

"CHAMBER OF ERRORS" AT LONDON'S "BATTLE FOR FUEL" EXHIBITION

London's "Battle for Fuel" Exhibition at Dorland Hall, which the Minister for Fuel and Power, Major Gwilym Lloyd George, will open on Wednesday, October 21, is to contain a Chamber of Errors, in which every exhibit demonstrating a wastage of fuel will be dominated by a gleeful Fuhrer.

Another touch of humour will be a decorative introduction to the Industrial Section designed by Fougasse.

Technical skill of another kind has been enlisted in the person of James Carter, who designed the coalmine for the film "The Stars Look Down." Mr. Carter has designed the full size replica of a section of a coalmine which will be a big feature at Dorland Hall. It will show work at the coal face and provide striking evidence of how coal is the source of gas, electricity and many by-products vital to the war.

Scores of exhibits will show every conceivable method of saving fuel, and a series of alcove rooms - kitchen, living rooms, bedrooms, bathrooms, etc. - will translate the combined savings in each room into an actual heap of coal, which will again be translated visually into the munitions of war which could be produced by the fuel economies of a million homes.

This direct visual method will bring home the accumulated result of even the smallest fuel economy.

In the lighting of the Exhibition dramatic effects will be achieved with a minimum use of current. Special fluorescent paints will give an effect of brilliance without extravagant use of current and in the Industrial Section tubular fluorescent lighting will be used.

As well as saying "Don't" to the visitor, the Exhibition will say "Do" in many practical ways. Hints for the handyman or woman will show, with diagrams and models, how to change a tap washer, how to "lag" a tank, how to make a hay-box, how to make, stoke and bank a fire, etc.

Giant electricity switches and gas and water taps will invite visitors to "turn me off". The result of these little economies will flash on a screen in the form of more munitions pouring out of the factories, more planes taking off for the offensive.

In the Fuel Theatre, painted in brilliant and cleverly blended colours to give an effect of warmth and light, daily programmes will include film shows and "Save Fuel" cookery demonstrations by Ministry of Food experts. Mr. Freddie ("Fuel Flash") Grisewood will appear frequently in person, to give practical talks on Fuel Economy and to conduct a "Fuel Quiz" teaming South London housewives against North London housewives in a contest.

In the Industrial Section of the Exhibition, case histories in pictorial and diagrammatic form will show how commerce and industry are playing a big part in the Battle for Fuel and how enormous reductions in fuel consumption have already been made.

A special section will be devoted to steam raising, lighting and process work in war factories. Models will show how industrial canteen equipment can be used for maximum efficiency with minimum fuel consumption.

Little is known as yet by the general public of the vast organisation which has grown up for effecting fuel economy in industry and for the first time Dorland Hall will show in a giant diagram the nation-wide network which links the Ministry of Fuel and Power to every commercial and industrial user of fuel.

Enquiry bureaux, staffed by experts, will invite questions and problems of fuel economy in both the Domestic and Industrial Sections, and the Exhibition will be open on Sundays for the benefit of those whose work prevents them making a week day visit.