

# THE STEEL COMPANY OF WALES LTD.

OUR REF  
GW/AP.**PORT TALBOT**

YOUR REF

Please address P.O. Box No.9, Port Talbot.

5th July, 1951.

Miss. Heald,  
Pathe News,  
Pathe House,  
133, Oxford Street,  
LONDON, W.1.

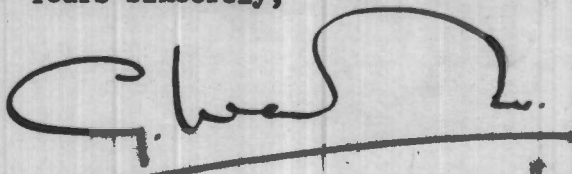
Dear Miss. Heald,

Further to our telephone conversation today I have pleasure in enclosing a copy of the programme of events for our Inaugural Ceremony on July 17th. This may help you to make your plans.

I also enclose four Press badges and two car badges for use on July 17th.

As I told you on the phone the other newsreels are sending their units down here in time to do some background shooting on Monday, July 16th and they have arranged to meet at my office at 9 a.m. on that day. Will you let me know if you wish your unit to do the same. If so they should come to the Head Office of the Company which is in the Port Talbot Works immediately behind Port Talbot Station.

Yours sincerely,



(G. Walker)

Information Officer.

*Walker*

29th June, 1951.

INAUGURAL CEREMONY - 17TH JULY, 1951.

PROGRAMME

Car park space for 4/500 cars will be provided at the north end of the Cold Mill Despatch Bay. All cars will enter the Works by the Cefn Gwrgan Bridge. The layout of the car parks and the method of the cars dropping their passengers will be dealt with by Auto car parks Ltd. who will be in charge of the Car Parks.

There will be approximately 400 persons travelling on the special train, and 14 buses will be in readiness to convey passengers from the special train, should the weather be wet. If it is fine, the train passengers will walk from the Railway Halt to the Despatch Bay. If wet, three buses will remain until 5.45 p.m. to run a shuttle service between the Despatch Bay and the station.

Between 10.45 and 11.45 a.m. the Melingriffith Band will have lunch and then take up their position on the bandstand at the south end of the Car Park, and play from 11.45 a.m. to 12.50 p.m. Between 1.10 and 1.50 p.m. they will play suitable soft music in the Reception Room. They will play again from 2.35 p.m. to 3.15 p.m. on the bandstand while the Luncheon Guests are leaving on their tour of the works. They will also play suitable soft music in the Reception Room between 4.15 p.m. and 5.30 p.m. while guests will be returning from their tour of the works and having tea in the Luncheon Room.

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- 8.10 a.m. Special train leaves Paddington, Platform 3.  
Breakfast and morning coffee served on the train.
- 11.30 a.m. Guests start arriving by car.
- 11.58 a.m. Special train arrives.

The Chairman's car will be at the Railway Halt to convey the Principal Guest to the Cold Mill Despatch Bay. Inwards car traffic on the road between the Station and Despatch Bay will be halted when Chairman's car is ready to leave and resumed after the Reception. At the entrance ramp, he will be received by Mr. & Mrs. E. H. Lever, the Lord Lieutenant and Lady Bruce the Mayor and Mayoress of Port Talbot and Mr. & Mrs. E. Julian Podes. A bouquet will be presented to Mrs. Gaitskell.

The guests will first enter the cloakrooms and then the Reception Room for cocktails. On entry to the Reception Room, the guests will be announced simultaneously in two files, and be received, formally, by Sir Charles Bruce-Gardner and Sir Evan Williams, at entrances Nos. 2 and 3. There will be four entrances to the Reception Room, two of which, Nos. 1 and 4, will be for members of the staff and their wives, who will not be received formally. These entrances will also serve as safety valves for passing in other guests if the pressure on the announcers is too great.

Reception concludes at 12.40 p.m.

- 12.30 p.m. Top table guests will be asked by the announcer to enter the Luncheon Room through entrance 'A'. They will then assemble in the Cocktail Lounge on the south side of the Luncheon Room.
- 12.45 p.m. Ask guests to take their places for lunch.
- 12.55 p.m. Luncheon Room closed. Lunch will be provided on tables near the Luncheon Room entrance for those guests unavoidably late and unable to get to their places.
- 12.55 p.m. When informed by the Toastmaster that all guests are seated, the top table guests, Directors and others enter the Luncheon Room from special cocktail lounge, followed by Mr. & Mrs. E. H. Lever and the Rt. Hon. & Mrs. Hugh Gaitskell.
- Grace said immediately by the Most Rev. The Lord Archbishop of Wales.
- 2.05 p.m. The Chairman proposes the Loyal Toast, the National Anthem then being sung by the guests accompanied by the Melingriffith Band.
- 2.08 p.m. The Chairman proposes the Toast of "The Chancellor of the Exchequer", the Rt. Hon. Hugh Gaitskell.
- 2.15 p.m. Response to the Toast by the Chancellor of the Exchequer.
- 2.25 p.m. A short programme of three Welsh airs by the S.C.W. Male Voice Choir, the third being the Welsh National Anthem.
- 2.30 p.m. The Chairman will ask guests to resume their seats for a while to hear what the Toastmaster has to say and to give time for top table guests to leave on the first buses.
- 2.30 p.m. The top table guests with Capt. Leighton Davies and Mr. W. F. Cartwright and their ladies will leave and enter the first four buses which will be waiting at the entrance to the Cold Mill Despatch Bay, to commence tour of the Works. They will leave the Luncheon Room by Entrance 'A' - Entrances 'B' and 'C' will remain closed.
- 2.30 p.m. The Press representatives will follow the top table guests at this time leaving by Entrance 'A'.
- 2.30 p.m. For the benefit of elderly guests the Toastmaster will now mention that the tour, described on the brochure they found on their table, will involve walking a distance of approximately  $\frac{3}{4}$  mile, but that buses will be located on Central Road to convey guests who feel unable to complete the tour on foot. Entrances 'B' and 'C' opened.
- 2.40 p.m. Buses leave on works tour, which will be as follows :-
- (1) Along South Road
  - (2) Up Central Road and along Tower Road into West Road.
  - (3) Then past the Central Engineering Shops to Margam Works
  - (4) Encircle Margam Works, via Penrhyn Street, West End and Wharf Road.
  - (5) Return to Stage Amenity block stairway of Melting Shop via the Oil Discharge Road.

Here passengers will debus, and with the exception of three buses which will park on Central Road (one at Slabbing Mill, one at Roll Shop and one at Coilers) to deal with the guests unable to complete the tour on foot, all buses will then join the flow of loaded buses on the West Road, leaving the works via Penrhyn Street Bridge. If wet, the three buses will report to the Despatch Bay at 5 p.m. to be available for shuttle service to station.

- (1) Guests will reach the Melting Shop stage by the stage Amenity Block stairway. If possible, it should be arranged for a steel furnace to be tapping when the Chancellor of the Exchequer arrives on the stage. Guests unable to ascend the stairway of the Melting Shop stage to be directed through the Valve Arch Road as an alternative.

The route from the Melting Shop onwards will be marked by white ropes.

At the foot of the Melting Shop stage Amenity Block stairway the Principal Guests party will be met by Mr. G. Smellie and Mr. R. W. Evans, who will accompany the party as far as the Pitside Amenity Block.

- (2) The Guests will descend by the stairway to the pit side, leaving the Melting Shop building and cross Central Road to the Mill Building, inspecting the Pit Side Amenity Block en route.

- (3) The guests will enter the Mill building by the door just south of the Breeze Pit.

The party will be met by Mr. S. E. Graeff and Mr. H. H. Ascough when they enter the mill building.

- (4) At the slabbing mill, a party of 5 persons consisting of Mr. & Mrs. Gaitskell, Mr. & Mrs. E. H. Lever, Mr. E. Julian Pote and Mr. W. F. Cartwright will ascend to the Slabbing Mill pulpit and watch an ingot rolled into a slab.

- (5) Returning to the mill floor they will proceed past the shears and slab furnaces to the last roughing stand.

- (6) At the holding table, the Chancellor of the Exchequer will work a lever which will enter a piece into the Finishing Stands. The resulting coil will afterwards be despatched by road to the Festival of Britain, London. S.C.W. staff will be available at the Finishing Stands of the Strip Mill to be ready to halt the stream of guests, should it be necessary to do so in order to remove a cobble from the mill.

- (7) The guests will leave the holding table and proceed past the Finishing stands to the Coilers.

- (8) They will make their way from the Coilers to the Cold Mill. Despatch Bay on foot by a bridge over the Coilers, and then through the Cold Mill.

Indicator Boards will be placed at all points of particular interest corresponding to the description given in the Guide to the tour provided. Senior officials will be available at these points to answer questions and amplify the information given, and also assist in keeping the guests moving.

Before the tour the buses will be marked on East Road, and after buses no. 1 to 4 with special guests, and buses Nos. 5 and 6 with Press leave, the other buses will draw up in numerical order to the entrance of the Despatch Bay. As the buses are loaded they will pull round into Grange Road and await their signal to start the tour.

A time schedule for the buses is suggested below. This provides for sending them off in groups of three every two minutes to try and form a caterpillar after they have debused.

| <u>Time leaving Cold Mill Despatch Bay</u> |           | <u>No. of Buses</u> | <u>Approx. No. of passengers</u> |
|--|-----------|---------------------|----------------------------------|
| Special guests                             | Zero      | 4 Nos. 1 - 4        | 80                               |
| Press                                      | + 1 min.  | 2 5 - 6             | 55                               |
| <hr/>                                      |           |                     |                                  |
|  | + 10 mins | 3 7 - 9             | 75                               |
|  | + 12 "    | 3 10 - 12           | 75                               |
|  | + 14 "    | 3 13 - 15           | 75                               |
|  | + 16 "    | 3 16 - 18           | 75                               |
|  | + 18 "    | 3 19 - 21           | 75                               |
|  | + 20 "    | 3 22 - 24           | 75                               |
|  | + 22 "    | 3 25 - 27           | 75                               |
|  | + 24 "    | 3 28 - 30           | 75                               |
|  | + 26 "    | 3 31 - 33           | 75                               |
|  | + 28 "    | 3 34 - 36           | 75                               |
|  | + 30 "    | 3 37 - 39           | 75                               |
|  | + 32 "    | 3 40 - 42           | 75                               |
|  | + 34 "    | 3 43 - 45           | 75                               |
|  | + 36 "    | 3 46 - 48           | 75                               |
|  |           |                     | <u>1,185</u>                     |

It is anticipated that Zero hour will be 2.35 p.m. The buses with the special guests and Press will travel at 15 m.p.h.

It may further help in forming the caterpillar if the first 12 buses with the other guests, travelled at 15 m.p.h., the next 12 at 12 m.p.h. and the next 12 at 10 m.p.h. and so on.

One member of the senior staff invited to the Luncheon will travel in each bus to mention points of interest they are approaching and to help in keeping the guests moving during the walking part of the tour.

4.15 pm } Tea will be served in the Luncheon Room at the Despatch Bay. The  
to } Band will play suitable music in the Reception Room.  
5.30 pm }

The Directors will try and be back to tea as early as possible, as this provides an opportunity for them to meet, informally, a large number of the guests.

5.45 p.m. Special train leaves for Paddington, arriving there at 9.42 p.m.

*(Leave by a train)*

Rush material

X 585401  
17/7

back

C.C.  
Mr. Fielder/~~Mr. Murray.~~  
Mr. Howard Thomas.  
FILE

Our Ref:  
GTC/GE/GW

10th July, 1931.

G. Walker, Esq.,  
Information Officer,  
The Steel Company of Wales, Ltd.,  
P.O. Box No: 9,  
PORT TALBOT.

Dear Mr. Walker,

Many thanks for your letter of July 5th to Miss Field enclosing copy of your programme and necessary press badges for the Inaugural Ceremony at Port Talbot on July 17th.

It will not be necessary for us to send down on the 16th although we appreciate your co-operation.

Yours sincerely,  
ASSOCIATED BRITISH-PATHE LTD.,

G. T. CUMMINS.  
EDITOR:  
PATHE NEWS.

Prelims :

Arrangement to meet

x-585401

in Prof Walker's office 9 am for prelims

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Phone Ted Hull 4 pm Fri re Data  
material

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Note: suggested by Howard not necessary  
for prelims.

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