

RAISING THE STANDARD

An Important British Productivity Film

16 m.m. Sound—Black and White.
Running Time: 30 Minutes.

"RAISING the Standard" is the latest addition to the I.P.A. Library of educational films. It was the first of a series of the British Productivity Council's films to be screened on the B.B.C. television service. It is a popular introduction to the economics of higher productivity and a broad survey of the principal methods of achieving it. The film is followed by a discussion panel consisting of the then Chairman of the British Productivity Council (Mr. Tom Williamson, who is a Trade Union Leader), the Deputy Chairman, Sir Ewart Smith (a Director of I.C.I. Ltd.), and newspaper representatives. The national importance of the subject is emphasized by the appearance in the film of the present Chancellor of the Exchequer, Mr. R. A. Butler, and his Labour predecessor, Mr. H. T. N. Gaitskell.

The film clearly shows that by producing more goods there is more to distribute. We can have a better life by using better methods and more machines to make more goods at lower prices. It illustrates that almost any job can be done more quickly and gives several practical examples of machines which save time, manpower and money.

Instances of wrong thinking which are obstructing production are given. A noteworthy effort is made to answer a widely held belief that

higher productivity means men will work themselves out of a job, and the film points to the need for positive action on the part of management in this connection.

PROGRESS can come only from the right attitude of mind—the attitude that isn't afraid to accept new ideas, that asks questions and tries to find the answer and won't accept the second best way of doing things. Is the job being done in the best possible way? If not, how could it be done better? Is there a machine that could do the job, and if a machine already does the job, would another machine do it better? These are the sort of questions we should be asking at every level, from the shop floor to the board room.

THE film is eminently suitable for screening to factory and office employees, executives, schools and other organizations.

In view of the importance of productivity to Australia, the I.P.A. will make the film available on request, free of charge.

LATER in the year the Institute expects to have available three additional B.P.C. T.V. films:

"Views on Trial"

"Men at Work"

"Room for Discussion."