

LIFT-OFF

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Internal newspaper of Otis Elevator PLC (UK)

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George David talks about the world-wide elevator market

IN LATE April George David, president and chief executive officer of Otis Corporate, spoke for nearly an hour to Wall Street business analysts about his favourite subject — elevators.

The following report is from the American newspaper Hartford Courant.

David, president and chief executive officer of Farmington-based Otis Elevator Co, spoke of the cyclical nature of his business, conceding it has been hurt by the slump in US office construction.

"We are on the downside of the new elevator cycle right now," David told a meeting of securities analysts in New York's Inter-Continental Hotel.

But he hastened to add the company's flagging US sales have been offset by a strong performance overseas, while the slow-down in new elevator installations has been more than offset by Otis's thriving service and maintenance operations.

INCREASE

As a result, Otis sales topped \$2 billion in 1986, up 15 percent from the previous year, and David projected an increase to \$2.3 billion in 1987.

Profits are not divulged by Otis's parent company, Hartford-based United Technologies Corp. But anyone listening to David's presentation to the analysts left with the impression that the \$400 million purchase of Otis in 1975 has turned out to be one of UTC's better acquisitions.

Otis is, he said, the dominant player in the estimated \$10 billion worldwide elevator market. The company operates in 60 countries, and maintains about 1,200 elevators, 70 percent of those it has installed.

While the new elevator market has grown little over the past 15 years, Otis's service and maintenance business has been growing steadily, David said.

Maintenance is such an important part of its business, David told the analysts, that Otis is sometimes willing to bid "close to cost" for a new elevator contract, in order to build its "infrastructure" of elevators



George David

served around the globe.

Of the \$2.3 billion in Otis's projected 1987 sales volume, \$934 million is expected to come from Europe, \$775 million from North America, \$359 million from the Pacific Rim and \$113 million from Latin America. With vacancy rates for US office buildings approaching 20 percent in some parts of the country, the percentage of Otis's business outside the United States is expected to increase even further over the next several years.

David said Otis will bid vigorously for elevator contracts in new office skyscrapers planned for London and Tokyo. However, the best hope for expanding the elevator market, he said, lies in economic development of the Third World.

Otis's biggest risk, to no one's surprise, is the increased potential for Japanese competition.

While the No. 2 elevator manufacturer is Schindler, a Swiss company with annual sales of less than \$1 billion, No. 3 Mitsubishi is coming on strong, with annual sales of about \$700 million. Several other Japanese companies rank among the top 10 elevator giants, although their sales are confined largely to Asia.

Nevertheless, the overall Japanese market share in the elevator industry jumped to 17 percent from 8 percent between 1973 and 1986.

"It is important to contain the Japanese within the Far East," David said.

To that end, Otis is making a big investment in research and development. Next month, it will open its new \$20 million, 30-storey elevator-testing facility in Bristol, Connecticut.

COMPLETED

— 40 lifts have gone into the London Bridge City development on a very tight programme

ALONG the south bank of the Thames, east of London Bridge, Otis London South construction department have completed the installation of 40 lifts at the massive new London Bridge City complex of offices.

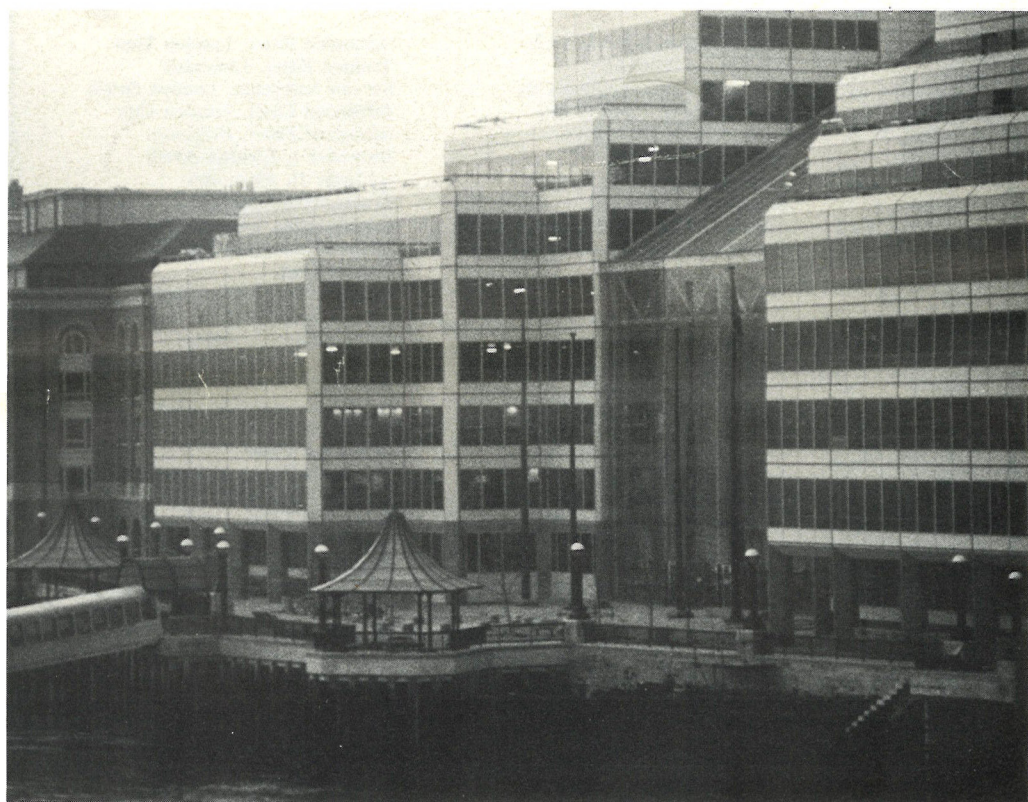
The equipment, with a contract value of £2,400,000, included Elevonic 401 and Gamma 160S, and was sourced from Liverpool, USA, France, Germany and Italy.

Otis work was carried out under a management contract from St Martins Property Investment Ltd with Laing Management Contracting Ltd acting as construction manager.

We responded to the demands of this major project by setting up a project office on site, with Eddie Edwards as project manager, Arthur Dunne as site supervisor, and commercial management handled by Brian Monk and Greg Pounting.

A special tribute must go to the site labour force — which peaked at 30 men — who at all times met the demands of the Fast Track programme. (Fast Track is a rapid building system which uses clip-on techniques and the floating of concrete over metal deck flooring).

Such is the speed of this system that on one occasion three lift cars had to be delivered ahead of the



Early morning view from the bridge. The London Bridge City development faces out over the Thames with the south elevation along Tooley Street

installation programme, and lifted into the fifth floor by tower crane, otherwise the building would have been closed off. There are pictures of a car going in on this page.

The site programme achieve-

ment could not have been carried out without the full support of the Liverpool factory, and Eddie Edwards sends his personal thanks for their efforts.

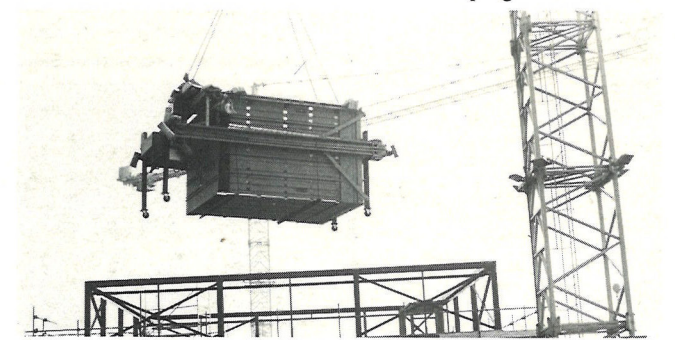
Access to the site was through Tooley Street, always thick with traffic during the day, and material deliveries were strictly controlled.

Our Erith depot was used as a marshalling yard and the project team readily acknowledge the tremendous co-operation they

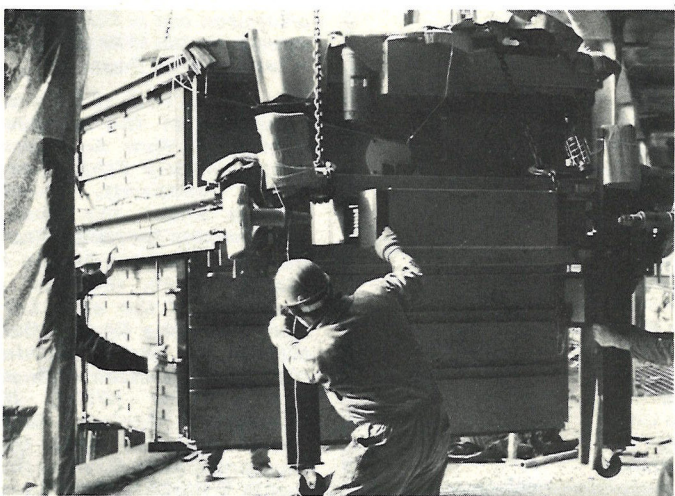
received from Ted Braidwood and his team.

Lift-Off visited the site several times during the progress of the contract. Eddie Edwards jokes that the attraction was the constant supply of coffee — without doubt the strongest in London.

The London City contract was completed on time and within our financial target and we hope this will stand us in good stead for Phase Two.



Flashback to last year when three lift cars had to be swung into the fifth floor ahead of installation programme because the building was rising so quickly



Jamie Ader on site. The fitters told her how well the mixed team from Otis and Becker had worked together

10 lifts in Brighton complex

A BIG joint Otis/Becker contract is nearing completion in Brighton ahead of schedule.

This is the Ramada hotel and council office complex on the seafront with ten Otis and three Becker lifts.

Otis chargehand for this contract was Mick Dyer and the

construction team consisted of Ray Hughes, Glen Carlton, Phil Cowdrey, Dave Jones, Brian Thompson and Paul Banks. The tester was Terry Deller and supervisor was Des Miller.

Becker chargehand was Ray Crouziers and their tester was Arthur Sullivan.

Key training post for Alan Brown

ALAN BROWN has been appointed Group technical training manager reporting to Costas Johnson, director of personnel, and will have special responsibility for field training. He will be located at the training department in Clapham Road. Alan is currently Glasgow branch manager and has been with the company since 1966.



Vote, vote, vote for Joe Doyle!



There is a letter from Joe Doyle's wife, Lili, on this page, but what is the man doing here? Can it be that in addition to his duties as service salesman in Dublin he also has time to go into politics? Truth is that in the Irish general election this year a candidate for Fine Gael in the South East Dublin constituency was called Joe Doyle, and our Joe seems to be cashing in on the publicity. Sadly, the other Mr Doyle was not elected

ON THE MOVE

Who's been promoted? Who's changed location? Check with this space every issue

NAME	FROM	TO
Atkins, G. A.	Trained Fitter, London West	Advanced Fitter, London West
Beatty, J.	Improver, Liverpool	Trained Fitter, Liverpool
Braidwood, M.	Advanced Fitter, London City	Service Salesman, London South
Button, G.	Trained Fitter, London City	Advanced Fitter, London City
Cowdrey, P. J.	Trained Fitter, Brighton	Advanced Fitter, Brighton
Door, D.	Mate, London South	Improver I, London South
Foden, P. F. D.	Adjuster II, Reading	Adjuster II, Plymouth
Fromling, P.	Improver I, Southend	Trained Fitter, Southend
Hagstorm, C. J.	Advanced Fitter, Southampton	Senior Fitter, Southampton
Hirst, M.	Workshop Manager, Liverpool	General Manager, Customer Engineering
Johnson, J.	Adjuster, Overseas	Senior Fitter, Nottingham
Joyce, J.	Trained Fitter, LRT	Advanced Fitter, LRT
Langton, K. M.	Advanced Fitter, Liverpool	Senior Fitter, Liverpool
Lee, C.	Mate, London West	Improver I
Lee, G.	Mate, London West	Improver, London West
Long, J. S.	Trained Fitter, Southend	Advanced Fitter, Southend
McFarlane, J.	Advanced Fitter, Glasgow	Senior Fitter, Glasgow
Merrison, D.	Trained Fitter, London City	Advanced Fitter
Mills, C.	Trained Fitter, Alperston	Advanced Fitter, Alperston
Mills, R.	Service Manager, London South	Branch Manager
O'Connor, S.	Trained Fitter, London West	Advanced Fitter, London West
Parsons, R.	Advanced Fitter, Southampton	Senior Fitter, Southampton
Pennoch, B.	Apprentice, Newcastle	Trained Fitter, Newcastle
Rowarth, T.	Trained Fitter, London South	Advanced Fitter, London South
Sapsford, M.	Staff Adjuster, London City	Technical Manager, Adler Street
Saunderson, J.	Service Field Manager, London South	Branch Manager
Scanes, S.	Field Test Engineer, London West	Field Test Engineer, Brighton
Shoesmith, S.	Mate, London West	Improver I
Skinner, D.	Advanced Fitter, Brighton	Senior Fitter, Brighton
Smith, A. A. J.	'T' Estimator, Adler Street	Mate, Adler Street
Norma Spence	Secretary J. R. Miller	Customer Relations Officer
Spink, K.	Improver, London West	Trained Fitter
Thompson, P.	Improver I, London West	Improver I, Southampton
Walton, R.	Improver, Liverpool	Trained Fitter, Liverpool
White, K.	Trained Fitter, Glasgow	Trained Fitter, London South

WE WELCOME TO THE COMPANY

NAME	JOB TITLE	LOCATION
Alonzi, C.	Clerk/Typist	Edinburgh
Barnes, R.	Mate	London West
Bartlett, L.	VDU Operator	Branch 26
Beadle, C.	Mate	London South
Birkby, J.	Advanced Fitter	Bournemouth
Byrne, D.	Trained Fitter	Reading
Cambriani, A.	Trained Fitter	Cardiff
Canavan, A.	Advanced Fitter	London South
Cole, B.	Mate	Southend
Coleman, J.	Senior Fitter	Cardiff
Cronin, S.	Mate	London City
Davies, R. J.	Mate	London West
Dawson, K.	Draughtsman	Head Office
Day, F.	Repair/Admin Clerk	Branch 26
Deed, K.	Trained Fitter	LRT
Dent, T.	Driver/Storekeeper	Alperston
Fenton, M. J.	Contract Controller	Head Office
Harrington, D.	Mate	LRT
Hayes, C.	Assistant Accountant	Head Office
Hope, F.	Clerk/Typist	Branch 24
Hosier, K.	Mate	LRT
Jones, A. D.	Mate	Adler Street
Jones, I. G.	Mate	London West
Kassam, E.	Treasury Accountant	Head Office
Kenehan, J.	Improver II	London City
Knight, P.	Mate	London South
Lee, C.	Clerical Assistant	Cavendish Square
Leighton, M.	Mate	London South
McCreadie, K.	Trained Fitter	Plymouth
Parkash, S.	Credit Controller	Head Office
Parker, S.	Advanced Fitter	Brighton
Pearce, M. A.	Secretary	Head Office
Pritchard, S.	Senior Fitter	London West
Ridgers, K.	Advanced Fitter	London South
Sinclair, M.	Mate	London South
Smith, A. G.	Mate	London West
Thomson, I.	Improver II	Reading
Tully, L. T.	Trained Fitter	London City
Walsh, D. C.	Admin Clerk	Alperston
Wise, C.	Mate	Adler Street

YOU WRITE TO LIFT-OFF

Got something to say? Write to Jamie Ader, Communications Manager, Otis Elevator PLC, 43-59 Clapham Road, London SW9 0JZ

A fine family record

Dear Jamie, Is this a record for Otis!

My husband, Joe Doyle, has worked for Otis for 32 years and his father, Tom, had 39 years with the company.

Our son, Alan, has been with Otis for nine years and my husband's two brothers, Michael and Danny, did 23 years and 12 years respectively.

My brother, Bobby Maxwell, was with Otis for a couple of years, and my American sister-in-law's mother worked for the company in Colorado.

Our whole family appears to be caught up in the Otis web. — Lili Doyle, Dublin 13.

• The Doyle's are one of the best known of Otis families and it might be difficult for any other family to top their record.

A couple of years back John Mendes was in Dublin and Joe told him how he and his father would walk down a street, pass a construction site, and Tom would ask: "Is that one of 'our' contracts, Joe?" — just as if he had never retired.

Joe also remembers, as a very small boy, sitting on the side of his father's push-cart (they had push-carts in those days) while Tom was out on his route.

To everyone's sorrow Tom died in 1985, well past his 80th birthday.

Longest serving?

Dear Jamie, One of the past and present strengths of Otis is the depth of experience held by long-serving personnel within the company.

In a recent conversation in Liverpool the subject came up and the question was asked:

"Who is currently the longest-serving company employee?"

That is, someone who has not yet retired and has had unbroken service apart from military service or time spent abroad for Otis.

My own candidate, and I stand to be corrected, is Peter Goodin of Liverpool engineering, who is in his 43rd year with the company. Can this be beaten? Why not let Lift-off know. — Ian Millar, OGED, Liverpool.

Meet Bert

Dear Jamie, Here is a picture of our pet seagull, Herbert, which has been a member of our family for the past eight years.



We found Herbert with a broken wing on Wallasea Island in the Crouch Estuary, and although his wing is now repaired he has decided to stay with our family.

It would be interesting if any other Otis people have unusual pets as we do not know of anybody else who has a pet seagull. — Sue Richards, Southend branch office.

Satisfied customer

The following letter has been received by Brighton branch from the chief property manager of Kent County Council.

On behalf of Kent County Council, my principal engineering surveyor in particular and all engineering surveyors within my area offices, I would like to thank you and all members of your staff for their co-operation and efficient manner in which they performed their varied and sometimes difficult tasks throughout the duration of the contract for servicing and maintenance of passenger lifts and service lifts and associated equipment. — N. A. Hicks, Springfield, Maidstone, Kent.

• The above contract was lost only on price.

Right the first time

Edinburgh branch have received this letter of praise from Crerar & Partners, architects and planning consultants.

We are writing to advise you that the managing director of North British Trust Hotels Ltd has expressed his wish to make you aware of his extreme satisfaction with the way your engineers carried out and completed the work at the Highland Hotel, Fort William.

He has specifically referred to the two fitters concerned and to the co-operation with the hotel staff and the other trades involved in what was a very tight programme.

This view is shared by ourselves and the other contractors and we thought you should be made aware of the situation. — G. Stewart, Crerar & Partners, Edinburgh.

• Congratulations to fitter George Seaman and mate Jimmy Cummings for a job well done

SPORTS DAY REMINDER



With the sports trophies are committee members Tony Orlebar, Geoff Grey, Beverley Giannoni and Clare O'Brien. Not in picture is vice-chairman Cecelia Matthews

EVENT OF the year is the Otis Group Sports Day '87 at Langley Park, Beckenham, Kent, from 12 noon to 11.30pm.

There will be races, a fun fair, dancing and a barbecue. Raffle prizes will include a weekend for two in Paris, dinner for two at a top restaurant and tickets for two for a West End show.

There are branches which still haven't turned out a team! So, if you aren't already going and wonder why, contact your branch manager or Geoff Grey, sports committee chairman, on Clapham Road extension 426.



In mid-April Liverpool works welcomed Bill Mallett, general manager of our joint venture company, China Tianjin Otis, with nine of his senior staff. They had a full day in the works, visited installations in Manchester with George Ingram and Terry Ward, and then had an afternoon out in Chester with a Chinese-speaking guide. In our picture with their Chinese guests are Ian Millar, Mike Hurst, Bill Mallett (centre back row), Joe Power and Alan Blackburn. Photo by Tom Penney.

Otis, along with the six other sponsors of the successful exhibition, 'New Architecture: Foster, Rogers Stirling' at the Royal Academy, received awards under the Business Sponsorship Incentive Scheme from the Minister for the Arts, Richard Luce, for best new sponsors of the arts. Left to right are Jane Dicker (Canary Wharf), Dr John Watkinson (Otis), David Button (Pillington), Jamie Ader (Otis), Hans Siedentopf (Gartner), Richard Luce, Griselda Kerr (Royal Academy), John Newton (Bovis) and O. V. Blakc (British Gypsum)



This is how London West meet the demands of a fast-moving business

HOTEL SERVICE has been operating in the West End of London since 1 December 1986 (Lift-Off, January/February 1987).

It is a special section of West London division set up to cater for the needs of the many luxurious hotels in the area.

The hotel business is a fast-moving business with lifts in use 24 hours of the day.

Hotels want, above all else, reliability and rapid response to any lift failure. They give that response to their own guests and they expect it from their suppliers.

Otis Hotel Service was set up to meet that need so that hotel customers in the West End would be able to deal with dedicated



Barry Rains

supervisors, salesmen and engineers who understand their business.

The section is headed by Barry Rains (accounts manager) and Pat



Pat Morgan

Morgan (supervisor). They work very closely together and each knows exactly what the other is doing when dealing with any customer query.

In the field are Colin Saunders and Mike Ismail, Terry Harris and Tony Cozens, Frank Lloyd and Fred Capon, John Stevens and Gary Jeffrey, Ian Brown and Carl Garcia, Dennis Lambert and Doug Harvey.

There are two Hotel Service vans and the engineers will shortly have new working clothes carrying the Hotel Service name.

To improve our image they communicate with each other using walkie-talkie radios but are paged from the office in the normal way.

Maintenance is carried out during the day with call-outs operating from 8am to 8pm seven days a week. Outside these hours

the London night call-out service is used.

Pat Morgan says: "We find that most problems tend to occur over weekends — and that is why we cover for seven days a week."

Seminars have been held at Clapham Road for hotel managers and engineers. The object was to explain exactly the aims of Hotel Service and to get essential feedback from the customers.

These seminars were repeated for the Otis field men so that everybody would be completely in the picture.

IMPRESSED

Pat Morgan told Lift-Off: "The hotel managers seemed very impressed by what we were doing. In fact, one manager rang me to say he wasn't coming because he assumed we wanted criticism and all he had to offer was praise for our service. It was a nice thought."

Lift-Off went with Pat Morgan and Barry Rains to the luxurious Churchill hotel, a few yards off Oxford Street, to meet chargehand Ian Brown and fitter Dennis Lambert.

The technical services director, Mr Alan Monk, gave us the complete run of the place, and it is all too obvious why hotels want their lifts moving 24 hours a day and hate any downtime that incon-



It was the many top hotels in the London West area like The Churchill which showed the need for the setting up of Hotel Service

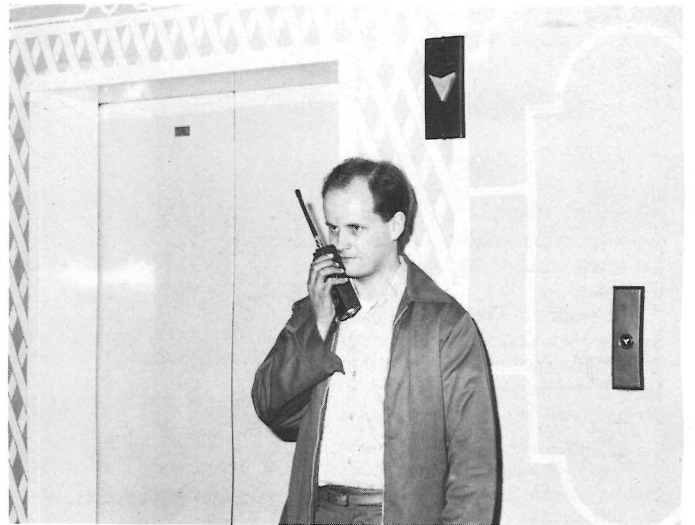
veniences their guests.

It is also obvious why they expect Otis fitters to look smart and workmanlike. Quite simply, a lot of guests automatically assume that lift engineers are part of the hotel staff.

Hotel Service evolved because Otis researched the needs of the hotel industry and set out to satisfy those needs. It is all part of the marketing philosophy which Ken Durward talks about on page 4 of this issue.



Fitter Dennis Lambert arrives at The Churchill in one of the Hotel Service vans



Chargehand Ian Brown keeps in touch with his fitters with walkie-talkie radio. It is all part of the rapid response which, along with reliability, is the greatest need of the hotel business operating 24 hours a day

THERE WAS a time when London was the third largest port in the world.

On the north side of the Thames the docks stretched from Tower Bridge down river for miles — West India Docks, East India Docks, Millwall Docks, Royal Victoria Dock, Royal Albert Dock, King George V Dock — and a lot more on the south bank of the river.

But times have changed and the Docklands Development Corporation is creating what will be virtually a new city where once ships from all over the world discharged their cargo.

Wapping, where a lot of dockers lived in the old days, is now best known as the site which produces the Sun, The Times and the News of the World — and has hardly been out of the news over the past year.

But Wapping is also the area where disused warehouses are being turned into luxurious homes, although don't both to

Otis are in Docklands

ERNIE MARNHAM AND BRANCH 26 ARE NOW ON THE ISLE OF DOGS

enquire unless you can put down at least £200,000.

East of Wapping is the Isle of Dogs, where the India and Millwall Docks used to be, and an enormous amount of residential and office development is going on here.

In the just-completed Skylines development of offices you will find Otis London branch 26, the branch that looks after local authority work in the metropolitan area.

When Lift-Off visited they had not long moved in from Clapham Road but were very happy in their smart new surroundings.

For manager Ernie Marnham the move makes sense.

The breaking up of the Greater London Council meant that he was no longer dealing with County Hall, very near to Clapham Road, while the Isle of Dogs is adjacent to one of his big customers, the London Borough of Tower Hamlets.

There is also another important reason for the move. A great deal of potential new business will develop in Docklands and it is important for Otis to have a local presence there.

In fact, the company have already sold 20 new lifts in the area, and that is only the start.

Branch manager Ernie Marnham is happy with his new accommodation and knows there is a great future coming for The Docklands



CHANGES

Ernie's team have had some changes since they were last featured in Lift-Off.

Stalwarts like senior supervisor John Mason, supervisors Terry Newport and Mick White, salesman David Gardner and clerk/typist Jeanette Gilbert are with him, but there are new faces in the presence of salesman Mark Braidwood, admin supervisor Carolyn Harrison (from Southend branch), clerk/typist Sharon Johnson, VDU operator Lee Bartlett and repair clerk Frank Day.

Branch 26 is right there in the centre of the action. It is nothing less than the long-term creation of a new city in the old docklands. And that is good news for Otis.



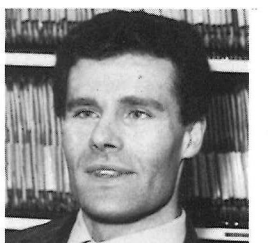
Mick White



John Mason



Carolyn Harrison



David Gardner



Jeanette Gilbert



Sharon Johnson



Lee Bartlett



Frank Day



The just-completed Skylines office complex in Lime Harbour, The Docklands, is the new home for branch 26. Their offices are in Unit 2 (second from left)

We must listen to our customers

OVER THE last few years Ken Durward has been busy setting up our overseas operation — Otis Group Export Department (OGED) — and most successful it has become.

He is now looking at our domestic operation to bring about a change in the way we work and deal with our customers.

He told Lift-Off: "Otis are still the market leader in the lift industry but in recent years we have lost market share and we have to ask ourselves why.

"There is no doubt that in the past we have not been market orientated. We have been product and engineering-driven. We told our customers what they ought to have and did not always listen to what they might want.

ARROGANT

"It was a slightly arrogant attitude. We inferred to our customers: 'We are the biggest company in the industry, we make the best product — we know what you want.'

"To be fair to Otis this attitude has not been at all unusual among major industrial companies in the past. But it will not do in today's highly competitive market place.

"The challenge to all of us at the moment is to move to a marketing philosophy, to listen to customers, to understand and anticipate market requirements, and to create products and services that customers want and not products and services we think they ought to have.

CHANGE

"It means a culture change within the company and a change of approach for our sales force.

"It sounds crazy, but if the first time we know of a job is when we get an enquiry or a tender, we are probably already half-way to losing the job, or we are going to have to fight on price and lose margin.

"We should have been involved in pre-selling maybe 12 months before that construction job left the architect's drawing board — talking to the customer, the architect, the developer and the main contractor, and finding out what they really wanted.

"It means understanding that specific customers have widely varying requirements, and that the needs of offices, shops, hospitals and factories are completely different and each needs a different approach.

"Even further, the requirements of the various people involved in the construction of a new building, for instance, are all different.

NO CALL-OUT NEEDED

CHRISTINE in Clapham Road Otisline picked up this story in the Sun.

A 67-year-old pensioner in flats at Wokingham, Berks, got stuck in a lift. So she sang a hymn — Thank You Jesus For Loving Me — and sang so loud and clear that she was heard by neighbours and released.

This method could be REM's only competitor.



KEN DURWARD, director of marketing and sales, talks to Lift-Off about his marketing philosophy

"Take the main contractor. He doesn't really want lifts — he wants services.

"True, he knows that without efficient lifts his high-rise building cannot function, and so the product must satisfy the needs of his final customer.

"But his own primary need is for a lift company which will manufacture and deliver on time, minimise disruption to the building programme during installation, interface effectively with other sub-contractors, not tie up his tower cranes and make minimal demands for scaffolding, power and lighting.

"None of this has anything to do with lifts — but it is the contractor's primary requirement. So you can see that our approach to a contractor must be very different from the approach we make to an architect, developer or final customer.

NEW

"This is a new philosophy for Otis and it means a culture change involving a lot of pre-selling. It is understanding the market, understanding our customers and knowing what they want rather than what we believe they want.

"So marketing must include a lot of research. It also means we must know what our competitors are doing and must learn from that.

"We should not be frightened of competitors — rather, they should be frightened of us.

"We should know what our competitors are doing, what their approaches are, what it is that they are offering. Do they have weaknesses? Can we learn from those weaknesses and capitalise on them?

"All this is part of marketing. It is real in-depth understanding of the market and our competitors.

"It is important not to think of marketing as just another company department. Marketing is an attitude of mind and everybody is in marketing — or should be.

— and this is a customer

PHIL KEARNEY in Birmingham branch got this from 'Buck Rogers, now retired as marketing director of IBM.

A CUSTOMER IS the most important person ever in this office, in person, on the telephone or by mail.

A CUSTOMER IS not dependent on us — we are dependent on him.

A CUSTOMER IS not an interruption to our work — he is the purpose of it. We are not doing him a favour by serving him — he is doing us the favour by giving us the opportunity to do so.

A CUSTOMER IS not someone to argue with or match wits with. (NOBODY EVER WON AN ARGUMENT WITH A CUSTOMER.)

A CUSTOMER IS someone who brings us his wants. It is our job to handle them profitably to him and ourselves.

customer requirements through market research, developing the product, building and testing prototypes and then going into the market place with advertising, public relations and road shows to create customer awareness of the new product.

"A lot of people see only the high visibility end of marketing — the razamataz associated with the launch of a new product — as Otis did with Series 2000 at the Royal Academy, and as Jaguar will do with a pretty girl on the bonnet of a car at the Motor Show.

LAST PART

"But the razamataz is only the last part of the operation — after years of market research, engineering development and assessment of the market to place the right product in the right slot at the right price.

"All plans and results are contingent upon the strengths and skills of the employees. Otis is fortunate in having this type of resource to ensure a successful marketing operation.

"You can say that marketing is looking to the future and sales is doing what has to be done today. It is a very significant element in the way the company is run and with horizons both for 12 months and for five years.

"How will the company be shaped in five years' time to meet the demands of the market place? That is what marketing, in the widest sense, has to concern itself with today."

Skating for Gemma

LITTLE Laura Brennan (Lift-Off, March/April 1987) is unfortunately far from the only child with medical problems which mean she cannot walk.

Young Gemma Prigmore in Basildon, Essex, has similar problems and needs expensive medical treatment and orthopaedic equipment.

To help raise funds Southend service fitter Alan Moore took part in a sponsored marathon roller skating session and skated non-stop for 8½ hours.

Alan is a member of the Roller City Speed Skating Team, and at Southend branch they are very proud of his great effort to help Gemma Prigmore and other children like her.

Not planned maintenance

GARY McNEIL, service fitter, was left on his own for a week while the first man, Willy Smith, went on holiday. And what a week it was, reports Lift-off correspondent Gordon Clegg at Edinburgh branch.

First Gary had the rear of his van broken into. Then, while he was carrying out routine maintenance at Westburn Flats multi-storey for Edinburgh Council he was attacked by an Alsatian when he came out of the motor room.

Gary pushed the dog away and locked himself in the motor room. Gary's mate called the police. Three-quarters of an hour later they arrived and Gary was finally released.

John Mendes goes out with the men who work while others sleep

A NIGHT IN THE LIVES OF RICHARD FITCH AND DEREK EATON

IT WAS 7.55pm and Clapham Road appeared to be totally deserted except for a solitary cleaner packing away her brushes and pans.

But at the Otisline desk, where they never close, the lights were bright and Christine Lamey was busy taking calls from customers with problems. She had five minutes to go before Glenn Baldwin would take over the desk for the night shift.

At 7.59pm Richard Fitch and Derek Eaton arrived. They were one of the two teams which would cover the night call-outs from 8pm to 8am.

ONE WEEK

There are 16 men on the night shift in London with two pairs on every week. Each team does one week from Saturday to Friday night and then does seven weeks on day work before returning to nights for a further week.

Both Richard and Derek are in London City division and know their way around the metropolis. They need to because greater London stretches 30 miles of streets from north to south and another 30 miles from east to west. It can mean a lot of miles covered in the van.

Even then, the A-Z Street Guide is often not enough. On some of the vast local authority estates a Kelly's Directory is needed to pinpoint a particular block of flats.

At precisely 8.01pm Richard and Derek got their first call-out from Glenn. It was in Croydon, still part of London, but about 12 miles south of Clapham Road.

ALL OUT

So it was a bumpy ride in the van to AMP House in Dingwall Road. A modern office block with four fearless passenger lifts and 12 openings. All the passenger lifts were out of action but fortunately the service lift was functioning.

The fault was a blown fuse in the master machine controller which had caused a voltage drop.

Richard rang through to Otisline for the next job. The men carry

bleepers but are only called for an emergency like a trap-in.

The van was turned around and it was off to central London and a small block of flats in Tufton Street, very near the Houses of Parliament.

This is Westminster where many MPs have London homes because it is in the division bell area and they can be called out quickly for a late-night sitting.

Richard took one look into the basement motor room and whistled softly. "I've never seen one like this," he said.

The flats were built in the early 1930s and the installation was very much a hybrid. The original 1931 Medway controller was still there, although with some later non-Otis additions.

Only a minor adjustment was needed, however, and the unit, nearly 60 years old, was running sweetly again.

The time was 10.30pm. Then we were bleeped for a trap-in at 55 Gracechurch Street in the City, but a few seconds later the fire brigade had arrived and released the passenger. It would be a job for the route fitter in the morning.

LEAK

Outside the flats in Tufton Street we met a 24-hour plumber. There was a bad water leak in one of the top flats. The caretaker, a slightly worried man, was not having a good night.

From Westminster we made our way eastwards, skirting the West End, towards the Daily Mirror office at Holborn Circus. Still a fair amount of traffic about.

The Mirror office is a vast, slab-sided curtain-walled building with 13 lifts.

We searched out the duty engineer and Richard told me: "When you find the engineer he always tells you the motor room is open. But if you go straight up there first it will always be locked. That's life."

One of the passenger lifts had stopped at the third floor with an easily-put-right door opening problem.

While at the Mirror we took advantage of their hospitality for

a hot sausage sandwich and a cup of tea in the canteen and talked about the job. The time was 12.30am.

"By the end of the week," they said, "you are just getting used to nights — getting into the routine of it. But then you are off on days for seven weeks before coming back to nights again."

Richard, a senior fitter, has been on night duty for over three years. He started with Otis 25 years ago as an apprentice and was on testing before going into service. He lives at Walthamstow, has two boys aged 15 and 11, and in his spare time likes to watch football and work around the house on DIY.

One of his current problems is that his elder son is a computer buff and has just got a modem. It's the telephone bills, you know.

Derek is an improver and has been doing nights since last September. He lives at Chigwell, Essex, and has two daughters aged 9 and 6. Apart from decorating he finds helping his wife with the children a full-time leisure activity.

After our break at the Mirror we were off again, this time to James Capel House at Bevis Marks in the City. It is an ultra-modern 7-storey building with a central atrium and a group of four passenger lifts with

Door opening problems at James Capel House in the City

Gamma 160 microprocessor control. We arrived shortly after 1am and the traffic was beginning to thin out.

One of the four lifts was out of action on the ground floor and another jammed on the fifth floor. At ground floor level the closure weight had caught on the roller and stopped the doors completely closing. On the fifth floor the lock had jammed and tripped the door with motor overload.

BUPA

From the City we made our way back westwards through now almost empty streets and along the Strand to the head office of the British United Provident Association (BUPA) in Essex Street which runs from the Strand down to the embankment. The time was 2am.

This is a fairly small building with a single passenger lift which was out of action at ground floor level. We climbed out on to the

fire escape and up a long exterior metal ladder to reach the motor room on the roof.

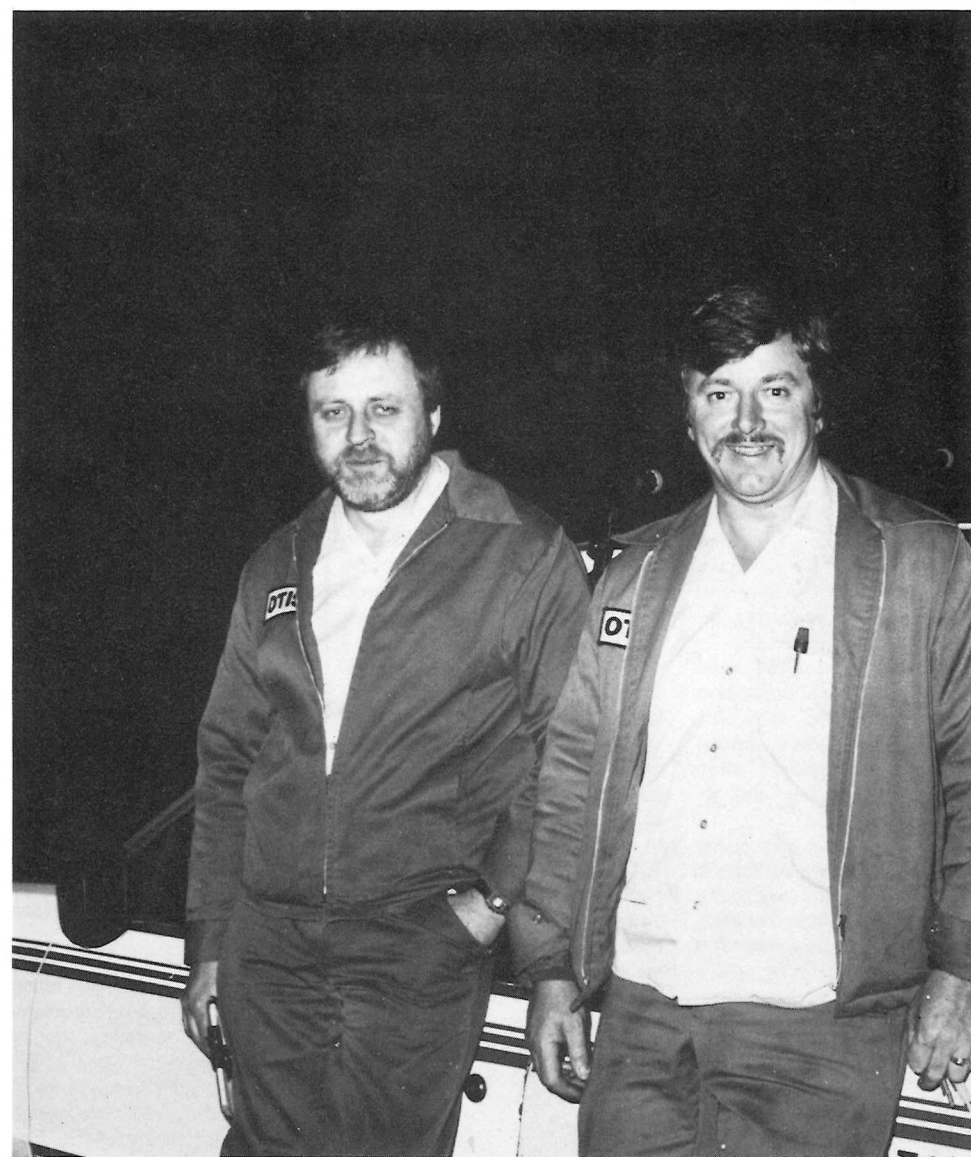
After much checking there was found to be no fault. The last passenger had switched off the system in the car before leaving. Richard and Derek did not look too happy — but it was all in the night's work.

Several hours to go to the end of the shift and everyone slightly weary. But the calls were still coming in and this time we set off for the East End and a 21-storey local authority block of flats with VR cars at Bigland Street, Shadwell, E1.

It was after 3am and by now the streets were quite deserted, and that is one big advantage of night work in London. At least you can get around without horrendous traffic jams.

At Bigland Street a switch coil had burned out. This was not Otis equipment and the team had no suitable replacement in their van. The job would have to wait for the route fitter in the morning.

Another call and we travelled still further east to E14 and the big Burdett Estate of the London Borough of Tower Hamlets. These are 4-storey low-rise blocks of flats built around courtyards and with VR cars.



Richard (left) and Derek still on the move. The time is 4.15am



Derek tests fuses at AMP House in Croydon

The time at arrival was 4.15am. Still dark but the birds were singing strongly to herald the coming dawn. Time for sandwiches and coffee from flasks — the call at the Mirror where there is an all-night canteen was a lucky break.

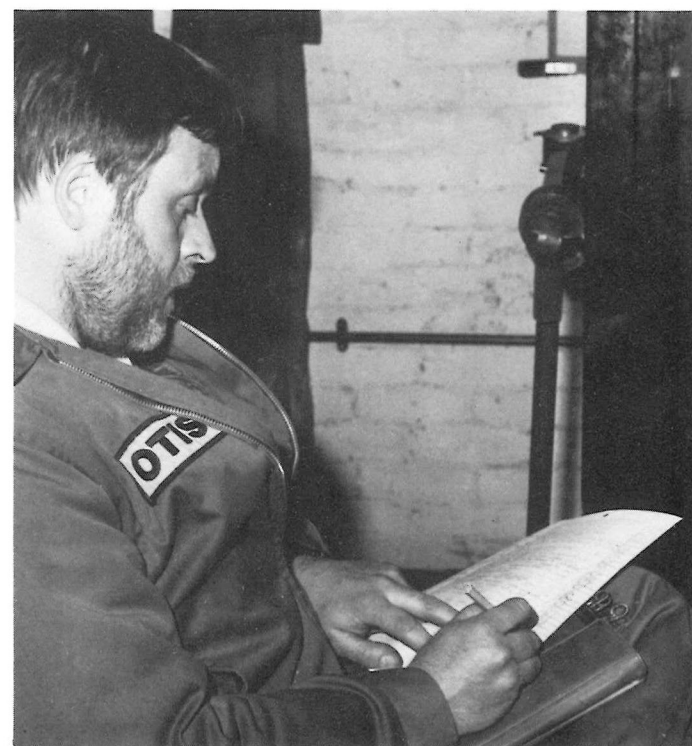
Richard and Derek obviously get on well together — an essential in this kind of work where normally there is nobody else to talk with except the night security men in the big offices. But at four in the morning on a vast estate the residents are all in bed and not inclined to be chatty.

In the end the problem turned out to be simple — the second floor lock contacts had got out of adjustment.

At 5.15am I had to leave Richard and Derek to pick up my car at Clapham Road and go on to the London Bridge City contract.

But for Richard Fitch and Derek Eaton there were still two hours to go before they could sign off.

I don't know where Otisline sent them next. It may have involved a long journey and a tough problem to solve. London is a big city.



After every call-out there is always the paperwork. Richard gets it all down for the record



GETTING IT RIGHT FIRST TIME

Custom 2000 quality goes to Holland

FIRST PILOT orders overseas for Custom 2000 have recently been handed over in Breda, an old city with longstanding connections with Britain.

It was here that Charles II set out his requirements for taking the English throne in 1660. It was here that Otis Liften set out its requirements for two excellent lifts.

The customer wanted lifts to add prestige to a building of impressive modern appearance. So Otis Liften, our Dutch sister company, confidently recommended Custom 2000 and are glad they did so. They write:

"First of all we start by saying that the first Custom 2000 units are already handed over to the customer with great success. The customer has received what he expected from Otis which means the requirements of the customer were met by Otis. The product meets the requirements of the top-end of the market."

Custom 2000 is made in Liverpool and covers the high specification end of the Otis Europa 2000/2001 series. This new range of lifts is now launched in the European market.

Pilot orders for Custom 2000 are going ahead successfully in the UK after initial proving tests in Clapham Road. To gain final quality approval we need good results from these jobs and also

from pilot orders overseas.

The two installations in Holland will be followed by six in Geneva, demanding markets in which to prove our products.

Did we really get it right first time? In fact we made some slips so Otis Liften had to do extra work which in future we aim to avoid causing them.

That is why we have pilot orders; it is what corrective action is about.

For example, some changes to the car junction box labelling were needed and Otis Liften have asked us to put the box where it is easier to reach.

The plug on the cable to the governor had to be changed and some hoistway fastenings replaced. Nevertheless Otis Liften wrote:

"In spite of all those small troubles, which should be corrected, we have completed the job in only 86 percent of the allowed time, a worthwhile saving."

"With this result we are convinced that the sales department has an excellent product which meets the requirements of the customer, sales and field."

Congratulations to all concerned and thanks to Otis Liften for the message. — Paul Hewlett, director of quality.

Sam is enjoying his golf

Our apologies to Sam Muskett for missing his retirement in December.

He started in the West End of London some 39½ years ago as a mate and worked on service repairs.

When he retired he was a senior fitter and chargehand.

There was a big party for him

in London West and then another given by the many friends now in London City.

Sam is enjoying his retirement and playing a bit of golf.

Incidentally, when he began in the West End all those years ago, Ted Meatyard was there as an improver. That must take you back a bit, Ted.

ALL ABOUT ALPERTON

from Duncan 'Scoop' Jones

RECENT burglaries at Alpertons left the Service Centre almost without computers. The thieves were very selective on their first visit, seemingly knowing what they wanted.

But on the second visit, after replacement equipment had been delivered, they took just about everything. Security has now been stepped up and we hope for no further losses.

THREE challenge football matches for a trophy have been arranged between accounts (and friends) and a combined sales and service admin side. It is hoped this will become an annual event.

The games are to be played at Kennington Park Arena, on 12 June, 31 July and 4 September, with kick-off at 6.15pm. Supporters will be very welcome.

BILL RIDLEY, parts leaflet engineer at Alpertons, was recently heard on Radio 2 trying to guess the mystery voice in the John Dunn show.

His guess of Dennis Potter was incorrect and at time of writing the voice is still a mystery.

Bill is enthusiastic about this kind of thing and is currently awaiting an interview to appear on Bob's Full House.

BOB CROUCH, service processor, recently bounced his way to success in the London and SE England novices trampoline trials. His win has led to a new nickname — Jumping Jack Flash.

RON SALMON, senior order processor in the Service Centre, has a well-known nephew.

This is Ray Lewington, who since taking over trouble-stricken Fulham FC as player-manager has steered the club clear of Third Division relegation with four successive wins during April.

DIANNE O'BRIEN, admin assistant at the Service Centre, began a six month sponsored slim on 1 May in aid of Children In Need. Her aim is to lose 3½ stones.

ON 10 MAY service estimator Terry Pavey ran in the London Marathon in aid of the handicapped children in Downton, Wilts, and Crayford, Kent. His target was a time of 3 hours and 45 minutes.

● *Come on Lift-Off correspondents. Send us your own column of local news like ace reporter 'Scoop' Jones and we will print it.*

CONTRACT HIGHLIGHTS

TWO BIG service contracts secured are 84 units of the Norfolk County Council by **Rob Spetch** at Southend and 50 units of the University Hospital of Wales by **Frank Seymour** at Cardiff.

Bill Noon has secured another three-year OM contract with British Home Stores. Full story next issue.

Geoff Farge in London South has sold two passenger lifts, a goods lift and a scissors lift to Tate in the North at Liverpool.

Andy Twyman in London South has sold three passenger lifts for Fleming Way, Cranley.

For the John Lewis store in Edinburgh **Barry Lane** in London South has sold one passenger lift, six escalators and one goods lift.

Good work in the West of England where **Tim Bowman** at Bristol has sold two 13-person Europa 2000 for British Waterways Museum at Gloucester Docks, one 8-person hydraulic for a flat development at Weston-super-Mare, three 8-person Europa 2000 for Exchange Travel HQ at Exeter, four 8-person Europa 2000 for a flat development at Plymouth and one 2000kg hydraulic freight for the American Museum in Britain at Bath.

John Legge at London West has secured the modernisation of two lifts at 80 Charlotte Street, London W1 for the advertising agency Saatchi & Saatchi

Compton, two Bex units at 19 Berkeley Street, London W1, for Travalgar House, and the part modernisation of two lifts at 20/30 Great Tichfield Street, London W1 for Basil and Howard Samuel. At Clayton Square in Liverpool **Frank Sinclair** has sold one passenger lift and four goods lifts.

Mike Morley has sold one passenger lift, two goods lifts and a scissors lift for the Prince of Wales Hotel in London, W8.

Paul Kent in London West has sold a passenger lift for Debenhams in Colchester.

Alex Gater in Southampton branch has sold a passenger lift for Compton Acres in Poole, Dorset.

Ian Campbell in Southampton has sold one passenger lift for San Remo Towers in Bournemouth.

On the OGED front there have been new sales to Reykjavik, Iceland, St Lucia in the West Indies, and Ekofisk 2-4 Tank in the North Sea.

● *Note. The above is not a full list of contracts.*

MAKE A NOTE

London Sports & Social Club Dinner & Dance will be on 2 January 1988 at Mecca Elizabeth Suite, Barrington House, Gresham Street, EC2. Make a note in your diary for the start of December to let Steve Waterworth know how many tickets you need. They are £10 each.

PEOPLE AND THEIR AWARDS



Blackpool resident service engineer Jack Bell (right) received his 25 year award from Liverpool branch manager David Leah



Billy Hurst (left) in Manchester received his 25 year award from branch manager George Ingram



New apprentice Tom McDonald in Manchester with father, Terry (right), after signing indentures with George Ingram



London City construction supervisor Bill Dodds (right) received his 25 year award from general manager Trevor Perry



Peter Mitchell, senior LRT design draughtsman, with his wife when he received retirement gifts from executive director Roy Markham after over 25 years service



Margaret Kemish, technical clerk in London construction support department, received retirement gifts from Tom Pratt



A unique family day. Geoff Hollingsworth (right), service salesman at Leeds received his 25 year award from Ken Gilley, while Geoff's son, Martin, received his indentures after completing his apprenticeship



After over 30 years with the company Stan Elford (left) has retired from Alpertons Service Centre and received a presentation from executive director Tony Allen

Reported by Lift-Off correspondent Tim Bowman in Bristol. Construction supervisor is Alex Goatley



Latest new building in the Bristol City Centre is 5 Bridewell Street. There is one 13-person Custom lift, one Leistriz and one dumbwaiter sold by Tim Bowman. The units were installed by George Howard, John Summerill, Dave Nurse and others and it will be serviced by Mark Cole. The job was handed over to the owners, MEPC, in February

COMPLETIONS IN THE SOUTH-WEST

Below, Imperial Group HQ in Lombard Street Bristol. This car is one of two Custom duplex, sold by Tim Bowman, and installed by a team headed by chargehand George Howard and tested by G. Coles and R. Hobbs. Service will be by P. Lewis and R. Collier



At Bridge House, Baldwin Street, Bristol, there has been a major refurbishment of a duplex pair secured by Peter Jones. The work was carried out by D. Hellen, M. Morrison and S. Rayfield



At Clapham Road Arthur received a presentation from executive director Roy Markham

Arthur saw the wrong man

AFTER 33 years with the company Arthur Salton in the London construction office took early retirement in March.

On leaving the Royal Navy in 1952 he worked for a time in power and gas stations.

Then his wife's uncle, Dave Brickwood, foreman of the famous or infamous roping gang, told him there were vacancies at Waygood-Otis in Falmouth Road.

He saw Bill White, construction manager, and got a job as a mate.

It was not until six months later that he realised Dave Brickwood had meant him to see Reg White, who was service manager. But he has been involved with construction on and off ever since.

LLOYDS

Out in the field his first job was at Portman Square with charge-hand Jimmy Venn. Then followed the GLC site at Putney, the BBC building, 125 Bond Street, and his final construction job, Lloyds, where each lift was virtually an individual design, nothing like the new high-tech building that has just gone up.

In 1954 he moved into the construction office with Bill Binckes and Jack Lonkin, followed after the move from Falmouth Road to the Minorities by Fred Crust as construction manager.

Under Fred of the earthy language and incessant chain smoking the department became a zone office.

Eventually Arthur found himself at the Southern district office in Thornton Heath as a construction clerk working for Dick Gaywood and with Peter Kerrell as manager.

Later he became sales clerk and then took over from Albert Champion as office administrator.

London construction was later amalgamated, with Malcolm Cogan as manager and Arthur and Mike Marshall on the admin side.

About 12 years ago Arthur moved to Clapham Road and has worked with many managers — Malcolm Cogan, Ken West, George Simpson, Frank Leonard, Bill Whittaker, John Williams and finally Trevor Perry.

All his many friends will wish Arthur Salton a long and happy retirement.

They're running again

ON 24 April six lunatics (well, that's what John Radcliffe says) set off for The Round of the Four Passes in the Lake District.

They were from Liverpool works and the run covers 20 miles with an ascent of about 4500ft.

Our own Bill Sutherland came 10th out of a field of 173.

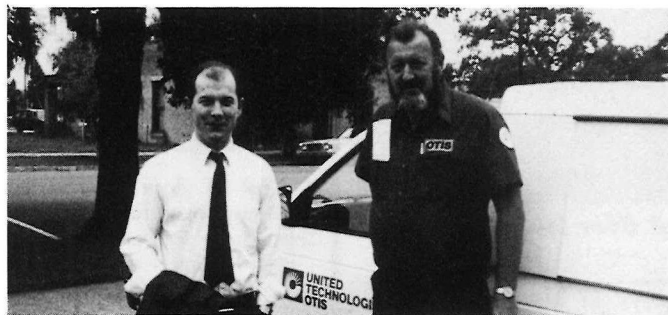
The other five Otis competitors were Dave Ashcroft, Phil Allen, Graham Parker, John Radcliffe and Tommy Wadkin.

A couple of weeks before that a team of 16 Otis people ran in the Knowsley Half Marathon and

raised £380 in sponsorships for charity.

The Otis team, with times in brackets, consisted of Phil Allen (1.30), Dave Ashcroft (1.29), Kevin Carroll (1.29), C. Duffey Junior (1.17), C. Duffey Senior (1.34), M. Joynes (1.36), F. McCann (1.33), P. McQueen (1.36), Tom Nolan (1.37), John Radcliffe (1.45), Dave Regan (1.50), Dave Samson (2.01), Bill Sutherland (1.16), Tom Wadkin (1.25), A. Ward (1.45), Paul Williams (1.45).

YOU CAN'T GET AWAY FROM OTIS



Cardiff fitter David Paginton went on holiday to Florida with his fiancée, Julie, with the intention of getting married while they were in the States. So they went down to the courthouse at Taveres, Lake County, and the first thing they saw was an Otis van. We don't know if Bob, the American service fitter was best man, but David and Julie were married an hour later, and it just goes to show you can't get away from Otis anywhere.



TOP FLIGHT

Individual champion in this year's annual darts finals at Liverpool works was Mark Jones (left), seen here receiving his trophies from Bill Alcock, representative of the brewery which supplied the beverages essential for the evening. Photo by Tom Penney.

Sef arrives in finance department

A NEW arrival at Otis UK is Sef Akbaraly as financial manager of Otis UK subsidiaries.

He will be responsible for interface between Otis UK Group management and the subsidiary companies within the Group. He will also work with general and financial management within the subsidiaries on systems developments, results analyses, planning and profits forecasts.

Sef is a French citizen, a graduate of the University of Grenoble, and joined Otis in 1971. For 14 years he worked in various capacities at Ascinter Otis and ETO HQ and comes to us after two years as chief financial officer of Building Systems Company International.

First Elevonic outside London

TO CELEBRATE the completion of lift modernisation at the Civic Centre, Southend-on-Sea, the first Elevonic installation in the UK outside London, there will be an opening ceremony in June by the Mayor of Southend followed by a lunch given by Southend branch.

VOLUNTEERS

WE STILL need more volunteers for the job of Lift-Off correspondent in a number of branches.

There must be lots going on at your branch which we don't hear about because nobody tells us.

So be the eyes and ears of Lift-Off in your area.

Please contact Jamie Ader at Clapham Road for details.

NO PRIZES

WORKING on an Arrowwords crossword book, Gillian Skene at Aberdeen branch came across a familiar clue.

It asked: "Inventor of safety lifts?" and the word had four letters.

Positively no prizes for the correct answer.

LIFT-OFF

Lift-Off is edited by John Mendes

GOOD WORK BY EDINBURGH BRANCH

THE 75 CLUB

High standard in block of flats

EVERY service fitter knows that some installations are more difficult to maintain than others.

Sometimes the motor room may have difficult access and cramped working space. Sometimes the equipment may not be in the first flush of youth.

There is also the treatment given to the installation by users. In a small, modern office block, where the lifts are used predominantly by staff, ill-use is not usually a factor.

Nor do the fitters have to cope with the antics of high-spirited students, as at the University of Cork, where Our Man in Cork once told Lift-Off a favourite sport is seeing how many bodies can be crammed into one lift car.

Then there are installations in public places like supermarkets, airports and multi-storey car parks, where damage to cars is inevitable.

SPECIAL

There is also the special problem of local authority blocks of flats. Everybody knows that, vandalism in these flats is the work only of a tiny minority — and when the City of Southampton put video cameras into their blocks they had the complete support of tenants (Lift-Off, May/June 1986).

Even so, there are difficulties associated with this kind of installation, and it is particularly gratifying that a 75 audit rating has



Raeburn Heights in Glenrothes

been achieved at Raeburn Heights, Glenrothes, north of Edinburgh.

Raeburn Heights rises to 15 storeys and has two VR cars serving alternate floors. The machines are 15AT with ION6C controllers.

Senior fitter Arthur Hughes and improver Frank Livingston, who work as a team out of Edinburgh branch, are the first to praise the tenants for their considerate use of the installation.

But all praise, too, to Arthur and Frank for their good maintenance work, and congratulations on becoming members of The 75 Club.

Their route stretches from St Andrews in the north to West Calder, which is about 15 miles south-west of Edinburgh, and takes in a lot of office blocks and flats, the big regional general hospital at Kirkcaldy, but only one escalator, at Tesco stores in Kirkcaldy.

APPRENTICE

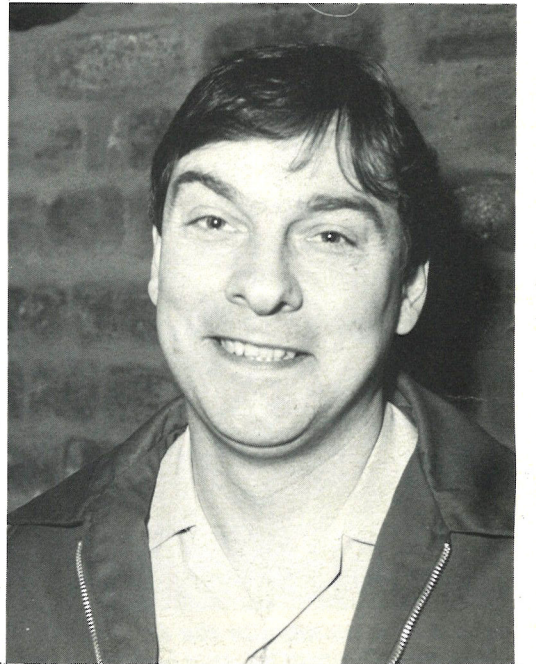
Arthur lives in Kirkcaldy and started with Otis in 1957 as an apprentice in Edinburgh. After coming out of his indentures he went into service and has been there ever since. He likes a game of pool and has recently taken up bowls.

Frank began four years ago as a mate, is now at the end of his first year as an improver, and hopes in another 12 months or so he will qualify as a trained fitter.

Again, congratulations to them both on becoming members of The 75 Club.



Arthur Hughes



Frank Livingston

He's now running a restaurant

FORMER colleagues of Graham Parfett, who retired from Clapham Road personnel department last July, will be interested to hear he now has a small restaurant in North Wales.

This is Liverpool House in Sarn, near Pwllheli, and a favourite area for summer holidaymakers.

Graham is running it with his wife, Joyce, and his daughter, Vivienne, and in addition to good food there is live entertainment in the high season, including Welsh harp music.

Seating is limited, so if you are in the area and fancy an evening

meal and a drink, remember to book well in advance. Telephone Botwnnog (075 883) 237.

There is also a cafe open every day during the summer for snacks, lunches and cream teas.

Graham joined Otis as a mate in London in August 1955, became a fitter in 1957 and was an active shop steward during this period.

Around 1970 he moved to Luton as a service salesman and then came to London in 1973 as East London personnel officer.

He still has a strong Otis connection because his son, Keith, is a fitter and has been with the company for about eight years.

What was that again?

AFTER ET along came BT, but it does not always stand for British Telecom.

Peter Jones, company secretary, discovered the following gem when going through the minute book of one of our companies for a meeting in June 1971.

"New Products: The Bog Trotter was currently away for modifications to the chain-drive and weight distribution . . . the prototype was to be modified for the Chairman's inspection."

A prize will be awarded for the best explanation published of what you think this product is. (Censored entries can be seen by prior appointment with the editor!) — Alan Bryant

GOLF IS ON 3 SEPTEMBER

1987 National Otis Group Golf Championships will be held on Thursday 3 September at Cleckheaton Golf Club, near Leeds.

Details and entry forms are available from Alan McNamee at Liverpool works and from Geoff Hollingsworth at Leeds branch.

The 1988 Championships will revert to their original venue in Birmingham.

Spanish tour

DURING April Peter White at Liverpool field workshop organised a ten-day playing tour of Spain for a Merseyside boys' football squad.

On the itinerary was a game in Barcelona followed by a visit to famed Barcelona FC and hospitality from Otis in Spain. Otis UK gave financial help for the tour.

Most of the boys play for their districts in Merseyside like Everton Youth and Liverpool Boys Kirkby and Sefton areas.

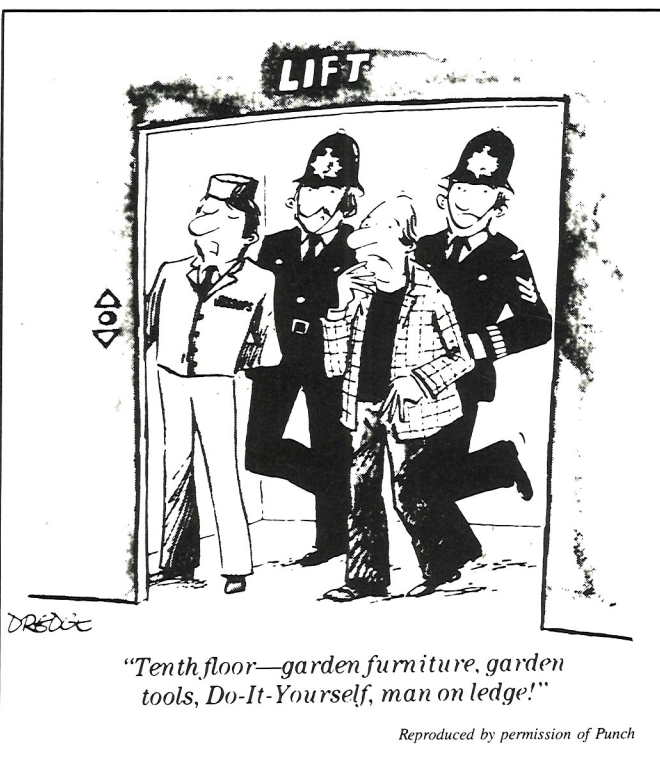
— and this, gentlemen,
is the Otis
506 escalator!



We know they use pretty girls to advertise motor cars but are Otis now doing the same with the 506 escalator? Not really. This was a fashion parade at the Garden shopping centre in St Anne's Square, Manchester, where last year Otis installed four escalators and three lifts. Not that many men in the audience could have been looking at the escalators! The photo comes from Frank Sinclair in Manchester but he absolutely denies that he took it.



Arthur and Frank at ground floor level in Raeburn Heights



"Tenth floor—garden furniture, garden tools, Do-It-Yourself, man on ledge!"

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