

Important Educational Films

THE Institute is building up a small collection of 16 mm. sound films, which will be made available free of charge to interested groups on request.

The I.P.A. intends, as opportunity offers, to add suitable films which tell a story of industrial achievement, make some contribution towards the wider understanding of the part played by free enterprise in the economy, or contribute in some other way towards better economic knowledge. The Institute would be pleased to hear from companies which have films of this kind which might be included in our film library.

The following films are available:—

"MONEY AT WORK"

Produced for the New York Stock Exchange by the March of Time.

"Money at Work" is the story of millions of America's investors, in all walks of life, whose savings built American industry and made possible the world's highest standard of living. The film shows how the savings of many people are pooled so that steel can be produced, wells sunk in search of oil, machines made to produce food, clothing and shelter. It is also the story of the investor's market place, the New York Stock Exchange, where hundreds of thousands of bonds and shares are bought and sold each day.

Running time—17 minutes.

"OVER TO YOU"

Produced for the Economic Co-operation Administration and the Information Division of the British Treasury by the Crown Film Unit.

"Over to You" is the story of the management executives, technicians, operatives and trade union officials associated with the British Hosiery industry who recently visited U.S.A. The purpose of the British Hosiery Industry Productivity Team's visit was to find out how improvements could be made in their

own industry and to pass on any helpful hints to their American colleagues. In short, it was a two-way traffic. The British team learned many things. Most important of all, they learned the attitude of American men and women to the great industrial machines and noted the friendly team-work which existed in U.S. industry. On their return to Britain, a unanimous report was drafted and 5,000 copies were distributed throughout the hosiery industry. The prime purpose of the team's visit was to persuade everyone, management and labour, that there was much to learn.

Running time—17 minutes.

(See photograph on page 67. Sir Vincent Tewson, President of the Trade Union Congress, briefs members of the British Productivity Team).

"PRODUCTIVITY—KEY TO PLENTY"

Produced by Encyclopaedia Britannica Films Inc. in collaboration with The Twentieth Century Fund, New York.

The theme of this film is production and, in particular, the relationship between increased productivity and higher living standards for all people. The film shows that higher productivity makes possible higher wages and shorter hours for workers, good profits as well as lower prices for consumers. It shows graphically how in U.S.A. rising output per man-hour has been largely achieved by increased use of mechanical power, and it leaves no doubt that the machine is the ally, not the enemy of the worker.

The Institute has two copies of this film which have been lent to over 200 organisations throughout the Commonwealth.

Running time—20 minutes.

"THE ETERNAL FOREST"

Produced by Audio Visual Australian Films Pty. Ltd. for Australian Paper Manufacturers Ltd.

The "Eternal Forest," a ten-minute documentary film by Captain Frank Hurley, tells the story of how Australian paper-makers, by wise use of forestry resources, are conserving a national asset and are also planting for the future. It includes spectacular scenes of forest operations and traces how trees are used for the manufacture of packagings and wrappings.

Running time—10 minutes.

"THE TREE OF LIFE"

Produced by Sofidoc for Unilever Ltd.

This film is concerned with the economic development of the Belgian Congo and in particular with the development of the Unilever business there, from the time when Viscount Leverhulme was granted trading rights by the Belgian Government. It is the story of pioneering difficulties in tropical jungle and of a private company's success in the production of palm oil and the manufacture of soap. It is equally the story of noteworthy achievements by private enterprise in the field of native administration. Viscount Leverhulme's interest in people and his insistence on the provision of good working conditions and amenities is amply illustrated, for example, through the medical care for the large native staff and the provision of teaching and other facilities for adults and children alike.

Running time—approximately 40 minutes.

ACKNOWLEDGMENTS

The Institute of Public Affairs—Victoria desires to place on record its appreciation of the generosity of the organisations mentioned below which have donated films:—

"The Eternal Forest"—A gift from Australian Paper Manufacturers Ltd.

"The Tree of Life"—A gift from Lever Associated Enterprises Pty. Ltd.

"Money at Work"—A gift from the New York Stock Exchange.