

*Manweb*

# CONTACT

April 1972



She means business!  
(See page 71)

## POLE DAMAGE

A hair-line crack in an insulator led to this situation in one of our overhead lines at Northop recently.

During a heavy rainstorm water leaked through the crack to earth. The trouble was not enough to trip out the supply at the substation—but sufficient to cause a fire at the top of the pole.

The incident happened in the early hours of Good Friday. No-one saw the fire, which was in an isolated spot, and eventually the pole burned through, and the top broke off.

A new pole has now been erected, and supply is back to normal.



## ROUND AND ABOUT

### JOINT VENTURE

Mr. M. M. Parker (*Secretary and Solicitor*), centre left, signs the agreement with Mr. D. Brown, (*Secretary for Spectra Ltd.*) for the introduction of television to selected MANWEB shops. On the left, seated, is Mr. T. Ludlow (*Managing Director, Spectra Ltd*) and on the right is Mr. M. R. Cowan (*C.C.O.*). Standing behind them is Mr. D. Brayshaw (*administrative assistant, Legal*) left, and Mr. D. Murphy (*Commercial Director, Spectra Ltd.*)



### PRESENTATION

Mr. Frank Threadgold (*principal assistant, Storekeeping*), left, receiving congratulations from Mr. A. P. Whyte (*Chief Accountant*) on gaining a senior study prize award. Frank chose a bookcase and a pen as his gifts.





THE STAFF MAGAZINE OF THE MERSEYSIDE  
AND NORTH WALES ELECTRICITY BOARD

# CONTACT

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Editorial Staff  
Keith Baldwin  
John F. Perry  
Sam Doughty

## EDITORIAL

### *Other People's Jobs*

**I**N ANY large and complex organisation, the task of giving everyone a working idea of what everyone else does is a daunting problem.

It is easy for individuals, and indeed, in some cases, for whole sections of the staff, to feel that they are operating in a closed compartment, with little real idea of the role they play in the workings of the whole machine, even though that role may be vitally important.

Any tendency towards working in this kind of state of isolation is bad in more ways than one.

It is bad for the staff, in that they may drift into feeling that what they do doesn't really matter, with subsequent loss of morale. It is bad for the organisation, leading ultimately to a buck-passing outlook, and it is bad for the public, which has the habit of expecting every MANWEB employee to be a qualified expert on every aspect and detail of electricity distribution!

It is for these reasons, among others, that many large organisations, including electricity boards, publish staff magazines and newspapers, so that all employees may acquire an overall knowledge of the organisation's workings, and a useful grasp of their own place in the scheme of things.

This number of *Contact* contains a lengthy account of the deliberations of our own Commercial Department's Sales Conference, held recently, with condensed versions of the papers delivered by the various speakers.

Selling—electricity, appliances, and contracting work—is even more vital than ever in these not-so-easy days. Our commercial colleagues need the support, co-operation, and encouragement of us all, and a little time spent in reading our account of the Sales Conference will give all non-commercial employees of MANWEB a deeper understanding of the problems and opportunities confronting the Commercial Department at present.



*Gwynedd* △

◁ *Aberystwyth*



## 25-Year Awards



Recipients from our  
Districts pictured  
with Mr. K. Helliwell  
(Group Manager)  
and their District  
Officers

◁ *Clwyd*

*Dee Valley* ▽



# Long Service Awards presented at Rhostyllen

RECENTLY at Rhostyllen, Group Manager Mr. K. Helliwell welcomed members of the Board's staff from the Aberystwyth, Clwyd, Dee Valley and Gwynedd Districts who had come along, some with their families, to receive awards for their long service in the electricity supply industry.

The presentations were made by the Chairman (Mr. Denis Dodds,) who first thanked all the recipients for their staying power during their various periods of service. "You have certainly earned your spurs," he said, "even the youngsters with 25 years' service!"

He stated that at this particular presentation ceremony, awards were to be presented to 45 people each with 25 years' service, 16 individuals having 35 years' service and three employees who had earned their 45 year awards. This totalled 1,820 years of combined service.

He went on to say that there were probably more people in the electricity industry staying on to earn long service awards than in any other industry in this country today. "This has a stabilising effect on the industry and on the community," he continued. "Unless we have built-in stabilisers like this, society as a whole would suffer."

Mr. Dodds again thanked the staff for their service and he had a special word of praise for the wives and families, who shared the awards, for putting up



Mr. Dodds, left, congratulates Mr. Sefton on his 45 years' service. Mr. Evans, centre left and Mr. Twine complete the picture.

with long hours of absence of their spouses on emergencies and call-outs.

He said that in recent weeks, many letters of appreciation had been received from all types of our customers and these indicated the high performance of each and every member of the Board's staff during the recent emergency. "Our work was well-planned and well received by the public," he said.

In offering a vote of thanks to Mr. Dodds for presenting the awards, Mr. D. A. Hamblin (*District Engineer, Aberystwyth*) said that this should be a thanksgiving day for all who had received awards in that they have had the health and strength to put in so much service and a thanksgiving for being able to work in the industry of their choice.

He thanked the industry for giving the awards and said that no doubt they would all be treasured for many years to come.

*The Awards were as follows:*

#### **Aberystwyth District:**

**35 Years:** Messrs. E. F. Bennison (*linesman*) and D. A. Hamblin (*District Engineer*).

**25 Years:** Messrs. J. H. O. Colley (*foreman*), R. D.

**Recipients of 35-Year awards are photographed with Group Manager Mr. Helliwell seated centre.**



Meredith (*linesman's mate*), J. A. Nichol (*foreman*) and D. J. Powell (*foreman*).

#### **Clwyd District:**

**45 Years:** Messrs. I. A. Evans (*meter reader/collector, now retired*) and C. H. Twine (*assistant section engineer, now retired*).

**35 Years:** Mr. J. D. Evans (*shift switchboard attendant*).

**25 Years:** Miss M. E. Burdiss (*saleswoman*), Mrs. E. A. King (*sales demonstrator*) and Miss G. Parry (*saleswoman*). Messrs. J. Dawson (*chargehand linesman*), H. T. Evans (*fitter mechanic*), H. O. Hughes (*2nd assistant systems engineer*), I. Morris (*production engineer*) and W. E. Roberts (*labourer*).

#### **Dee Valley District:**

**45 Years:** Mr. L. Sefton (*foreman*).

**35 Years:** Messrs. J. Atkin (*section engineer*), D. Jones (*shop supervisor*), R. G. Jones (*shop supervisor*), D. Lally (*chargehand meter reader/collector*), E. T. Peters (*District Engineer*) and E. A. Whitby (*installation inspector, now retired*).

**25 Years:** Miss L. Jones (*shorthand typist*). Messrs. W. R. F. Barlow (*shop supervisor*), W. Beech (*street lighting attendant*), W. E. Bowen (*linesman, now*

*retired*), J. Coppell (*fitter's mate*), R. A. Evans (*linesman*), C. V. Jones (*clerk*), D. M. P. Jones (*courier driver*), H. D. Jones (*electrician*), V. Jones (*linesman's mate*), W. G. Loose (*linesman*), J. Merryweather (*electrician*), E. Osbourne (*clerk*), A. Roberts (*assistant section engineer*), G. W. Roberts (*foreman, now retired*), G. Sharpe (*crane driver*), L. Smith (*linesman*) and T. Taylor (*electrician*).

#### **Gwynedd District:**

**35 Years:** Messrs. H. V. D. Brown (*switchboard attendant*), T. J. Evans (*switchboard attendant*), J. S. Jones (*installation inspector*), L. C. Jone (*administrative assistant*), R. I. Morris (*electricians*), R. A. Pritchard (*records draughtsman*) and F. Williams (*electrician, now retired*).

**25 Years:** Messrs. R. D. Ashton (*linesman*), J. H. Davies (*electrician*), A. Ellis (*section engineer*), C. Hughes (*shift electrician*), R. J. Hughes (*3rd assistant installation engineer*), A. Jones (*electrician*), E. Jones (*linesman*), G. R. Jones (*foreman jointer*), K. T. Lock (*electrician*), R. E. Owen (*foreman electrician*), H. W. Roberts (*electrician*), T. J. Roberts (*linesman*), A. L. Williams (*jointer*), H. I. Williams (*shift electrician*) and J. D. Williams (*electrician, now retired*).

## **GEGC New Cooling Tower**

**I**N THE interests of visual amenity, the Central Electricity Generating Board have designed a power station cooling tower capable of doing as much work as three of their latest towers in service.

A prototype tower is to be built and evaluated at the Generating Board's new 1000 MW (megawatt) Ince "B" oil-fired power station to be constructed near Ellesmere Port, Cheshire.

Known as an 'assisted draught' tower, it will cool as much water as the three 'natural draught' towers originally planned for Ince B—over 500 million gallons a day when the station is operating at full output. The new tower's special features will be its cooling pack and the use of fans to assist the natural draught provided by the 375 feet high concrete shell—the same height as the Generating Board's current towers. The shell will also ensure that the familiar water vapour plume is discharged as an adequate height.

*The new tower will not save money. Costing about £2 million,*

*it will be slightly cheaper to build than the three natural draught towers it replaces, but during its life the saving will be more than offset by the cost of power used to drive the large electric fans.*

Because of the modest water flow of even major rivers in this country, and in order to protect them from harmful thermal effects, the Generating Board adopted cooling towers several decades ago and now have nearly 300. While these towers improve water conditions by returning aerated water to the river, they can loom large in some landscapes.

The great advantage of the new tower is that it will enable the material benefits of expanding electricity supply to be obtained with a much smaller future impact on visual amenity.

## **Is it Cricket?**

**Liverpool**.. The cricket section of the Liverpool Electric Supply Sports and Social Club would welcome any members of the Board's staff who are keen on the game.

They have two teams playing on Saturdays and one team playing on Sundays. If you would like a game, please get in touch with **Mr. Mal Cooper** or **Mr. Bert Eyres**, both at Lister Drive. Telephone 97.763 or 97.721.

**Northwich**.. The "Harold Strange Cricket Trophy" has been held by the Northwich District Sports and Social Club for the past two years. Last year they were not even challenged for it.

So, if any MANWEB District team, or a team from Head Office, would like to try to take it from them, please get in touch with **Mr. R. Edgley** in the Drawing Office at Macon Way, Crewe. Do so quickly to give him time to organise the game—or games!



## **WITHOUT APOLOGY**

OVER 650 Commercial staff attended the MANWEB annual sales conference at the now-regular venue of the Chester College of Further Education. The three day gathering, held just before the Easter Holidays, accommodated just over 200 staff each day.

The first speaker to address the conference was the Chief Commercial Officer, Mr. Matt Cowan. "No apologies and attack", was the theme of Mr. Cowan's aggressive talk.

The electricity industry had suffered several knocks in the last 12 months. Inflation had added to our costs and despite an 18% increase in appliance sales for the year ending in December, our profit had been reduced.

MANWEB was losing money on electricity sales because both the Labour and Conservative Governments had opted to control to some degree, our tariffs. Consequently we were unable to recover losses incurred as a result of rising prices, in particular that of coal.

The miners' strike had also taken it's toll. It was depressing to hear public announcements requesting our customers not to use our product.

Inflation, Government action and strikes were

problems inflicted on the industry. They were not of our making, but we had to recognise them and sell—without apology.

Great Britain needed to be more productive, and greater productivity meant more electricity used, which was good for us. Both recent Governments had attempted to make the country more productive, Labour had urged productivity pay deals, introduced S.E.T. and the Redundancy Payments Act, which had helped industry to dispose of it's surplus labour painlessly.

The present Government had persuaded the C.B.I. to operate it's voluntary prices policy and the recent budget had been designed to get people spending more, thus creating a demand for more goods.

"The biggest battle," said Mr. Cowan, "is inflation." The Board intended to attack this by cutting administrative costs wherever possible. The introduction of T.V. into our shops would optimise the use of shop space, and every effort would be made to increase sales.

MANWEB had good and loyal sales staff and Mr. Cowan now urged that co-operation between sections and departments was essential if we were to succeed.

Finally Mr. Cowan urged his commercial staff to **attack in 1972.**



Mr. Cowan, left, talks with Conference organiser Mr. Norman Kenyon.

## *Installation and Service*

### **PROFITABILITY**

"In introducing this session I intend, without apology, to speak on profitability which, in simple terms, is the ability to earn money on the skills of our staff and the common sense of our actions." said Mr. S. Fairclough, Installation and Service Manager.

"More than ever before there is an urgent need to avoid a loss-making situation, and return as quickly

as possible to working for a profit so that we can pay for our keep. The immediate task, therefore, is to increase our profits, control the costs of our activities and sell our skills at the current market rate and, when we achieve this, the continuing expansion of our business will increase our net profits.

"This is not wishful thinking—far from it—as many Districts are already on target, and earning acceptable profit margins on their total re-chargeable activities."

Mr. Fairclough went on to deal with the contracting account up to the end of last year, commenting on certain aspects of the trends of costs which were encouraging, and highlighted the problem areas which required immediate action by all staff.

He then outlined the review which had already commenced in several Districts to examine those activities which show an unsatisfactory return or quality of service to our customers. These include consumer service, public lighting and appliance delivery methods.



### JOB METHOD

Senior assistant engineer, Mr. G. J. Grady, the speaker on this subject, said that work study consisted of two parts—method study, and work measurement. The latter he said, had now been in operation for three years or more, and at present 90% of the Installation and Service staff were on productivity bonus.

Installation and service activities within the Board had, however, progressed at varying rates and in different directions, and the time had now come to look at our methods.

Certain areas of work required the application of similar methods in all Districts, and work had begun on examining consumer service and appliance delivery methods.

In view of the importance of the travel element, he said, it was vital that as much work as possible be completed at the first visit. The main problems, he added, would be solved if we could keep all our promises and complete every job on the first visit.

"Let us move away from the situation where we moved from crisis to crisis and waited with bated breath for the quarterly statement to see how well or badly our profitability was," he said.

"I believe that because we can use the right method the work load will expand—and so will our profitability."



### APPLIANCE DELIVERY

"Things for the housewife are so sophisticated that husbands may soon be obsolete" cracked Mr. G. J. Houghton, workshop engineer. He was emphasising the point that Appliance Deliveries, at one time a fairly simple job, had now developed into a complex operation calling for specialised techniques and skilled workers.

"From April 1971 to date, including free gifts, we offer a range of 492 different items . . . 56 different cookers, 16 washing machines, 58 different fires, 27 storage heaters, and so on.

"Deliveries are increasing every year. In 69/70 we sold 123,000 major appliances. In 70/71 the figure was 141,000, and it is estimated that it will have risen to 200,000 by 1973/74.

"It is inevitable that the range of appliances will grow. We must accept that appliance delivery is now a specialist job, and recruit the correct type of labour. Old Bill or Ben are just not good enough."

Mr. Houghton went on to analyse the various problems involved in appliance delivery, dealing with the range and availability of appliances, communications and planning, and method.





## PUBLIC LIGHTING

Another "hot potato" came in for examination by **Mr. D. G. Jones**, senior assistant installations/design engineer, at Head Office.

"To anyone who has been reading their local papers in the last month or two we don't seem to be capable of doing this relatively simple job properly" he commented.

The Board's standard maintenance service, he said, offered a weekly patrol in urban areas, a fortnightly patrol in rural areas, the cleaning and checking of lanterns at three-monthly intervals, and the painting of pole brackets every two years.

It was widely recognised, he said, that there had been shortcomings in some localities, and some maintenance work had been lost to contractors, or by lighting authorities starting their own maintenance services.

**This situation should now be improving rapidly, as public lighting had been given a high priority in respect of services and fault repairs.**

Major public lighting works to be carried out in the MANWEB area during the next three or four years would cost £4 million to £5 million, and he saw no reason why we should not obtain our share of this work, providing we could show that we could give good service at the right cost.

"Public lighting was an important, money-making, trouble-causing function, and it must be given the importance and priority it deserved." he added.



Derek Jones, left, talks with a delegate to the Conference.

## Appliance Marketing

### TRENDS IN RETAILING

"When we talk about trends we really mean change," said **Mr. Tom Dean**, the Board's Marketing Manager.

*"If there is one thing in this world that is certain, it is that there will be change. Change in almost every walk of life and activity. The millstream of our economic life is constantly changing, and we cannot just rely on stability in our own field."*

Back in the fifties, said Mr. Dean, self-service



shops were a rarity and supermarkets almost unknown. The sweeping changes in these fields had seen 103,000 retail establishments closed down, mainly because they failed to adapt to the changes taking place.

An ever-greater share of the national income was being spent on durable consumer goods, he said, and the most obvious recent development in retailing these goods was the emergence of the "price cutter"—the discount store which sold purely by price-cutting, but offered little or no service either before or after the sale.

The most significant current development—and probably the one which would present the greatest threat to our future business—was the development of the superstore, the large self-service selling unit, usually situated outside main shopping areas but offering excellent car-parking facilities. This trend was very advanced in parts of Europe—notably Germany—and was expanding fast in Britain.

"It is a sobering thought but it could well be that by the 1980's MANWEB could be operating at a substantially increased turnover through seven or eight superstores, instead of the present 70. If this is the only alternative to going out of business, then we must accept such a change. I, for one, have no desire to emulate the dinosaur!" he said.

After examining the trends in the sales and development of various classes of electrical appliances, Mr. Dean turned to the subject of TV sales.

"This has become the greatest 'boom' market that the industry has seen for many, many years. This is almost entirely due to the introduction of colour TV, and the last two budgets have added to the impetus. It is estimated that the demand will be maintained until the late 70's nationally, and in MANWEB probably until 1980. Clearly a market we must get into."

## THE LARGE SHOP

The role played by the large shop, with its special advantages and problems, was examined by Mr. Bill Royden, standing in for Mr. Bert Davies, Manager of MANWEB's biggest shop at St. John's Precinct, Liverpool.

"There is an advantage in size" he said. "We can specialise in a definite range of appliances for a fixed period of time. Obviously if you sell cookers hour after hour, within a few days you should be able to give quite a performance."

Some of the problems at St. John's, he said, were different from those of the average shop. Customers tended to think of St. John's not as a sub-office, but as the head office.

He discussed the problem of those days when shop staffs sometimes felt that so much time had been wasted, and so little achieved. St. John's served several Districts, yet there was a puzzling disparity between the shop's working effectiveness with the Districts.

"I think we should agree today that the prime function of our superiors is to ensure that their will is known in every part of their commercial empire" said Mr. Royden.

On the subject of selling in the future, he said:

"I would urge that this be a year of spend, spend, and spend . . . that we be so brazen that the public will forget its recent sad experience.

"The competition is hard and not always fair. Large stores don't like us, and want us out . . . good signs! To achieve their end they will, on occasion, sell at a loss. If they achieved their end how prices would rise—they might even make as much on their washing machines as they do on clothes, furniture, and Chanel Number 5!

"They cannot pursue this policy year in, year out. If we persist in selling the right appliance to the right person, this time next year we shall be negotiating for a 100% wage increase" he concluded.



## THE SMALL SHOP

MANWEB's shops vary enormously in size of premises and numbers of staff, and the vital im-

A trio of Conference speakers, standing, Mr. Tom Dean, seated, Miss Dilys Jones and Mr. Bill Royden.



portance of the role played by the small shop was emphasised by Miss Dilys Jones, of Pwllheli.

"In our own locality we are MANWEB, and even though our floor space may be small, we are the people to whom our customers come for advice, to complain, and, we hope, to buy from," she said.

"It's a case of having to be Jack and Jill of all trades. We have to have a working knowledge of all the hundred-and-one things that can crop up from day to day, or at least know where the answer may be found."

Urging that the release of energy accounts be evened out, she said that on one day recently the shop received £5,500 from 475 customers.

Lack of floor space limited sales to a certain extent, but in 99% of cases it was possible to help the customer to choose just what was wanted from a leaflet. The District Sales Supervisor could be very helpful in sorting out problems, and he was handy to grumble at!

The speaker appealed for an improved method of informing shops and customers of the reasons for delays in appliance repairs.

Standardisation of window displays, with material from Head Office Display department, did much to help the hard-pressed staff of the small shop, said Miss Jones.

In closing, she said that one advantage, or disadvantage, of working in the small shop, was that many people got to know the shop staff, and she was known far and wide as "The Red Haired Girl from MANWEB!"

## SELLING AUDIO IN SHOPS

Sales of audio equipment represented one of the most booming parts of the electrical appliance trade, said **Mr. D. Pennington**, who urged that MANWEB shops stopped treating audio sales as a "small side-line."

*Audio selling, he said, represented absolutely brand-new business, giving Board shops a chance to sell a wide range of goods that were not competitive in any way with our existing range of products.*

Most audio equipment was small, and could be displayed attractively, taking up little sales or stock-room space. Modern methods of solid-state construction meant that the equipment was extremely reliable, minimising servicing problems and complaints.

Most of it was easily portable, said Mr. Pennington, and all the 160 pieces of audio equipment sold in the speaker's shop last year were taken away by the customers.

Most important, a satisfied customer would return for items of associated equipment—and perhaps, other things as well.

Last year alone, he said, manufacturers introduced 80 models of unit audio, while the market for stereophonic radio was also rapidly expanding.

He urged careful choice of audio stock, so as to offer a reasonable choice without confusing the customer too much. A fine balance must be struck between too much and too little.

Efforts should be made, he said, to avoid packing audio displays in between other goods, and to place audio equipment in the quietest part of the shop where customers could handle and try it out.



Mr. Dave Pennington, left, talks 'tapes' with Mr. J. Catchpole from Pye of Cambridge who addressed the Conference on audio equipment.

## SELLING HEATING

Despite the ever-increasing popularity of central heating, about 780,000 homes in the MANWEB area still have no central heating, and represent an

enormous potential market to us, said **Mr. Keith Hibbert**, of Head Office commercial staff.

In the course of examining the very varied methods of heating by electricity, Mr. Hibbert said that the storage radiator was without doubt the cheapest, simplest, and most accepted contribution to central heating in the past 14 years.

*He calculated that about 5% of our domestic customers had already installed storage radiators, so the market was far from saturated.*

At the same time electricity could offer the Electricaire and Centralec systems, with warmth distributed respectively by blown air and piped water, and like other forms of electric central heating these systems operated on cheap off-peak electricity.

Other electric heating methods included ceiling heating, skirting heating, and low temperature wall panels, all emphasising electricity's great versatility in the heating field.

The speaker drew attention to the importance of emphasising the value of ceiling, wall and hot water cylinder insulation.

During the coming year, he said, we must aim to sell at least 1,000 Electricaire units, 500 storage fan heaters, 200 Centralec installations, over and above our anticipated sales of 20,000 storage radiators!



Mr. Keith Hibbert is joined by a colleague as they take a breath of fresh air.

## Energy Sales

### REVIEW AND FUTURE INTENT

**Mr. Roy Stewart**, Assistant Chief Commercial Officer (Energy Sales), reviewed progress made and future intent in this field.

Over the past year, he said, the domestic market had been the area of greatest achievement. This was probably due to the fact that industry generally was in a depressed and uncertain state, and that we had acquired a high degree of expertise and familiarity with the domestic market.

For the second successive year, said Mr. Stewart, industrial action had drastically interfered with our ability to provide continuous and satisfactory

supplies of electricity, but these difficulties had to be overcome.

**"Because of the efficient manner in which the diminishing supplies were equitably shared, we may well have gained the respect of the country at large and made many more friends than we had in the past.**

"There are signs, even though small, that perhaps the worst of the industrial standstill is past, and that we can expect a measure of industrial growth which will not only affect the industrial and commercial markets but also the amount of cash which other customers have to spend," said the speaker.

For the year ahead, he said, it would be our aim to sell 120 MW of new load, with appliance sales of £764,000 and contracting sales amounting to £928,000.

One of the world's most-quoted figures must surely be Chairman Mao, and Mr. Stewart found one of his "thoughts" suitable for the sales conference—"The day is now. The hour is now!"

"In all truth the need to improve load growth has never been greater than it is at the present time," he concluded.



Mr. Roy Stewart, left, with Mr. Ernie Redman.

## HOME MODERNISATION

The opportunities created by the current drive to bring old sub-standard housing up to modern-day standards was the subject of Mr. D. St. C. Barrie, North Mersey District's Energy Sales Engineer, who presented a case study based on his District's considerable experience in this kind of work.

"Both the Ministry and local authorities are stressing the urgency of providing living conditions in older property at least comparable with those of new housing, and for our part we must co-operate closely with our various councils to show how we can assist in doing just this" he said.

**"Both Gas and Coal Boards are intent on gaining whatever business they can. So far as we are concerned it must be our objective to obtain the major share of the load in this very remunerative market."**

Referring to the advantages of electricity in modernisation work, involving as it did the mini-

mum amount of associated building work, Mr. Barrie added: "We need to be quicker than the other fuel industries in establishing showhouses and publicising the advantages of the electrical way to improvement grants."

*In the course of his study, he said there were probably more than 130,000 Council houses in the MANWEB area likely to have a 30-Year life after modernisation, while in Bootle alone probably 4,000 privately owned houses would qualify for improvement grants. These figures indicated the enormous potential of this market.*

He urged that North Mersey's example in purchasing and modernising a house for use as a showhouse be followed, and that as many private landlords and estate agents as possible should be persuaded to pay a visit to see just what could be done.



## INDUSTRIAL MARKETING

In recent months no-one has faced greater problems than those who have the all-important job of encouraging industry to use more electricity, and some of these problems—and his views on the way forward—were explained by Mr. E. Redman, our head office specialist in the field.

"The promotion of additional load in industry during 1971/72 has been extremely disappointing," he warned.

*"Whilst final figures are not yet available there is little doubt that, for the first time in 20 years, 1971/72 will show a decline in total sales to industry."*

Mr. Redman added: "For all of us who have for so long been imbued with the spirit of promoting the increased use of electricity, last February's experience can only be described as traumatic.

"It would be easy to say 'What chance have we to promote the cause of electricity in such an atmosphere of uncertainty?' But as the Chairman has said, it is for the Government to rid us of this uncertainty, and I say it is for us to rid our minds of these disturbing events and resume with an added will our real and more rewarding role of energy selling."

He added that during the crisis we assisted our

customers to the utmost of our ability, and that most of them appreciated this.

**"Therefore we have, as never before, an opportunity to firmly cement our mutual relationships," he added.**

During the course of outlining many aspects of work on the industrial sales front, Mr. Redman stressed the importance of the need for additional sales under the maximum demand tariffs to help counter the financial effects of restrictions at present being applied to our tariffs in general.



### APPLYING THE "PROPACK"

The application of the promotional package in the industrial sales field was discussed by **Mr. M. P. Potts**, who is currently making use of the 'propack' on Induction Surface Hardening to assist in selling in this specialised market.

Mr. Potts said that special applications of electricity in industry called for specialised knowledge of the subject by the MANWEB industrial sales engineer responsible, and the promotional package had been developed to assist in the necessary specialised training.

**The "propack" was usually prepared by an Electricity Council expert on the subject concerned, and consisted of a management brief, and industrial sales manual, and a customer brochure.**

The management brief made campaign suggestions and examined the market, the sales manual provided the sales engineer with basic information on the subject, and the customer brochure was designed to act as a silent salesman and reference work for the customer.

Mr. Potts outlined his training in this special field—a spell with the Electricity Council's expert, visits to equipment manufacturers, several days studying the user's problems in a motor factory, a visit to an induction heating works, and a time spent 'on the road' with one of the works' sales engineers.

He went on to explain how he was applying his training, and making use of the "propack," in actual sales work in the MANWEB area.

### ELECTRICITY IN PRIMARY SCHOOLS

The Government's decision to spend enormous sums of money on building and modernising primary schools during the next five years presented the electricity supply industry with a tremendous opportunity, said **Mr. D. S. Webb Jones**, senior assistant energy sales engineer, at Head Office.

"About 250 new primary schools are being built in England and Wales every year, and about twice that number are being improved.

**"In MANWEB we have the prospect of over 155 MW of additional load during the next few years, provided we exploit the market to our advantage," he said.**

Most new primary schools were being designed for 250 children, and an all-electric school of this type needed about 250 kilowatts.

Instancing some examples of schools in the MANWEB area where things were done the electric way, Mr. Webb Jones said:

**"Our successes have been quite notable, but it is nevertheless sobering to know that as a whole in this country we have achieved only 7% all-electric out of the total."**

The all-electric schools in the MANWEB area, he said, had provided a very high level of satisfaction—so much so that one headmistress had installed electric central heating in her own home!

*Capital costs for electric installation were often much cheaper than those for other fuels, while running costs were comparable, he said. Lancashire County Council had been so impressed that they had decided to heat all new primary schools by electricity, and this decision was of great value to MANWEB staff in their approaches to other authorities, he added.*

To give ourselves a positive objective in our approach to the all-electric school it had been decided that the industry's national target would be 100 all-electric primary schools this year, with MANWEB aiming at a minimum of ten such schools of the 69 scheduled for construction in the MANWEB area.

From left to right: Messrs. Denis Barrie, Denis Webb Jones and Mike. Potts.



## ELECTRIC CATERING

The enormous opportunities for selling equipment and electricity to the catering industry were outlined by Mrs. Joan Dittrich, the Board's catering specialist.

Catering, she said, was big business, the country's third largest industry. Everyone had to eat, for pleasure or to keep alive, and within a few minutes' walk of every MANWEB shop, office or depot there were catering establishments of one kind or another offering the widest range of menus.

Catering fell into four main categories—industrial and institutional, involving large numbers of meals often sold at subsidised prices; commercial, offering food for sale to the public at a profit; hotel and boarding house, providing food with accommodation and service, and "pubs and clubs," which existed mainly to sell drink but which were providing meals to an ever greater extent to increase profits and hold their customers.

Taking all these categories into account, probably about 1,000 million meals were eaten away from home each year in the MANWEB area, and if one quarter of these meals were cooked by electricity they would account for 125 million units a year—a vast and valuable market.

"We must make 1972/73 the year in which MANWEB comes to the fore in the catering field, and the methods and approach we adopt with our customers will help to ensure that we obtain a much greater share of the business than ever before," said Mrs. Dittrich.

She then went on to examine the various categories and potential customer, and to outline the electric catering equipment available to meet their various needs.



## PROMOTIONAL ACTIVITIES & CAMPAIGNS

It was clear from the joint presentation by Mr. S. G. Griffiths, of Head Office commercial staff, and Messrs. F. Casey and P. Thompson, of our advertising agents, that the promotion of appliance sales

and load development was to be on a grand scale during 1972/73.

The speakers covered the range of energy sales activities, including commercial catering, agricultural, commercial heating, and lighting, and industrial development, together with support for the installation and service sections. This was followed by a review of support for the domestic scene.

The talk was lavishly illustrated by slides showing the colourful and professional material to be available, and giving examples of TV films to be used.

The presentation concluded with a special showing of three new colour TV commercials produced for MANWEB, supporting the advantages to the customer in dealing with MANWEB for appliances and service.



Mr. Stewart Griffiths, left, with the Man from Brunings, Mr. Frank Casey.

## APPLIANCE SERVICING

Liverpool District's Commercial Engineer, Mr. R. I. Jowett, put the burning question—and his answer—very bluntly:

*"Is the Man from MANWEB missing, presumed lost?"*

"We are all too well aware that our appliance service organisation is far from perfect—neither, on the other hand, is this an Epitaph . . . let me assure you that the Man from MANWEB is alive, he's well, and he's fighting like mad!

"It's a good job he is, for if he took notice of the pessimists that surround him inside and outside our organisation, he would have died long ago!"

In spite of our problems and difficulties, said Mr. Jowett, in real terms our appliance servicing was second to none. Everyone knew at least one customer who had waited three months or more for a cooker repair, but of MANWEB's mammoth half-million appliance service jobs a year, most were completed with no problems!

Every job was different, from a blown fuse to a "tub and drum" change, and 70% of our jobs were completed on the first visit!

The main criticism in the case of jobs that "go

wrong," he said, was of delay. In fact, MANWEB's service was generally faster than those of other organisations, but perhaps the most valid criticism of all concerned availability of spares.

"It is without doubt the most intractable problem that we are faced with. The Chairman of one Board said recently 'If manufacturers of appliances turn their attention fully to quality control in production, and the supply of spare parts, there would be a dramatic improvement in the total efficiency of the after sales service organisation.'

"I entirely agree" said Mr. Jowett. "Certainly some change in the manufacturers' approach is long overdue."

The task of appliance repair and servicing was, he said, enormous. There were at least 2,000 different models of appliance in service, and in most Districts two or three hundred different types of cooker in use.

Despite this enormous complexity, he reminded his listeners that 70% of all jobs were completed at first visit, and this meant not only that the part must be in stock, but that it must be on the van at the time of the visit.

We had 8,000 individual spare parts in stock, worth about £100,000 . . . not a bad record!

Despite this, said Mr. Jowett, there was room for much improvement.

"A large proportion of complaints arise from inadequate information or hopeful promises, being given to the customer . . . most customers are prepared to accept reasonable delays, providing that having committed ourselves we fulfil that commitment precisely."

"Appliance servicing is big business . . . in its own right and as a vital part of our energy sales and marketing operation . . . servicing may lack the glamour of marketing, but is nevertheless a vitally essential element of selling."

After a short period in which questions were raised by the audience, Mr. Cowan brought yet another very successful Sales Conference to a close.



In the special 'build a cooker' demonstration during Mr. Bob Jowett's talk, our Girl from MANWEB, Miss Caroline Smith mops the brow of hard-working electrician, Eric Tuck.

OUR COVER PICTURE shows Mrs. Doreen Williams from Head Office, wearing one of the new and exciting MANWEB Business Dresses. This is what all our ladies on the sales and demonstrating staff will be wearing very soon. The dress is washable, drip-dry in non-iron crimplene. The colour is "Cool Blue." A maroon cravat completes this very smart ensemble.

Caroline all ready to switch on the cooker, constructed in a matter of seconds by electrician Tommy Mullen, who is making the final connection to the power supply.



# We get Letters . . . . .

## HELP AND COURTESY

Dear Sirs,

My washing machine was returned to me on the 6th April. I have used it twice during the week and it appears to be working quite satisfactorily.

May I take this opportunity of thanking you for your help and courtesy in dealing with this matter, also members of your staff, particularly the young man who came to collect the machine and bring it back.

Yours sincerely (Signed)

## SPEED

Dear Sirs,

My Partners and I have been impressed by the speed with which the sub-station has been equipped and the supply cables have been laid. This will enable us to put the new building and machinery in use many weeks before we had thought likely.

In these days of difficulties and complaints, we feel this should not go unrecorded.

May we therefore thank you and your staff, including Mr. Hewitt and Mr. Eyres, for the help and assistance you have given us in the development of the new slaughterhouse by the prompt attention to our need for additional electricity.

Yours faithfully,  
(Signed).

## and MORE SPEED !

Dear Sir,

At 7.50 this evening I received a 'phone call from a lady living in Aigburth Road, Liverpool, telling me that all electrical equipment at her address had suddenly failed and what should she do. I said I would 'phone MANWEB which I did immediately.

In less than *eight minutes*, I telephoned the lady concerned

who's address is The Post Office, 282 Aigburth Road, about to inform her that an engineer would call as quickly as possible. She however was able to inform me that the engineer (I believe a Mr. Pratt) was already there dealing with the fault.

From the time I 'phoned Hatton Garden to the time I 'phoned the lady concerned, a matter of no more than minutes, an engineer was "putting things right."

Had I simply heard of this service I would not have believed it, I would have said it was impossible. However, I know it happened.

Please congratulate everyone concerned and my grateful thanks for a fantastic service . . . on a Sunday evening too.

Yours sincerely,  
(Signed).

## HELP FOR THE AGED

Dear Sir,

We are two pensioners and have not had any light for two nights. We don't owe any money for the electric light to your company. Something has gone wrong with the light. Please send a gentleman to do the light.

We moved in here two days ago and the owner of the house said we must see about the light.

I would be grateful for the help of your kind self and staff. I was told you are helpful and kind by a lady.

Thanking you,  
(Signed).

and Two Days Later . . .

Dear Sir,

Please take no notice of my letter of the 3rd inst. There is not a thing wrong with the electric it only needed to be connected. A young man called and connected

it up yesterday afternoon. He said we must have on Monday next, 6th inst. a new electric meter. Please will you see that we get the new meter on Monday.

Thank yourself sir and your staff because it does prove that the electric company does take notice and try to help people like us who are not clever and old. Yet people said that electric people take no notice when one wants help.

Bless you and your staff sir for your kindness.

(Signed).

P.S. I would not have written that first letter if two women had not told me that rubbish. We had a lovely night and TV last night, 3rd inst.

## LIGHT-HEARTED

Sirs,

In Beeston View we have a street light,

It needs your service to put it right, Maybe it's drunk Maybe it's ill,

Give it a kick and give it a pill. So please if you can Send a man . . . with a van.

Thanking you  
(Signed).

And the rhymed reply from our own Mr. C. D. Houlbrook at Chester Received your sonnet, contents noticed,

Ray of sunshine, it was voted, Drunk or ill or merely out, We'll give lamp service—have no doubt.

This correspondence concluded with the following

Now its had your service call, May I thank you one and all. It feels so lonely here at night, When there isn't any electric light. No doubt like me it's getting old, So one day it may be sold. Until then let me and you, Wish it all the best for '72.

**Incidentally our rhyming writer is a sprightly 67-year-old.**



# Commercial Catering Exhibition at Prestatyn



A more conventional view of Mrs. Hughes as she works on the Board's stand. In the foreground Mrs. Joan Dittrich, our catering engineer, talks with Mr. Roy Stewart (Energy Sales Manager) while Caroline chats with Mr. Ron Carter from our Clwyd District.



Mr. Clement Freud, right, guest of honour at the exhibition, looks and listens intently to our Girl from MANWEB, Miss Caroline Smith. In the background is Mr. Brian G. Baxter (energy sales engineer, Clwyd).

Right: Caroline samples the delicious dish of scampi cooked by Mrs. Lesley Taylor, our demonstrator from the Clwyd District.



Left: A different view of Mrs. Eirlys Hughes, a demonstrator in our Gwynedd District, as she serves 'chips by electricity' to a group of visitors to our stand.

## **STAFF CONFERENCES**

### *Good turnout at Crewe*

Nearly 200 Mid-Cheshire District employees and pensioners turned out to attend the staff conference organised by No. 6 Local Advisory Committee at a Crewe hotel a few weeks ago.

After an enjoyable meal they were welcomed by Mr. J. W. Trimble (*Group Manager*), who reported on MANWEB's working during the last financial year. Mr. Trimble offered a special welcome to those who had travelled from Northwich and more distant parts, and to the 37 pensioners who came along to enjoy a pleasant reunion with their former colleagues.

Guest speaker for the evening was Mr. Alan R. Coupe, a



distinguished soccer referee, who kept his audience entertained with an amusing talk on the "History and Control of Association Football," which he described as the most popular sport

in the world today.

Reports on the activities of the Northwich and Crewe L.A.C.'s, and an "Open Forum" session, completed the evening's programme.

### *Swimming to Aberystwyth*

One of the stormiest days of the year played a part in keeping down the attendance at the staff conference organised jointly by No. 10 and No. 28 Local Advisory Committees, and held at an Aberystwyth hotel earlier this month.

As someone put it—"You didn't need a car to get here from Machynlleth—you needed a boat!"

Nevertheless, the audience drawn from both MANWEB and CEGB staffs did fight their way through the elements to hear reports on the year's work by Mr. W. D. Slater (CEGB) and Mr. D. G. Thomas (MANWEB).

Mr. Slater said that the Rheidol Hydro-Electric station generating a million units for each inch of rain which fell during the year, and added that the station was a

great tourist attraction having drawn no less than 27,000 visitors last year.

Presenting his report, Mr. Thomas urged employees to make full use of their L.A.C. representatives. He said re-organisation had been carried out without major disruption, though there had been some inevitable social

problems due to transfer of personnel.

He commented on the lack of interest shown in First Aid training, added that the District had only two certificated First Aiders, and urged the staff to improve on this situation.

A review of the Board's working for 1970/71, by Mr. K. Helliwell (*Group Manager*), and an excellent lunch, rounded off the conference programme.



## Pollution's Problems— and some answers

Liverpool's two sewage treatment plants handle about 12 million gallons of sewage each day—but every day 30 million gallons, produced by about 75% of the population pour into the River Mersey without treatment of any kind.

These figures were given by Mr. R. J. Williams, Liverpool's Director of Transportation and Basic Services, when opening a one-day conference on electrical methods of treating industrial effluent, at Allerton Hall, Liverpool, recently.

Mr. Williams is chairman of a committee charged with investigating and reporting on pollution of the tidal waters of the Mersey—and of producing, within 12 months, a programme of improvement which will make the Mersey inoffensive and capable of supporting fish life.

The conference was organised by the Merseyside and North Wales Electricity Board, and consisted of papers by scientists from the Electricity Council's Research Centre at Capenhurst, and other experts, outlining electrical methods of treating water used in various industrial processes so that it may be returned to the rivers and seas cleansed of harmful industrial products.

Scores of major industrial firms and local authorities on Merseyside and in Lancashire and Cheshire

were represented. MANWEB originally expected a demand for up to 100 seats, but so intense was the interest shown that 170 delegates crammed into the hall, and about 100 applications for places had to be turned down.

"The words 'pollution' and 'environment' are among the 'top ten' in current fashionable English language," said Mr. Williams.

"The treatment of sewage and effluent must be looked at from the standpoint of health, including the threat to bathers and eaters of shellfish; aesthetics including the offensive aspects of smells and floating material; their effect on plant and marine life; and the economics of solutions proposed.

"In view of our increasing dependence on water supplies from rivers," he added, "the treatment of effluents discharged into our rivers was of vital importance.

"I have always been struck by the relatively crude and expensive methods used for treating sewage and effluent, and there is a major national need for research into better methods.

"The time has come for a marriage between water and sewage authorities on one hand, and industry on the other, in the search for solutions—with the cost shared between them."

Four technical papers, outlining the contribution electricity can make to rendering industrial effluent harmless, and to the recovery of valuable metals, formed the basis of the day's programme, with periods of general discussion also included.

## The End of Southport Power Station

A Southport landmark disappeared a few weeks ago when the 160 foot chimney at the Town's Generating Station was demolished.

As the last brick hit the ground and the dust settled, it brought to an end yet another chapter in the story of Southport's electricity supply.

Constructed in 1894 the station then had a steam plant and three alternators giving a total capacity of 75 kV at 2,000 volts. Five substations situated round the Town centre transformed the voltage down to 110 volts.

On commissioning day, according to the records, the initial demand was for 5,000 eight candle-power lamps.

As the demand for electricity increased so alterations and

additional plant was added until in 1959 the station generated around 28 megawatts.

The installation of extra plant at the nearby Grid Supply point

saw the demand on the generating station diminish and today the whole requirements for the Southport area can be met from the Grid Supply point.

*Now you see it!*



*Now you don't!!*



## END OF AN ERA

### Mr. Wallwork's last visit to Hatton Garden

For sixty-odd years Number 24 Hatton Garden, Liverpool, was the building from which the ever-growing electricity network in Liverpool and the surrounding localities was administered.

The end of an era came a few weeks ago when MANWEB's last representatives there—Mr. H. Telfer (*Group Manager*), and Mr. W. Wallwork, formerly Area 1 Commercial Engineer and latterly Special Projects Officer—finally "shut up shop."

A few days afterwards Mr. Wallwork retired, after 43 years service to the industry.

Mr. Wallwork began his career with Manchester Corporation, later moving to sales development work with Brentford and Chiswick undertaking, and as a consumers' engineer with the Midlands Board.

In 1950 he came to MANWEB's Liverpool North District as Commercial Engineer, moving to Hatton Garden in 1956 and taking over as Area Commercial Officer in 1962.

Tributes to Mr. Wallwork were paid by Mr. Telfer and by Mr. W. N. Shires (*Deputy C.C.O.*). On behalf of his many friends and colleagues he was presented with a silver candelabra by Mr. M. R. Cowan (*Chief Commercial Officer*), who wished Mr. and Mrs. Wallwork a long and happy retirement.



Mr. Telfer, left, and Mr. Wallwork, say their "Goodbyes" to 24 Hatton Garden in Liverpool.

Below—Mr. Cowan, right, makes the farewell presentation to Mr. and Mrs. Wallwork.



# RETIREMENTS

*from Mold, Head Office, Northwich, Southport, Liverpool & Crewe*

## Mr. E. E. JAMES

A man who has had, and still has, a very busy life, retired recently from his work with the Board. He is Mr. Edward Emlyn James, who earned his daily bread for over 36 years in the electricity supply industry working in the engineering department at various substations including Legacy and Halkyn.

In addition to his daily round with MANWEB, Emlyn has filled every moment of his spare time with voluntary labours in public and trade union life.

He has been the branch secretary for the E.E.T.U. and the P.T.U. for 27 years; branch secretary for the National Federation of Construction Unions; he was a former member of No. 9 D.J.I.C.; for 20 years he served on the Halkyn Parish Council and was with the Holywell Rural District Council for 15 years; a member of the Flint and District Council, the North Wales Rural District Council's Association, the Flintshire Parish Council's Association, Flintshire Playing Fields Association and the Flintshire Road Safety Committee. He has also served as a member of the Wales Tourist Board.

At present he is serving as a member of the Flintshire and Denbighshire Executive Council of the National Health Service (including a number of sub-committees—he is chairman of the ophthalmic services and vice-chairman of the Establishments

committee); he is secretary of the Flint Branch of the E.E.T.U. and P.T.U.; member of the Flintshire County Council Health Committee; vice-president of the Pennant National Savings Committee; member of the Clwyd Industrial Savings Council; vice-chairman of the Flint and District Trades' Council; vice-chairman of the Flint and District Local Employment Committee; executive member of the North Wales and Chester Federation of Trades' Councils, and many other bodies.

For many years, Emlyn was on the Parliamentary Panel of the Labour Party.

Many friends from the Clwyd District gathered at our Mold Depot to say their farewells to Emlyn and present him with a parting gift—*appropriately a timepiece, for everyone wonders where he finds the time to do so many things!* We join with them in wishing him good health and many more years of good works in his retirement.

## Mr. F. HEYWOOD

Although Mr. Frank Heywood has only been with MANWEB since 1953, he has made many many friends. This was made very obvious by the host of people who went along to wish him well on the occasion of his recent retirement.

Frank, who was a 2nd assistant engineer in the Building Section at Head Office, was educated at

**Mr. James, right, receives his farewell gift from Mr. J. S. Evans, (assistant production engineer, Clwyd) as friends gathered at the presentation ceremony held at Mold Depot.**





Just some of the friends, mostly former Area 4 staff, who gathered at Head Office recently to wish a happy retirement to Mr. Heywood. He is to the right of Mr. Foreman who is on the front row wearing a light suit.

Ruabon Grammar School and his first job was with a local brick manufacturers, and became their chief draughtsman. Just before the outbreak of the war in 1939, while still at the brickworks, Frank joined the Special Constabulary and soon became an inspector.

In 1941 he joined the R.A.F. and was a Flying Officer in the signals section, serving in East Africa and the Persian Gulf.

Five years later he was with the Control Commission in Western Germany where he worked on the rehousing programme.

For the three years prior to joining MANWEB in 1953, he had a spell with the Inland Revenue working in the valuation department. With the Board, Frank was based at Rhostyllen and was responsible for all building works associated with the former Area 4. Here he became very well known and was always classed as a "Gent."

His many friends subscribed to present him with some beautiful farewell gifts, including a 21 piece Wedgewood tea-set and a thermos jug. These were handed over by Mr. H. C. Foreman (*Assistant Chief Engineer—Civil*).

Frank is a very keen gardener and an able fly-fisherman. He has recently taken up golf and will no doubt be devoting much of his time to the game.

#### Mr. F. GREEN

Starting work as an apprentice electrician with the Mid-Cheshire Electricity Supply Company over 47 years ago, Mr. Frank Green retired a few weeks ago as the contracting engineer at Northwich.

Former District Commercial Engineer, Mr. J. R. Rawes travelled from Liverpool to join colleagues at Northwich at a farewell luncheon at a local restaurant. Here Frank was presented with a 400-day clock as a parting gift.

#### Mr. R. GRAHAM

The retirement of Mr. Richard Graham, a jointer's mate in our Liverpool District, took place a short time ago. Dick joined the Liverpool Corporation Electricity Supply Department in 1946 and worked with the cable laying gang and inside a year he was promoted to mate.

During the war years he served with the Royal Engineers attached to an armoured division.

Dick's daughter lives in Georgia, U.S.A. and in recent years he has visited her on a number of occasions. He tells us that now he has retired he may go to live permanently in the States.

#### Mr. D. SHARROCK

A few weeks ago, Mr. David Sharrock, a brick-layer based at Southport retired after 42 years' service in the electricity supply industry.

Mr. Sharrock, left, surrounded by his colleagues from Southport, receives a farewell handshake from Mr. Hawley.



On behalf of his many friends and colleagues, David was presented with a farewell gift by Mr. A. W. Hawley (*District Engineer*) who wished David and his wife a long and happy retirement.

#### Miss G. BAXENDALE

The senior sales assistant at our Sandbach shop Miss Gladys Baxendale, retired a short time ago after more than 38 years' service in the industry.

Many of her friends and colleagues gathered at District Office in Macon Way, Crewe when she was presented with a stainless steel tea set and a bouquet of flowers on their behalf by Mr. N. Walsh (*District Commercial Engineer*).

He said that Miss Bax. started her career in 1934 when she went to work at the Sandbach shop which at that time was managed by her Father. After only

half-a-day, she moved to the Nantwich shop and stayed there for two years. Then she went to the Crewe shop which at that time was in Electricity Street, and there she stayed until 1956.

Then she returned to the shop in Crewe Road, Sandbach and cheerfully survived the move to Congleton Road and the subsequent re-organisation.

Mr. Walsh, on behalf of the Board, thanked Miss Bax. for her long and loyal service and spoke of the pleasant way she had always carried out her duties and how she would be missed by a great many people.

A few days prior to the ceremony at District Office, Miss Bax's colleagues from the shops throughout the District met at the Middlewich shop to celebrate her retirement and to present her with a set of sherry glasses.

**A happy picture at Macon Way, Crewe when Miss Baxendale retired recently. She is seen here with Mr. Walsh who made the presentations.**



## TIMELY WORDS

*"No assembly of medieval theologians, parliamentary draughtsmen, professional Sinologists, neo-Euclidian geometricians, German philosophers and Irish politicians could ever have produced so impenetrable a fog of mind-blowing gibberish as the average occupational pension scheme and Government policies towards it."*

This biting paragraph was part of an article which appeared a short time ago in "The Times" newspaper. Calming down a little after this extravaganza, they have since published the following words:

"There is no getting away from the fact that the subject of pensions is a complicated one. It is particularly so at the moment because of various pieces of legislation and proposed legislation which have not yet been clarified."

"The Times" has also featured appreciations of several booklets published by large firms to explain their pension schemes to their staffs. For individuals who have difficulty in relating the information to their own particular circumstances, they are advised to ask their employers to explain more fully any points they are not sure about.

It can be just as easy for MANWEB employees, past and present. If you work in one of our Districts, then all you have to do is have a word with your District Administrative Officer. If you are employed at Head Office, or are among the ranks of the retired, then you should get in touch with the Salaries and Superannuation Section of the Chief Accountants Department.

You will find them most helpful.

W.W.H.

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## Obituary

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### Mr. R. J. WILLIAMS

We deeply regret to report the death a short time ago of Mr. Robin J. Williams, aged 59.

He had served in the industry for 35 years and was a foreman meter reader/collector in our Gwynedd District.

Mr. Williams was a native of Llanberis and during the last war served with the R.A.F.

We extend our deepest sympathy to his widow and daughters, Nan and June and his son, Richard.

### Mr. R. S. JONES

After a long illness at his home in West Kirby, Mr. R. S. (Sam) Jones died recently.

He had retired in 1965 from his job as assistant engineer in the North Wirral District. Prior to nationalisation he worked for the Hoyalake U.D.C.

### Mr. L. EVERETT

Another one of our pensioners from North Wirral died recently after a long illness in hospital. He was Mr. Les Everett (73) who started work with the Birkenhead Corporation Electricity Department in 1913 as a junior clerk.

During the first war he served for three years and saw activity in the Middle East.

He returned to the Corporation and worked in the accounts section until 1948 when he transferred to the Area Revenue section at Chester.

Shortly before his retirement in 1963 he worked in the North Wirral District.

### Mr. T. A. MAGUIRE

The Systems Engineer in our North Wirral District, Mr. T. A. Maguire (Mac) died suddenly at his home in Upton a short time ago.

Mac, who was just short of his

60th birthday, started work with the Liverpool Corporation Electricity Supply Department as a student engineer. At the same time he went to Liverpool University and gained his Degree in Engineering.

Then he joined the North Wales Power Company and was based at Legacy. In 1937 he was appointed as Engineer in the Transmission Department and moved to Crewe.

Three years later he became District Mains Engineer at Flint and on Vesting Day in 1948 he became the first District Engineer for Conway Valley.

Here he did some wonderful work with the engineering team and built up a first class network within the District. He worked hard and made many good friends throughout the Board's area.

In the recent reorganisation Mac was appointed as Systems Engineer for the North Wirral District.

We, at *Contact*, will miss Mac, as will many more of his friends and colleagues.

### Mr. F. N. CHEW

A former Deputy District Industrial Relations Officer, Mr. Frank N. Chew, died recently at his retirement home in Anglesey.

Soon after the industry was nationalised, Mr. Chew, an electrical engineer by profession, was appointed as secretary to the District Joint Advisory Council. In this capacity he will be long remembered for the sterling work he contributed to the organisation and success of the annual Arts and Crafts exhibitions.

He leaves a widow and a married daughter to whom we extend our deepest sympathy.

### Mr. J. E. EVANS

The oldest of our retired members in the Crewe area, Mr. James Ernest Evans, died a few

weeks ago after a fall at his home. He was 81.

Mr. Evans was a joiner in the days of the Crewe Corporation Electricity Department and later transferred to the appliance repair section. He once worked for a while in Canada.

Our sincere condolences go to his widow.

### Mr. W. MATHIAS

Another one of our pensioners, Mr. William Mathias died recently. He was 71.

He joined the industry with the North Wales Power Company in 1934 and he retired in 1965.

Mr. Mathias was well-known in Nantwich for his associations with the Central Methodist Church and the Nantwich Cricket Club. He was Trust Secretary for the Church for twenty years. He was also the treasurer of the Nantwich Committee of the Cancer Research Campaign, a member of the Nantwich Historical Society and for several years had served as secretary of the Local Branch of the United Nations Association.

On the sporting scene, he had been a committee member of the Nantwich Cricket Club and was a keen supporter of the Nantwich Football Club.

Our sympathies are extended to his widow.

### Mr. A. E. JACKSON

We regret to record the death of a member of our staff based at Nantwich, Mr. Alfred Edward Jackson. He was 58.

Mr. Jackson was employed as a storekeeper at the depot. Before joining the Board, he had been a builder and for many years was a Special Constable.

He leaves a widow to whom we offer our deepest sympathies.