

BRITAIN PREPARES FOR COLD SNAP

Winter's here. Modern Man goes back to the Stone Age. Modern Woman goes back to bed. And all because of a change in the weather.

This is the inside story of Modern Man's home. Like a million others, he's so up to date he has everything laid on. Every convenience and comfort on switch. One unlucky morning Modern Man comes down for a nice old-fashioned cup of tea. And what does he see? - he sees there is no light....he sees there's no tea. He sees there's no breakfast. He seizes up. He's late for work. Loses his job, because the clock stopped - and this is why. It's a power cut.

The fire (Modern Man had to dress by this morning) uses the last unit that breaks the power-station's back. So this means a call for help elsewhere. Perhaps Scotland's hydro-power can ease the load.

Three years will see a new national power system - and the end of power cuts. Till then, Mr. and Mrs. Modern Man are back in the stone age.