

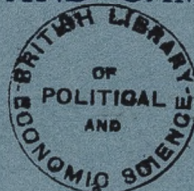
BOARD OF TRADE

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*The Report on the
Census of Production
for 1954*

Volume 11: Industry D

TOYS AND GAMES



*Presented by the Board of Trade to Parliament in pursuance of the
Statistics of Trade Act, 1947 (10 & 11 Geo. 6 Ch. 39, Sec. 7)*

LONDON: HER MAJESTY'S STATIONERY OFFICE

1957

PRICE 1s. 6d. NET

The Report on the Census of Production for 1954

VOLUME 11, INDUSTRY D

TOYS AND GAMES

THIS REPORT on the Toys and Games Industry relates to establishments engaged wholly or mainly in the manufacture of children's toys of all kinds (except rubber toys) and indoor games including chess and draughts sets, but excluding playing cards.

This industry corresponds to minimum list heading 193(1) in the Standard Industrial Classification.

LIST OF TABLES

Table No.	Title	Page	Table No.	Title	Page
1	Industry summary: estimates for the industry as a whole	11/D/3	6	Sales of principal products of the industry by establishments classified to other industries	11/D/5
2	Summary of returns received	11/D/3	7	Sales in the industry of other than principal products	11/D/6
3	Analysis by size, 1954	11/D/4	8	Total make of intermediate products	Does not apply
4	Analysis according to specialisation within the industry	Does not apply	9	Purchases of materials and fuel, 1954	11/D/6
5	Sales of principal products of the industry, including sales of these products by establishments classified to other industries	11/D/4	10	Average number of employees and wages, salaries and superannuation payments	11/D/7
			11	Employment in a specified week	11/D/8

IMPORTANT NOTES and definitions appear on the next page. In interpreting the data in the tables, it is essential to bear these in mind.

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[HA 251]

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The following notes describe terms in general use in the tables of the report. More detailed explanations of the terms used and a description of the scope and method of taking the census are given in the separate booklet entitled 'The Report on the Census of Production for 1954 - Introductory Notes' (price 1s. 6d. net).

Industrial Classification: Establishments are classified to industries according to the nature of their output and, as far as possible, in conformity with the Standard Industrial Classification. Certain products are identified as the principal products of individual industries, the principal products for a given industry being of a similar nature or commonly associated in production. The principle of classification normally followed is that an establishment is classified to an industry if its output of the principal products of that industry accounted for a greater proportion of the value of its output than did its output of the principal products of any other industry.

Specialist producers normally comprise those establishments 50 per cent. or more of whose total output by value is accounted for by the characteristic products of the specialist group.

Intermediate products: For some industries figures are given showing the total quantities made during the year of intermediate products, i.e., products which may be further processed in the establishments in which they are produced.

Larger establishments: The information given in the report relates mainly to 'larger establishments' i.e., establishments of firms employing on the average more than 10 persons. In most cases an establishment comprises the whole of the premises under the same ownership or management at a particular address (e.g., a mine or factory). Offices, warehouses, laboratories and other ancillary places of business situated apart from the producing works are not regarded as separate establishments and are included in the return for the works.

Small firms are those employing on the average 10 or fewer persons.

The estimates for the industry as a whole given in Table 1 are normally obtained by increasing the other items shown in the same proportion as total employment.

Gross output (production) is the total value of goods made and other work done during the year; it is obtained by adjusting the value of sales and work done during the year for changes in the value of stocks of products on hand for sale and work in progress.

Net output is the amount left after deducting from the value of gross output the aggregate of the cost of materials and fuel used, the amount paid for work given out, and, for 1951 and 1954, any transport payments made. This represents the value added to materials by the process of production, and constitutes the fund from which wages, salaries, rents, rates and taxes, advertising and other selling expenses and all other similar charges have to be met, as well as depreciation and profits.

Sales means sales during the year of goods made in the establishment covered by the return or made on commission for it, whether produced in the year or not. The value of sales is the net selling value, i.e., the amount charged to customers, whether on an ex-works or delivered basis, and net of any trade discounts, agents' commissions, allowances for returnable cases, purchase tax, etc. For goods charged on a delivered basis to customers overseas, firms were required to give the f.o.b. value.

Materials and fuel: The total cost of materials and fuel purchased includes all purchases during the year of materials for use in production, and of fuel (includ-

ing oil, gas and electricity) for all purposes: packing materials, including the full cost of returnable cases when first purchased; workshop and office materials; water charges; materials for repairs to buildings, plant and vehicles when carried out by firms' own work-people included in their returns; consumable tools; and parts for machinery purchased as replacements. Purchases of goods for merchanting are excluded. The cost of materials and fuel used, given in Table 2, is obtained by adjusting purchases for changes during the year in the value of stocks.

Stocks: Firms were required to give stocks of materials and fuel, products on hand for sale, and work in progress, at income tax values.

Customs and Excise Duty paid on materials purchased is normally included in the cost of materials. Finished goods are similarly valued as they were sold, duty-paid or duty-free. The net amount of any duty paid is deducted in arriving at net output.

Employment: Total employment includes working proprietors, administrative, technical and clerical employees, and operatives, but excludes outworkers, canteen employees and persons engaged in merchanting or any other activity not covered by a firm's return, who are shown separately as excluded employees. Employees are persons on the pay-roll (i.e., persons whose National Insurance cards were held by employers), whether employed full-time or part-time.

Working proprietors are proprietors of businesses other than limited companies, together with members of their families who worked in the business without receiving fixed wages or salaries. Any persons working less than half the normal hours are excluded. For Northern Ireland directors of limited companies (other than those paid by fee only) are also included.

Administrative, technical and clerical employees include directors, other than those paid by fee only (except in Northern Ireland); managers, superintendents and works foremen; research, experimental, development, technical and design employees (other than operatives); draughtsmen and tracers; travellers; and office (including works office) employees.

Operatives include all other classes of employees, i.e., broadly speaking, all manual workers.

Outworkers are persons employed by the firm who work on materials supplied by the firm in their own homes.

Wages and salaries include all overtime payments, bonuses and commissions without any deductions for income tax, insurances, contributory pensions etc. They exclude payments to working proprietors.

Capital expenditure includes expenditure on new building work, and on plant, machinery and vehicles, charged to capital account during the year, including any transport and installation costs involved. It includes expenditure in respect of establishments in Great Britain which had not begun production before the end of the year (which has not previously been included in the Census of Production reports for individual industries).

Symbols used:

.. for not available

- for nil or negligible (less than half the final digit shown).

Where figures are rounded, e.g., given to the nearest £ thousand, there may be apparent slight discrepancies between the sums of constituent items and the totals shown. In some cases, figures have been combined with others of a similar nature where publication of separate details might disclose information relating to an individual undertaking.

Industry summary
Estimates for the industry as a whole

TABLE 1

	United Kingdom			Scotland 1954	Wales 1954
	1948	1951	1954		
	£ million	£ million	£ million	£ million	£ million
Gross output (production)	18.6	25.1	31.5	-	5.17
Net output	10.1	11.6	14.9	-	2.38
Total stocks and work in progress					
At beginning of year	3.8	4.6	4.8	-	0.64
Change during year	+ 0.2	+ 1.4	+ 0.9	-	+ 0.14
Capital expenditure less disposals (a)	0.7	0.5	1.0	-	0.15
Wages and salaries	5.7	6.8	8.7	-	1.42
Total employment (including working proprietors)	Thousands 23.6	Thousands 25.1	Thousands 26.1	Thousands -	Thousands 3.84

(a) Capital expenditure on plant, machinery and vehicles and new building work (including (except in 1948) that incurred in Great Britain for establishments not yet in production), less amounts received for plant, machinery and vehicles disposed of.

Summary of returns received

TABLE 2

	Unit	Great Britain 1948	United Kingdom	
			1951	1954
FIRMS EMPLOYING ON AVERAGE MORE THAN 10 PERSONS				
Number of establishments	No.	216	194	171
Total value of sales and work done	£'000	16,626	23,135	29,203
Products on hand for sale	at beginning of year	1,553	2,058	2,156
and work in progress		change during year	65	611
Gross output (production) (a)	"	16,374	23,746	29,741
Purchases of materials and fuel	"	7,376	12,844	15,101
Stocks of materials and fuel	at beginning of year	1,815	2,291	2,353
		change during year	126	753
Cost of materials and fuel used	"	7,250	12,091	14,803
Payment for work done on materials given out	"	222	263	331
Payment for transport (b)	"	318	411	515
Net output	"	8,901	10,981	14,092
Average number of employees	No.	18,168	20,737	21,193
		others	2,548(c)	2,928
Total employment (d)	"	20,769	23,709	24,638
Net output per person employed (d)	£	429	463	572
Wages and salaries	£'000	3,850	5,018	6,366
		of others	1,153	1,452
Capital expenditure				
New building work (e)	"	124	82	132
Plant and machinery	acquisitions (e)	478	374	789
		disposals	67	50
Vehicles	acquisitions (e)	40	87	140
		disposals	4	18
FIRMS EMPLOYING ON AVERAGE 10 OR FEWER PERSONS				
Number of returns	No.	320	188(f)	169
Total employment, including working proprietors	"	1,652	994(f)	957

(a) For the year 1948 gross output excludes payments for transport services outwards on finished goods sold. For subsequent years gross output includes payments to other firms and undertakings and to firms' own separate transport organisations for transport services.

(b) Payments to other firms and undertakings and to firms' own separate transport organisations. For the year 1948 payments cover only transport outwards of finished goods sold. For subsequent years they cover payments for transport of both finished goods sold and materials and fuel purchased.

(c) Number in week ended September 25, 1948.

(d) Excluding outworkers and including working proprietors.

(e) Excluding expenditure for establishments not yet in production.

(f) Excluding Northern Ireland. No information about small firms was collected in Northern Ireland for 1951.

TOYS AND GAMES

Analysis by size, 1954

Larger establishments in the United Kingdom

TABLE 3

Average number employed (a)	Establishments	Gross output	Net output	Employees		Wages and salaries		Capital expenditure (b)	Net output per person employed (a)
				Operatives	Others	Operatives	Others		
	Number	£'000	£'000	Number	Number	£'000	£'000	£'000	£
11 - 24	45	864	426	672	116	184	52	15	527
25 - 49	40	1,427	703	1,140	190	299	99	34	528
50 - 99	32	2,535	1,271	1,830	310	439	190	72	592
100 - 199	27	4,518	1,905	3,474	571	960	332	130	471
200 - 299	10	3,623	1,390	1,992	421	614	230	119	576
300 - 399	6	2,432	1,208	1,796	209	506	121	51	602
400 - 499	5	3,016	1,393	1,958	414	665	214	130	587
500 and over	6	11,326	5,797	8,331	1,187	2,699	659	510	609
Total	171	29,741	14,092	21,193	3,418	6,366	1,897	1,061	572

(a) Excluding outworkers and including working proprietors.

(b) Capital expenditure on new building work and on acquisition of plant, machinery and vehicles, excluding expenditure for establishments not yet in production.

TABLE 4 - Analysis according to specialisation within the industry, 1954

Larger establishments in the United Kingdom

No specialisation within this industry was distinguished.

Sales of the principal products of the industry, including sales of these products by establishments classified to other industries

Larger establishments in the United Kingdom

TABLE 5

	1951		1954		Entries
	Quantity	Value	Quantity	Value	
	Th.do.	£'000	Th.do.	£'000	Number
Dolls					
Stuffed	102.5	335	90.2	339	10
Other descriptions	660.9	1,859	712.4	1,783	14
Soft toys other than dolls	248.1	743	{ 238.9	880	18
			..	166	..
Toy perambulators and toy folders	46.3(a)	1,017(a)	57.6	1,134	34
Pedal motor cars and scooters	31.5	793	77.2	925	13
Childrens bicycles (with frames smaller than 15in.) and tricycles	79.7	1,528	72.3	1,214	16
Model aircraft (complete, and aircraft parts, including engines, whether in kits or separate)	..	175	..	487	6
Metal toys not elsewhere specified					
Mechanical (self propelled)	Th.do.		Th.do.		
Train sets	101.7	692	67.8	762	7
Other	1,597.2	2,165	{ 511.4	827	9
			..	812	7
Constructional	..	692	..	610	..
Diecast	805.1	589	1,875.9	1,814	8
	..	832	..	702	8
Seaside buckets and spades (b)	..	96	..	83	6
Other descriptions	..	2,597	..	3,068	32
Unclassified	..	250	..	502	34

(58448)

TOYS AND GAMES

TABLE 5 (contd.)

	1951		1954		Entries
	Quantity	Value	Quantity	Value	
	Th.do.	£'000	Th.do.	£'000	Number
Wooden toys not elsewhere specified	..	1,276	..	1,227	32
Toys made wholly or mainly from plastics not elsewhere specified	..	3,592	..	5,814	111
Toys of cardboard and paper	..	297	..	526	16
Christmas stockings	28.4	24	{ 5.5	2	..
			..	27	..
Other descriptions of toys (including modelling materials) (c)	..	1,105	..	1,106	42
Parts of toys not elsewhere specified sold separately	..	593	..	1,105	44
Indoor games					
Of cardboard and paper	..	1,693	..	1,571	27
Other descriptions (d)	..	170	..	223	19
Waste products	-	-	..	78	43
Repair work (e)	..	27	..	56	20
Work done for the trade or on commission (e)	..	534	..	406	14
Total	..	23,675	..	28,249	..
Sales in other industries (see Table 6)	..	3,829	..	3,464	..
Principal products of this industry sold by establishments in the industry	..	19,846	..	24,785	..

(a) 1951 figures cover toy perambulators only.

(b) So far as recorded separately.

(c) Excluding rubber toys for which see the Rubber Industry (Volume 11, Industry A).

(d) Excluding table tennis tables, sets, and other tennis equipment, darts and dart boards for which see the Sports Requisites Industry (Volume 11, Industry E).

(e) Amount charged.

Sales of principal products of the industry by establishments classified to other industries

Larger establishments in the United Kingdom

TABLE 6

	1954			Principal industries in which produced (a)
	Quantity	Value	Entries	
	Th.do.	£'000	Number	
Toy perambulators and toy folders, pedal motor cars and scooters	16.1	534	34	3N
Childrens bicycles (with frames smaller than 15in.) and tricycles	1.5	110	8	3I, 3N
Metal toys not elsewhere specified	..	672	43	2C, 4M, 5E, 10C
Wooden toys not elsewhere specified	..	41	8	(b)
Toys and games made wholly or mainly from plastics not separately distinguished and parts thereof	..	1,186	72	4M, 5H, 11A, 11I
Toys of cardboard and paper	..	146	6	10H, 10I, 10K
Other descriptions of toys (including soft toys and christmas stockings) and parts thereof	..	208	24	3N, 10I, 11C, 11I
Parts of toys not elsewhere specified, sold separately	..	117	18	3I, 5E, 5L, 10E
Indoor games	..	450	9	10I, 10K, 11E
Total		3,464		

(a) The volume number and industry references given are to the industries shown in the list at the back of this report.

(b) Production is widely distributed among other industries.

(58448)

Sales in the industry of other than principal products
Larger establishments in the United Kingdom

TABLE 7

	1954	
	Quantity	Value
	Th.doz.	£'000
Sports requisites, including table tennis tables and sets, darts and dartboards	..	173
Plastic goods and accessories	..	1,096
Bonbons, crackers and paper novelties	..	51
Perambulators, folding baby carriages and push chairs	32	1,763
Other goods	..	1,268
Work done (a)	..	68
Total	..	4,418

(a) Amount charged.

TABLE 8 - Total make of intermediate products
Larger establishments in the United Kingdom

This table is not applicable to the industry.

Purchases of materials and fuel, 1954
Larger establishments in the United Kingdom

TABLE 9

	Quantity	Cost
Materials	Th.tons	£'000
Steel		
Tinned - terne - and black plates and tinned - and terne - sheets	4	245
Other steel sheets	..	37
1/8in. thick and over and hoop and strip (including tape) of all thicknesses	4	254
Under 1/8in. thick	20	969
Lead and lead alloys in all forms except finished parts and scrap	1	116
Timber excluding timber used for packing	Th.cu.ft.	
Hardwood and softwood	581	418
	..	44
Plywood (including battenboard, blockboard and laminboard)	Th.sq.ft.	
	7,355	192
Woven piece goods	Th.sq.yds.	
Of cotton or mainly of cotton	1,722	360
	..	70
Of wool or mainly of wool (including felt)	444	204
	Th.cwt.	
	57	172
Paper and paperboard for the manufacture of toys etc.	..	188
	Th.gal.	
Paints and varnishes including emulsion paints, cellulose based paints and lacquers	360	475

(58448)

TABLE 9 (contd.)

	Quantity	Cost
	Th.cwt.	£'000
Materials (contd.)		
Plastics materials		
Synthetic resins and moulding powders	132	1,777
Sheet including plastic film, rods and tubes	6	147
	..	68
Finished plastics components and fittings	..	1,160
Packing materials		
Cardboard boxes, cartons and fibre-board packing cases	110	386
	..	1,150
All other packing materials	..	262
Other purchased materials	..	5,960
Fuel and electricity		
	Th.tons	
Coal	13	55
	..	7
Coke	2	13
	..	2
Liquid fuels (including creosote/pitch mixtures)		
For use in internal combustion engines	Th.gal.	
Motor spirit (petrol) for use in road vehicles and deriv. fuel	288	59
Other	19	1
For burning in furnaces, boilers, kilns, etc.	208	10
Gas purchased from Gas Boards and other sources including other departments of the same firms	Th.therms	
	1,411	83
	..	12
Electricity purchased from Electricity Boards and other sources including other departments of the same firms	Th.kWh.	
	30,587	177
	..	26
All other purchased fuel	..	1
Total cost		15,101

Average number of employees and wages, salaries and superannuation payments

Larger establishments in the United Kingdom (a)

TABLE 10

	1951	1954
	Number	Number
Average number of employees		
Operatives	20,737	21,193
Administrative, technical and clerical employees	2,928	3,418
Total	23,665	24,611
	£'000	£'000
Wages and salaries paid to		
Operatives	5,018	6,366
Administrative, technical and clerical employees	1,452	1,897
Total	6,470	8,263

(58448)

TABLE 10 (contd.)

	1951	1954
	£	£
Wages and salaries per head		
Operatives	242	300
Administrative, technical and clerical employees	496	555
		£'000
Superannuation and other pension funds for employees and dependents (b)		83
Employers' contributions	..	Number
		4,207
Employees covered	..	£'000
		5
Pension, etc. payments to former employees and dependents (b)	..	

(a) The following persons, not included above, were also employed by larger establishments in this industry ('other workers' includes, for example, employees engaged in merchanting):-

	United Kingdom	
	1951	1954
	Number	Number
Canteen workers		
Males	9	22
Females	146	133
Total	155	155
Other workers		
Males	70	17
Females	65	13
Total	135	30
Total excluded employees	290	185
	£'000	£'000
Payments to outworkers	139	160

(b) The figures given relate to larger establishments in Great Britain only.

Employment in a specified week (a)

Larger establishments in the United Kingdom

	1951			1954		
	Males	Females	Total	Males	Females	Total
Working proprietors	39	5	44	25	2	27
Operatives	6,306	14,334	20,640	6,381	16,955	23,336
Administrative, technical and clerical employees	1,571	1,388	2,959	1,795	1,772	3,567
Total employees	7,877	15,722	23,599	8,176	18,727	26,903

(a) Week ended September 22, 1951, or October 30, 1954.

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