

THINK BEFORE USING A LIFT

Before you press that button to call the lift - stop to think. Riding up or down may be more comfortable, but fewer lift journeys mean very substantial economies in the use of fuel.

It is estimated that in the greater London area alone there are some 20,000 lifts. A lift of ordinary size does an average of 20 journeys for a unit of electricity. Normally a lift will do about 200 journeys a day. This means that London's lifts do 4 million trips a day and consume about 200,000 units of electricity. In terms of coal this represents some 50,000 tons a year.

Talking to the Ministry of Fuel and Power an expert on lifts said:- "Get the lift owners to make the rules and I am sure the public will follow anything that is reasonable. Where a building has a number of lifts I suggest that the experiment is tried of cutting out 40 or 50 percent of them. It will soon be found if the remaining lifts are reasonably able to deal with the daily traffic.

Lift drivers should be instructed not to go up with a tiny load, but to wait to get an average load. Many people will decide not to wait and will prefer to walk - which will be all to the good.

The greatest problem will be in connection with lifts which are operated by the passengers. The public should make it a rule never to use a lift to go up to any floor lower than the third.

A lift should never be called up empty to take people down from anything but the topmost floors. However, a lift coming down should always be stopped when people are waiting at other floors to be taken down.

More electricity is used by a lift going down partly empty than when it is full. This is because the weight in the lift does not equal the counter-balance weight and the motor has to pull it."

A Director of a West End stores said:- "Everything possible is being done to encourage fuel economy by less use of the lifts. We have put notices on all of them indicating the way to the stairs, and I am satisfied from my own observations that more and more people are walking."

An official of the Retail Distributors Association said:- "Stores all over the country have cut out fully half their lifts. I do not think the shopping public mind in the slightest."

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