

Film

PRODUCTIVITY: KEY TO PLENTY

In the November/December, 1950 issue of Review, we drew attention to "Productivity: Key to Plenty" an important educational 16 mm. sound film which contains a vital message applying especially at the present time, when increased production is so essential for the well-being of all sections of the Australian people. The film was produced in U.S.A. by Encyclopaedia Britannica Films Inc., in collaboration with The Twentieth Century Fund.

So great has been the demand for this film that the Institute has recently acquired a second copy. Readers of Review may be interested to know that the film has been shown widely and appreciated by people in all walks of life. The film has been shown to Cabinet Ministers, company executives, foremen, industrial employees, public servants, students and members of the general public. Inquiries for it have been received from all States of the Commonwealth.

The Institute has arranged several special screenings in response to requests from interested people and we gratefully acknowledge the assistance of the Vacuum Oil Co. Pty. Ltd. and Brown and Dureau Ltd., who made their theatrettes available on these occasions. In addition H. V. McKay Massey Harris Pty. Ltd., Australian Paper Manufacturers Ltd., the various State Film Centres and other government organisations have purchased copies for their own use.

IN VIEW OF THE GREAT NEED TO CREATE A WIDER UNDERSTANDING OF THE IMPORTANCE OF INCREASED PRODUCTIVITY THE I.P.A. WILL GLADLY LEND THIS FILM GRATIS TO ANY ORGANISATION WHICH MAY DESIRE TO MAKE ARRANGEMENTS FOR SCREENING IT.

The following organisations and people have borrowed the film from the I.P.A. for screening, some of these on more than one occasion:

VICTORIA:

Australian Association of Advertising Agencies.
E. T. Brown Ltd.
Bruck Mills (Aust.) Ltd.
Roy Burton & Co. Pty. Ltd.
Carlton & United Breweries Ltd.
Chamber of Commerce, Wangaratta.
Commonwealth Scientific and Industrial Research Organisation.
Department of Commerce and Agriculture.
Division of Industrial Development.
Felt and Textiles of Australia Ltd.
Footscray Rotary Club.
James Hardie & Co. Pty. Ltd.
Holeproof Ltd.
Horsham Progress Association.
I.C.I. of Australia and New Zealand Ltd.
Jubilee Industrial Exhibition.
Kraft Cheese Co. Pty. Ltd.
Liberal Country Party, Darling/East Malvern Branch.
Liberal Country Party, South Camberwell Branch.
McLaren Industries Ltd.
Melbourne Junior Chamber of Commerce.
Mildura Rotary Club.
Joshua Pitt & Co. Pty. Ltd.
The Plastics Institute of Australia (Victorian Section).
Prestige Limited.
James Seymour & Co. Pty. Ltd.
Shell Co. of Aust. Ltd.
Terang Rotary Club.
University High School.
Vacuum Oil Co. Pty. Ltd.
Victorian Chamber of Manufactures.
Victorian Employers' Federation.
G. W. McKinley Wilson, Sharebroker.
Wycliffe Congregational Church Men's Club.
A. F. Ware (Ramsay, Ware Publishing Pty. Ltd.).

NEW SOUTH WALES.

Australian Institute of Management, Newcastle.
Australian Institute of Management, Sydney.
Australian Paper Manufacturers Ltd.
Lewis Berger & Sons Pty. Ltd.
Commonwealth Steel Co. Ltd., Newcastle.
James Hardie & Co. Pty. Ltd.
Institute of Sales and Business Management.
David Jones Ltd.
Master Plumbers Association of Australia.
The Plastics Institute of Australia, N.S.W. Section.
Rotary Club, Bathurst.
Rural Bank of N.S.W.
Sydney Grammar School.

SOUTH AUSTRALIA.

Adelaide Junior Chamber of Commerce.
Australian Glass Manufacturers Co. Pty. Ltd.
British Tube Mills (Aust.) Pty. Ltd.
Economics Society of Aust. & N.Z., S.A. Branch.
Foy & Gibson (Stores) Pty. Ltd.
General Motors Holdens Ltd.
S.A. School of Mines.

OTHER PLACES.

Inquiries have also been received from the following:
A.C.T. Employers' Association, Canberra.
Hobart Junior Chamber of Commerce.
The Liberal and Country League of W.A.—Bunbury Branch.
Queensland Chamber of Manufactures.
Queensland Institute of Public Affairs.

OPPORTUNITY TO SEE FILM IN ADELAIDE.

Owing to the limited time available, a number of organisations were unable to see the film on its previous visit to Adelaide. In response to requests we are making a copy of the film available for screenings in Adelaide from 1-31 August, 1951. Anyone interested in arranging a screening should make prompt arrangements to do so by contacting Mr. B. Elliot Thompson, 14 Grenfell Street, Adelaide. Telephone: C 5370.