efficient."

### Never seen anything like it

Throughout the 20 weeks of improvement work, the majority of Calcot's extended 100,000-plus square foot sales area continued trading, except for a brief period between closing on the afternoon of Sunday 23 August and the official launch on the Tuesday morning – less than two days later.

The official reopening was presided over by Sainsbury's Savacentre managing director Jack O'Brien and chairman of West Berkshire council, Marion Paterson. They welcomed customers to the new-look store with the help of Savacentre chairman Ian Coull and store director Chris Diplock. Chris says



the reopening-day atmosphere was electric: "It surpassed my expectations. I've been in this industry for 20 years and I've never seen anything like it.

"The biggest challenge during the conversion was to hold on to our existing customers and I'm pleased to say we've done a good job. We had 12 customer helpers on the shop floor throughout doing nothing but boosting customer service."

To ensure the emphasis on service doesn't stop with customer helpers, all Calcot's staff have been on a half-day workshop 'Putting people first', and all fresh foods colleagues have had extra training on their product groups. It's been a mammoth task – especially as 300 new jobs have been created at Calcot. But then being part of the retail revolution at Britain's best food store was never going to be a small matter.

A new advertising campaign is running to back the relaunch of Calcot, showing how much the store has changed, and how strong is its passion for food – almost to the point of obsession. This can be seen in the 'Mad about food' campaign – a fresh and different approach to food advertising, with press, posters and a TV commercial appearing throughout the region.

### Future strategy

The relaunch of Calcot as the best food store in Britain marks Savacentre's first step towards achieving the goals set under the new Savacentre company strategy, developed last year. A strategy which focuses on the food offer, highlighting the Sainsbury name, with complementary non-food offers such as the beauty shop and the Adam's childrenswear and I.N.I.T.I.A.L.S. clothing ranges.

Savacentre will remain a separate operating company within the Sainsbury Group, running flagship large stores. The central organization and administration of the company will continue to be based at Wokingham – especially those core commercial, operational and trading functions – although other roles may be integrated with JS central departments at Blackfriars, to avoid unnecessary duplication.

The findings of research into how central departments at Wokingham will be organized will be announced before Christmas, although any programme of departmental changes will take up to two years to complete.

Meanwhile, the most visible result of the new strategy – the revamped Calcot – looks set to go from strength to strength as word spreads of how the store is changing the face of retailing in the UK.

[1] Managing director Jack O'Brien is delighted to have a revolution on his hands.

[2] Superhelper Tina McArthur stays in touch.

[3] Adams childrenswear offers a comprehensive product range with a strong brand image.

[4] The Food to Go and Foods of the World counters offer everything in takeaways from jacket potatoes to Tex-Mex.

[5] People in a hurry for a curry need not worry.

[6] Atmospheric lighting and quality graphics revolutionize the baby and toddler section.

[7] Superhelpers get ready to help at the super front end.

[8] Ready, steady, cook! In-store chef Kerry Clark tops up on ingredients between demonstrations.







4



5



6

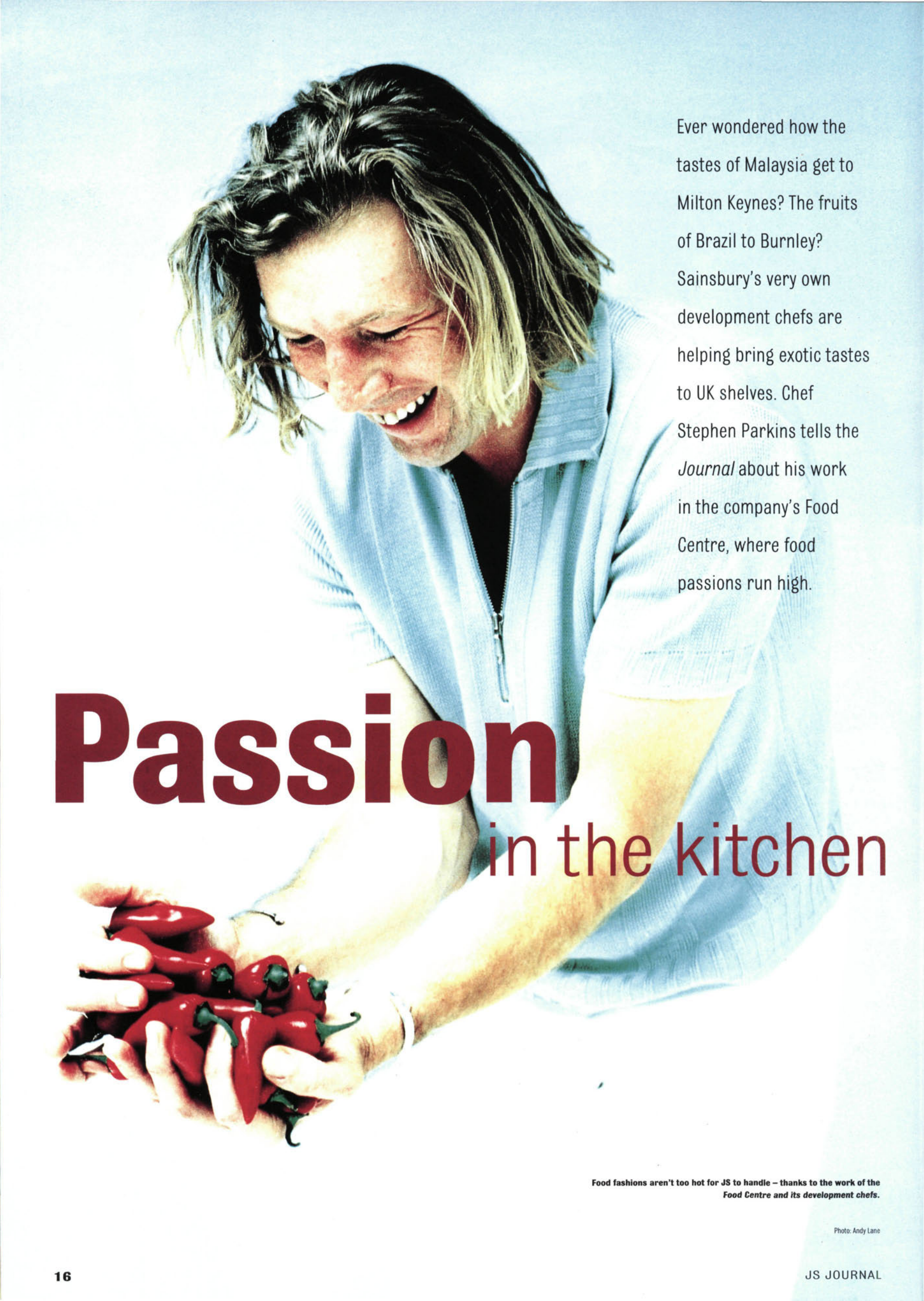


7

8 main pic below







Ever wondered how the tastes of Malaysia get to Milton Keynes? The fruits of Brazil to Burnley? Sainsbury's very own development chefs are helping bring exotic tastes to UK shelves. Chef Stephen Parkins tells the *Journal* about his work in the company's Food Centre, where food passions run high.

# Passion

## in the kitchen

Food fashions aren't too hot for JS to handle – thanks to the work of the Food Centre and its development chefs.

Photo: Andy Lane



**Running below Drury House in the Blackfriars** complex is the Food Centre – a maze of state-of-the-art kitchens and sampling rooms. It's here that JS buyers quality test Sainsbury's products daily and the Food Centre's team of home economists develop on-pack instructions and recipes. It's also home to two of the most passionate foodies in the company – development chefs Stephen Parkins and Phillippa Hammond. Their food expertise is helping put the latest food trends onto Sainsbury's shelves. The *Journal* catches up with Stephen Parkins to find out more.



*"It's all very well having a great idea, but when you see how it's got to be produced, you may well have to change your strategy."*



Top: It's a wrap! Stephen shows off the new range of wraps, launched in-store late this summer. The development chefs were involved in the early stages of bringing the product to the shelves.

Above: All hands to the pans – sometimes the chef's life is hectic. Here Stephen and a team of cooks prepare a selection of Australian dishes for visiting food writers.

Left: The Spicy Beef Texan Style Wrap combines salsa and soft cheese with refried beans, beef and peppers to give an authentic Texan taste.

Stephen joined Sainsbury's in 1997 after years as a chef in some of the most prestigious restaurants around, including Peter Gordon's world-famous Sugar Club. And he's brought that experience to Sainsbury's. Says Stephen: "The role Phillippa and I play is to bring the latest food trends in off the street, into the minds of the buyers and into development. The result is that we successfully blend passion with practicality and consumer desires to keep JS at the forefront of food."

**Sparking new ideas**

While 70% of his work is in the kitchen, Stephen has also been scouring the globe on the Search and Reapply scheme, where chefs and buyers look at foods around the world to bring fresh ideas back to the UK. He finds these trips invaluable to his work: "They've taken me to Australia, Malaysia and Singapore. It's been good to see for myself things I've been told so much about by others. That way you get a proper background knowledge, so you can tell buyers and product developers what things are and how they work. That can get them thinking – spark new ideas. Or should I say 'fresh ideas'!"

It's essential for the development chefs to work together with both buyers and suppliers, as Stephen explains: "We want them to come forward and use our skills so the customer gets something on the shelf which is as fine-tuned as it can be."

**Britons love weirdness**

The development chefs also need to know how their concoctions in the kitchens will translate to being factory produced on a grand scale. Says Stephen: "It's all very well having a great idea, but when you see how it's got to be produced, you may well have to change your strategy."

Translating foreign food to a British

market can also require some strategy changes. Just because something works on the Continent doesn't mean it can simply be flown over and sold in the same way. Says Stephen: "Look at pizzas. The market liked the idea but it had to be Anglicized in some way."

"In Napoli, the bases are very thin and have very little topping. The British get the idea and decide that we don't want thin crusts – we want big, fat, double-thick slices with tons of topping, loads of cheese and loads of weirdness."

**Bring the consumer round**

The key for developing a product for the British market is to understand the tastes of the UK customer. According to Stephen: "You do what the market demands." But he's not just working to a recipe of giving people what they ask for. He also believes in educating the customer's palate, so people will be better satisfied in the long term: "If you give people what they say they want in the first instance, you can then work within the market to improve a product and try to bring the consumer around to appreciating something new. If you've got something truly delicious, people will come around to it in the end. Look at curry – how many people in this country had even tasted it a few decades ago?"

In spite of his background as a chef in expensive restaurants, Stephen realizes many customers rate quantity as high as quality: "For less than three pounds, people want mammoth portions. And that's fine. But as well as saying 'I'm so full I can't move from this chair', I'd like people to think 'I really enjoyed that, it was something new, different and delicious'."

**Food's a passionate business**

According to Food Centre manager Brenda Jamieson, the development chefs' skills and knowledge can only be good for JS: "Their market place information and skills enhance Sainsbury's creativity, especially in the area of bringing new recipes and combinations of flavours to the market."

"The Food Centre as a department is made up of people with a real passion for food and we are passionate about making everyone else in the company feel the same way."



From the hundreds who entered the restyle competition in May's *Journal*, three winners were chosen to make their way to London for a day at Michaeljohn's Mayfair salon. After a spot of lunch in the Blackfriars restaurant and a photo session in what the *Journal* laughingly calls its studio, the winners were whisked off to Mayfair. This is how they got on...



1 Angelo weaves his magic on Marilyn.

2 Melanie enjoys the highlights.

Main picture: Calvin gets to work on Mark.



# Restyle winners come out a cut above



Melanie, Marilyn (standing) and Mark as they used to be.

**T**he three winners of the *Journal's* competition to win a hair restyle courtesy of Michaeljohn come from far and wide. Melanie Small is a senior admin clerk at Truro JS; Marilyn Jarvis works on the information desk at Chippenham Homebase; Mark Lambert is a baker at Witney Sainsbury's. Each of the three brought someone with them for a bit of moral support on the day. And each was game to try something different.

After lunch at the Blackfriars staff restaurant and a quick pre-restyle photocall, it was off to Michaeljohn's huge Mayfair salon with its softly-lit, wrought-iron and plate-glass interior. Then, after a short wait on the smart leather sofas, Marilyn and Melanie were left in the expert hands of stylist Angelo whilst Mark was taken care of by Calvin. Calvin's plan for Mark's short, flat style was quite simple: "I'm going to use clippers to shave Mark's hair closer in to the back of the head, but leave it long on top so we can give it a bit of texture. I also think a warmer colour on top of the hair will give a better overall look – maybe a lighter brown."

The plan made, Mark was off to have his hair washed with Michaeljohn's Hair Thickening Shampoo (£3.19), available only at the Michaeljohn salons and 320 Sainsbury's and Savacentre stores.

Angelo's ideas for Truro's Melanie and Chippenham's Marilyn were very different. Says Angelo: "For Marilyn, I'm going to balance out the length of her hair. It's short on top so I need to shorten the back. This will give it more of a lift."

"I'm going to give Melanie a short, modern, smooth style. Something that won't be too girly!"

prevent dry ends and defend against the damage caused by heat styling.

Next up was a bit of colour treatment by one of Michaeljohn's colour experts, Poppy: "I'm using a L'Oréal chestnut colour on Marilyn. This will give her hair a softer, deeper look."

"I'm going to blend the colour on Melanie's hair to get rid of some of the regrowth. So it has a natural look, I'm going to do this with light, golden brown highlights. This will also give it a bit more sparkle."

As the stylists wove their magic, champagne was served and the *Journal's* reporter checked how everyone was feeling. Marilyn was full of confidence: "I'm fine here, I'm just going to leave it all up to Angelo." Melanie was full of the decor: "I feel like a million dollars, it's so classy in here!" Meanwhile Mark was a little more cautious: "The golden blonde looks a bit light, so I'm a little nervous. But I've had a skinhead before, so nothing can really shock me."

## The end results

Thankfully no shocks were in store for the trio, and when the last curl had fallen and the final mousse blob been sprayed, all seemed happy. Says Marilyn: "It's great. I really feel like I've been pampered. It's been a real treat." Meanwhile, Mark's verdict is: "My hair's good, although it's not too different. But then there wasn't really much hair to play with." The final word goes to the winner who made it all the way up from Cornwall, Melanie: "It's fantastic."

You can't argue with that.

The Michaeljohn range which is exclusive to JS and due to include City Slicker Gel and City Slicker Wax in the new year.



## Perfect prep for colour

Before Angelo got busy with his scissors, Melanie and Marilyn were given a wash with the scalp-relaxing Tea Tree Shampoo, and the bounce-restoring Colour and Curl Saver Shampoo (both £3.19 in 320 stores), then a 3 Minute Wonder Masque intensive conditioner (£1.45 a sachet – also in 320 stores) was applied, to help



The fantastic Melanie.



Mark with more texture.



Marilyn ready for the *Journal's* cover.



# Friends in deed

*The veterans visitors service was established nearly 40 years ago to offer support to Sainsbury Group colleagues in retirement. To find out exactly what that support involves, the Journal caught up with two well-known characters in veterans' circles – Joyce Heeney and Alan Kettley. Both have a wealth of experience as visitors.*

**D**id you know there are now 10,000 JS veterans? This legion of retired employees and their partners, spread across Britain and beyond, are as diverse a group of people as the 170,000 currently working for the Sainsbury Group. Some are in their 50s; the eldest has had a telegram from the Queen! Their interests, hobbies, duties, lifestyles and circumstances differ widely and they cannot be categorized.

How do we know who our retired colleagues are? Isn't their connection a monthly pension slip, and beyond that just fading memories? Certainly not. We know them because they are still part of the family and the connection is alive and enduring. Veterans support, a central department at Blackfriars, is devoted entirely to these 10,000 people. Six major reunions in four different cities are held each year for more than 2,500 people, during which friendships are maintained, renewed, even made. Summer outings also take over 2,000 retired colleagues and their partners on trips together. Regional associations are being developed too that are more responsive to local needs for socials, outings and events.

The all-year-round, day-to-day contact between veterans lies, however, in the veterans visitors service, established nearly 40 years ago. There are 80 visitors – each themselves a JS veteran – who undertake to visit the retired colleagues assigned to them – by postcode – at least twice a year. Says veterans support officer, Irene Bradford: "The idea is for visitors to maintain a social link between us at Blackfriars and

retired colleagues. This is an important line of communication which puts visitors in a position to spot potential problems and seek advice, either from local government agencies or from us.

"We don't expect visitors to do shopping for retired colleagues. Just be a friend. The ideal visitor is a good listener, a friendly person who has patience." The *Journal* turned the tables and visited two experienced visitors – Alan Kettley and Joyce Heeney – to find out how the scheme works in practice. Let's put the kettle on...

## A visit to the visitors

Alan is a great listener. But if he switches from listening to talking then you're in for a treat. This is a fascinating man. He went from stock control at Blackfriars to active service in World War II as a glider pilot. His experiences at that time have made him the subject of two books. He was taken prisoner by the Germans, escaped from a moving cattle truck and helped out the resistance en route back to England.

After being debriefed he was promptly sent back to organize an escape of POWs during which he helped 200 men return home safely. He was seriously injured twice and had numerous narrow escapes. Looking back at the age of 82, Alan says: "I just don't think I was destined to die young – I had plenty of opportunities."

After the war, Alan returned to JS and spent many years in charge of the Sainsbury's Staff Association (SSA). He retired in 1978 and began visiting on request when there was a shortage of visitors in the Croydon area. Says Alan: "Every veteran is entitled to a visitor if there is one available. Of course they can opt out if they prefer, but most choose to be visited because they like to keep in touch."

**"The only way to have a friend is to be one."**

Ralph Waldo Emerson  
1803-1882

*"We don't expect visitors to do shopping for retired colleagues. Just be a friend. The ideal visitor is a good listener, a friendly person who has patience."*





From left: Veterans support officer at Blackfriars, Irene Bradford.

Visiting two or three mornings a week kept Alan Kettley from under his wife's feet!

Connie Booth (left) relies a lot on Joyce Heeney for support with hospital appointments and correspondence.

Employee services manager, Martin Pratt.

"Most veterans have other friends and family and we're supplementary to that. But there are some who are quite alone. You tend to make a special case of them. I had one old lady whose address book, when she died, was found to contain numbers only for the TV repair man, the doctor and for me.

"People like to reminisce. Our job is to listen. You make notes of a person's family and learn who their support network is so you can check everything is in place. With any serious problems I will call Irene at Blackfriars to raise the alarm. This has happened on the odd occasion when I've found people living in terrible conditions."

### A warm welcome awaits visitors

Now Alan's old injuries are causing problems afresh and he's had a series of heart attacks so he is reluctantly retiring as a visitor. He would, however, recommend it, and sees it as an extremely valuable way to spend your time: "I used to be mad about sport so I like to be busy and out of the house.

Visiting two or three mornings a week has been ideal and has certainly kept me from under my wife's feet!

"One thing is for sure. You always get a welcome as a veterans visitor."

Joyce Heeney, a visitor in Sidcup, Kent, agrees: "I'm always well received. Mind you, it's important to arrive with a smile on your face. You don't take your own troubles along. You provide a sympathetic ear and advice without judgement. Generally, it's just visiting a friend and chatting. Just never wear out your welcome."

Joyce says retired colleagues find it particularly useful that she worked at Blackfriars and retains many contacts with various central departments. "I get lots of questions about company changes, some specifically relating to

veterans, some general. I often go direct to people I know at head office to get answers for them."

### Visitors to move onwards and upwards

Joyce agrees with Alan that some people on their own may need more contact than the standard two visits a year. Connie Booth, an 82-year-old widow, finds she relies quite heavily on Joyce. Says Connie: "She comes with me

to hospital appointments and I call her if I don't understand a letter I've received. We speak on the phone every month and I let her know when I'm going away. It's a very good service. What other firm looks after you like this one does?"

And what of the future? Onwards and upwards says Martin Pratt, employee services manager, who is responsible for veterans support: "We want to expand the visitor network as more volunteers become available. The visitors panel, chaired by Celia Sainsbury – David Sainsbury's sister – is working on this currently. And we especially want to expand the local associations for retired colleagues, to provide more local social events and support, to complement the visitors service."

For more on the activities and history of the JS Veterans Association, see the back page.

*"Our job is to listen. You make notes of a person's family and learn who their support network is so you can check everything is in place."*

**"Friendship should be more than biting Time can sever."**

TS Eliot  
1888-1965

### VISITORS FACTFILE

As well as being able to call the veterans support department at any time, the visitors have more formal support in the shape of an annual conference.

Personnel director John Adshead updates visitors about company developments so they can pass this information on to the many retired colleagues who maintain a keen interest in company affairs.

There are workshops and discussion groups on relevant topics such as pensions and the DSS.

For more information on the visitors service, call Irene Bradford on 0171 695 7190.



# Cardiff: Culverhouse Cross

Cardiff now has two Homebases, following the opening of the Culverhouse Cross store on 28 August by Homebase's human resources director Judith Evans.

In celebration of the opening, customers were given 10% off all goods and the store was busy all day. According to store manager Tony Hardwick and his deputy Leighton Morgan, the trend continued throughout the weekend with excellent sales on the Bank Holiday Monday.

The store forms part of a large-scale development in Cardiff for residential and commercial properties.



<b>Opening date:</b> 28 August
<b>Address:</b> Patreane Way, Culverhouse Cross, Cardiff CF5 4UG
<b>Opened by:</b> Homebase human resources director, Judith Evans
<b>Store manager:</b> Tony Hardwick
<b>Project manager:</b> Darren Dyer
<b>Staff:</b> 59 (43 new jobs)
<b>Sales area:</b> 25,378 sq ft (2,358 sq m)
<b>Car Park:</b> 192 spaces



- 1** Store manager Tony Hardwick is delighted with the store's buoyant start.
- 2** Homebase's first employees under the Government's New Deal policy are Anthony Cole (left) and Stuart Sell. (See page 12 for more on the New Deal).
- 3** Garden centre manager Niel Williams (right) shares his knowledge with trainee Martin Harry.
- 4** Warehouse manager Dave Burnett (left) and warehouse assistant John Lidiatt get snapped by the eye in the sky.
- 5** Making sure the price is right are price controller Dyfan Rhys and pricing assistant Beverley Gibbs.
- 6** The entrance to Cardiff's second Homebase.



# Smart cookies thank

## School Rewards '98



1

*JS has been sending free cookie-making kits to schools which have benefited from Sainsbury's School Rewards '98 Scheme so that children can say thank you to parents and friends by baking them cookies in the scheme's Thank You Cookie Bake.*



2

[1] Karen Charlton, training co-ordinator at Barnwood went to Robinswood Primary School to assist with their Thank You Cookie Bake. Over 100 children aged four to six volunteered to bake 1,000 cookies, and after a hectic day's baking, the target was met with all the children taking home a bag of thank you cookies. Our picture shows children from Robinswood crumbling for their cookies.



3

[2] The Little Dragons Play School had help with their cookie bake from Sherrel Williams, assistant customer services manager at Tunbridge Wells. School Rewards '98 enabled the play school to purchase new equipment, including jumbo blocks, glue sticks, new clay and photo action cards.



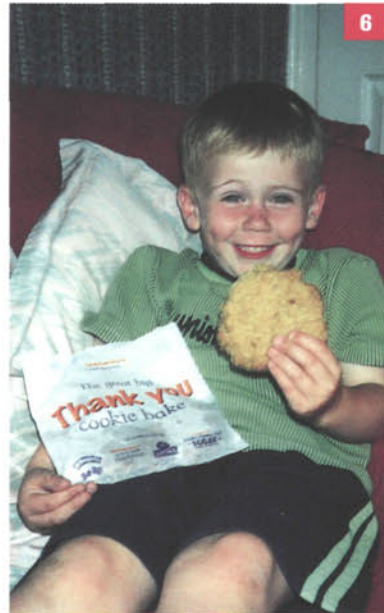
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5

[3] Helping with the cookies at Colley Lane Primary School in Halesowen are David Moberley, department manager in training, and Joan Martin, customer services assistant, from Merry Hill store (centre of picture). After the baking, David and Joan took time to answer all the budding bakers' questions about Sainsbury's.

[4] Lorraine Welch (pictured), trainee manager at Newcastle-under-Lyme, went along with Ian Gregory – founder of the Campaign for Courtesy – to Meadows Primary School, in Madeley Heath near Crewe, to assist the



6

children of year six as they said an extra-polite thank you.

[5] Wrexham store sent a team – which included store manager Ian Parker (pictured), Barbara Davies, Joanne Finch and Julie James – to All Saints' School in Gresford to help the children in their cookie bake.

[6] Enjoying the fruits of his own cookie bake is Mitchell Pinnock from the Fleet Day Nursery in Dartford. The cookie was meant to be for mum Paula who works in retail finance at Blackfriars. Rumour has it, she did get a bite in the end.

[7] Ripley store supported various local Alfreton schools in their cookie bakes. Pictured with the pupils at one of the schools is customer services assistant Linda Woodman.



7

[8] Mark Worts (pictured), fresh foods deputy manager at Durham, got his hands dirty when he paid a visit to the nearby Great Lumley Primary School.

[9] The expert advice of Halifax baker Richard Calverley helped children at Christ Church C of E Primary get their recipe just right.



9



8





## Feeling saucy?

With Sainsbury's new range of Fresh Sauces for Fish from around the world, you can make fabulous fish meals in minutes. There are nine sauces in the range: Lemon and Dill, Fragrant Thai, Cajun, Provençale, Parsley, Mornay, Tartare, Korma, and the delicious Garlic, Ginger & Chilli. They can be heated in minutes or even served cold.

Fresh Sauces for Fish come in 250g tubs, and can be found in the pre-packed chilled fish section. They cost from 79p to 99p.

AVAILABLE IN ALL STORES



## Kitchen towel could save lives



In connection with the Every Second Counts appeal being run by Sainsbury's and the National Meningitis Trust

(NMT), JS got behind National Meningitis Awareness Week (21-27 September) with the launch of a special limited-edition kitchen towel – on sale till 31 October.

Soft, strong and absorbent, the kitchen towel is available in a two-roll pack (£1.32). Sainsbury's is donating 10p from the sale of each pack to the NMT and has so far raised over £13,000. The packs feature an NMT information panel which gives details of symptoms to look out for and advises people to seek urgent medical advice if they suspect meningitis. The charity's 24-hour HELPLINE is on 0845 6000 800.

AVAILABLE IN ALL STORES

# What's NEW in-store

## Box clever at Homebase

Homebase has recently relaunched its range of Stack-A-Boxes and co-ordinating lids. The style of the products has been updated and includes colour coordinated handles and lockable lids.

A new 'jelly-style' yellow shade has also been added. Prices range from £4.49 for a small box to £9.99 for a Jumbo Stack-A-Box.

AVAILABLE IN ALL STORES

## Picnic with the teddy bears

If you go down to the store today you could find Sainsbury's Teddy bear cakes for sale. The hand-decorated chocolate sponge cakes with a soft chocolate butter-cream filling are covered in real milk chocolate and edible decorations. The pack of four costs £1.75 and is suitable for vegetarians.



AVAILABLE IN 151 STORES

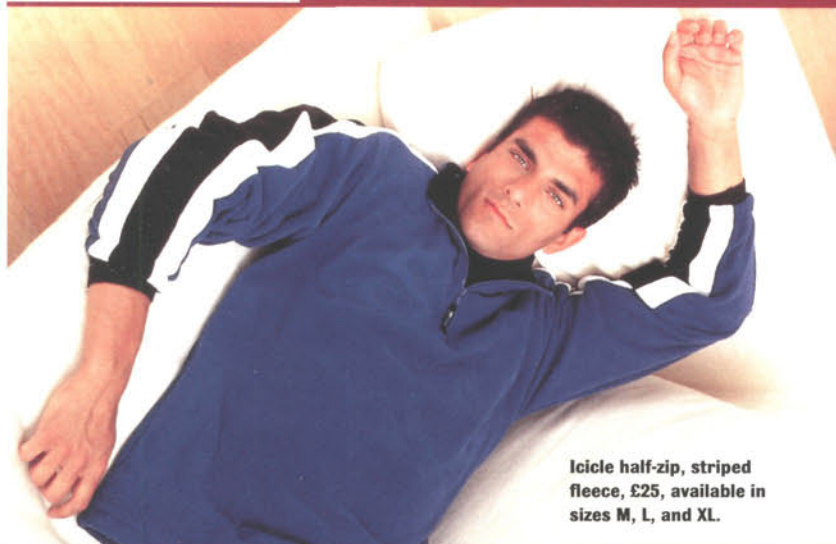
## Bright bulb ideas

'Classic' is a new range of unusual bulb varieties recently launched by Homebase. From old favourites Daffodils through to Tulip Sorbet and four different varieties of Narcissus, the range is a must for all connoisseur gardeners. At £2.49 a pack, we think they make an inspirational gift choice too.

AVAILABLE IN ALL STORES







Icicle half-zip, striped fleece, £25, available in sizes M, L, and XL.

## Initial yourself at Savacentre

Savacentre welcomes you to the autumn and winter season with a new fashion direction. The I.N.I.T.I.A.L.S. Womenswear collection is exclusive to Savacentre and includes this season's 'directional looks'.

A new, extended Ladies Essential Collection offers a selection of lingerie and sleepwear, while the Menswear for autumn and winter '98 includes the key 'fashion looks' from Gallini, Icicle, Lee Cooper, Fruit of the Loom and Guide.

The I.N.I.T.I.A.L.S. Womenswear and Lingerie lines will be available till the end of November, as will the Menswear autumn and winter collection.

AVAILABLE IN ALL SAVACENTRE STORES



I.N.I.T.I.A.L.S. dévoré burn-out dress £30, available in sizes 10-18.



## Moreish milk

For flavoured fresh milk that will have you wanting more, try Sainsbury's Fresh Strawberry Milk and Fresh Chocolate Milk. Carrying the healthy balance logo and suitable for vegetarians, they are made with semi-skimmed milk and real chocolate and strawberry juice. Each costs 95p.

AVAILABLE IN 260 STORES

## Fancy a special sausage?

If you fancy sausages, why not sample Sainsbury's new Special Selection Sausages range. It includes the following five varieties: Ultimate Pork – combining British Outdoor-Reared pork with fresh herbs and spices; Wild Boar with Apple and Calvados – a cider-soaked, aromatic sausage; Duck with Black Cherries and Port; Sicilian-style – specially-selected British pork combined with fennel, basil, garlic and Chianti; and Thai-style Pork – including Galangal, Thai rice, Kaffir Lime leaves and Lemon Grass.

All packs include six sausages and cost £2.99 each.

AVAILABLE IN 159 STORES



## What's the beef?

JS is now the exclusive retailer of Glenbervie Aberdeen Angus Beef, renowned for its succulent flavour, which up till now has been made available only to top restaurants and hotels around the country.

The Glenbervie estate, just south of Aberdeen, has been farming Aberdeen Angus grass-fed suckler herds for 700 years.

All Glenbervie beef bought by JS comes from a mixture of 100% pure-bred bull with either 100% or 50% Aberdeen Angus pedigree cow. Available as Rump, TTS, Stewing, Braising, Fillet, and Sirloin.

AVAILABLE IN 50 STORES





## Durham's stateside footy star



Greg Knight may work at Durham as an evening warehouse assistant during his vacations, but for the rest of the year he studies and plays football at the Florida Institute of Technology. Greg was once offered a professional contract at Sunderland AFC, but decided to undertake a business degree in Florida where, for the last two years, he has been selected for the Florida State team.

Proud mum, June, also works at Durham as a price controller, whilst brother Steven is a part-time checkout/replenishment assistant at the store.

## Hospice happy with Penny Back help

Money raised through Coldharbour Lane's Penny Back scheme has been



donated by the store to the local Harlington Hospice. The Hospice was founded by a local doctor and cares for terminally-ill patients. Our picture shows branch personnel manager Shaun Woodstock and store manager Mick Long (second and third from left respectively) presenting the £1,000 Penny Back cheque to two volunteers from the hospice.

## Eh-oh, we're off to raise some dough

Carol Holbrook, Sue Walker, Alison Parry and Mim Canham from Warren Heath store in Ipswich dressed up as Teletubbies for the day recently to raise money for eastern region's Sunshine Coach appeal.



After collecting donations at their own store they waved bye-bye and made their way down the road to the nearby Homebase and Hadleigh Road stores, to collect again, again. They collected over £350, and added this to the cash from many other fund-raising events organized in-store. Over £2,500 has been raised by Warren Heath, including £1,000 by colleagues in the coffee shop.

## Middlesbrough draws in the kids



Store manager Steve Dexter with children from Linthorpe Infant School.

Middlesbrough recently gave children from the local Linthorpe Infant School a mini tour of the store. Colleagues also entertained the children by staging a colouring competition based on *Thomas the Tank Engine* and *Barbie* videos, which were provided by JS milk supplier, MD Foods.

## Skittlers paste the competition



Lewes Homebase's skilful skittlers (l to r): Janet Bowyer, Tina Vincent, Sharon Barry, Moira Meredith and Paula Johnson.

Colleagues from Lewes Homebase bowled the competition over recently in the Lewes Rotary Club skittles week, where companies in the area enter teams to raise money for local charities.

Four teams entered from the store with the 'Pasted Ladies' team coming out on top on ladies day and winning a shield for their efforts. This was only after the shocking discovery in the strict, post-match tests that the original winning team contained a male member. A scandalous moment that is sure to go down in the annals of the annual skittles week.

Several thousand pounds were raised during the week, through entry fees, raffles and collections, and distributed to Lewes Victoria Hospital and other local charities.

# Guiding light



Members of the Croydon and district branch of the Guide Dogs for the Blind Association paid a visit to Crystal Palace store to thank JS colleagues for their contribution to the charity. As part of the thank you, store manager John Lawrence was presented with a framed picture of Dulcie, a guide dog whose training the store is funding. Crystal Palace has raised over £1,000 for the charity through raffles and the Penny Back scheme.

John Lawrence (far right) accepts the thanks of one of the guide dogs.



Store director Stuart Machin (right) takes care of Tilly while Dr Brechin and wife show off the JS sponsorship jacket Tilly will wear when fully grown.



## And they call it puppy love

Stockton Savacentre is sponsoring the training and upkeep of a puppy which is to be used in animal-therapy sessions for patients with Alzheimer's disease at the North Tees Hospital.

The patient-and-animal-therapy sessions have been set up by Dr Brechin as research shows that Alzheimer's sufferers are better able to communicate with animals.

## Skills stand test of secret shoppers



The retailing skills of five colleagues from Bracknell and Bagshot Road stores were put under the microscope recently in the SkillRETAIL competition organized for all the major retailers in Bracknell.

SkillRETAIL is a nationally-recognized skills competition which tests entrants on ten retailing areas, including customer service and product knowledge. The tests are carried out over a week or so, and include entrants having to make presentations and demonstrate their everyday skills to testers disguised as normal shoppers.

In recognition of their success in the tests, the JS five were invited to a presentation at a local hotel with TV presenter Jeff Banks.

Bracknell colleagues at the presentation are cashiers Lydia Sheppard (left) and Debby Angel (second right), chief display assistant Denise Lord (third left), and store manager Phil Longman (fourth left). Bagshot Road training coordinator Sue Scott (second left) and senior fish assistant Peter Harris attended with BPM Denise Adler and district manager David Reynolds (third right).

## Nigel yearns for New York



Nigel Parsons, meat manager at Eltham store, successfully completed the London Marathon in April and is now attempting to build on his success and enter the New York Marathon in November. Nigel raised £900 in his first London Marathon and donated the money to three worthy causes: Greenwich and Bexley Hospice, Parkinson's disease research, and the Dreams Come True Children's Charity.

## Pots of gold from Bolton



Thanks to money raised at Bolton store in a special promotion, store manager Steve Spencer was able to present a cheque for £300 to the Bolton Lads and Girls Club. The store is sponsoring the club's snooker room – soon to be named 'The Sainsbury's Snooker Room'.



## Ferretting about

Sue Sykes, senior cash office clerk at Eastbourne store, gets ready to head off to another rally in her husband's Ferret Scout Car. Sue has been working for JS for 14 years. Tanks for the photo, Sue.



# Horticulture by Huddersfield



Huddersfield store showed why horticulture is among the top five activities for the Side By Side scheme when colleagues there decided to refurbish part of the garden at the Kirkwood Hospice. The hospice is close to Huddersfield's heart as a former colleague is currently one of its patients. The store has donated Penny Back cash to the hospice and the Side By Side volunteers expect the partnership to continue long into the future.

Huddersfield's green-fingered gang are (from l to r): Claire Durbin, Pauline Earnshaw, Graham Asquith, Joanne Durbin, Judith and Marilyn Middleton and Katherine Coulson.

## Keep your eyes open



Our Claire and Dunc the hunk on their date.

Make sure you're watching *Blind Date* in November to find out whether Claire Falconer, canteen/checkout assistant at Pinner JS, has found love and fame after her recent part in Cilla's show. Although Claire was picked by Duncan McClean back in March, the show will only be screened sometime next month. So, whether it was love in the sun or rather humdrum, keep your eyes peeled, and let's see how 'our Clur' and Duncan got on in Greece...

## Sylvia leaves Southport



Sylvia (seated) with Sue Mawdsley, BPM, and Richard Hughes, store manager.

Southport JS recently celebrated with checkout assistant Sylvia Richards on her retirement after 15 years with the store. Sylvia began her employment with Sainsbury's in 1970 at the Kings Road store in Chelsea, where she worked for two years before starting a family. She then moved up north and started at Southport on its opening in 1982.

## Savacentre beside the sea

Savacentre Leeds decided to make the most of the one week of summer, and held a seaside poster competition for the children on their school holidays. To back this up, Bev Spence and Bev Mardy decorated one of the tiled walls in the coffee shop.

## Ann leads the way



Ann wrings out her top after falling in a river along Macmillan Way.

Ann Warne, team leader in the petrol station at Bowthorpe, raised £320 for the Macmillan Cancer Relief fund in August. Ann, a grandmother of eight, and JS employee for 20 years, walked 235 miles along the Macmillan Way footpath in 15 days. She encountered mad cows, Morris dancers and many other wonderful sights, as well as receiving invitations to a 25th wedding anniversary, a wake and an indoor barbecue!

## Street's wearing the trousers

Mick Till (pictured left), store manager at Street, presents a £4,000 cheque to John Challice (Boycie in sitcom *Only Fools and Horses*) on behalf of the Wallace and Grommit Wrong Trousers appeal. The money will go towards Bristol's Children's Hospital.

John had spent the day hopping from store to store signing autographs in a helicopter supplied by Michelin. The four stores involved in the collection were Swindon, Emersons Green, Hankridge Farm and Street.



## Wild day in the west



Above: The Streets Ahead team from... where else, but Street.

Inset top: Kids enjoy a camel ride.

Inset left: A different kind of ride for one *It's a Knockout* competitor.

Ian Elkins' district recently held its eighth consecutive fun day in Bridgwater, providing fun and frolics for all the family. The morning events included netball, football, volleyball and rounders, while the afternoon saw an *It's a Knockout* tournament and men's and women's tug-of-war. The kids were kept happy with a fun fair, camel rides, a circus, races, and a children's club. Around 700 people from all over the district, including Bristol depot, were at the day.



# Fun day for Rhys



Coldharbour Lane colleagues and their families pose with Rhys and his dad David (front row, holding Rhys).

A fun day held at Coldharbour Lane on 29 August, has raised £1,800 for a local two-year-old boy, Rhys Mallett, who has Spinal Muscular Atrophy. The day's events included a penalty shoot-out, a bouncy castle, and a wet trolley dash, with competitors from Southall Territorial army and Southall Fire Brigade. Store colleagues also took up the cause. Liz Illingworth completed a sponsored silence, Pat Phillpot was sponsored to stop smoking for a month, and Mark Collins had his legs waxed.



Store manager Mick Long (left) and Lineker-lookalike Mark Collins face the sponge in the most popular event of the day.

# Thorley fund-raising hits peak

In a bid to raise £1,000 for the Sawbridgeworth Musical Youth Theatre (SMYT), Thorley deputy manager Simon Ball put together a sponsored team to take on the Three Peaks Challenge, which involves climbing Ben Nevis, Scarfell Pike and Snowdon all in one go. Local radio station Ten 17 followed the charity challenge and even linked up with the team live from the top of Ben Nevis.

Led by Simon, the team included colleagues from regional security and fellow fund-raisers from the local *Herald* newspaper and Tesco. Thanks to help from JS's central petrol department and company car centre – and company donations from JS and Tesco – the sponsorship fund beat expectations, totalling a massive £2,300.

The money was presented at the Thorley store to SMYT



to help it continue its work with children of mixed abilities, using music and drama to help improve their learning.

1. Simon Ball (third from left) gets ready to lead his team into the clouds.

2. SMYT artistic director Carol Russell (front centre) receives the cheque from Simon Ball (left of Carol) and representatives of the *Herald* and Tesco.



## Sittingbourne brings the carnival to town

Sainsbury's helped keep the Sittingbourne Carnival afloat this year by providing organizers with £1000, the biggest single donation for a decade. The donation was organized at the last minute by Sittingbourne store manager, Chris Baggaley.

As part of the sponsorship deal, the Queen's float displayed a large Sainsbury's sponsorship sign and Sainsbury's leaflets were handed out on all carnival days. Sittingbourne store also entered a float, taking a World Cup football theme (pictured above).



Mark, just after receiving his certificate at the Stakis Birmingham Metropole Hotel.

### Mark's a prince

Mark Ward, a SABRE controller at Belgrave Road store, has been awarded The Prince's Trust certificate. Mark earned the award over a 20-day period, participating in team-building exercises and a care-in-the-community project. He spent a residential week at a holiday home for the disabled, and Mark now intends to continue his support for the group in his spare time.



## Autumn crossword

£25 PRIZE

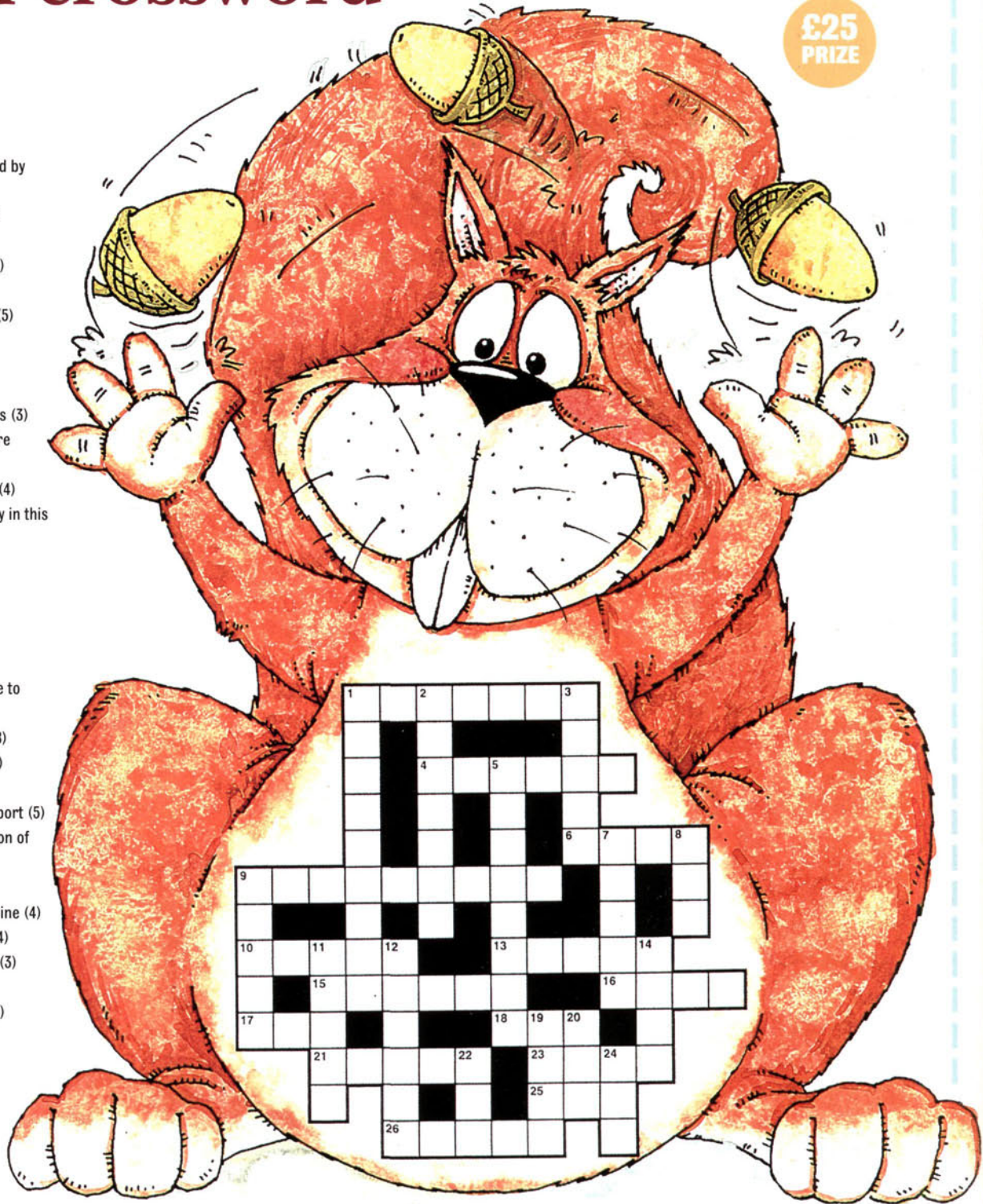
### CLUES

#### ACROSS

1. Autumnal farming activity (7)
4. Horse chestnut fruit (6)
6. Shallow basket of wood strips, used by gardeners (4)
9. Pop group associated with autumn weather (3,3,3)
10. They lose their leaves in autumn (5)
13. 'And full-grown lambs \_\_\_\_\_ from hilly bourn' (*Ode to Autumn*) (5)
15. Sign of a cold (6)
16. Scottish loch (4)
17. Witch's headgear (3)
18. One of the colours of autumn leaves (3)
21. This city is the administrative centre of the Ruhr (5)
23. Set of stables round an open yard (4)
25. Thanksgiving is a November holiday in this country (3)
26. Informal letters (5)

#### DOWN

1. The eve of All Saints' Day (9)
2. High-flying fireworks (7)
3. A trick is the Hallowe'en alternative to this in the USA (5)
5. The month for Guy Fawkes' night (8)
7. This candle is a type of firework (5)
8. Worth a penny on 5 November (3)
9. A broomstick is her mode of transport (5)
11. Compound formed by the interaction of an acid and an alcohol (5)
12. Autumn, for example (6)
14. Thomas Hardy's most famous heroine (4)
19. Large, flightless Australian birds (4)
20. O'Connor, the popular entertainer (3)
22. Favoured squirrel food (3)
24. Ruby, the television comedienne (3)



### £10 PRIZE

Find the following 12 instruments in the wordsquare below and circle them:

ACCORDION GUITAR PICCOLO BANJO  
HARMONICA MANDOLIN SOUSAPHONE  
DIDGERIDOO HARPSICHOARD TRIANGLE  
GLOCKENSPIEL TRUMPET

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

INSTRUMENTS WORDSEARCH

#### ANSWERS TO SWIMMING POOL CROSSWORD

ACROSS: 1. Excursions 9. Yo-yo 10. Hair 11. Ocean 12. Dynamo 13. Hustler 16. Cliques 18. Lakes 19. Aria 20. Nile  
21. Perth 24. Inmate 25. Adonis 28. Tweed 29. Tongue 30. Reefs 31. Omen  
DOWN: 2. X-ray 3. Unrest 4. Snorkel 5. Open 6. Sandals 7. Iowa 8. Joyousness 13. Hyacinth 14. Swimming  
15. Rake 16. Cent 17. Union 21. Peter 22. Reeve 23. Hades 26. Ouzo 27. Ince

#### ANSWERS TO TRICKY TRIVIA (from page 35)

1: Sean Connery 2: The rear-view mirror 3: The chimera 4: The Ganges, in India 5: The Trojan Horse 6: Eleanor of Aquitaine. Her husbands became Louis VII of France and Henry II of England 7: 18 8: Glenda Jackson 9: Badminton. Shuttlecocks speeds reach 200mph 10: Pieces of bread 11: Tina Turner 12: Breaststroke 13: El Salvador 14: Vodka martini (shaken, not stirred) 15: 8

### ENTRY FORM

#### Wordsearch and crossword competition

Name: \_\_\_\_\_

Address: \_\_\_\_\_

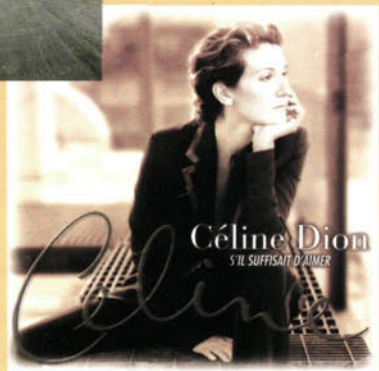
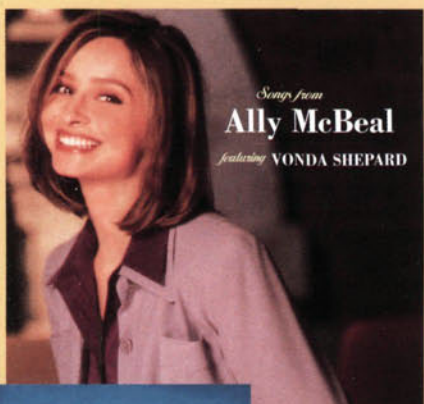
Work location: \_\_\_\_\_

Send your completed entry to the *JS Journal*, J Sainsbury plc, 9th Floor Drury House, Stamford Street, London SE1 9LL, to arrive no later than 16 November. Use this coupon for the crossword or wordsearch, or both together. Only one entry per person. Photocopies are acceptable.





# review



## Travolta's cruising

Many lamented the sad lack of a Sound + Vision review last issue, so this month there's a bumper edition for you. Starting with the music releases, here's a preview of four major albums.

Jane McDonald, the loveable star of the BBC1 programme *The Cruise*, has released her debut album. Simply titled *Jane McDonald*, it has already raced to the top of the charts and demonstrates Jane's vocal range with a collection of classic songs from the 1940s to the 1990s. Featuring songs from *The Cruise*, the album includes the Nat King Cole number, *When I Fall In Love* and Petula Clark's *Downtown*.

*Songs from Ally McBeal*, featuring Vonda Shepherd, continues the TV theme to this month's round-up of sounds. The album includes the 60s standards *It's In His Kiss (The Shoop Shoop Song)* and *I Only Want To Be With You*.

Slightly rockier is the new Manic Street Preachers album, *This Is My Truth Tell Me Yours*. An excellent follow-up to the triple-platinum, double Brit-winning *Everything Must Go*, the new album includes the hit single *If You Tolerate This Your Children Will Be Next*.

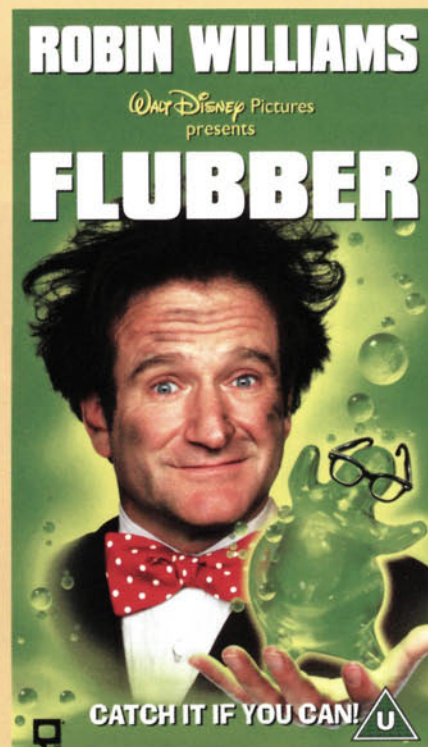
For the more linguistically blessed, Celine Dion's new album *S'il Suffisait d'aimer* should please – it's all in French. In fact, it's Celine's fourth French-language studio album, her last one being the biggest-selling album in France of all time, *D'eux*. Celine has managed to go 20 times platinum with her last four albums in the UK alone – and this one should be no different.

Over to the video shelf now. Disney brings you the magic of *Flubber*, starring Robin Williams as wacky Professor Philip Brainard, who has just invented a revolutionary new compound. It's green, it flies, and it looks like rubber. It's Flubber! Unfortunately, it's also been stolen. Brainard must get it back to save his college. And he must do it before he loses his girlfriend for good. Williams is as good as ever in this family comedy which also boasts some superb visual effects.

Another one for the family is the English classic film *FairyTale, A True Story*, released on 19 October. This enchanting film has an all-star cast, which includes Harvey Keitel and Peter O'Toole, and is a must as you will receive a free Bugs Bunny tape called *Overtures to Disaster* with every purchase.

The remaining films are a bit of a tour de force for John Travolta. *Face/Off* stars Travolta and Nicholas Cage with Travolta playing an FBI agent whose out for revenge following the death of his son. He takes on the persona of comatose terrorist Castor Troy (Cage), including his face! The real trouble starts when Cage wakes up and takes the identity of Travolta. Travolta's life becomes a nightmare as he fights not only for his life, but also those of his wife and daughter.

Two films that you may have heard of from his earlier days are also available. They are, of course, the smash 70s hits *Grease* and *Saturday Night Fever*. *Grease* has been released to celebrate its 20th anniversary and stars Olivia Newton-John alongside Travolta, who was by then the dancing god of the silver screen thanks to his energetic performance in *Saturday Night Fever*. This was the film that established the Bee Gees as the shiny-toothed, white-suited, medallion-wearing kings of disco – an image that they've fought to lose ever since. So if disco or rock 'n roll is your thing, enter the competition alongside and give yourself the chance to win either of these Travolta classics.



### COMPETITION

For a chance to win one of the three Jane McDonald CDs the *Journal* is giving away, simply answer the following question:

What is Jane's husband's name?

To win one of the ten *Grease* videos the *Journal* is giving away, answer the following question:

In which Quentin Tarantino movie did John Travolta play Vince?

To win one of ten *Saturday Night Fever* videos, answer the following question:

What was the name of Olivia Newton-John's character in *Grease*?

.....  
FULL NAME:  
.....  
WORK LOCATION:  
.....  
CONTACT TEL NO:  
.....  
HOME ADDRESS:  
.....

Entries to: Sound + Vision competition, *JS Journal*, 9th Floor Drury House, Stamford Street, London SE1 9LL, to arrive no later than 16 November. Entrants must work for or be retired from the Sainsbury Group. Only one entry form per person please. Photocopies are acceptable.



New from Sainsbury's...

## Guaranteed Cheaper Electricity Prices



## Free electricity into the next millennium

- British Gas Home Energy will use the existing electricity cables and wires that already supply your electricity, so there's no disruption to your home.
- The British Gas electricity price guarantees cheaper electricity prices than your local supplier until 2001.  
(The guarantee relates to British Gas Home Energy's electricity prices over a billing cycle as a whole and to the prices published by each local electricity supplier [under their standard tariffs in existence on 1 September 1998]. British Gas will honour the price guarantee until they are prevented from doing so by the action or potential action of any governmental or statutory body.)
- To find out how much you could save, simply call 0645 55 55 15 (local call rate) quoting SA9.
- You don't have to contact your existing supplier when you change over to British Gas Home Energy.

**For full offer details see in-store leaflet.**

## Ten *Journal* readers

now have the chance to win FREE electricity until 2001 (equivalent cash value £600). This exciting offer is an additional benefit of the exclusive energy package being offered to Reward Card holders by Sainsbury's and British Gas Home Energy.

With the national deregulation of the electricity market now under way, brilliant savings can be made on your electricity bills. By signing up for electricity from British Gas Home Energy through Sainsbury's, not only could you benefit from the British Gas electricity price

guarantee until 2001\*, but you will also receive 1,000 extra reward points\*\*.

By completing the in-store leaflet (above left) and sending it to the *JS Journal*, you will be automatically entered into the draw to win free electricity until 2001, and you'll also be sent a personalized British Gas Home Energy Electricity contract. This will only be valid when you have signed and returned it to British Gas, at which point you will receive your bonus reward vouchers.

For the chance to be the one of the ten who shines the brightest until 2001, send in your completed leaflet to the *JS Journal* by 13 November. The leaflets are available in JS and Savacentre stores, and the competition is open to all Sainsbury Group colleagues, veterans and immediate family members.

\* Guarantees cheaper electricity prices than your local electricity supplier until 2001, and applies when you take both gas and electricity (on a domestic credit meter) from British Gas.

\*\* Reward points earned through this offer cannot be exchanged for AIR MILES. AIR MILES is a registered trademark of AIR MILES International Holdings NV.

This offer is only available to one Sainsbury's Reward Card holder per household. This is not available in conjunction with any other British Gas Home Energy incentive.



## Christmas cheer

*As mentioned in last month's Journal, a special promotion to boost sales of beers, wines and spirits is now taking place.*

### COMPETITION WINNERS



WINNERS ENJOY THE PRESSURE

Just to prove that the *Journal's* winners are for real, here are Raymond Laing (right), zone controller and licensed trainer at Rayleigh Weir, and David Archer, provisions assistant at Watford store, proudly showing off their Kew pressure washers which they won in the May issue of the *Journal*. We wish them happy washing.





An idea of what your store could win.

The promotion includes a competition for one store from every district to win enough drink to ensure their Christmas celebrations go with a real swing.

A Christmas party bar will go to the store in each district that shows the greatest percentage increase in year-on-year sales between 4 October and 21 November. The 25 winning stores will, of course, receive their prize in time for the Christmas festivities.

Also, watch out for the arrival of a disposable camera at your store. It's for taking photographs of your BWS plinths and displays. The BWS team at Blackfriars will then choose the five best displays and add a little something to each of the five's Christmas stocking. Check the weekly BWS updates for further details.

## Drop-dead-gorgeous legs

To celebrate the relaunch of hosiery in Sainsbury's this autumn and winter season, Pretty Polly is offering *Journal* readers the opportunity to win one of 25 goody bags. Each one contains a selection of Sainsbury's and Pretty Polly products, worth £25.

Take a look in-store to see how the range has changed – there's a great new selection of tights, stockings, hold-ups, knee-highs, socks and leggings, and it's now easier to find what you want on the fixture. Whether it's everyday multipacks, opaques, luxury sheers or tummy-control products, they are all at Sainsbury's. So no excuse for not having drop-dead-gorgeous legs this season, whatever the occasion.



Fabulous Prizes to win

Competitions

### ENTRY FORM : PRETTY POLLY

For your chance to win a goody bag, just answer this question:

Which Spice Girl is engaged to the best legs in football, David Beckham?

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

WORK LOCATION: \_\_\_\_\_

HOME TEL. NO: \_\_\_\_\_

SIZE (small, medium or large) \_\_\_\_\_

Send your entry to: *JS Journal*, J Sainsbury plc, 9th Floor Drury House, Stamford Street, London SE1 9LL, to arrive no later than 16 November. Entrants must work for or be retired from the Sainsbury Group. Only one entry per person please. Photocopies are acceptable.

### JUNE'S WINNERS

#### OIL OF ULAY BODY WASH

The Oil of Ulay competition, funded by Procter & Gamble, judged stores on what percentage Ulay Moisturising Body Wash was of their total bath/shower sales between 14 June and 16 August. The top stores in each region are: **Farnborough** – southern; **Waltham Cross** – eastern; **Truro** – central and western; **Rhyl** – Midlands; **Aberdeen** – northern; Savacentre winner – **Calcot**. Each store wins £1,000 with **Aberdeen** winning a further £2,000 as the overall top store.

#### CROSSWORD AND WORDSEARCH

Winning the £25 crossword prize is **H HAYES** at Enfield. The £10 wordsearch prize goes to **G STEVENS** at West Green, Crawley.

#### VIDEOS

Scaring themselves with a *Fierce Creatures* video are: **CAROL DAVIS**, East Grinstead; **ANGELA ROBERTS**, Wrexham; **MARIA WEBB**, Lydiard Fields, Swindon depot; **L SMITH**, Beeston; **SHEILA POSTANCE**, Bowthorpe; **TRACEY HOWARTH**, Charlton depot; **P WICKHAM**, West Green, Crawley; **SUE WATSON**, Fosse Park; **PAM COULSON**, Reading; **DENISE EATON**, Fosse Park.

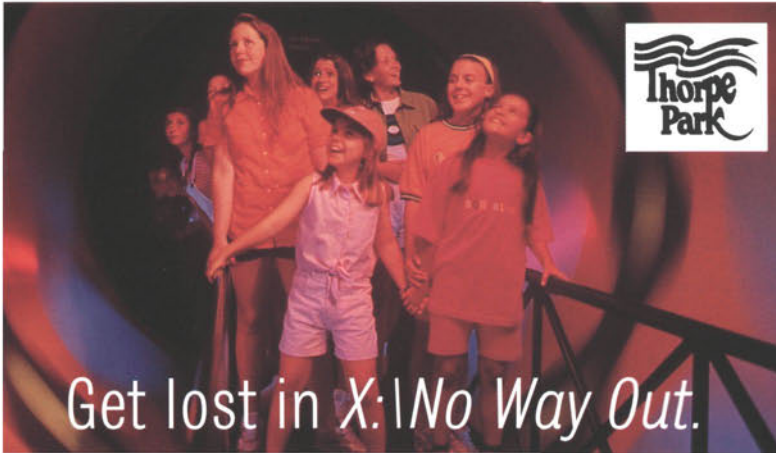
#### REWARD CARD HELPLINE

Though the Reward Card helpline at HSL has not yet received its three millionth call, according to estimates, the winner of the £50 in vouchers from HSL is: **LESLEY HOWE** at Bridgwater.



TWO GREAT THEME PARK AND FIREWORKS OFFERS FOR SSA MEMBERS AND THEIR FAMILIES AND FRIENDS...

# Have a great day



## THE GREAT THORPE PARK

**Fireworks extravaganza:** Saturday 24, Sunday 25, and Saturday 31 October, and Sunday 1 November.

You can count on a great day out with features to suit all the family at the Great Thorpe Park – from exploring at Fantasy Reef to Loggers Leap, the thrill of X:|No Way Out and the gentler Teacup Ride. And if all these thrills and spills aren't enough, you can stay for the evening to enjoy the spectacular fireworks extravaganza. All this for just £7 per ticket – adult, child or senior citizen (normal rate adult £16.50, child £13). Children under one metre go FREE.

To order your tickets for this unbeatable offer send a ticket order form (no money required) or a letter with cheque (with employee number and location on reverse) to **International Travel Club, 106 Westbourne Road, Marsh, Huddersfield HD1 4LF**. Please allow at least seven days for delivery.



## The UK's largest fireworks and laser spectacular – and Hallowe'en spooktacular

The SSA has negotiated a very special rate for SSA members and their families to visit **ALTON TOWERS** on:-  
HALLOWE'EN – 26-30 October • FIREWORKS – 31 October and 1, 6, 7 and 8 November

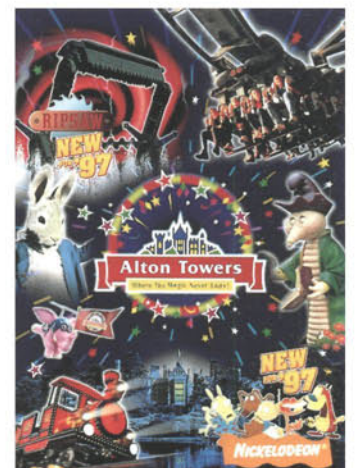
**Adults and children £11.50. Under 4s FREE.**

Nothing on this tiny planet of ours can save you from the forces of perpetual darkness!

As night falls across the park, just hope that you're not alone near the gloomy wood. From the confines of the haunted house, goblins, ghosts and other horrible spooks will be breaking free as part of the chilling Hallowe'en spooktacular. The thrills will continue into the night as those who dare, experience the rides in the dark!

After Hallowe'en, Alton Towers will be featuring incredible lighting and water effects, sky-probing lasers, nerve-shattering explosions and fireworks on a scale never before seen at Alton Towers.

To enjoy the magic of Alton Towers, send an Alton Towers special booking form (available from your SSA representative) to Alton Towers (address on form) or you can request one from the central **SSA office at Blackfriars on 0171 695 7227**.





## Weddings

Our picture shows Wellingborough's senior fish assistant **ROBERT LEWIS** and branch personnel assistant **CAROLINE SMYTHE** celebrating their wedding which took place on 8 August in Irchester, Northamptonshire. They spent two weeks on honeymoon in the Dominican Republic.

**CHRIS WARD**, project manager in the marketing division, and **SAMANTHA TOWNSON**, store profile manager in competitor intelligence (both at Blackfriars), were married on 4 July in Whetstone, North London. Chris first expressed his feelings for Samantha by arranging for stuntman and world-record balloonist, Ian Ashpole, to cross a high wire and tell her. Samantha was 4,000ft up at the time in a Sainsbury's balloon. Proof romance is alive and well if ever there was.



Above: Robert and Caroline.

Left: Chris and Samantha.

## Long service

Employees who have completed 25 years' service:

**CAROL ADAMS**, regional administration manager, Midlands region. **BRENDA BAKER**, checkout/replenishment assistant, Winterstoke Road. **STEVE BASS**, district manager, eastern region. **JEAN BENNETT**, checkout/replenishment assistant, Haywards Heath. **BRIDGET BEWICK**, assistant manager in training, Wolverhampton. **MARGARET BRIGHT**, checkout/replenishment assistant, Winterstoke Road. **JUNE BROOKS**, fresh foods replenishment assistant, Arnold. **ISABELLE BROWNE**, departmental manager in training, Bracknell. **JANICE BRYANT**, bakery counter assistant, Winterstoke Road. **MERVYN CARTER**, store auditor, Blackfriars. **SYLVIA CONNOLLY**, bread and cake assistant, Swiss Cottage. **ANN COTTINGHAM**, petrol station assistant, Lordshill. **STEPHEN DALE**, MARC implementation manager, eastern region. **VERA DAVIES**, checkout/replenishment assistant, Potters Bar. **MIKE DESAI**, category manager, produce and fruit buying, Blackfriars. **BRENDA DONSETT**, assistant manager customer services, Waltham Cross. **DAVID FEARON**, store manager, Leven. **PETER FIELD**, engineer, Hoddesdon depot. **MAUREEN FRENCH**, packer, Bitterne. **RICHARD GARDINER**, senior manager, FM services, Blackfriars. **CHRIS GARDNER**,

checkout/replenishment assistant, Haywards Heath. **PAUL GRAY**, non-perishables warehouseman, Buntingford depot. **JEAN GREEN**, section leader, chief cashier's office, Streatham office. **MARGE HALL**, kiosk assistant, Northfield. **CONNIE HARVEY**, confectioner, Welwyn Garden City. **IRIS HOWARD**, checkout/replenishment assistant, central Croydon. **DAVID KING**, driver, Buntingford depot. **JEAN LANDER**, deputy manager, invoice systems control, Streatham. **SHEILA LAURIE**, checkout/replenishment assistant, Swindon. **MARY MALIN**, bakery assistant, Crayford. **CHRIS MARRIOTT**, administration manager, Peterborough. **JEAN MILTON**, fresh foods replenishment assistant, Thorley. **ANNA PILBEAM**, wages clerk, Crystal Palace. **JOHN PORTER**, driver, Charlton depot. **STEVE QUINN**, meat manager, West Hove. **JANE ROBINSON**, fresh foods replenishment assistant, Bletchley. **INDIRA SHAH**, checkout/replenishment assistant, East Ham. **DAVE STONE**, driver, Buntingford depot. **CLIVE TAYLOR**, store manager, Bramingham Park. **ALAN THORNE**, store manager, Staines. **TRAVIS WARD**, driver, Buntingford depot. **GLENIS WATSON**, checkout/replenishment assistant, Beeston. **ALAN WIGGINS**, butcher, Reading.

## Retirements

(Length of service is in brackets)

**JUNE ALDRIDGE**, meat assistant, Greenford (14yrs). **COLIN ANDERSON**, produce warehouseman, Hoddesdon depot (18yrs). **VALERIE APLIN**, kiosk assistant, Haywards Heath (8yrs). **EDNA BALDOCK**, checkout/replenishment assistant, Chelmsford (12yrs). **MICHAEL BICKNELL**, staff restaurant cook, Taplow (4yrs). **MIKE BLUNDALL**, garden centre assistant, Homebase Redditch (3yrs). **GLENYS BOWLER**, petrol station assistant, Colchester Avenue (15yrs). **RON BRIDGMAN**, manager, Homebase Lydiards Fields depot (30yrs). **RODNEY BROOKSBY**, district manager, Midlands region (40yrs). **DOREEN CARTER**, kiosk assistant, Boscombe (27yrs). **MARGARET CHAPLIN**, checkout/replenishment assistant, Uxbridge (14yrs). **BERNARD CHISWELL**, customer services manager, Bournemouth (20yrs). **JANET CLARKE**, deli assistant, Watford (11yrs). **WINIFRED CLARKE**, checkout/replenishment assistant, Sheffield (14yrs). **MOLLY CLINCH**, checkout/replenishment assistant, Luton (25yrs). **ROY COMPTON**, returns operative, Hoddesdon depot (13yrs). **DAVID COX**, trolley collector, Southend (28yrs). **ANNE CROSSLEY**, senior systems assistant, Thorley (11yrs). **CHRISTINE CROWE**, licensed trainer, Balham (14yrs). **TREVOR DALEY**, trolley collector, Beaconsfield (4yrs). **MARY DAVEY**, deli counter assistant, Chase Lane (12yrs). **MARGARET DAVIES**, cook, Stafford (18yrs). **PAMELA DELLER**, fresh foods replenishment assistant, Ipswich (19yrs). **BERYL DUDLEY**, coffee shop assistant, Dunstable (10yrs). **RUTH EVANS**, checkout/replenishment assistant, Horsham (11yrs). **PATRICIA FERGUSON**, checkout/replenishment assistant, Whitley Bay (6yrs). **IRENE FORTY**, fresh foods replenishment assistant, Newton Abbot (6yrs). **DIANA GARDINER**, cash office clerk, West Park Farm, Folkestone (7yrs). **DONALD HAYWARD**, district manager, Midlands region (40yrs). **MONICA IBALL**, bread and cake assistant, Harpenden (18yrs). **DAVID JOINER**, assistant manager in training, Sutton Coldfield (18yrs). **ENID JONES**, evening display assistant, Loughborough (13yrs). **RAYMOND JONES**, overs controller, Exeter Central (17yrs). **JESSIE KAYE**, cook, Bournemouth (4yrs). **TERESA KEARNEY**, bakery assistant, Nine Elms (16yrs). **RON KENT**, storekeeper, Hoddesdon depot (18yrs). **NORMA KIRBY**, clerk, Buntingford depot (20yrs). **GLADYS LAMBERT**, checkout/replenishment assistant, Letchworth (8yrs). **JOAN LAVENDER**, checkout/replenishment

assistant, North Cheam (27yrs). **GRAHAM LEEDING**, meat manager, Wolverhampton (25yrs). **EVELYN LEGGE**, checkout/replenishment assistant, Pitsea (22yrs). **MAVIS LENNOX**, night display assistant, Dunstable (18yrs). **ALEXANDER MARTIN**, fresh foods replenishment assistant, Market Harborough (4yrs). **DAVID MAYES**, store manager, Great Yarmouth (32yrs). **JOAN MCCARTHY**, deli counter assistant, Thornhill (14yrs). **ROBERT MCLEOD**, BWS assistant, Bramingham Park, (8yrs). **PEGGY MEALING**, checkout/replenishment assistant, Dunstable (17yrs). **ELIZABETH MIDDLETON**, checkout/replenishment assistant, Chertsey (4yrs). **FREDA NEILL**, meat counter assistant, Forestside (16yrs). **JAROSLAVA NOHEJL**, checkout/replenishment assistant, Kiln Lane Epsom (18yrs). **MAURICE PIGGOTT**, produce clerk, Hoddesdon depot (32yrs). **EILEEN RIMMER**, checkout/replenishment assistant, Liverpool (13yrs). **JANET SARTI**, staff restaurant supervisor, Bracknell (11yrs). **DONALD SATTERTHWAITE**, trolley collector, Halifax (18mths). **JILL SAUNDERSON**, packer, Letchworth (13yrs). **ROSEMARY SCANTLEBURY**, fresh foods replenishment assistant, Badger Farm (18yrs). **BRIAN SHORTMAN**, senior warehouse assistant, East Filton (9yrs). **ROBERT STATHAM**, meat replenishment assistant, High Wycombe (2yrs). **PATRICK STEVENS**, packer, Poole (10yrs). **JOSEPHINE STREETER**, SABRE clerk, Christchurch (13yrs). **DON TOMKINS**, BWS assistant, Dunstable (8yrs). **PATRICIA TOWNSEND**, dry goods reduction control, Swindon (9yrs). **AGNES TRAVERS**, cold store warehouse assistant, Dalston (5yrs). **PAMELA TROKE**, checkout/replenishment assistant, Bournemouth (3yrs). **THOMAS TUCKER**, window scheduler, Basingstoke depot (32yrs). **JOSE UNDERHILL**, evening display assistant, London Road (20yrs). **JOAN WALSH**, general assistant, customer services, Homebase Oxford, Cowley (2yrs). **JOAN WEBSTER**, senior clerk, Cowley (21yrs). **KIT WELLS**, checkout/replenishment assistant, North Cheam (10yrs). **BRIDGET WHELAN**, senior grocery assistant, Tewkesbury Road (14yrs). **DIANA WHITEHOUSE**, checkout/replenishment assistant, Blackpole (17yrs). **MARGARET WILLIAMS**, evening display assistant, Exebridge (12yrs). **JOAN WIMPORY**, checkout/replenishment assistant, Letchworth (13yrs). **CONSTANCE WRIGHT**, checkout/replenishment assistant, Orpington (20yrs).

## Obituary

**CHARLIE LUXON**, 68, a process and validation clerk in the store charging centre at Streatham office, died after a short illness, on 18 September (4yrs). **SANDRA SAMWAYS**, 44, a provisions assistant at Grimsby, died after a short illness, on 19 September (8yrs). **ANGELA SHEARD**, 55, an evening display assistant at Arnold, died on 27 September after a long illness (25yrs). **VALERIE TAYLOR**, 40, a senior delicatessen assistant at Marsh Mills, died after a short illness, on 24 August (9yrs).

# Tricky trivia

Let's see how you do in this month's Tricky Trivia quiz.

## JS JOURNAL Tricky Trivia

- 1 Who dubbed the voice of Draco, the dragon hero, in the 1996 film *Dragonheart*?
- 2 In Japan, what automobile accessory is known as 'bakkumira'?
- 3 What legendary fire-breathing female monster had a lion's head, a goat's body and a dragon's tail?
- 4 What river did Alexander the Great believe was the boundary of the universe?
- 5 What famous structure in Greek mythology was built by a man named Epeus?

Answers on page 30.

## JS JOURNAL Tricky Trivia

- 6 Who is the only woman in history to have married the kings of both France and England?
- 7 What was the average life span of a Stone Age cave dweller?
- 8 Which two-time Academy Award-winning actress announced her retirement from the movies in 1992 after she was elected an MP?
- 9 What is the world's fastest racket sport?
- 10 What was used to erase lead pencil marks before rubber came into use?

## JS JOURNAL Tricky Trivia

- 11 Which famous entertainer was born Annie Mae Bullock?
- 12 Which stroke did Captain Matthew Webb use in 1875 when he became the first person to swim across the English Channel?
- 13 Which is the only Central American country that does not border the Caribbean Sea?
- 14 What is James Bond's favourite cocktail?
- 15 How many points are there on a Maltese Cross?

Can you read this?

If you would like a large-print version of any *Journal* article, please contact the JS disability information officer at Blackfriars on 0171 695 7162.



# Golden years

With the JS Veterans Association celebrating its golden anniversary this year, the Archives takes a look back at how JS's pensioners first got together.



Mr RJ (Sir Robert) Sainsbury and Mr Alan (Lord Sainsbury of Drury Lane), greet veterans at the 1958 reunion, held at the Colombo Street canteen at Blackfriars.

**F**ifty years ago this summer a group of JS pensioners met in the aptly-named Meeting Room 60 at Blackfriars to create what was to become one of the most important elements in the newly-formed Sainsbury Staff Association (SSA) – the JS Veterans Association.

The first meeting of the 'Veterans' Group' was reported by the *JS Journal*, another product of the firm's post-war drive to promote business and social communication between JS people: 'Tea was provided and, amid scenes of enthusiasm, Mr JB Sainsbury went from one old friend to another exchanging reminiscences.' The SSA voted the new body a grant of £100.

That initial meeting soon sparked off other activities. A few weeks later 70 veterans gathered at Mr JB's Bexhill home for lunch, tea, and a tour of the gardens. Once again the *JS Journal* was on hand to report that inclement weather did nothing to dampen the party's spirits: 'It started to rain just as the party met Mr John, and it rained steadily until they left, but no party was ever happier'.

So successful was that first outing that, on 23 February 1949, 160 'old stalwarts' travelled to St Bride's Institute at Blackfriars for the first full-scale veterans' reunion, where they were entertained before tea by a comedian, and afterwards by a conjurer. The proceedings closed with a community sing-song led by Miss Rene Harrison on the accordion and Mr Cyril Weller at the piano – and a rousing chorus of *Auld Lang Syne*.

Over the years, the functions of the Veterans Association have extended in step with their numbers – there are now over 10,000 members: a number which exceeds that of JS's total workforce at the time the group was formed. Outings, ably organized in the early days by



No dampened spirits on the first veterans' outing, in 1948: visitors to Mr JB Sainsbury's house at Bexhill pose for a photograph in a brief respite between showers.



◀ **The first veterans' Christmas card with Mr JB on the front. One veteran is said to have prized the card so much that, on being told to evacuate her home due to a gas leak, she retrieved just two items: her cat and her Sainsbury's veterans' card.**

Wally Gurr – whose long experience as JS transport manager made light of arranging coach trips – became a regular feature of the social calendar. Rose-tinted spectacles, perhaps, coloured the perspective of one veteran who, forgetting that first rain-soaked outing to Bexhill, wrote: 'It is quite incredible how good weather has always followed them around. Providence has smiled

on the Veterans and sometimes laughed out loud.'

In 1961, a panel of visitors was set up, creating a network by which active veterans offered home visits and support to less mobile colleagues. The visitors' group today continues to fulfil this important function (see page 20). The *JS Veterans News*, first published in January 1962, offers members updates on the group's events and advice on matters of particular interest. To the mentally- and physically-active members of today's third age, some of the hints now read somewhat eccentrically. An early SSA handbook, for example, opined: 'the more strenuous games of Football, Cricket, Tennis are past memories with most at retiring age, but there

is still Marbles'. A 1965 *JS Journal* article recommended 'worthwhile pursuits' like 'carpentry' and 'becoming a blood donor' alongside more predictable occupations like gardening and bowls.

Today's pensioners lead lives as varied and interesting as any member of the current workforce, but the original functions of the Veterans Association remain as relevant as ever. Auld acquaintance has certainly not been forgotten. This year six reunions from Aberdeen to Weston-super-Mare have welcomed 3,300 veterans and their spouses. Just as at that initial meeting, one of the chief pleasures – not least for the *Archives* – is the exchange of reminiscences and the chance to reach back across the generations to recollections of butter blocks and Nixey tills.

At this years' reunions, group chief executive Dino Adriano recalled the very first reunion, half a century ago. He referred to 'the spirit of the Veterans Association and its very real values of companionship and enduring loyalty', adding: "I believe strongly that these attributes epitomize much that is worthwhile about Sainsbury's past and present."

Happy 50th, JSV.



A group of one-time drivers of JS's horse-drawn transport line up during an outing to Eastbourne in 1955.




New from Sainsbury's...

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**Ten Journal readers** now have the chance to win FREE electricity until 2001 (equivalent cash value £600). This exciting offer is an additional benefit of the exclusive energy package being offered to Reward Card holders by Sainsbury's and British Gas Home Energy.

With the national deregulation of the electricity market now under way, brilliant savings can be made on your electricity bills. By signing up for electricity from British Gas Home Energy through Sainsbury's, not only could you benefit from the British Gas electricity price

## Free electricity into the next millennium

- British Gas Home Energy will use the existing electricity cables and wires that already supply your electricity, so there's no disruption to your home.
- The British Gas electricity price guarantees cheaper electricity prices than your local supplier until 2001. (The guarantee relates to British Gas Home Energy's electricity prices over a billing cycle as a whole and to the prices published by each local electricity supplier (under their standard tariffs in existence on 1 September 1998). British Gas will honour the price guarantee until they are prevented from doing so by the action or potential action of any governmental or statutory body.)
- To find out how much you could save, simply call 0645 55 55 15 (local call rate) quoting SA9.
- You don't have to contact your existing supplier when you change over to British Gas Home Energy.

**For full offer details see in-store leaflet.**

guarantee until 2001\*, but you will also receive 1,000 extra reward points\*\*.

By completing the in-store leaflet (above left) and sending it to the *JS Journal*, you will be automatically entered into the draw to win free electricity until 2001, and you'll also be sent a personalized British Gas Home Energy Electricity contract. This will only be valid when you have signed and returned it to British Gas, at which point you will receive your bonus reward vouchers.

For the chance to be the one of the ten who shines the brightest until 2001, send in your completed leaflet to the *JS Journal* by 13 November. The leaflets are available in JS and Savacentre stores, and the competition is open to all Sainsbury Group colleagues, veterans and immediate family members.

\* Guarantees cheaper electricity prices than your local electricity supplier until 2001, and applies when you take both gas and electricity (on a domestic credit meter) from British Gas.

\*\* Reward points earned through this offer cannot be exchanged for AIR MILES. AIR MILES is a registered trademark of AIR MILES International Holdings NV.

This offer is only available to one Sainsbury's Reward Card holder per household. This is not available in conjunction with any other British Gas Home Energy incentive.



## Christmas cheer

*As mentioned in last month's Journal, a special promotion to boost sales of beers, wines and spirits is now taking place.*

The promotion includes a competition for one store from every district to win enough drink to ensure their Christmas celebrations go with a real swing.

A Christmas party bar will go to the store in each district that shows the greatest percentage increase in year-on-year sales between 4 October and 21 November. The 25 winning stores will, of course, receive their prize in time for the Christmas festivities.

Also, watch out for the arrival of a disposable camera at your store. It's for taking photographs of your BWS plinths and displays. The BWS team at Blackfriars will then choose the five best displays and add a little something to each of the five's Christmas stocking. Check the weekly BWS updates for further details.

**COMPETITION WINNERS**



**WINNERS ENJOY THE PRESSURE**

Just to prove that the *Journal's* winners are for real, here are Raymond Laing (right), zone controller and licensed trainer at Rayleigh Weir, and David Archer, provisions assistant at Watford store, proudly showing off their Kew pressure washers which they won in the May issue of the *Journal*. We wish them happy washing!

**JUNE'S WINNERS**

**OIL OF ULAY BODY WASH**  
The Oil of Ulay competition, funded by Procter & Gamble, judged stores on what percentage Ulay Moisturising Body Wash was of their total bath/shower sales between 14 June and 16 August. The top stores in each region are: **Farnborough** - southern; **Waltham Cross** - eastern; **Truro** - central and western; **Rhyl** - Midlands; **Aberdeen** - northern. Savacentre winner - **Calcot**. Each store wins £1,000 with **Aberdeen** winning a further £2,000 as the overall top store.

**CROSSWORD AND WORDSEARCH**  
Winning the £25 crossword prize is **H HAYES** at Enfield. The £10 wordsearch prize goes to **G STEVENS** at West Green, Crawley.

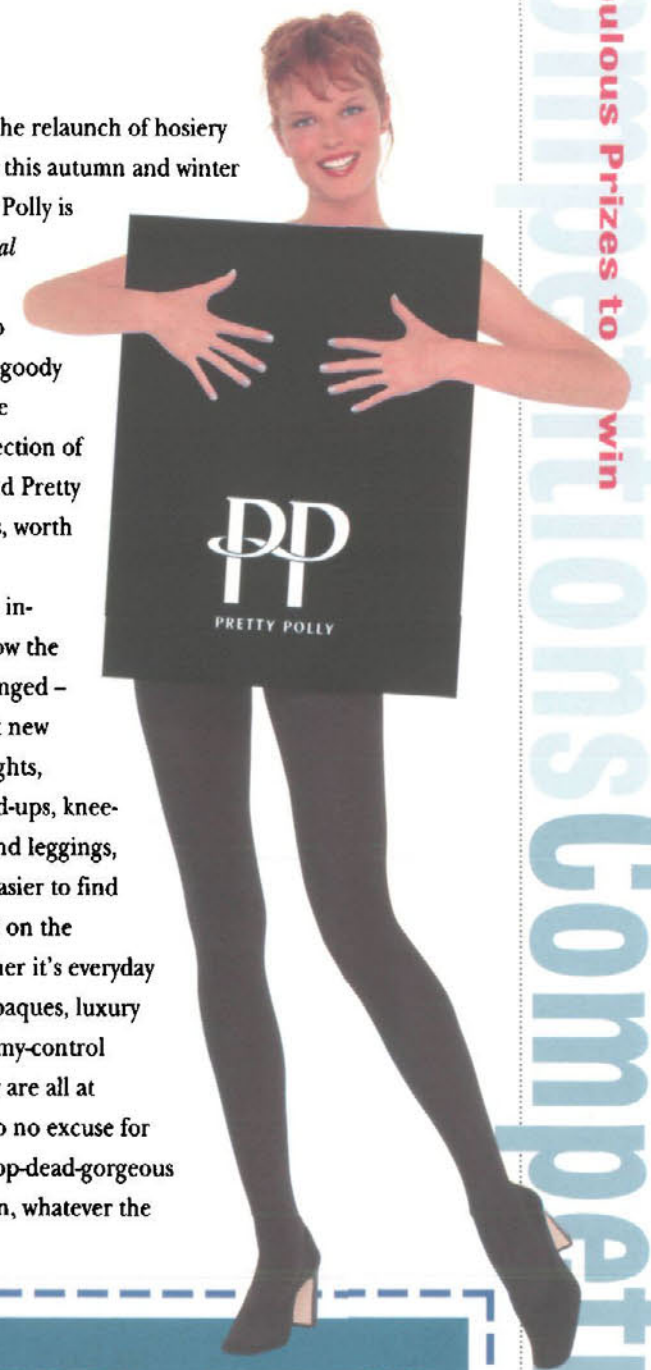
**VIDEOS**  
Scaring themselves with a *Fierce Creatures* video are: **CAROL DAVIS**, East Grinstead; **ANGELA ROBERTS**, Wrexham; **MARIA WEBB**, Lydiard Fields, Swindon depot; **L SMITH**, Beeston; **SHEILA POSTANCE**, Bowthorpe; **TRACEY HOWARTH**, Charlton depot; **P WICKHAM**, West Green, Crawley; **SUE WATSON**, Fosse Park; **PAM COULSON**, Reading; **DENISE EATON**, Fosse Park.

**REWARD CARD HELPLINE**  
Though the Reward Card helpline at HSL has not yet received its three millionth call, according to estimates, the winner of the £50 in vouchers from HSL is: **LESLEY HOWE** at Bridgwater.

## Drop-dead-gorgeous legs

To celebrate the relaunch of hosiery in Sainsbury's this autumn and winter season, Pretty Polly is offering *Journal* readers the opportunity to win one of 25 goody bags. Each one contains a selection of Sainsbury's and Pretty Polly products, worth £25.

Take a look in-store to see how the range has changed - there's a great new selection of tights, stockings, hold-ups, knee-highs, socks and leggings, and it's now easier to find what you want on the fixture. Whether it's everyday multipacks, opaques, luxury sheers or tummy-control products, they are all at Sainsbury's. So no excuse for not having drop-dead-gorgeous legs this season, whatever the occasion.



### ENTRY FORM : PRETTY POLLY

For your chance to win a goody bag, just answer this question:  
Which Spice Girl is engaged to the best legs in football, David Beckham?

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

WORK LOCATION: \_\_\_\_\_

HOME TEL. NO: \_\_\_\_\_

SIZE (small, medium or large) \_\_\_\_\_

Send your entry to: *JS Journal*, J Sainsbury plc, 9th Floor Brury House, Stamford Street, London SE1 9LL, to arrive no later than 16 November. Entrants must work for or be retired from the Sainsbury Group. Only one entry per person please. Photocopies are acceptable.