

# PUBLICITY . . . .

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Towards the end of 1948 the distribution of *Review* grew to 17,500 copies per issue. But it is interesting to record that the case for free enterprise, which has consistently been presented by *Review* since its inception in March, 1947, has reached a vastly wider audience than those who normally receive *Review* or have it passed on to them. The Institute derives some satisfaction in looking back over the past year, and noting that during 1948, extracts from *Review* and the I.P.A.'s comments on current economic problems were published on no less than 71 separate occasions, in journals and newspapers circulating to a vast number of readers throughout Australasia. In many cases complete articles were reproduced. The Institute acknowledges with thanks its appreciation of the action of the newspapers and journals mentioned below which allocated in total approximately 1,100 inches of single column space last year. In addition the point of view of the Institute was quoted in a wide range of other papers and periodicals.

## NEWSPAPERS:

The Adelaide Advertiser.  
The Age, Melbourne.  
The Argus, Melbourne.  
The Colac Reformer.  
Christchurch Press, New Zealand.  
The Herald, Melbourne.  
News Weekly.  
The Sun, Melbourne.  
The Sunday Mail, Brisbane.  
The Sydney Morning Herald.  
The West Australian.

**JOURNALS:**

The Australasian Manufacturer.

The Australian-American Association, Victoria.

The Bulletin.

Canberra Comments, published by the Associated Chambers of Commerce of Australia.

The Colonial Gas Service Messenger.

The Federal Accountant.

The Federal Public Service Journal.

Industrial Victoria, the official organ of the Victorian Chamber of Manufactures.

The Record, journal of the Melbourne and Brisbane Chambers of Commerce.

Rydges.

Scope, Magazine for Industry, London.

S.E.C.O.A. News, the official organ of the State Electricity Commission Officers Association.

The Spectator and Methodist Chronicle.

Traders News, the Official organ of the Victorian Storekeepers and Traders' Association.

The "Wild Cat" Monthly.

The Institute's policy is to advance the cause of free enterprise, because we sincerely believe that progress along this road coincides with the nation's best interests and with the well-being and prosperity of each individual Australian; to this end the I.P.A. desires to encourage all newspapers, periodicals, and journals to republish material prepared by the Institute to the maximum possible extent. The I.P.A. merely stipulates that due acknowledgment of the source be made and that a copy of the relevant article or extract from *Review* which is published be sent to the Institute.

