

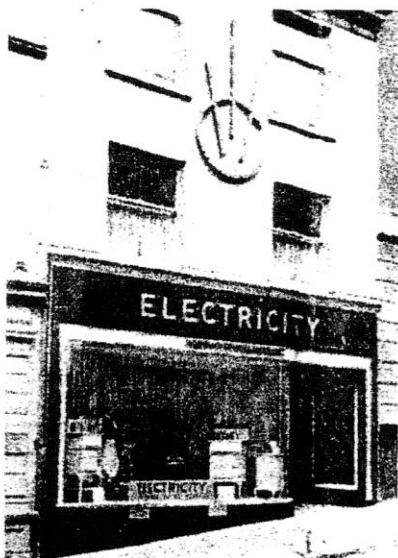
THE BIDEFORD AND NORTH DEVON WEEKLY GAZETTE
DECEMBER 13 1938

ELECTRICITY DEVELOPMENT IN NORTH DEVON
**BIDEFORD COMPANY'S SIXTEEN
PROGRESSIVE YEARS**

Sixteen years ago, entirely through local initiative, the Bideford and District Electric Supply Co. Ltd was formed with a capital of £25,000.

At that time Bideford was probably the largest town in the West of England without a supply of electricity. With characteristic vigour the company soon made up for this and to-day the town and district have a service comparable with that of any other part of the country.

Since the formation of the Company in 1922 the electrical industry has developed out of all knowledge. It has crowded into that comparatively short period more than other industries have in centuries.



You have only to think for a moment how electricity plays its part in lighting, heating, cooking, refrigeration, wireless, telephone, motor cars, and in many other ways.

The Bideford Company has taken its share in this development, and its history has been a record of constant progress. Those who initiated this enterprise could have scarcely realised in those early days how their ideas would be developed.

The chairman of the Company was Mr. (now Sir) Hugh Stucley, the vice-chairman, Mr. E.W.S. Bartlett, and many others who were prominent in local public life associated themselves with the undertaking.

In recent years the Company became associated with the "West of England Electricity" group comprising a number of undertakings engaged in the development of electric supply in Devon and Somerset. Its association with the "West of England" group enables the Company to obtain the benefits of a fully co-ordinated policy along the most progressive lines. The original statutory powers provided for the supply of electricity in an area of about twenty-nine square miles, consisting mainly of the Boroughs of Bideford and Great

**JACKSON
ELECTRIC COOKERS**

Save

- **TIME**
- **ENERGY**
- **MONEY**

They are easily the most popular electric cookers in the country. Before choosing any other you should see these cookers at the **ELECTRICITY SHOWROOMS**

THE BIDEFORD & DISTRICT
ELECTRIC SUPPLY CO., LTD.

36, HIGH ST. BIDEFORD Tel. Bideford 340
2, FORD STREET TORRINGTON Tel. Torrington 221
EXETER ROAD BRAUNTON Tel. Braunton 125

Torrington and the urban district of Northam. Since then the area of supply has increased; in 1931 by seventy-two square miles, in 1933 by thirty-seven square miles, and in 1935, after the purchase of the undertaking of the Braunton Electric Light and Power Co. Ltd. by a further ninety-eight square miles, making the total area of supply today approximately two hundred and thirty-six square miles. Covering a wide sweep of North Devon and serving a population of some 35,000.

The acquisition of the Braunton Electric Light and Power Co. in 1934 entailed considerable expense in new transmission lines and in changing over the old direct current system to alternating current.

Extended To Scattered Villages

As well as the larger towns which were the first to receive supplies of electricity, the Company has been able to extend the supplies to such scattered villages as Swimbridge, Saunton, and Huish. To quote only a few, and further extensions are being made every year. The Company is about to give a supply to St. Giles-in-the-Wood, and it is hoped this will be available by Christmas.

The Company's electricity generating station at East-the-Water was started up in August 1923 when the plant installed had a capacity of 200 kilowatts. Many will remember that sawdust and waste wood from the adjoining saw mills were used as fuel in those days. Three years later the capacity was doubled, and in 1929 a further addition of 500 kilowatts of plant was made. It was again extended in 1935 with another 435 kilowatts, bringing the total capacity to 1,335 kilowatts. In June last arrangements were completed for receiving supplies of electricity from the national grid to supplement the Company's generating plant.

Five-Fold Increase Since 1930

The above is an indication of how the Company's business has grown as a result of the sales organisation that has been developed. Showrooms have been opened in Bideford, Torrington and Braunton. Full employment of the benefits of electricity can be obtained by all classes of the community by means of the two-part tariff, rental wiring schemes, and by the facilities offered for the hire of apparatus. It has always been the policy of the Company to make tariff reductions whenever possible, and from the beginning of the New Year the unit charge for electricity under the two-part tariff is to be further reduced to cooking consumers in the rural areas. Since 1930 the sales of electricity and the number of consumers connected have increased five-fold.

From a staff of about a dozen in the first years of its life the Company now employs about eighty. Mr. W. J. Oxenham, A.M.I.E.E., has been engineer and manager of the Company ever since its formation.

Recently it was found necessary to move to new and more commodious offices and showrooms. In the new showrooms at 20, High Street, which are to be opened on Monday, the 19th December, there will be found a wide choice of electrical appliances for making the home brighter and easier for the housewife.



**MR W. J. OXENHAM,
A.M.I.E.E.**

Since the inception of the Bideford and District Electric Supply Co. Ltd., Mr. W. J. Oxenham has been its engineer and general manager.

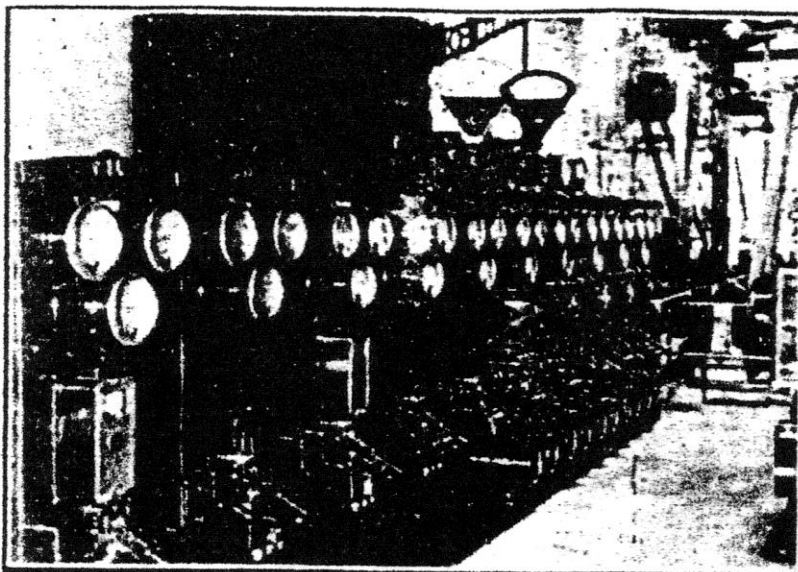
Before coming to Bideford, Mr. Oxenham held a similar position with the Launceston and District Electric Supply Company.

He has been prominently associated with the Bideford and District Chamber of Trade, of which he was president in 1936, and when recalled unexpectedly last year owing to the passing of Mr. P. J. Webber, who was then president, he again set a characteristic lead by accepting the office of acting president. His leadership played a large share in the success of the Coronation Trades Exhibition last year.

He is a member of the Institution of Electrical Engineers.

For two years he was honorary secretary of the Bideford Hospital Fete Committee. He is a sidesman of St. Mary's Parish Church, Bideford, and a member of that Parochial Church Council.

GLIMPSES OF BIDEFORD POWER STATION



Above is the Main Switchboard at the Bideford Coy's Power Station through which all Electricity passes en route to the Consumers in Towns and Villages.

THE NEW PREMISES

Addition To High Street Amenities.

Official opening of the new premises of the Bideford and District Electric Supply Co. Ltd. takes place at 3 p.m. on Monday next.

The new premises which have been reconstructed to the design of Messrs. Oliver and Webber, of Bideford, the architects, are a handsome addition to the appearance and amenities of High Street and the attractive window displays will without doubt, command wide attention.

With the increased showroom accommodation in the new premises the Company is enabled to extend its displays of electrical appliances, and has improved facilities for demonstrating the almost innumerable ways in which electricity can ease the burden of housework and provide additional home comforts by means of electric lighting, heating and cooking.

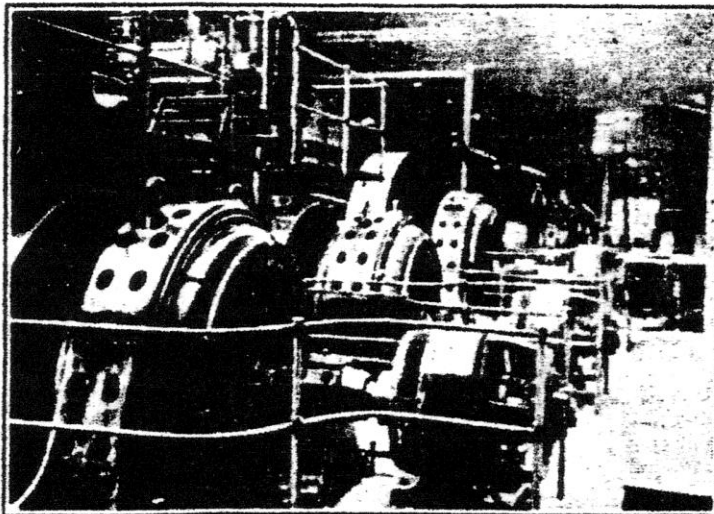
From the outside the most radical change has been that to the shop front itself, which has been given a more spacious air. The upper floors remain more or less as they

were in external appearance, except for the addition of the Company's illuminated sign.

On entering the building one is immediately impressed with the dignified walnut panelling on the walls of the showroom and staircase. This contrasts pleasingly with the floor of Burmese teak in the showroom and the oak blocks used for the floor of the demonstration room. The showroom walls are finished in a quiet colour to blend, and there is an indirect lighting panel in the ceiling. The showroom also contains an attractive fireplace in which the many types of electric fires will be on show from time to time.

The demonstration room, which is beyond the showroom on the ground floor, is considerably larger than that in the Company's old premises. Here the panelling is green and black. Housewives will look forward to the weekly demonstration classes in this attractive room which is fitted out with the most modern electric appliances.

To return to the staircase, this leads to the manager's office, which faces over High Street, and the rooms of the clerical, technical and accountancy staffs.



A Section of the Electricity Generating Plant at Bideford Power Station, as at present used. The Engines used to drive the Alternators are now operated by Diesel Fuel Oil.

THE NEW SHOP FRONT for
The Bideford & District
Electric Supply Co., Ltd.
(as illustrated on this page)
was executed by . . .

FORCE & SONS

The West of England Shop Fitters

15, Sidwell Street, Exeter

Telephone: Exeter 3108

• Experts in SHOP-FRONT and
SHOP FITTING INSTAL-
LATIONS of all kinds

• May we quote you for your next
Frontage or Interior Alteration?
Let us submit a scheme to your
requirements

All parts of the building are fitted with an internal telephone system, and are also connected by the same system directly to the outside telephone exchange. Electric clocks are installed throughout the building, and heating is provided by means of thermostatically controlled electric tubular heaters.

General contractors for the new premises were Messrs. W. Beer and Son, of East-the-Water, Bideford, who have been responsible for many important structural alterations in the town and district.

A Fine Range of Pianos by Makers of Repute

We stock only reliable instruments, but our prices will bear comparison with any. Convenient deferred payments gladly arranged. First instalment brings your piano to your door.

write or call to-day.

**O. NICKLIN
and Sons,
BARNSTAPLE
& BIDEFORD**

NORTH DEVON'S XMAS SHOPPING PAGE

Traders who have confidence in the Goods they advertise

Oxo Rhyme
When you're fed up with mutton and veal;
And the thought of pork chops makes you reel,
And you don't care a hoot
For pastries nor fruit,
Then in Oxo you'll find a "square" meal.

A GUINEA has been sent to Mr. H. D. Monk, Jeppe Street, Johannesburg, S.A. for this amusing Oxo Rhyme.

OXO

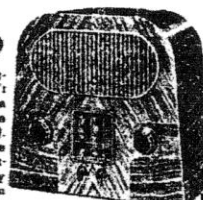
Send your Oxo Rhyme to:
DEPT. 1 (C) LIMITED, THAMES HOUSE, LONDON, E.C.4.

BET IN BRIEF
OXO
CUBE

**BUY RADIO THIS XMAS
—AT TORRINGTON**

HEADACHES FOR TWO

If Mother gives Father new dining-room curtains for Christmas, you can't blame Father for making Mother a present of a new bathroom mirror (one that he can really see to shave by). Has it ever occurred to you that the best way round the annual presenting problem is to arrange to buy one present that will please the whole family? Of course, you'd have to come to us for it, because even Father Christmas has to go to his Murphy Dealer if he wants a MURPHY RADIO SET. EVERY MURPHY SET HAS A HIGH EXPECTATION OF LIFE



MURPHY ALL-WAVE SUPERSET
LIVES TO BEHOLD. Ours is the only set each week-end is demonstrated in a different colour. NEW! MURPHY'S COMPLETE 100% GUARANTEE ON EVERY SET.
NO MODEL E9.101.
Price 11. Model E9.101.
All Murphys are covered by terms and conditions of guarantee for one year.



T. SQUIRE

4 CORNHILL STREET, TEL. 85
TORRINGTON

MIN. PURCHASE TERMS FROM 2 & FOR WEEK

THE A-B-C OF CHRISTMAS SHOPPING ARNOLD BIDEFORD CHRISTMAS

14, ALLHALLAND STREET

Presents for Her

HAIR BRUSHES from 1/3 to 30/-
PERFUMES by Du Barry, Yardley, Atkinson, &c., 1/6 to 20/-
POWDER BOWLS in Glass, &c., from 1/6 to 21/-
PERFUME SPRAY, Chromium finish, from 2/6 to 21/-
PUFFS — Handkerchief, Back, &c., from 6d.
BATH SALTS and CUBES
HOT WATER BOTTLES, from 2/-
"BROWNIES" and "KODAKS" from 5/6



Big or
Small
Gifts

Presents for Him

MILITARY HAIR BRUSHES from 2/6 to 30/-
SAFETY RAZORS — Rolls, Autostrop, Rollex, Gillette, Watkinson.
SHAVING BRUSHES and MIRRORS
SHAVING BOWLS and SOAP
HUDDUT TOILET COFFRETS by Du Barry, Yardley, &c., from 1/6
FIRST AID CASES, 6d., 1/-, 2/6 &c.
FLASH LAMPS and CYCLE LAMPS, Every-Ready
KODAK CINE CAMERAS from £10 10s.
PATHE CAMERA from £5
PROJECTOR, £15-0-0
ETC.

What SHALL I Give?

HE SMOKES SHE SMOKES

SO

GIVE SMOKES
THIS XMAS!

YOUR GIFT PROBLEMS SOLVED BY

R. STEELE

Hairdresser & Tobaccoist,

53, MILL STREET - - - BIDEFORD

FREE TO LADIES.

Wise Women should write immediately for generous FREE SAMPLE of the genuine

Dr. Oster Mann's Famous Pills

for all irregularities. Are strong, safe, sure and speedy. Act instantly where all else has failed. No obnoxious drugs, no useless injections. Guaranteed effective in the most obstinate cases. Price 1/3 and 2/-, stronger 5/- extra strong 12/- Write at once for FREE SAMPLE, two testimonials and "Wisdom for Wives," containing information of the utmost importance to every woman. (Adults only supplied.)

Write or call, The Managers,
THE HYGIENIC STORES, Ltd.,

(Dept. A7)
95, Charing Cross Road, London, W.C.2