

JS JOURNAL

October 1982

THE SHAPE OF SHOPPING
TO COME...

A collection of several barcode labels of various sizes and orientations scattered across a dark background with a red grid pattern. The labels are white with black bars and numbers. One large label in the bottom right corner is partially cut off and shows the numbers '2770'. Other labels show numbers like '283012', '283012', '283012', '283012', and '5 000118 01'.

**Laser scanning and
computers at JS see
pages 4 & 5**

JS JOURNAL

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PLANS by Sainsbury's for more than 40,800 sq ft of offices at **Blackfriars** have been rejected by Southwark council.

JS wanted to build an estimated 22,500 sq ft of offices at 41-42 Blackfriars Road and Running Horses Yard.

A further 18,900 sq ft of offices and multi-storey car parking at 48-51 Blackfriars Road and 9-17 Meymott Street, were also under consideration.

Councillors at the planning applications sub-committee turned down the scheme because it was not in line with the council's controlled office policy for the area.

The town hall is also drawing up new planning guidelines for the two sites.

JS plans also included the free transfer of the freehold of the Colombo Street Community and Sports Centre (formerly Sainsbury canteens) to Southwark council.

The company plans to open a new store in **Chelmsford** if a suitable site can be developed. A scheme has been submitted to Chelmsford council for a site at Kings Meadow with a 25,000 sq ft sales area supermarket and served by a large car park.

Macwall Estates Ltd and Sainsbury's have won the race to develop a site in **Richmond**. The plans include a 185 space car park, 29,900 sq ft of offices, a 39,900 sq ft supermarket and new public lavatories. If all goes well the supermarket should open early 1984.

York

JS is moving ahead with plans to redevelop the former **York** County Hospital and old gas works site acquired earlier this year.

The company's general proposals relate to comprehensive development of nine acres, bounded by Fossbank, Jewbury and Monkgate.

A planning application has been submitted for a 52,500 sq ft supermarket, a 30,000 sq ft Homebase store, garden centre and surface car park.

It is proposed that the original hospital building be adapted to shops and café, with offices above, and the nurses' home to residential use.

Rumours that Sainsbury's **Upminster** and **Harold Hill** branches would close with the opening of the new store at **Hornchurch** have been causing worry amongst local residents. JS however issued a statement.

'To prevent any further speculation, Sainsbury's do not intend to close their Harold Hill and Upminster branches upon the opening of the supermarket at Hornchurch.

'As with all our outlets, the future of the branches must depend on the continuance of a good level of customer demand producing the necessary commercial viability.'

JS has submitted a new plan for an extended car park at **Southport**.

The original plan included the demolition of empty offices on the site, but this was felt to be bad planning as the building is a valuable feature in the townscape in a conservation area.

Amended plans confine the car park extension to the rear of the office, demolishing only outbuildings and a two-storey wing at the back.

Plans have been approved for a 52,000 sq ft supermarket in **Pinner**. The development also includes a 664 space car park and a three-storey office block of 15,000 sq ft. A pedestrian arcade with 13 shops would lead from the High Street to the JS store.

The plan by JS to build on a four-acre riverside site in **Newport** will pose 'enormous construction difficulties', the Usk land drainage committee has been told.

The river bank is very soft ground and Sainsbury structural engineers think piles will have to be driven into the ground to a considerable depth until a firm foundation on which to build is reached.

Discussions have also taken place between the authority and JS architects with a view to including one end of the

development in the proposed Newport tidal defence scheme.

JS are planning a £1.3 million extension to the **Newcastle-under-Lyme** store, which will create a further 40 or 50 jobs.

The company have bought the freehold interest of the existing supermarket lease and the freehold purchase of part of the car park—about 40 spaces.

In order to offset the loss of the car parking spaces due to the land being used for the extension, it is proposed to demolish the petrol station.

Planning permission is now being sought for the extension which will include a bakery and delicatessen.

The company has recently been given planning permission to extend its store at **King's Lynn** and to build a two-storey car park to replace the number of parking spaces lost.

Sainsbury's has applied to build a 48,000 sq ft supermarket and 30,000 sq ft Homebase with parking for 600 cars, offices, storage and staff accommodation on land at **Burpham**, Guildford.

Plans to build a new store on the outskirts of **Exeter** have finally been quashed by the Secretary of State for the Environment.

JS appealed to the Minister at a three-day public inquiry after the city council refused planning permission for a 55,000 sq ft store at Middlemoor.

The Minister upheld the council's view and that of traders that the development was undesirable because of the effect the proposed store would have on existing business areas, and because it would take agricultural land.

Cardiff

Sainsbury's have outbid other companies for the right to develop a new shopping centre at **Thornhill**, Cardiff.

The 47,000 sq ft store is due to open within two years—on the heels of another JS store in the town, as the company also won permission at a public inquiry to build at Colchester Avenue.

An application by JS to build a 47,000 sq ft supermarket in **Burnley** has been accepted.

Members of the town council's planning committee had been split on a decision for some time. But the balance was swayed in Sainsbury's favour following a visit by the committee, council officers and their wives to the company's Woolton store, very similar to the one planned for Burnley.

Outline approval has been given for a 52,000 sq ft store in Lewes Road, **Brighton**.

But the planners imposed 19 conditions including a stipulation that the car park for 360 vehicles should be at least nine metres away from residential gardens.

JS plans for a supermarket with a sales area of 30,000 sq ft and parking for 550 cars in **Brentwood** have not been passed by the district council, and the company has appealed. The planners say the site is within the green belt and it is Essex policy to keep large stores in town centres.

Work was scheduled to begin last June on a 45,000 sq ft store in **Altrincham** following the granting of outline planning permission in December 1980.

The granting of final planning permission has, however, been held up by heavy opposition based on fears of traffic chaos and a decline in trade at the town's shopping centre.

It's got the lot!

Liquid milk has been an area of quite outstanding growth in recent years at JS

CONCERN ABOUT the future of Britain's dairy products—milk in particular—has long been a topic for serious discussion in the industry.

The market, having been fluid (!) for some time, has been featured in various newspaper reports which continue to warn that there is a decline in the consumption of liquid milk. However, this is certainly not reflected by Sainsbury's sales figures and there are many good reasons why.

It was on this subject, and the particular reasons for JS's success, that Ross McLaren, head of dairy buying, was asked to talk during a conference held at Nottingham University.

He was invited as a representative of the most 'innovative retailing company' in this field and he told his audience why in recent years JS has allocated greater sales space and extended the milk range both in size and choice. The introduction of two varieties of Vitapint, fruit milk drinks and a new special four pint size of fresh milk are just some examples of the ideas from the dairy department that have improved service to the customer. Milk has long been recognised as a vital part of the comprehensive shopping facilities offered by Sainsbury's.

Leads the field

JS also leads the field as far as information about the product is concerned—every Sainsbury shopper can read on the pack what the term 'homogenised', for example, really means (that the cream in this product is evenly distributed throughout the milk and will not separate). Vitapint cartons have even more information. It is semi-skimmed (to remove a proportion of the fat content) pasteurised milk and contains 300 calories per pint (about 80 calories less than whole milk). Low-fat Vitapint has only 230 calories. Both have extra vitamins A and D and milk solids added after the skimming process and so have the full round flavour, texture and keeping properties of fresh milk but unlike other low-fat milks are not UHT (ultra heat treated) products.

Four of JS's range are UHT milks chosen for their property of long life. UHT lasts up to six months if kept unopened, because it has been heated to a high temperature (about 132°C). The milk is then cooled rapidly before being packed in sterile containers. It should be used before the date stamped on the pack and then treated as pasteurised milk when opened. Most shoppers choose ordinary pasteurised milk (which has been heated to a lower temperature of about 72°C for a minimum of 15 seconds,

in order to destroy milk-borne bacteria and milk souring organisms, and then immediately cooled).

One of the latest developments to increase the range of own-label milk products has gained great popularity. Fruit milk drink (in orange or pineapple flavours) is made with whole pasteurised milk combined with tangy fresh fruit juices. The fruit milks are attractively packaged in orange or yellow plastic ½ pint 'ready-to-drink-from beakers' which means that children especially find them

'Despite these magnificent volumes, we are mere minnows in a sea of milk'



The new wheeled display trolley

fun. Fresh flavoured milk drinks in chocolate and strawberry were also launched last month, at 18p and 16p respectively.

It was growing customer interest in, and pressure for, fresh milk varieties that encouraged the company to enter the new areas. Every development has been well rewarded by significant volume growth against the declining market.

However, Ross explained firmly that 'despite these magnificent volumes, we are mere minnows in a sea of milk and indeed our sales do not represent a move away from the traditional doorstep delivery but, we believe, a means of arresting the decline in the total market!'

JS insisted that the supermarket customer should not have to pay as much for a carton of milk (that has to be carried home) as for a bottle delivered by a milkman. Subsequently Sainsbury's was one of the first supermarket chains to pass on this price advantage of lower overheads, to the cost of ordinary milk.

There was a reduction in the cost of Vitapint soon after its launch, greatly improving the value that it already represented.

Sainsbury's caters for those people who have special needs. Some don't want to have milk outside cooking in the sun while they are at work (advertising the fact that the house is empty), others want extra milk in addition to their delivered bottles, and those such as bedsit dwellers wish to buy irregularly.

Developments

Ross also summarised other developments that have occurred at JS to keep the company at the forefront of dairy retailing and concluded with a few words about the company's approach to increasing volumes of milk and its handling.

The latest innovation to help cope with the volume is gradually being introduced into the branches. 'After looking at the overall problem of movement from the dairy to the customer, various systems were put on trial to improve efficiency. JS have now opted for wheeled display trolleys that can be automatically packed with loose cartons at the dairy. They're rolled onto the delivery vehicle, rolled off at the branch and straight into the cold store. Then when required, they are rolled into a chilled air curtain display unit and the customer simply picks up the carton from the trolley. Until that point no human hand even touches the carton. And, although the system is capital intensive to initiate, the sheer efficiency in terms of reduced labour will soon generate the return.'

TOMORROW'S WORLD

1982 SHOULD PROVE a turning point for article numbering and laser scanning in the United Kingdom—for soon a sufficient percentage of goods handled by retailers will be bar coded to make the system cost effective for all involved.

JS has been investigating the potential for some time.

In June 1979 the PLUS (Price Look Up System) computer checkout system went live at Broadfield.

The PLUS system is based around the IBM 3660 in-store computer which stores the price and description of every line in the store—some 7,000. Each line was allotted a code number which was tapped into the checkout terminal. The processor then 'looked up' the price and product description and sent them back to the checkout. It was then printed on the till roll and displayed on a special screen for the customer to see. Concurrently the computer recorded that the item had been sold at the particular price, the total amount of each sale, the cash tendered and the change given.

This system was upgraded in February 1980 to scanning. One of the difficulties at the time was that not a high enough percentage of manufacturers were including the now familiar bar code symbol on the packaging—so an exten-

sive branch warehouse operation was mounted to mark all the goods with specially prepared, locally printed, adhesive bar code labels.

Currently Broadfield has just changed yet again, to a new IBM system. To the customer there will not be much difference—but from a JS point of view there will be some important extra benefits. Firstly the scanner is better—it actually reads the symbol over a wider field so the bar code needn't be passed so accurately over the window. Secondly, it is a programmable system. The early system was of fixed function—it was purchased complete and only very small modifications could be made.

More flexible

Commented JS's departmental director responsible for branch services, Jeremy Grindle, who is also chairman of the UK Article Numbering Association: 'The information from the new system is much more flexible. It's essentially the same, but we can shape it to our needs. It tracks the sales of all the goods, knows when items are reduced—its uses are fairly common sense. You can see what is selling, what is not, what you're having to reduce, what needs re-ordering and so on.'

'It has been a lot of effort for what will

appear to be a very small change, but there is no doubt that if JS opts for IBM scanning equipment in the future, we wouldn't have used the old system. So the changeover was necessary!'

With the new system too, extra features can be added at any time. It is 'programmable'—that is to say that if JS decides to operate its checkouts in a particular way, programmes can be written to do just that.

A further trial has been launched this month at Hayes with yet another system made by Sweda, the first of its kind in the UK. JS has been working for some years with Sweda on this system and it is basically a British/European version of the American systems. Sweda has done most of the development work, and JS are putting it on trial.

The installation consists of 15 Sweda scanners, '7525' terminals, duplex processors, manager's printer and visual display unit with communications to Blackfriars.

Once again the customer would have difficulty in telling the systems apart, but the significant difference with this system is that it is designed to be much more for the branch manager to use and control.

Even the new IBM system relies heavily on a head office computer to do a lot of the work and pass on many commands.

This photograph, courtesy of IBM, clearly shows the laser beams which 'read' the bar code as an item is moved across the scanner's window while the system decodes and registers the information



HERE TODAY

With the Sweda set up it is possible to go on developing the system into being much more of a general purpose branch computer. Packages have been developed, for example, to carry out labour scheduling and other such tasks.

'Our purpose is to try an alternative' said Jeremy Grindle. 'This system has several functions the IBM does not, and we want to assess different manufacturers apart from anything else.'

The question that immediately springs to mind from all this is 'why is JS taking so long over scanning trials?' After all, how many other companies have two systems on trial.

'The equation of cost/benefit is the item that governs all decisions affecting a company like JS' said Jeremy Grindle 'and for scanning it is particularly difficult.'

'The more efficient a company, the harder it is to gain further benefits. In the USA for example, scanning meant that manning at the checkouts could be reduced from two to one—a gain not available to JS.'

Happy to wait

'Another example would be checkout activity—most scanning systems incorporate a checkout activity programme as standard. But at JS we already know a good deal about what goes on at the checkouts in each store. So in general the benefits are much harder to find.'

'Then, in actual fact, Britain and Europe aren't really going all that slowly. We're progressing at the same rate as the USA did—about five years behind, but roughly in-step.'

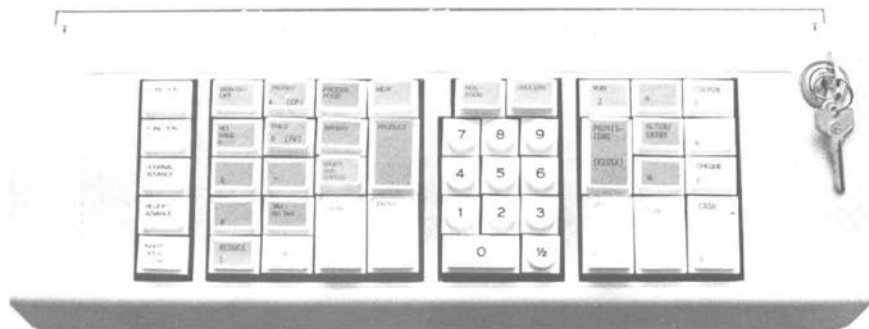
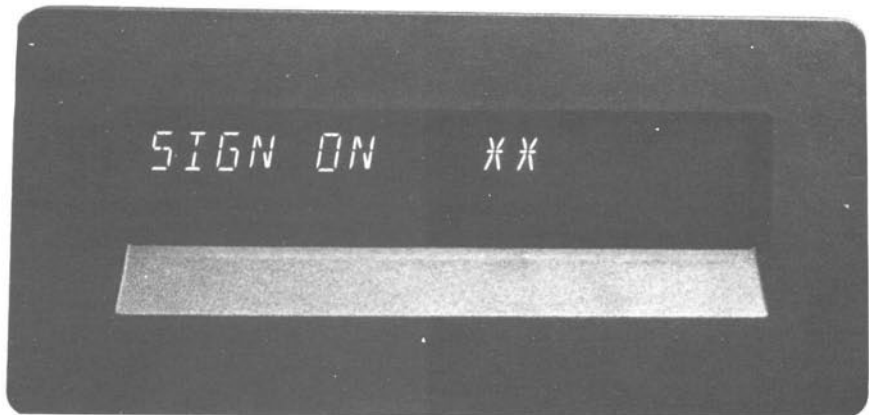
'Particularly in the case of JS, technological advances are an important consideration—and they're happening very quickly. Take the concept of distributed data processing—a number of small computers all over the place talking to each other, as opposed to a massive main frame computer. There is much afoot technologically in the field of communications between computers. The original IBM concept, which was right in the USA at the time, was that a big central head office computer drove the system. But this is not so clearly right for JS now.'

'Coupled with these technological advances, the price is also dropping. So JS is happy to be waiting—the systems are becoming more flexible and with more functions, and getting cheaper.'

'What is happening throughout the retailing industry is that a re-think is taking place in systems strategies to take the best advantage of all these developments.'

As mentioned earlier, some scanning systems also have the capacity to handle some other branch computing tasks, and it is in this area that there are some major opportunities.

For example, when you consider the number of lines that must be ordered, and how many times a week in JS



Above top: A product description and price appears for the customer as each item is passed over the scanner. Above: The new style keyboard at Broadfield

branches, because of the company's sales density—which must rank amongst the highest in the world—the ordering and distribution system must operate very efficiently.

The benefits of a computer are better communication, better control, better time-keeping over ordering and so on. And there are many routine tasks with which a local computer could help branch management in their daily jobs.

So the retail division is now heavily

involved in a programme to develop branch computing and it is likely that scanning will now follow later.

This is the biggest project in Jeremy Grindle's area at present.

'The first two machines are at Blackfriars for development work' he said 'and two have been installed at Wandsworth store—one for final development work, and the other for the manager. Putney now has its machine and a further four branches will receive theirs in January. If the present excellent progress is maintained, mass installation will start in the early summer of next year and would extend to all stores as soon as possible.'

'I think this is the most exciting development—in future the branch manager will have very much greater control over his destiny. JS is definitely not losing heart in scanning—just making sure the system is right. After all most own-label items are now bar coded—confirming to the world our commitment—but not until the time is right.'

In this unique position in the centre of scanning experiments at JS and also as chairman of ANA, Jeremy Grindle is a keen observer of developments in the USA and sees the prospects of new sources of marketing information in the future.

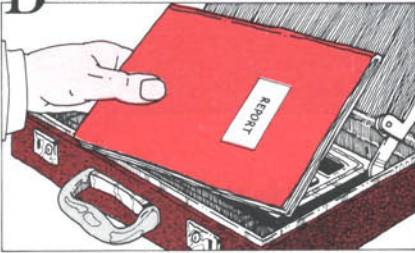
For example, more and more cities in America are becoming 'wired' for cable television. The same companies that are

Jeremy Grindle



Continued on page seven

BUSINESS NEWS



This month's business news takes a look at some of the many year-end results which have been recently published by companies in the fields of retailing and supply.

Apple drink blossoms

THE CIDER market is looking particularly sunny at the moment. Britain's leading producer, H P Bulmer, recently reported a 67 per cent increase in pre-tax profits.

Excise duty

Apart from good distribution through supermarkets, there are two reasons for cider's current popularity. Until 1976 cider was not subject to excise duty at all, and was therefore a relatively cheap drink. Since then, respective Governments have levied excise duty, but increases have only been moderate. This means that whilst duty on cider is currently about 6p per pint, beer suffers a levy of 16p a pint. As pubs can sell cider at a higher price than beer, their margins on cider must be very good. Landlords are now therefore quite keen to push cider sales.

Change in image

The other reason for cider's increasing popularity is its change in image. Some years ago it used to be thought of as a Jekyll and Hyde brew—either as bland and innocuous as canned shandy, or a fearsome potion which would tip you into the hedgerow! Well-conceived advertising has managed to change that image, such that cider is now perceived as either a family drink or an acceptable alternative to beer.

The cider market was recently disturbed by stories of a price war in the north-east, but these came to nought. Bulmer's success is reflected in its share price which has more than doubled this year. Strong gains have also been recorded in the share price of another JS cider supplier, Merrydown.

Linfood produces the goods

LINFOOD lifted pre-tax profits by 34 per cent from £8.9 million to £11.9 million for

the year ending April 24. This was slightly higher than the £11.6 million forecast by the group last October when they successfully fought off a bid from Argyll Foods (who later purchased Allied Suppliers as recorded in the August JSJ).

This result was before charging 'extraordinary costs' of some £900,000—about £340,000 of which was the cost of that fight, and £430,000 being the costs of disposing of its delivered wholesale business, which was purchased by the existing management team.

The group now has 94 cash and carry depots, six Carrefour hypermarkets, and a chain of supermarkets and discount stores known as Gateway in the midlands and south, and Dee in the north.

No real growth

Hypermarket sales rose from £124 million to £131 million which implies that each store is selling somewhat less than those of JS associate—SavaCentre—and have shown no real growth over the last year.

On target in Yorkshire

HILLARDS have had a good year in Yorkshire. The supermarket chain which claims 11 per cent of the market there has increased its profits by 24.5 per cent to £4.78 million. This good result means that profits have doubled in the last three years.

Although it has a few stores in Lancashire and the North Midlands, the company is firmly Yorkshire-based. It is therefore going to be increasingly of interest to JS as more Sainsbury stores are opened in that area.

Most of Hillards' new and prospective stores are large with over 20,000 square feet of selling space. At the end of the year recently reported—May 1982—the company had a total sales area of 533,000 sq ft.

Viewed by the Stock Market as a well-managed company, its chairman reported that Hillards has at present no plans to expand out of its main trading area.

A kilo of carats

A JAPANESE supermarket chain called Ito-Yokado has recently announced that it is going to start selling gold.

The company hopes to sell at least ten kilos a month (worth about £70,000) at each of 15 stores. Prices are thought to be lower than at normal gold outlets.

The checkout operators will not be developing bulging biceps shifting ingots past the till, as the gold will be sold at special 'gold corners', within the stores.

The reason for this surprising move is the insatiable appetite of the Japanese for the stuff. Last year they accounted for 40 per cent of the total world investment in gold.



Key markets

FITCH LOVELL has recently reported good results for the year to April 24, 1982. Whilst Fitch Lovell is not itself a well-known name, its supermarket subsidiary, Key Markets, is more easily recognised.

Unlike companies such as JS and Tesco which are predominantly retailing concerns, Fitch Lovell embraces a variety of activities which sometimes makes it hard to identify the true results of its supermarket operations. Whilst the group's profits improved from £9.19 million to £10.33 million, retailing activities earned £6.45 million. After excluding profits from property disposals, there was no increase in trading profits of the retail division (which includes a chain of grocers called David Greig as well as Key Markets).

Biggest fresh-on-the-slab fish retailer

Key Markets opened eight new stores during the year and closed nine, leaving a

total sales area of just over 900,000 sq ft in 104 stores. This is slightly more than one quarter of the total of JS and Homebase sales areas.

Taking account of these factors and the rate of food inflation over the period, it is likely that actual levels of trade have fallen since last year, as indicated by the slight fall in market share noted by independent market researchers.

It is interesting that amongst the parent company's varied interests is a strong involvement in fish farming. In view of that unusual sideline, it is perhaps not surprising that Key Markets claim to be the biggest 'fresh-on-the-slab' fish retailer in the country. It is difficult to verify the truth of this claim—both Safeway and Allied Suppliers have more fish counters in the UK than Key Markets. The company is also well up-to-date in other retailing developments such as laser scanning, in-store bakeries and delicatessens. They are only now, however, beginning to build up a range of own-label products.

Almost all Key Markets stores are south of that notional dividing line—the Wash to the Severn. That means they have to square up to JS and Tesco. Independent surveys though, consistently show that they are one of the more expensive multiple chains.

In-store promotions

In recent years they have been very active in maintaining in-store promotions which have ranged from bingo to offers of cheap tableware for every £5 spent in the store. One Key Markets store has recently even offered vouchers for cheap petrol.

As Peter Mills, their marketing controller, says: 'The big question for Key Markets is how to stay one step ahead. With two per cent of the market anything we do does not panic Sainsbury or Tesco into an immediate reaction, so we can do different things which do not bring instant retaliation.'

TOMORROW'S WORLD...HERE TODAY



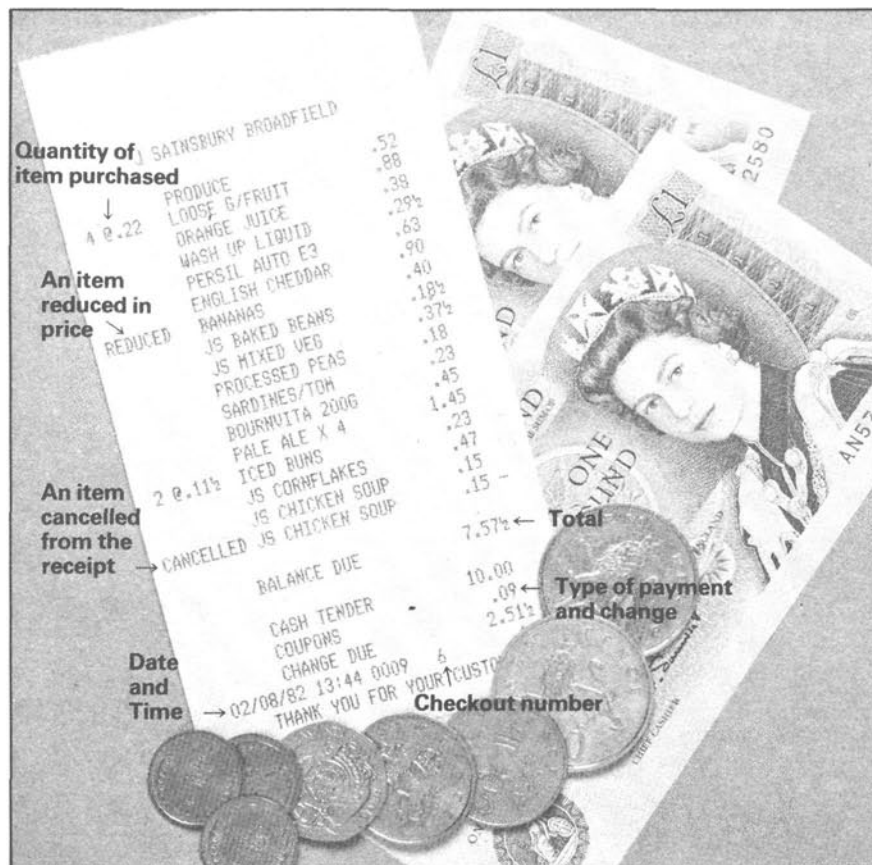
This month's cover shows the actual pattern created by the lasers projected from the new IBM scanner

Continued from page five

installing such systems are also subsidising the installation of scanning systems in supermarkets. This enables advertisers of goods on the cable tv system to see just how effective their marketing efforts have been as shown by the sales information made available thanks to the scanning systems. Such systems enable marketing experts to be aware of the movement of goods on a minute to minute basis!

In Britain too, work is being done in the same area. Already a market research company has been awarded a contract by ANA to collate and process all the information gleaned from existing scanning systems in the UK. This information is being made available at cost to the manufacturers of the goods which are being bar coded at source, so that they will know just how well their products are selling and will be in a better position to understand changes in sales patterns. With only ten stores currently using scanning systems in the UK the exercise is somewhat academic at present—but it will have very practical and important applications in the future.

Jeremy Grindle also expects to see developments soon in electronic funds transfer. The automatic crediting and debiting of bank accounts by means of plastic cards with terminals in any retailers. 'It'll take time because the



Leaflets explain the new detailed customer receipts at Broadfield

banks have an enormous amount of work to do to get their act together, but it's bound to come. And it won't just be the banks, building societies and others are all in the money business now.'

With the advent of this type of fund transfer and with the growth of cable and Prestel-like television services, the development of 'teleshopping' from your front room becomes a practical possibility

for the future.

'But I've got a gut feeling that it won't be attractive' he said. 'I can't see people paying for supermarket purchases by phone and in any case, teleshopping doesn't get your groceries delivered! Delivery of ordered goods would make purchase of fast-moving consumer goods uncompetitive compared to purchase at a conventional supermarket.'

NEW PRODUCTS

Bread and Flour

THE SMELL OF BAKING bread is one of the most appetising and memorable of all aromas. To get more out of bread baking and to help identify the bewildering variety of breads available, JS have published a new *Bread and Flour* guide in their established series of food guides.

The book gives both useful advice on the techniques of making bread and some interesting recipes. It talks about the types of flour used by bakers and lists most types of bread commercially available and gives hints on bread freshness, storage and freezing.

The preliminary section on flour discusses the structure and content of wheat and the milling processes which produce different types of flour. The

various flours are then compared with different baking requirements. To complete the section, advice is given on the use of plain or self-raising flours.

Traditionally, bread has been associated with starch but the benefits are now more universally recognised. As a source of nutrients such as protein and calcium, bread makes its contribution to a healthy diet. The guide clarifies and distinguishes between different types of bread, such as the commonly confused wholemeal and wheatmeal.

Bread is not only a satisfying but a versatile food which can be used in hot meals and desserts as well as in sandwiches and cold meals. There is a section with some tempting recipes including delicious summer pudding made with mixed soft fruits, and toppings for casseroles.

In Sainsbury's larger supermarkets there are as many as 60 different kinds of loaf on sale and in over 60 stores the delicious smell of freshly baked bread can be discovered in the in-store bakery. To help to identify the many kinds of loaves, rolls and other bread products, the book contains an A-Z guide. This covers varieties from the familiar sandwich loaf to the not-so-familiar Daktyla.

Every entry carries a full description, suggested ways of serving or using, and in some cases an illustration.

Sainsbury's *Bread and Flour* guide by Dilys Wells, priced 30p, is now available at all branches.

Cheese please

CHEESE, is the latest in JS's popular range of full-colour, hard back cookbooks. By Rhona Newman, it is now available at all stores, price 99p. With a total of around 130 cheeses, JS offer something for all tastes and occasions and now this book will stimulate new ideas for exploring and enjoying its full potential.

There are all the traditional favourites using this versatile food—yet with original twists—Dutch cauliflower cheese decked with bacon rolls; quiches—country vegetable, Mediterranean or sage and onion; pizzas—Italian, garlic and pepper or bacon and mushroom as well as a classic cheese soufflé and a variety of super fondues.

And there is the not-so-familiar! Stilton and cauliflower soup is a wonderfully unusual starter and Leicester kipper pâté another. Lancashire and a Leicester cheese combine in a heartening wholemeal pudding. In velvet carbonnade, the favourite cheddar cheese tops a warming beef stew, and soft cream cheese and cottage cheese contrast deliciously with the elegant chocolate mint cheese-cake.

British, European and Scandinavian cheeses are introduced and their characteristics given. Rhona Newman advises on how best they can be enjoyed—how dolcelatte is best eaten with biscuits while Cheshire provides a good topping for grilling and also makes an excellent accompaniment to semi-sweet biscuits and fruit.

She also gives sound advice on how to get the best from cheese—from serving and storing to freezing and cooking.

Cheese should be served at room temperature for optimum flavour, aroma and texture, and wrappings should not be removed until the last moment to prevent cheeses drying out.

This latest addition to Sainsbury's popular cookbooks increases the range to 20 books now available at all checkouts.

American Sampler

DISCOVER a great variety of American cooking with Sainsbury's latest cookbook, *American Sampler* (priced 75p) written by Patricia Lousada, herself American born.

Illustrated in colour the book contains a selection of delicious recipes covering the range of cooking from snacks and salads to main meals and mouthwatering pies, cakes and cookies.

The diverse nature of the American continent and its people is reflected in the cooking. Settlers, largely from Europe brought their own methods, recipes and styles of cuisine which has resulted in quite distinct regional variations.

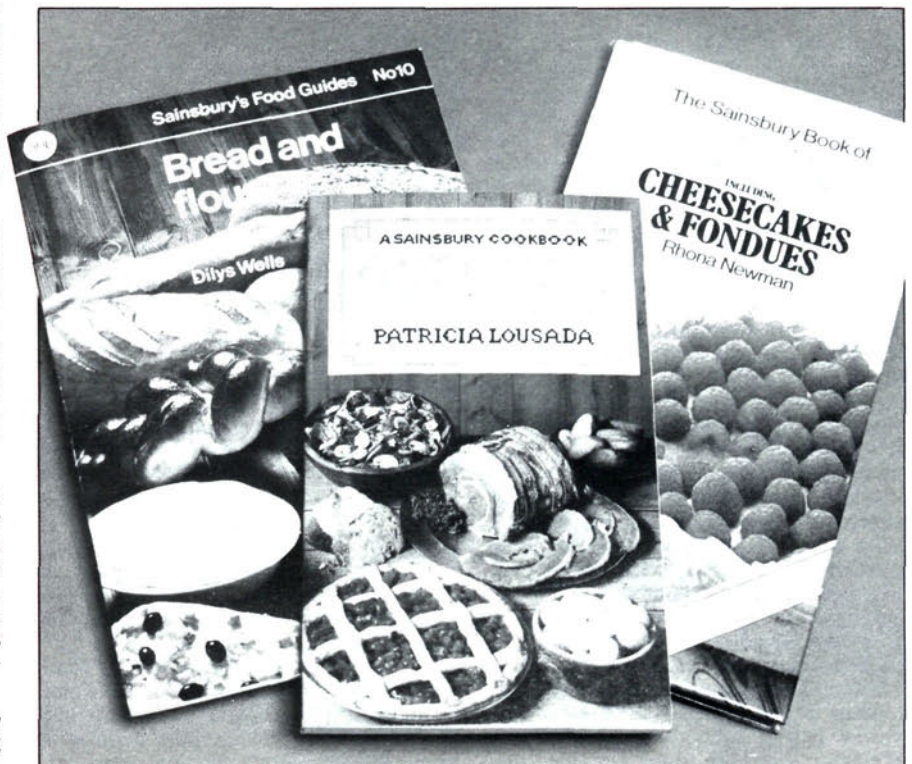
There is a Spanish influence in the southern recipe for prawn and ham jambalaya, a mixture of ham, prawns and rice which absorb a spicy tomato sauce and makes a rich succulent stew. Or there is cajun potato salad, of French origin from Louisiana, made with white wine.

New England is the home of corn chowder, a thick nourishing soup with crisp bacon, potatoes and onions. Served with wholemeal bread and perhaps a salad it is ideal for a tasty lunch in winter.

For Americans at Thanksgiving, pumpkin pie is a must. It has a distinctive flavour which is derived from the brown sugar, syrup and ginger added to the pumpkin pulp. In a pastry base it is served at room temperature and is delicious with whipped cream.

A book on American cookery would not be the same without cookies. Patricia Lousada features a tempting recipe for toll house cookies, better known as chocolate chip, with vanilla and crunchy walnuts. Their name dates from the days when a toll was charged for crossing the Mississippi and cookies could be bought from the toll man.

Following *Pasta, Italian Style, American Sampler* is the second book by Patricia Lousada written for Sainsbury's and will be available at all branches.



Day and night

FOR AUTUMN, JS's beauty experts are recommending two new, elegant looks, Autumn Days and Frosty Nights, which can both be created with existing J Cosmetics and two new own-label items—Terracotta lipstick (£1.10) and Pearly Lustre Triple Eyeshadow, (£1.65).

The Autumn Days look is a blending of golden autumnal shades. Sahara Sands Triple Eyeshadow with beige-brown, pretty peach and glinting copper, tones perfectly with 1982 Autumn fashion colours. For lips, Terracotta is a new, rich, earthy lipstick and to complete the golden day-time look is Sunset Gold nailpolish.

A sophisticated, elegant, pearly look is the mood created by Frosty Nights. A new Pearly Lustre Triple Eyeshadow with light lilac, soft peach and pearly pink gives a striking, pretty effect. For lips there is Candy Floss lipstick, a delightful fuchsia pink and for nails Oyster Pearl, is a soft, white, pearly nailpolish.

Sainsbury's are delighted that Options at Austin Reed are recommending that the Autumn Days look is worn with their new moss or sienna coloured clothes, and Frosty Nights is perfect for their range of evening outfits.

The J cosmetics needed to create the two new Autumn looks will be available from 140 branches.



Luxury bath

SAINSBURY'S are introducing a luxury bath range this month to complement the successful J range of skincare and cosmetics. The new delicately fragranced, luxurious bath products will pamper and care for the body.

In elegant, feminine, dusty pink packaging with the distinctive J symbol in silver, the bath range tones beautifully with the burgundy packaging for J skincare and cosmetics.

J Milky Bath, packaged in a slim, elegant, 250 ml bottle (£1.95), is a luxurious creamy lotion which turns water milky white. The rich ingredients soften the water and leave the skin smooth and supple.

J Milky Bath Powder enriched with softeners has been especially formulated to give a gentle, foaming bath. In an elegant, dusty pink drum it is attractively presented and ideal for use in the bathroom (£1.95, 250 ml).

J Beauty Soap is a mild soap containing

special ingredients which help protect the skin, whilst the creamy lather has a silky feel. The addition of almond oil acts as an emollient to skin made tender by exposure to the sun, wind and rain.

The 150 gram (85p) beauty soap is perfect for use in the bathroom and also available in a travel box (£1.10).

J Silky Body Lotion (£1.65, 250 gram) contains a rich blend of oils which help to protect and moisturise the skin. This silky lotion is absorbed very quickly, leaving the skin feeling perfect. It can be used in the morning and night to give all over body protection.

J Body Talc with Real Silk (£1.25, 100 gram) is a beautiful fine Italian talc. The pure, natural, powdered silk adds extra smoothness and a silky feeling to the skin.

Finally, J Dusting Powder with real silk contains the same luxurious ingredients as the J Body Talc. In an attractive dusting bowl it will enhance a dressing table or make a perfect present.

All items are available at 100 branches.

creamy solution contains moisturising emollients which leave the skin cleansed and smooth. Packaged in a 250 ml, clear plastic, unusual decagonal bottle, it is ideal for everyday use or an inexpensive gift (89p).

Occasion Luxury Soap is a high quality, mild soap. It has a rich, creamy lather that is kind to the skin, leaving it clean and fresh. It is just right for the bathroom and guest room (39p, 100 gram).

All Over Body Lotion is a gentle lotion containing moisturising emollients that help to keep skin soft and smooth. At 89p it is excellent for use in the bathroom and convenient when travelling.

Finally, Eau de Toilette can be generously splashed all over the body to give it a toned, refreshed and cool feeling. In an elegant glass 240 ml bottle (99p) it is perfect for use in the bathroom or as a freshener during the day.

All these new items cost less than £1, making them ideal for everyday use or attractive, inexpensive presents. They are available at 100 branches.

Floral fragrance

HONEYSUCKLE, ROSE and English Lavender are the traditional floral fragrances used in Sainsbury's new Occasion range of bath products—Pearl Bath, Luxury Soap, All Over Body Lotion and Eau de Toilette.

The whole range is attractively presented in very pretty, colourful packaging and each fragrance is represented by appropriate floral designs. These high quality products mix or match, making attractive and useful additions to the bathroom, guest room or dressing table.

Occasion Luxury Pearl Bath softens and fragrances bath water. The rich,





Play your cards right

CHARITY CHRISTMAS CARDS produced exclusively for JS will be on sale in over 100 branches from early this month. Once again the company will be supporting Oxfam and NSPCC by giving 10p from the sale of each pack directly to the appropriate charity.

Oxfam is a partnership of people who, regardless of race, skin, religion or politics, work together for the basic human rights for food, shelter and reasonable conditions of life.

The NSPCC is a charitable association which works towards preventing cruelty to children.

Sainsbury's are major retailers of Christmas cards and last year, for the first time, sold exclusive charity cards. This gives customers the opportunity to buy cards that are good value for money (52p a pack), yet at the same time contribute to a charity with wide appeal. Both ranges offer traditional designs in two sizes on good quality card.

In addition to charity cards, Sainsbury's are offering a comprehensive range of value-for-money Christmas cards from the traditional, novelty and de luxe through to fine art prints, plus cards specifically for children.

No batter bother

DON'T WAIT for pancake day to try JS's latest line in own-label Pancake Mix, American Style.

Cooking instructions are straightforward. First of all place ½ pint of cold water in a bowl and gradually whisk in contents from the packet until smooth, then leave it to stand for about 10-15 minutes. Be careful not to overmix.

The next step is to lightly grease and heat a heavy based frying pan or griddle. Stir the batter gently and pour approximately three tablespoons into the hot pan and cook lightly until the batter bubbles and the edges are set. Finally turn the pancake over and cook it until it has risen and turned a golden brown colour. Repeat the same method with the remaining batter.

The outcome is 12 deliciously tempting pancakes ready for an assortment of toppings.

Sainsbury's American Style Pancakes are delicious hot or cold with either a sweet or savoury topping. But for an especially tasty dessert add maple syrup, ice cream and whipped cream.

At 39½p it is available at 100 branches.



Fruit & cheese

SUN, SEA and golden sands are all magically conjured up in JS's new exotic own-label Fruit Cocktail Drink, now available at 49p (a litre carton).

Pineapples, apricots, oranges, passion fruit, apples, lemons, limes, guavas, bananas and mangos have all 'squeezed' together to create this delicious new drink. It promises to be refreshing on its own or as a perfect base for cocktails.

Sainsbury's Fruit Cocktail Drink is available from the chilled dairy cabinet in all the larger branches.

COTTAGE CHEESE with frankfurter and green pepper is the latest addition to the existing range of JS's own-label fresh cottage cheeses.

Packed in a 170 gram tub (priced 48p) this new cottage cheese is a contrast between the delicate taste of low-fat cheese and the delicious smoked flavour of frankfurters.

It is available from the chilled cheese cabinet in larger stores.

Wessex bitter

BITTER FANS will now be spoilt for choice with the recent introduction of JS's own-label Wessex Bitter.

It joins the popular Sainsbury's Bitter and Yorkshire Bitter.

Brewed in the West Country it has the distinctive full flavour of hops, a clear, golden colour and a good head.

The two litre plastic bottle is a perfect packaging for beer. The light, durable bottle keeps the bitter (approximately three-and-a-half pints) fresh for two months and when open it will keep for two days.

It has a screw top for easy pouring and an outer rim grip which makes it comfortable to carry.

Wessex Bitter at £1.75 is now available in about 100 branches.

New German

A MEDIUM DRY and spicy wine, Morio-Muskat, Qualitätswein Rheinpfalz, is the latest German own-label wine from JS now available at £2.85 (litre).

It is produced in the largest wine district in Germany, the Rheinpfalz, south of Mannheim and is made from the Morio-Muskat grape which together with the rich soil and warm climate has given this wine a very distinctive bouquet.

Served chilled, this wine is ideal as an aperitif or as an accompaniment for white meats and fish dishes.

Sainsbury's Morio-Muskat is available at 130 branches and brings the total of own-label German wines to 13.

October wine

OCTOBER'S WINE of the month is a dry, full-bodied white wine—Gewurztraminer, Vin d'Alsace Contrôlée, priced at £3.35.

From the strictly defined Alsace wine growing region, situated between the Vosges mountains and the river Rhine, this wine is made from Gewurztraminer grapes which gives a pronounced flowery bouquet and taste.

After an hour in the refrigerator, this wine should be sufficiently chilled for serving with most meat dishes or enjoyed as an aperitif.

It is available at 162 branches.



Graduate trainees

SAINSBURY'S is one of the top 20 employers of university graduates in the UK. They are recruited to take up places within the company's management trainee programmes and a high proportion enter the retail field.

At the branches graduates make up about 25 per cent of the total number of retail management trainees. The others are recruited either as 'A' level students, or as internal candidates who have already gained experience as super-market or trades assistants. All applicants are equally welcomed by the recruitment team.

Last year Sainsbury's took on 130 graduate management trainees. About 100 of that number went straight into the retail division and were allocated to a branch that could give them the best possible start to their intensive programme.

A proportion of graduates are chosen as recruits each year—selected to meet the challenge of leadership within a world of increasingly complex technology. A strong personality, the ability to motivate staff, and a 100 other characteristics often well developed by university life, will ensure that the JS managers of the future are of the best possible calibre.

The difference is that the training programme for graduates is more highly structured and condensed than the 'A'-level scheme.

This accelerated training programme is designed for the more 'mature' age group and should ensure that the graduate is soon on a par with the 'A'-level trainee—in age, grade and salary, even though the graduate has joined the company after time at university.

No spoon feeding

The literature produced for graduates never pretends that the training programme in the first few years will be easy!

'Our training is the opposite of spoon feeding. As a graduate trainee you will be based at one branch for at least six months (and will normally be the only graduate trainee at that branch during that time). You will be given a workbook which itemises the things you should cover during training'.

The workbook sets test problems and project work. The rate, and order, of progress through the different sections is worked out by the trainee, the branch manager and the area training manager together.

Accuracy, flexibility and mobility are other essential attributes that management trainees find they must possess.

Maggie Murnane is one such graduate management trainee who has needed all those special characteristics (and more!) since she was recruited from the University of Aston in Birmingham.

She has moved to the south of England, and is now an assistant manager at Lordshill in phase two of her training as a graduate management trainee. She is 23 years old and has only been at JS for one year but, thanks to the company's

training scheme, can list many important achievements during that short time.

When she first joined JS, from a choice of two, she selected to work in the Woking area. Maggie was then allocated to a branch and counts herself lucky to have been initially sent to Winchester. During her six months' training period there she learnt the basic techniques of ordering and display, which lines are sold in each department, how to supervise staff, and attended a variety of internal courses plus a residential course run by the IGD.

After her basic half-year at Winchester the assessment panel agreed to promote her to assistant manager. Then she waited for an appropriate vacancy to arise.

When the vacancy came up it was off to Lordshill for Maggie—the first move in a career that will probably demand many more.

Maggie admits that although she was sad to leave her first branch, the differences between the stores are vast and this has helped her compare the various problems and advantages of each. The first was a smaller branch long



Maggie Murnane

established in an old city centre, and Lordshill, on the outskirts of Southampton, is a larger modern supermarket which caters for both the 'big' shoppers (who sometimes live miles away) and the residents from the new estates nearby.

She had already trained in the produce department and in 'back door' (reception) responsibilities but now Maggie has the chance to conquer the delicatessen service counter, larger reception area, and then beers, wines and spirits and other new departments including fresh fish.

With the larger sales area and unusual trading pattern Maggie has discovered the different pressures—and increase in paperwork—but has welcomed the new areas and her additional responsibilities.

Another key word that Maggie has always kept in mind is flexibility—in her approach to both work and people. She stresses that it has not always been easy, physically, to 'chip in' with every heavy job in the store for someone who is only

five feet two inches tall!

She has always found that management staff at Sainsbury's are very approachable and this is one of her personal aims too.

She denies that life is any easier for a management trainee who is a graduate. 'I'm not pushy or over ambitious but graduates must be just as serious and down to earth as any other trainee aiming for management. We have to get our hands just as dirty!'

Especially during the last few months during the peak holiday time, Maggie quite expected to be asked to carry out all sorts of management relief duties. In the reception area she could be expected to tend an average of about 25 lorries delivering to Lordshill per day (the bulk of them before lunch). Then she could be allocated to the produce department or another area within a few moments notice.

During a Monday shift she might, for example, work in one department from 1.30 pm until tea time when she would move to reception. Then she would supervise a group of ladies and male student workers during the replenishment of some 100 pallets of 'B' line groceries onto the shelves, from the store's closing time (6 pm) until 9.30 pm. She would then hand over to the night shift manager.

More mobility

It is when she compares the course of her career with some of her fellow students who left Aston at the same time, that she can weigh up the advantages of hers.

The most striking difference between Maggie's training and her friends' is the level of responsibility that they are allowed to assume. Right from the start Maggie has been encouraged to take on very real responsibilities and she is pleased about this aspect of the Sainsbury's scheme. She confirms 'Without that level of responsibility I could never have become so totally involved and have learnt so quickly!'

Most joined similar flexible training schemes too but Maggie's demands more mobility than the others and unusual hours. She remains philosophical about moving from branch to branch in order to gain experience. 'I can quite see' she explains 'that if you stay at your first location for too long it's almost inevitable that you will remain the "baby" of the store in your colleagues' eyes until the day you leave!'

Maggie has also found that being a Sainsbury's management trainee is not so very different from being a student at university. 'You must still put in much more than demanded, in order to get the maximum out of the experience. Even though your day is more regimented, hours of study are still necessary.'

Maggie has just heard that the next stage of her training is imminent. She is to begin her pre-appointment course in checkout management this month at another branch in order to prepare her to fill her first management post—when a vacancy comes up!

Great job

IN AN ATTEMPT to collect £230 for the respiratory unit of the William Harvey Hospital, Ashford branch raised a grand total of £333 after a strenuous and exciting sponsored walk on June 7.

William Harvey is one of the larger local hospitals in Ashford and as such is well known in the town. So when BPO Rita Farnell realised the need for fund raising locally, it was this hospital that sprang to mind.

After a quick phone call, members of staff were given a definite figure to aim for, £230, and were also informed that that amount would enable the respiratory unit in the hospital to buy a very specialised pocket computer. It was a challenge!

With this in mind, 30 staff set out on their ten mile trek around nearby Wye, accompanied by manager, Eric Thomson, and deputy manager, Pete Harrison, early on the Sunday morning. The walk was to take four hours but for some it took seven . . . they got lost!

Once the ordeal was over and all sponsorship money had been collected, a cheque was prepared ready for the presentation on August 10.

Karen Dixon and Cathy Whitton, both senior supermarket assistants, and Brian Hughes, trainee manager, were chosen out of a hat (!), to present the cheque to Dr Graham Bradley, consultant chest physician. 'You have all done a great job'



(L to r): Dr Graham Bradley, Karen Dixon, Cathy Whitton, Kenneth Campbell and Brian Hughes

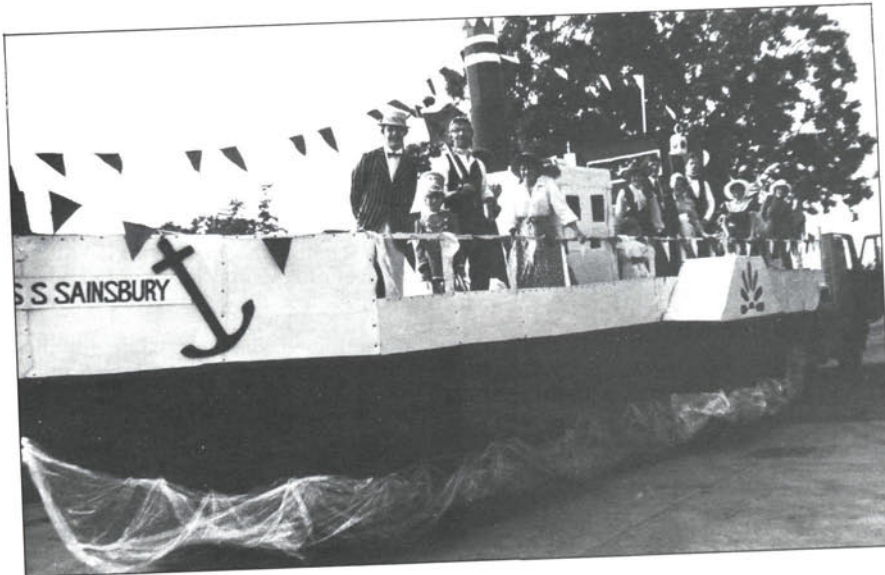
commented Dr Bradley, 'one of these computers is worth its weight in gold, thank you.'

Kenneth Campbell, chief technician in the cardiac department accompanied Dr Bradley and gave a very comprehensive demonstration of the computer in use. 'This little computer will save us such a lot of time' he said, 'figures which would normally take 20 minutes to work out will now take a few seconds to print out. All the information from patients' breathing

tests can now be stored in the computer and then calculated at great speed and accuracy.'

After an interesting tour round the breathing test laboratory, Dr Bradley once more thanked Karen, Cathy and Brian and asked them to thank everyone else at the branch for their support.

He concluded by saying 'now all we need is an Apple computer, but I think for that you might need to start walking right now, for at least a couple of years!'



Successful Sainsbury launch

SS SAINSBURY, a paddle steamer constructed at Worle branch, was successfully 'launched' on July 17 at the Weston-Super-Mare summer carnival despite torrential rain and storms.

Complete with smoking funnel, it took members of staff and their families three weeks to construct this rather imaginative 'ship'. Wood, cardboard, string and

car tyres were the principal 'ingredients' used at Worle branch 'home made' dry dock, and it still kept afloat!

In fact the SS Sainsbury was so successful that not only did it win the shield for best entry but also the cup for the best over-all entry.

Surprising what you can do with a few odds and ends!

Love at JS

TRUE LOVE at Sainsbury's has become the subject of a catchy new record by a professional 'all girl' band named 'Proper Little Madams'.

Scouts for a BBC2 magazine programme were so impressed with the 'Love at Sainsbury's' number that they asked whether they could film the girls performing outside a JS store.

So Nine Elms branch became the strangest venue ever played by the group, and singer Kim told the *Journal* that the subject of this tongue in cheek song is absolutely true! She met her husband-to-be, Steve Pickett, when she was a supermarket assistant, and he was assistant grocery manager, at Golders Green branch about five years ago.

The Sainsbury's song will have its first air play on BBC 2's 'Something Else' on October 15.



Saving with shares

ONCE AGAIN full-time and part-time employees who have worked at JS for three consecutive years are being offered the opportunity to save towards JS shares under the company's saving-related share option scheme.

Offers will be sent to all eligible employees on October 1 and the closing date for the receipt of application forms will be October 22. Around 15,000 employees will be eligible to join this year.

Under the scheme, employees can save up to £50 per month (£20 for eligible part-timers) through a building society Save-As-You-Earn savings account over a period of five years. At the end of five years the savings contributions plus tax free bonuses equivalent to interest at the rate of more than 10 per cent may be used to purchase JS ordinary shares.

The price of the shares is fixed when the share option is granted at the beginning of the five year term at 90 per cent of the market price of JS Shares on the day before the options are offered to employees. The JS ordinary share price was around 387p at the time of publication.

After allowance for the two 'one for one' capitalisation issues in 1980 and 1982 the equivalent of four million JS shares

have already been issued to employees under the scheme.

The 4,000 employees who are currently in the scheme are each saving an average of £5.50 a week and between them they hold options to buy over five-and-a-half million shares.


They all stand to make substantial gains at the end of each five year period even after payment of income tax on options granted before 1981 and the possibility of capital gains tax if the shares are sold.

A recent change in the law has enabled any income tax to be spread in three instalments over three years instead of being paid in a lump sum.

The table below shows the prices for outstanding options.

Share option granted	Share option per share
4.11.77	54¾p
3.11.78	52½p
2.11.79	72p
18.2.81	164½p
30.10.81	191½p

Employees who hold options granted in November 1977 will be able to exercise their options at the end of this year.



Your Company Needs You

To save energy costs.

This will help YOUR profit sharing
Every £1 saved is £1 profit.

Energy idea

GOOD IDEAS and masses of enthusiasm have developed from the appointment of an energy conservation officer at each JS branch (see September JSJ).

Seminars were held recently to introduce each officer to their new responsibilities concerning the economic use of energy. The campaign has got off to a good start and many bright ideas have been put forward to help it on its way.

One of the ECO's who entered into the spirit of the seminars was Paul Knight, an assistant manager at Redditch branch. With the help of his girlfriend, he devised a special poster to remind everyone that every £1 saved in sensible energy usage will mean a direct increase of £1 in the company's profits.

A poster (based on the style of the famous Lord Kitchener's recruitment poster) has been printed for distribution to all branches in the near future. It relays the message about the financial gain and says quite firmly 'Your company needs you.'

Rallying round at Basingstoke

WEEKENDS haven't been the same since a group of Basingstoke depot drivers got together and started the Camping and Caravan Club . . . they've been even better!

Although the club has only been going for a short time, since September 1981, it has grown out of all proportion. 'We started with 25 members,' commented Arthur Ireland, secretary of the club, 'and now at the last count we numbered 100, I don't know what we are going to do if it carries on growing so rapidly.'

Popularity is due to the fact that not only is it a very cheap way of spending a weekend away in the country (£2 a night per unit, irrespective of the number of people in the tent or caravan) but is also a fun way of meeting up with friends from far and wide.

There is an initial fee of £5 to join the club and people have come from far and wide to do so. Many members live in Brighton, Guildford and London and Basingstoke drivers hope that they will come from even further afield.

The first ever rally was held at St Leonard's and every month since then a

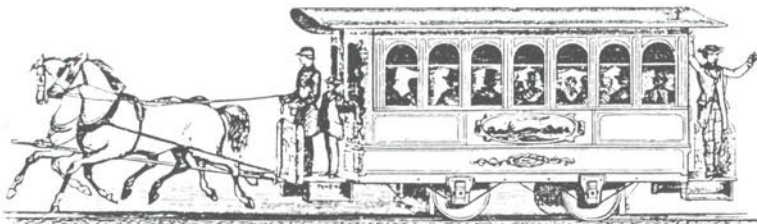
'get-together' of this type has taken place at different venues. The turnout is always astounding and on average 40 units (caravans or tents) come together on any one weekend.

Success is largely due to the efficient committee of eight, headed by Jim Foster (driver at Basingstoke depot) who is a founder member, and to the abounding enthusiasm of its members.

The camping and caravan club held its first ever AGM rally at Cotswold Caravan Park, between Swindon and Cirencester, on the weekend of September 24-26. Not surprisingly the gathering was large. Once the business of the meeting was over and the 1983 committee elected, the usual entertainment for all—disco dancing, country music, bingo and many others—followed in style.

'Each rally is a great success,' said Arthur, 'children and adults alike have the time of their lives. As far as I am concerned its my favourite way of spending a weekend'.

For more information on the camping and caravan club please contact Arthur Ireland at Basingstoke depot.



Have a break . . .

UNBEATABLE VALUE is the only term that can be applied to some of the latest holiday offers from the SSA.

Whilst many employees have just returned from their summer holidays, the SSA have been busy planning winter breaks for staff and veterans alike.

For the outstanding price of only £114 you could spend 14 nights in January on the Costa Brava. Believe it or not this includes air fares, accommodation with full-board and a host of treats including a party, regular dances, an excursion and English speaking video films.

For further details on dates and prices contact Bill Allen on 01-921 6568.

Fun days at SavaCentre

A FAMILY DAY of fun was organised recently by Oldbury SavaCentre. An open invitation was sent to all SavaCentre staff companywide to join the West Midlands store in its first ever family gathering.

Gale force winds blew on Sunday August 29 but couldn't dissuade several hundreds of employees, and their families, from locations as far apart as Washington (near Newcastle) and Hempstead Valley (in Kent) from enjoying a get-together and day of competitions.

Oldbury teams were victorious in the tug-of-war and netball events, but Basildon won the 5-a-side football and Hempstead the rounders.

Oldbury also managed to produce the top 'Superstars' in a competition where individual entrants had to prove both their stamina and their versatility in various events from wellie-wanging to sprinting!

The winners on points were Carl Robinson, a fork lift truck driver, with Colin Ewers from beers, wines and spirits, second and Frank Morocco from hard goods, third.



Hempstead's Boot Sale

Oldbury has also recently become involved with a local group of blind students. It has presented a gift of £150 worth of kitchen equipment to help the Queen Alexandra College, Birmingham, set up its 'Education in Living' department in a bungalow on the college campus.

The young handicapped people will

use the facilities during a rehabilitation programme which will help them gain as much independence as their disability will allow.

Following Calcot's lead, Hempstead enjoyed its own Boot Sale just three weeks later. Electronic equipment counted 8,000 cars entering the shopping centre on that day to attend the sale which was also organised to raise funds for cancer research. Just over £1,200 went directly to the charity and many of the sellers who took part pledged their takings to other good causes. There are rumours that yet another Boot Sale is planned by SavaCentre—this time at Washington.

Local ventures continue to be supported by Calcot SavaCentre. A natural history quiz project for schoolchildren during the summer holidays was praised by SavaCentre management and they agreed to pay for the printing of the quiz forms needed. The project was designed to encourage the children to learn more about wildlife (both in the countryside and in their own back gardens) and use their library.

PHOTOGRAPHIC
COMPETITION



AS A RESULT of many comments that this year's JS Journal/SSA photographic competition coincided with summer holidays, the good news is that the closing date has been extended to Friday November 12.

The winners will now be announced in the December issue of the *Journal*.

Meanwhile, of the many interesting interpretations of the two themes **Nostalgia** and **Summertime Blues**, we have selected one of our favourites taken by Clive Spencer, hard goods section manager at Hempstead SavaCentre. This choice will not affect the final judging.

Don't forget, all prints must be **black and white** and have an entry form attached or your name, job title, work location and telephone number written on the back.

All JS employees and veterans may enter. For full details see June JSJ.

ENTRY FORM

Please carefully attach an entry form to the back of every photograph entered for the competition. Entries should be sent to: JS Journal, J Sainsbury plc, 5th Floor, Stamford Street, London SE1 9LL.

Name: _____

Full job title: _____

Location: _____

Tel. number: _____

All photographs will be returned.

Continuing cancer capers

A SPONSORED bed push, static displays by the army and emergency services, a show by the Shirlettes majorette group and appearances by a cadet band, were only a few of the superb attractions organised by **Lordshill** in aid of cancer research this month.

Half the population of Southampton flocked out into the shopping precinct where the fête was being held, and their loyal support raised the highest total yet achieved by one branch in a day—£6,000.

Aching legs, blisters and £1,010 were the rewards reaped by 15 members of staff from **Letchworth**, after a 30 mile sponsored walk from Coldhams Lane branch to Letchworth. Departure time was at six am and most staff reached their destination by 1 pm, except for one or two who arrived just before closing time (!).

Shopping trolleys took on a new lease of life on July 18 when **Harpenden** branch staff and two **Dunstable** staff took part in a sponsored trolley push to St Albans and back. A total of £200 was raised.

Tony Stickland, a butcher at **Poole** is on top of the world after his swimming



Above: Family fun at Lordshill. Below: A triumphant Tony Stickland. Bottom: Eddie Ricketts (left) and Norman Griffin, in the stands at Bromley's six-a-side.



team of disabled persons crossed the Channel both ways.

Getting tangled up in an inflatable dinghy, breathing fumes in from the press boat and being attacked by swarms of jelly fish were only a few of the delights experienced by Tony on the 54 mile swim. It took him 24 hrs 14 minutes to finish the race and he collected a total of £400 in sponsorship money.

A six-a-side football match organised by **Bromley** area office was held on September 5. Teams from High Street stores including JS, Alders, British Home Stores, Boots, Debenhams, Marks and Spencers, Safeways, WH Smith and Army and Navy, took part.

Kick off was at 9.45 am and each game lasted 15 minutes (7 minutes each way with one minute rest). Alders won the competition and M&S were runners-up.

Programmes were sold for 10p and there was also a raffle, raising a grand total of £250.

Norman Griffin, chairman of the 500 group and assistant general manager of BHS, presented the trophies to the winning team and runners-up. Eddie Ricketts, AGM Bromley area office, presented the raffle prizes to the lucky winners.

A great time was had by all. Apologies to all staff at **Ballards Lane** for the unfortunate mistake which occurred in the *JSJ* July/August cancer column.

The 'non-stop' disco dancing competition was in fact organised by Ballards Lane and not Poole.

Record success for Terry

BLACK GOLD was a term originally applied to oil, but these days it might equally well be used when referring to records. A fact well-known to Terry Pratt, from the egg buying department at Blackfriars, who for many years has devoted his spare time to collecting and selling discs.

Terry's interest was fired initially by a touch of 'Beatlemania'. 'Other people like coins and collecting stamps' he says, 'but records became my fetish! I bought every Beatle record I could. Then I started going out of my way to track down other English stuff from the 1960's.' This collection now numbers some 2,500 albums and singles.

His original enthusiasm never waned however, and December 1981 saw him at Sotheby's for an auction of rock'n'roll memorabilia which included some rare Beatle items. A late addition to the day's sales turned into Terry's single most expensive purchase to date—two unique acetates of songs written by Lennon and McCartney.

Acetates are merely roughs or demos of songs cut onto one side of a metal coated vinyl disc and only really used for reference. These two songs—*Goodbye* and *Bad to Me*—became hits for Mary Hopkin and Billy J Kramer and the Dakotas, but the acetates' value lies in the fact that they were recorded by the 'fab four' and are probably the only copies in existence!

These days Terry makes the boast that 'there isn't a record I couldn't find in a couple of days'—and with some justification. For he is fast becoming a recognised authority on platters from the 1960's. He has taken part in radio broadcasts—speaking on programmes about record 'collectables', and has from time to time been asked to help out DJ's seeking rare items for their shows or by music publications seeking advice.

Recognised authority

Terry has also become well-known as a dealer in his local area—Medway. He runs a stall at Hempstead's Sunday market (next to the SavaCentre) and is pleased to see familiar faces time and time again.

'Young people often want to spend their pocket money on records' he says. 'They could buy new, but they know that in a few weeks I'll have what they want at a fraction of the cost. Then they spend the difference on an extra LP or singles!' Terry's success is probably due to the fact that he is knowledgeable and prepared to give the individual attention so often lacking in High Street stores.

A recent partnership with a 'rival' enthusiast, former champion walker and Olympic silver medallist, Paul Nihill MBE, has proved another smash hit. So far this year the pair have organised three

very popular record fairs—attracting fanatics from far and wide.

The fairs are run in much the same manner as antique fairs—except there are thousands of LP's, EP's, singles and 78s on offer, with prices starting as low as 10p.

Terry and Paul hire the venue and then rent stalls to interested participants—from other specialist dealers to sheet music or magazine collectors. Traders are attracted by word of mouth at other fairs and by advertising in the local, trade and music press. The events are proving so popular that there is now a waiting list for those wishing to rent stalls!

Their most recent fair even attracted a dealer from America! Commented Hank Arakiel from San Francisco: 'I was told about the fair by the people I trade with in Europe. It's like the ones we have in the States—but on a larger scale!'

But as Terry's reputation in the business grows, so do the number of odd requests he receives. One of his regulars collects cover versions of the Beatle song 'Yesterday'. 'The hunt may be never ending though' explains Terry 'new versions are being recorded almost continuously. So far, I reckon there may be as many as 3,000!'

Another enthusiast has a passion for caves (yes—caves!)—on the record sleeve, mentioned in the lyrics, anything. So Terry keeps a weather eye open on his behalf.

Terry Pratt in action at the Sunday market with partner Paul Nihill (right)



Cheque-ered?

From: Tom Delaney, office managers, Streatham

For sometime now I have noticed that the number of people paying by cheque in JS branches has increased considerably. This as you can imagine causes a hold up at the checkout, resulting in frustration and dire muttered threats of shopping elsewhere.

I am sure this question has been looked at many times so as to try and eliminate this source of irritation, nevertheless I have a suggestion.

Perhaps a small but secure kiosk could be set up as a cheque cashing point whereby customers who anticipate how much they intend spending, can cash a cheque. A limit could be set for this facility. There is the danger that it may bring people into the store only to cash a cheque but on the other hand they may wish to buy also.

Naturally enough there are 'ifs' and 'buts' about such a scheme but in time it would mean less frustration and hopefully more customers.

Could this not be another first for JS?

Reply from: Jeremy Grindle, departmental director, branch services.

Yes, the number of customers who pay by cheque is increasing considerably and so are the sums for which they are writing those cheques. Unfortunately, cheque fraud is also increasing dramatically, throughout the country, and that explains why we have to take care over cheque payments.

Overall, we are better than most of our competitors in the way in which we serve customers who wish to pay by cheque. But habits are changing, and some competitors have already started to provide a cheque cashing point, such as you suggest.

We are already undertaking a full study into all aspects of cheque operations, and into the practices of our competitors, and your idea is very much in our mind.

Computered?

From: Bill Skelton, manager, building services engineers section

This poem was written after a conference on the use of computers in building automation:

This week I've encountered a grand new world with a language all of its own.

Its natives are not from countries afar, but from in the UK our home.

I've heard about acronym, interface, modems and nodes, twisted pairs, data points and of bytes, processors, transducers, trendlogs, current bands and 'chips' that ring up in the night. SAC's, SIF's, CCF's, IFM's and RCV's all given, inputs, outputs, downloads and discs, both floppy and winchester driven.

I could go on much longer, and with much interest but protocol tells me to give it a rest.

So I'll stop all this jargon which I have related

and get back to work before I'm downrated.



FEEDBACK

Letters are welcome
and should be
addressed to the editor

Best wishes

From: Cyril Curtis, manager, Magdalen Street, Norwich

Chris O'Shea, tradesman at Magdalen Street, Norwich, who was involved in a road accident following Family Day in June 1981, has asked me to thank all the staff at Coldhams Lane, Gt Yarmouth, Bowthorpe and St Stephens, Norwich, for the support they gave Magdalen Street branch. Funds were immediately raised after the accident in order to provide Chris with a wheelchair and other items to help his recovery.

He is also very much amused, and grateful, to hear perhaps for the hundredth time, the tapes recorded at Magdalen Street which were played to him in his early days in coma. Chris firmly believes that the shouts of provisions manager, Alan Jary, asking him why there aren't any Black Cherry yogurts was the very thing that brought him back to life!

In hospital Chris has been a marvellous advert for JS, insisting that he only be fed on Sainsbury's products.

He is convinced that his progress to date has proved that he is well cared for by staff and management alike and wishes to thank everyone very much for their help.

From Magdalen Street we all wish him well!

Good start

From: Ivor Barrett, ex-employee

After having responded to an advertisement for tall well educated youths, I gained a position with JS and commenced training on January 29, 1934, at Blackfriars, later serving in branches at

Don't forget –
last copy
date for the
next issue is
November 8

East Ham, Seven Kings and Barking. I also enjoyed playing soccer for what was then the 'Z' division.

A little water has passed under the bridge since those years under the eagle eyes of inspectors Smith and Butcher who ensured that the superb training programme not only made one into a first-class provision hand but also made 'Sainsbury boys' recognisable strolling in the parks on Sundays. Over the years I have met only two colleagues—Victor Henwood from Looe and John Sartin who was in the antiques business.

I am retiring this year from a directorship of a small company in the public house and restaurant business, taking my family to Telford in Shropshire to live. Much of my success in life has been due to those early years of training.

In short, I would like to express my overdue acknowledgements for the wonderful start in life given by the company.

Wet fish

From: Nicholas Tazewell, manager, Nuneaton

A few days ago we received an envelope through the post, which I hope will make you laugh as much as it did us.

It arrived in the morning delivery looking perfectly normal, only when we went to open it the unexpected occurred . . . no letter! Only the following sentence was scribbled inside the envelope 'sell wet fish for God's sake!'

If a return address had been available my reply might have been 'it would take a miracle.'

Trolleys

From: Derek Wood, screen printing, Blackfriars

On five occasions I have taken an abandoned trolley back to my local Sainsbury's, and on each occasion I have wondered whether it would not be a bad idea if fellow employees were credited with the return of trolleys not in the immediate vicinity of a store? That credit could then be donated to a charity, perhaps?

Nevertheless, trolleys cost a lot of money so let's encourage each other to retrieve them, saving that much more for profit sharing and keeping local councils happy by helping to keep the street free of obstruction.

Star struck

From: George Ridgeway, veteran

With the recent death of that fine actor Kenneth More it might be of interest to know that as a young man he worked for the company, although not for very long. He used to say his manager dismissed him for breaking too many eggs!

Another celebrity often appearing on television is Keith Fordyce. He was a prominent member of the JS dramatic group, the Stamford Players, in the early 1950's.

There was a rumour, but I am not certain whether there was any truth in it,
continued on page 18

continued from page 17

that Tommy Trinder had also worked for the company.

Gary (Arthur) Rolfe was also employed by the firm for a number of years. He has appeared in many films and in television plays. However, he is best known as a stage actor and is at present touring the country performing in one of Agatha Christie's plays.

Gary also worked at Cricklewood in the latter part of the 1920's, he then came to Pinner Road not long after and was there for a number of years.

In the 1930's he went to Harrow and while there cut off the top of one of his fingers in the bacon slicer (by mistake!).

After leaving the company he joined the police and finding that it was not his cup of tea began his career on the stage.

It would be interesting to know if anyone has knowledge of ex-company staff who have 'made it' in other walks of life.

Good business

From: Maurice Eyre, company systems, Blackfriars

I was glad to learn of David Sainsbury's endowment to aid the London Business School in establishing a research centre for business strategy.

As a holder of a business school qualification (MBA) obtained as a privilege at the state's expense, I wish the LBS every success.

Some British managers too readily dismiss the business schools with the criticism of over-indulgence in theory. Surely, a balance of theoretical and practical approaches (both being required) is usually the key to positive achievement.

Developing a strategy is mainly research-orientated and theoretical, while the implementation of a strategy is more practical, calling for management skills such as decision making, planning and communication.

It will be interesting to see whether first class business strategies from the LBS, if and when they are implemented, are equally matched by ourselves in the work-place.

If successful, the results could be impressive in maximising the use of our skills and other resources.

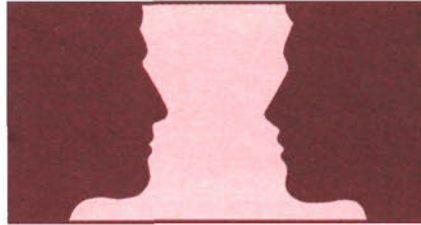
Kind support

From: Erica Sims, wife of the late Ray Sims (JS/July/August)

I would like to thank everyone for their kind support during these last few months and for all those thousands of phone calls, cards, letters and donations my children and I received, it was unbelievable!

Also my sincere thanks to all those dear friends who travelled far to come and pay their last respects to Ray in our little church in Willow—I've never seen it so packed.

It has certainly made us very happy to see Ray so very highly thought of by everyone. Thank you all once again!



PEOPLE

MANAGEMENT APPOINTMENTS

Stuart Carter, currently manager of Harlow, is appointed district manager, Romford area.

Jack Cornwall, currently manager of branch administration, Blackfriars, is appointed district manager designate, Woking area, and consequent upon this move, **Neil Cowley**, currently manager of Rayleigh Weir, will transfer to the central retail division at Blackfriars.

Terry Wigley, currently manager of South Woodford, is appointed district manager, Coventry area.

These appointments are planned for this autumn.

APPOINTMENTS

I Atherton, formerly manager of Stafford, has been appointed manager of Southport for the opening.

D Bignell, formerly deputy manager of Bletchley, has been appointed manager of Preston for the opening.

M Hall, formerly manager of Kingsbury, has been appointed manager of Kilburn.

A Holland, formerly manager of Kilburn, has been appointed manager of Stevenage.

P Monaghan has been appointed manager of Kingsbury.

I Parker, formerly deputy manager of Kettering, has been appointed manager of Stafford.

RETIREMENTS

Walter 'Wally' Butler, deputy meat manager at Sidney Street, Cambridge has retired after 48 years at JS.

He joined the company as a poultryman at Cambridge and three years later moved to Woodford Green. In 1939 he transferred to Harpenden as a butcher and relief van driver before being called up. After serving in the Far East for five years Wally returned to Cambridge and in 1958 was promoted to deputy meat manager.

Percy Fisher, manager, stock control at Blackfriars, has retired after 46 years with JS.

He began his career with the company in the retail sales office and a few months later moved to the ledger office as receiving clerk. In 1939 he was called up to the Royal Army Service Corps and then rejoined JS seven years later in the stock office at Blackfriars.

After 17 years there, Percy moved to purchase accounts in Streatham and

became manager, outside packing, in 1978 until his retirement.

Bert Baxter, warehouse manager at Green Walk warehouse, has retired after 36 years' service with JS.

He joined the company as a warehouseman in the catering department, Blackfriars, and not long after became despatch clerk. A few years later Bert was promoted to warehouse inspector in depot distribution before transferring to Green Walk.

Dick Jay, mechanical supervisor at Uxbridge area office, has retired after 33 years with JS.

He joined the company as a foreman in factory engineers and 11 years later became development engineer supervisor. In 1974 Dick became area mechanical supervisor, Ealing area.

Elizabeth Stanley, skilled supply hand at Leytonstone, has retired after 28 years' service with JS.

She joined the firm at 60 Leyton as supply assistant and then moved to 271 Leytonstone until 1969, when it closed down. Elizabeth had been at the new Leytonstone branch for 13 years.

Doris Shaw, supermarket assistant at Lewisham, has retired after 24 years with JS.

She joined the company as a packer/weigher in the biscuits and bread department. A year later Doris transferred to the fresh meat department as supply assistant.

Walter Marshall, customer service assistant at Broadmarsh, has retired after 19 years' service with JS.

He started working for the company as a porter before moving into customer service at Broadmarsh.

Jean Page, senior supermarket assistant at Lewisham has retired after 19 years' service at JS.

She joined the company as a part-time supermarket assistant at the old Lewisham store.

Doris Taylor, senior supermarket assistant at Coventry, has retired after 17 years with JS.

She joined the firm as a part-time packer/weigher and six years later became a display assistant. In 1976 Doris worked as a cashier and four years later was promoted to senior supermarket assistant.

Vi Allen, skilled supermarket assistant at West Wickham, has retired after 16 years' service with JS.

She began her career as a supermarket assistant. A few years later she became checkout operator before being promoted to skilled supermarket assistant.

Kate Squires, skilled supermarket assistant at Chichester, has retired after 15 years with JS.

She started working for the company as a packer/weigher.

Mary Edwards, senior supermarket assistant at Worcester, has retired after 14 years' service with JS.

Irene Quarrie, part-time senior clerk at Chesham, has retired after 13 years' service with JS.

She began her career at Hatch End as a part-time clerk and a year later moved on to Wealdstone. In 1971 she transferred to Watford for the opening and two years later joined the Chesham branch.

Grace Smith, supermarket assistant at Leytonstone, has retired after 12 years with JS.

She joined the company as a cleaner and in 1976 became display assistant.

Douglas Lambert, customer service assistant at Ipswich, has retired after 11 years' service with JS.

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

Mrs W Swaby (10 years)

Mr H Marston (10 years)

Mrs E Paine (7 years)

Mrs M Robinson (3 years)

Mrs D Allen (2 years)

LONG SERVICE

Richard Ackrill, meat manager at Victoria, has completed 40 years' service with JS.

He began his career with the company at Catford only to be called up a few years later into the services. He rejoined JS in 1948 at Lewisham and five years later was promoted to head butcher at Catford Hill. In the early 1960's he joined the panel of instructors at Blackfriars and then later on transferred into self-service.

Jeffrey Boots, deputy manager at Kentish Town, has completed 25 years' service with JS.

He joined the company at Marble Arch as a tradesman and worked afterwards at several other branches including Westbourne Grove, Willesden Green and Paddington. Jeffrey moved to his present position eight years ago.

Henry 'Harry' Fletcher, assistant meat manager at Ipswich, has completed 25 years with JS.

He started his career at the old manual shop in Ipswich and in 1967 was promoted to assistant meat manager at Westgate Street, Ipswich.

Pamela Hobbs, training specialist at Bromley area office, has completed 25 years' service with JS.

She joined the firm at Dorking manual branch and in 1970 transferred to the new self-service branch as a cashier. Four years later Pamela became chief cashier. She has only recently taken up her present position.

Reg Lock, supervisor at Basingstoke depot, has completed 25 years with JS.

He began his career as a section leader in the ledger office at Basingstoke depot and six years later became contact clerk in the sales office. In 1964 he joined personnel as a clerk and took up his present position in 1967.

Tom McLaughlin, assistant meat manager at Cambridge, has completed 25 years' service with JS.

He began his career as a trainee butcher. In 1974 he was promoted to assistant meat manager. During this time Tom has also done a large amount of relief work in the area.

Len Newing, meat manager at Langney, has completed 25 years with JS.

He joined the company at Hastings and eight years later moved to Bexhill where he was promoted to assistant meat manager. After self-service training he moved to Langney for the opening, in 1972 and five years later was promoted to meat manager.

Graeme Nichols, departmental director, grocery administration, at Blackfriars, has completed 25 years' service with JS.

He began his career with the company as data processing manager. Four years

later he became sales office manager and in 1964 joined grocery buying as senior manager, only to move on to supply control in 1968.

Since 1971 Graeme has held the posts of departmental director supply control, and departmental director distribution control. He took up his present position in 1979.

Peggy Pickering, chief display assistant at Ipswich, has completed 25 years' service with JS.

She joined the firm as senior sales assistant at 48 Ipswich until the new store opened. In 1970 she was promoted to chief display assistant.

Alan Porter, training meat specialist at Bromley area office, has completed 25 years with JS.

He started working for the company at Morden in the provisions department. Not long after he moved to Wallington to train as a butcher. In 1968 he was promoted to assistant meat manager. Before moving to his present position in 1978 he worked at Central Croydon and Orpington.

Violet Riley, skilled supermarket assistant at Walthamstow, has completed 25 years' service with JS.

She joined the company as a prep room assistant.

John Seabright, architect/engineer at Blackfriars, has completed 25 years at JS.

He joined the firm as an apprentice electrician in branch engineers.

Mick Torrance, deputy manager at Bexhill, has completed 25 years with JS.

He started his career as a bacon boy at Eastbourne and worked in several branches along the coast. After self-service training he returned to coastal branches and then moved to Langney for the opening. He was then promoted to grocery manager for the opening of

Hastings. After becoming deputy manager at Eastbourne he transferred to Bexhill for the opening.

Jim Watson, supervisor operations planning at Basingstoke depot, has completed 25 years with JS.

He joined the firm as a meat clerk at Union Street. In 1980 he took up his present position.

OBITUARY

Rose Lewis, part-time supermarket assistant at North Cheam, died suddenly on August 2, aged 48.

She began working for the company in 1973. Rose had always been very active in the branch as treasurer of the SSA committee.

Shirley Billingshurst, skilled supermarket assistant at Chichester, died very suddenly on July 26 after a short illness, aged 44.

Thomas Coxall, returns operator at Buntingford depot, died on June 13, aged 60.

He had been with the company for 15 years.

Charles Vieweg, security officer at Bromley area office, died on June 27, aged 57.

He joined the firm at Bromley AO and had been working there for six years.

TWO ERRORS appeared in last month's People columns, for which every apology is made.

Doug Carey, now manager of Crawley was formerly manager of Locksbottom and not deputy manager.

Alec Frank King, who has retired after 30 years with JS, was referred to as Frank instead of Alec.

43 years on!

THE LAST 43 years have flown by according to Doris 'Wardie' Laws, office manager at Potters Bar, who retired on August 13.

'I joined the company at the age of 16 and I wasn't very keen at the time because I didn't want to be the only girl in the office!'

But Doris enjoyed her job which entailed working a lot on accounts and wages.

During the war she was evacuated to Bedford branch and later on to East Finchley where Doris was promoted to chief clerk (office manager). She was exempt from national service as her job involved looking after the ration books, permits and coupons.

At the end of the war she transferred to High Barnet manual and after some years there moved on to do a lot of relief work at several London branches.

She returned to Potters Bar in 1960 and on its closure in 1972 moved to High Barnet. In 1980 she transferred to Southgate for self-service training.

In all her years at JS, Doris had only ever worked in manual branches.

'There are obvious differences between manual and self-service stores' said Doris 'for a start staff numbers are so much bigger, the store is larger, and what we take here in one pick up we used to take in High Barnet in a week, and we thought

we were busy then.'

Now that retirement is on her doorstep Doris is excited but also knows that leaving JS will leave a big gap in her life. 'I shall miss the company and the routine' commented Doris.

Nevertheless she has many hobbies including gardening, home decorating, reading and doing 'difficult' crosswords which should keep her busy. 'I also hope to keep in touch with all my friends' she said 'so many of whom came to my marvellous leaving party'.

Her husband Alex is looking forward to her retirement and his future plans are that they should now spend a lot of time together relaxing!



ARCHIVES



A mark of distinction

THIS MONTH, with an improved version of the archives logo at the head of the back page, it seems appropriate to look into the history of the trade mark upon which it is based.

The original *punning* trade mark was designed by Laurence Evamy, private secretary to the founder, JJ Sainsbury, from 1886-1928 (pictured below). The large 'S' contains within itself the letters 'a,i,n,s' and the background is a sprig of holly with lots of berries on it—'Sainsberry'.

Punning trade marks such as these,

called 'rebus', were common in Victorian and Edwardian times. The Penguin English Dictionary defines a rebus as 'a type of graphic language where the sounds of words and word elements are represented by pictures or by pictures and letters.'

The procedure for registering a trade mark such as the 'Sainsberry' has changed very little over the years. Under the 1905 Trade Marks Act the mark had to be submitted to the Trade Marks Registry of the Patents Office and advertised in the Trade Marks Journal.

If, after a month had elapsed no objections were raised to the use of the mark it could be entered in the Trade Register upon payment of a small fee. A certificate such as the one below was issued.

The certificate illustrated here, dated

October 21, 1909, allowed for the use of the 'Sainsberry' trade mark on 'substances used as food or as ingredients in food, but including mustard and oil cake, and not including any goods of a like kind to mustard and oil cake.'

The trade mark was thereby registered for seven years, but could be renewed upon payment of a further fee for successive 14-year periods.

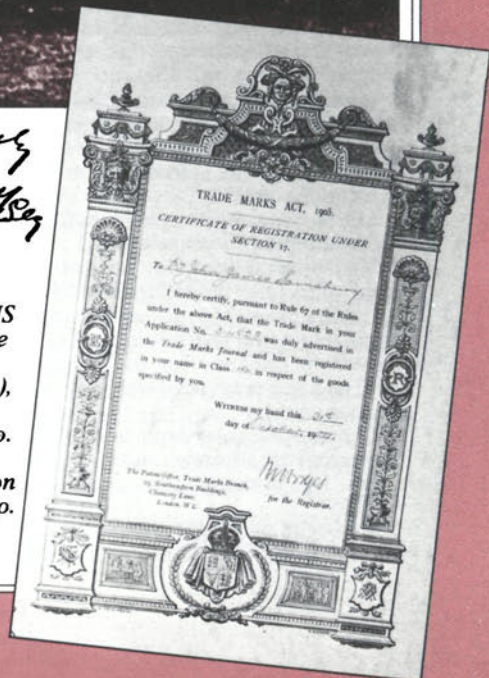
Although the mark was used on a number of JS products, the best known use was on bloater paste pots such as the one shown below. Jars such as this continued in use until after the Second World War.

More recently the trade mark was used on an ironstone mug brought out in the JS hardware range in 1977 and of course it continues in use here on the back page of the *JS Journal*!



Yours faithfully
L. Evamy

Above: Laurence Evamy (circled) amongst a group of JS officials at the home of the founder, JJ Sainsbury (centre), Broadlands. Left: Two uses of the logo. Right: A 1909 trademark registration of the 'Sainsberry' logo.



TOMORROW'S WORLD... HERE TODAY

1982 SHOULD PROVE a turning point for article numbering and laser scanning in the United Kingdom—for soon a sufficient percentage of goods handled by retailers will be bar coded to make the system cost effective for all involved.

JS has been investigating the potential for some time.

In June 1979 the PLUS (Price Look Up System) computer checkout system went live at Broadfield.

The PLUS system is based around the IBM 3660 in-store computer which stores the price and description of every line in the store—some 7,000. Each line was allotted a code number which was tapped into the checkout terminal. The processor then 'looked up' the price and product description and sent them back to the checkout. It was then printed on the till roll and displayed on a special screen for the customer to see. Concurrently the computer recorded that the item had been sold at the particular price, the total amount of each sale, the cash tendered and the change given.

This system was upgraded in February 1980 to scanning. One of the difficulties at the time was that not a high enough percentage of manufacturers were including the now familiar bar code symbol on the packaging—so an exten-

This photograph, courtesy of IBM, clearly shows the laser beams which 'read' the bar code as an item is moved across the scanner's window while the system decodes and registers the information



sive branch warehouse operation was mounted to mark all the goods with specially prepared, locally printed, adhesive bar code labels.

Currently Broadfield has just changed yet again, to a new IBM system. To the customer there will not be much difference—but from a JS point of view there will be some important extra benefits. Firstly the scanner is better—it actually reads the symbol over a wider field so the bar code needn't be passed so accurately over the window. Secondly, it is a programmable system. The early system was of fixed function—it was purchased complete and only very small modifications could be made.

More flexible

Commented JS's departmental director responsible for branch services, Jeremy Grindle, who is also chairman of the UK Article Numbering Association: 'The information from the new system is much more flexible. It's essentially the same, but we can shape it to our needs. It tracks the sales of all the goods, knows when items are reduced—its uses are fairly common sense. You can see what is selling, what is not, what you're having to reduce, what needs re-ordering and so on.'

'It has been a lot of effort for what will

appear to be a very small change, but there is no doubt that if JS opts for IBM scanning equipment in the future, we wouldn't have used the old system. So the changeover was necessary!'

With the new system too, extra features can be added at any time. It is 'programmable'—that is to say that if JS decides to operate its checkouts in a particular way, programmes can be written to do just that.

A further trial has been launched this month at Hayes with yet another system made by Sweda, the first of its kind in the UK. JS has been working for some years with Sweda on this system and it is basically a British/European version of the American systems. Sweda has done most of the development work, and JS are putting it on trial.

The installation consists of 15 Sweda scanners, '7525' terminals, duplex processors, manager's printer and visual display unit with communications to Blackfriars.

Once again the customer would have difficulty in telling the systems apart, but the significant difference with this system is that it is designed to be much more for the branch manager to use and control.

Even the new IBM system relies heavily on a head office computer to do a lot of the work and pass on many commands.

With the Sweda set up it is possible to go on developing the system into being much more of a general purpose branch computer. Packages have been developed, for example, to carry out labour scheduling and other such tasks.

'Our purpose is to try an alternative' said Jeremy Grindle. 'This system has several functions the IBM does not, and we want to assess different manufacturers apart from anything else.'

The question that immediately springs to mind from all this is 'why is JS taking so long over scanning trials?' After all, how many other companies have two systems on trial.

'The equation of cost/benefit is the item that governs all decisions affecting a company like JS' said Jeremy Grindle 'and for scanning it is particularly difficult.'

'The more efficient a company, the harder it is to gain further benefits. In the USA for example, scanning meant that manning at the checkouts could be reduced from two to one—a gain not available to JS.'

Happy to wait

'Another example would be checkout activity—most scanning systems incorporate a checkout activity programme as standard. But at JS we already know a good deal about what goes on at the checkouts in each store. So in general the benefits are much harder to find.'

'Then, in actual fact, Britain and Europe aren't really going all that slowly. We're progressing at the same rate as the USA did—about five years behind, but roughly in-step.'

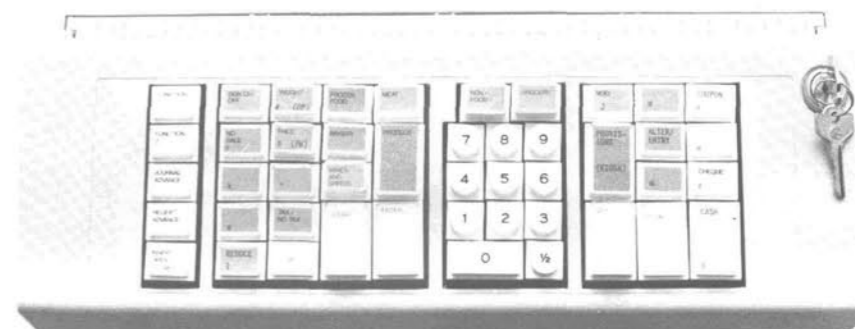
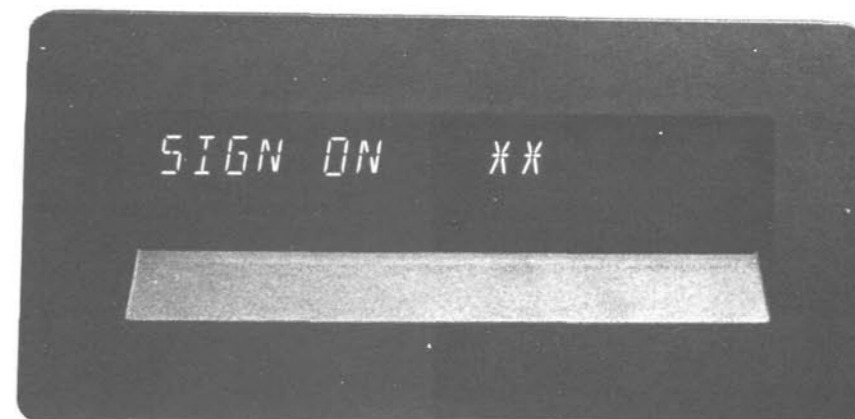
'Particularly in the case of JS, technological advances are an important consideration—and they're happening very quickly. Take the concept of distributed data processing—a number of small computers all over the place talking to each other, as opposed to a massive main frame computer. There is much afoot technologically in the field of communications between computers. The original IBM concept, which was right in the USA at the time, was that a big central head office computer drove the system. But this is not so clearly right for JS now.'

'Coupled with these technological advances, the price is also dropping. So JS is happy to be waiting—the systems are becoming more flexible and with more functions, and getting cheaper.'

'What is happening throughout the retailing industry is that a re-think is taking place in systems strategies to take the best advantage of all these developments.'

As mentioned earlier, some scanning systems also have the capacity to handle some other branch computing tasks, and it is in this area that there are some major opportunities.

For example, when you consider the number of lines that must be ordered, and how many times a week in JS



Above top: A product description and price appears for the customer as each item is passed over the scanner. Above: The new style keyboard at Broadfield

branches, because of the company's sales density—which must rank amongst the highest in the world—the ordering and distribution system must operate very efficiently.

The benefits of a computer are better communication, better control, better time-keeping over ordering and so on. And there are many routine tasks with which a local computer could help branch management in their daily jobs.

So the retail division is now heavily

involved in a programme to develop branch computing and it is likely that scanning will now follow later.

This is the biggest project in Jeremy Grindle's area at present.

'The first two machines are at Blackfriars for development work' he said 'and two have been installed at Wandsworth store—one for final development work, and the other for the manager. Putney now has its machine and a further four branches will receive theirs in January. If the present excellent progress is maintained, mass installation will start in the early summer of next year and would extend to all stores as soon as possible.'

'I think this is the most exciting development—in future the branch manager will have very much greater control over his destiny. JS is definitely not losing heart in scanning—just making sure the system is right. After all most own-label items are now bar coded—confirming to the world our commitment—but not until the time is right.'

In this unique position in the centre of scanning experiments at JS and also as chairman of ANA, Jeremy Grindle is a keen observer of developments in the USA and sees the prospects of new sources of marketing information in the future.

For example, more and more cities in America are becoming 'wired' for cable television. The same companies that are

Jeremy Grindle



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