

THE premature darkness of a winter's afternoon no longer means that work must cease on the building sites of Britain. Thanks to the development of artificial site lighting—one of the many ways in which electricity is helping the construction industry—productivity can be markedly increased during the short days of winter.

This technique, and many others being developed to speed building production, were demonstrated at the Southport Building Exhibition, staged in the town recently by the Ministry of Public Building and Works.

As we are constantly reminded these days, higher productivity is the key to prosperity. The building industry itself needs to greatly increase its output over the next few years — and the chances of attracting more labour to the sites are poor. What is needed then is expansion geared to higher productivity, and this can only be achieved by abandoning out-dated practices of building, and by grasping the promise of greater efficiency afforded by new methods of production, new materials and new tools.

Inadequate site lighting has a greater influence on productivity than any other single factor. It has been estimated that a 10% increase in productivity could be achieved between the months of October and March, if all building sites had better lighting to extend the short hours of winter daylight.

The Electricity Council's stand at the exhibition, with its theme 'Electricity in Building', included a wide range of tungsten, tungsten iodide and mercury discharge lamps on show, demonstrated in a variety of weatherproof fittings.

Visitors to the stand were able to inspect a new system of electrically-heated shuttering which enables concrete to be cured overnight, compared with the normal period of 48 hours at least. Also on display were examples of various prefabricated wiring systems, one of which is cast into the unit at the factory ready for installation. Another enables the complete wiring of the unit to be carried out on existing buildings, minimising cost and delay.

The application of off-peak electricity to the industry was not overlooked. Stand exhibits demonstrated several methods of electric central heating, including Electricaire—which operates by means of ducted warm air, storage fan heaters and the latest slim-line storage radiators. Also on show was a floor-warming system, in which electric elements are installed in pre-cast floor units. When the flooring is put into place, all that remains is connection to the off-peak circuit.

Water-heating by off-peak electricity was shown, a method which provides adequate storage capacity for all normal purposes.

The problem of distributing power quickly and economically to any corner of a building

site is a difficult one, but portable units demonstrated here go a long way towards solving it, and so towards making the best use of available labour. These are easily installed and provide for lighting, powered hand tools, electrical plant or for methods of heating for frost protection and concrete curing.

Among the items of electrical plant on display were a concrete mixer and a dehumidifier. Electrically-driven dehumidifiers have long been used for drying damp buildings or out stations.

They are now proving increasingly valuable for drying out fresh plaster or concrete inside separate rooms or complete buildings.

These dehumidifiers, which may be left unattended for long periods, work by extracting moisture from the environment. They do not rely on heating and therefore no distortion or cracking is caused to the building during the drying process.

The stand provided an intriguing insight into the work of the joint Action Group on Electricity in Building Construction. Formed by representatives of the building and the electrical manufacturing and supply industries, its work was prominently featured at Southport and held out a promise for further and still more fruitful co-operation between the industries in the future.

THE SHOW GOES ON

Although not directly involved in the Eda exhibit at Southport, MANWEB provided three members of the sales staff to help man the stand.

Power was brought to the site by means of a temporary kiosk-type substation, commissioned by the Board, with a 200 kVA transformer, taking supply from the 'sub' in Southport Pleasure Beach.

But the local District engineering staff had one emergency to meet. On the day before the exhibition opened, a mechanical shovel which was being tested prior to being put on display, ripped up and severed a buried mains cable, cutting off all power from the site. Thanks to quick work by the MANWEB staff, however, the cable was soon repaired and normal service restored.

*The Staff Magazine
of the
Merseyside and North Wales
Electricity Board*

Contact

SNOWDONIA IN TYPICAL MOOD. (See page 167)



WEDDINGS

ROBERTS—PATTERSON

Best wishes for the future to Miss Maureen Patterson, a clerk



Mr. and Mrs. Roberts

in the Rhyl sub-District office who was recently married to Mr. A. Roberts at the English Methodist Church in Rhyl.

EVANS—WEBB

Congratulations to Mr. John B. Evans, an engineering clerk

at Clwyd District Office and Miss E. Webb, a telephonist with the G.P.O., on the occasion of their marriage at St. Asaph recently.

WALKER—DAVIES

The good wishes of all his colleagues went to Mr. Peter Walker, an assistant section engineer in the Liverpool North District when he was married a few weeks ago to Miss Janice Rhona Davies.

On behalf of his many friends in the District, Peter was presented with a coffee percolator by Mr. A. E. Sweeny (District Engineer).

DAVIES—TOMLINSON

We offer our very best wishes for the future to Mr. David Davies, engineering draughtsman, and Miss Vera Tomlinson, assistant cook, who were married recently at St. Mary's Church, Whitegate, Northwich.

Both David and Vera are on the Board's staff at Sandiway

House, and their many friends there subscribed to a present which was handed to them by Mr. J. Fareham (Engineer, Area 2/3).

WEDDING BELLS AT CREWE

Our congratulations go to the following members of our staff at the Crewe District whose weddings have recently taken place:

Mr. James Blainey, linesman's mate to Miss Jacqueline Mary Lord.

Mr. Peter Dickinson, electrician at Sandbach, to Miss Sheena Maxwell Fleming.

Mr. George A. Hodgkiss, labourer, to Miss Celia Wilkinson.

Mr. Barry A. Westwood, electrician, to Miss Valerie Sadler. Mr. Harold Worsley, jointer's mate, to Miss Elizabeth Bloss. Miss Patricia Whitney, clerk, to Mr. T. Walker.

ENGAGEMENTS

We offer our congratulations to Miss Geraldine Bratton, a sales assistant at Nantwich who recently announced her engagement to Mr. Bryan Averill of Audlem.

Best wishes for the future to Mr. Alwyn Davies, an electrician at our Prestatyn sub-District, who recently announced his engagement to Miss Josephine Wilson who is also employed by the Board, as a clerk at Rhyl sub-District.

BIRTHS

Congratulations to:

Mr. Joseph O'Meara, a charge-hand electrician at Marsh Lane, and Mrs. O'Meara on the birth of a daughter, Karen.

Mr. Ian Ledson, an electrician, also of Marsh Lane and Mrs. Ledson on the birth of a daughter, Lorraine.



Contact

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THE STAFF MAGAZINE OF THE
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ELECTRICITY BOARD

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EDITORIAL



THE BOARD'S Annual Report and Accounts for 1965/66, published this month, reveal a year of steady progress in almost all directions. Not what we would call a spectacular year. No record increase in sales—something we had almost come to expect as normal. Less money spent on system reinforcement. And—happy outcome of hard work, careful planning and heavy expenditure in previous years—hardly a supply interruption worthy of the name.

It was, however, a particularly satisfying year in many respects. The network is working more efficiently than ever before, with distribution losses down to the lowest figure ever recorded. The constantly-growing off-peak load tends towards an ever-improving load factor. One of the biggest social development programmes of recent times—the Rural Electrification Scheme—is virtually complete, years ahead of schedule. We are meeting our target of a 12.9% return on invested capital.

The full facts and figures of the year's working are set out in the illustrated summary of the Report—printed in English and Welsh—made available to every member of the Board's staff. They have received widespread publicity, and many local newspapers have published reports of achievements at District level.

The Report was presented to the press in Liverpool on October 4th by the Chairman, and his comments on various aspects of it are reported on the next page.

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Mr. Davies and Miss Tomlinson, pictured in front of the car which had been decorated by their colleagues as part of the "send-off" activities prior to their wedding.



A Year of Development

The Chairman Comments

"THE Board's Annual Report and Accounts for the year ended 31st March, 1966, represented a year of continued growth in the sales of electricity to an increased total number of consumers served by an expanded distribution system having an improved degree of efficiency and security of supply," said the Chairman (Mr. D. G. Dodds) to representatives of the Press in Liverpool on October 4th.

The Report and Accounts received widespread coverage on radio and television, and in the National and local press. The following points were made by the Chairman when addressing the newspapermen:

Security of Supply

The Board's distribution networks are stronger this year than ever before in relation to anticipated load. There is a substantial reserve of capacity to deal with extreme weather conditions, and the backlog of reinforcement has virtually ceased to exist. The Generating Board have the situation well in hand and all plant overhauls in the North West Region will be completed by the end of October.

Prices

The Board's present tariffs have been held since April 1964, and there will be no change this winter. The position will be reviewed when the winter is over, and any changes will need to take account of increases in cost which we have not been able to absorb by increased efficiency. The extent of any changes will be influenced by government policy on future financial targets of the industry, and of the operation of the price freeze.

Money

The year's balance of revenue—£1½ million compared with £3 million during the previous year—reflects the increased costs over the whole field. MANWEB's position in relation to the Government's target of a 12.9% return on

capital for the 5 year period 1962-1967 is healthy. At the end of the fourth year we have achieved a figure of 13.1%. This will probably even up to the 12.9% target figure by the end of the 5 year period.

The electricity supply industry is bearing particular burdens which are not being borne by its competitor, gas. The financial target for the industry nationally is a 12.4% return on invested capital, while the gas industry's target is only 10.5%. Last year electricity paid over £12 million in tax on fuel oil used in power stations, while gas was exempt from this duty.

Electricity bears a substantial uneconomic burden in supporting the coal industry, whose prices in general exceed the prices of either fuel oil or nuclear power from the advanced gas cooled reactor. The gas industry is free of this burden. Electricity consumers are carrying a substantial social burden in supporting the coal industry in a period of transition. In our opinion this burden should be carried by the State.

There is a popular delusion that nationalised industries do not pay rates. This fallacy should be corrected. In 1964 electricity paid 1/6th of all rates paid by industry. MANWEB has paid £11 million in rates since 1948. Last year in this area the electricity supply industry as a whole paid £1.8 million. MANWEB's contribution alone represents 18s. 4d. per consumer. In our view this is excessive.

Equal Competition

We consider that consumer's choice between fuels should be made on prices which reflect real costs. This can only be done if discrimination in the allocation of social burdens is avoided. If this is not done artificial distortions could occur in the national economy.

North Sea Gas

We welcome this great new potential national asset. It would be wrong to assume that this new

fuel will be the monopoly of any one industry. A strong case can be made out for the use of a proportion of natural gas in power stations. The conversion of existing stations presents no great problems, and the existing electricity distribution system requires no adaptation. In the U.S.A. about one fifth of all thermal generation in power stations arises from natural gas.

Off-Peak Heat

Electricity has now secured a substantial portion of the central heating market. We are determined to secure a good deal more. The range and efficiency of storage heaters constantly increases, and off-peak electricity is available at nearly half-price for this purpose. More than

1,200,000 storage heaters are now in use throughout the country, and are giving great satisfaction. MANWEB's sales increased by 12% last year, and by 24% in the first five months of this year. A new cheap tariff has been introduced this summer. People can now have two heaters fully installed for 51 guineas. The new cheap off-peak tariff, at .85d. per unit, is unlikely to be changed if and when other tariffs are reviewed.

In answer to a question, the Chairman said that constantly increasing efficiency in conventional power stations and improved performances of the gas cooled reactors in nuclear stations, could bring about a downward trend in electricity prices by the early 1970's.

NORTH SEA GAS

Will it help electricity to expand?

At present that question is impossible to answer but it is great fun speculating. Of course the final effect of North Sea Gas will depend on how much is found and what the Government decides about how it is to be used and priced.

But let's speculate for a minute and let's assume that with the present economic crisis the Government decides it wants to use natural gas as quickly as possible.

The quickest way to make use of it is to pipe it to convenient power stations and convert it into electricity—the only new mains required being those from the North Sea to the power stations. No time lost either in carrying out a major programme to convert consumers' equipment.

Another area for speculation is our competitive position in relation to the gas industry. 1949-50 is the first year for which comparable figures are available and these are shown in the table. The interesting "electricity" angle is that gas prices have risen 80% since then and electricity only 37%. Note too that the price of coal has risen by 91% and that's what we use to make electricity.

If we could use natural gas instead of coal our position would look even better. There is no doubt the gas industry will fight hard to get the monopoly of natural gas because with their 80% price increase they need it badly if they are to even try and match our price achievements.

Now is all this good cheer justified?—well it should be but you know and I know that it is not—the gas boys have been selling much better lately and the free publicity about North Sea

Gas rubs off on them. The public are subconsciously believing that it is gas that has the price success story to tell.

It is we that have the best success story to tell so take good heart and throat lozenges and do some shouting about it. Why not cut this table of prices out and tell your friends about electricity—we've plenty to gas about, and the North Sea stuff could make us more competitive than ever.

Year	Coal Average pit head price per ton	Gas Average selling price Price per therm	Electricity Average selling price Price per unit
	s. d.	d.	d.
1949-50	47 11	12.55	1.20
1950-51	47 10	13.09	1.18
1951-52	51 2	14.20	1.22
1952-53	57 3	15.73	1.31
1953-54	61 1	16.39	1.37
1954-55	63 6	16.58	1.37
1955-56	68 0	17.87	1.40
1956-57	77 0	19.27	1.47
1957-58	82 1	20.35	1.53
1958-59	85 1	20.97	1.55
1959-60	83 5	21.00	1.50
1960-61	86 1	21.51	1.48
1961-62	90 10	22.26	1.55
1962-63	91 9	22.67	1.57
1963-64	92 4	22.79	1.62
1964-65	91 8	22.61	1.65
Percentage increase in 15 years	91%	80%	37%

(Information taken from annual reports of the three industries.)

THE SALIENT POINTS

- Electricity Sales—9,852 million units—increase of 5.9%.
- Best-ever load factor—58.8%.
- Off-peak sales—370,000kW—increase of 20%.
- £9.1 million spent on the network.
- Lowest-ever distribution losses—5.2%.
- Another 18,000 consumers—total now 1,028,421.
- Rural Electrification Scheme virtually complete.
- Balance of Revenue—£1,546,304.



Talking Notes

FOR SERVICES RENDERED

At an informal gathering at Head Office a few weeks ago, Mr. D. G. Dodds (Chairman) presented silver salvers to **Mr. Albert E. Sweeney** and **Mr. George J. Parry** on behalf of Members of the Board and the MANWEB staff. The salvers were tokens of appreciation to the two men who received awards earlier this year in the Queen's Birthday Honours List. Also present at the ceremony were Messrs. F. J. Brown (Chief Engineer), M. M. Parker (Secretary and Solicitor), J. Taylor (Manager Area 1) and J. W. Trimble (Manager Area 2/3).

Mr. Dodds said that the awards of the M.B.E. to Mr. Sweeney and the B.E.M. to Mr. Parry had been made for the length and quality of the service to the electricity supply industry given by the two men who had at all times put the public needs above their own personal considerations.

In reply, both Mr. Sweeney and Mr. Parry thanked all their colleagues who they said shared in the

awards, for the co-operation shown to them in their respective jobs, and said that they were very proud to have been chosen as recipients of the honours.

Mr. Sweeney joined the Liverpool Corporation Electricity Department in May 1919, and served at Lister Drive and at Clarence Dock power station. During the last war, he was seconded to the Air Ministry. In 1952, he was appointed as District Engineer for the Liverpool North District.

Mr. Parry started his working life with the Birkenhead Corporation Electricity Department in April 1919 as a fuse assistant. Later he became sub-station attendant and in 1952 he was appointed as switchboard attendant in the North Wirral District.

In many ways the careers of these

two men have run parallel. Both joined the Industry in the same year—both were promoted to their present jobs in the same year—and now they have both received awards in the same year.

Write right!

How is your handwriting today? Is it as good as it was when you were at school or has it deteriorated? You may say that lack of practice is to blame or maybe ball-point pens, but whatever the cause, copper-plate style seems to be 'out'. Yet handwriting is important, so much so that the District Joint Advisory Council have spent some time discussing the need for clear handwriting, suggesting that this be stressed in the Board's Clerical Training programme. Clear writing and figuring is essential when mechanised accounting and computers are used, for an indistinct or wrongly transcribed figure could result in considerable wasted time and effort.

Farewells

Two members of the staff at the Hoylake Training Centre left the service of the Board recently. **Mrs. D. M. Millington**, a clerk/typist, who left for domestic reasons was presented with an electric toaster as a farewell gift and **Mr. R. Vernon**, senior assistant instructor, mechanical, who left to take up a teaching appointment at Old Swan Technical College in Liverpool, was presented with an automatic toaster and an electric clock. Both have been with MANWEB for seven years.

Green men

Electric Supply's Combination Bowling team wound up a most successful season when they beat Stanley Arms in the final of the 'R. E. Searle Cup', at the Sefton Arms, West Derby.

In a closely-fought match, Electric Supply, with Sid Green



Mr. Sweeney, centre, receiving his silver salver from the Board Chairman, Mr. Dodds. Also in the picture we see Mrs. Sweeney, left, and Mr. and Mrs. Parry.



THE WINNING TEAM:

Left to right: Messrs. A. Fairhurst, D. Leyland, E. Tupman (secretary), H. Robertson and E. Owens.

Left to right: Messrs. B. J. Elliott, J. Summersgill, A. Butler and J. Anderson.

and Harry Robertson outstanding, came out on top 235—229. Stanley Arms could be forgiven for feeling disappointed—this was the third year in succession that they have been beaten in the final.

Electric Supply also gained promotion to Division One of the Combination.

Green fingers

When he is not working as a clerk at our Anglesey District Office at Llangefni, **Mr. Tommy Hughes** can probably be found in the garden at his home in Gwalchmai. His devotion to this pastime was recognised recently when he was awarded the Valley Rural District Council Challenge Cup for the 1966 Gardens Competition. Mr. Hughes has had several gardening successes in the past, particularly with flowers.

Top marks

A storekeeper at Machynlleth, **Mr. David Jones**, has recently passed the Higher National Certificate in Electrical Engineering. Mr. Jones, who was previously a member of the Machynlleth construction gang, gained distinction in all subjects—with a top mark of 98% in Advanced Mathematics.

This little piggy!

In the Board's recent direct mail campaign for central heating—the main theme of which was Money Saving—the campaign symbol was the piggy bank as illustrated below.

Among the replies to this mailing received by Southport District Office was one request for further information. As in a hundred other cases, a sales representative—this



time, it was **Mr. Terry Briody**—went to call on the consumer and began singing the praises of the various forms of electric central heating. He was stopped in mid-sentence when the woman said to him: "Oh! No, what I really want is one of those attractive piggy heaters."

Any old Irons!

Elsewhere, in this issue of *Contact*, we have featured the Hoylake Training Centre and included a picture of the new Electrical Appliance room where apprentices are taught how to repair domestic electrical appliances. They have got the workshop and now they need the apparatus to work on, so, if you have any old electrical appliances tucked away in the lumber room, or under the stairs, or in the shed, or wherever you keep the things 'that may come in handy some day' . . . if among this lot you have an old iron, vacuum cleaner, kettle, hair dryer, toaster, etc., then please send them to the Training Centre at Carr Lane, Hoylake so that the lads can go to work on them. You will say goodbye to some useless old rubbish and at the same time help these youngsters in their careers.

Repeat performance

MANWEB's Good Samaritans in the Warrington area are in the news again. For the second time recently, the driver of one of the Board's radio-equipped vans was on the spot when an injured person needed urgent medical care. Each time, a call to Warlec Control, which was relayed at once to the

local ambulance centre, brought an ambulance to the spot within minutes.

Mr. Percy White a member of the Area Meter and Test Department, was driving his van along Manchester Road, Warrington, when a young lady on a bicycle was in collision with a motor-cyclist. Mr. White immediately radioed for an ambulance and then continued to assist at the scene of the accident until it arrived.

A similar case, reported in July's *Contact*, involved Mr. John Hamblett from our Warrington Depot. On that occasion he was on hand to summon help after a small child had fallen through a glass panel.

Examination successes

We offer our belated congratulations to the following members of our Area 1 staff who were successful in this year's examinations of the Institute of Costs and Works Accountants. They are, **Mr. D. Greig**, a costs clerk, who passed Part I, and **Mr. J. Whitehead**, formerly of the Nominal Section, but now with the Research Establishment at Capenhurst, who passed Part V.

Prizewinner

Installation inspector **Mr. E. W. Owen** of the Liverpool Central District, has won a £250 national prize in a recent competition organised by the Revo Electric Company. Mr. Owen, who moved into a new house at Billinge, near Wigan, about a year ago, was presented with a complete electric central heating system by a representative of the Revo Company a



Mr. Owen with his wife and eight-year-old son, Noel

few weeks ago. Though employed by MANWEB, Mr. Owen lives in the area covered by our neighbours NORWEB who carried out the installation of the equipment.

B.A.

A secretarial trainee at present at Area Office, Chester, **Mr. C. R. Chorlton**, was recently awarded his Bachelor of Arts degree by the University of Manchester. Mr. Chorlton, who took his degree in Economic and Social Studies, has been on a four-year course at the University involving day-release from the Board.

Robot plane

Ten MANWEB consumers were without power for four hours recently when a pilotless jet plane struck a power line in a winding pass two miles from Blaenau Ffestiniog.

The radio-controlled craft, one of a type used for target practice, plunged from the sky and its wing-tip struck a car containing four holidaymakers. The driver and his passengers were miraculously unhurt, and the plane careered on, before crashing in flames on the mountainside.

The aircraft had taken off from the Air Ministry establishment at Llandbedr, some 20 miles away, and had then developed a fault in the control mechanism. Minutes before the crash, technicians at Llandbedr had unsuccessfully attempted to blow up the aircraft.

After striking the roof of the car, the plane hit a pole-type sub-station

consisting of a 5-kVA transformer, and serving as a cathodic protection unit for gas grid pipes which cross the moors nearby. The impact blew fuses further along the line and 10 consumers were affected. Engineering and maintenance staff from Blaenau Ffestiniog, under **Mr. David Jones**, section engineer, restored power in a very short time.

Club Captain

Congratulations to **Mr. Richard Williams**, an electrician at Pwllheli, on being elected captain of Nefyn Golf Club.

Six of one . . .

In this season's North West Nalgo Football Competition, MANWEB have got off to a flying start. In the First Round they played a team from Wigan and won by six goals to nil. The Wigan team never really presented any real threat while our forwards played delightful football and our defence went on holiday. The scorers were S. Griffiths (2), M. Cooper (2) J. Gregg and R. Kennedy.

In the next round MANWEB met the Ellesmere Port Nalgo team and again ran out as worthy winners by six goals to nil. This could develop into a habit! The match followed the same pattern as the first with plenty of attacking and good ball play by the forwards and the defence in a solid wall. Scorers were A. Shields (4), J. Gregg and S. Griffiths.

At the end of a recent "Scavenger Hunt" organised by the Head Office Sports and Social Club. **Mr. J. Fisher (Club Chairman)**, left, presents the first prize to the leader of the winning team, **Mr. T. H. Dutton** — who happens to be the Club Vice-chairman!



For the record the teams were as follows: P. Riley, G. Harrison, D. Williams; N. Turner, R. Kennedy, J. Dolce; P. Byrne, M. Cooper, S. Griffiths, P. Arnold, J. Gregg. (For the second match, A. Shield was brought in for D. Williams.)

Challenge Golf

Head Office gained a narrow victory 2½-1½ in a challenge match against staff located at the Area and District Offices at Chester.

The match, held at the Chester Golf Club, Curzon Park, was the first to be held between the two teams but it proved such a success that tentative arrangements have already been made for another encounter in the spring.

Individual scores were (Head Office names first): E. Jones and P. Falcon, halved with A. Jones and D. Ellams. W. Jones and G. Carew lost to K. Edwards and D. Hodgetts. (3 and 2). H. Jones and O. Lloyd beat B. Green and J. Barraclough (3 and 2). R. D. Evans and C. Boston beat G. Dodds and J. Ramsay (2 up).

The individual competition was won by K. Edwards (Chester) with H. Jones (Head Office) in second place.

Dear Sir,

Could you please let me know when I have to start paying of my Hoover which is a Hotpoint?

Yours faithfully,
(Signed)

This was the sight which faced MANWEB engineers as they went to work on restoring supply to the burnt-out premises of George Dutton & Sons Ltd., at Northwich.

It's that MAN (from MANWEB) again



At a Northwich leather works and tannery, extensively damaged by fire only a fortnight previously, it was business as usual after the holidays—thanks to the Man from MANWEB.

The fire, which destroyed thousands of pounds worth of stocks, broke out in the Dock Road premises of George Dutton & Sons Ltd., during the first week of the staff's holiday fortnight. The main building, which housed the laboratory, stores and drying room, was completely gutted, and an inspection carried out by MANWEB engineers the following day in the smouldering ruins revealed the extent of the damage to electrical installations. The main power supply intake point had been seriously damaged, and most of the switchgear was still buried under heaps of rubble.

The Board's job was to provide a completely new power and lighting installation so that work could be resumed at the factory in 10 days time as arranged. A meeting was held on site, a new service position was agreed and the District

Engineer and his staff arranged to extend and divert a 0.3/4 core M.V. cable which would deliver the 250 kVA needed by the works.

Meanwhile the District Commercial Engineer and his staff had drawn up plans for work to begin. The first essential was to lay on a temporary supply of power to the damaged office block so that the skeleton staff there could have their mid-morning tea!

Then work began in earnest. A complete M.V. switchboard was built up, and new metering equipment obtained. Feeder cables within the works were altered to go to the new position. Two new electrically-operated hoists were collected and installed, and wiring restored where it had been damaged. Then, within a week, the work was complete and the staff were able to return as arranged the following Monday to resume production on export orders for leather goods.

So Northwich District have one more satisfied customer, one more consumer who had the good sense to 'Call in the Man from MANWEB'.

Right: The charred beams and twisted girders show the fierceness of the blaze.

Below: A happy Managing Director, Mark Dutton, switches on the new supply.





The official sign for the Information Centre can be seen near the Snowdon Mountain Railway Station.

In typical mood. Mr. Ernie Morris, foreman at the Board's Llanberis depot.



OUR COVER PICTURE

The view over Padarn Lake, with Snowdon to the right of the picture enshrouded in cloud. The Dinorwic Slate Quarries are to the left and Llanberis is to the right. The well-known Llanberis Pass is in the centre.

NATIONAL PARK Information Centre

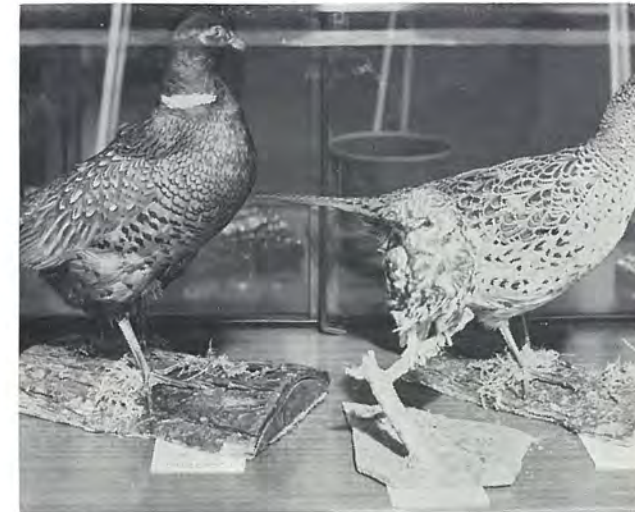
by

Len Williams

(Caernarvon District Correspondent)

Welcome to Snowdonia

The Information Centre which is situated next to Mr. Morris's home.

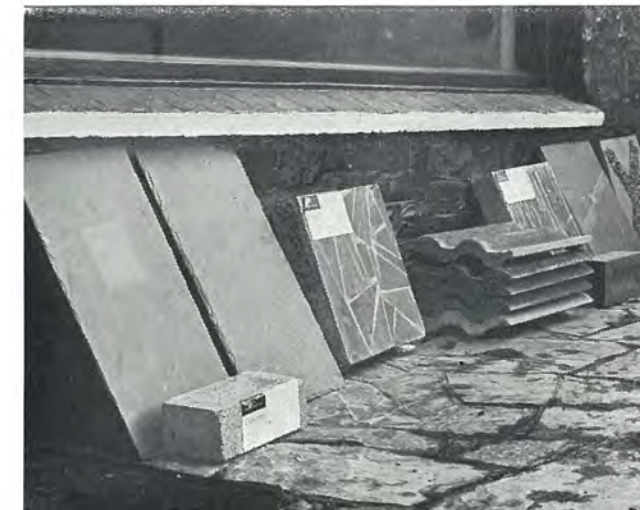


Throughout the centre are displays, like the one shown above, which allow visitors a closer look at the birds of Snowdonia.



Above: One of the many display cases showing specimens of the rock found in the area.

Below: Outside the Centre. A selection of slates and products of the Dinorwic Slate Quarries.



An interesting and informative display of animals, birds and plants to be seen and found in the Snowdonia National Park have been on view on the premises of Mr. Ernie Morris, foreman at Llanberis depot, all summer. Arrangements made by the National Parks Commission with Mr. Morris resulted in part of his premises being converted into a semi permanent Information Centre with Mr. Morris's wife being in attendance to answer the enquiries from the numerous visitors.

At the entrance to the building are displayed the products and various types of slate produced by the giant Dinorwic Slate Quarries, Llanberis. A map showing local places of interest is also at hand.

Once inside a variety of interesting exhibits are gathered including examples of some of the birds to be seen on and around Snowdon; various types of rock which make up most of the mountains of the area; illustrations of plants which may be found; the various types of fishing tackle required for the lakes and rivers in the Park, and maps and guides to the area.

The centre has been open daily all summer and on some evenings slides illustrating Snowdonia were to be seen.

The National Parks Commission and Mr. Morris are to be congratulated on an excellent and attractive display.

Since the centre opened on 23rd May, more than 10,000 signatures have been recorded in three visitors books.



◀ Arriving at the Centre. *Left to right:* Paul Hesketh, Phillip Holland, David Mansfield, Stephen Wood and Derek Turner, all from Area 1.

New Boys at Hoylake

This year, 77 young men arrived at the Board's Training Centre in Carr Lane, Hoylake, to begin their working lives by learning a trade. They arrived from all points of the MANWEB area, 26 coming from Area 1, 20 from Area 2/3 and 31 from Area 4. Well over half of these, 47 in fact, are billeted in homes in and around Hoylake.

The various trades they have elected to follow are, electricians, 55; electrical fitters, 14; meter repairers, 7; and one radio and TV mechanic.



Above: Mr. W. S. Evans, an assistant instructor, welcomes his namesakes, *left to right:* Raymond Evans, Gwynfryn Evans and Meurig Evans.

Below: Again, the name's the same, but this time it's the Roberts'. From *left to right:* Neville, Gareth and Christopher.



▲ Mr. C. Roberts, storekeeper, issuing the new boys with their first set of overalls and tool kits. With him are Stephen Vickery, *left*, and Geoffrey Paterson.

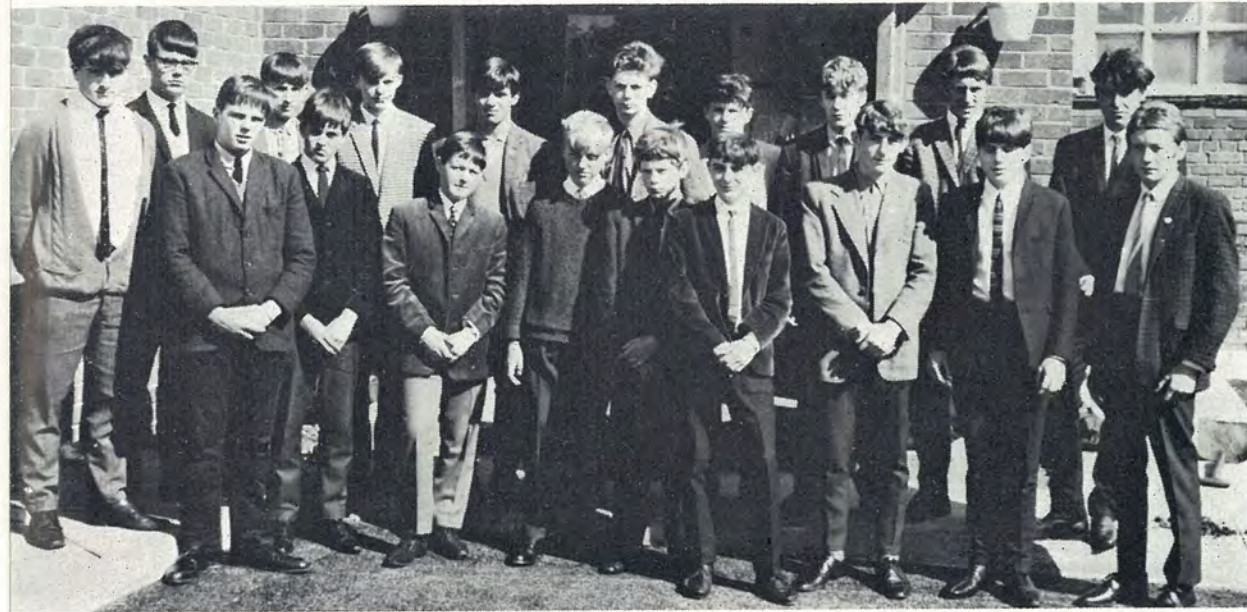
◀ A view of the Training Centre's newest acquisition, the Electrical Appliance Room. Here is where the apprentices are taught how to repair irons, kettles, cookers, etc.



▶ With their landlady, Mrs. W. R. Stanley, outside her home are, *from left to right:* Christopher Ashworth, John Forber and Gareth Roberts.



Intake from Area 1 . . .



. . . From Area 2/3 (above) and Area 4 (below).



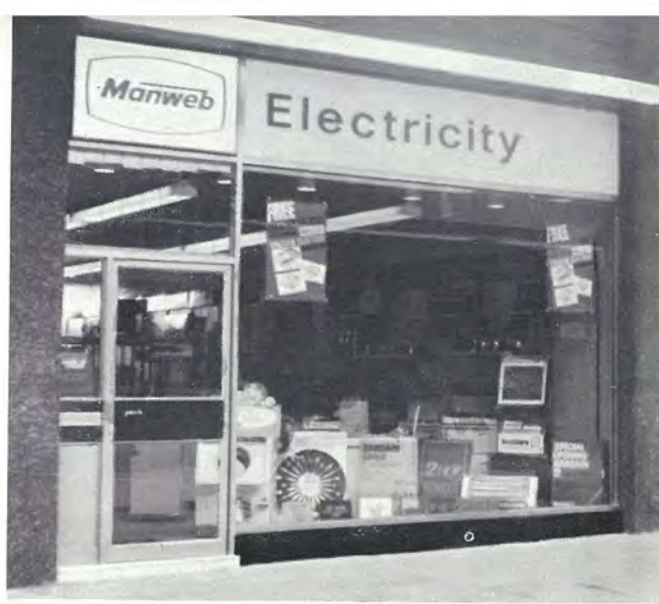
MANWEB'S NEW SHOP AT WINSFORD



THE first of the Board's shops to adopt the new image recently opened its doors in Winsford and reactions from staff and public alike have been very encouraging.

Winsford is a rapidly expanding town and the light industry which is being attracted to the surrounding area has opened up a vast new buyers' market. MANWEB'S new shop, situated in Queen's Parade, part of the town's new shopping precinct, is thus ideally placed to take advantage of these stimulating trading conditions.

The new shop fascia and the clean lines of the display area catch the eye immediately. The open-plan display enables prospective customers to inspect the appliances thoroughly, and inter-



changeable wall display units with adjustable shelves provide scope for frequent and ambitious changes of promotional material.

The electrical installation, which was carried out by Northwich District staff, is both simple and flexible in its uses. General lighting for the premises is provided by fluorescent tubing while tungsten lamps mounted in 'Lite-Span' units, highlight features in the display.

Power is taken the full length of the shop by means of steel trunking mounted a short distance above the floor. Socket outlets are recessed in the trunking.

The storage radiators, which are used to heat the shop, also form part of the display, demonstrating just how clean and efficient electric central heating can be.

There has been a MANWEB shop in Winsford since 1954.

PICTURE KEY:

Top right: A new fascia for a new shop at 9 Queen's Parade, Winsford.

Top left: The old Service Centre in Market Place.

Bottom left: On the outside looking in. Some of the first customers to 'look in' at the new shop.

Bottom right: A general view of the open plan display in the shop.



To buy or not to buy! Mr. J. R. Boden, senior salesman, right, exercises his powers of persuasion in selling a washing machine.



Happy smiles from Mrs. M. E. Jones (sales demonstrator), left, and Mrs. S. Kettle (cleaner)



Introduced to our photographer as "the terrible twins", here we see saleswomen Mrs. L. M. Winkler, left, and Miss E. Hoxworth.



Putting the finishing touches to the electrical installation are Messrs. E. Naughton (electrician), left, and S. Larkin (apprentice).



Contracting foreman Mr. M. L. Hunt, right, calls in at the new shop as Messrs. J. Guilford (electrician), front, and J. Matzen (apprentice), work on the electrical installation.

Meet the Little House!

by John Cain, Hobson Bates & Partners, advertising agents to the Electricity Council, Electrical Development Advisory Division

House - home - comfort - pleasant living - electricity - are the links that the new electricity symbol can be adopted to frame any domestic appliance campaign or slogan.

THE NEW SYMBOL This little figure will be seen around a lot soon. Some of you may have met it already. It's the new symbol for electricity—a house formed from a free-drawn electrical lead with a plug.

It was felt that electricity needed a symbol—a visual point that would help to co-ordinate all the advertising in its various forms on a national level, and one that would be easily identifiable as the sign of electricity.

So, the Little House was born. Many designs were considered and, for a variety of reasons, discarded. Electricity is not an easy thing to symbolise in the friendly and human way we need to if it is to appeal to customers.

Consider all the points that have to be looked at when designing a symbol for an important



national product. Is it flexible—can it be adapted to a great variety of uses and media? Will it be associated with electricity definitely, and not suggest other things to a glance reader? Does it suggest the right “image” for electricity—its convenience, cleanliness, labour-saving virtues, etc.? Does it have staying power—capable of usage as far ahead as one can see? These are just some of the many questions that must be asked before a symbol can be considered suitable.

Obviously no symbol, however carefully thought out, will meet every single point 100 per cent. But our Little House comes very, very near it. It's a symbol that meets most questions asked—and even has some virtues not asked about!

Look at its flexibility and adaptability, for instance. This simple shape, without losing any

Some of the ways in which the new symbol is being used.



Two members of the Hobson Bates & Partners Design Group examine the “Little House”

of its essential characteristics, can be made a cheerful face for general electricity use. It can contain a message like “Electric Central Heating on half-price electricity”. It can form the framing of a picture for posters, etc. Be a cut-out for mobiles. It can have slight variations—such as a towel hung on it to suggest water heating. It can also be used as a sign-off in television commercials. You can see how easily it can be used as a small “Trade Mark” in press advertisement to form the main design of a showcard. Whatever media we advertise in, the Little House can be there.

ELECTRICITY'S IMAGE Another important point about the Little House is that it is uniquely associated with electricity. Houses, as symbols, are not unique. But one formed from a lead with a plug on it is unique. It can only refer to electricity. Wherever the Little House is seen it will say “electricity” immediately to people.

But probably the most important characteristic of the Little House is its reflection of the “image” of electricity. This word and idea of “image” is much overworked these days. But it is important that a product has a character and a personality of its own, easily recognised by customers. Flames and fires, for instance, are warm and friendly images when used in the context of domestic heating. Such ready-made friendly symbols are not available to electricity. This is where the Little House is so useful. The image of houses—homes—is the very best association we can get with electricity. It's a cosy and comfortable image and it positions electricity in the world of domesticity, rather than the world of pylons and generating stations. It contains,

within its imagery, all the claims we want to make about electricity—its labour-saving qualities in the home, its cleanliness, its convenience for householders.

Of course, no one is going to claim that just a look at this Little House tells you all these things. It doesn't. A symbol is a suggestion, rather than an outright statement. It acts as the connecting link — houses — home — pleasant living — electricity. The reader's mind works the rest out from there.

There are also the long term aims of electricity and the Little House must go along with these too. And it does. For the symbol is really the complete end of all our aims—the all-electric home. What could be more ambitious than this? A house so completely electric that all you have to do to set it going is . . . plug it in!

“The Little House” can be given a “his” and “hers” look; here part of the “hers” version is shown.





Some of the recipients of Safe Driving Awards with Chief Inspector R. Tyson of the Warrington Borough Police. Also in the picture is Mr. R. G. Monk, *third from left*, and Mr. A. R. Cooper, *eighth from left*.

Awards at Warrington

Chief Inspector R. Tyson of the Warrington Borough Police took time off from his duties a few weeks ago to visit the Board's District Office at Warrington and present Safe Driving Awards to 37 members of the staff who had qualified by having at least one complete year free of driving accidents. Owing to holidays, some illness and the duty roster not all who qualified were able to be present to receive their awards.

After being introduced by Mr. A. R. Cooper (District Engineer), Chief Inspector Tyson said that it was a pleasure and a privilege to be asked to come along and make the presentations adding that in this day and age it was becoming increasingly difficult for anyone to achieve an award. He spoke of the congested roads and the seemingly petty traffic laws which all tended to harass the driver. He went on to say that it was important for the police to prevent accidents, especially accidents where someone could be killed. He asked for the co-operation of all drivers to work with the police in helping to reduce the death toll on the roads.

Mr. R. G. Monk (District Commercial Engineer) then proposed a vote of thanks to Chief Inspector Tyson for coming along and presenting the awards which were as follows:

Bar to 10-year medal: Messrs. H. Brandwood, H. R. Challinor, A. A. Heathwood, E. Hutchinson and C. Kenyon.

Bar to 5-year medal: Messrs. R. Boardman, H. D. Briggs, H. G. Gleave, H. Ireland, A. Lawton, J. J. Waller, A. Warburton and J. E. Wells.

5-year medal: Messrs. C. Antrobus, L. Appleton, R. A. Penlington, J. Tart and D. Tomlinson.

Diploma: Messrs. R. Bramhall, J. A. Brown, H. Burgess, L. Crosby, B. Fitton, J. M. Fletcher, S. Ford, A. E. Hill, A. Houghton, W. F. Kaye, T. O. Mannion, D. K. Mason, R. McCarthy, A. Rowlandson, C. E. Sanderson, R. D. Smallwood, C. A. Swift, A. H. Thompson and J. W. Willis.



Surrounded by a few of his many colleagues from Area 1, we see Mr. Aspinall, *centre left*, as he receives a parting handshake from Mr. W. Wallwork.

Mr. A. ASPINALL

After 46 years' service, first with Liverpool Corporation and more recently with MANWEB, Mr. Aubrey Aspinall has retired partly because of ill-health. Many of his colleagues at Lister Drive attended a farewell ceremony and heard many tributes paid to him as a friend and as a workmate. Mr. W. Wallwork (Commercial Officer, Area 1) said that Mr. Aspinall had seen many changes during his time in the industry, especially during the last six years which had been a period of great change in the Board's organisation at Lister Drive. "Throughout it all", he said, "Mr. Aspinall and his staff had co-operated most willingly."

As a token of the appreciation of his many friends and as a reminder of the many years spent in the industry, Mr. Aspinall was presented with several gifts, including a handbag for his wife.

Mr. H. JONES

A few weeks ago, Mr. Hector Jones said 'Goodbye' to his many friends in the North Wirral District, as he left his job as sub-station inspector to take up a life of well-earned retirement after serving the industry for the past 31 years. Before he left, however, Mr. R. H. Morley (District Engineer) presented Hector with a parting gift from his colleagues.

Miss I. MOORE

A copy typist employed in our Liverpool North District, Miss Imedla Moore, retired recently after serving the industry for nearly 35 years. During the last war, Miss Moore served in the Civil Defence Corps and since then, in addition to her daily work, she has put in many hours on social and welfare work. She is now looking forward to devoting all her time to this type of work which she really loves.

At a ceremony, held at Marsh Lane, Miss Moore was presented with parting gifts of a leather handbag and an umbrella by Mr. E. Bell (District Senior Clerk) on behalf of her many good friends, who all joined in wishing her years of healthy, happy and busy retirement.

RETIREMENTS

Mr. H. HATTON

Now that he has retired from working with MANWEB as a ganger in the North Wirral District, Mr. H. Hatton will be able to pursue his hobby of poultry keeping. We join with his many friends in wishing him many happy years of enjoyable retirement.



Mr. D. E. Noad (District Commercial Engineer), *in light suit*, bids farewell to Mr. F. Waugh, an installation inspector at Marsh Lane, who was retiring after more than 45 years, service in the industry.