

# HOW TO SURVIVE IN CHESHIRE

Geoff Simpson

*"A tip for those moving to Cheshire, who want to make an instant impression, is to buy their furniture from the delightful, but rather eccentric, premises of Arighi Bianchi in Macclesfield. It's not just that the firm sells high quality and expensive furniture, after all how would a visitor know that you obtained it from "Argy Bargy" as customers affectionately refer to the retailer? However, one of their distinctively liveried delivery vans pulling up outside your house sends a clear sign to the neighbours that your taste is good and your bank balance is more than healthy."*

Geoff Simpson - author

In this lighthearted and slightly irreverent look at 'How to Survive in Cheshire' the author reminds us not so much that England is united by its uniformity, but that we delight in defining subtle differences of character, speech and social circumstances delineated by something quite absurd – a county boundary.

In this highly amusing book Geoff pokes gentle fun at many of the foibles shared by him and his fellow Cheshire-ites, drawing on a wealth of stories concerning people and places – each with a wry look at what makes Cheshire so distinctive. But he warns against 'outsiders' taking too many liberties with Cheshire's idiosyncracies – "Just remember," he says, "when next winter's ice and snow brings the country to a halt, who supplies you with all that salt!"



## ABOUT THE AUTHOR

**Geoff Simpson** is a writer and public relations consultant who has lived in Cheshire for the past 35 years. For 15 years he was Head of Public Affairs for the Co-operative Wholesale Society.

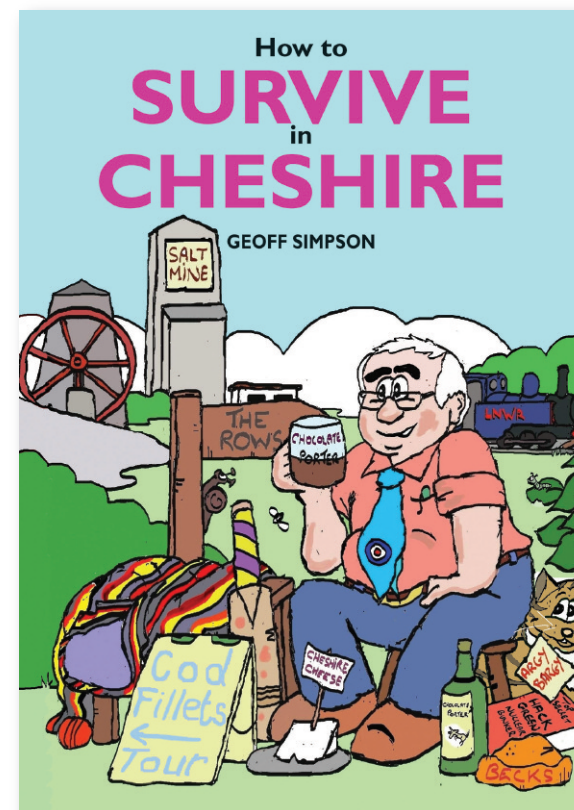
He is a Trustee of the Battle of Britain Memorial Trust, a Council Member of the Friends of the Imperial War Museum and a member of the RAF Historical Society and the Guild of Battlefield Guides. He has written many articles and a number of booklets on aspects of the history of the RAF in the Second World War including *A Dictionary of the Battle of Britain* published by Halsgrove in 2009. *A Dictionary of Bomber Command* is due for publication in 2011.

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