

Welcome to the following employees:

Head Office: Miss M. C. Carr (typist), Miss D. Corris (multilith operator) and Miss H. Levensohn (typist).

Area 1 Office: Miss J. Abbott, Miss J. Cunliffe and Miss A. Lloyd-Jones (clerks) and Miss J. D. Tomkins (typist). Messrs. J. Dunne (labourer), P. A. Jenkins (clerk), L. Peacock (clerk) and P. P. Wessman (stores labourer). *Central District:* Mrs. E. Anderson (Service Centre assistant). Messrs. L. H. Barnes (labourer), C. P. Beenham (general assistant engineer), J. Carter, A. Challoner and J. Currie (labourers), D. M. Edwards (clerk), T. Horner, J. McKenna, E. Plunkett and W. Plunkett (labourers), A. W. Shaefer and P. B. Starkey (clerks) and T. Wilson (labourer). *North District:* Mrs. R. Dean (Service Centre assistant). Messrs. W. Carter, A. Girman, S. M. O'Brien, F. Taplin and A. J. Walker (labourers). *South District:* Mrs. A. Delea (cleaner). Messrs. C. Carroll, D. F. Dagleish and C. Egan (labourers), D. T. Harvey (fitter, electrical), G. J. Humphries, R. C. Jenkins, B. Keeley, R. S. Leigh, M. G. McDonald, T. F. Miller and W. Miller (labourers), P. J. Noble (meter reader), D. Windle (labourer), A. Wright (electrician) and M. Wynne (labourer). *Southport District:* Miss L. Cox (demonstrator). Messrs. H. S. Halton (electrician) and P. G. Watts (labourer).

Area 2/3 Office: Miss P. A. Dodd, Miss J. E. Fry, Miss E. A. Morris, Miss H. C. Parry, Miss S. Stacey and Mr. A. E. Walker (clerks). *St. Helens District:* Mr. M. Houghton (labourer). *Warrington District:* Messrs. R. Jones (labourer) and T. D. Roddick (sales representative). *Runcorn District:* Messrs. J. G. Atkinson (assistant consumers' engineer), C. T. Barker (storekeeper), R. J. Gough, G. Kiernon, C. R. Worrall and D. N. Yates (labourers). *Northwich District:* Messrs. H. Buckley, A. Ellison and J. W. Gelder (labourers), A. J. Latham (electrician), A. W. Pinnington and N. D. Walker (labourers). *Chester District:* Mrs. H. G. Davies (clerk). Messrs. L. Hallam (sales representative) and S. R. Jones (storekeeper). *North Wirral District:* Miss C. Bowman, Mrs. E. M. Brent and Mrs. J. M. Dunlop (clerks) and Mrs. D. Kent (Service Centre assistant). Messrs. E. G. Jones (meter reader), M. McKane (watchman), G. L. Parry (meter reader), A. Sheard and G. Smethurst (messengers).

Area 4 Office: Mrs. V. Atkinson (clerk), Miss C. Edwards (comptometer operator), Miss S. A. Horne (junior clerk), Mrs. J. Jones (punch operator), Miss J. K. S. Jones (comptometer operator) and Miss E. Owens (punch operator). Messrs. A. J. Hark (driver), J. A. Hughes, P. R. McMahon, I. B. Riley, D. C. Smith and J. Taylor (clerks) and W. M. Wood (principal assistant, Costs). *Wrexham District:* Mr. K. Pritchard (electrician, Shotton). *Oswestry District:* Mrs. D. M. Jones (clerk), Mrs. P. MacDonald (shorthand typist) and Mr. B. Quigg (assistant section engineer) all at Whitchurch. *Clwyd District:* Miss H. M. Butler (telephone operator, Rhyl), Miss A. Proctor (Service Centre assistant, Prestatyn) and Mr. E. J. Williams (driver, Mold). *Conway Valley District:* Miss F. J. Williams (clerk). *Caernarvon District:* Miss J. Deacon (short-

hand typist). *Anglesey District:* Mr. E. Hughes (labourer). *Aberystwyth District:* Mr. J. S. Cross (electrician, Barmouth).

Congratulations to the following employees on their promotions:

Area 1 Office: Messrs. A. R. Boyes and J. L. Cogan (meter assistants), M. Cooper (sales representative) and A. L. Cornah (assistant, Clerical). *Central District:* Messrs. J. Evans and J. Magenit (jointer's mates). *South District:* Mrs. C. McDougall (Service Centre assistant). Messrs. J. J. Bishop and L. Highton (jointers) and A. Wren (jointer's mate).

Area 2/3 Office: Miss C. M. Brocklehurst (Drawing Office assistant) and Mrs. F. Ferguson (assistant, Records). Messrs. A. L. Carman (assistant, Creditors Accounts), W. P. Edwards (assistant, Machines), D. W. Sankey (engineering draughtsman) and B. M. D. Vaughan (assistant, Accountancy). *St. Helens District:* Messrs. J. S. Glover and G. Pimblett (fitter's mates, electrical). *Warrington District:* Mr. J. Corley (storekeeper). *Runcorn District:* Messrs. M. Furnival (ganger) and D. Wade (assistant consumers' engineer). *Chester District:* Mrs. B. A. Owens (typist). *North Wirral District:* Messrs. P. Hardman (jointer's mate), I. Jameson (fitter, electrical) and R. Withers (jointer).

Area 4 Office: Messrs. G. Ellis (principal assistant, accountancy), D. Hughes (assistant, Costs) and G. B. Williams (senior assistant engineer, Construction). *Oswestry District:* Mr. G. E. Davies (District Engineer). *Clwyd District:* Mr. J. E. Williams (linesman, Mold). *Aberystwyth District:* Messrs. L. J. Lloyd (meter reader/collector) and H. Roberts (chargehand meter reader/collector).

Farewell to the following employees who have now left the service of the Board:

Head Office: Miss J. Eaton (shorthand typist), Mrs. B. Hemming (typist), Mrs. J. Morgan (part-time canteen attendant), Miss L. Rietiker (shorthand typist), Mrs. W. Sturgess (part-time canteen attendant) and Mr. D. B. Griffiths (Accountancy trainee).

Area 1. North District: Mr. J. Wren (installation inspector). *Southport District:* Mr. M. Melvin (plumber).

Area 2/3 Office: Mr. P. Irwin (senior assistant, Costs). *St. Helens District:* Messrs. R. Banks (jointer) and J. Howarth (labourer). *North Wirral District:* Mr. G. R. Hill (senior Service Centre assistant).

Area 4. Conway Valley District: Mr. A. E. Leadbetter (linesman). *Caernarvon District:* Messrs. E. O. Evans (labourer) and K. Owen (meter fixer, Bangor). *Anglesey District:* Mr. W. Griffiths (clerical assistant).

Obituary

It is with deep regret that we record the deaths of Mr. A. Mitchell, a clerk in the Liverpool Central District; Mr. W. Morris, 1st assistant District Engineer, Liverpool South District; Mr. J. B. Scott, an electrician at Southport, and Mr. F. G. Williams, a clerical assistant in the Commercial Department at Hatton Garden.

March
1966

Contact

The Staff Magazine
of the
Merseyside and North Wales
Electricity Board



Lt.-Col. P. G. R. Burford



Councillor Gwilym Davies

New Board Members

The Minister of Power has appointed two new part-time Members of the Board. They are Lt.-Col. P. G. R. Burford, O.B.E., T.D., Secretary of the Liverpool Chamber of Commerce, and Councillor Gwilym Davies, M.B.E., J.P., North Wales organiser of the National Union of Agricultural Workers.

They take the places of Col. J. F. Williams Wynne, D.S.O., L.L., J.P., and Mr. J. A. Duncan, J.P., whose terms of office came to an end a short time ago.

Lt.-Col. Burford, who was educated at Westminster School and Christ Church, Oxford, had legal training and experience in the City of London from 1925 to 1939. He enlisted in the Artists Rifles in 1927, was later commissioned and served continuously to 1939.

In the early part of the second World War he was Company Commander and Chief Instructor in an Officer Cadet Training Unit. Later he served with the Rifle Brigade and on the Staff of London District, carrying defence and training responsibilities in the Buckingham Palace and Whitehall area. From 1943 to 1945 he was on the planning staff for the Normandy invasion, and held the post of Chief of Staff, Civil Division, Allied Military Mission to the French Government in London and later in Paris. He speaks fluent French.

Councillor Davies began work as a collier's "butty" in the Rhonda Valley, South Wales, at the age of 14, and in the late 1920's he accompanied his parents to Blaenau Ffestiniog, Merioneth, and started work at a local slate quarry.

He attended evening and weekend classes organised by the Workers' Educational Association, and took postal courses with the Ruskin and other correspondence colleges.

During the war years he was employed as a heavy plant operator by the County Agricultural Executive Committee, and was also an active member of the Home Guard.

In 1947 he was appointed organiser for North Wales by the National Union of Agricultural Workers, and is a keen advocate of further

(. . . Continued on Page 40 . . .)



Contact

Edited by Keith Baldwin and published monthly from the Board's Head Office, Love Lane, Liverpool 3. NORTH 2681

THE STAFF MAGAZINE OF THE MERSEYSIDE AND NORTH WALES ELECTRICITY BOARD

VOL. 18 No. 3

MARCH 1966

EDITORIAL

Gift of the Gab

MEN and women blessed with complete mastery of their native tongues have always tended to have the edge over their fellows in the battle of life. The capacity to grasp situations, formulate ideas, and to express those ideas in a way which those within earshot can readily understand, is the hallmark of the natural leader.

With the domination of the communications field by the television medium, this ability has become an absolutely essential weapon in the armoury of the successful politician—no longer can an indifferent speech be transformed into an inspiring address by newspaper dissemination or distortion. Sitting in his own home, the ordinary voter can form his own conclusions of men subjected to the ruthless searchlight of the TV cameras.

But the ability to speak is of value in virtually every walk of life, particularly for anyone who has to deal with the public, and the recent Public Speaking Competition, held at Wallasey Service Centre, showed that the younger members of the Board's commercial staff are well aware of this. In the Women's section all but one of the contestants was under twenty-two years of age—a fine pointer for the future. We wish the winners of this competition—full details of which will be printed in the next number of *Contact*—every success at the National Finals.

On

other pages

Worthy Winners 41

A New Approach to Selling 42

Talking Notes 44

Meetings at Warrington and Runcorn 47

A Growing Family 48

Parting Shots 50

MANWEB Gazette 52

Lt. Col. Burford—continued

In 1946 he became Secretary of the Liverpool Chamber of Commerce, and also Secretary of the Liverpool School of Tropical Medicine, and has been, since 1947, joint Hon Secretary of the Liverpool Branch of the Royal Commonwealth Society.

He was a Member, from 1951, and Chairman from 1959 to 1965, of the Merseyside District Advisory Committee of the North-West Regional Board for Industry. For his work in this connection he was awarded the O.B.E. in 1964.

Lt. Col. Burford is also a Member of the Liverpool University Appointments Board, the Liverpool Corporation Show Committee, the Court of Governors of the Liverpool College of Commerce, an Arbitrator of the Liverpool Clerks' Association, a member of the launching Committees of the United Voluntary Organisations and of Voluntary Service Overseas, President of the Liverpool Exchange Club in 1962, a Fellow of the Liverpool Building Centre.

He has written, wholly or in part, five books on Merseyside industry and commerce, and is well known as a writer, lecturer and broadcaster on Merseyside commercial life.

Married, with two daughters, Lt. Col. Burford lives at Poulton Hey, Poulton Road, Bebington.

Councillor Davies—continued

afforestation in the rural areas in order to maintain the present population.

Mr. Davies is a Labour member of Merioneth County Council, a Member of the North Wales Conservancy Advisory Committee for the Forestry Commission, a Member of the Council for Wales and Monmouthshire from 1959-1965, the Agricultural Wages Committee (North Wales Counties), the Agricultural sub-Committee (Welsh Joint Education Committee) and the Snowdonia Park Joint Advisory Committee.

He is Chairman of Merioneth Employment Committee and of the Merioneth and Montgomery Local Advisory Committee—Ministry of National Insurance, and a Governor of Llysfasi Farm Institute, Denbighshire; Coleg Penraig, Anglesey; and Glynllifon Farm Institute, Caernarvonshire.

Councillor Davies is keenly interested in music, and enjoys a round of golf.

Married, with one daughter—who is secretary to the Station Superintendent at Trawfynydd Power Station—Mr. Davies lives at Manod Road, Blaenau Ffestiniog.

Mr. ARNOLD SMITH

We deeply regret to report the death of Mr. Arnold Smith, E.H.T. jointer at Crewe. He was 56 and had been with the Board since 1953.

The funeral, which took place at Union Street Baptist Church Crewe, was attended by a number of his colleagues, Messrs. R. Maden, chargehand jointer, and G. Massey, jointer's mate, acting as bearers. We extend our sincere sympathy to his family.

Mr. J. J. ROBINSON

We deeply regret to report the death of Mr. J. J. Robinson, a chargehand in the Runcorn Mains Department, after a long illness.

Mr. Robinson, a very colourful personality, left a widow and three daughters, to whom we extend our sincere sympathy.

Mr. RUSSELL WILLIAMS

It is with very deep regret that we report the death of

Obituary

Mr. Russell Williams, operations foreman, Clwyd District.

Mr. Williams, who had served the industry for 41 years, was taken suddenly ill on the mountainside at Loggerheads, near Mold, and died before reaching hospital. Mr. K. Hackney, section engineer, who was with him at the time, gave all possible assistance.

A well-known breeder and trainer of racing greyhounds, Mr. Williams had dogs running regularly at Chester, Wigan and Preston.

We extend our sincere sympathy to his widow, and also to his brother Trevor, who is a storekeeper-clerk at Mold.

Mr. JACK SUTTON

It was a sad gathering of colleagues who attended the funeral of Jack Sutton a short time ago. Jack had not been in good health since May last but his death was a severe shock.

He had been with the undertaking since 1931 and for many years had been foreman of the Overhead Lines Section. His devotion to his job at all hours and under all weather conditions was outstanding, in addition his cheerful and pleasant personality endeared him to all with whom he came into contact. His death is a great loss to the Board and to his colleagues. He leaves a wife, a son and daughter and to them we extend our deepest sympathy.

Mr. HERBERT ANDERTON

It is with regret that we report the death in St. Helens Hospital of Mr. H. Anderton, Assistant (Transport) at St. Helens District.

Mr. Anderton, who was sixty-two years old, joined St. Helens District in 1938, since which time he had been employed in the transport section. He was a bachelor and our deepest sympathy goes to his mother and two sisters.

WORTHY WINNERS

In this year's First-Aid Competition organised by the Merseyside and North Wales District Branch of the Electricity Supply Ambulance Centre, the sole representative team from MANWEB—the renowned Chester Ladies' team—carried our banner high and ran out worthy and easy winners by a very wide margin, being over a hundred points clear of their nearest rival. They scored a total of 324 points out of a possible 400, the team nearest to them only managing to score 219 points. To crown the success, Miss E. Jackson, the Chester reserve, won her part of the competition with 45 points out of a possible 60. Very good scoring all round. Well done ladies!

The competition, the seventeenth, was held in the Chester Town Hall on February 12th and was well supported. In addition to the Chester Ladies' team there was also last year's winners, the Ladies team from Trawsfynydd power station (in second place this year) and the Men's teams from Bromborough, Connah's Quay, Ince and Trawsfynydd power stations.

Justly Proud

After the excitement of the contest, Mr. J. L. Ashworth, Regional Director for the North Western Region of the C.E.G.B. spoke of the wonderful display of skill shown by all those who had taken part. He said that the Chester Ladies' team could be justly proud of their record in the competition having represented the Branch in the National Finals five times, winning once and gaining a place on the other four occasions. He said that some of the teams entered this year could now be classed as veterans, unlike the Trawsfynydd Men's team who were entered for the first time.

"The first year is always most trying", Mr. Ashworth went on to tell them, "however, on the second year you are expected to win the trophy!"

He commented that the key to success was enthusiasm which had to be sustained over long periods. He also spoke of the necessity of having a good trainer. In conclusion, Mr. Ashworth stressed the need for still more First-Aiders in the industry and for more teams to enter the annual competition.

Before the presentation of the District Trophy and the prizes, each of the three doctors who judged the contest had a few words to say. One of these, Dr. R. Battye of the North Western Gas



Chaos after an explosion. Then the Chester Ladies' First-Aid team goes into action.

Board at St. Helens said that the Chester Ladies had the best team that he had ever seen in any industry competition.

Then came thanks all round—to the large number of people who had come along to see their teams in action and make up the audience—to the members of the Casualties Union for patiently withstanding the assaults from the teams—to the judges and officials who had given so freely of their precious spare time—to Mr. J. W. Trimble (Area Manager) and his staff for the very artistic scene setting—and to Mr. Jack Thorp who had so ably organised the event. Last but by no means least, Mr. E. J. Adams called for a vote of thanks to Mr. Ashworth who had presided and to Mrs. E. Ashworth for the gracious way in which she presented the awards and prizes.

STOP PRESS

Further congratulations to the Chester Ladies' team on their success in winning in the National Finals. More about this in our next issue.



Winning smiles as the District Trophy is presented. Left to right: Miss E. Jackson (assistant, Consumers' Accounts), Miss I. M. Jones (clerk), Mrs. S. Cooper (assistant, Consumers' Accounts), Mrs. E. Ashworth, Miss T. M. J. Hudspith (telephone operator) and Miss S. Timmins (shift leader, computer operator).

A New Approach to Selling

*First time
ever on
T.V.*



AS WE write this story, our colleagues in the Commercial Department are in the middle of a new and completely different kind of campaign for promotional advertising . . . a new approach to selling MANWEB.

This is an exciting departure from anything ever done before by any Electricity Board and comes under the heading of the "MANWEB Hidden Value Competition"

The lucky winner will receive a wonderful selection of prizes. There will be a Hoover Keymatic washing machine, a G.E.C. Superspeed 4 electric cooker, an English Electric 5 cubic foot Slimline refrigerator, two MANWEB Unidare storage radiators, fully installed, a Hoover Harlequin vacuum cleaner, a MANWEB electric blanket, single bed size, and a MANWEB fast-boiling electric kettle. The total value of this first prize is in the region of £300!

The prize list does not stop there either for 50 more Hidden Value prizes will be awarded. Runners-up will receive a MANWEB electric kettle, a MANWEB electric blanket or a Morphy

Richards steam iron. In addition, there are 50 consolation prizes—20 sets of lamps worth £1 a set and 30 sets of lamps worth 10/- a set.

The competition scheduled for four weeks commenced on March 21st and ends on April 16th. Newspaper advertisements have appeared giving details of the prizes to be won and how to enter the competition. All the Board's Service Centres have special window displays exhibiting the prizes to be won and colourful display cards are on view inside each Service Centre. The annual window display competition tied-in during the first two weeks of the campaign.

Then there was television advertising. Did you see the exciting spots featuring the Hidden Value competition?

OUR COVER PICTURE—repeated at the head of this article—is a "still" taken from the Board's TV commercial.

and the host of prizes to be won. This 'first-time-ever TV promotion' was a combined effort between ourselves and the North Western Electricity Board. The 30 second 'Commercials' were screened at varying intervals throughout the campaign period.

The object of the Hidden Value competition is to remind the consumers that the product and service offered by MANWEB represents exceptional value to them. There are not one or two, but a number of values, which are not always obvious at first glance. Our consumers will come to know that it is MANWEB for value—first and always.

'Extra' Hidden Value

In the competition the principal values have been summarised and listed under various headings. All these are featured in the press advertisements, Service Centre displays and TV advertisements, but the "extra" Hidden Value is only to be found inside the Board's Service Centres. It will be easy to find, but the competitor must go to the Service Centre for it is only here where he or she can pick up an entry form. The competition itself is also very simple. All one has to do is to place six Hidden Values in order of importance, name the extra Hidden Value and then write a short slogan, in no more than 15 words saying why the greatest value in price and performance is always assured when electrical appliances are bought from MANWEB.



Service Centre assistant at Whitechapel, Mrs. M. Rhodes (right) explains a point on the Hidden Value Competition as she hands an entry form to a consumer.

OOH! LA!! LA!!!

Two tickets to Paris—all expenses paid. This is for the staff of the Service Centre issuing the winning entry form in the Hidden Value Competition. The itinerary is as follows:

Stay overnight at Manchester Airport, if necessary, ready for the flight to Beauvais at 9.0 a.m. Then by coach through the French countryside to Paris, and a tour of the most famous and historical sights, buildings and monuments. The Eiffel Tower, the Cathedral of Notre Dame, the Champs Elysees and the Arc de Triomphe, the Madelaine and the Louvre, the hill of Montmartre with the beautiful Sacre Coeur and the wonderful panoramic view of Paris.

After lunch is the time for leisure to shop or sightsee, or perhaps sit at a boulevard cafe and watch the world go by. Paris in the Spring is one of life's great joys, it is something one never forgets.

At about 6.30 in the evening, the coach will take you back to the airport at Beauvais for the flight back to England. During this journey there will be a champagne supper. On arrival in Manchester at 10.0 p.m. you may again stay overnight before returning to your home.

MANWEB staff at the Service Centre issuing the winning entry-form will receive TWO TICKETS for a DAY TRIP TO PARIS—all expenses paid! It will be up to the staff themselves to decide on the allocation of the two tickets, so the more entry forms issued, the more chance they have of winning this fabulous day out.

This is certainly a new departure for MANWEB. The competition of course is open to all MANWEB consumers, but not to employees of the Board or our families, the Board's advertising agents and their families.

However, we can all play our part in this Hidden Value competition, by helping our colleagues in the Commercial department—and indirectly ourselves—by supporting this venture. Tell your friends and neighbours about it. Get them to enter—after all wouldn't it be nice to have your friend as the winner?

Talking Notes

THE SOUTH AMERICAN WAY

By now, almost every member of the Board's staff must have heard about the "Hidden Value" competition, but we wonder how many realise just how much Hidden Talent there is among MANWEB employees.

This was again brought to light a few weeks ago when four Argentinians, as guests of the British Government, had in their itinerary a quick visit to this Board's Area. Unfortunately the group had only one interpreter, so to help him out and to allow conversation to flow more freely, a call went to our colleagues at Sealand Road for a member of the staff to join the party and act as interpreter for the day—the language being Spanish with slight pronunciation differences. Almost immediately **Mr. Edward Thomas Hinde** was discovered and he volunteered his services.

Mr. Hinde, who works as an assistant in the Stores Accounts section, told us that he went on his first holiday to Spain about nine years ago and started to pick up the language. Later he spent two years at the College for Further Education

until he reached the advanced stage. As no classes were available to take him on the next step, he found a Spanish couple living in Chester who gave him lessons in return for tuition in English.

"I have never done any interpreting before", said Mr. Hinde, at the end of the day, "but I have certainly enjoyed every minute of it".

The four Argentinians are worker-directors with the Light and Power Union of Buenos Aires. Their unusual title is derived from the fact that they are ordinary workers who are elected by their colleagues to positions on the Boards of various supply companies. This they say helps to bring management and employees together in a most effective way.

They are on a two-month tour of Europe studying the organisations

Our Argentinian friends firing questions during their visit to the computer section at Sealand Road. On the left is Mr. K. S. Leach (Accountant) and on the far right is our own interpreter, Mr. Edward Hinde.



of the various electricity supply industries. Their first stop in the MANWEB area was at Lister Drive in Liverpool, where **Mr. A. Wilkinson** the Station Superintendent, conducted them round the power station. After this they had a car tour round Liverpool then journeyed to Chester for lunch. Then they spent a most interesting afternoon at the Board's offices in Sealand Road, where the computer was the main attraction.

As our South American friends left they said that they had been most favourably impressed by MANWEB.

Shock Treatment

This year's Eda Sales Conference was held at Brighton a few weeks



Messrs. J. Casson, left, and R. Barlow outside "Cowan's Clinic".

ago. During their stay, three members of our Service Centre staff, **Messrs. R. Barlow** (Ellesmere Port), **J. Casson** (Birkenhead) and **J. Martin** (Wallasey) decided to take a look round the town. Strolling down one of the streets they were stopped dead in their tracks when they were faced with a sign which read "Cowan's Clinic—Electrical Treatments".

It was a few moments before they realised that this wasn't a MANWEB outpost, but only another way of proving the slogan "Electricity for Cleanliness".

No Parking

Car parking presents quite a problem these days, what with double yellow lines and finding sixpences to feed the meters, but



"How much is that Viva in the window?" The attractive and eye-catching display in our Birkenhead Service Centre window.

it did appear that someone had found the solution to his problems when we looked in our Birkenhead Service Centre window recently and saw a shining Vauxhall Viva parked amid the washing machines and vacuum cleaners. However, after having a word with **Mr. J. Casson** (Service Centre Supervisor), we were informed that it was only "window dressing" in support of a Hoover National Competition.

Meeting at Dinner

A recent sales meeting for Southport District staff was pre-



Mr. L. J. Scudamore presents Mrs. J. Gardner with the Window Display Trophy.

ceded by an excellent dinner in a Lord Street restaurant. **Mr. L. J. Scudamore** (District Manager), who was Chairman for this very enjoyable evening, presented **Mrs. Joan Gardner** (Service Centre assistant, Birkdale) with two awards. First came the Rose Bowl given to the staff of the Service Centre having the best overall performance in sales, display and efficiency, then she received a Shield for the best window display. Both the trophies are now proudly displayed, and closely guarded, in our Birkdale Service Centre.

Round Trip

A routine letter concerning a meter change, addressed and posted to a consumer in Parkgate on the Wirral, was received back at our Chester District Office six weeks

after having been to Correios in Portugal, returning via Dover in Kent. Who's for hand deliveries in the future?

Safety Week

A number of interesting exhibits were on display at a special Safety Week Exhibition held a short time ago at the Cleveland Street depot in Birkenhead.

Organised by the safety sub-committee of the North Wirral District L.A.C., the exhibition was visited by some 500 members of the staff. During the period a thorough inspection of all working tools was carried out. In addition, films were shown and **Mr. R. H. Morley** (District Engineer) gave talks to the foremen.

Commissioner

Nearly forty years after joining the Scout movement, **Mr. B. O. Lloyd** (consumers' engineer, Machynlleth) has been appointed District Scout Commissioner.

Another cheque for charity. MANWEB Chairman **Mr. D. G. Dodds**, right, hands over a cheque, proceeds from this year's E.I.B.A. Ball, to **Mr. A. R. Cooper** in his capacity as President of E.I.B.A. In the centre is **Mr. G. L. Butler**, the local Chairman of E.I.B.A.



Farewells

Three very popular members of the Southport District staff said their farewells to their colleagues a few weeks ago. First was **Mrs. Susan Bond** (demonstrator) who left for domestic reasons. As a parting gift from her many friends, she received a clock.

Then **Mr. Norman Wright** gave up his job as a clerk in the



Mr. N. Wright and Mrs. S. Bond.

Engineering Department to start on a course at a Teacher Training College. Wishing him good luck in his new career, his friends presented him with a brief-case.

Finally, **Mr. Brian Siddley** decided to change from selling appliances to selling advertisement space for the local newspaper. Brian, who will long be remembered for his football and cricket activities received a timepiece from his colleagues.



Mr. D. Pennington (left) receives the Silver Rose Bowl award from Mr. J. W. Trimble.

Efficiency Award

The silver Rose Bowl, awarded annually to the Service Centre in Area 2/3 gaining the highest number of marks for general performance, display and staff efficiency has been won this year by the comparatively new Service Centre in Witton Street, Northwich.

In presenting the award to Mr. D. Pennington (Service Centre supervisor), Mr. J. W. Trimble (Manager Area 2/3) congratulated all the staff on their fine effort.

Mr. Ibrahim proudly holds his presentation tankard as he poses for a farewell picture with his friends and colleagues at Sandiway House.



Home to Aden

For the past four months, staff at Sandiway House have had the pleasure of the company of Mr. Aidrious A. R. Ibrahim who worked with them as a draughtsman.

Before he returned to his home and his job with the Aden Electricity Corporation, Mr. Ibrahim was the guest of honour at a party where Mr. J. Fareham (Area Engineer) presented him with a pewter tankard, suitably engraved, as a memento of his stay at Sandiway.

Dinner Dance

Another successful Dinner Dance was organised by the Crewe District Sports and Social Club and held a few weeks ago when nearly 200 people attended. Visitors included Mr. D. G. Dodds (Chairman) and a number of senior officers from Chester and Rhostyllen.

Ewe Two!

High—about 25 feet high—on the roof of a farmhouse at Nefyn, huddled near the chimneystack for warmth, were two ewes. The problem of bringing them safely to earth was solved when the MAN-WEB construction gang from Pwllheli, who were working nearby, came to the rescue.

Up the ladder went Messrs. H. Spencer and Einion Jones to secure the ewes and hand them down to their colleague Mr. Edwin Jones.

It is still a mystery how the ewes got on the roof!

Award at Aberystwyth

We congratulate Mr. H. Roberts, a chargehand meter reader at Aberystwyth on receiving his Safe Driving Award.

Stork Visit

We send our congratulations to Mr. Eddie Capp, a clerical assistant at Southport, and Mrs. Capp on the birth of a son.

Engaged

Taking the first step in tying the marriage knot is the engagement, and we now offer our best wishes to Mr. Chas. Hawkins (student engineer) from Liverpool Central District who announced his engagement to Miss Gina Norris (clerk) Liverpool South District, in April.

Crewe District also sends word of two more happy couples who have recently announced their engagements. They are Miss G. R. Bailey (typist) who received the ring from Mr. David Fisher of Gatley, Cheshire, and Miss P. Whitney (clerk) who became partnered with Mr. Terry Walker of Crewe.

Wedding

Our very best wishes for future happiness goes to Mr. T. W. Canning, an apprentice electrician at St. Helens, and Miss Penelope Ann Snow of Meols, who were married at St. Andrew's Presbyterian Church, Meols a few weeks ago.

Employees Meetings at Warrington

Employees in our Warrington District, past and present, gathered in a local hotel one Friday evening last month to hold their annual meeting, organised by the No. 7 Local Advisory Committee.

About 60 people went along and enjoyed the food and drink supplied through a running buffet introduced this year in place of the normal sit-down meal.

Later, two films were shown before a panel consisting of Messrs. D. G. Dodds (Chairman), J. W. Trimble (Manager Area 2/3), A. R. Cooper (District Engineer) and R. G. Monk (District Commercial Engineer) set about answering the many questions put to them by the members of the staff.



Mr. D. G. Dodds (Chairman), centre, front row, with Senior Officers from Area 2/3 and members of the No. 7 Local Advisory Committee at Warrington.

... and Runcorn

The Annual Open Meeting for Board employees in the Runcorn District was held at a local hotel during February, when 85 people, including seven retired employees, were present. The general opinion was that this was the most successful meeting of this type to be held in the Runcorn District.



Mr. G. H. O. Speaight (District Commercial Engineer) talks with some of the retired employees who attended the Runcorn Meeting. Left to right: Messrs. W. Garratt, W. Hopley, E. W. Millard, G. H. O. Speaight, J. W. Antobus, C. Dukes and W. H. Beech. Unfortunately, Mr. H. Farmer arrived a little late and missed getting into the picture.

Another group of employees who enjoyed the very successful Meeting held in the Runcorn District.



A Growing Family

JUST over twelve months ago, the Board in taking a further step in the Value for Money policy, launched four electrical appliances on the domestic market. This coincided with the introduction of MANWEB's new house-style logo, which has now been registered as our official Trade Mark. The four appliances, you may remember, were the 1½ gallon water heater, the 3-pint electric kettle and the 3.7 and 5 cubic foot refrigerators

Almost immediately sales of these products was lifted. Demand for the refrigerators far exceeded the allocation and after a very short time, new supplies of the kettle had to be ordered.

Since these appliances were introduced, the list, like Topsy, has "grewed and grewed" until now there are over a dozen items in our Service Centres and still more are on the way.

It is MANWEB's objective to provide all consumers with a range of products which will be in the "Best Buy" class as far as value for money is concerned. This aspect predominates the selection of any product to be put onto the market under the MANWEB Brand name.

A member of the MANWEB family of appliances bringing comfort into the home of another family. Here we see a MANWEB Unidare Storage Radiator fitting in nicely with the surroundings.



The actual selection of the products starts with the MANWEB Marketing Committee. This Committee consists of six people, three from Head Office Commercial Department, headed by Mr. T. R. Smith (Assistant Chief Commercial Officer) and they are joined by the Principal Assistant (Sales) from each of the three Areas. All the members have a wealth of experience to draw on, and the Area men keep in close contact with the sales staff in the Showrooms who are in turn our closest link with the consumer. So in effect, every member of the sales staff contributes something to the efficient working of the Marketing Committee.

Meeting regularly, the Committee continually examines the needs of the consumer and the sales trends of all appliances before coming to the decision that a certain type of appliance may be required. A survey is then conducted of all the similar products competing in that particular field, and a number of manufacturers are approached. A production sample is then checked for safety, reliability and servicing at the MANWEB Test Laboratory.

The Marketing Committee in session. (Left to right): Messrs. S. G. Griffiths (Senior Assistant Commercial Engineer, Sales Development), N. E. B. Jones (Principal Assistant, Central Purchasing), G. E. Lowe (standing in for Mr. L. Smith) (Principal Assistant (Sales) Area 2/3), T. R. Smith (Assistant C.C.O.), S. Airey (Principal Assistant (Sales) Area 1) and W. H. L. Walton (Principal Assistant Sales) Area 4).

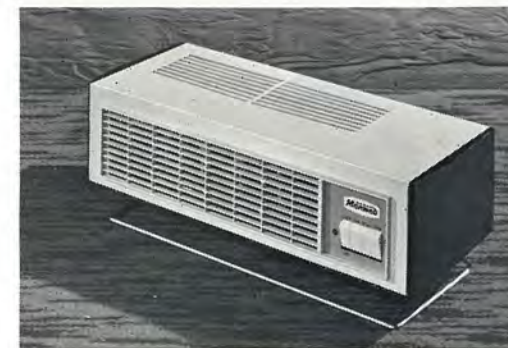


If it is found satisfactory, negotiations are started to reach agreement on the price, delivery and spares.

Meanwhile if market research has proved that the consumer appears ready for a particular type of appliance, having certain qualities, and if this appliance can be manufactured at a recommended reasonable price—*though not necessarily the lowest possible price*—then the Marketing Committee put their findings to the Chief Commercial Officer who makes the final decision as to whether this appliance should be marketed under the MANWEB name.

Assuming his verdict is favourable, then bulk stocks are ordered for delivery to the Central Appliance Stores at Lister Drive, Liverpool and to the Queensferry Stores in North Wales. Bulk delivery is yet another way of saving money which is passed on to the consumer.

From start to finish in this operation to bring new electrical appliances to our consumers, the overriding thought behind every move is to establish and keep MANWEB's reputation that our products and service are good value for money—*first and always.*



A very neat 3-kW adjustable fan-heater. Another MANWEB product which sells for only nine guineas!

Nationwide Double Guarantee

The MANWEB "Double Guarantee" in which the Board guarantee any product we sell, in addition to the manufacturers' guarantee, covers all parts and labour charges. Now it is nationwide. All Electricity Boards have agreed to honour each others guarantee.

This means that should one of our consumers purchase a product from us and then go to live in another part of the country, outside the MANWEB area, the new Electricity Board will honour the guarantee.

Just a bit of the extra value for money through buying from the Electricity Board!

MANWEB PRODUCTS

| | Retail Price |
|---|---------------|
| Extra-Fast 3-pint Kettle | £4. 5.6 |
| Adjustable Fan-Heater | £9. 9.0 |
| Electric Overblankets: | |
| Single bed size | £7.19.0 |
| Double bed size | £9.19.0 |
| Double bed size. Dual control | £11.19.0 |
| Refrigerators: | |
| P.37 (3.5 cubic foot) | £32.11.0 |
| P.50 (5.2 cubic foot) | £39.18.0 |
| Unidare Storage Radiator: | |
| (2.25-kW) | £20. 0.0 |
| (3-kW) | £24.10.0 |
| 12 gallon Water Heater | £11.14.0 |
| Immersion Heater (completely installed) | £7. 6.6 |
| MANWEB Plugs. 5, 13 and 15 amp. | from 1/6 each |



Miss Anderson surrounded by her colleagues.

Miss C. A. ANDERSON

On leaving the staff of the Board to marry, Miss C. A. Anderson, shorthand-typist to the Clwyd District Manager (Mr. L. V. Taylor), was presented with electrical gifts and a bouquet at a gathering of her colleagues.

Miss Anderson began work with the North Wales Power Company in 1946, having previously worked for a Liverpool shipping company. Since nationalisation she has been engaged continuously as a shorthand-typist at Clwyd District office. She is now Mrs. Iball, of Rhyl.

Mrs. MYFANWY DAVIES

On leaving the services of the Board to have her first baby Mrs. M. Davies, clerk in the secretarial department at Rhostyllen, was presented with a standard lamp by Mr. A. Kidd, Area Secretary, on behalf of her friends and colleagues.

Mr. J. F. MARTIN

After 42 years' service to the industry, Mr. J. F. Martin, assistant consumers' engineer in Liverpool North District, retired a short time ago.

"Jack" began his career in

1924 as an electrical apprentice with the Liverpool Corporation Electric Supply Department. In 1938 he was appointed Domestic Apparatus Inspector, and later became a commercial assistant, and assistant consumers' engineer. During the war he was a member of the Electric Supply Home Guard Battalion.

Noted for his willingness to help others, Jack was an expert gardener and an enthusiastic bee-keeper.

At a gathering at a Sefton hotel, he was presented with gifts, including an electric razor. His former colleagues wish him a long and happy retirement.



Mrs. Davies says 'Farewell'.

Mr. Rowlands (left) receives his gifts.



Parting Shots

Mr. J. E. ROWLANDS

On his retirement after 40 years' service, Mr. J. E. Rowlands, jointer at North Wirral District, was presented with an electric blanket and a wallet of notes by Mr. R. H. Morley, District Engineer.

Mr. Rowlands' main hobby is gardening. His many friends and colleagues wish him a long and happy retirement.

Mr. GEORGE R. HILL

After 46 years' service to the industry, Mr. George R. Hill, senior Service Centre assistant at New Ferry, retired last month. George was a well-known figure and many glowing tributes were paid to him during the presentation. He is a very keen gardener, and does a lot of

greenhouse culture—in fact, now that he has retired he is thinking of increasing his cultivation by installing a further greenhouse.

On behalf of his colleagues he was presented with an electric clock by Mr. G. A. White, District Commercial Engineer.

Mr. A. JACKSON

Not many men, retiring at the age of 65, can be said to "think nothing of a 30-mile walk"—but that is the case with Mr. Archie Jackson, service jointer at Chester, who retired recently after 26 years' service to the industry.

The foundations of Mr. Jackson's superb physical fitness were laid as a young man when he was a professional footballer with a number of leading clubs, including Sunderland, Third

Lanark, Chester, Walsall and Tranmere.

Cartilage trouble finally compelled him to abandon full-time football, and in 1932 he joined Chester Corporation Electricity Department, working as an auxiliary plant attendant at Queensferry Power Station, and later as a labourer, jointer's mate and service jointer at Chester.

On behalf of his many friends and colleagues he was presented with a portable radio.

Mr. G. PARRY

After ten years' service to the industry Mr. G. Parry, a labourer at Crewe District, was presented with a wallet of notes in the presence of a large gathering of his colleagues by Mr. J. A. Winchester, District Manager, recently.

Mr. White (left) presents Mr. Hill with his gift.

