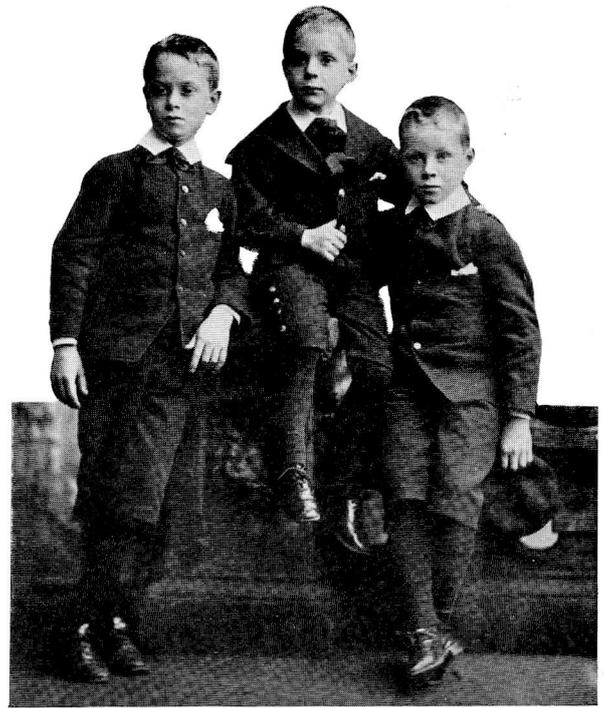


Left: Diagrams attached to the first Beuttell patents of 1901 and 1902.

Right: Alfred Beuttell (centre) with his brothers Harry and Victor, in Halifax 1886.



ALFRED BEUTTELL was born in London on April 2, 1880, the year after Edison had produced his first electric lamp. He was one of a family of three boys and four girls. His father, Henry Beuttell, was an agent for John Crossley and Sons, the carpet manufacturers. After leaving Eastbourne College, where he showed more interest in rugby football than in anything else, he spent a year in France, living with the curé of Evreux in Normandy, in order to learn the language. He developed a great love of France and throughout his life he returned there as often as he possibly could, but the main value of this first year abroad was probably to give him an opportunity to think out what he wanted to do when he came back to England. The decision he came to was far from welcome to his father. He made it quite clear that he had no intention whatever of going into the carpet trade and that he was fully determined to become an electrical engineer. After violent family arguments, during which Henry Beuttell made scornful comparisons between the solidity and prosperity of carpets and "this new electricity", Alfred got his way and went to work in the humble capacity of a wireman for a firm of electric lighting contractors, Harry South and Company. It was during this period, when he was only 20, that the idea of tubular lighting first occurred to him.

At that time there were two firms of London tobacconists, Bewlay and Salmon and Gluckstein, both of whom had shops all over the metropolitan

area. Bewlay lit their windows by having conical reflectors fixed close together on a brass tubular frame that went all round the window. When Salmon and Gluckstein adopted the same method, Bewlay asked Harry South if they could develop something different and distinctive for them. They asked Alfred Beuttell to work on this and he came up with the solution of single-ended tubular lamps, attached to a framework by t-pieces. This gave a continuous line of light around the window, broken only by the holders and the ends of the lamp.

In the following year, 1901, Beuttell went to Faraday House as a student, having registered his first patent, No. 202, a few months earlier. He described himself, more or less accurately, as "electrical engineer" and outlined his patent in terms which describe the fittings he had designed for Harry South and Bewlay.

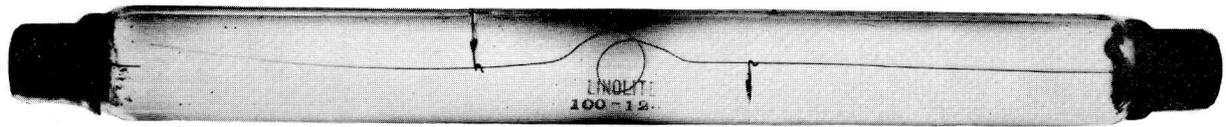
"This invention", he said, "relates to fittings for incandescent electric lamps for illuminating shop windows or for other analogous purposes; the lamps being arranged in lines (advantageously in a single line) and screened or mounted in suchwise that the lamps themselves are hidden from view outside the window while the light from such lamps illuminates the object or objects or the space, etc., to be lighted up. Furthermore this invention lends itself and may be adapted to produce certain other improvements or advantages, for instance, to produce certain novel and striking

effects in advertising, etc., and moreover this invention will be found to produce economy in current consumption or alternatively will be found to produce increased illumination with a given amount of current."

Beuttell was understandably anxious to get his original idea patented as soon as possible and, either because of haste or because he was not in a position to obtain competent professional advice, a very important development was indicated in the drawing accompanying the patent, but was not, in fact, patented. The drawing showed the first double-capped tubular lamp, with a carbon filament, although the patent was for a single-capped lamp. This fault in the patent caused Beuttell a good deal of subsequent trouble and was not finally put right until several years afterwards, when he took out his American patents.

The 1901 patent, covering continuous mountings and reflectors for incandescent tubular lamps, was followed in 1902 by a second patent, No. 9488, which dealt with the carrying of cable in wiring beads formed by the edges of the reflectors.

1902 was an important year for Beuttell, because it marked the first contract for installing his system of continuous lighting. The occasion was the postponed Coronation of Edward VII and to celebrate it Westminster City Hall was outlined by means of tubular lamps set in reflectors of white enamelled zinc, made in the basement of Faraday House, by the inventor himself and a group of his fellow



A very early carbon filament Linolite lamp.

students. The lamps were manufactured by the Edison and Swan Electric Company Limited, the beginning of a long connexion between Beuttell and this company.

One of the first lamps preserved was by Edison and Swan. It is 30 mm. in diameter and 221 mm. in length. The carbon filament has a loop in the middle to allow for expansion when the lamp is alight. To keep the filament centrally placed, it is anchored to the sides of the bulb by means of platinum supports fixed midway between the loop and the end of the lamp. Connexion to the caps is made by platinum leads, joined to the filament by means of carbon paste and sealed into the ends of the tubular bulb. These carbon filament lamps were made for voltages of 100–125 and 200–250, and in 8, 12 and 16 candle-power ratings.

The illumination of Westminster City Hall took place in June and in August there was a second contract, to provide indirect lighting around the inner court, the Durbar Hall, of the India Office, for the reception of the Indian princes. The trade mark 'Linolite' was registered in August 1902 and the name appeared on the reflectors used for the India Office illuminations.

In 1904 Alfred Beuttell completed his course at Faraday House. He had meanwhile begun to grant licences to companies who were prepared to manufacture and market strip reflectors for tubular lamps, mainly for shop-window and showcase lighting. One of these companies, formed by a man called

Akaman, called itself the Linolite Company. It existed until the first World War, when it was taken over by Edison and Swan. Beuttell's course at Faraday House was of what would nowadays be called the sandwich type, in which theoretical instruction alternated with periods of practical industrial training. Beuttell got his industrial experience first with Willans and Robbins, a firm of boiler makers with important power station contracts and then with Bruce Peebles, who were involved in a large hydro-electric scheme in North Wales, the Snowdon scheme. When Alfred Beuttell completed his course at Faraday House he became Assistant Engineer to Bruce Peebles in North Wales and then Chief Engineer to the North Wales Power and Traction Company, at the age of only 26. The time he spent in Wales gave him the opportunity to obtain valuable experience in dealing with sub-contractors and suppliers and in handling a wide range of employees.

He also learnt a good deal about the way working people lived. Near Pontypridd, one evening after dark, he came across a small boy lost and crying. He offered to take him home, but was puzzled when they arrived at a place where there appeared to be no houses at all and the boy said this was where he lived, "in the third stage". His home was underground, on the third stage or level of a disused mine. He became familiar, too, with the problems and miseries of unemployment. In 1905, when he was supervising Bruce Peebles' contract in

Wales to lay electric mains he received a letter from two Irishmen, addressed to "Blue Tell Esq., Manager of the Electricity Works". It read:

July 24, 1905.

Dear Sirs,

Having seen your advertisement on the liverpool echo for a large Number of men we are two Strong young Irishmen age 24 years and are Seeking at present in liverpool for some work but it is not two (sic) be found. we have used the pick and shovel manny a time and we are only waiting for the chance to get it to do again. Sir you will be doing us a Greate faver if you will reply to this letter and let us know if you will give us a start if we go to wales dear Sir we are not afrade of anny kind of work you put us to. we are sober honest and will remain true servents to you.

hoping we will hear from you in the corse of a post or so,

we remain yours would be Servents

John O'Halloran

John Ryan

18 Vauxhall Road

Liverpool

England

In 1907 he decided to go to the United States, mainly in order to see what opportunities he could find there for manufacturing and marketing his lighting system. His father and two brothers were already in America, running very prosperous selling agencies for carpets and linoleum. Henry Beuttell's life was quite out of the ordinary. He shuttled backwards and

Right: Victor G. Beuttell, President of Hodges Carpet Company and of the Carpet Association of America, one of Alfred Beuttell's two brothers who supported him in his ambition to become an electrical engineer.

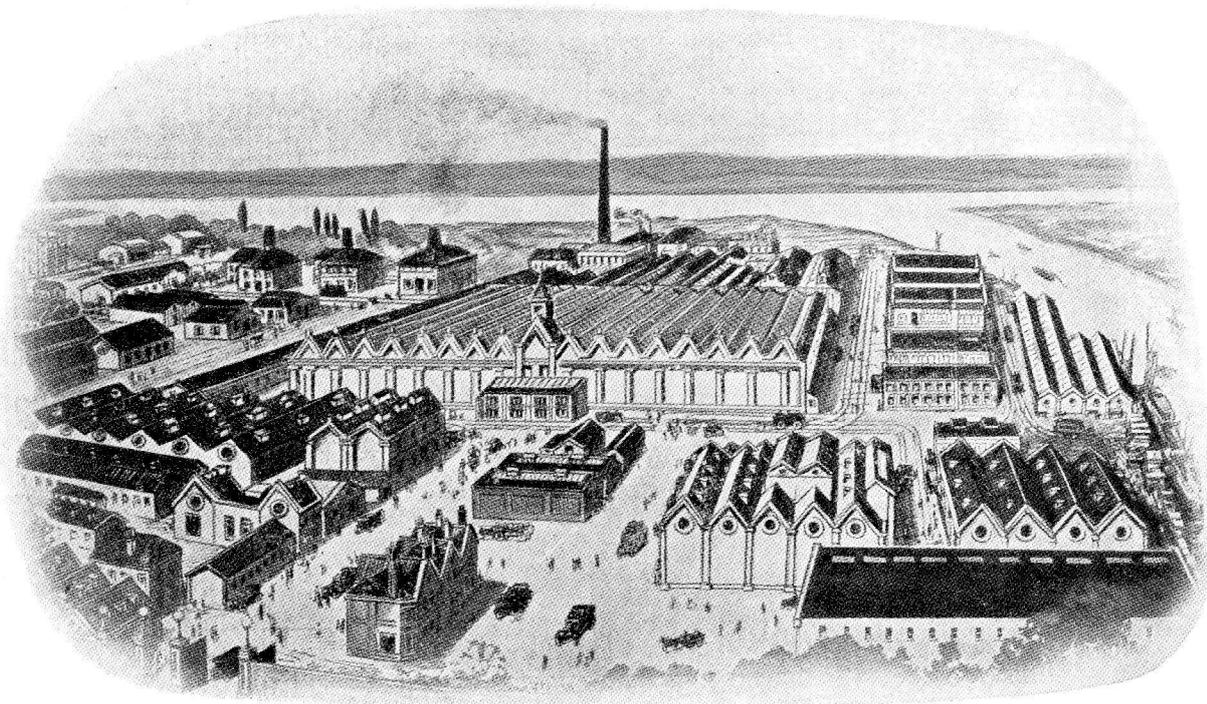
Below: Ida Augusta Locke at the time of her marriage to Alfred Beuttell in 1914.

Opposite page: the Ediswan factory at Ponders End, Middlesex in 1915.



forwards across the Atlantic, between his office and warehouse in New York and his wife and children in London, spending about three months out of every year on the Cunarders. His son estimated that between 1900 and 1914, Henry Beuttell's income at one time reached £5,000 a year, an enormous sum for that time. It soon became clear to Alfred Beuttell that he was going to have difficulties with the American lamp manufacturers. In Britain, his relationships with Edison and Swan had been very good, but in America the lamp manufacturers refused to co-operate with him and he was forced to set up a company of his own. It was not very successful and it was eventually bought by Westinghouse, together with the American lamp and reflector patents. They agreed to pay Alfred Beuttell £1,000 a year minimum royalty and then proceeded to put the patents away in a drawer and forget about them.

Beuttell returned to England in 1910 and spent four very pleasant and creative years, enjoying himself and developing his inventions. The £1,000 a year from Westinghouse gave him a solid basis for an agreeable bachelor life. He went frequently to France, met Blériot—he had previously watched the Wright Brothers in action at the famous Belmont Park meeting in 1910 when the wind sent their aeroplane, Baby Grand, backwards—and developed a keen interest in flying. He spent several months at Monte Carlo operating his complicated and successful gambling system and became a member



of the Royal Thames Yacht Club. Professionally, he was equally active. In a single year, 1912, making improvements to the Linolite system, he took out seven further patents, covering an improved lamp and reflector. One of these new patents was for a spring plunger contact which is still used. In 1914 A. W. Beuttell Limited was formed to operate these patents.

By 1912 he was established in a London office at 203 Victoria Street and in the following year, when he became a full Member of the Institute of Electrical Engineers, he patented an extremely important discovery, a method of measuring the effects of illumination scientifically. This patent, No. 27,550, is in the names of Alfred William Beuttell, Electrical Engineer and Alexander Eugen Conrady, Scientific Advisor to W. Watson and Sons Limited. The invention relates to "new or improved methods and/or means or appliances for measuring or comparing the luminous effect of an object under given or different conditions on the eye with respect to its brightness or colour or distinctness or any two or all three".

In June 1914 Alfred Beuttell married Ida Augusta Locke and a few months later, soon after the outbreak of war, he began a series of Government appointments connected with the production of munitions and in 1915 he took the very reasonable decision to hand over the Linolite business to the Ediswan Company for the duration of the war. The terms were confirmed in a letter of May 28, 1915.

- (1) *That we shall hand you over our present entire stock of materials and finished articles at prices to be agreed upon, representing our cost, as per detailed inventory to be supplied, value not to exceed £200.*
- (2) *That you will accept transfer to you of all our outstanding orders for materials and that you will place those further orders which were contemplated by us for materials, the combined value of the same under this heading not to exceed £500.*
- (3) *We will supply you with a list of our present manufacturing costs for each fixture, and you will supply the same to us as our manufacturers at prices to be agreed upon as nearly as possible in accordance with our own cost.*
- (4) *For your own sales you will then repurchase the goods from us in accordance with our existing agency agreement.*
- (5) *You are agreeable that after the termination of the war, on our taking off your hands all raw material at cost and finished articles at your agreed manufacturing prices, you will give us all facilities for resuming the manufacture of this line.*

In the meantime, we understand you will kindly allow us to follow closely in your works the manufacture of these fixtures, and we are to assist you in every way possible by supplying all necessary information, specifications of fixtures, drawings, tools and prices of materials, and to furnish you with our detailed costs of manufacture in all cases.

This arrangement worked very well. A number of years before the war the Linolite range had been prominently advertised in the Ediswan catalogue, under the name Tubolite. The system was promoted as "an ideal one for all purposes where the source of light should be screened; for this reason its employment for lighting Shop Windows, Pictures, Private Rooms and Churches is most effective. It can be concealed behind a hollow cornice or can be slung by neat Aluminium chains from the Picture Rails. Tubolite is also used with great effect for Illuminated Signs, Public Buildings, &c., when it is desired to show brilliant lines of light. It can be employed in the same way in Shop Windows, in order to catch the eye where the lighting of the goods is not of first importance".

The last wartime catalogue to be issued by Beuttell himself, in August 1915, announces that "this scientific system of electric lighting is the invention of an Englishman and is made entirely in the United Kingdom. The directors, employees and capital of the company are all British, and no alien, naturalised or not, has ever been employed".

Earlier in 1915, Linolite had announced the Beuttell Footlights, "the first attempt to deal with stage lighting upon scientific and rational lines". The footlights were claimed to be more efficient and cheaper to run. "Four rows of tubular lamps are employed, each lamp being silvered on the upper half, and provided with a silvered glass reflector of special contour. The lamps



to add little serpent-like wisdom to upright manhood and thus found good business edifice.

Equally impressive, but less bizarre evidence of his honesty can be found in a remarkable letter sent by him to the preference shareholders of A. W. Beuttell Limited on January 6, 1922. He was about to manage the Farlington ammunition breakdown contract for the Cohen and Armstrong Disposal Corporation, but he was naturally thinking of the future and the retrieval of Linolite from its wartime owners, Edison and Swan, was an important matter to him. His letter to his shareholders is very typical of the man:

Since my Report to the Adjourned Ordinary General Meeting on the 8th September, 1921, the negotiations therein outlined for acquiring the manufacture of the Company's products from Messrs. Edison & Swan Electric Co. have been concluded. We have been fortunate enough to take over from them the manufacture not only of the products the Company made before the war, but also those of the late Linolite Co., whose business was acquired by the Ediswan Concern during the war.

The whole of the stock of raw material, parts and finished goods were accordingly taken over on January 3rd last. The business not being yet large enough to carry the overhead charges of a separate factory, the manufacture will be done at the works of Messrs. Howard & Hill, 31 Clarence Road, N.W.5, who have contracted to assemble and despatch our own material.

Above: unscrewing cap of shell in blastproof compound made from ammunition boxes at Farlington Ammunition Breakdown Factory, near Portsmouth.

Opposite page: a Punch cartoon of 1926 commenting on the delay in the Dr. Axham case. The original was presented by Punch to Alfred Beuttell out of sympathy with his active support for Dr. Axham.



The Company is therefore again in a position to develop a profitable business worked from its new offices at 53 Victoria Street, S.W.1, provided the scheme can be financed. In this connection the position of the Preference Shareholders appears to demand some consideration. The existing accumulation of dividends in arrears forms a very natural obstacle to the introduction of fresh money, but with this liability out of the way there is every reason to believe the necessary financial arrangements can be made. They would take the form of loans, either guaranteed by, or which would become the personal liability of, the writer, but before such a liability is undertaken it is suggested that the Preference Shareholders should agree to waive their dividends until the loans are paid off; in other words, so long as the business is being run on foreign capital.

The Company's existing liabilities in respect of loans is about £500, and it is proposed to borrow further sums amounting to £500.

In putting forward this proposition it should be mentioned that the writer has waived all salary since Jan., 1915, and will continue to waive it concurrently with the undertaking by the Preference Shareholders now proposed.

The shareholders replied exactly as Beuttell had hoped they would, the finances were put in order and the business was steadily re-established in premises near Victoria, where they remained until 1941.

During the Twenties and Thirties,

the mainstay of the business continued to be reflector strip lighting, but Alfred Beuttell himself continued to devote a good deal of time to research. His most important piece of work was connected with the development of a scientific basis for a lighting code, which would show the correct amount of light required for different purposes. He was a prominent member of the Illuminating Engineering Society, a body he had helped to found, and at one of the Society's meetings held on December 12, 1933, he presented a paper, *An Analytical Basis for a Lighting Code*, which was used by the Society in order to prepare its Code, after a series of practical studies by H. C. Weston.

Beuttell's method rested on the assumption that the illumination required for any visual task depends on certain conditions which adversely affect its performance. These conditions can be defined, and if the relationship can be ascertained between each of the conditions and the illumination required to compensate for it, then the illumination suitable for performing the task should be capable of computation.

In his paper he proposed a number of typical examples. The figure in each case shows the number of foot candles needed to provide adequate illumination.

Clerical work	6
Typesetting	24
Surgical operation	700
Corridor	2
Tennis court	13.5
Drawing Office	12

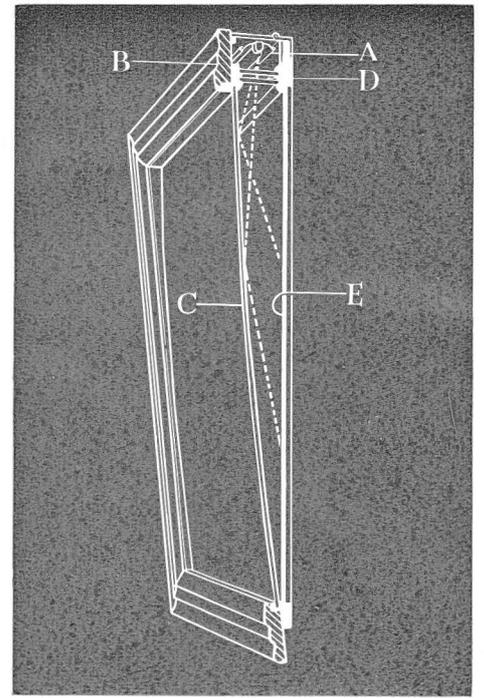
For this work, he was awarded the Leon Gaster Premium Award, in 1934. He became President of the Society in the following year and in 1959 he was elected an Honorary Member, a very rare honour.

Although his business and his scientific research took up much of his time, he took an active part in a number of community activities. He was one of the first official Prison Visitors at Wandsworth and he took a great interest in Toc H. He enjoyed sailing, mostly at Burnham-on-Crouch, he played golf, on a 5 handicap, at Coombe Hill and Royal Wimbledon, and he was a regular visitor to motor racing at Brooklands.

He had a strong social conscience and an equally fierce dislike of official arrogance and injustice. For many years he battled against the General Medical Council in an attempt to get an elderly doctor restored to the Register. The doctor, John Axham, had been struck off the register in 1912 for acting as anaesthetist to an unqualified person, the osteopath Herbert Barker, who subsequently achieved both an international reputation and a knighthood. The General Medical Council defined this as "infamous conduct in a professional respect". During the early 1920s Dr. Axham's case became the subject of a newspaper campaign, not least because Axham and Barker had worked as a two-man team among the wounded in France in 1914-18, with Alfred Beuttell continuing to provide pressure behind the scenes and to do everything

Illustrations on this page show the K-Ray system for the even illumination of pictures, posters and display material, using clear, curved frontal glass. Menus shown were those used at the 50th Jubilee Celebration Dinner in 1951.

Opposite page: the Masonic Peace Memorial, Kingsway in 1933. Alfred Beuttell was lighting consultant. Architects were Messrs H. V. Ashley and Winton Newman, FF.R.I.B.A.



he could to keep the public conscience alive. On January 19, 1926, Dr. Axham had his medical qualification restored by the University of Edinburgh, but he died before the General Medical Council was prepared to allow his readmission to the Register. Beuttell was appalled by the bureaucracy and injustice of the whole affair, and, until the last possible minute, did everything he could to persuade the General Medical Council to speed up its procedure, so that Dr. Axham could have the satisfaction of seeing his name restored to the Register before he died. He carried his efforts as far as making a direct approach to the King, whom he had reason to believe was personally interested in the affair. A letter sent to him from the King's Private Secretary, Lord Stamfordham, on April 7, 1926, reads:

"Dear Sir,

Your letter of yesterday has reached the King this morning and since then your telephone messages reporting that Dr. Axham is sinking have been received. Needless to say, His Majesty greatly sympathises with Mrs. Axham in her distress."

His wife was equally prepared to fight for causes. In 1926 she published a curious book, with the somewhat misleading title of *Thistledown*. It contained what were described as "stories for each member of the average family", the overall aim being "spiritual regeneration". Although all the proceeds of the book went to charity, it was eventually withdrawn from circulation,



at Alfred Beuttell's suggestion, if not request, because of its assertion that the Americans entered the war primarily because their industrialists and businessmen saw a heaven-sent opportunity of making fortunes out of munitions and equipment.

Beuttell himself was what could best be described, perhaps, as a rather complex Christian of the Rotarian type, an interesting mixture of the English and the American. He was greatly attracted by Theosophy, with its emphasis on the essential unity of all religions, based on their common denominator of unselfishness as the source of the ultimate common interest. During the early 1920s he was an enthusiast for the idea of profit-sharing in industry, but his interest in this seems to have gone underground as he discovered that few large companies were prepared to consider such an approach. His attitude to women was somewhat contradictory. On the one hand, the enormous contribution made by women to Britain's industrial production during the 1914-18 war—his sister-in-law, Winifred Locke, worked on shell-production at Ailsa Craig in 1916—had made him a sincere feminist, in the sense that he believed that women should be given the same opportunities as men to educate themselves and to take up paid employment, but on the other hand his own business and professional relationships were always with men—scientists and male executives—and on a level where his feminism had no opportunity to operate.

As a manager and in his own business, he was a great believer in the workers being given fair treatment and in standing up for their rights, but he had the reputation of being a strict employer, of a somewhat paternalistic type. His paternalism may quite possibly have been encouraged by his great height, he was over 6 feet 3 inches tall. It is fairly well known that there is a tendency for very tall men to regard other people in a protective way, almost as if they were children.

During the late 1920s Alfred Beuttell took out two patents (Nos. 233744 and 294723) for what was, after Linolite, his favourite invention, K-Ray lighting. The system is very ingenious and one can easily understand why it gave the inventor so much pleasure. It allows visually perceived even illumination of any flat surface to be obtained from a concealed source at one of the edges. It is particularly useful for display purpose—posters, menus, signs, name indicator boards—and it can be effectively applied to framed pictures. The system can be conveniently explained in relation to pictures. As the diagram shows, the glass is much further away from the picture at the top than at the bottom. The lights and reflectors are fixed behind the top of the frame, throwing light downwards on to the picture through two glass baffles, included to provide an air-space and therefore heat baffle. The reflector is adjusted to throw the light, not directly on the picture, but on the glass front, from which most of it is reflected back on to the picture. The more acute the

angle between the ray and the glass is, the more the light is reflected. The principle is self-compensating, distance being counterbalanced by increased reflectivity and the result of this is even illumination from top to bottom of the picture, no matter what the size may be. The first major contract for the K-Ray sign and picture lighting was for outside hanging signs for J. Lyons.

In 1933 the name of the company was changed from A. W. Beuttell Limited to Linolite Limited. As a specialist lighting consultant, Beuttell himself was called upon increasingly to provide technical advice and to design large projects. One major scheme which brought him a great deal of useful publicity and prestige was for the Masonic Peace Memorial, the Freemasons' new headquarters in London. Alfred Beuttell was responsible for both the interior and exterior illumination. It is important to note that this was not a Linolite contract. When Beuttell undertook consultancy work, he never specified Linolite, even if it was applicable. The Lighting Department of the Company was started in 1929. Some of its members were employed from time to time on Beuttell's private consultancy work, and acquired useful expertise in this way.

Until the mid 1930s, Linolite had devoted its resources mainly to selling the standard strip reflectors and to designing schemes which made use of these as components. In 1937, however, they entered a different field, decoratively shaped fittings, with the introduction of an insulated moulded fitting



for mirror, bed and wall-lighting. This incorporated the Maxtrip 2 side-contact lamp and was the forerunner of the post-war range which became an important part of the business. In 1937 and 1938 a considerable number of these fittings were bought by the Union Castle Line, as berth-lights and wall-fittings. This contract began a long connexion between the Linolite Company, Harland and Wolff and Heaton Tabb, the interior designers to the Union Castle Line. After the war the team work between these three produced very successful results in architectural lighting, particularly from cornices, in the public rooms of the *Pretoria Castle* and *Edinburgh Castle*, the second of which entered service as the flagship of the fleet in 1948.

A family note seems appropriate at this point. Alfred Beuttell's wife died in 1932. Until he married again in 1941, he and his two sons, Victor and Gerard, lived in a womanless household, with a succession of what might best be described as batmen to look after them. Victor joined the Company permanently in 1935 and remained until 1942. After a period in the R.A.F. as a meteorologist—like his brother, he was a member of the R.A.F.V.R.—he was released, on the intervention of the local M.P., David Eccles (now Viscount Eccles), to become General Manager of the Linolite Company, a post which his father had been compelled to give up owing to illness. Victor Beuttell's younger brother, Gerard, also spent the war years as a meteorologist with the Royal Air Force,

flying on meteorological reconnaissances. He was lost over the Atlantic in a Halifax bomber, while carrying out weather reporting by radio in blizzard conditions. He was an extremely gifted scientist, whose important work on instruments for the measurement of visual range was posthumously recognised and published. His death was a serious blow to his father, who never quite recovered his formidable drive and energy afterwards.

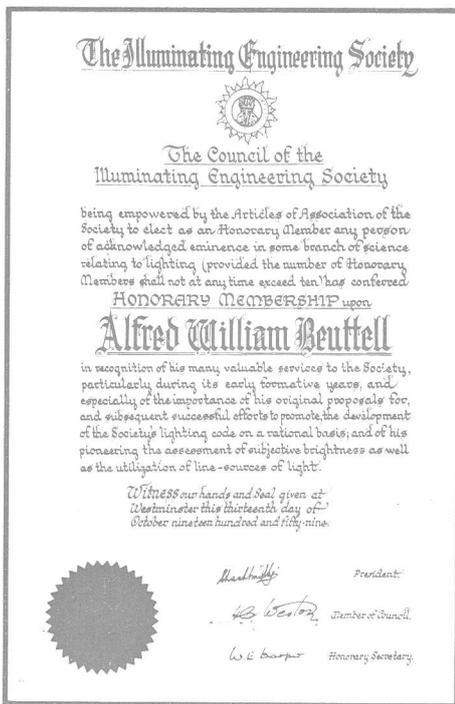
For a short while after 1939 Linolite continued to make lighting fittings but soon changed over entirely to the production of hose clips for aeroplanes and tanks. To begin with, Alfred Beuttell went to Bovis, the civil engineering company, to supervise the conversion of a large factory at Cricklewood to munition production, but resigned after a short time to return to the Governing Directorship of Linolite. In 1941 the Company had made a hurried move from London to Malmesbury, in Wiltshire, after an air raid, on the advice of the Ministry of Aircraft Production, since it was the sole manufacturer of the BTR clip for the Goodrich de-icing system installed in R.A.F. bomber squadrons. The Malmesbury premises had originally been a brewery. Linolite obtained a lease from the tenants of the Stroud Brewery, the Wessex Electricity Company, and subsequently, in 1958, bought the property.

Linolite had been in the hose clip business, as a subsidiary activity, for a number of years before the war. In 1925 what was then A. W. Beuttell

Limited had bought the patent rights of the AA hose clip for £2,100. During the late 1930s this clip was supplied mainly for the Fairey 'Battle' bomber. It was followed by the BB clip for the 'Miles Master' and other aircraft. The final development was the CC clip, which was patented and standardised by the Ministry of Aircraft Production for fuel, oil and air circuit connexions. Linolite made 7,500,000 hose clips during the war period, with a peak monthly output of 250,000.

During both World Wars Alfred Beuttell carried out a good deal of research on his own initiative to improve the existing methods for ranging guns. When he was running the Ailsa Craig shell factory during the 1914-18 war, he designed and made an aircraft flight predictor, in an attempt to reduce the shell wastage from anti-aircraft guns. The predictor was not officially adopted and he was exceedingly annoyed to receive a bill for £80 for the prototype, on the grounds that it had been made during working hours and with Government equipment and materials.

When the war ended in 1945 Linolite made a full return to the lighting business, at first with its pre-war range of reflectors and moulded fittings and then, in 1947, with chrome fittings—the WL range—for bedhead and mirror lighting. The first large contract to be carried out with WL fittings was at the Savoy Hotel, Blackpool. This hotel, like many others in Blackpool, was requisitioned during the war. It was completely refurbished after the



Government gave it up in 1945 and Linolite supplied the lighting fittings which were installed over the wash-basins and bed-heads.

The progress of the Company since then has been marked by considerable expansion and modernisation at Malmesbury and by a series of new developments, with additional ranges of decorative fittings, lighting for ships, picture lighting and special security devices for banks. There is no sign of the flow of ideas, expansion and modernisation at Malmesbury drying up.

In 1960, when he was eighty, Alfred Beuttell relinquished the Governing Directorship and became Chairman of

the Company. He died five years later, and it would be difficult to better the tribute paid to him in a local newspaper, after the memorial service in Malmesbury Abbey. "In his last years at Malmesbury", it said, "he was engaged in as many local activities as could be reconciled with a retiring nature. He lived in an era of great development to which he contributed, but above all he will be remembered for his quiet smile and humour, and for his soft words of wisdom which emanated as shy but positive suggestions".

His words were not always soft, however, and, when he felt himself greatly provoked, he could be anything

but shy or retiring. These outbursts had a powerful, sometimes shattering effect on the people who had to suffer them, mainly because his normal manner was so quiet. They were awesome because they were known to be always waiting in reserve.

Alfred Beuttell was modest about his achievements and reckoned that Fate had been kind to him. He always considered that his greatest piece of good fortune was to have been born at the right time. "It was easy in the 1900s to be an entrepreneur", he told his son, the present Chairman, "Given a modicum of brain, learning and hard work you were bound to succeed."

Above left: honorary membership of the Illuminating Engineering Society conferred on Alfred Beuttell in 1959.

Above right: presentation of a desk light to Alfred Beuttell by C. J. Gregory, longest serving member of the Linolite staff, on behalf of the firm at the Linolite Golden Jubilee in 1951.

Below: part of the Linolite factory at Malmesbury seen from across the River Avon, 1971.

