



TALKING IT OVER :
*A group of students
 engaged in discussion
 with the Instructor*

The Wallusey Sales Training Centre



HOW TO SELL :

*A student explains to the
 "customer" why this
 modern cooker will meet
 all her needs*

The Tomorrow Theme

Successful Sales Conference

"THE best sales conference ever", was the verdict of the majority of the 550 delegates who gave their full attention to the speakers who expounded on the Board's commercial policy at this year's Sales Conferences held at Moreton, Llangollen and Llandudno a few weeks ago.

From the very first day, amid a buoyant atmosphere, the message of expansion was developed by each speaker. The theme which emerged . . . 'Prosperity through Profits' caught the interest and imagination of all the delegates who must have felt a new wave of enthusiasm for facing the challenges of the future, and it appeared that one of the first steps in this new 'tomorrow' look was the need for the creation of a MANWEB reputation for "Value for Money".

To get these one-day conferences off to a good start, everyone who was to attend received an attractive little booklet containing a message from the Chairman (Mr. D. G. Dodds), and a timetable of the

speakers, with biographical details, and the subjects on which they were to talk.

In his message to the staff, the Chairman spoke of the troubles over the past years with the peak demand for electricity exceeding the capacity of the Generating Stations, and as a consequence, our sales publicity had to be curtailed. He wrote that as we moved away from this shortage of generating plant our selling activities would gather momentum and be directed at securing an expanding and balanced electrical load. In wishing the Conference every success, Mr. Dodds felt sure "that it would be the prelude to a year of considerable expansion and progress".

The first speaker at the Conference was Mr. M. R.

Cowan (Chief Commercial Officer) who spoke of the need for expansion in many directions with plenty of noise in order to make people sit up and take notice. He used a well-designed yet simple graph to illustrate how over the past few years our gross profit had reduced while at the same time the selling cost of the appliances had increased. It was obvious that if this trend continued then the Board would be in serious trading trouble. However, Mr. Cowan suggested a few ways in which the situation might be avoided, saying that first of all it was imperative that all sales staff should start right now to sell more and more electrical appliances. He emphasised that this meant that we must sell more appliances per employee and not just take on more employees to sell appliances.

There must also be an honest endeavour from everyone and, this included Head Office and Area Offices, to take steps in

No! Not really MANWEB Brand Products, but the team who presented the MANWEB sales story at the Moreton Conferences. *Left to right:* Messrs. L. Smith (Principal Assistant, Sales, Area 3), A. J. Thompson (sales representative, Clwyd District), G. J. Grady (1st Assistant District Commercial Engineer, North Wirral), M. R. Cowan (Chief Commercial Officer), R. Stewart (Senior Assistant Engineer, Area 4), and T. R. Smith (Assistant Chief Commercial Officer).



A GREAT GUY AND FRIEND OF COMPANY

The Tomorrow things are ELECTRIC and you can have them TODAY

MOTTO - DON'T SEE THE COOKER FROM THE 'SIZZLE' !!



Speakers and delegates who attended the Sales Conference held at Llandudno.

reducing their costs, and that our buying techniques should be improved. Finally, we must all present the Board's image to the public in a better light (*electric of course*).

Mr. Cowan then said that to sell to the customer, our Service Centres must be open whenever we can attract business. This meant that some Service Centres would remain open on a Saturday afternoon, while others would close and that the staff would work on a common rota to give everyone a chance to have as much time off as business would allow. He made the point that as more and more of our customers go on a five-day-week leaving their Saturdays free, so this day will become busier for us as a trading day. "If you want to be a salesman," he said, "you will have to accept Saturday working, albeit on a rota".

Mr. Cowan did assure the delegates that he was fully aware of the difficulties and that he realised and appreciated that Service Centre staff have different problems to their colleagues doing other jobs for the Board.

Every consumer can be a customer if handled right.

Turning to the Board's heating policy, the Chief Commercial Officer told the delegates that MANWEB's sales of 'off-peak' heating was one of the lowest in the country. He

warned against the dangers of losing to gas competition saying that a house with gas central heating would in all probability turn to gas for cooking. He said that once any form of central heating was installed in a home, it was there for at least twenty years. He urged everyone to sell electric heating... to sell comfort heating... to sell 'off peak' heating which involves very little expenditure on reinforcing the networks.

Mr. Cowan's next point concerned Resale Price Maintenance. "When this goes," he said, "we cannot become like supermarkets and cut our prices and service, we must offer the customer reliability and first-class service." In the meantime, we must all sell hard in order to build up our turnover. "We must get everyone sales conscious," he continued, "for no one in the Industry can prosper unless we sell more electricity".

To help us all sell more electricity, Mr. Cowan spoke of the new advertising campaign, the biggest yet, which provided us with a golden opportunity of revitalising our image. The theme of the campaign was... "The tomorrow things are ELECTRIC—and you can have them TODAY". Already press advertisements, posters and TV commercials were being shown to the public.

Further advertising plans

included the "5-4-4" campaign designed to sell low priced cookers to low income groups. This should help our sales staff to sell more cookers.

Board Brand Appliances

Mr. Cowan then spoke for a few moments on the new MANWEB products saying that they would be used to improve our image and to show the customer that we are as lively as our competitors. This too, came within the policy of expansion and it was also a form of protection in advance of the abolition of R.P.M.

"We sell the finest fuel in the world," concluded Mr. Cowan. "The greatest labour saving innovation of today is tomorrow, and we can offer it today with electricity".

Whether it was the sales talk coupled with the praise heaped upon MANWEB 'value-for-money' appliances, or whether it was due to the fact that a present for my wife was long overdue I shall never know. One thing is certain however, after reporting on this Conference, I went straight to the Electricity Service Centre and bought a MANWEB refrigerator. Value-for-money? I'll say it is!

The next speaker on the programme was Mr. G. J. Grady (1st assistant District Commercial Engineer, North Wirral) who spoke on the

Electric Central Heating—Tomorrow Warmth Today

Right:
Rapt attention
from the audience
at the Royal
Institution,
Liverpool.



BANGOR and LIVERPOOL SALES CONFERENCES

Right:
Thinking of
Sales Promotion
techniques at one
of the Liverpool
Conferences.



... seemed fascinated when informed that she had collected seventy-two pictures of him. With a laugh he said, "Let's see if we can make it seventy-three". Then he found a photograph she did not already have in her collection, which he promptly autographed for her. He then said, "Come on, John, meet the boys". So I was introduced to his songwriters, manager and the "Steelmen". All this time I had gained the impression of a most natural and modest man.

To get information out of Tommy one had to keep up a steady barrage of questions because he just does not like to talk about himself. He did tell me however that prior to entering show business he had spent some years in the Merchant Navy. During that time he came into contact with a ship-mate called "Brushes", who got this name because it was his job to sweep everything up! Today "Brushes" is Tommy's assistant and close friend. The jokes they play on each other are the life and soul of the party "off stage". Happy pandemonium reigns most of the time before "curtain up".

As I watched the cheerful banter, I discovered that, although Tommy Steele is a front-rank star, basically, he is no different from any other young fellow. One of the most outstanding things one notices on first meeting him is his striking personality. He can adapt himself to any characterisation whether it be Rock 'n' Roll, comedy or straight panto, whilst the result is the same—everybody has a good time. After seeing "Goldilocks and the Three Bears" most people agreed that he was a magnificent artist and a brilliant entertainer well advanced in talent and showmanship for his years.

Tommy wanted my sister and me to visit the theatre on the last night of the "run" to see the final performance as his guests. On Saturday morning he telephoned asking us to meet him in his dressing room. When I told my little sister she was going to be his personal guest she was as thrilled as any other ten-year old child would be. This is an example of the many kind acts which make him such a pleasant fellow.

I have met people who are at the top of their chosen professions, but I have never yet met anyone so kind and courteous as Tommy Steele.

Cover Picture: *The Finale by the No. 4 Sub-Area Variety Company.*
Group includes: Gladwyn Williams, Patricia Jefferson, Glenys Steadman, Elizabeth Rowlands, Gaynor Richards-Jones, Megan Morris, Betty Jones, Norma Jones, Megan Jones, Gaynor Williams, Molly Lincoln, Eileen Griffiths, Peggy Crewe, Eddie Lewis, Rowland George, Gerald Sprosten, Raymond Jones, Grenville Roberts, Roy Sleeman, Hubert Evans, Bryn Jones, Glyn Jones, Gwyn Roberts, Dave Davies, David Evans, Mywndeg Williams, Jerry Parry, Cecil Davies-Barrett, Jill Wright, Jean Jones, Dorothy Jenkins, Glenys Stritch, Gwendoline Rowlands, Phillip Keddie.

BREVITIES

SAVED THE DAY

Letters of thanks are always welcome, and quick action in dealing with a supply failure brought the following letter from a farmer at Higher Heath, Shropshire:—

“Dear Sir,

I was so pleased with the very prompt service I received from your emergency staff last Saturday evening that I said I would write to thank you for it.

I had four cows which had not been milked by me before, and I had no electricity to drive the milking machines, so I was not looking forward to doing this by hand, however, your timely help was very much appreciated.

Very many thanks to you”. (Signed).

MIDDLEWICH SHOW

Two prizes—the first in the section for trades stands exhibiting domestic appliances, and the second award for the most attractive trade stand—were won by the Board’s exhibit at the Middlewich and District Agricultural Society Show, held at Kinderton Hall, Middlewich.

The Board’s attractive stand was a joint effort by No. 2 Sub-Area Display Staff, and the Northwich Commercial Staff. A prominent feature was E.D.A.’s Little Boy (chewing a straw,

for agricultural interest), while the display of domestic appliances proved



The stand at the Show.

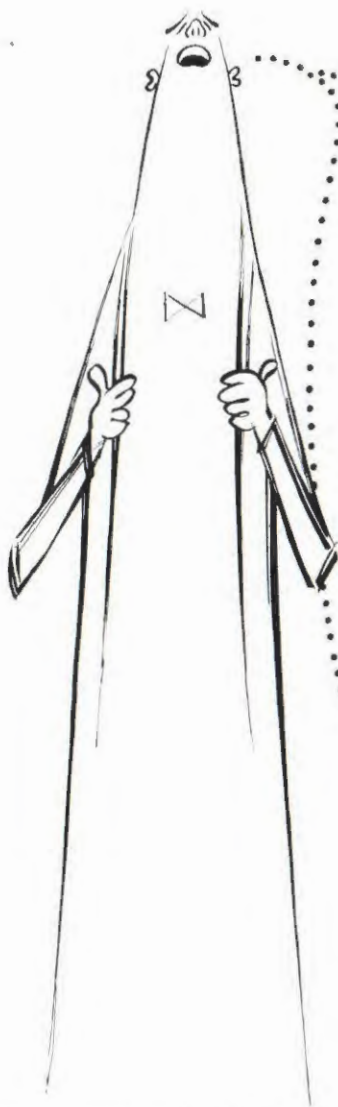
a sure attraction for the ladies. Meanwhile their menfolk were finding plenty to interest them in other sections of the stand, which included power tools, an electrically equipped greenhouse, milking and grinding machinery, and chicks basking in the comfort of radiant heat.

LEAVES FOR IPSWICH

Friends and colleagues at Board Headquarters gathered round recently to say “Goodbye” to Mr. Peter Blackwell (Instructor—Sales), who was in charge of the Board’s Sales Training School at Wallasey, and who has now left to take up a position with the Eastern Electricity Board. Many of our Sales and Service Centre personnel have benefited from Mr. Blackwell’s instruction while attending courses at the Training School. Our picture shows Mr. M. M. Parker (Board Secretary) making a token presentation to Mr. Blackwell.



but
forgot
to
forward
M.M. Parker
-OR
-OR



MANWEB 'make a speech' COMPETITION

2nd FEBRUARY, 1961

MEN

1st Prize £10

2nd Prize £5

WOMEN

1st Prize £10

2nd Prize £5

Even if you don't win...you can't lose!

Winners proceed into
the National E.D.A. Competition

One day whether you like it or not you'll be asked 'to say a few words'! It happens at weddings, at the club, if you win some prize. Here's a chance to practise on strangers, so why not have a go.

And remember, the man or woman who can make a bit of a speech is the sort who gets on!

Closing Date for entries:

1st DECEMBER, 1960



You can learn all about the Area and National Competitions and pick up some valuable tips by getting a copy of the E.D.A. booklet 'Public Speaking is Great Fun' from your District Manager's Office, District Commercial Engineer, or fill in this coupon:

To: MANWEB · LOVE LANE · LIVERPOOL 3

Please send me details of the "Make-A-Speech" Competition.

NAME

ADDRESS



SYNDICATE No. 2. The picture includes some of the study group. *Left to right,* P. B. Blackwell, H. S. Dunning, J. F. Grierson, F. Smith, N. Walsh, H. Breckell, E. Redman, H. Fray.

6 SYNDICATES IN SESSION

at the Burton Manor, Wirral

FLOOR WARMING CONFERENCE

SYNDICATE No. 5. Picture includes, *left to right,* G. Bowers, B. Johnson, D. S. Webb-Jones, R. R. Hughes, A. G. Edwards, G. H. Currie and J. S. Burgess.





SYNDICATE No. 6. Included in the picture are, *left to right* J. Anwyl, R. C. Burton, R. I. Jowett, A. Stewart, G. A. White, L. Price, T. N. Farmer, and T. A. Moran

Each study group was set one of three problems, all concerning heating schemes :

- (1) Office Block; (2) Block of Flats; (3) A Bungalow.

The detached observer who visited the Floor Warming Conference held at Burton Manor at the end of October was immediately impressed by the tremendously earnest approach and the intense concentration evident in each of the six syndicates that were getting to grips with whatever problem had been set to them.

SYNDICATE No. 3. Includes from *left to right* H. T. Edwards, R. H. Yates, B. R. Campbell-Kelly, J. L. Williams, F. Thompson, S. L. Hislop, L. S. Lewis, R. M. Gravett, and D. E. Noad





Before the crowds came—an early morning shot of the Board's stand at Hooton Park.

ANOTHER SUCCESS FOR MANWEB AT THE CHESHIRE SHOW

The 123rd Cheshire County Show took place at the beginning of June on the 100-acre site at Hooton Park. This was the third and last time that the Show will be held on this former airfield, which this time next year will be well on the way to housing a new car factory. For the previous fifty years the Show was held at the Roodee—Chester's famous race-course—until the number of exhibitors and entries grew too large. The organisers are now faced with the problem of finding a new showground, and possible new sites closer to Eastham or at Sealand airfield are under consideration.

On the day before the Show, electricians, joiners, fitters and gardeners helped the Commercial staff in preparing yet another exhibit to be proud of. The imposing entrance drew in large crowds to inspect the many electrical appliances expertly displayed, and this year special emphasis was laid on the way in which electricity can help in pig and poultry production. A number of working models were on view. In the judging for the best trade stand the MANWEB exhibit was awarded the Silver Medal.

A welcome visitor to the Show was Mr. Archie Darlington who retired recently. He told us that although he felt that he had slowed up a little he was thoroughly enjoying his retirement.

Finally, a word of praise for our canteen staff, who catered for nearly 400 meals during the course of a hectic two days.

(More pictures overleaf)

1953
 Rub Award Staff
 CAP JAMES RHO

Some of the staff who were on duty at the show. *Left to right, standing:* Messrs. B. Green, C. Male, R. Strange, Miss E. C. Stewart, Mr. H. Furness, Miss M. E. Coat-hupe, Messrs. P. Mason, A. Horrocks, J. W. Groom and A. E. Thomas. *Seated:* Mrs. R. Power, Miss D. Rushton, Miss K. Brown and Miss I. Cliffe.





The chef and his team of helpers. *Left to right* : Mr. C. J. Smith, Mrs. M. Mercer, Mrs. C. Farrell and Mrs. K. Speed.

CHESHIRE SHOW TEAMS

A group of the backroom boys pose for the photographer by the Fountain of Youth. *Left to right* : Messrs. R. Muspratt, J. Cooke, H. Marcroft, J. Shellcross, K. S. Jones, R. Jones and G. E. Lloyd.



SANDIWAY HOUSE ANNUAL TREASURE HUNT

About 80 people in 20 cars set out hopefully on the evening of June 2nd to follow the trail in the annual treasure-hunt organised by Sandiway House Sports and Social Club. The course covered some 25 miles and took approximately two and a half hours. This year a six-cornered competition was introduced in which crews were entered by Sandiway, Eversley, St. Helens, Warrington, Runcorn and Northwich. The winner of this competition was the Eversley crew, skippered by Mr. H. J. Richards, their trophy being a model of a Rolls Royce together with the 'treasure' which consisted of a sheet of one hundred and sixty threepenny stamps!

The main competition was won by Mr. A. R. Thackray and crew who were presented with the Dixon Cup and the 'treasure' of a thousand ha'pennies by Mrs. J. Fareham, wife of the Sub-Area Engineer.

The evening came to a close with an excellent buffet supper at the Oaklands Country Club, Gorstage. All thanks must go, however, to the organisers of the event—Messrs. Astbury, Cross and Haigh, who, by their efforts, made the event as successful as ever.

LISTER DRIVE'S DAY OUT

A party of merrymakers from the Meter Department at Lister Drive took to the road early on the morning of May 27th for a day's outing to the Lake District.

Travelling by road, they stopped for coffee at Carnforth and enjoyed an excellent lunch at Bowness. In the hours that followed some members of the party passed their time strolling by the lakeside, while others went for a sail on Windermere.

Leaving Lakeland behind at the end of a perfect day the happy band stopped for tea at Morecambe, and for a convivial evening at a convenient hostelry on the way home.



Members of the cheerful Lister Drive party, pictured on a Windermere steamer.

BREVITIES

Our deepest sympathy goes out to Mr. Lewis Thomas, Linesman's Mate in the Construction Department, Mona, Anglesey, whose three years old daughter Audrey was killed in a road accident near her home in Mill Lane, Llangejni.

Audrey's brother Raymond, aged four, was also involved in the accident—with a reversing coal lorry—but escaped with bruises.

OBITUARY

We regret to report the death, at the age of 56, of Mr. Edward Chesworth, Prince Edward Street, Nantwich, a member of the Board's Crewe District staff.

Mr. Chesworth, a keen angler and gardener, died in Weaverham Grange Hospital, and Manweb were represented at the funeral by Messrs. E. T. L. Jones, J. D. Mottram, A. C. K. Knott, N. Davenport, J. Harrison, J. Callaghan, W. Salmon, P. W. Jones, J. B. Thomas and R. Preston. Four of his colleagues—Messrs. R. Bates, H. Williams, D. Welch and A. Sheen—acted as bearers.

Mr. Chesworth was a bachelor. We offer our sincere sympathy to his relatives.

LIVERPOOL E.W.A.

Mr. D. H. Kendon (Chairman of Manweb) supported the Annual General Meeting of the Liverpool & District Branch (their 28th) of the Electrical Association for Women, which was held in the Council Chamber of the Town Hall on Monday, February 9th. The Lord Mayor (Alderman Harry Livermore) presided, and was accompanied by the Lady Mayoress.

Viscountess Kilmuir, D.B.E., the Branch's President, travelled from London to be present, and the Speaker was Professor Andrew Semple, Medical Officer for Liverpool, whose choice of subject—"Electricity and Public Health"—was most appropriate and topical.

Mrs. D. S. Smith, Mrs. Patterson and Miss Rita Brown, have been

re-elected Chairman, Hon. Treasurer and Hon. Secretary of the Branch for the current year.

The Liverpool Branch would welcome new members and Miss Brown's address is: Electricity House, Love Lane, Liverpool 3.

A VISIT TO TOWN

A party of staff from the St. Helens District headquarters at Carlton Street, together with their wives and friends, spent a thoroughly enjoyable evening in Liverpool on January 19th, when they visited the pantomime *Aladdin*.

The party travelled by coach from St. Helens—and after the show they enjoyed supper at a city restaurant before embarking on the homeward journey.

GOLDEN WEDDING

Congratulations to Mr. and Mrs. James Richards of Claughton Road, Birkenhead, who celebrated their Golden Wedding Anniversary on February 7th. Mr. Richards, who is 73 years old, was formerly an electrician's mate at the Manweb Depot in Gordon Street, Birkenhead. He retired six years ago after 26 years in the industry.

Mr. and Mrs. Richards have ten children and nineteen grandchildren, many of whom attended the family celebration. Among the messages of congratulations was one from Mrs. Richards' sister in Melbourne, Australia, whom she has not seen for 43 years.

* * *

A second series of electrical courses for new and prospective brides was arranged by Warrington District, commencing on the 6th January. Four sessions were held during the month, the average attendance being 30 brides. This specialisation in affairs of the heart which has been indulged in by Warrington District, appears to have met with great success.

* * *

A One-Day Conference, organised by the Local Advisory Committee, was held at Aberystwyth on the 3rd January.

MARCH 1959 (30 years)

AREA SALES TRAINING CENTRE, WALLASEY

The Sales Training Centre at Wallasey, opened in January 1957, has proved an asset to the Board in many ways. So far, 43 weeks of training have been completed and the number of staff completely trained has exceeded 150. Quite a large number of staff are still on the books awaiting their period of training and it is hoped they will be included in one course or another during the next eighteen months. The Centre trains all categories of staff up to Grade 2, including trainee demonstrators, but excluding established demonstrators who will probably receive a specially modified course later.

The training given also helps to equip staff for the E.D.A. Salesmanship Course. Results obtained by the Board in recent months show that this training has improved the chances of success available to the staff. So far three distinctions, eight credits and sixteen passes have been obtained by those who have attended courses, which constitutes a satisfactory record.

A considerable number of those who have received instruction have benefited directly and gained promotion within the Board.

Since we last 'covered' the Centre (June 1957), continuous improvements to both facilities and instruction have been incorporated. Chief of these has been the extension of the basic Initial Training course to three weeks and the provision of an additional Refresher Course for New Entrants lasting one week.

Appreciated

The Courses are well planned and appreciated by those who have attended. Evidence of this appreciation can be seen in the two reports from students which are published overleaf. The pleas for more time voiced by the writers and others have been appreciated and steps have been already taken to remove any compression of material which has occurred. It is not expected that all the information disseminated will be observed and retained by the students but the 'sights' are set high to ensure that all the various aptitudes possessed by different trainees are given scope for expression and development, which will prove mutually advantageous to both the staff and the Board.

To provide variety and to ensure that too much intensive tuition does not cause the students to suffer from mental indigestion, occasional outside visits to such places as the Board's Test Laboratories in Liverpool and the English Electric Company's Domestic Appliance Works are included in the programme. Some students have been known to comment that this latter visit—which comes on the last day—is a reward for surviving the course! Tips on display are given during the course of a half-day session by Mr. Eric Hillidge of No. 2 Sub-Area, who illustrates his points with the use of a model Service Centre window.

The success of the Centre can be put down to the zealous interest of the staff, which consists of Mr. P. W. Blackwell (Instructor in charge), Mr. D. H. Smith (Assistant Instructor) and Mrs. E. Hudson (Part-time Demonstrator).

All those who have attended the courses have taken full advantage of the opportunities presented to them and the lecturers have even commented on the conscientious application which is general.

Anyone requiring further information about these courses may obtain it by applying to their Sub-Area Commercial Officer.

Salesmanship Examinations

Fifty-five Manweb employees will sit for the written part of the Final Examination of the Electrical Development Association's Salesmanship Course on April 29th.

They are composed as follows:

No. 1 Sub-Area 14, No. 2 Sub-Area 15, No. 3 Sub-Area 3, No. 4 Sub-Area 23.

We hope that success will attend the efforts of all concerned.

Sales Training Centre, Wallasey . . .

I would like to qualify what follows by saying that I belong to the school of thought that believes salesmen are made and not born. It is true that some people are born with the ability to express themselves well and this is perhaps the greatest asset when being trained in the art of salesmanship. Others, however, require a little coaxing and help and that is where the Board's Sales Training Centre comes in.

My previous Sales Manager, on receiving my letter of resignation, asked me "What training is the Electricity Board going to give you?" I'm afraid that at that time I could not give him an answer. I could certainly tell him now after having spent three one-week courses at the Wallasey Training Centre.

What do we think of these courses, is such training necessary? I suppose everyone who attends these courses views them with differing sentiments, and to spend time teaching the trainee demonstrator about installation details would seem to be just as much waste of time as teaching the sales representative which position in the oven is best for a joint of beef. But is

A NEW RECRUIT REFLECTS ON TRAINING—by R. NEIL

Warrington District Sales Representative

it a waste of time? With only three one-week courses in which to pack a working knowledge of electrical appliances, how they work and how to sell them, each individual is given the opportunity to derive some benefit from this wealth of knowledge according to their willingness to learn and their ability to assimilate knowledge.

Personally I felt that the three weeks made available to me for training was insufficient to cover the mass of information necessary; on speaking to other new entrants taking the course I found that this opinion was shared by them.

Another opinion which I heard expressed was that some people were too old to benefit from the course and that the adage of not being able to teach old dogs new tricks still applied. I don't agree with that point of view, but think the Training Centre is the ideal place for all ages to practise amongst themselves in a friendly atmosphere and, if in the course of this the old dog learns a new trick or the young dog a few old ones, so much the better.

Having made a general criticism of the course I would like to exempt from any criticism the Instructors. The standard of tuition and the patience and enthusiasm shown by the Instructors was of the highest quality. I would also like to mention the residential accommodation which was excellent in every way and very clean and comfortable.

I certainly enjoyed my three visits to the Wallasey Training Centre and now feel that I know much more about our Industry in general, and Manweb in particular, than I did previously. Now I'm very much looking forward to my return visit for a one week's revision course.



Mr. Douglas H. Smith (*Assistant Instructor*) describes the qualities of an oil-filled space heater during a lecture on heating appliances. Left to right: Mr. W. D. Bold (*Ainsdale*), Mr. A. Bissell (*Sales Rep. No. 1 Sub-Area*), Mrs. A. Morton (*New Ferry*), Mr. D. H. Smith, Mr. P. W. Blackwell (*Instructor*), Miss B. L. Lang (*Whitechapel*), Miss K. M. Roberts (*Blaenau Ffestiniog*), Miss G. Parry (*Flint*) and Mrs. E. Archer (*Llangollen*).

A YOUNG WOMAN'S VIEWS ON THE COURSE

After a cordial welcome to the Sales Training Centre at Wallasey, we sat at tables arranged pleasantly around the lecture room, chatting with new-found colleagues while other members of the Course were being interviewed. We were then able to "find our feet", introduce ourselves to our neighbours and so make new friends.

The first day seemed a long one, and some of us were rather baffled by some of the technical information presented to us. But we soon got "acclimatised" and the rest of the week went by pleasantly with some really hard work. A cooking demonstra-

tion was particularly interesting to me, as I had not seen a proper demonstration before, and I greatly admired the skill of the demonstrator, especially when I think of some of the tricky questions we asked her. At least we thought they were hard! One day we visited Pumpfields, Liverpool, and an exhibition at Paradise Street. Outings such as this provided a welcome break from the concentration required in the lecture rooms.

The second week was a busy, but interesting one; as in the first week, we seemed to get rather behind with the syllabus, but managed to catch up by Friday. During this week we

by JOAN BATTY

Service Centre Assistant, Hexwall

learned about washing machines and refrigerators, whereas in the first week we concentrated mainly on cookers and water heaters. We also had our first opportunity of "speaking" to the class, and hearing our voices "played back" on a tape recorder. This is a most important part of our training, as every Service Centre Assistant must be able to speak clearly, and put his or her facts over well to the consumer. Some of us got a surprise on hearing our voices as others hear them!

Our spirits during the last week were rather dampened by the pervading thought of examinations on Friday; nevertheless, we worked really hard and learnt much about cleaners,

polishers, space heaters and lighting. We also had some selling practice. By Friday there really seemed hardly any more to learn—or so we thought—until the examination took place, and then we realised that really there was a lot we still didn't know!

For myself I enjoyed the course, and certainly obtained much interesting information. My only wish was that we could have had another week, then some of the information which we had rushed through might have been a little clearer, and more easily understood, and appreciated.

. . . As seen through Students' Eyes



Above: Some of those present at the Conference.

"REVIEW OF TRAINING"

WALLASEY CONFERENCE

"This is an auspicious occasion, for it is the first time in about ten years that all the Manweb District Commercial Officers have been gathered together at a joint meeting or consultation," said Mr. W. Gilchrist (Chief Commercial Officer), when introducing the Chairman of the Board (Mr. D. H. Kendon) to a recent "Review of Training" conference at Wallasey Sales Training School.

Mr. Kendon spoke of the expansionist trend in the electricity supply industry, and of the continued progress outlined in the Board's annual report. This trend, he thought, would continue, and steadily increasing sales of electricity would encourage progress towards lower prices.

He pointed out that Manweb sold 30 per cent more cookers and 45 per cent more water heaters than the national average figure.

Speaking about training schemes, the Chairman said that the first training to be given must be about the job itself. It was necessary to understand the quality of the products and how they worked, he said. It must be remembered that we were giving a service to the public.

Finally, Mr. Kendon reminded his audience that sales of electricity per domestic consumer had risen more during 1958-59 than in any previous year.

Mr. Gilchrist then spoke of the need for sales staffs to know what they were talking about. Customers, he said, were much more discriminating these days. He added that the work done by the Training Centre staff, teaching other people their jobs and ensuring that new entrants to the sales side of the industry were properly trained, was of great value.

Below: A section of the gathering in reflective mood.





Visitors from Outer Space? No, just a happy group of members of our No. 4 Sub-Area staff coming up for air after visiting the underground workings at Bersham Colliery, Wrexham.

Identification Parade: *Left to right (Front Row):* Jean Davies, Enid Davies, and Megan Morris. *(Back Row):* Gordon Lamb, Ann Morris, Ann Ryder, Marion Owen, Grenville Roberts, and Elizabeth Rowlands.

SOOTY... and SOAPY

Mannequins and Manweb joined forces recently in presenting two very successful exhibitions in No. 1 Sub-Area. The emphasis was on Home Laundry, and the mannequins, in addition to modelling various garments, demonstrated the electric way of washing, drying and ironing clothes. This picture, taken at the Parish Hall, Prescot, shows *(left to right)*, Esther, Beb, Anita, Barbara, Mr. A. Millington (Assistant D.C.E., Liverpool South), Bobby, Mr. H. Kaye (Assistant Consumers' Engineer), Miss P. Evans (Trainee Demonstrator), and Mrs. R. Lea (Demonstrator).

The second exhibition was held at St. Barnabas's Church Hall, Liverpool, and all the shows were packed to capacity.



Shopping in the High Street



WHITCHURCH



PRESTATYN

The prime purpose of an Electricity Service Centre is to provide a convenient place where consumers may receive advice on all electrical matters, pay their accounts, and at the same time see and purchase all types of electrical appliances.

At the present time Manweb has 75 Service Centres sited at strategic points throughout its area, so that the vast majority of consumers are within easy reach of at least one of them. Over the past few years many new premises have been opened, existing ones modernised, and new sites are constantly being explored.

In this feature, we have selected nine Service Centres, all having in common an address in the High Street.



Right:
**BLAENAU
FFESTINIOG**

Left:
PORTMADOC

Below: **RUNCORN**



Below:
TOWYN



Below:
BARMOUTH





JOHNSTOWN

TO BE MODERNISED

The two buildings featured on this page house sub-district offices in addition to the Service Centres. Both are scheduled for reconstruction and the staff will be moving to temporary accommodation while the work is in progress. Temporary Service Centres will also be established so that consumers will not be inconvenienced.

NANTWICH



Mr. H. Lloyd Williams (right) receives the staff gift from Mr. Lyn Price.

MR. H. L. WILLIAMS

Colleagues at the Board's Llandudno Junction Service depot recently presented a combined electric alarm clock and kettle to Mr. Howell Lloyd Williams, on his retirement after having been senior clerk at Conway Sub-District since 1948.

The presentation was made by Mr. Lyn Price, Consumers' Engineer. Before the electricity industry was nationalised Mr. Williams was employed in the Conway Council electricity department. Altogether he served the electricity industry for more than 30 years. Mr. Williams, a native of Conway, served during the 1914-18 war with the R.W.F. and was at Gallipoli.

MR. J. W. GLOVER

To mark his recent retirement after 30 years' service as a linesman at the Whitchurch depot, Mr. J. W. Glover was presented with an electric kettle and iron by Mr. W. J. Harris (Section Engineer) on behalf of his colleagues. Tributes were paid by Mr. W. Williams (Mains Foreman), Mr. H. Huxley (Installation Inspector), and Mr. C. Corfield (Linesman).

MISS M. B. BARON

Best wishes from her many friends on the No. 2 Sub-Area staff went with Miss M. B. Baron, Senior Cashier at St. Helens Service Centre, who retired recently after 17 years' service to the industry. To mark the occasion Mr. K. S. Leach, Sub-Area Accountant, presented her with a pair of marcasite ear-rings, and Miss M. Worthington, Service Centre Supervisor, presented her with a bouquet of flowers, the gifts of her friends and colleagues at Bridge Street, Carlton Street, and Eversley.

Mr. Leach makes the presentation to Miss Baron in the presence of many well-wishers.





The Board's Education and Training Officer, Mr. J. L. W. Ladner (right), extends his good wishes to Mr. E. S. Richardson, who has been appointed Senior Sales Instructor at our Sales Training School at Wallasey. Mr. Richardson, who was previously a Senior Service Centre Assistant at Warrington, won the area public speaking competition in 1959 and 1960, coming in a close second at the National Finals at his first attempt.



*Left to right: Messrs. G. Hall (Linesman's Mate), A. Ritchie (Storekeeper-Clerk),
and G. Crewe (Storekeeper's Assistant).*

Whitchurch Camera Groups



Another group of students with (standing), Mr. E. Richardson (senior instructor). They are (left to right), Miss M. W. Hughes (trainee demonstrator, Caernarvon), Miss V. McIlroy (Service Centre assistant, Whitechapel), Miss C. Jones (Service Centre assistant, Colwyn Bay), Miss S. Higham (trainee demonstrator, Allerton), Miss G. A. Roberts (trainee demonstrator, Wrexham), and Mr. A. D. Berry (Service Centre assistant, New Ferry).

1961

a mixture of apprehension and hope—hope, that I might learn a lot more about tackling my new job and so build up my confidence, and apprehension about the nature of the course! Opinions were varied. Some of the older hands, having survived various sessions at Wallasey, viewed themselves as martyrs. Others, who had attended recently found the whole course most enjoyable and helpful.

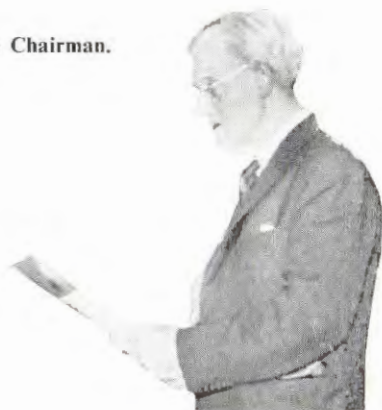
“Now, having sampled the first week, I think the whole course must have been remodelled to suit me. I found it thoroughly enjoyable—a congenial atmosphere, new friends, a grand hotel and from the instructors (Mr. Richardson and Mr. Smith) sincere efforts to help us in our new careers.

“Perhaps I did grasp only 60% of the information available, but at least I must now know 60% more than I did prior to the course, and I must say that I now look forward to the other three weeks’ general training which are to follow.

“I appreciate that it must cost the Board quite a bit of money for us to attend these courses but it should prove a very worthwhile investment.”

Right: The Chairman.

SPACE HEATING CONFERENCE



To keep them up to date on the latest developments in electric space heating, nearly 100 members of the Board's Commercial staff took part in a space-heating conference in Liverpool from September 21st to 23rd.

The conference was opened by the Chairman of the Board (Mr. D. H. Kendon). He was followed by Mr. W. B. Parkinson (Chief Commercial Officer), who outlined the impact of various appliances on the nation's generating plant and the Board's substation and distribution capacity.

Four 15-minute talks were given by Mrs. M. J. Conway, Senior Demonstrator, No. 3 Sub-Area ("Floor Warming under the Consumers' Control"), Mr. W. Wallwork, Senior Assistant Commercial Engineer, No. 1 Sub-Area ("Floor Warming under the Landlord's Control"), Mr. T. R. Smith, Assistant Chief Commercial Officer ("Two Winters on a Thermalay"), and Mr. G. E. Lowe, Principal Assistant, No. 2 Sub-Area ("Experience in a Floor-Warmed Bungalow").

Mr. E. Covington (No. 1 Sub-Area), spoke on "The Place of the Combined Light and Heat Fitting" and Mr. B. R. Campbell-Kelly (Assistant Chief Commercial Officer) explained the Board's tariffs in relation to space heating.

Manufacturers' representatives dealt with floor-warming controls, and domestic heating by block storage and ducted warm air.

The delegates then formed themselves into study groups to examine problems relating to heating domestic premises by electricity, and the conference was rounded off by a lively Open Forum session.