1. Entry to reconstruction display.
   POST-WAR BRITAIN
   The nation rolls up its sleeves.

2. Reconstruction
   Scene of activity;
   Rebuilding suggested
   By scaffolding etc.
   Sounds of activity and
   Bustle reproduced in
   Background.
   Text panels suitably
   Disposed.
   PRODUCTION?
   Going up, but hampered by shortage
   of raw materials and plant.

   TOTAL EARNINGS?
   The highest on record, but so are
   Our costs.
   EXPORTS?
   Well above the 1938 figures, but still
   Below our needs.

   DOLLARS?
   We are earning more, but not enough to
   Balance our dollar imports.

   IMPORTS?
   We cannot live without heavy imports of
   Food and raw materials. Our bills for
   Both are rising.

   OVERSEAS INCOME?
   We sold overseas possessions to win the
   War; now the income that once paid for
   One third of our imports is virtually
   Wiped out.

   MARSHALL AID?
   Coming in, part gift, part loan. In
   Three years’ time at latest it will end.

   LIVING STANDARDS?
By 1952, our standards will depend
Entirely on what we can make and sell.
There will be nothing else. We have
Three more years to get back on our feet.

THREE MORE YEARS. CAN WE DO IT?

p. 2 of original
3. Displays centered round a
Giant scales, which moves as
People pass over a platform.

(a) Blackboard display

THE ANSWER IS IN THE BALANCE.

SIMPLE ARITHMETIC

To-our own efforts
Add-Marshall Aid.

Answer: our present livelihood.

By 1952 at latest we shall have
To rely on our own efforts alone.

To live as well as we live now,
We must increase our production
By an amount equal to Marshall
Aid.

To live better, we must produce
Even more than that.

How is this to be done?

HERE IS OUR FOUR-POINT PLAN....
(leading to Section 4)

(Reference corner to Sec. 3
Present Trade position.
Adjustment necessary to
Balance at present standard
By 1952. Effect on
Position of Marshall Aid.

4. Revolving Stage Displays
(a)

(1) EXPORTING MORE
A successful export programme means-
Making the goods that other countries want.

Offering goods at prices which other
Countries will pay.

Maintaining our reputation for quality
And workmanship, increasing our
Reputation for design.
Using our reputation to bring in new Custom.

Making a special drive to sell more Exports to the American Continent, from Which we get so many of our essential Imports.

Behind all this it means—

HIGHER OUTPUT.

(2) SUPPLYING OURSELVES
The best way to cut down imports is to Supply ourselves with more necessities.

But this means—

HIGHER OUTPUT.

(3) HELPING THE NON-DOLLAR COUNTRIES TO RECOVER

Nations depend on each other. The More they produce, the better business Is done between them.

It is in our interest to help the Reconstruction of the non-dollar Countries.

We can supply them with the machinery And plant they need, and so make it Possible for them to supply us In return with what we need.

But this means—

HIGHER OUTPUT.

(4) IMPORTING LESS FROM DOLLAR COUNTRIES

Our dollar debt is our worst problem.

The more we can switch imports from the American Continent, the less we shall Have to depend on dollars.

Whatever we import, we must pay for it With exports.

Once again it means—
HIGHER OUTPUT

(Reference corner to Sec 4;
Details of what sells abroad and
Where. Special emphasis on dollar
Exports. Imports that in time can
Be switched from America to other
Sources. Capital needs of the
Non-dollar countries.
Plan for home production.)

p. 4
5. Blackboard Display

NOT SO SIMPLE ARITHMETIC

We must produce more goods.

But we must produce them at a price
People overseas will pay.

Problem—How to achieve HIGHER OUTPUT
From LIMITED RESOURCES at LOWER COST.

The solution is in the following sum:

Men and women
Plus Horse Power
Plus Horse Sense

(a) Cartoon display

(1) MEN AND WOMEN

All our essential industries want more
Workers.

With demobilization about finished and
Unemployment at a very low level, there
Are now no considerable untapped
Reserves of labour.

We must make more efficient use of the
Labour we already have.

There are people (especially women)
Who could spare a few hours a day for
A part-time job.

More people in the right place means
More of the right things produced.

(b) Cartoon display

(2) HORSE POWER

Higher output demands higher
Mechanization.

With new machines and new buildings we could increase our production at once.

But we are short of steel and we must export new machinery to buy food and raw materials. There is a strict limit to the number of new machines and buildings we can allow ourselves.

We must make the best possible use of the machines we have.

© Cartoon display

(3) HORSE SENSE

Reducing costs is as vital as raising output.

It can be done if everyone uses a little horse sense.

What’s in the ‘IF’?

6. Stairs display.

(Emphasis on the word “IF”)

p. 5

7 (a) Productivity theme.

Cartoon displays with movement?

Handwritten:

(Back projection Unit 1)

IF

the machine is kept up to date and in good order, it cuts out unnecessary work.

RESULT

the man can spread his effort. More will be produced. Costs will be lowered.

A well-kept machine does a better job.

(b)

IF

the work of a factory is well organized, bottle-necks won’t occur, employees won’t waste time and effort, machines won’t stand idle.

RESULT

Hold-ups will be eliminated and production will go faster at reduced cost.

A little forethought saves a wealth of waste.

©

IF

Every factory management uses modern methods of planning, control, and supervision;
selects, informs, and trains its employees;
studies their welfare;
sees that any system of incentives is fair and clearly understood;
listens to the men’s views, encourages their ideas;
makes sure that any decision affecting the men is just;
takes square pegs out of round holes;
work will run more smoothly, everyone will be willing

RESULT
No ground for complaints, no brakes on Production.

The better the spirit, the better the results.

(d)

IF
every worker, at machine, bench or desk,
uses his wits as well as his hands, he will discover ways of raising his own productivity.

RESULT
More output at lower cost. Everybody gets more for his money.

Start with what is under your own nose.

p. 6
(e)

IF
everyone understands the importance of improving productivity, ‘working more skillfully to produce more per hour’ and then goes back to work and puts the principle into practice;

production will immediately show an all-round increase of at least 10 per cent., at lower cost.

8. Introductory panels

MORE PRODUCTION – OF WHAT?

Of power for industry.

Of coal, the raw material of power.

Of the machinery and plant for modern Industry.
Of steel to make the machinery and plant.

Of goods we can sell to other countries.

Of essentials we would otherwise have to import.

Of the well-made things on which our Reputation depends.

(a) Diorama

MORE PRODUCTION OF COAL
- to generate power
- to export
  (Manpower and other requirements.
   Targets.
   Current output figures)

(B) Diorama

MORE PRODUCTION OF IRON AND STEEL

- to make machines, factories, vehicles and ships
- to make goods for export.
- To export to Europe and the Colonies Where supplies for reconstruction are Short.
  (Manpower and other requirements.
   Targets.
   Current output figures.)

p. 7

c) Diorama

MORE PRODUCTION OF SHIPS

- to carry our own goods and passengers.
- To earn money by carrying other Countries’ goods and passengers.
- to sell to other countries.

  (Manpower and other requirements.
   Targets.
   Current output figures.)

(d) Diorama

MORE PRODUCTION OF VEHICLES AND ROLLING STOCK

- to improve transport on road and rail
to sell abroad

  (Manpower and other requirements.
   Targets.
   Current output figures.)

e) Diorama

MORE PRODUCTION OF TEXTILES
- for export all over the world.
- For ourselves.

(Manpower and other requirements.
Targets.
Current output figures.)

(f) Diorama

MORE PRODUCTION OF CHEMICALS

- for home use and export
- for agricultural, industrial, and medical uses.

(Manpower and other requirements.
Targets.
Current output figures.)

(g) Diorama

MORE PRODUCTION FROM THE LAND

- to save imports of food and raw materials.
(Manpower and other requirements.
Targets.
Current output figures.)

p. 8
9. Entry to ‘Attitudes’ Section

THIS IS FOR YOU PERSONALLY.

Three small rooms, representing Office, workshop and living-Room respectively, in each a Full-scale model of the person Concerned.

Manager: I am a factory manager. Can you give me some practical suggestions?

Operative: What do you want me to do?

Housewife: How can I help?

Doors open automatically and The text-line in each case is Spoken.

Rovelling stages Viewed from above.

(a)

SUGGESTIONS FOR THE ENQUIRING MANAGER
(These hints are supplied by industrial experts.)

1. Take a business friend round your Works and ask him for his views. Outside ideas are often useful.

2. Are you making too many varieties? Variety is no substitute for good Salesmanship. It is often possible To make a smaller range of components Cover an equal range of types.
3. Is your work and layout planned to
    Make the best use of your machines?

4. Good stores control will ensure that
    Stocks are neither too small nor too
    Big for your requirements. Keep a
    Record of materials and components in
    Stock, and see that your maximum
    and minimum figures are up to date.

5. Chase that scrap. Somebody wants it
    If you don’t.

6. If your workpeople are not contented,
    Find out why. Something to do with
    Training? With welfare conditions?
    With the incentive system? With
    Promotion? Do they feel they are
    Not being given a fair hearing?

7. Joint Consultation machinery will
    Not succeed in the wrong atmosphere.
    The principle must start on the shop
    Floor with the relations between
    Foreman and operatives. Harmony at
    The top is equally important.

8. Your foreman should be trained in
    Handling and instructing people, as
    Well as in up-to-date working methods.
    Here the Ministry of Labour’s ‘Training
    Within Industry’ scheme will help you.
    Ask at the Information Desk on your
    Way out.

9. Encourage your workers to make
    suggestions. Give rewards for any
    ideas you use.

10. Do your workpeople know what progress
    they are making? Fix your targets
    and let everybody know what is happening.

(b)

SUGGESTIONS FOR THE ENQUIRING WORKER

1. Go all out. We need your best efforts.
   The more you produce the more you’ll earn.

2. The nation lives today on what it produces. Everybody’s efforts
   contribute to the total. Everybody
is working for the nation. We sink or swim together.

3. Don’t go slow for fear of unemployment. Unemployment might come from producing Too little, but we cannot produce too much

4. Review the work you are doing. Can You get more done for the same effort? Team up with your mates. That might Make it easier still.

5. If everybody kept good time, the increase in the national output would be enormous.

6. Back up any scheme for joint Consultation and make it work. You Have ideas. Make them heard.

7. Think things out for yourself. Once You know the real trouble, you won’t Miss the real remedy.

c. SUGGESTIONS FOR THE ENQUIRING HOUSEWIFE

1. Doing distasteful chores is a nuisance, But letting things slide will only make Matters worse.

2. If you have any spare time, ask your Local Recovery Committee or a local Women’s organization how to use it to The best advantage.

3. If you don’t go out to work yourself, Try to help the woman who does by Shopping for her or ‘sitting-in’.

4. If your son or daughter does not know Where to go for a holiday, why not Suggest a harvest camp?

5. Hang up the paper salvage sack again. If we can save as much paper as we Did in war time, we need not buy paper From Sweden.

6. Be ingenious about saving gas and Electricity. Don’t heat the oven For one dish or the electric iron For one garment. Clever planning
Will save fuel – and fuel cuts.

7. Encourage all members of your family to save. Good for them and the country too.

8. Have you an allotment? If not, get Your menfolk sold on the idea of having one next spring.

9. There is more choice in the shops now. We can drop the war-time habit of buying things simply because they’re for sale. Be choosey.

10. There may be a worker wanting Accommodation in your district. You may have a room you could spare. The two would go very well together.

10. Recapitulation Room.
Arranged to resemble a fun fair
Working exhibits could include:

The Money-go-Round from Charing Cross.
Pin-tables as in the Cotton Exhibition.
Try-your-strength machines. Extra Effort achieves the Target.
Aladdin’s Cave. Diorama of a coal-mine.
The Production Drive. A competition device in which the re-deployed competitor always wins.
The Savings Shoot. A spring plunger fires mock coins into a ‘savings bank’. When enough are deposited, the bank tips, the coins slide off and a newly constructed factory is revealed.
Distorting Mirrors. A thin, coldly-coloured reflection shows the result of not increasing production. An ample rosy-coloured reflection shows the opposite.

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Your Future Foretold. Fortune-telling apparatus, pointing a simple moral.
The Biggest Rat out of Captivity: Black Marketeer.
The Four-Handed Woman. Representation of a woman doing housework on one side and part-time production work on the other.
Etc., etc., etc.
Listening Booths. These could be simply arranged so that the visitor lifts an ear-phone and hears the answer to a leading question that is displayed over the telephone. The commentary could repeat automatically without an elaborate stop and start mechanism.
Information Desk.

Entry to Cinema,
Exit.