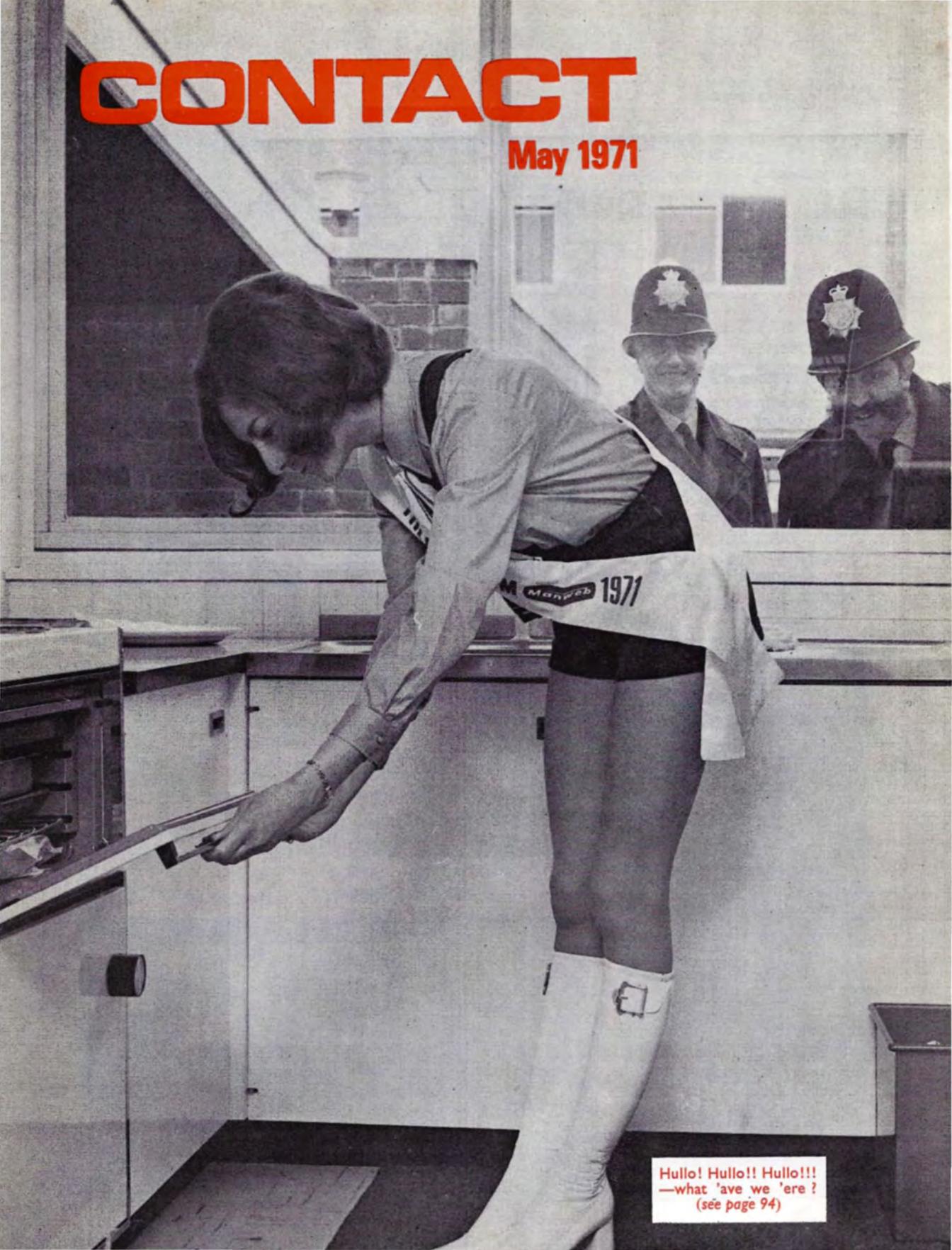


# CONTACT

May 1971



Hullo! Hullo!! Hullo!!!  
—what 'ave we 'ere?  
(see page 94)

## OUR COVER PICTURE

by courtesy of the Warrington Guardian Series—shows Miss Hilary Panting, our "Girl from MANWEB" under police surveillance when she visited the Warrington Corporation's new show house on the Padgate Estate.

Many a man in middle age will have memories of the R.A.F. camp at Padgate, but if he went along to see it today, he would be agreeably surprised to see houses where the barrack blocks stood.

The show house was officially opened by the Mayor of Warrington, Councillor Eric Naylor and the presence of Hilary in her 'hot pants' helped the Board gain some very valuable publicity in the face of fierce competition.

Tea for two with the Mayor of Warrington, Councillor Naylor and our "Girl from MANWEB," Miss Hilary Panting.



Hilary again, this time with Councillor Batkin.



Our "Girl from MANWEB" poses for a front-page picture.

## New Homes for Old

Our "Girl from MANWEB" seems to have a soft spot for Whitchurch. Last month she attended the official opening of our new shop and this was quickly followed with another visit to the Town when the North Shropshire Rural District Council put on a four-day Home Improvements exhibition in their new market hall.

Councillor Neil Batkin, Chairman of the R.D.C. went along to open the exhibition and say that every encouragement was being given to landlords and owner-occupiers to improve older houses lacking modern standards.

MANWEB staff were kept very busy on their corner stand and were able to advise citizens on how electricity can help bring homes up-to-date and provide maximum comfort for the tenants.

### A section of the Board's stand at the Exhibition





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Editorial Staff  
Keith Baldwin  
John F. Perry  
Sam Doughty

## EDITORIAL

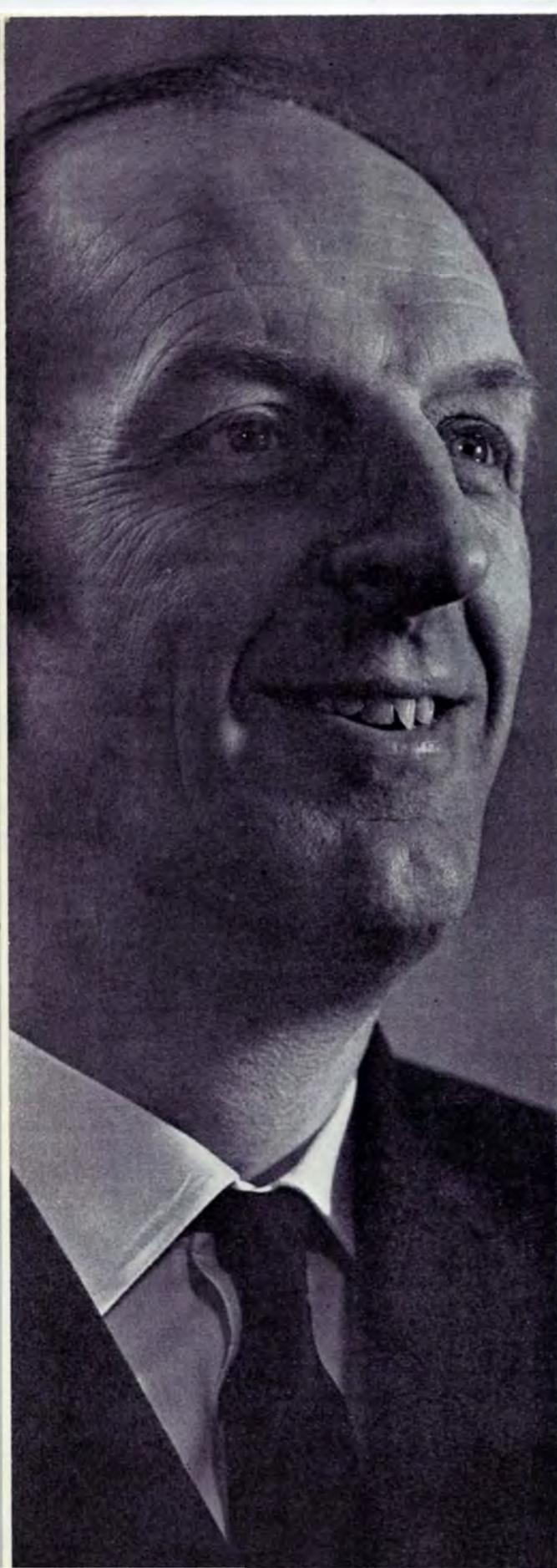
### *Targets Achieved*

THE MARCH towards the all-electric home continues. The targets—in terms of domestic appliances sold—set for MANWEB's shop for 1970-71, have, overall, been comfortably achieved. Of our 71 shops, 58 attained their target figures, while the remaining minority failed to reach them by only very slight margins. All Districts attained their target figures, and the Board shops as a whole reached some 108% of their objective.

Clothes dryers, washing machines and cookers spearheaded the increases in sales of domestic electrical appliances, and all other major classes of appliances showed useful increases. The most successful District in percentage terms was Aberystwyth, with 118.3% of target, spectacularly helped by Towyn shop, with the Board's best target-busting figure of 153.3%!

To still further stimulate our commercial successes, there is good news on the central heating front. While storage heating, using off-peak electricity, has forged ahead in all its forms, the electricity industry's central heating drive has for long had a weak link in the field of central heating provided by pipes and radiators with circulating hot water.

The introduction of the "Centralec" system—described elsewhere in this number of *Contact*—also makes use of cheap off-peak current, and should do much to plug the gap, particularly in relation to new housing developments, which has for so long been a sitting target for our competitors.



# Showmanship Stimulates Salesmanship

—The MANWEB  
Sales Conference 1971

A COMMERCIAL Department Spectacular entitled "Planned Selling" was staged at Chester's College of Further Education, on three days before Easter. This was the 1971 Sales Conference with our commercial colleagues demonstrating what a versatile lot they are. Showmanship of a very high order was used by speakers to stress the main points of their talks.

Welcoming the delegates to the morning session the Deputy Chief Commercial Officer, Mr. Bill Shires, who was the 'compere' of the 'show,' introduced the first speaker.

On the screen last years target of £100 million. A roll of drums, a crash, and bursting out of the screen the Chief Commercial Officer, Mr. Matt Cowan.

Confirming the point of his dramatic entrance Mr. Cowan said that the £100 million target had in fact been broken.

Great Britain Ltd. had not had a very good year commercially, and newspaper headlines told month by month of strikes, price rises, huge unemployment figures all of which effect MANWEB sales to some degree.

Despite the national gloom MANWEB had done well. How we planned to maintain this success, not only for 1971 but for the long term progress, was to be outlined by each speaker.

Analysing the effects of the national economic ills on MANWEB sales Mr. Cowan pointed out that one had to be flexible to meet the challenge of the changing selling conditions.

"There is no master plan for selling," said Mr. Cowan. "The master plan is the creation of an organisation that is geared to sell under any conditions of the market and is therefore capable of adapting itself to ensure success."



Left: Mrs. Glenys Cox tries out her talk on one of the College 'residents.'

Above: Mr. Steve Airey (Regional Sales Controller) chats with Mr. Ivor Hunt (shop supervisor), left, and Mr. J. C. Jones (consumers' engineer), right.

The next item on the programme was coffee, following which the meeting divided into two groups—in the main hall the sales and marketing staff and in the nearby lecture theatre the commercial engineering staff.

#### Manufacturers' Demonstrators

In the main hall the theme was planned retailing. Attractive Mrs. Glenys Cox of B.D.A. Ltd., was first to speak, and she gave her view of the manufacturers' demonstrators role in planned retailing.

The object in her company employing demonstrators was to increase its share of the appliance sales. The demonstrator's job was, therefore to sell, and to sell continuously. Care was taken in selecting the girls and the outlets from which they operated, and each girl had a target she had to reach.

Of the girls, Mrs. Cox said. "They must be enthusiastic, sincere, loyal, diplomatic, possess the patience of Job and be able to write—Oh yes—have good legs!"

For the Board view of the manufacturer's demonstrator it was the turn of Mr. Steve Airey to take the rostrum. One of the three Sales Controllers based at Head Office, Mr. Airey said that he had divided his talk into two

parts, the history and the future.

In the past the demonstrator had been the homely lady based in the shop to operate appliances, particularly electric cookers. Appetising smells of pastry wafted through the shop to titillate the customer's palate and sow the seed of buying one of the new electric cookers.

Whether or not to employ a manufacturer's demonstrator used to be a decision for a variety of Board officials. Nobody ever mentioned sales targets or costs.

#### MANWEB expects

In the re-organised MANWEB Commercial Department, things were entirely different. Manufacturers could only be expected to supply demonstrators in shops with a large turnover—although there were exceptions. A manufacturer must now consult the Marketing Manager at Head

Office if he wishes to increase or redeploy his staff.

A higher rate of sales was expected from the manufacturer's demonstrator than our own staff, owing to the more varied duties carried out by MANWEB staff. The demonstrator would also be expected to help train Board staff in smaller shops in the knowledge of her company's product. The sales supervisor was to look to the demonstrator to add to his own sales targets and not just improve her company's share of existing sales.

"Yes—we have come a long way" said Mr. Airey, summing up, "from the motherly figure of the demonstrator of bygone years. Today we have the attractive, purposeful, often the career girl demonstrator, sales trained, marketing-orientated go-getter of the seventies."

A section of the audience during the Conference.



Then came a touch of the Norman Hartnells with Conference Chairman Bill Shires donning his favourite blonde wig and comparing a surprise item, a fashion parade for the male staff. At a previous conference the ladies had been invited to vote for their choice of an overall for themselves.

At enormous expense top male models were employed to show off the creations—this time for the men.

Anton was first, in his knee-length mud-grey jacket in a cotton-waste material, followed by Raymonde showing his delightful mucky-white one-piece, with trousers two inches above the ankle, buttoned to the neck with a trailing belt. Finally came Reginald in his cool blue Koratron lightweight jacket, a mixture of cotton and manmade fibre, permanently pressed and crease resistant.

It was no surprise when the compere announced that anticipating the choice of the staff, an order had been placed with the makers of Reginald's garment for jackets for all the male staff.

**Models on parade, from left to right, Anton, Reginald and Raymonde.**



And so on to part two of Planned Retailing, which was presented by the Appliance Marketing Manager, Mr. Tom Dean.

'Cogs in the wheel' was the title he had given to his particular talk, and injected into this were several smaller talks given by the 'cogs' themselves.

The new MANWEB retailing machine had now been built and during its trials over the last twelve months had produced excellent results. Mr. Dean went on to explain the workings of the new organisation.

#### **Compiling statistics**

One of his team was there to speak for himself. Mr. Norman Kenyon, the sales office supervisor, explained the duties in which he was involved. He showed the audience, by means of a film, how the daily sales register is used by the Head Office staff with the aid of the computer to obtain overall statistics.

**"The production of marketing statistics is vitally necessary to make decisions on marketing policy,"** said Mr. Kenyon. **"We hope it will enable us to make more accurate forecasts of sales targets and, who knows, some day we may even manage to avoid the embarrassment to shop staff of running out of premium gifts."**

The three regional sales controllers were the first link in the chain between Head Office and the shop staff, and the next was the District Sales Supervisor. Representing the ten-strong section was Mr. Reg Schollick of the

North Mersey District.

Mr. Schollick likened his role to that of the mid-field player in a football team. He had responsibilities upwards (to Head Office) downwards (to his shops) and sideways (to his colleagues at District). Although his contact with Head Office was normally through his Regional Sales Controller he did have access to other sections of the department, such as Display and Purchasing.

**In conclusion Mr. Schollick said, "Remember I am the link man between Head Office and the Shops. Shop Supervisors—your contact with Head Office is through me, and matters which interfere in any way with the efficient and profitable running of your shop, should receive my attention. Shop staff—I'm here to help you become the most efficient sales team possible—so let me help you."**

Introducing Mr. Bill Royden, the St. Helens Shop Supervisor, Mr. Dean commented that often it was at the shop supervisor's desk that "the buck" stopped.

Mr. Royden saw his job as implementing Board policy and making a profit, but it took a lot of hard graft from him and his staff to achieve the annual sales targets. The main function of the staff was to sell, but there were other matters which had to be attended to—complaints, enquiries, accounts, etc.

**Looking ahead, Mr. Royden said, "I think our future is bound to show a continuing change in the pattern of shopping—cus-**



**Annie (Miss Ann Semple) gets her gun to hold-up Marketing Manager Mr. Tom Dean. Looking on cheerfully, from left to right: Mr. Bill Royden (shop supervisor), Mr. Reg Schollick (District Sales Supervisor), Mrs. Lillian Hughes (saleswoman) and Mr. Norman Kenyon (sales office supervisor).**

tomers will be ever more selective in their buying—and our job will demand us to be more efficient.”

The next cog in the MANWEB wheel, in many ways, Mr. Dean thought, the most important, was the shop assistant. Representing the shop floor was the 1970 winner of the Faraday Shield for public speaking, Mrs. Lillian Hughes.

The main theme of the talk given by Mrs. Hughes was a plea for help on behalf of the sales staff. A clear and concise means of obtaining and retaining information about the many appliances and the many varied aspects of MANWEB business which they were required to know, was urgently needed if the salesmen and women were to carry out their prime function of selling.

Mrs. Hughes thought that there was a lot to be gained from knowing the faces behind the voice on the telephone at Head Office and in other departments. Good salesmanship and competitive pricing were two aids to more business which she thought the Board had, but she expressed doubts, and here she received vocal agreement from the audience, on the quality of the after-sales service by the Board.

Concluding, Mrs. Hughes said that the sales staff “... know that sales of appliances are vital to the Electricity Board. The success of this industry depends to a large extent on the success of our sales staff.”

Mr. Dean thanked Mrs. Hughes and went on to speak about the demonstration force which had recently been divided into Energy Sales and Marketing Demonstrators. The Marketing Demonstrator had to be a girl in a million who lived next door, the Emma Peel of the business world with a Ministry of Technology license to kill. He then called on a former ‘Girl from MANWEB’ and Faraday Shield winner, Ann Semple to tell about her job as a Marketing Demonstrator.

A demonstrator with a license to kill, Ann Semple produced a small pistol pointed it at Mr. Dean, and a shot rang out—fortunately only a blank.

After putting down her gun Ann went on to describe what her new job entailed.

“As a marketing demonstrator my role is to sell,” she began, “but in a different way from Mrs. Hughes, my role will be to sell through you.”

She and her colleagues in each district would be responsible for providing sales staff complete information about all appliances sold by the Board. They would be responsible for shop floor training sessions, supplementing the work of the Wallasey Training Centre and giving help to new staff in selling.

She hoped the staff would rely on them to answer queries on appliances and provide up to date information on all new equipment.



Sharing a joke from l. to r.: Messrs. D. G. Gwyn (Deputy Chairman), R. H. Phillips (Marketing Director, Electricity Council) and M. R. Cowan (C.C.O.)

Mr. D. G. Dodds (Chairman) with Mr. W. N. Shires (Deputy C.C.O.)

Mr. Cowan with Mr. H. Chippendale (Deputy C.C.O. Norweb).

Pictured with Mr. Dean is Mr. P. B. Dunlop (Man. Director, Evenstore Ltd.) left, and Mr. J. O. Roose, (App. Mkt. Manager, South of Scot'nd Elec. Board) right.





Conference Speakers, from the top—Messrs. G. Grady (snr. asst. engineer), J. Marland (District installation engineer), J. Cheers (2nd asst. engineer), D. S. Webb Jones and E. Redman (snr. asst. engineers).



After thanking Ann Semple, Mr. Dean concluded the morning session. It was time for lunch. Meanwhile the morning session in the lecture theatre was also concluding. This separate meeting for the commercial engineers had started with Mr. George Grady introducing the subject 'Planned Operation.' Part one of this subject dealt with installation, service and design.

#### Selling service

The role and objective of the Installation and Service Department was to provide a comprehensive electrical service to all classes of customer on a sound commercial footing. To achieve this selling the service and the method of work must be planned. Mr. Jim Marland, North Mersey District's Installation Engineer, was introduced by Mr. Grady, and his talk, entitled 'Planned Selling,' explored means by which the Board could develop and increase its turnover from service and installation work.

Selling service and installation work must be planned and markets researched. Personal contact must be made at all levels especially with the decision makers. Greater use of advertising and other publicity media should be made if MANWEB was to increase its contracting business.

Other factors that Mr. Marland thought would increase our share the market were by a good reputation, entering into maintenance agreements, making use of contacts of other sections such as the shops and Inspection section, and effective estimating.

"A healthy expanding market is not guaranteed," declared Mr. Marland, "it must be fought for

and won through planned selling."

Thanking Mr. Marland, Mr. Grady said that having received the order the work must now be carried out in a professional manner and at a profit. It was here that work planning and control was needed and he introduced his colleague from Head Office Installation Section, Mr. John Cheers, who was to talk on this subject.

"Work control," Mr. Cheers began, "is the organisation required to enable us to provide the good service which is an integral part of our overall marketing plan, and at the same time keep our costs down by ensuring that our highly trained and expensive manpower is always properly provisioned and properly employed."

A pilot scheme had been in operation in the South Lancashire District a work control system would be introduced shortly into all districts.

The basic principles of work control were advance planning considering all contingencies clear lines of communication both internally and with customers, ensuring availability of materials and transport when required, making use of programming aids to enable work to be completed once a man is at the job, and a weekly progress report on the scheme to enable full management control.

A District work control unit plans the work of the installation

Mr. S. Fairclough (Installation and Service Manager).



and service section by using hardware at their disposal, such as planning boards and rotary programming and control files. This unit also processes the 'software' or paperwork and work instructions, including priority for any particular job.

Mr. Cheers stressed two important facts, appointment dates must be kept and MANWEB prices must be slashed—for this is what work control was all about.

In conclusion he said that a more efficient, more productive and more profitable service would be available. It would be a simpler, closer managed and commercially minded organisation.

Summing up Part 1 of the Planned Operation, Mr. Sid Fairclough, the Installation and Service Manager re-iterated the main points made by the two last speakers and stressed the importance of planned selling and work control in this type of work.

#### Co-ordination

Part 2 of the Planned Operation was introduced by Mr. Roy Stewart, Energy Sales Manager, and he welcomed the first speaker to the rostrum. The commercial view of energy sales was presented by Mr. Denis Webb Jones from Mr. Stewart's section at Sealand Road.

The planned operation for energy sales meant co-ordinating techniques, information and skills to achieve the objective and have the maximum impact on the customer.

Mr. Webb Jones explained that the energy sales load for development was selected with the aid of the 'MANWEB Forward Planning Estimates,' the market researched and campaign planned utilising all appropriate publicity media. There must be concentration on the campaign and assessment of its results.

Many factors were taken into consideration when forecasting

future load in both the domestic and commercial sectors, such things as population, house building and penetration levels of domestic appliances for the former, the growth of the total fuel market and share movements for the latter.

It was important to recognise where and when to concentrate effort. The planning for campaigns would be done at Head Office to ensure co-ordination, but this did not preclude districts from using their initiative, and the plans themselves would be flexible in order to exploit the diverse skills of our staff.

Finally Mr. Webb Jones said, "Our main selling benefit will be maximum value to the customer at minimum cost—with adequate profit of course!"

#### Good communications

'Energy Selling to Industry' was the title given to Mr. Ernie Redman's talk, which this Head Office senior assistant engineer for industrial sales, began by showing film and reciting the 'Charge of the Light Brigade.'

Had it not been for bad communications between H.Q. and the troops in the field this heroic and bloody Crimean encounter

may not have happened. Equally Mr. Redman explained that there must be good communications when selling, both within our organisation and with customers.

Manuals were being produced for the Industrial Sales Engineer to enable him to talk confidently to customers. The Head Office team would plan campaigns and exhibitions to promote industrial applications of electricity, and provide information on new processes.

In conclusion Mr. Redman promised. "We will provide the system of communication, the preparation, the application and I trust the inspiration, but only you can provide the dedication and the will to improve on each preceding years' performance."

Mr. Roy Stewart then thanked both speakers and concluded the morning session by announcing it was time for lunch.



After an excellent lunch in the college refectory the delegates assembled in the main hall for the afternoon session. Depending on which day of the conference they attended, delegates saw either John Cain or Pat Reddett of the

Technical Commercial staff in the Lecture Theatre.





**"The Admen Cometh"**—from left to right, Messrs. J. Cain and P. Reddett of Hobson Bates and Partners, D. Thompson and F. Casey of Brunning Advertising (Liverpool) Ltd.

Electricity Council's Advertising Agency, Messrs. Hobson Bates and Partners.

Both speakers in their turn reviewed the 1970 Advertising campaign. It had produced some spectacular results in the central heating market particularly with storage radiators. Cooker sales too had had a tremendous year with the share of the market for gas and electric sales reversing, 55% of new cookers sold were electric.

#### Freezer campaign

In Scandinavian countries the sale of freezers was soaring whilst in Great Britain only 2% of homes had one. The Electricity Council proposed to mount a campaign to promote freezers in the summer.

Plans for 1971 were not finalised and full details could not be given to delegates but an outline of some of the campaigns were described. It was proposed to continue with cinema advertising for cooker advertising to aim at the younger buyer. Finally Messrs. Cain and Reddett congratulated the MANWEB salesmen and women on the success in 1970 and wished them the same for 1971.

2.40 p.m. *Planned Selling—Water Heating...* D. R. Mellor,

was the next item on the programme, and this is just what Mr. Shires introduced.

"Call out the instigator," boomed the loudspeakers with the thumping rhythm of the beat number. Flashing on the screen were colour shots of Clwyd D.C.E. David Mellor wending his way through the streets of Rhyl to Chester and the conference hall, the final shot in the wings of the stage. On came the spotlight and there he was on stage.

#### Delicious Dollies

This dramatic opening was followed by a first class presentation in which other pieces of showmanship were used to emphasise the message. There was a TV style interview with three members of his sales staff, three nice dollies, to illustrate points about lagging, a film of which the Keystone Cops would have been proud, and a troupe of tame tramps with sandwich boards.

The theme of Mr. Mellor's talk is contained in an article written by him elsewhere in this issue, together with photographs taken at the conference.

This was undoubtedly the star turn of the show and much of the credit must go to Mr. Ron Carter of Clwyd District who produced and directed—and stage managed David Mellor's 'act.'

Brunning Advertising, MANWEB's agents were represented by joint Managing Director Frank Casey on two of the days of the

conference and by Account Executive David Thompson on the third. Following directly on Mr. Mellor's talk, they presented the advertising campaign to persuade people to leave on their immersion heaters, having had the cylinders properly lagged.

Rudolph the latin lover was introduced to the delegates. He would be appearing on TV, he would be featured in poster advertising both on poster sites and on bus sides, plus leaflets to be delivered with electricity accounts. His message 'Lag 'em and leave 'em.'



**MEET RUDOLF . . .**



'The Seekers' with Energy Sales Manager Mr. R. Stewart, left to right, Messrs. K. Hibbert and R. Andrew, Mrs. J. Dittrich, Messrs. J. Edwards, R. Stewart and G. Worthington.

Time for tea, after which the audience was to be entertained by 'the Seekers.' No, the Australian pop group had not been re-assembled, it was Mr. Roy Stewart's way of describing his team of specialists in his Energy Sales Section.

'Planned selling support' was the title in the programme and just how the specialists aimed to provide selling support to widen the scope of energy sales was given by each of them.

Mr. Gerry Worthington was the first of the specialists to the microphone. Lighting was his subject, and he told delegates that there was plenty of scope in the lighting field. It was up to the technical sales engineers to promote better lighting in offices, homes and factories. Lighting was often below recommended levels in commercial and industrial organisations.

Mr. Worthington in closing said, "Let us now look in a different light on badly lit roads, unlit buildings and car parks, on out-moded lighting installations in our offices, shops, and factories and to educate our customers to think of good lighting as a prime need rather than a secondary necessity."

The Development of the Heating load in the MANWEB Area was the specialist task of Mr. Keith Hibbert the next member of

Mr. Stewart's team to address the conference.

All MANWEB customers were a potential market for electric heating. In the domestic sector there was a need to increase our share of the central heating business.

#### Touring Exhibitions

With the new MANWEB organisation more time could be devoted to active selling. To help promote the heating load, show houses on new developments would be opened, new touring exhibitions were planned and literature publicising the all-electric home was being printed.

On the commercial and industrial scene a national campaign would be run in 1971/72 aimed at the shops and offices market. Literature was being produced for mailing.

"For a campaign to be successful it is essential that a planned 'follow up' programme is established and adhered to, and similarly, programmed visiting of important commercial outlets creates even more opportunities to sell electric heating equipment," stated Mr. Hibbert.

He concluded by saying that literature and a handbook which would shortly be available, were just two ways in which the properly co-ordinated approach and effective planned support

would help his audience in their selling activities.

Mr. John Edwards was a comparative newcomer to the Board and Mr. Stewart introduced him as the man who would be very much concerned with the development of air conditioning and ventilation.

Mr. Edwards began by saying that air conditioning—basically an all year adjustment of temperature and humidity to provide optimum comfort—was no longer considered a luxury.

More buildings were being designed incorporating air conditioning. Shops and business premises were realising that the comfort of the customers and their staff was important for the success of their business.

#### Direct Mailing

From the Boards point of view the load was worthwhile as it had mainly a summer demand when there were no supply problems.

A campaign was planned by the Electricity Council in which direct mailing of commercial premises would be followed up by an informative booklet, and to aid the energy sales staff a course had already been arranged on ventilation and air conditioning.

Mr. Edwards himself would provide technical and pro-

motional aid in general or to advise on specific design or installation problems.

"I want to become involved," he told delegates, "at the earliest possible moment with prospective heat reclaim installations and, as appropriate, to arrange for the preparation of cost and feasibility studies, or supply capital or running cost information from our own system at Headquarters building."

The Board's only woman engineer was the next speaker, Mrs. Joan Ditttrich—Mr. Stewart described as 'our catering expert.'

She began by giving delegates an insight into the size of the market. The catering industry has an annual turnover of £2,600 million of which £40 million was spent on new equipment and £15 million on vending machines. Mrs. Ditttrich was concerned that MANWEB obtained a fair share if not the lion's share of the market.

Training courses had been arranged for energy sales staff at the Catering Centre in London and with manufacturers. Catering exhibitions would be held throughout the MANWEB area. Advantage would be taken of Electricity Council national campaigns. There would be Board campaigns or local campaigns where it was necessary to reach a certain section of the catering industry.

Mrs. Ditttrich concluded by saying "Remember electrical equipment is the only positive answer to modern convenience catering, and with labour costs as they are today any reduction in these costs is a major contribution to the customer's profit and this is our most telling and important sales story."

The final speaker was the 'Percy Throver' of MANWEB, Mr. Ron Andrews, the agricul-

tural and horticultural specialist. Dressed in gum boots and smock he started by giving an impression of a country yokel farmer, who did not believe in those 'noo fangled notions.'

Discarding his smock and boots Mr. Andrews explained that this type of farmer was now very much on the wane if not extinct.

Using slides, Mr. Andrews explained the various electrical applications such as barn hay drying, milling and mixing, environmental control for livestock and the variety of applications in the modern dairy.

In horticulture there was a developing interest in artificial lighting for growing rooms and supplementary lighting. The amateur gardener too had much to gain from the all electric greenhouse.

To promote electricity applications the Board would be co-operating with the Ministry of Agriculture and other associations in organising farm walks and open days. Two new films by the Electricity Council were available for rural audiences. In addition Mr. Andrews was himself in constant touch with the Agri-

cultural Section of the Electricity Council, the Electricity Research Centre at Capenhurst and Universities, and had information on the latest techniques from these and other bodies.

Ending by offering his help to staff, Mr. Andrews commented, "I appreciate that the applications of electricity in Agriculture and horticulture are of a somewhat specialised nature, but the emphasis towards more extensive electrification must originate with the Board as no one else will do it for us."

This then concluded the set speeches at this year's conference and it was Mr. Cowan who then summed up briefly and asked for questions.

A panel chaired by the C.C.O. answered written questions which had been left in boxes during the day by the audience. The queries varied widely taking in most aspects of the Commercial Department's activities.

In closing the conference, Mr. Cowan paid tribute not only to the speakers but to the 'back-room' staff whose hard work and ingenuity had made the conference such a success.



The Backroom Staff, standing, Messrs. C. Uttley, R. Carter, J. Drew, H. B. Owen and J. Robinson, seated, Mr. N. Kenyon, Miss E. Leighton and Mr. M. Potts.



Some of the  
delegates  
who attended  
this year's  
Sales  
Conference





The theme of this article is similar to that of the talk at this year's Sales Conference. On stage at the Conference, Mr. Mellor used the trappings of 'showbiz' to stress his points. Above he interviews in the best TV tradition, salesmen Mr. A. Thompson and Mr. D. Martin, and sales demonstrator Mrs. L. Taylor, who each related a case history of what lagging had achieved.

Using ambiguous dialogue Mr. Mellor described the various types of cylinder shown off by each of his delightful dollies. From the left illustrating the tall modern type is the "Girl from MANWEB" Hilary Panting—the very bare model giving off plenty of heat, shown by bikini-clad accounts clerk Pat Dando, and the well lagged model that warms up very quickly demonstrated by Head Office receptionist Susan Holmes.



*Hot*

*Water*

♦  
♦  
♦  
*always  
on tap*

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**Presentation**

**by**

**David R. Mellor**

*(District Commercial  
Engineer,  
Clwyd)*

**I**N THE MANWEB area there are no fewer than 600,000 immersion heaters, and a most important part of our policy as far as water heating is concerned must be to persuade the 600,000 customers who own these heaters to make greater use of them.

Constant hot water in every premises—provided by electric immersion heaters, permanently switched on, in properly-lagged tanks, should be our objective. The challenge facing us is to convince people of the great convenience they will reap, and to emphasise the great value for money provided by electric water heating on the advantageous terms now available.

Our reward for selling more electrically-heated water could be very substantial indeed. If those 600,000 customers of ours used another 9 gallons of hot water each day, this would be equivalent to an increase in the Board's annual sales of 580 million units a year, or 5% of last year's total unit sales.

The way to persuade our customers to use more hot water is to convince them of the convenience they would gain by keeping their immersion heaters switched on continuously, so that constant hot water is available immediately it is needed. One has only to think of the use a car owner makes of his car. It stands in the drive or the garage, ready for use without a moment's notice. But if the car owner is deprived of his car for any reason, and has to rely on public transport for a few days, he will stay at home rather than suffer the inconvenience of travelling on buses or trains, unless his journey is absolutely essential.

The same analogy applies in the use of hot water. If it is available all the time, one tends to use more of it. One can suddenly feel like a bath, quite outside normal routine, and the prospect is inviting, but this desire cannot be satisfied unless hot water is available. As our standard of living improves, so we become less spartan, and consequently we are inclined to use warm water to wash the kitchen floor, or the car for that matter. Usually these chores are not planned far in advance, and on such occasions it is very pleasant indeed to have hot water at your command.

*"Do you leave your immersion heater switched on continuously, or hand switch it?"*

This is the vital question which inevitably stems from lack of good hot tank lagging—lack of good lagging has probably harmed us more in the past than any other single factor. A well-lagged water heater switched on continuously costs no more in heat losses than about 14 units a week—that is, 12p on the day rate, or less than 6p on the night rate, and the convenience gained is certainly well worth this small cost, irrespective of the tariff.

There are still far too many 30-gallon tanks in airing cupboards, which are either not lagged at

all, or inadequately-lagged in the mistaken belief that if they are left as they are, they will air the clothes in the airing cupboard. We all know that very little heat is needed for airing, and too much ruins clothes and towels. Experience has shown that our customers are prepared to leave their immersion heaters switched on continuously, and can afford to do so, providing their hot water tanks are efficiently lagged.

**Once the customer has appreciated the advantages of continuously available hot water, and savoured them for himself, he will no more think of hand-switching his immersion heater than he would his refrigerator.**

*A packet of fags or 220 gallons of hot water?*—who could possibly fail to make the right choice, that is, 20 cigarettes or enough hot water to last the average family for almost a week. Yes, 220 gallons of hot water at 140° can be provided on our night rate tariff for no more than the cost of 20 cigarettes, or 28 new pence. This really is fantastic value for money, and for the same cost, a customer on the domestic tariff can have 86 gallons, or about 150 gallons if he has a 30-gallon hot tank and the white meter tariff. If we look at the economics in this way, we cannot possibly have any difficulty in selling more electric hot water on any domestic tariff, because it's such a good bargain.

We all know that selling anything is easy when we really believe in it, and because the facts speak for themselves, none of us should have any difficulty in appreciating that it is to our customers' advantage to leave their immersion heaters switched on continuously, providing of course that their hot tanks are efficiently lagged. All those of us who work in the Commercial Department are 100% committed to selling more hot water. This is our job. It is also the task of Commercial staff to convince all other employees not working in the Commercial Department, such as mains engineers, clerical staff, industrial staff and meter readers in particular, since they meet so many of our customers, that immersion heaters are not expensive to run when they are used in a well-lagged hot tank, and that it is in the customer's interest to keep them switched on continuously.

Just think again of those extra millions of units which we will be able to sell, once we have convinced our 600,000 customers who already own immersion heaters that they need constant hot water, that they need to use more and to enjoy all the benefits of doing so.

The future prosperity of MANWEB and that of each and every one of us depends on our ability to sell more electricity and one way we can do this is to sell more hot water.

A packet of fags or 220 gallons of hot water—it's as simple as that.



## Some of the audience at the **OSWESTRY DISTRICT CONFERENCE**

## Awards to Safe Drivers

**Star Bar to 20-Year Brooch :**  
Mr. C. H. O. Wilkinson of  
Oswestry.

**Corresponding Bar to 15-Year  
Medal :** *Oswestry*—Messrs. W.  
H. Blackwell and J. T. Jones.  
*Newtown*—Messrs. G. A. Jones,  
W. H. Jones and C. C. Lewis.

*Welshpool*—Messrs. R. W. Evans  
and D. M. Neaves. *Whitchurch*—  
Mr. J. H. Huxley.

**Oak Leaf Bar to 10-Year Medal :**  
*Oswestry*—Mr. N. W. Lewis.  
*Newtown*—Messrs. G. H. Davies  
and E. G. Woosnam. *Welshpool*—  
Messrs. P. O. Powell and E. E.

Watkins. *Whitchurch*—Mr. R. A.  
Boyling.

**10-Year Medal :** *Newtown*—Mr.  
C. W. Parry. *Whitchurch*—Mr. H.  
E. Large.

**Bar to 5-Year Medal :** *Oswestry*  
—Mr. C. B. Day. *Newtown*—  
Messrs. P. Gittins, F. E. Hewitt  
and T. A. Owen. *Welshpool*—Mr.  
J. I. Jones. *Whitchurch*—Messrs.  
R. Child, H. Crewe, J. Leach and  
L. Purcell.

**Diploma :** *Oswestry*—Messrs. E.  
J. Briarly, R. Entwistle, F. Grif-  
fiths, I. Jones, L. S. Lovell,  
N. C. M. Mason and D. R. Rich-  
ards. *Newtown*—Messrs. G. M.  
Joseph and J. R. K. Morris.  
*Welshpool*—Messrs. R. T. Hughes  
and W. E. Phillips. *Whitchurch*—  
Messrs. D. A. Bolas, P. Butler,  
W. D. Day, E. Field, B. Jackson,  
F. Jones and C. H. Taylor.

**Exemption Certificates :** *Oswes-  
try*—Messrs. E. Barrow and I. G.  
L. Jones. *Newtown*—Mr. J. W.  
H. Davies. *Whitchurch*—Messrs.  
W. Davies and W. Denson.

Mr. M. M. Parker (*Secretary and Solicitor*), left, presenting Safe  
Driving Awards to members of the Oswestry District staff.





Food Scientist Mr. David Taylor

**T**HE LAST of this season's Employees' Conferences was held a few weeks ago in our Oswestry District.

There was a good turnout despite the fact that for a few days prior to the Conference, some members of the staff expressed a view that the choice of topic for the main speaker—"The History and Development of the Electric Cooker in the 20th Century" sounded long-winded and very uninteresting.

Nothing could have been further from the truth, and those who did go along to listen to Mr. David G. Taylor, a Food Scientist from the Capenhurst Research Centre, were unanimous in their praise for his interesting and fast-moving address which was liberally illustrated with a number of unique and no doubt very valuable transparencies.

Mr. Taylor began by saying that an early form of mobile cooker was known as a Dutch oven. This was a metal canister, complete with meat hooks and a drip tray and had a rotating mechanism. The whole unit was

placed in front of an open fire as the food slowly cooked inside the canister.

The first electric oven arrived in the kitchens about 1895 and it was just an oven with no facilities



One of the first electric cookers with oven heating elements each controlled by its own switch.

for hob cooking or grilling. It had four heating elements each controlled by its own switch.

In the early 1900's a more sophisticated cooker had rotary switch control of the oven. By 1912 the "G.E.C. Magnet" was available with oven, grill and a hob unit with solid plates. This cooker was made in cast iron and was very heavy.

Immediately after the end of the first world war came the "Belling Modernette" which very much resembled today's Baby Belling in styling. This forerunner had open, unprotected resistance wire heaters and was rated at 200 volt D.C.

#### Pattern set

During the decade which followed, the electric cooker began to develop into the pattern as we have it today—oven, hob-grill facilities and hotplates. At the beginning of this period the cooker was still being constructed in cast iron but gradually a limited amount of sheet metal was



A Dutch oven—a very early cooker.

## Colleague from Capenhurst

—interesting  
guest  
speaker



Cooker development—from left to right—oven, grill and hotplates. . . a supper model complete with glass door. . . full enameling—some cookers like this are still going strong.

being used and by 1923 enamel finishing was introduced. The first step towards easy cleaning!

Shortly afterwards came a cooker complete with glass-fronted door and fusing thermometers. At this time the cooker manufacturers were very cost conscious and they were producing excellent appliances at very reasonable prices. The cookers looked good too for by 1928 full enameling was the popular choice of that day.

These progressive years in the late 20's also saw G.E.C. cookers being produced for the Australian market and a cooker with a split level hob and cooker unit—very much like the latest Belling which was on show at the recent Trade Fair at Brighton.

By 1932, temperature control had improved tremendously with the use of expansion thermostats in the ovens. During the war years, solid plates each having its own selector switch made their appearance.

Cookers then were very well made and quite a number, in use some 35 years ago, can still be found in reasonable condition in scrap yards up and down the country. In many cases these have only been discarded in recent years.

Mr. Taylor then went on to talk about some of the early problems with hotplates and the serious disadvantage of the long 'heat-up.' He traced the history of the hot plate right through from the solid plates to the present day rapid response radiant rings which are extremely fast.

He closed with a brief look at the cooker of the 70's. . . sheet metal, fast radiant rings, auto-cleaning, eye-level micro-wave grill chamber, air-circulation oven and ceramic hob.

He said that work now being carried out at Capenhurst included experiments with visible infra-red heaters under ceramic hobs so that the heat could be 'seen.'

The entire audience were enthralled and Mr. Taylor could have gone on for much longer judging by the many and varied questions which followed.

Before finally bowing out, Mr. Taylor appealed to any member of the Board's staff for photographs and/or information regarding the early models of electric cookers.

*If you can help, please get in touch with him at the Electricity Council Research Centre, Capenhurst, Cheshire.*

Mr. R. A. Williams (District Commercial Engineer) as Chairman of the meeting, thanked Mr. Taylor for his very informative talk. He then invited Mr. M. M. Parker (Secretary and Solicitor) to present Safe Driving Awards to members of the Oswestry District staff.

The Conference closed with a very lively "Open Forum" session with a variety of questions ranging from work study and productivity payments to sports activities among the Districts.

#### ENGAGEMENT

Congratulations to Mr. Robert Harrison, a chargehand electrician at New Crane Street, Chester and Mrs. Betty Roberts, a sales assistant at our Chester Shop on their recent engagement.

#### WEIGHT FOR IT

It is hoped to start weight training sessions at Head Office in the near future.

If you have any barbells, weights or other training equipment and would be prepared to donate it free—or offer it on loan—or to sell it at a reasonable price, then please contact Mr. H. Farrow, Engineering Department, Head Office. Phone 2438.

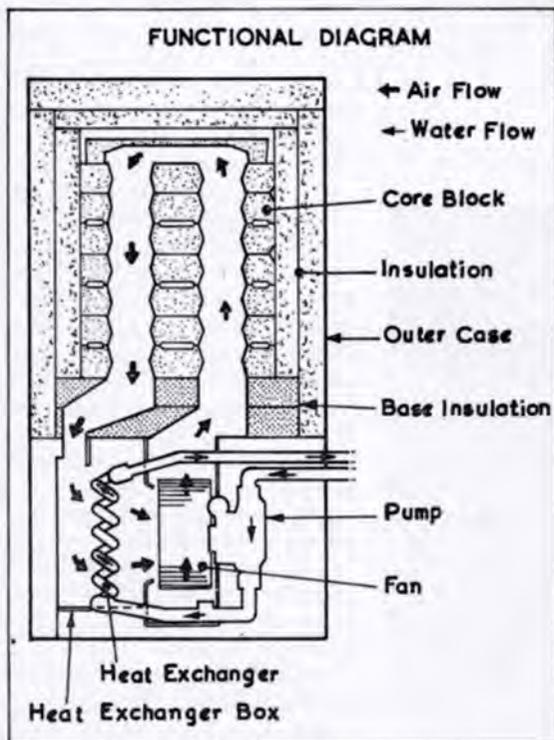
# ANOTHER WINNER FOR ELECTRICITY

## New Central Heating Unit

**F**OLLOWING years of development work at the Electricity Council Research Centre at Capenhurst coupled with field trials throughout the country, the electrical industry is now marketing a central heating unit known as the Centralec.

This is an entirely new form of electric central storage heating equipment for use on small bore radiator systems. The unit is designed to operate on the cheap-rate White Meter Tariff.

Similar to the Electricaire unit in appearance and construction, the Centralec is 24 inches square and 57 inches high. The method of heat-store is identical with Electricaire with elements inserted into cast iron or refractory bricks. Air is drawn through the heat storage system by a centrifugal fan and then on through the heat exchanger, rather like a car radiator. The heated water is then pumped through the pipework and radiators in the system.



The domestic hot water supply is kept separate since an immersion heater is still considered the most efficient and economical means of providing hot water.

It is anticipated that the capital cost of installing a Centralec unit will be very competitive with gas or oil-fired equivalent boilers. Running costs will compare very favourably with gas.

The first unit on the market caters for average semi-detached or small detached properties having a heat requirement of about ten-and-a-half kilowatts. Soon different sizes of units will follow, catering for smaller homes requiring less heat and the much larger premises needing bigger heat-source storage.

Armed with this completely new electric central heating system, which is also suitable for use with conventional water circulating installations, our sales teams are to go all-out to increase electricity's share of Britain's booming central heating business.

Over the past few years, more and more people have installed storage radiators or Electricaire ducted warm-air systems both using cheap night-rate electricity.

Many customers going in for central heating feel that pipes and radiators are the thing—they can see them and, by touching them, 'feel' the heat being given out. Until Centralec was introduced electricity could not compete in this field and it meant that people who wanted the 'wet' system were missing out on the advantages of cheap-rate electricity.

The biggest market for Centralec is new housing, for some 41.5 percent of all new dwellings have some form of central heating.

Another outlet for the new system is in the replacement of existing solid fuel, gas or oil-fired boilers which are on their last legs or the owners are finding rather costly. Sometimes these old boilers do not have the heating capacity to do their job efficiently. Running costs, as well as convenience, makes Centralec the obvious choice to put new life into these tired and inadequate systems.

As with all other forms of electric central heating, Centralec is 100 per cent efficient in its transfer of heat energy. There is no combustion and no fumes, therefore the customer does not need expensive flues or ventilation ducts. There are no fuel storage problems and the unit itself can be sited in any convenient corner of the home. It provides 24-hour heating with 'spot-on' automatic control and it is most economical running on the cheap White Meter Tariff.

Recently the Centralec system was introduced to our staff—who will sell it—and to builders, architects and local authority officials—who will buy it.

Introductions were made at special exhibitions held at Bootle, Lymm, Rhyl and Wrexham.

# NEW ALL-ELECTRIC COMMUNITY CENTRE OPENED AT KIRKBY

Story by  
**TERRY WILLIAMS**



Labour leader, The Rt. Hon. Harold Wilson opens the new Community Centre watched by the Chairman of Kirkby U.D.C., Councillor F. Lawler, J.P. and Mrs. Lawler.

**A** CONTRACT for an all-electric community centre at Kirkby was won by our North Mersey District as a result of the good relationship it has built up with the local council.

The £90,000 Tower Hill Community Centre—opened a short time ago by Labour leader Harold Wilson—went electric after Kirkby Urban District Council had checked out competitive cost for fitting other fuel systems.

“So we chose Electricaire heating,” said the Council’s assistant architect, Mr. George Barr. “Once that was decided it followed we would use electricity for the rest of the development.”

Cost of the installation at the centre, set in the middle of an all-gas estate, was important to the Council which had to keep the project within a

reasonable figure when seeking loan sanction. Estimated running costs on off-peak tariff were also impressive.

“It was through the contact established with the Council I first heard of the outline scheme for the centre and immediately made arrangements for a heating scheme to be submitted to the Council by the District,” said Mr. Dennis Noad (*District Commercial Engineer*).

“This contact was so important,” he continued. “I had regular meetings with the Council’s chief architect, Mr. E. Spencer Stevenson.”

Tower Hill Community Centre—total load 192 kW—serves people from 2,500 homes in the area and is the fourth in the series of such developments in Kirkby. The others have been on a smaller scale but all made extensive use of electricity.

The building, paid for by the U.D.C. and now run by a committee of local volunteers with the help of a council grant, uses four Selex C1012 12 kW Electricaire units in the main hall, two Selex C1008 8 kW Electricaire units in the small hall and eight storage radiators with a total load of 24 kW situated in the coffee lounge, dining room and three committee rooms.

The Electricaire and controlled output storage radiators provide an even temperature of 20 degrees C against an external temperature of minus one degree C for an approximate period of six hours a day excluding the small hall where an eight hour a day usage is required.

A model of the £90,000 Tower Hill Community Centre.



Underfloor heating rated at 9½ kW is used in the floor and reception area.

"The split between heating systems was decided on for reasons of economy," continued Mr. Noad. "Floor warming covers the areas in constant use while Electricaire and storage radiators are available in the halls and rooms which are only required at certain periods."

An all-electric kitchen using 40 kW of equipment is in limited use at present but plans are in hand to equip an adjoining restaurant area and start serving economical midday meals to the area's old age pensioners.

Equipment includes two Simplex ovens and hobs, a Simplex griller, Creda Top Choice fryer and an Adams and Son Hotcupboard.

The Council began designing the project in 1967 and in April 1969 Hibberts (Builders) Limited, of Liverpool, moved in to start work. The centre opened earlier this year and in a short space of time had one third of the 1,500 members it eventually hopes for.

"We're planning on covering a range of 34 activities such as badminton, puppetry, whist, discotheques . . .," explained membership secretary Mr. Alec Pearce.

"You know Kirkby doesn't even have a cinema



Some of the younger generation enjoying the comforts of the Community Centre.

so we are starting up a film group and will be showing such things as 'Bonnie and Clyde' and 'Bullet'."

"The area has been barren of entertainment which makes my job pretty tough," said Alan Pearson, the Council's Community Development Officer. No amenities—but all that changed for Tower Hill with the opening of this community centre."

## MISCELLANY.

### *First of the season*

The MANWEB (Chester) Golfing Society held their first competition of the season at the Royal Liverpool Golf Club, Hoylake, a short time ago.

There was a record entry of 39 members to play a Stableford competition on this championship course. They were favoured by a beautiful Spring afternoon but had to play a course which had so often beaten the best international players.

Membership of the Society is open to all full or associate members of the MANWEB (Chester) Sports and Social Club and anyone interested in joining should contact Mr. W. A. Jones, Room 4S1, Sealand Road. Phone 2442.

### *Now it can be told*

A few weeks ago in the late afternoon, our Caernarvon tele-

phonist, Miss Carol Ann Bee received a call stating that there was a bomb planted at the Depot and timed to go off at 4.0 p.m.

Carol quickly glanced at the clock which showed the time at 3.50 p.m. The caller had just about put his receiver down when Carol was through to the police and then to her friends in the offices.

The whole building was evacuated while the police experts searched for the bomb—but after about twenty minutes they came to the conclusion that it had been a false alarm.

### *Record turn-out*

A couple of weeks ago, Mr. Hughie Farrow played his last game of football for Southport Trinity A.F.C., and brought to an end a great record.

His final match, played on May 6th brought his tally up to 512 league and cup appearances for the club. Hughie, joined

Trinity juniors in the 1950-51 season and since graduating to the first team has played most of his matches as right-half back. He also has a written record of every game he has played in.

Hughie has just moved from Southport to settle in Hawarden now that he has taken up his duties at Head Office as 3rd assistant engineer—System Management.

Incidentally, he has still a lot of football left in him (*ten years he says!*); he is on free transfer!

### *Mine host*

When 27-year-old Mr. Tom Barlow gave up his job as an electrician at our Northwich Depot, he took over as 'mine host' at the Watermans Arms to become Northwich's youngest licensee.

Tom, who has been with the Board for eleven years is also a well-known Cheshire League referee.

# Retirements

A few weeks ago a number of long serving members of the Board's staff based in Liverpool joined the ranks of the retired.

Two of the group who had very similar careers in the industry were

Mr. H. ROBERTSON and  
Mr. W. COOPER

Both worked for the Liverpool Corporation Electricity Department as electricians at Pumpfields, Mr. Harry Robertson in 1932 and Mr. Wilf Cooper a year later.

Harry became a chargehand electrician in 1934 and for the past twenty-odd years has worked on development work in the domestic heating field.

Wilf spent his early years on contracting work and later became a cooker inspector before moving into the Sales and Service section in the Liverpool Districts. In 1960 he joined the Area staff to work on contracting and development duties.

During the last war, both men worked for the Corporation on various duties, including the fitting out of air raid shelters.

## MR. A. CASSIE

Joining the Liverpool Corporation as a temporary mains assistant in 1932, Mr. Alec Cassie recently retired from his post as senior assistant engineering clerk at Hatton Garden after a lifetime in the industry.

A very popular member of our staff North of the Mersey, Alec has a great interest in football. He was the first Secretary of the Electric Supply Football Club and was appointed as Secretary of the Social Club at Thingwall Road on its formation many years ago.

He is still a Vice-President of Electric Supply A.F.C. and is the General Secretary of the Liverpool Shipping League and



Some of our colleagues from Liverpool who recently joined the ranks of the retired. From left to right, seated: Messrs. Evans, Sergison, Robertson and Cooper. Standing: Mr. Cassie and Mr. H. Telfer (Group Manager). No! Mr. Telfer is not ready for retirement yet—he went along to say his farewells as their former chief.

a member of the Liverpool County F.A.

## Mr. J. EVANS

A 3rd assistant engineer in the Meter Test section at Lister Drive, Mr. Jack Evans, retired a short time ago after 45 years' service in the industry.

A very keen football fan—in his younger days he played in goal for the CLEDS (Liverpool Corporation City Lighting team) and when his playing days were over he became a referee.

Jack also devotes a lot of his spare time to helping the blind by repairing tape recorders and record players in association with the 'Talking Book Service.' He was also the local treasurer of the E.P.E.A. and we understand that he is now taking a keen interest in gardening at his new home in Ainsdale.

## Mr. H. SERGISON

After completing 35 years' service in the electricity industry, Mr. Hector Sergison recently retired from his job as an electrical fitter at Lister Drive.

He served his apprenticeship with the Selex Company before going to work for the Liverpool

Corporation, transferring to MANWEB in 1948.

For many years he has served on Staff Committees and Local Advisory Committees and in recent years he was the craft grades representative on the D.J.A.C. and the N.J.A.C.

A keen football fan, Hector is an ardent Liverpool supporter.

## Mr. F. MOLYNEUX

A well-known personality around our Hatton Garden offices in Liverpool, Mr. Frank Molyneux, bade farewell to his colleagues when he retired recently after service in the industry for a period of some 38 years.

Frank started work as a clerk with the Liverpool Corporation in 1933 and brought his career to a close as District Senior Clerk for the former Liverpool Central District.

At his retirement presentation many of his former colleagues who had previously retired, returned to pay their tributes to his service.

A very active man, Frank recently took up sword fencing as a hobby, probably to counteract the verbal fencing he did in the office and during his three-year



**Mr. Molyneux, wearing glasses, with some of his friends from Hatton Garden.**

period as a Bootle Councillor. He is also a keen scout and is a very good amateur photographer and sailor.

**Mr. W. JONES**

Another colleague who recently completed 38 years' service in the industry, Mr. Wyatt Jones, an assistant section engineer, was presented with a 400-day clock and a cheque from his colleagues at the Mold Depot on the eve of his retirement a short time ago.

Mr. Jones began his career in the electricity supply industry with the Luton Corporation and while there became a member of the Luton Male Voice Choir. A

native of Rhos, he came back to work in Wales with the North Wales Power Company prior to transfer to the Board in 1948.

He is a member of the North Wales Magic Circle and is a keen amateur photographer.

**Mr. H. BUNN**

The last of the Chester lamp-lighters, Mr. Harold Bunn, retired recently after 45 years' service with the electricity supply industry in Chester.

Harold joined the Corporation Electricity Department in 1925 as a 'lamp lad' and rapidly gained a reputation for his agility round the lamps. During the short sum-

mer evenings he had to sleep in the Engine Room at New Crane Street between the hours when he lit the lamps and when he had to put them out.

In 1930 he went to work with overhead section and his resourceful approach to the many problems in this job was tested to the utmost. On one occasion during severe flooding, he borrowed a boat to get out to an overhead line which had suffered damage.

When the Board took over in 1948, he became a chargehand and was later promoted to foreman, the job he held on retirement.

**Mr. E. T. Peters (District Engineer) left, presents Mr. Bunn with a farewell gift from his colleagues.**



**A happy group from our Mold Depot gather to wish Mr. Jones, holding gift, a happy retirement.**





Friends at Wallasey surround Mr. Butterfield, centre left, as he says his goodbyes to Mr. G. Bowers (District Commercial Engineer).

**Mr. D. BUTTERFIELD**

A member of our staff at the Wallasey Shop, Mr. Donald Butterfield, who most of our customers must regard as part of the fixtures, retired recently after completing 41 years' service as a cashier.

He started in the shop when it was run by the Wallasey Corporation Electricity Department and stayed behind the counter after the industry was nationalised.

Married with a couple of grandchildren, Don is a keen bowling

enthusiast and is a supporter of Everton F.C.

**Mr. W. MURPHY**

The smiling face and cheerful personality of Mr. William (Bill) Murphy, a general handyman at Marsh Lane, will be sadly missed by our staff there.

He has had a wide variety of jobs throughout his interesting life from waiter to docker to scaffolder. He has had nearly as many different jobs within our industry since he went to work at the Electricity Council in London

in 1960 as a messenger/porter. He became deputy head messenger before the pull of his home town, Liverpool, brought him back and to a job delivering appliances from Lister Drive.

Then Bill had a spell at meter reading from Marsh Lane before completing the circle by becoming a messenger again.

His many friends at the District Office gathered to wish him health and happiness in his well-earned retirement and to present him with some parting gifts.

Mr. Murphy, centre right, has a farewell handshake for Mr. G. Shoemith (District Administrative Office) as friends and colleagues from Marsh Lane look on.



**OBITUARY**

**MR. LESLIE EGERTON**

It is with deep regret that we report on the death of Mr. Leslie Egerton, aged 59, a senior salesman in our North Wirral District. Leslie had worked in the industry all his life and served on the National Executive Committee of Nalگو. He was well known in table tennis circles and was an amateur football referee.

**MR. JOHN HENRY JONES**

His many friends will be sorry to learn of the recent death of Mr. John Henry Jones, who, until his retirement, was a meter reader in the former Conway Valley District. Aged 71, Mr. Jones was disabled following an accident at work nine years ago.

For 44 years he was associated with the Llandudno lifeboat.