

FROM: MR. G. CLEMENT CAVE.

TO: MESSRS. JORDAN, MCCONVILLE
MORRIS.

GCC/GF/CW

4th March, 1948.

AUSTIN BONUS SCHEME

In this story we shall of course mention the name of the firm in the commentary, which will be sufficient. In the picture we should avoid any Austin placards.

The story is that this firm has inaugurated a bonus scheme which is linked with output, and on Friday a draw will be made for the five workers who have been successful. The firm has laid on facilities for the draw, but we need a little more than this. Roughly the story could run this way:

We could open on shots of assembly lines. Here we need anything which gives the impression of great activity and we need to see masses of cars moving up and down the lines.

From this we could go to individual shots of workers doing various jobs in the same set up. I would like plenty of sound on this sequence. Over the sequence we can tell the story of the British motor car industry breaking all export records, and by getting in the individual workers shot in this assembly sequence, we can lead in to the bonus scheme.

From here we should go to the draw by L.P. Lord, chairman of Austin's, from the drum, and get a line from him on production.

The next and final sequence would be in the appropriate workshop, as far as the sound is concerned, to have a line from the man or woman who has won the biggest award - it may be in the region of £100. (~~one hundred pounds~~) I suggest we open after planting his type of work with a general shot, by either swinging or tracking to him. His foreman should walk into the picture and say "Well done, Bill I hear you've won the £100. award in the bonus draw. What have you got to say about it?" Bill should look up to the foreman and say "If we broke the record without a scheme like this, there will certainly be no stopping us now" Remember this is a pay-off line, and so it should

/be said

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- 2 -

be said/
emphatically.

Mr. McConville should try to get pictures of most of
the other winners actually doing their work so that
we can lead up to the sound pay-off.

G. Clement Cave
EDITOR:
PATHE NEWS.



Cameraman's Dope Sheet

Print all names. Attach Press Clippings or other material.
If the story looked good to you, say so, if it didnt, say so too.

SUBJECT <i>Custis Motor Works. Bonus scheme</i>		
PLACE <i>Longbridge</i>	DATE	
Cameraman <i>D. Jones</i>	Recordist <i>J. Morris</i>	Footage Shot <i>800.</i>
WHO ELSE COVERED Say if sound or silent <i>E.B. Manton. Sound.</i>		

LIST OF SHOTS
<i>1. 1/5 Mr. L.P. Lord talking to workers before the draw.</i>
<i>2. 1/4 Mr. Lord.</i>
<i>3. 1/5 Drawing the first names from the drum.</i>
<i>4. 1/5 Draw taking place.</i>
<i>5. 1/5 Assembly line ran to two men at work on car (line from each).</i>
<i>6. Repeat above use same second take first N.E. sound and pict.</i>
<i>7. 1/5 Body being fitted onto car.</i>

Was there anything unusual about the story?

If you were assessing it editorially, what would you say?



Cameraman's Dope Sheet

Print all names. Attach Press Clippings or other material.
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SUBJECT <i>AUSTIN MOTOR WORKS</i>		
PLACE <i>AUSTIN MOTOR WORKS BIRMINGHAM.</i>	DATE <i>5. 3. 48</i>	
Cameraman <i>W. McCONVILLE</i>	Recordist	Footage Shot
WHO ELSE COVERED Say if sound or silent	<i>UNIVERSAL. Y 9B.</i>	
LIST OF SHOTS <i>At their mammoth motor works, Austins, who employ 17,000 workers have hit on a novel method for increasing production. All the workers, men & women are going to it in a big way because the lucky winners have big money prizes. Every week when their production reaches a parous the largest a money prize is put up & a ballot-takin place.</i>		

Was there anything unusual about the story?

If you were assessing it editorially, what would you say?



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SUBJECT		
PLACE	DATE	
Cameraman	Recordist	Footage Shot
WHO ELSE COVERED Say if sound or silent		
LIST OF SHOTS		
<i>Roll 1 The ballast table scene.</i>		
<i>2 MR L. D. LORD on the platform</i>		
<i>3 Rolling the drum.</i>		
<i>4 Picking the tickets out.</i>		
<i>5 Long shot</i>		
<i>Roll 2</i>		
<i>1 On the assembly shop.</i>		
<i>2 Worker fitting a engine.</i>		
<i>3 Narrow shots of workmen.</i>		

Was there anything unusual about the story?

If you were assessing it editorially, what would you say?



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If the story looked good to you, say so, if it didnt, say so too.

SUBJECT		
PLACE	DATE	
Cameraman	Recordist	Footage Shot
WHO ELSE COVERED Say if sound or silent		
LIST OF SHOTS		
<i>Roll 3</i> ① Pathy on the body.		
② Workers on the new		
Auditorium.		
④ Typers.		
<i>Roll 4</i> ① on the dispatch room.		
② bars.		
③ Cars different angles.		
④ Clearing cars.		
5. Pathy on report labels.		

Was there anything unusual about the story?
If you were assessing it editorially, what would you say?

Mr. Lord's speech on Austin Works bonus scheme.

'You know what it's all about - anyway for their benefit here goes!
This is a scheme of incentive awards based on dispatches of finished thousand commercial vehicles. It starts with 1700 a week and rises by steps of 100. For instance at 1700 the prize money totals £150 - the first prize being half this amount // the second a quarter - the third one ~~sixth~~ eighth - the ~~four~~ fourth and fifth one sixteenth. At 2000 a week the prize money is £375; at 2,500 it is £750; at 3000 it is £1,125 and at 3,400 it is £1,425. The only qualifications are three months continuous service, good time keeping and good ~~behaviour~~ behaviour. // The second will be £37 " 10, the third £18 " 15 and the fourth and fifth £9 " 7 " 6d each, unfortunately subject to income tax. //

Before I get on with the draw and I see we've only got five minutes, I do want to thank you all and congratulate you on the effort you've made in this recovery drive that the country's engaged on at the moment. I know things have been difficult. We've had changes and muddles, shortage of supplies, we've had short ~~x~~ tempers now and ~~again~~ again and we've had customers impatient but changes have to take place and we've had ours and are getting over them. We tackled the hard currency ~~xxxxxx~~ countries first - America and Canada - I went over there a couple of times myself, with some success. There were some people who doubted for a while that the risk was too great but even our fellow manufacturers are beginning to believe that there was something in it. Now we've put the carpet down for them and beaten the drum they can have a go cars to North America since this export drive began and we've paid £146,000 to get them there. That'll come back in the form of nearly 600,000 dollars. Not only are you earning money by the cars you make and push out of the door, you are also earning money by the shipping rights that are paid for them.