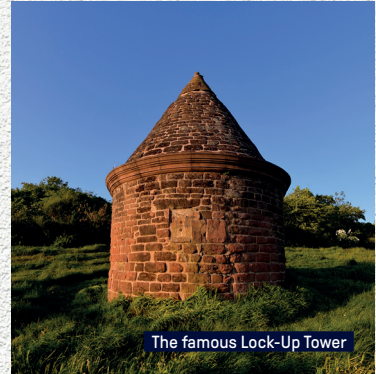


HERITAGE SOCIETY



Words // Rob Sawyer

FROM THE LOCK-UP TO HILL DICKINSON



The famous Lock-Up Tower

If you venture to Village Street in north Liverpool and visit the humble, yet famous, 1787-built Everton Lock-Up Tower, take a moment to gaze north-west and enjoy the glorious sight of Hill Dickinson Stadium. It is entirely fitting these significant structures in the story of the Blues are in the line of sight of each other.

Blessed with spectacular views down to the Mersey and far beyond, the district of Everton once lay outside of the Liverpool city boundary. The proliferation of pubs (including the Queen's Head, where Everton FC's name was chosen in 1879) necessitated the construction of a lock-up. There, miscreants could cool off before either being released or taken to a police station to face further action. This 'cooler', although long disused, is the oldest standing building in the area and is now cared for by the Friends of Everton Park.

The lock-up was not the first Everton landmark to be referenced by the Football Club. A fire beacon once stood at the highest point of the village – close to where St George's Church is now located. Although

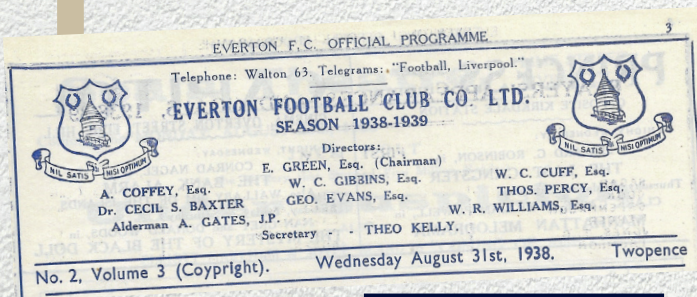
long gone, it served as the symbol of John Houlding's Beacon Ales and made its way onto our football club's 1890s letterhead.

The footballing Toffees had eschewed the use of a club symbol for the first 38 years of the 20th century. That was to change when Everton's energetic and creative secretary, Theo Kelly, was tasked with coming up with a design. He told the *Daily Mail*: 'I was puzzling over it for four months, then I thought of a reproduction of the "beacon" which stands in the heart of Everton.' For 'beacon', read the lock-up tower.

Kelly's sketch found favour with the directors. The addition of laurel wreaths symbolised sporting success and a new Latin motto, Nil Satis Nisi Optimum, acted as something of a mission statement. The crest featured prominently in the first home match programme of the 1938/39 season, with Kelly explaining its significance in the editorial notes. The crest swiftly brought good fortune, as the Toffees won the Football League Championship, exhibiting some of the finest football seen at Goodison Park.

Despite Kelly's promotional acumen, Everton waited four decades to add the tower motif to the team shirt.

The portrayal of the tower in the crest has evolved over the decades, moving away from the reality of that squat building. The current iteration was selected via a poll of supporters in 2013. More recently, the Club has adopted a simplified tower design for use on the third kit and in some literature, but the more traditional crest shows no sign of disappearing.



First home match programme, 1938/39