

“ON OUR WAY” STORYBOARD

Tucked into this folder (about one film, made for the exhibit) the full storyboard for the actual exhibit “On Our Way”

INF 6 1832 PRO

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?

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

THE ANSWER IS IN THE BALANCE.

(a) Blackboard display

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.

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(b)

(2) SUPPLYING OURSELVES

The best way to cut down imports is to
Supply ourselves with more necessities.

But this means—

HIGHER OUTPUT

(c)

(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

(d)

(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.)

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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")

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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.

(Unit 2)

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;

(Unit 3) 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.

Unit 4

RESULT

More output at lower cost. Everybody Gets more for his money.

Start with what is under your own nose.

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(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.)

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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.)

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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?

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

Housewife: How can I help?

Revolving 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.

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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?

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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 choosy.

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.

Arrange 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.

