

Merseyside and North Wales Electricity Board

Manual Workers Benevolent Society

- At 31st December, 1968 there were **3,290** industrial staff who were members of the Society.
- This figure represents **71.4%** of the total employed industrial staff.
- The number of retired members increased **from 423 to 473** during the year.
- The number of cases dealt with during the year was **181**
- A total of **£2,700** was dispensed by way of lump sum grants, basic grants and loans during the year.
- Christmas parcels to the value of **£1,234** were provided to members, retired members and widows.
- SINCE THE SOCIETY WAS FORMED IN 1959, the number of cases dealt with comes to **1,450** and money paid out amounts to **£24,573**
- **IF YOU ARE NOT ALREADY A MEMBER—JOIN NOW.**
Your contribution of 3d. a week will go towards helping a colleague or former colleague in need.

1,100 YEARS OF SERVICE

More than 1,100 years' service to the electricity supply industry were represented at a recent ceremony at Sealand Road, Chester, when Long Service Awards were presented to members of the Area 2/3 staff by the Chairman of the Board (Mr. D. G. Dodds).

Mr. Dodds told the assembled recipients that he was proud to see so many people who had devoted a working lifetime to the industry, and offered special congratulations to the 45-year-award men. He said that they had every reason to be proud of their performance, and of the industry to which they had given so much.

Responding, Mr. H. C. Barr (*District Engineer, St. Helens*), said that while from time to time every industry needed injections of new blood, the long-service employees were the backbone who saw the organisation through developments and crises.

Awards were presented as follows:

45 years' service: Messrs. H. C. Barr (*District Engineer, St. Helens*), F. C. Gordon (*assistant clerical, North Wirral*), A. Kaye (*1st assistant District Engineer, North Wirral*) and R. T. Taylor (*records draughtsman, North Wirral*).

35 years' service: Messrs. G. Bowers (*District Commercial Engineer, North Wirral*), G. L. Dunningham (*assistant clerical, Area Office*), J. Fitzpatrick (*jointer, St. Helens*), J. M. Fletcher (*installation inspector, Warrington*), R. E. Hulse (*linesman, Runcorn*), E. Humphreys (*section engineer, Chester*), R. W. Jackson (*labourer, Chester*), A. G. James (*principal assistant Estates and Wayleaves, Area Office*), D. E. Jones (*shop supervisor, Warrington*), J. W. Lowes (*jointer, St. Helens*), W. W. Makin (*District Engineer, Northwich*), E. E. S. Mercer (*clerk, Warrington*), T. H. Millichope (*assistant clerica, Chester*), R. E. Muspratt (*electrician, Chester*), J. R. Rawes (*District Commercial Engineer, Northwich*), S. Towill (*senior assistant engineer technical, Area Office*), A. Weston (*switchboard attendant, North Wirral*) and R. G. D. Zimmerman (*section engineer, Warrington*).

25 years' service: Mrs. B. C. L. Kemp (*telephonist, St. Helens*), Mrs. V. Kirkham (*assistant clerical, Warrington*); Messrs. G. L. Bevan (*electrician, Runcorn*), H. Brandwood (*driver, Warrington*), J. H. Buckley (*assistant consumers' engineer, Northwich*), G. A. Davies (*chargehand linesman, Chester*), G. Haigh (*3rd assistant engineer, Construction, Area Office*), C. J. Jones (*jointer, North Wirral*), H. D. Jones (*installation inspector, Chester*), R. Penney (*shift electrician, Northwich*), W. O. Salton (*gate-keeper, North Wirral*), J. J. Waller (*shift electrician, Warrington*) and L. Woodhead (*painter, Warrington*).

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CONTACT

May 1969

A Tasty Morsel
from
M'selle MANWEB
(See page 121)

WEDDINGS

TOWNLEY—McDONALD

Congratulations to Mr. Derek Townley on the occasion of his to Miss Dorothy McDonald, a



Mr. and Mrs. Townley

clerk in the Stores Office at Derby House, Liverpool. The ceremony took place at St. Stephen's Church, Gateacre.

MAY—GORDON

Wedding bells chimed again for another of our girls from Area 1 Accounts at Derby House when Miss Josephine Gordon,



Mr. and Mrs. May

who works in the typing pool was married to Mr. Robin May at St. Anthony of Padua Church, Mossley Hill, Liverpool.

SILVER WEDDING

Our congratulations go to Mr. and Mrs. K. Millington on the occasion of their Silver Wedding anniversary which they celebrated on April 16th.

Mr. Millington who works in our Northwich District as a meter reader/collector was married at St. John's Church, Norley by special licence while on leave from the R.A.F. in 1944.



A wedding eve picture of Mr. W. G. Garman, a general assistant engineer at Head Office, who recently married Miss Angela Poes, a Chester shorthand typist. Bill displays gifts from his Commercial Department colleagues.

BIRTHS

Congratulations to . . .

Mr. Peter Stephens, a motor mechanic at Legacy and Mrs. Susan Stephens on the birth of a son, Nicholas at Llangollen Cottage Hospital.

Mr. Robert G. Roberts, a draughtsman at Pwllheli and Mrs. Muriel Roberts, a clerk at the same depot, on the birth of a daughter, Delyth.

Mr. T. Walker and Mrs. Pat Walker, a clerk at Crewe District Office, on the birth of a daughter, Diane.

OUTLOOK COLD

The refrigerator season is with us once again. Although a 'fridge is a necessity in every home all the year round it is only when the weather gets warmer that people realise how necessary it is.

At the moment we are in the middle of a national campaign featuring Electricity Board branded 'fridges with the tag line "Quality 'fridge at under 33 guineas". This really is the affordable 'fridge!

As each Board market their own brand and name, these models are being featured as "E Mark" 'fridges . . . and emphasises the Electricity Board's guarantee.

Towards the end of June, the various manufacturers will be running their own branded promotions.

With all this backing, 'fridge sales should climb high . . . very high.

ENGAGEMENTS

Best wishes for the future to Miss Ronwen Allcock, a shorthand typist at our Crewe District Office, and Mr. Anthony Peter Mitchell, who works as an installation engineer in the Radar Division of Marconi Ltd., at Chelmsford, who recently announced their engagement.

WANTED

Fourth member (male) required for car trip to Spain over the three weeks—July 23rd to August 12th.

Someone who can drink and drive, **but not together**, preferred. Contact: Mr. P. R. Bowman, Operations Department, Head Office, Liverpool (91.250).

NEW NAME

Old habits die hard, but when great new opportunities are presented to us, it becomes easier for us to accept change.

With the introduction of the White Meter Tariff, we can now say goodbye to the term "Off-Peak".

This phrase has now lost its meaning as no new domestic installations will be sold with "Off-Peak" Tariffs.

What we shall be selling, in ever increasing numbers, is STORAGE HEATING INSTALLATIONS on White Meter Tariffs.

Remember . . . OFF-PEAK is OUT. STORAGE HEATING is IN.



THE STAFF MAGAZINE OF THE MERSEYSIDE AND NORTH WALES ELECTRICITY BOARD

CONTACT

Vol. 21 No. 5

MAY 1969

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Editorial Staff

Keith Baldwin
John F. Perry
Sam Doughty

Take Cover!

WHAT WOULD great-grandmamma have said! It would have been enough to bring on a swooning fit, we are sure of that. After all, in her tight laces and farthingales and whale-bones, the most energetic sport she could have been expected to indulge in would have been, perhaps, the swinging of a dainty croquet mallet (if that is what they were called!). Queen Victoria, we are sure, would not have been amused!

What on earth are we talking about? Why, nothing less than the latest invasion of a masculine preserve by the "weaker sex". Little by little they are nibbling away at the last citadels of male supremacy. They got the vote decades ago. The statisticians inform us that there are more of them than there are of us (consoling thought!), so the hand that rocks the cradle also tips the ballot box!

There is a fair chance that the souped-up sports car that roars up behind you and dwindles swiftly to a spot in the distance has an elegant dolly resting one casual hand on the wheel. They surprise us by downing a large vodka - or often as not a pint of bitter - in one. After repeating this trick several times in quick succession, most of them can still cross the bar without any swaying except that of their hips!

These things we are used to. They haven't yet tied all of us to the kitchen sink (watch out for it boys). But when, simultaneously, two MANWEB offices produce teams of lady footballers, the alarm bells must really ring for mankind.

Don't be deceived by gentle-sounding titles like the *Love Lane Lovelies*. That is just the sugar on the pill. True they play with a beach ball, with pumps on their feet, and look sweet and innocent as they file on the field. We warn you - this is just the velvet glove that conceals the iron hand. Those who have played against them have learned to recognise these "con tricks" the hard way and one referee has taken to wearing ear-plugs to protect him from the language on the field (cunningly pitched too low for the spectators to hear!).

Pardon us - we must stop writing now. An emergency has occurred. There is a punch-up in the typing pool which is clearly a matter for the riot police!



The Love Lane Lovelies. From left to right, back row: M. Twist (captain), J. James, C. Kay, R. Knipe, M. Gething and A. Williams. Front row: C. Cooke, H. Mawer, P. Norcross, B. Lane (substitute), K. Jones and J. Whatling.



Above left: Goal number two for the Lovelies scored by Hilary Mawer. Right: All heads up for a high ball.

Below: The Girls from MANWEB (Chester). From left to right, back row: M. Hughes, J. Littler, A. Dodd, H. Hodgson, A. Smethurst and J. Hatfield. Front row: S. Phillips, P. Ilsley (captain), W. Davies, W. Pollard and P. Venables.



Ladies' Football Head Office v. Chester

WHATLING HAT-TRICK SINKS CHESTER

Over 100 spectators thronged the touch-line to watch the first 'powder puff' football match, between two MANWEB ladies teams at the Electricity Council ground at Capenhurst. The Love Lane Lovelies, delightfully attired in maroon tops and white shorts with matching white stockings, played the Girls from MANWEB (Chester) who wore an all red ensemble trimmed with white around the neck.

Winning the toss the Lovelies captain, Maureen Twist, chose to play with the sun behind her and with the slight advantage of the slope. It was the charmers from Chester who had the best of the first quarter and their skipper Pauline Ilsley shot them into the lead with a nicely taken goal. The Lovelies used the high ball and the slope to their advantage and soon equalised with a goal from Joan Whatling. Hilary Mawer cracked in a second to give the Lovelies the lead at half time.

Half time score: Love Lane 2 Chester 1

The second half proved as hard and exciting as the first, male supporters flinched at some of the tackles. With lipstick smudged and mascara running both teams gave of their best, urged on by the vocal support of the spectators. Jenny James made the score line 3-1 shortly after the interval but Chester showed fight and determination and scored their second goal through Shirley Phillips. But it was Joan Whatling who sealed Chester's fate with another two great goals which completed her hat-trick.

It looked as though Chester would pull one goal back when they were awarded a penalty. Shirley Phillips placed her daisy cutting spot kick to the corner of the goal, but the Lovelies keeper, Ruth Knipe, scrambled it round the post with her well manicured fingers for a corner.

Final score: Love Lane Lovelies 5: Girls from MANWEB (Chester) 2.

FRENCH FRYER!

Football stars test the food

A NEW frying technique was demonstrated recently at special presentations in the Board shops at Whitechapel, Liverpool and Northgate Street, Chester.

To be among the first to sample the results of this revolutionary form of cooking came two football stars, Ian St. John from Liverpool and Gary Talbot formerly a player with Chester. Our own demonstrators attractively dressed and placed in surroundings likened to French street cafes, went to work on these SEB semi-pressurised fryers showing how it is possible to deep-fry foods with widely differing flavours such as meat, fish, onions and pineapple all at the same time

OUR COVER PICTURE SHOWS soccer star Ian St. John sampling the results from the new style SEB deep fryer. The cook, as our readers will no doubt recognise, is our ever active and ever attractive "Girl from MANWEB" Miss Ann Semple.

Gary Talbot, former Chester F.C. centre-forward enjoys a meal cooked in the new deep-fry appliance. The wine is just to add the finishing touch to the French scene! Also on camera we have Mrs. Linda Cumine (demonstrator) and Sally the SEB demonstrator.



At the Liverpool presentation. From left to right: Mr. H. S. Dunning (District Commercial Engineer), Mrs. and Mr. J. S. Adam (Managing Director, Chester Chronicle), Madame Jeanne Dench (French Commercial Attaché), Mr. H. Davies (Shop Supervisor) and Mrs. W. Baker (demonstrator).

without any of the flavours being transferred to other foods.

15½ million Frenchwomen can't be wrong!

Developed in France, the SEB Fryer has been bought by 15½ million French housewives who in the past have tended to dismiss fried foods.

The cooking technique is that as foods are immersed into a thermostatically-controlled bath of oil, the flavour of each individual item is immediately sealed. The fryer is economical in use, impossible to overheat and so simple to operate. It is claimed that even a husband could manage one!

FIRST-AID FINALISTS

Members of the Head Office Ladies' First-Aid team competed in the National Finals a few weeks ago at Bristol. They put up a very good showing against some excellent opposition and gained valuable experience.

The winners of their section was the team from the Yorkshire Electricity Board.

SOUTHPORT PRESENTATIONS

Certificates were presented to eleven employees from our Southport District after their success in the recent First-Aid examinations.

The staff concerned were: Miss G. B. Hornby and Mrs. E. B. Jackson; Messrs. J. G. Barber, E. H. Berry, B. H. Cummins, J. Heaton, M. C. McBride, K. Mellor, J. Rimmer, J. Stead and R. W. Thompson.



Above: Miss Joan Whatling seems to be looking for inspiration as she tends to a casualty.

Below: Other members of the Head Office team in action. From left to right: Miss Brenda Ramsden, Miss Jennifer James (captain) and Miss Margaret Gething.



Sweet Smell of Success

The lights dimmed, the curtain rose and the audience settled down to the start of a most professionally staged production. This "Show" was the 1969 MANWEB Sales Conference held at Chester College of Further Education recently, and it broke away from the traditional staid talks with visual aids and sketches being used to great effect.

The title of the Conference was "Successful Selling" and the sweet scent of success drifted from the platform as the stories, unfolded by the speakers, told of the year's achievements, and of the aims in the reorganised and revitalized selling machine which was developing in MANWEB in 1969.

Successful Selling

The title of the Conference was also the title of the talk by Mr. Matt Cowan, the Chief Commercial Officer. With the hall in complete darkness except for the light from three candles Mr. Cowan read an article printed in the *Prescot and Huyton Reporter* on the 20th December, 1968. This related the drama of a community deprived of electricity for two hours, owing to the damage to a main 11,000 volt cable. The public used electricity and took its advantages for granted and only when electricity supply was



Conference quote:
"You like success,
I like success, one
unit a day spells
success."
Mr. M. R. Cowan,
left,
Chief
Commercial
Officer.

interrupted did anyone realise how much they depended upon it. It was the salesman's job to convince the people that they were getting value for money.

Summing up the years since 1965 Mr. Cowan said that 1968/69 had been an excellent year and our sales of units, appliances and contracting had all increased and more important had shown good profit. The only black spot was the level of appliance stocks which was much too high and thus tying up capital and costing money in interest charges.

Storage heating was a great success and radiator sales had doubled in three years. Mr. Cowan attributed much of this achievement to the introduction of Tariff D.

Direct space heating had shown steady progress and Electricaire sales were beginning to gather momentum.

The Chief Commercial Officer was a little disappointed at the sales of units to domestic customers—while sales were increasing the rate of growth must be improved. A 10 per cent growth was required and this could be achieved if every customer used one unit extra per day. Mr. Cowan announced a competition for all staff (which was in April's edition of *Contact*) for the best suggestion of how he could reach this goal.

The White Meter Tariff which had been introduced on the 1st April this year meant the customers had unrestricted use of appliances whilst having the advantage of cheap night rate electricity. Mr. Cowan urged the staff to sell appliances designed to take advantage of this tariff. Tariff D had been a great success and he was relying on the staff to transfer this success to the White Meter Tariff in order to achieve even greater sales in the year ahead.

Mr. Cowan concluded by emphasising the sales policy of 1969/70—sell space heating and water heating for use with the White Meter Tariff and sell a further unit a day to all domestic customers. For industrial and commercial customers we must sell more electricity at all times.





Delegates listen to the opening talks of the morning session.

The White Meter Tariff

The Assistant Chief Commercial Officer Mr. Bill Shires, followed Mr. Cowan and spoke about the new White Meter Tariff, which had become available from 1st April, 1969 to domestic customers.

Mr. Shires explained the tariff in detail and said that the choice of white as a colour of the meter was most sensible as white was associated with newness and simplicity and would help in the marketing of the new tariff.

The people who would benefit most, and to whom MANWEB staff must sell, are those in new property and existing customers who propose to have storage heating installed, plus water heating by an immersion heater.

The principle selling effort would be directed towards long hour use of water heating, Electric-aire, systems, and high capacity storage radiators.

Mr. Shires allayed the doubts of the audience about the new high capacity storage radiators by showing performance curves which outdid their 11-hour predecessors. He showed three very attractive new models which MANWEB will be selling from the summer of this year.

An advertising campaign was to be mounted to sell the White Meter Tariff and Mr. Shires outlined the way customers could adapt their present usage to take full advantage of the new tariff.

Finally Mr. Shires said "the tariff is right, the equipment is right—and available, the publicity will be right. The opportunities are immense." He then wished them good luck and said that he knew they would succeed as they always did.



Conference quote:
"Your job is to sell on the White Meter Tariff at every appropriate opportunity, and these should now be easily recognisable."

Mr. W. N. Shires,
left,
Assistant Chief Commercial Officer.

The meeting then divided—after coffee—and sales staff returned to the main hall whilst the technical commercial staff went into a separate lecture theatre for the rest of the morning.

Successful Shopkeeping

Mr. Howard Walton, the Area 4 sales controller, addressed the sales staff and developed the success story further, by discussing the roll of the MANWEB shop. The primary roll of which



Conference quote:
"A dedicated sales team can make their shop the Mecca of all their potential customers." H. W. L. Walton, above, Sales Controller, Area 4.

was to create the right image of the Board to the bargain hunter, increase sales and profits on appliances, and help to develop energy sales.

The sales staff were of major importance in achieving these ends and at present produced a £4 million turnover. Mr. Walton asked how soon they could achieve a £10 million turnover—this was the target he knew they could reach. This represents £10 per customer and some MANWEB shops were already selling at this rate but the average was only £4 per customer. So there was plenty of scope.

He urged the staff not to become complacent and to continually analyse their attitude to the customer, as customer satisfaction was the best way of improving sales. Head Office would back them with display, advertising and literature. In addition the resiting of shops so that they are in busy areas, and the new shop fronts would all help to get the customers into the shop.

It was essential that sales covered operating costs and made a profit over these and with the MANWEB shops acting as a multiple group not

single units, this was now paying off. But the salesman still had his part to play and Mr. Walton asked the staff to sell up—lift the value of the sale—make use of credit sales in place of H.P., as customers came back in nine months instead of two or more years. Cookers were still the major item to sell, as statistics showed homes with electric cookers bought more electrical appliances than those with other types.

The image of the MANWEB shop must now reflect the bargain buy as well as the excellent service for which it had become known, if MANWEB was to corner its share of the expanding market.

Concluding, Mr. Walton congratulated the staff on their past successes and urged them to aim at that £10 million turnover target.



Conference quotes:
"... behind every purchase made there is an influencing factor." E. Richardson, above left, senior assistant, Sales Training.
"The possibilities in window display are limitless." G. A. S. Lewer, above right, principal assistant, Display.

Successful Support

Mr. Gordon Lewer, Principal Assistant—Display, at Head Office, took the platform and began by telling the audience of the support which had been devised for the merchandising effort. The support he referred to was that given by advertising, leaflets, posters and display. As his forte was display this was his main theme.

He then showed slides of old advertisements and window displays and compared them with the present day. Other examples of present-day window displays were shown and Mr. Lewer gave helpful criticism as to where they had gone wrong. These examples covered MANWEB and competitors shops.

Six shops will be designated "super shops", Mr. Lewer told the delegates, and these were Birkenhead, Chester, Crewe, St. Helens, Bootle and Whitechapel. In the near future these would have their windows dressed by the Head Office

display staff with some assistance from the individual shops.

A second category of large shops would be grouped into four or five within a close proximity and a full-time display man would be employed to travel from shop to shop.

A third category of medium shops would be dressed by the staff of those shops but displays would be simplified and changes less frequent.

In conclusion Mr. Lewer showed slides of some of the latest equipment for displays and designs and ideas which would be produced shortly.

Successful Persuasion

Wooing the customer was the subject of Mr. Eric Richardson who is the Senior Assistant at the Sales Training Centre at Wallasey.

He opened by saying that he had obtained the dictionary definition of the word "wooing" before the conference, and after reading this was looking forward to this particular task enormously, especially as he persuaded pretty Mrs. Pat Sim to help him. However he soon discovered the particular definition he was delegated to discuss was "try to persuade." Mr. Richardson gave a demonstration how not to and then how to do just that.

It was essential to sell the benefit of an appliance, not the appliance itself, and one had to discover what the particular benefit was to each customer, that is determining the buying motive if the sale was to reach a successful conclusion.

By a practical demonstration with Mrs. Simm, Mr. Richardson emphasized the need for the staff to examine their mental attitude to the job, and the need to sell according to the customers needs.

The MANWEB Electrocrat

Next on the bill was Mr. Tom Dean, the Marketing Manager. His was to be a light-hearted approach to make a serious point. By the entertaining use of comic sketches starring the Girl from MANWEB—Ann Semple—and supported by Wendy Baker of Whitechapel Shop, Howard Walton of Area 4 and Charles Utley of

Miss Ann Semple and Mr. Charles Utley enact a scene from one of Mr. Dean's sketches.



Head Office, Mr. Dean defined the MANWEB electrocrat as somebody with special qualities.

Firstly, finesse, showmanship and the ability to take advantage of a sales situation. Secondly, perseverance, thirdly, faith in the product, and fourthly, the ability to inspire confidence in his or her customer.

A salesman or saleswoman who had all these qualities was truly a MANWEB electrocrat.

This concluded the morning session for sales staff and meanwhile over in the lecture theatre the technical commercial staff were also concluding their morning session which had started with Mr. Bill Wallwork, the Area 1 Commercial Officer.

Successful Selling in New Property

MANWEB had an excellent story to tell but Mr. Wallwork had his doubts as to whether it was being told effectively. Inertia and prejudice were the two enemies he blamed for electricity not securing as much business in new buildings as it might.

Inertia because builders, architects and local authorities have got used to using gas domestically. Prejudice, particularly on Merseyside, because of the number of unfortunate experiences by architects and councillors with badly installed heating schemes (not by MANWEB), and the fallacy that electricity is dear.

The competition was strong from gas, oil and



Conference quote:
"We have never had a better story to tell or sell. I have my grave doubts as to whether we are telling it as effectively or as forcibly as we might."
Mr. W. Wallwork, left, Area 1 Commercial Officer.



Conference quote:
"A successful installation service is basically an attitude of mind."
Mr. S. Fairclough, Area 2/3 Commercial Officer, pictured right.

solid fuel but was not so strong that it could not be overcome.

A tremendous weapon in the armoury of the electricity industry was the one fuel building in all types of construction.

On the domestic front there was much wastage of the nation's capital which could be eliminated. Instead of houses on a new estate being served with gas and electricity, if one half could be served with both services and the other with electricity only, money could be saved by the developer by not having to build flues, chimneys and fireplaces, and perhaps some of this money could be used to install a well planned kitchen.

Operating figures with all-electric houses proved electricity to be an economic proposition, and with the White Meter Tariff it could make the selling job easier. In commercial premises the total integrated environment was proving a tremendous success. Mr. Wallwork gave examples of buildings throughout the country which employed this principle. The new Head Office at Chester would be one of the major examples in the country when it was completed.

On the industrial scene there were three potential markets—industrial estates, small or medium sized factories and extensions to existing buildings. If electricity secured the heating load—it already had the lighting load—electrification of processes would be easier to obtain.

To sell the all-electric story meant it had to be a complete story, there had to be a planned programme of visits to the men who made decisions and persistence, and then more persistence. Mr. Wallwork quoted examples of how this technique had worked in his experience. He urged his audience to pursue and refuse to be defeated in the battle to sell even more electricity.

Successful Installation Work

The next speaker to the rostrum was Mr. Sid Fairclough, the Area 2/3 Commercial Officer. He commenced his talk by saying that his

audience must take positive steps to plan the growth of installation work in the right direction by the right amount. In the past years the contracting account grew but so did costs. Turnover and profit must increase by at least 10 per cent. To expect this profit margin was reasonable compared with other forms of investment.

The reorganisation of the Board would help to change certain existing parochial practice and sell one MANWEB service by having a more mobile work force, in larger units with a sound technical backing.

Mr. Fairclough outlined the sources for potential expansion of business which he urged his colleagues to exploit vigorously. These were installation work connected with domestic, commercial and industrial development, public lighting, communication and alarm systems, and maintenance and inspection services.

Selling in installation service is similar to selling anything else. Publicity to and personal contact with customers must be maintained.

A planned approach to the work was necessary and an analysis of orders and labour available three weeks ahead was essential and Mr. Fairclough illustrated his point by producing work charts which he suggested should be used.

Technical commercial staff settle down in the separate lecture theatre for their specialist part of the conference.



The organisers and their helpers



Pictured on the catwalk the team that staged this year's excellent sales conference. From the back starting at the left, G. Baker (stagehand/actor), H. Walton (speaker), M. Cooper (projectionist/actor), D. Jones (projectionist), T. Dean (speaker), Ann Semple (commere/actress), W. Oxtoby (stagehand), L. Carter (lighting), C. Utley (projectionist/actor), W. N. Shires (speaker), Wendy Baker (model, actress and "legs"), M. R. Cowan (speaker), Pat Sim (modell/actress), S. Littlewood (projectionist), Mary Burbis (model), J. Drew (stage manager), E. Lowe (conference organiser) and N. Turner (stagehand).

Successful Development

The last fifteen minutes of the morning were taken by Mr. Bill Shires who summed up the progress made since the last Conference. He congratulated those present on their success, for their success was the Board's success.

Two development engineers, Messrs. J. Atkinson and Mr. Wappet of Area 1 received Mr. Shire's praise for their individual efforts in achieving development targets. St. Helens, Runcorn and Northwich districts also received special mention.

The selling of units must take priority and Mr. Cowan's call for a unit a day on the domestic scene must be followed up on the commercial and industrial scenes with the sale of more peak load units. The spade work had been done on Electricaire and Mr. Shires expected to recoup the harvest in sales in the coming year. The development engineers target for 1969/70 would remain the same as for 1968/69 but an overall increase in contracting activities of 10 per cent in turnover with a 10 per cent profit margin, which as Mr. Fairclough outlined, must be achieved.

Then followed an excellent lunch in the College Refectory which satisfied the inner man and woman of the sales staff.

Fashion Show

Immediately after lunch all the delegates re-assembled in the main hall and it was the turn of the ladies to judge the fashions which were on show. The object was to find a new overall which suited all female sales staff. The very professional

commere of the show was Miss Ann Semple with the models being Mrs. Wendy Baker of Area 1, Mrs. Pat Sim Area 2/3 and Miss Mary Burbis of Area 4. Each member of the female staff present had a voting card on which she selected her preference. These were counted and the winning overall for each day was shown at the end of the day's session.



Above:
Mr. J. Cain
and right:
Mr. P. Redett of Hobson, Bates and Partners.



National Advertising

Following the ladies was Mr. John Cain, a director of Hobson Bates and Partners Limited, the Electricity Council's advertising agents. Mr. Cain, and his colleague Mr. Pat Redett, who took over on the third day of the Conference, outlined the national advertising for 1969/70.

Selling a tariff, both these speakers said was most difficult. They had tried to sell Tariff D by quoting half price electricity, so with the introduction of the Night and Day Tariff it was decided to choose the meter on which to focus the campaign. The choice of white was in keeping with the colour of all modern appliances and in addition it would make it easier to use in the black and white media. The campaign for the national approach to the white meter tariff on T.V. and in the Press was then outlined.

Turning to cookers a new campaign was planned and a film for T.V. and cinemas showing

The finale of the fashion show, left to right, Mrs. Wendy Baker, Mrs. Pat Sim, Miss Mary Burbis and the commere Miss Ann Semple.



Left,
Wendy Baker
wears the winning
overall. After a
dead heat between
this and another,
the girls modelling
all the overalls
gave their casting
votes in its favour.

the progress of cooking through the ages would be introduced shortly. Two refrigerator T.V. films publicising Board brand refrigerators had been made and were shown to the Conference.

Plans were explained for the storage heating campaign which included for the first time T.V. advertising for Electricaire and the introduction of "Poor Cold Fred", a poor unfortunate fellow who does not realise the advantages of electric central heating can be bought so cheaply.

This and a similar film of storage radiators would also emphasise the White Meter Tariff.

MANWEB Supporting Role

Returning to the platform this time to address the whole Conference Mr. Tom Dean, emphasized the change in the professional approach MANWEB, in fact the whole of the nationalized electricity industry, was now taking. The mere presence of such a highly reputable and progressive advertising agency such as Hobson Bates at the Conference was a pointer to the high standards which the electricity industry had set itself.

At present MANWEB growth rate was below the national average, but with the unique central stores set up the appliance turnover could be doubled without adding to overheads. In round figures MANWEB must sell £545,000 more in the next year, a 13 per cent increase, than in 1968/69 to exceed the national average and line up with NORWEB in sales per 1,000 consumers, and this was the target for 1969/70.

Mr. Dean emphasized the need to sell 8-hour storage radiators using the white meter tariff and he showed a new T.V. film which pressed home the value of the new tariff. There was a great deal of scope for selling storage heating and whole house heating systems should be sold.

The home laundry market was one which Mr. Dean looked to for an improvement and he anticipated that MANWEB could sell 3,000 more machines adding £150,000 to its turnover in the coming year.

More Board branding would increase sales and he showed slides of newly styled MANWEB kettle and new skirting-board heater.

MANWEB must sell more direct space heating, the share of the market at present was only 20 per cent—although it had increased—it must still be improved. Refrigerators were another potential source of income as sales in the north were below those in the south, MANWEB is slightly below the national average. But Mr. Dean anticipated an increase owing to national and local advertising, plus the keen prices of the MANWEB brand refrigerators.

Conference quote:
"Successful selling is
merely a function of the
glands—the sweat glands."
Mr. T. Dean, right,
Assistant Chief
Commercial Officer
(Marketing Manager).



With cooker sales he hoped for a 5 per cent increase, and with the white meter tariff he expected immersion heater sales would also increase—MANWEB had the best record in the country in this field.

Summing up, Mr. Dean said that in order to achieve the target he had set Head Office would give full support in publicity and staff briefing. But in the final analysis it came to the ability of the salesman and saleswoman to achieve these targets.

Entering the Seventies

Mr. Cowan, the chief Commercial Officer returned to the stage to outline the plans for the reorganization of the Commercial Department in MANWEB in the 1970's.

He reminded the staff that there were four administrative plans in progress. The merger of Head Office and the Areas; the reduction of 18 districts to 10; the introduction of the new computer; and the introduction of productivity schemes for manual employees.

Mr. Cowan discussed the background to the reorganization and explained that MANWEB had improved its commercial effectiveness by encouraging a profit making atmosphere, by rationalization of buying and selling policies and staff training and briefing.

Who's Who

The Chief Commercial Officer said that there was himself and the delegates were stuck with

Delegates listen as Mr. Cowan outlines the plans for the Manweb Commercial Department for the 1970's.



him, and Mr. Shires had been appointed the Deputy Chief Commercial Officer. Next he mentioned the District Commercial Engineers—there would be ten of course and one of their functions will be to act as the eyes and ears of himself and Mr. Shires. This will be one way in which Head Office will keep in touch with activities in the field thus keeping their feet on the ground, and their heads out of the clouds.

There had been four Assistant Chief Commercial Officers appointed, and the first of these was Mr. Bernard Campbell-Kelly, who was and will remain the commercial economist. Profitwise Mr. Campbell-Kelly was the most important of his assistants as his job entailed ensuring profits on or around £75 million of electricity sales.

Mr. Fairclough, the Area 2/3 Commercial Officer, would be the installation service manager, and would control all the Commercial NJIC staff. He would be responsible for increasing profits on installation and servicing and implementing the most economic methods for all other manual commercial activities.

Mr. Tom Dean would remain the Appliance Marketing Manager and his section would control the Board's shops and look after Board's advertising and the Commercial Department purchasing.

Mr. Roy Stewart would be the Energy Sales Manager and he would look after all sales activities other than those concerned with appliance sales and installation. His field would cover industry, commerce, agriculture and the domestic consumer—all consumers in fact.

Each district would have three sections similar to those already mentioned at Head Office and these would operate as selling units. The whole object of the new organisation was to direct maximum possible effort into effective selling, whilst continuing the policy of providing good back up services.

Energy Selling

The final speaker of the day was Mr. Roy Stewart—Area 4 Commercial Officer. The major part of the Board's income came from energy sales and it was therefore appropriate that so much of this Conference's time had been spent in urging staff to sell more units. Mr. Stewart compared the last five years' sales of units with the previous years and the rate of growth proved to be less, 6.25 per cent compared to 10.9 per cent.

The sooner MANWEB could help bring new apparatus and plant into operation the quicker the surplus kilowatts could be disposed of thus helping to reduce costs.

Conference quote:

"... what sort of superman is going to be able to deal with all the opportunities available to us? My answer is—we are—you and I and the rest of the Manweb team."

Mr. R. Stewart, right, Area 4 Commercial Officer.



The Gas Board would present great competition in future, aiming at trebling sales by the mid 1970's, but it must not be at the expense of the potential MANWEB business.

Whilst the increase in MANWEB's commercial and industrial energy sales were up above the national average domestic sales were below it. To improve these must be the first priority and to increase the domestic load to 4,000 units plus per year, concentration must be placed on load consuming appliances. The cooker had been predominant in the past and Mr. Stewart said that heating and water heating must take pride of place now.

Peak load was required so that off peak could develop also peak units were profitable units. Mr. Stewart asked the delegates to sell the new high capacity storage radiators and water heating—field trials had proved such a great success and with the availability of the White Meter Tariff this would be an enormous assistance. Electricaire was now a proved form of heating but sales of this had yet to be fully exploited. He urged the development staff to persevere in selling to local authorities, architects and developers.

Returning to the commercial sector Mr. Stewart suggested the delegates pursue sales by urging better lighting and heating in shops and offices, and there was a place for air conditioning. In hotels and other catering establishments a complete range of electrical equipment could be sold.

In the industrial field energy sales were 55 per cent of the Manweb total and this had been achieved mainly by industry on its own with its own experts. This was a sector which we must sell to more positively.

The Man from MANWEB Mark II was how Mr. Stewart saw the Board achieving the sales targets. He named him Fred Power and this Mark II salesman would be as much at home in the council chamber as in the milking parlour.



Mr. A. E. Evans, above, Bootle shop supervisor, puts a question at the end of the morning session.



Left to right: C. L. Cussons, Area 2/3, "Good practical level of selling." D. Ross, Area 2/3, "Talks' contents closer allied to our jobs." R. A. Shollick, Area 1, "Nearer our own hearts." W. Royden, Area 1, "A very slick performance."



H. Furness, Area 2/3, left, "More lively and more purposeful." W. R. Barlow, Area 2/3, "Improvement on previously — except for the seats."

How some delegates saw the Conference...



Top left picture:

S. J. Holt, left, Area 1, "Glad to see progress towards a strong selling outlook." S. Douglas, Area 1, "Management are now thinking like sale staff have been thinking."



Centre left:

Miss A. Forshaw, Area 1, "I like the lighthearted approach." Mr. H. Aindow, Area 1, "Well presented and informative."



Below, left to right:

Mrs. M. Rowland, Area 4, "Da iawn (very good in Welsh)." Mrs. D. Davies, Area 4, "Same, only in English." Mrs. E. A. Jones, Area 4, "Better organised." Miss K. Platt, Area 4, "Quite interesting, but the seats are very hard."



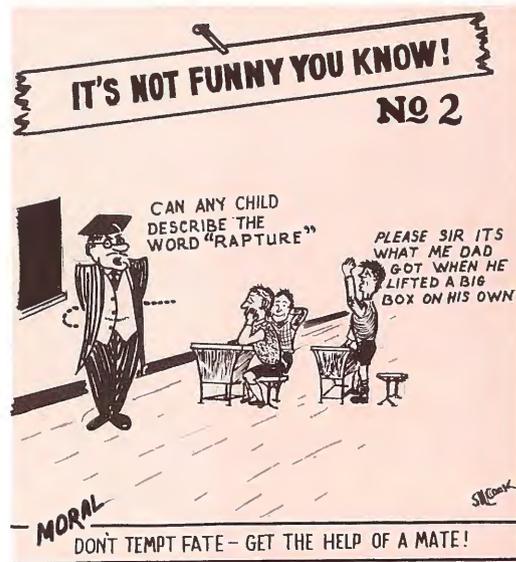
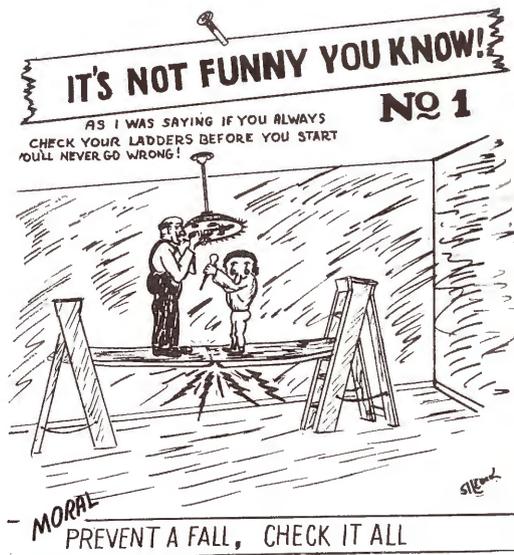
Above, left to right:

E. Kelly, Area 1, "An invitation to sell." Mrs. E. Sandland, Area 1, "Very professional." Miss V. Dent, Area 1, "Fashion show was very good."

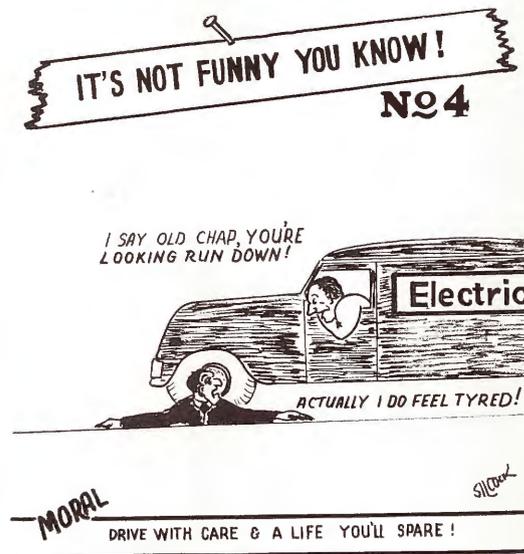
Below, left to right:

Mrs. M. Dobson, Area 2/3, "More to the point." Mrs. B. Randals, Area 2/3, "A bit more lively." Mrs. L. Sharvin, Area 2/3, "More interesting."





A series of cartoons with a safety message drawn by Mr. E. SILCOCK, a painter in our Runcorn District



REMEMBER

SAFETY
IS YOUR BUSINESS



In the Picture Page News



Topping Out

MANWEB Chairman, Mr. D. G. Dodds with trowel in hand cements the final block of concrete at the topmost point of the new Administrative Centre at Chester. This does not, of course, mean that the building is finished—just that the construction of the shell has reached its highest point. The ceremony of "Topping Out" is traditional in the case of major jobs in the building industry, and while ships are launched with a bottle of champagne, buildings are "topped out" with a barrel of ale for the boys on the job!

Model Kitchen

In the demonstration theatre above our Southport Shop is an all-electric kitchen—the dream of every woman. In co-operation with Hygena, the Board have mounted this display to show customers how to make the best use of the room available in their own kitchens. Our picture shows Mrs. J. Thorp, right, president of the Southport Soroptomist Club, who performed the opening ceremony, and Miss Ann Semple (The Girl from MANWEB), left, with Mrs. Linda Town, the Southport District demonstrator. (Southport Visiter picture)



Spring School

Members of the MANWEB staff who enjoyed the Spring School at King's College, Cambridge a short time ago. From left to right: Mr. G. D. Perkins (section engineer, Liverpool), Mr. R. Atherton (electrician, Runcorn), Miss S. V. Peel (clerk, Prestatyn), Mr. B. King (foreman, Bootle) and Mr. R. Strange (senior salesman, Chester).



Questions in the House

Demand

Mr. Ridley asked the Minister of Power what average annual rate of growth of electricity demand occurred over the last five years: and upon what annual rate of growth he is planning for the next five years.

Mr. Alison asked the Minister of Power what is the estimated annual percentage growth of the maximum demand on the Central Electricity Generating Board system, adjusted to average cold-spell weather conditions, over the next five years.

Mr. Freeson: The Electricity Council's recently adopted forecast for the six years up to 1974-75 implies an average annual rate of growth of simultaneous maximum demand of 5.8 per cent. This compares with an average annual increase, adjusted to average cold spell weather conditions, over the period 1962-63 and 1968-69 of 4 per cent.

Mr. Ridley: Will the Parliamentary Secretary pay tribute to the Opposition for having persuaded him to reduce the over-expensive plans of the electricity supply industry? How much capacity is it planned to provide in 1974-75 to meet the demand of 53,000 megawatts which is now the target?

Mr. Freeson: I cannot give full details on the last point. The forecast of maximum demand for 1974-75 is 53,000 megawatts. If the hon. Gentleman wants specific details about investment programming, no doubt he will

communicate with us or table further Questions. I advise the hon. Gentleman not to pursue too closely the question of over-investment. What we have been experiencing in recent years is the result of decisions taken long before the Labour Government came to power.

Mr. Alison: What will be the new margin of spare generating capacity in the light of the downward revision? Will it be lower than the present 21 per cent. margin?

Mr. Freeson: The target remains at 17 per cent.

Mr. Palmer: Does my hon. Friend agree that the rate of growth last year in terms of units of electricity consumed was 8.6 per cent.? Therefore, would it not be very dangerous, looking to the future, to cut back too much on electricity plant investment?

Mr. Freeson: I certainly accept that. We do not think that this is what is likely to take place. The figure I gave of 5.8 per cent. was an average spread over a period.

Meter Reading

Mr. Dance asked the Minister of Power what progress has been made with the feasibility studies of the possible use of one meter reader for both gas and electricity.

Mr. Carter-Jones asked the Minister of Power what progress he has made in his discussions regarding the use of one meter reader where appropriate for both gas and electricity; and if he will make a statement.

Mr. Kenneth Baker asked the Minister of Power whether he intends to implement the recommendations of the National Board for Prices and Incomes Report to amalgamate the meter reading staffs of the gas councils and electricity boards.

Mr. Freeson: The feasibility studies have been completed.

The results will shortly be considered by the Electricity and Gas Councils, to decide whether to extend the studies to field trials, as has been suggested by the National Board for Prices and Incomes in its Report No. 102.

Mr. Dance: Why is there such a long delay? The scheme has been proved to work well in France. It is obvious that one man reading both meters and, with the aid of computers, one bill must be cheaper. The hon. Gentleman must realise that it would halve the risk of bogus meter readers.

Mr. Freeson: The hon. Gentleman reads too much into this possibility. I assure him that it is a subject to which I have paid special attention since I have been at the Ministry. I am not persuaded that there is likely to be any major savings as a result of any such exercise in joint management. The N.B.P.I. estimated the figure at about £1½ million without taking into account counter-balancing costs.

Mr. Carter-Jones: Will my hon. Friend bear in mind that there would be not only economic advantage but advantage from a convenience point of view? Householders should not have to stay in to have their meters read when the numbers of calls could be reduced by half.

Mr. Freeson: I assure my hon. Friend that, although I want to abate the enthusiasm of one or two hon. Members opposite on this subject, I am concerned that the matter should be properly studied and field trials will be considered by the two Councils. The matter is being pursued seriously and benefit could accrue from such an exercise.

Mr. Baker: Why has it taken so long for the Ministry to recognise a fact which is self-evident to every householder, namely that one man could read

both meters? The saving of £1½ million estimated by the N.B.P.I. is a substantial one. Should not this saving be made immediately?

Mr. Freeson: If the hon. Gentleman refers to the Report of the National Board he will find that what the Board has to say on this matter arises largely as a result of the work that the Ministry has been doing on the matter.

Generating Capacity

Mr. Palmer asked the Minister of Power what is the margin between the maximum recorded demand on the electricity grid system for the present winter so far and the total of generating plant and interrelated transmission capacity available and ready to supply that demand at the time it occurred.

Mr. Freeson: The daily availability of generating plant varies and is a matter for the Central Electricity Generating Board. The maximum demand for the winter so far has been 37,735 MW.

Mr. Palmer: Does not my hon. Friend agree that if the C.E.G.B. gave these much more realistic figures on the different amounts of capacity available it would be very much in its interest?

Mr. Freeson: I have stated the gross margin available this winter previously to the House. The latest estimate is that it stands at 19 per cent.

Mr. Michael Shaw asked the Minister of Power what will be the total cost to the Central Electricity Generating Board of installing 65,200 megawatts of electricity capacity by 1973-74.

Mr. McNair-Wilson asked the Minister of Power how much capital it will cost to increase electricity capacity to 54,000 megawatts by 1973-74.

Mr. Freeson: last year's investment programme of the electricity boards in England and

Wales related to a forecast load of 54,000 MW in 1973-74 and was estimated to cost about £2,400 million in the period 1969-70 to 1973-74 of which about £1,500 million was for the Central Electricity Generating Board. The investment programme will be reviewed in the light of the Electricity Council's recent load forecast.

Mr. Shaw: In view of the recent forecast, and the reduction in the levels forecast in it, would the right hon. Gentleman say how much the estimated excess capacity over the 17 per cent. margin is likely to cost?

Mr. Freeson: Not without notice. I repeat that the responsibility for any over-estimating must lie with the Government that preceded us.

Mr. Ridley: Is the Minister aware that on the figures he has given this afternoon he has reduced electricity capacity by 18,000 megawatts by 1974-75, which represents a saving of £400 million to the public purse, for which he should be grateful to the Opposition?

Mr. Freeson: If the hon. Gentleman chooses to repeat himself on this matter, I must repeat that he was a supporter of a Government which prepared the over-investment that he is so busy criticising these days.

Electricity (Resale Charge)

Mr. Carter-Jones asked the Minister of Housing and Local Government if he is aware that high charges for the resale price of electricity by landlords are rendering ineffective the provisions of the Rent Act designed to secure a fair and reasonable rent; and what steps he proposes to take to control this practice.

Mr. MacColl: My right hon. Friend would be very ready to consider any concrete evidence on this point and to pass it to

my right hon. Friend the Minister of Power who is studying the problems associated with enforcing the maximum resale prices of electricity, and is in touch with him about this.

North Sea Gas (Power Stations)

Mr. Emery asked the Minister of Power what power stations are planning to use North Sea gas in summer months in order to obtain the benefit of low gas prices during the non-peak months.

Mr. Mason: One boiler (65 MW) at the C.E.G.B.'s Hams Hall "C" station was experimentally and successfully converted to fire natural gas in November, 1967. There are no plans at present for other stations.

Who's Who

The Rt. Hon. Roy Mason
Barnsley (Lab.)
Minister of Power

Mr. R. Freeson (Lab.)
Willesden East
Parliamentary Secretary
Ministry of Power

Mr. J. E. MacColl (Lab.)
Widnes
Joint Parliamentary
Secretary
Ministry of Housing and
Local Government

Mr. M. Alison (Con.)
Barkston Ash

Mr. K. Baker (Con.)
Acton

Mr. L. Carter-Jones (Lab.)
Eccles

Mr. J. Dance (Con.)
Bromsgrove

Mr. P. Emery (Con.)
Honiton

Mr. M. McNair-Wilson
Walthamstow East (Con.)

Mr. A. Palmer (Lab./Co.)
Bristol Central

Hon. N. Ridley (Con.)
Cirencester & Tewkesbury

Mr. M. Shaw (Con.)
Scarborough & Whitby

Electrical Exhibitions

featuring Comfort Heating . . .



Fun and high jinks at the Warrington Exhibition when Miss Ann Semple (*The Girl from MANWEB*) gets entangled with Councillor D. W. Pickering (*The Mayor of Warrington*) while posing for a publicity picture.
(Warrington Guardian photograph)

This is a typical report of one of the series of exhibitions which have been held throughout the Board's area during the past few months. In some places the theme was solely Comfort Heating while other Districts, having larger halls to go at, extended the scope to cover other electrical aids for the home, but still had much of the emphasis on heating.

The report we have selected, at random, comes from Northwich.

Here, the District Commercial Engineer, Mr. J. R. Rawes, was host to representatives of Mid-Cheshire's Local Authorities, private architects and building contractors when they attended the exhibition staged at the Memorial Hall a few weeks ago.

A comprehensive range of domestic electrical appliances and a large selection of home heating equipment was tastefully displayed by the Board and a number of manufacturers.

Civic Welcome

A civic welcome to the guests was given by Councillor S. Hamlett, J.P., Chairman of Northwich Urban District Council and the official opening ceremony was performed by Councillor Mrs. E. Bowden, Chairman of the Housing Committee and member of No. 2 Local Committee of the Electricity Consultative Council.

Many officials from the surrounding local councils were present at the opening. Afterwards they enjoyed some eats and a drink at a buffet before being conducted round the exhibition by MANWEB staff. A number of the visitors and guests bought appliances or placed orders for electric central heating and entered eagerly in the two prize-winning competitions which were a daily feature of the exhibition.

Like many of these exhibitions, this was highly successful, giving the staff an opportunity to meet and talk with a number of influential people in a completely relaxed atmosphere.

PLACES VISITED

Up-to-date exhibitions with the accent on comfort heating have been held in the following places:

Aberystwyth, Bangor, Birkenhead, Colwyn Bay, Crewe, Liverpool (Edge Lane and Walton Vale), Northwich, Oswestry, Rhyl, Southport, Warrington and Wrexham.

At the Northwich exhibition, Ann shows Councillor Mrs. E. Bowden and Councillor S. Hamlett, J.P. some of the Board's home heating aids. Mrs. Bowden is a member of the No. 2 Local Committee of the Electricity Consultative Council and Councillor Hamlett is Chairman of the Northwich Urban District Council.



At the opening of the Birkenhead exhibition, from left to right: Mr. Roy Stretch (Member of the Electricity Consultative Council), Alderman James Crosby (Mayor of Birkenhead), Miss Pat Crosby (Mayoress), Councillor John Evans, J.P. (District Senior Clerk), Miss Ann Semple (*The Girl from MANWEB*) and Mr. G. Bowers (District Commercial Engineer).





The victorious team from South District (Contracting). From left to right, standing: Mr. J. McMinn, who presented the Cup and medals to the finalists, Harry Brannigan, Peter Reynolds, Peter Wiggins, Phillip Cato, Phillip Shine, Charlie Boileau and Reg Owen. Kneeling: Phil Williamson, Don Hatfield, Jim Brennan, Frank Duff and Joe Saul.

FOOTBALL SPECIAL

Inter-Department Challenge Cup

Throughout this year's competition, the standard of play was excellent. Eight teams entered the Competition and after some high scoring preliminary rounds the final was a very close fought match between South District (Contracting) and Pumpfields.

With the score at 2-2 at full time, the winning goal for South District came only a few minutes before the final whistle.

All the matches had officials from the Liverpool

County F.A. and we are indebted to Messrs. E. Butter, L. Cowle, R. Helsdown and S. D. Wooding for their services.

Five-a-Side

Mr. David Taylor, a salesman at our shop in Prescot informs us that we now have a South District shop team ready and willing to play any other office group in a five-a-side football match. If you wish to take up the gauntlet telephone David at Prescot 6785 (or internal line 97.718).



The worthy opponents from Pumpfields, from left to right, back row: James Tyler, Brian Pierrpont, Mick Galvin, Les Rimmer, Geoff Postlethwaite, Brian Moore and Peter Campbell. Front row: Harry Robinson, John Salisbury, Tommy King, Tommy Mullen and Peter Leadbetter.



Winners of the Nalgo Football Competition, the team from Hatton Garden (Area 1 Office). From left to right, back row: Roger Williams, Pat Byrne, Colin Longmore, Bob McMahon, Steve Rafter and Lewis Collins. Front row: Eric Webb, Paul Mosquito, Peter Lappin, Peter Kayle and Edward Freeman. The mascot in front, was a local lad, identity unknown, but he seems to have brought some good luck to the team!

Overseas Tour!

Once again the Liverpool Electric Supply football team paid a visit to the Emerald Isle to play two fixtures against Dungannon Swifts, the league leaders in the Mid-Ulster Division.

The first match was played in brilliant sunshine and some fine football was enjoyed by the many spectators. Against very good opposition, MANWEB managed to get a couple of goals,

both from John Salisbury, but went down by six goals to two.

The return match played a couple of days later proved to be a much harder game but again provided plenty of entertainment for the supporters. This time the scoring was opened by Electric Supply when Don Hatfield netted from an acute angle. In the second half, the Swifts again put on the pressure and scored two goals.

And a good time was had by all!



All the way from Chester came the losing finalists . . . by five goals to two. However, they gave the team from Hatton Garden a good and hard-fought game. In this picture taken before the kick-off we see, from left to right, standing: Paul France, Bob Meyer, Brian Moore, Keith Spencer, Mike Edwards and Ron Kennedy (captain). Kneeling: John Fletcher, Dave Platt, Alan Pederson, Dave Croston and Ray Lucas.

Courses 237



Part-time Sales Staff

From left to right:
Margaret Langford
(Bootle), Myfanwy
Lloyd-Jones (Ruthin),
Norah Jones (Llanwrst)
and Dot Armour
(Birkenhead Market).



From left to right:
Mary Atherton
(Stockton Heath),
Grace Price
(Southport),
Joan Brophy
(Waterloo) and
Jane Russell
(Runcorn).

and 238 at our Sales Training School

From left to right: Mrs. Margaret Chesworth (St. Helens), Mr. Jack Webb (Northwich), Mr. Gary Ratcliffe (Knutsford) and Mrs. Ivy Eddies (Whitchurch).



From left to right: Mr. Robert Luke (Prescot), selling storage heating to Mr. David Stocker (Old Swan) and Mr. Colin Richards (Old Swan).



RETIREMENTS

Mr. H. TURNER

Many glowing tributes were voiced when friends and colleagues gathered to say their farewells to Mr. Harry Turner, the Welfare Officer for Area 1, who was retiring after 45 years' service, the last 18 being spent in charge of employees' welfare.

Reviewing this long service which had involved many activities, Mr. P. C. Winter (Secretary, Area 1) was most sincere in his praise for the good work done by Mr. Turner. Other friends spoke of his devotion to his work and the patient manner in which he carried it out.

Area Manager, Mr. H. Telfer said that he could not actually hand over the presentation gift as it was a greenhouse. He then went on to wish Mr. and Mrs. Turner a long and happy retirement together. Mrs. Turner was then presented with a bouquet of flowers.

In reply, Mr. Turner reminisced a little about some aspects of his work as Welfare Officer.

Mr. F. HAZELHURST

A former employee of the Mid-Cheshire Electricity Supply Company, who on nationalisation transferred to the Knutsford section of our

Northwich District, Mr. Frank Hazelhurst retired a short time ago.

Frank's workmates presented him with a parting gift of an electric shaver and remembering that due to sickness, he has been away from his job for a few weeks, they all wished him a speedy return to good health so that he could enjoy his days of retirement.

Mr. J. KINSEY

Staff at our Northwich District got together recently to present Mr. J. Kinsey, a labourer, with a clock on the occasion of his retirement after service with the Board lasting for 20 years.

John has worked with the engineering section and latterly with the Stores staff at Lock Street.

Mr. R. ANDREWS

Principal assistant over the Cash and Banking section at Area 1 Accounts in Derby House, Liverpool, Mr. Ronald Andrews took to a life of retirement a short time ago. Ron had completed 45 years' service which started when he joined the Southport Corporation as a junior clerk.

During the last war, he served with the R.A.S.C. and rose to the rank of captain.

Mr. and Mrs. Turner, seated centre, with Mr. Telfer, left, and Mr. Winter, right, with just a few of the many members of the Board's staff who went along to Mr. Turner's farewell presentation ceremony at Hatton Garden.





Mr. Andrews, centre with glasses, and Mr. Riley, centre left, with friends from Head Office and Area 1 Accounts Departments.

Since the nationalisation of the industry in 1948, he has worked in various jobs at Head Office and Area 1.

His main outside interest is football, being an avid supporter and shareholder in the Southport Football Club.

Mr. J. C. HOPKINS

Commercial Officer for Area 2/3, Mr. S. Fairclough, together with several friends and colleagues, called at the home of Mr. Jack C. Hopkins a short time ago to make a retirement presentation to him.

Starting as an apprentice with the Birkenhead Corporation Electricity Department he transferred to MANWEB on vesting day and became an assistant engineer at Chester. At the time of the Area 2/3 merger, he was an active member of the Commercial staff.

Mr. Hopkins' son Tony is now attending York University and we wish them both good luck and contentment for the future.

Judging by the broad smile this seems to be the day that Mr. Bebbington has been waiting for. Bill, sixth from the left, is seen here with some of his friends from our Chester District.



"BILL BEBB" RETIRES

After completing 38 years' service in the electricity supply industry, Mr. W. A. Bebbington, an assistant consumer's engineer in our Chester District, retired recently.

After a term of employment with a local private firm, Bill Bebb, as he is popularly known joined the Chester Corporation Electricity Department in 1931 as an electrician improver. It seems that electricians still needed improvers until 1948 for at that time Bill was promoted as a Sales and Service engineer.

Away from work, Bill's main hobby is in radio and television and to induce him to continue his interests in this direction now that he has retired and has more time on his hands, his colleagues at New Crane Street presented him with an Avometer test set, which was handed over on their behalf by Mr. G. H. O. Speaight (District Commercial Engineer).

He also received a road atlas from the Local Advisory Committee members.



A triple hand-shake as Mr. Bywaters, left, Mr. Edwards, centre, and Mr. Woolley, right, say their farewells to each other and to their friends at Craven Street, Birkenhead.

Mr. J. W. (Billy) Bywaters. Commenced his career in 1925 as an apprentice electrician. Later he worked as a meter fixer and fuse attendant. In 1940 he became a service electrician and six years later a shift electrician. In his spare time he enjoys motoring.

Mr. Leslie Woolley. Joined the Board as a contracting electrician in 1949, later working in the cooker workshops. He was an E.T.U. shop steward and served as a member of the L.A.C. and Works Committee. His interest outside his work is fishing – preferably in Wales.

Mr. W. D. (Danny) Edwards. Began his working life as an apprentice electrician in 1924. A few years later he became in turn, a substation attendant, fuse attendant, service electrician and shift electrician. He is very interested in radio.

Double Triple Farewells

Mr. Alfred Fethney. Began as a shift electrician in 1946. Shortly afterwards he became a member of the cooker workshop staff. He likes motoring and taking pictures.

Mr. George Black. Started in 1952 as a contracting electrician later transferring to the cooker workshop. He is interested in photography and gardening.

Mr. Fred Fox. Has been with us for just short of 20 years, first as a labourer with the engineering department and then to the cooker workshop. He enjoys watching a good football match.

At our Seaview Road Depot in Wallasey, members of the staff pose for a final picture with three of their colleagues who were off to a life of retirement . . . Mr. Fethney, centre left wearing glasses, Mr. Fox, tall man in centre, and Mr. Black, centre right.

