



General Accident, Jubilee celebrations at Perth, 18th June 1935 | transcript

0.07 The General Accident Fire & Life Assurance Corporation celebrated its golden Jubilee by a series of festivities held on the 17th, 18th and 19th of June 1935.

0.20 The Head Office building was beautifully decorated during the days of the celebration by Mr James Cameron of Perth. A portrait of the Chairman, Mr Francis Norie-Miller, excellently executed by Mr T Peddie, a local artist, was displayed above the main doorway.

0.36 Here we see Mr Norie-Miller leaving in his car after a meeting of the head office board of directors on the morning of Monday 17th June.

0.51 Also on the 17th of June a special non-stop train was chartered from the LMS Railway Company. It left Euston at 9.55 am, arriving in Perth just before 7 o'clock in the evening. Many distinguished guests of the corporation travelled on this train including Mr Vernon Rutter, Mr Morton Butt and the Hon Dudley North of the General Life Assurance Company; Mr L Gould from General Accident's Bombay Office, Mr Fyffe from Cairo, Mr P J Frimodt from Scandinavia and Mr Thompson from Dublin.

1.23 As local directors, branch managers, and chief officials of subsidiary companies met on the platform of Perth station, many old acquaintances were renewed before the guests were whisked off in waiting cars to the various hotels which had been booked for them in the city.

1.41 On Tuesday the 18th June, between 3 and 6 in the afternoon, a garden party was held in the Norie-Miller Park, the home of the GAFLAC staff social and athletic club, which is situated on the opposite side of the river Tay to the corporation's head office.

2.04 There were nearly 1,100 guests in attendance who were received on arrival by Mr and Mrs Norie-Miller and by Mr and Mrs Stanley Norie-Miller, who certainly had a busy time of it.

2.17 Here we see Mr and Mrs Francis Norie-Miller lining up with a group of overseas managers and their wives for a souvenir photograph in front of the pavilion. Mr Norie-Miller, who is also the present Parliamentary Representative of our constituency, has been largely responsible for the growth of the corporation's business since his appointment as company secretary in 1887.

2.45 At about ten minutes past three the Perth and District Prize Pipe Band made a martial entry into the garden party led by Pipe Major James Peggie. They proceeded to march round the grounds to the delight of the guests. During the course of the afternoon musical entertainment was also provided by the Perth Silver Band.

3.22 As previously arranged, younger members of the Head Office staff set up bowling, tennis, and golf pitch and putt competitions for the entertainment of the guests.

3.34 Teas, consisting of various kinds of thumb sandwiches, cakes and fancy biscuits, were dispensed in an excellent manner during the afternoon by the staff of Messrs James Hewat and Son of the Windsor Restaurant, Perth, who also provided most attractively served ices.

4.00 The Norie-Miller Park was handsomely decorated with a marquee and two band tents and with tables, chairs and canopies provided by Mr James Cameron of Perth; in all, 600 bentwood chairs, 150 four-legged tables, and 15 round tables were supplied.

4.18 Here we see exhibition tennis matches being played by the best members of the "GAFLAC" tennis section, which provided additional entertainment to the various sporting competitions.

4.36 Amongst the guests were agents of the corporation, members of local boards, members of the executive, overseas managers and local dignitaries, including the Provost, Director of the Perth Art Gallery and Museum, the stationmaster, the Bishop, the chief constable, the matron of Perth Royal Infirmary, and the Town Clerk. In addition, the event was attended by all 550 head office staff.

5.25 The grounds of the social and athletic club, which run along one bank of the Tay and cover an area of nearly 5 and a half acres, were looking their best in the brilliant sunshine. It really was remarkable luck that the garden party should have been fixed for what proved to be the one really sunny afternoon of the week. The grounds were also gorgeously illuminated each night of the celebrations by Messrs Scott & Co, electrical engineers.

5.53 Here we see an exhibition of country dancing which was excellently given by talented members of "GA" staff, accompanied by the Perth and District Prize Pipe Band.

6.08 As we continue to watch the garden party festivities it is perhaps not out of place to mention the other Jubilee celebrations of that week.

6.18 A banquet was held on the Tuesday evening in the station hotel and this was attended by 250 guests of the corporation, including many distinguished peers of the realm. Boiled Tay salmon was on the menu and vocal numbers were performed by staff members, Chrissie Lawson and Rita Masterton, accompanied on the piano by D H Nelson.

6.38 On Wednesday the 19th June, about 200 golfers, including lady members of the golf section, participated in various competitions at the Elie and St Andrews courses.

6.50 An outing was also arranged for non-golfing staff, a special train was engaged to take some 300 of them and their wives to Oban, from whence they enjoyed a cruise on Loch Linnhe in the SS Lona.

7.01 The festivities finished with a ball in the City Halls on the Wednesday evening at which some 500 guests, including directors and officials, took part in dancing which was kept up until 2 am.

7.15 Thus, in this year of grace 1935, were the achievements of fifty years commemorated by a gathering truly representative of all the varied activities of the Corporation and its allied offices and all the five continents in which they do business. The whole efforts of the Directors to entertain their guests proved an unqualified success.

7.35 This silent film of the festivities was made for the corporation by Mr A S Mailer of the Perth Playhouse where it was screened all the following week, attracting large crowds.

Running time: 00:07:40