



New Superstore in Liverpool

**MANWEB'S
MOVE FROM
WHITECHAPEL
TO ST. JOHN'S
SHOPPING
PRECINCT**

Ian St. John, in the act of 'cutting the tape' to officially open the new shop. Our 'Girl from MANWEB,' Miss Peggy Francis waits to thank him and in the front right of the picture is Mr. Bert Davies, the shop supervisor.

Accounts to the right, appliances to the left, also counter space given for the many enquiries from our customers.



IAN ST. JOHN, one of Liverpool's star footballers, recently attracted hundreds of people when he officially opened our new 'Superstore' in St. John's (no relation) Shopping Precinct in the centre of Liverpool.

This move by MANWEB meant the closing down of our Whitechapel premises which over many years had earned the reputation of being one of Britain's busiest electrical shops. Every year, some 200,000 customers went through its doors, about 40,000 of them paying their electricity accounts. Last year, nearly 80,000 electrical appliances, from shavers to full kitchen units, were sold.

Now the Board's customers in Liverpool—about 340,000—will be able to visit the new shop to pay their accounts and at the same time look over the vast range of all that is best and most up-to-date in electrical appliances, tastefully displayed and demonstrated over the 5,000 square feet of selling area extending over three floors.

A loading bay on the basement floor leads to a lift which is used to carry the heavy appliances and display materials to the other two floors. The ground floor—at street level—usually presents a busy scene with customers milling among the appliances

attractively displayed and well laid-out on island and wall sites.

An escalator, strategically placed to lead from near the main door, takes the customer smoothly and quickly to the top floor where more electrical aids for the home are on view.

Each of the three floors is visible from the imposing front entrance to the shop.

Lighting Feature

The new superstore has a very high level of illumination from standard light fittings supplemented by 89 special spotlights which can be sited almost anywhere in the shop where there is a stretch of 'Litespan' track. The 'plug-in-anywhere' spotlights are of a parabolic design giving a direct bright light on the display or appliance but having no glare effect from the side.

Selling Note

In the opening week, while to some extent still in first gear, the staff took sales to the value of £12,000 which was an increase of £2,000 on last year's figure for the same week!

The staff, led by **Mr. Bert. Davies** the shop supervisor, have taken the move quite smoothly

The imposing front entrance to our new 'Superstore' in St. John's Shopping Precinct.

(Continued over leaf)



even though they have experienced a few teething troubles.

Before leaving Whitechapel, Mr. Davies said, "This has always been a tremendously busy shop, but working and display conditions have been rather

OUR COVER PICTURE

shows Ian St. John and Miss Peggy Francis, 'The Girl from MANWEB,' on a trip up the escalator after the official opening of the new 'Superstore.'

cramped. We are all looking forward to a more interesting and informative presentation of the advantages of electricity in our new home in St. John's Precinct."

Ian seems to be enjoying the close shave he is getting from Peggy.



This picture shows the customers eye view once inside the front door. All three floors can be seen at a glance from here, and the escalator, on the right, invites her on a smooth and easy ride to the upper floor.

