

1959

BROADCASTING & TELEVISION YEAR BOOK

Z 384 50994 BRO

1959

Second Edition

The
BROADCASTING
and **TELEVISION**
YEAR BOOK

Who, What, Where in . . .

BROADCASTING

TELEVISION

ADVERTISING

Some people are born leaders



...like **2GB, Sydney**

2GB's Radio supremacy is even more evident
in its 33rd year.

The latest Anderson Report, July, 1958, shows 2GB's audience share to be 34% greater than the next nearest station. *Sales records for the first nine months of 1958 surpass the same period last year — an all-time high in 2GB's history.

* Published with the written permission of the Anderson Analysis Pty. Ltd.

SYDNEY — 136 Phillip St. (B 0360) MELBOURNE — 382 Latrobe St. (FJ 9181)

Magnetic Recording Tape
BASF



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DOUBLE PLAY LONG PLAY STANDARD

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Head Office: 31 Macquarie Place, Sydney. 27-6857 (3 lines).
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Clumsy footwork and slips of the tongue waste time and talent . . . just two good reasons why more and more advertisers are switching to film! Should an actor "fluff" a line, have an accident or become tangled up like this, the scene can be reshot . . . without trouble or expense. Don't risk red faces and product embarrassment—play it safe and put your T.V. Show or Commercials economically and easily on film . . .

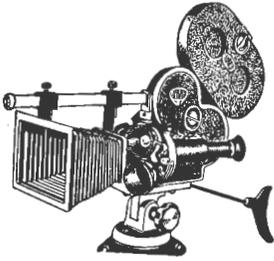
EASTMAN MOTION-PICTURE FILM

For complete information write to: Motion Picture Film Department
Kodak (Australasia) Pty. Ltd. Branches in all States

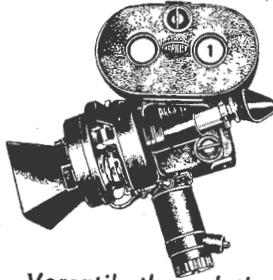
LOCATION MAP

**Broadcasting and television
stations throughout Australia.**

ARRIFLEX 16mm.

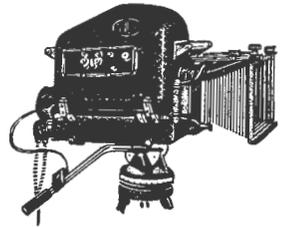


ARRIFLEX 35mm.



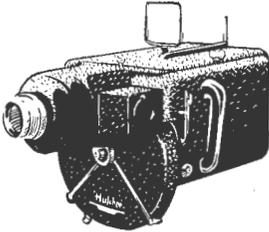
Versatile through the lens focusing cameras.

ARRICORD 35mm.



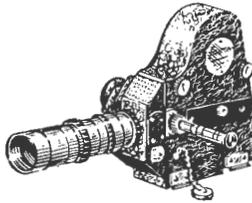
Combined image & sound cameras.

HULCHER 70mm. RAPID SEQUENCE CAMERAS



Speeds from 1/25 - 1/2880 per second. Reflex focussing

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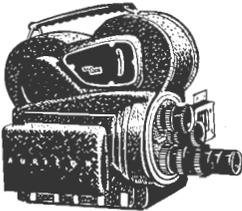


For instrumentation, oscillographs & industrial trouble shooting.

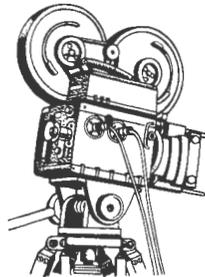
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Printing machines for all types of film production.



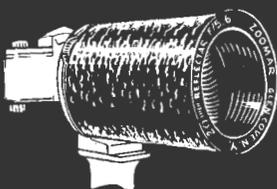
AURICON CINEVOICE 16mm. Sound-on-Film Camera.



AURICON PRO 600 and SUPER 1200 16mm. Sound-on-Film

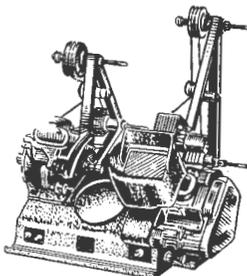
AUSTRALIAN DISTRIBUTORS
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PHOTOGRAPHICS
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ZOOMAR LENSES



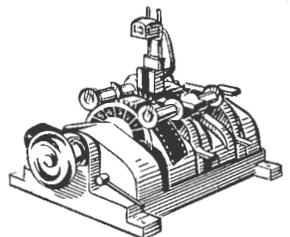
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HOLLYWOOD EDITING EQUIPMENT



Full range meets any requirements.

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THE CRAWFORD TV WORKSHOP

Australia's largest, most modern experimental T.V. Studio, is available to sponsors and agencies for the T.V. testing of products and commercials.

. . . IF IT'S RADIO

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● SERIALS ● DRAMA ● MUSICAL FEATURES

. . . all maintain the same high standard established by our Director of Production, Dorothy Crawford — the standard which has achieved for Hector Crawford Productions the appreciation of a world wide audience.

The Scope of our Productions Covers the Entire Field

— FROM —
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Yes, from symphony concert, top-line musical features, and serious drama, to adventure, comedy, daytime and children's serials. From our long experience and specialised knowledge of both television and radio we can competently advise your choice, or, if you wish, design a programme expressly for your needs.

INTERSTATE REPRESENTATIVES:

See Page 145 of T.V. Producers' Section

See Page 106 of Radio Producers' Section

HECTOR CRAWFORD PRODUCTIONS PTY. LTD.

40 Little Collins Street, Melbourne

'Phone: MF 4911

Cables: Crawfordisc.

1959
(Second Edition)

The **BROADCASTING** and **TELEVISION** **YEAR BOOK**

THE Broadcasting and Television Year Book is produced by the company and personnel responsible for the fortnightly appearance of Broadcasting and Television, now in its ninth year and which, as "B&T", has become an institution in the spheres it serves—Australian broadcasting, advertising, television, production and their associated services and among the country's leading advertisers and businessmen. This Year Book, containing a mass of information, all of which has been gathered, compiled and checked as carefully as humanly possible, represents an attempt to condense into handbook form all the most-needed information concerning the spectacularly-developing commercial and national air media and the industries serving them.

Published by Greater Publications Pty Ltd, Derwent House, 136 Liverpool Street, Sydney, Australia. Postal address, Box 2608, GPO, Sydney. Phone MA8143. Telegrams and cables Broadvision. Victorian advertising representative: William Sangster, Eastbourne House, 62 Wellington Parade, East Melbourne, P.O. Box 56 East Melbourne. Telephone JA6339. South Australia: Lincoln Publishing, 26 Nottingham Terrace, Gladore. Telephone LF5047. UK representative: Publishing & Distributing Co Ltd, 167 Strand, London, W.C.2. Phone TEM 6534.

Managing Director: Eric Solomon

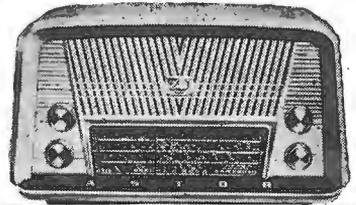
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Advertising manager: Alan Hill
Production manager: Cecily Perkins

(Copies, Australia, 37/6. Foreign, 42/6)



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Australian Broadcasting Control Board

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MELBOURNE, C. 1.

Those of us who are engaged in any branch of the broadcasting and television industry look forward, with interest, to reading the news of the industry presented by Greater Publications Pty. Ltd. in its fortnightly publication "B & T".

The preparation of "B & T" necessitates continuous and close contact with the broadcasting and television stations, producers, advertisers and others, in the course of which the publishers have acquired comprehensive information concerning the ramifications of the industry and come to realise the need for it to be assembled for reference in compact form.

Greater Publications Pty. Ltd. accordingly decided to publish The Broadcasting and Television Year Book, the first edition of which appeared last year. It was a most useful compendium of facts and figures relating to broadcasting and television.

The high standard which they set for themselves has been maintained by the publishers in this edition, and I am sure it will be a great convenience to the many who will refer to it.


(R.G. Osborne)
Chairman.

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2GZ and 2NZ dominate their areas because they possess clear channels and because they have the highest power available to any commercial country station. But signal strength alone does not bring dominance — for in rural districts stations must have *believability*, the capacity to win the complete goodwill of listeners.

Both 2GZ and 2NZ have *believability*.

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The stations with stature

2GZ

O R A N G E

AND

2NZ

I N V E R E L L

BOTH HAVE **CLEAR CHANNELS**

Represented in Sydney by Country Broadcasting Services Limited, 7th Floor, Hosking Place, Penfold Place. BW 1428.

And in Melbourne by Hugh Anderson, Exhibition Street. MF 3674.

Table of **Contents**

	PAGE
Map Showing Radio and TV Station Locations	Facing 2
Foreword by the Chairman, Broadcasting Control Board	7
Alphabetical Index of Advertisers	20-21
Alphabetical Index of Entries	11-20
Advertising Agencies	169-198
Advertising Facts	23-27
Australian Broadcasting Commission	97-101
Australian Broadcasting Control Board	36
Casting Agencies	147
Commercial Radio Networks	91-94
Commercial Radio Stations	39-89
Commercial Television Stations	125-130
Corrigenda	301
Frequency Modulation Section	166
Late Listings	299-300
Memoranda	302-304
Miscellaneous Services	109
National Advertisers	203-225
Public Relations Consultants	199-201
Radio and TV Receiver Manufacturers	163-165
Radio Facts	29-32
Radio Program Production Units	103-109
Radio Representatives and Overseas Radio-TV Reps. in Australia	95-96
Radio-TV Legislation, Regulations and Program Standards	279-298
Radio-TV Listener and Trade Publications	230-231
Radio-TV Surveys and Market Research Organisations	229
Record Companies and their Labels	111-114
Services to Radio Stations, including Equipment Suppliers	119-122
Services to TV Stations and Producers, including Equipment and Suppliers, Costumes	149-162
Television Facts	33-35
Television Film Distributors	147-148
Television Production and Commercial Film Units	133-148
Trade Associations and Clubs	226-228
TV Antenna Manufacturers	148
Who's Who in Radio, Television, Advertising and Allied Industries	233-278

The local station...

is an indispensable part of country living!



These AWA stations are recognised as family institutions throughout the important rural areas which they serve.

2AY
ALBURY

2GN
GOULBURN

2GF
GRAFTON

3BO
BENDIGO

4TO
TOWNSVILLE

4CA
CAIRNS

4WK
WARWICK



EACH STATION brings to its community those essential services to country folk which radio provides—Local and district news, stock and land reports, sports and social coverage, music, entertainment, audience participation.



EACH STATION commands listener loyalty, local prestige and community goodwill.



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In 1959 we'll keep them talking AND BUYING!

2SM

THE FAMILY STATION

D

Daily Telegraph TV Guide	231
Dampier Advertising Pty. Ltd.	173
Davis, Lyle, Advertising Pty. Ltd.	173
Dawson, Walter J., Advertising & Sales Promotion	197
Deane, Olga	110
De Crespigny, John, Advertising	186
Deeco Constructions Pty. Limited	121
Dickson Primer Television Services Pty. Ltd.	148
Dingwall & Associates Pty. Ltd.	186
Donovan Joyce Productions Pty. Ltd.	138
Dunlop Rubber Australia Limited	210
Duthie Advertising	192
Duval, John C., Advertising	173

E

Eaton, Max Advertising	197
Edinburgh Laboratories (Aust.) Pty. Ltd.	210
Ediswan-Ekco (Aust.) Pty. Ltd.	164
Edmonds Advertising Service	192
Edmonds-Fagg Advertising	193
Electra Radio Manufacturing Co. Pty. Ltd.	164
Electric Power Transmission Pty. Ltd.	161, 162
Electrical Weekly	230
Electronics (Aust.) Pty. Ltd.	122
Electrosound Pty. Ltd.	164
Elmec (tape recording heads)	121
Email Limited	210
EMI (Australia) Limited	108, 112, 121, 151, 156, 158, 164
Enemark, Roger Advertising Agency	174
Europa Records Pty. Ltd.	112
Evans, Murray Advertising	174
Evans, Rodney H. Advertising Pty. Ltd.	174, 186
Everard Advertising Pty. Ltd.	186
Eveready Company — division of Union Carbide Australia Ltd.	211
Exide Batteries of Australia Pty. Ltd.	211

F

Faen, J. Advertising	174
Falk, Fred A. & Co. Pty. Ltd.	121
Faulding, F. H. & Co. Ltd.	211
Felt & Textiles of Australia Ltd.	211
Ferris Bros. Pty. Limited	164, 211
Festival Records Pty. Ltd.	112
Fidelity Radio Pty. Ltd.	108
Filmads Pty. Ltd.	145
Film Enterprises Pty. Ltd.	147
Films Advisory Bureau (TV Productions)	145
Finn, A. L. Pty. Ltd.	96
Finney & Martin	197
Ford Sherington Limited	211
Fortune (Aust.) Pty. Ltd.	174, 186, 195, 197
Fortune Film & TV Productions Pty. Ltd.	138
Francesco Cinzano & Cia (Australia) Pty.	

Limited	211
Frazer Engineering Company	151
Freeth, Vincent H.	175
Frequency modulation section	166
F.R.S. Springs Ltd.	212
Fulford Advertising Pty. Ltd.	193

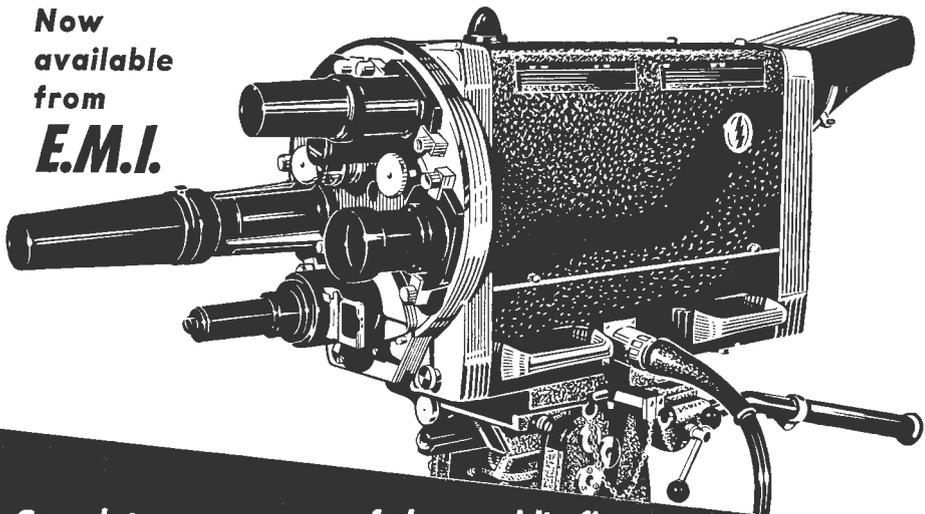
G

Garner, Peter, Advertising Pty. Ltd.	198
Gellatley, H. R. Advertising	175
General Motors-Holden's Ltd.	212
George Patterson-Noble Bartlett Pty. Ltd.	193
Gilder, D. G. (media representative)	96
Gillette (Australia) Pty. Ltd.	212
Glazebrooks Paints Australia Pty. Ltd.	212
Glenbrook Laboratories	223
Goldberg Advertising (Australia) Pty. Ltd.	175
Golden TV Productions	146
Goodyear Tyre & Rubber Co. (Australia) Ltd., The	212
Gordon & Gotch (A'sia) Ltd.	175, 186, 193, 197
Gordon, Lee, Records Pty. Ltd.	113
Grace Gibson Distributors Pty. Ltd.	108, 147
Grace Gibson Radio & TV Productions Pty. Ltd.	108
Grade Lew & Leslie Pty. Ltd.	147
Graphic Advertising Pty. Ltd.	193
Gray, Simon Pty. Ltd.	122
Greenhalgh Productions Pty. Ltd.	138
Gregory Mayes & Associates Pty. Ltd. (formerly Graves Mayes Pty. Ltd.)	175
Grosvenor Advertising Pty. Ltd.	176
Group Laboratories (Aust.) Pty. Ltd.	212
Gunz, R. (Photographic) Pty. Ltd.	156

H

Haig-Muir Pty. Ltd.	96
Halliday Productions	138
Hamilton & Baker	151, 157
Hamilton, Peter Productions	140
Handfield, John & Esta (Public Relations) Pty. Ltd.	201
Hanimex Pty. Ltd.	151
Hanro (Aust.) Knitting Mills Ltd.	212
Hansen Rubensohn Pty. Ltd.	176
Hare, James & Co. Pty. Ltd.	212
Harvin Film Laboratories	154, 156
Havre, John (media representative)	96
Hawkins Advertising Pty. Ltd.	176, 193
Hayes Publicity Service	186
Haysom Company, W. John Pty. Ltd.	186
Healing, A. G. Ltd.	164
Heintz, Alfred, Public Relations Services	201
Heinz, H. J. Company Pty. Limited	213
Hendersons Federal Spring Works Ltd.	213
Hepworth Advertising Agency	176
Hepworth Productions	108
Herco Pty. Limited	213
Herofon Engineering	121
Herring, G. (Australia) Pty. Ltd.	213

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- Special E.M.I. easy-buy plans.



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 W. AUST.: E.M.I. (Australia) Limited, 73 King Street, Perth. Phone 215.144
 S. AUST.: E.M.I. (Australia) Limited, 265 Rundle Street, Adelaide. Phone W 4741
 Q'LAND: A. E. Harrold (Radio) Pty. Ltd., 123-125 Charlotte Street, Brisbane. Phone FA 1266

Herschells Films Pty. Ltd.	145, 151, 154
Highfield, R. W. (media representative) ..	96
Hills Television Service	148
Hill & Knowlton Pty. Ltd.	200
Hilton Hosiery Limited	213
Holbrooks (Australia) Pty. Limited	213
Hoover (Australia) Pty. Limited	213
Horlicks Pty. Ltd.	213
Hoskyns, Shan & Associates Ltd.	201
Hudnut, Richard Pty. Ltd.	213
Hughes, Robert Advertising Pty. Ltd.	187
Hunter Products Pty. Ltd.	213
Hutchinson Advertising	198

I

Imperial Chemical Industries of Australia & New Zealand Limited	214
Industrial Public Relations Service (NSW) Pty. Ltd.	200
Industry Associations and Clubs	226
Insurance Company of North America	214
Inter Record Co.	113
International Correspondence Schools (A'sia) Pty. Ltd.	214
International Harvester Company of Australia Pty. Ltd.	214
International Television Services Pty. Ltd.	140
International Tobacco Company of Australia Pty. Ltd.	214
IPS Advertising	176
Irvine Advertising	187

J

Jackson, Wain & Company Pty. Limited	176, 187
James Stedman Henderson's Sweets Ltd.	214
Jantzen (Australia) Limited	214
Jardine, Paterson & Company	176
Jasol Chemical Products Ltd.	214
Jeffrey, E. L. (media representative)	96
Jennings-Lee Advertising Pty. Ltd.	187
Jenn's (costumes)	162
Jenyns Patent Corset Pty. Ltd., The	214
Joel, Asher Advertising Pty. Ltd.	177
Johns & Waygood Ltd.	121, 161, 162
Johnson & Johnson Pty. Limited	214
Johnson, S. C. & Son Pty. Limited	215
Johnston Jones Advertising	193
Joyce, Donovan Productions Pty. Ltd.	108, 138
JT Publicity	193

K

Kay, John & Associates	177
Kay, Maurice, Advertising Pty. Ltd.	177
Kayser Proprietary Limited	215
KBC Limited	215
Kellogg (Aust.) Pty. Ltd.	215
Kelvinator Australia Limited	164, 215

Kennedy, Eric, PR consultant	200
Key Features	110
KGH Pty. Ltd.	164
Kia-Ora Industries Limited	215
Kinelab Pty. Ltd.	154
Kinetone Productions Pty. Ltd.	299
King, Harold Advertising Service	195
Kingcroft Productions Pty. Ltd.	140
Kirby, James N. Sales Pty. Ltd.	165
Kitchen, J. & Sons Pty. Ltd.	215
Kodak Australasia Pty Ltd.	151, 156, 157, 215
Koffel, David Film & TV Productions	141
Kraft Foods Limited	215
Kriesler Australasia Limited	165, 215

L

La Mode Industries Pty. Ltd.	216
Late entry listings	299
Lawrence, W. B. Advertising Service Pty. Ltd.	177
Laxettes Pty. Ltd.	216
Legislations, regulations and program standards of broadcasting and television	279-298
Le Grand Advertising	193
Leonard, F. P. Advertising	177
Lever Brothers Pty. Limited	216
Lew and Leslie Grade Agency Pty. Ltd.	147
Linguaphone Institute Pty. Ltd.	216
Lintas Pty. Ltd.	177
Listener In-TV, The	230
Litchfield Television Pty. Ltd.	141
Littleton-Harvey Advertising	193
Lloyd, Ken (media representative)	96
LNC Industries Ltd.	216
Lock, Kingsley (media representative)	96
London Films Australasia Pty. Ltd.	147
Lord, F. Manufacturing Pty. Ltd.	160
Lowry & Hennessy	157, 160
Lucas, C. H. Advertising	187
Ludbrook, A. J.	201
Lustre Productions Limited	216

M

MAC Advertising	178
Macnamara, L. J. Advertising Service Pty. Ltd.	195
Macquarie Broadcasting Service	93, 96
MBS Recording Department	108
MacRobertson's Pty. Ltd.	216
Madison Advertising Service Pty. Ltd.	177
Magnecord Australasia Pty. Ltd.	121, 158
Magnetic Sound Industries (Aust.)	121
Mahlook, R. E. Advertising	187
Major Broadcasting Network	93
Mann, Pierre, & Associates Public Rela- tions Consultants	201
Manufacturers Research Service	229
Maple Leaf Television Pty. Ltd.	148
Marigny (A'sia) Pty. Ltd.	216
Market Analysis (A'sia)	229
Market & Consumer Research Pty. Ltd.	229
Market research organisations	229

Prudential Assurance Company Limited, The	220
Public relations consultants	199
Public Relations Associates Pty. Ltd.	200
Pye-Tecnico	122, 165, 224
Prox Limited	122, 152, 159, 165

R

Radio Associated Services Pty. Ltd.	114
Radio Corporation Pty. Ltd.	114, 165, 220
Radio Facts	
Applications for AM & FM radio licences	31
Breakdown of station ownership	31
Breakdown of stations by States, cities and country	31
Growth of radio audience	32
Industry revenue, expenditure, profits	31
Licence returns by States, cities & towns	29-30
Overseas radio representatives	96
Receiver production	32
Standards of Broadcasting Practice (AFCBS)	283-285
Radio networks	91
Radio production units	103
Radio receiver manufacturers	163-165
Radio station representatives	95
Radio stations	39
Sydney	41-42
New South Wales Country	45-55
Melbourne	57-61
Victorian Country	63-66
Brisbane	67-70
Queensland Country	71-76
South Australia	77-80
Western Australia	81-84
Tasmania	85-89
Radio-TV listener-viewer publications ..	230
Radio-TV market research organisations ..	229
Radio-TV trade publications	230
Raleigh Preserving Co. Ltd.	220
Ranleigh Ware Limited	220
RCA of Australia Pty. Ltd.	114, 157, 159
Receiver Licence Figures, TV (Jan.-Dec., 1958)	34
Receiver manufacturers (radio & TV) ..	163-165
Receiver prod. (radio)	32
Reckitt & Colman (Australia) Ltd.	220
Record companies & labels	111
Record production figures	112
Recording Products	121
Recording Society of Australia, The	114
Regent Publicity Pty. Ltd.	190, 198
Remington Rand (Australia) Pty. Ltd.	220
Rennie, L. B. & Partners Pty. Ltd.	180
Research Department, Lintas Pty. Ltd.	229
Rheem Australia Pty. Limited	220
Richards, Bill, Advertising	190
Richardson-Cox Pty. Ltd.	190, 197
Rickards Advertising Service Pty. Ltd.	190, 196
Ring Stacy Associates Limited	196
Rist, J. Advertising	190
Riverina Broadcasters Pty. Ltd.	96
Rocke Tompsitt & Co. Limited	220
Rodgers, William H. & Associates Pty. Limited	180

Rola Co. (Aust.) Pty. Ltd.	122
Rootes (Australia) Limited	220
Rosebery, Arthur L. Advertising	180
Rosella Preserving & Manufacturing Com- pany Limited, The	221
Ross Advertising Service	180
Rotax Agencies Pty. Ltd.	156
Rothmans of Pall Mall (Australia) Limited	221
RTN-Radio Television News	230
Rural Bank of NSW	221
Russack, Lance, Advertising	180
Russell, Fred (media representative)	96
Russell, Lewis & Associates Pty. Ltd.	180
Russell-Morris Advertising Pty. Ltd.	181

S

SA Brush Co. Ltd.	221
SA Country Newspapers Ltd.	196
Sargood Gardiner Limited	221
Scala Trading Co.	114
Services to radio stations	119
Services to TV stations	149-162
Schweppes (Australia) Pty. Ltd.	221
Scott & Bowne (Australasia) Limited	221
Scott, D. N. (media representative)	96
Scotts Detergents (A'sia) Pty. Ltd.	221
Screen Gems	148
Sebels (Australia) Limited	221
Seppelt, B. & Sons Limited	222
Shaw's Dress Suit Hiring Service	162
Shell Company of Australia Limited, The	222
Shield Advertising Service	181
Shortridge Advertising Pty. Ltd.	181
Simpson Distributors Limited	222
Singer Sewing Machine Company	222
Sisalkraft Distributors Pty. Ltd.	222
Sixteen Millimetre Australia Pty. Ltd.	152
Skilfast Pty. Ltd.	121
Slatter, E. C. & Poulter Pty. Ltd.	181
Slazengers (Aust.) Pty. Ltd.	222
Sleigh, H. C. Ltd.	222
Small, H. & Co. Pty. Ltd.	222
Smith, Edith (dress suits)	162
Smith & Nephew (Australia) Pty. Ltd.	223
Smith, Ian H. & Partners	198
Smith, Kline & French Laboratories (Aus- tralia) Ltd.	223
Smyth, Arthur & Sons Pty. Ltd.	181, 190
Solarchrome Color Productions Pty. Ltd.	142
Sound Service Co. Pty. Ltd.	156
Southern Cross Films Pty. Ltd.	142
Southern International Studios	142
Standard Cars Pty. Ltd.	223
Standard Telephones & Cables Pty. Ltd.	121
	152, 159, 161, 165
Standards, radio and television	283-292
Statistics	
Advertising expenditure, developments of 1958	25
Age group breakdown of the home market	26
Growth of age group markets	27
Population by States, cities and principal capital areas	24
Radio receiver production	32
Record production	112
Television receiver production	34

Steele, Kelly & Company	181
Sterling Pharmaceuticals Pty. Ltd.	223
Stevens, Curtis, Advertising Pty. Ltd.	186
Stevenson Advertising Service Pty. Ltd.	190
Stromberg Carlson (A'sia) Pty. Ltd.	165
Stuart-Lucy, J. & Co.	229
Successful Advertising Company	198
Sun TV Guide, Look	230
Supreme Sound Studios	143, 154
Survey organisations, radio-TV	229
Swallow & Ariell Ltd.	223
Swift Australian Company (Pty.) Ltd.	223
Sydney Morning Herald TV Guide	230

T

Tasmanian Coastal Network	94
Taubmans Industries Limited	223
Taylor, Clem Advertising Service Ltd.	191, 196
Taylor, Samuel Pty. Ltd.	223
Tea Bureau, The	223
Tecnico Ltd.	224
Telecast Agency	147
Telecommunications Co. of Australia	122, 161
Telecraft Studios (Telecraft Productions, Webster Productions)	143
Teleradio Productions (Aust.)	143
Telerama Enterprises Pty. Ltd.	148
Television Advertising Board	227
Television channel allocations	35
Television Engineering Pty. Ltd.	152, 158
Television Facts	
Growth of the Audience	34
Production Industry	33
Program Imports Policy	33
Revenue, 120 station plan, program pro- duction	33
Receiver licence figures (Jan.-Dec., 1958)	34
Receiver production figures	34
Television monitoring services	229
Television production & film units	133-148
Television program standards	286-292
Television Services	
Antenna manufacturers	148
Cameras, photographic & projection equipment	151-154
Costumes	162
Film Distributors	147
Film processing laboratories	154-156
Film Stock	156
Receiver manufacturers	163-165
Lenses, optical needs	160
Recording Equipment	158-159
Steel Towers	161-162
Studio lighting & lighting control equip- ment	156-158
Transmission lines & equipment	161
Television Society of Australia	227
Television Stations	125-130
Amalgamated TV Services Pty. Ltd. (ATN)	127
Television Corporation Ltd. (TCN)	127
General Television Corporation Pty. Ltd. (GTV)	128
Herald-Sun TV Pty. Ltd. (HSV)	128
Brisbane TV Ltd. (BTQ)	130, 299
Queensland Television Corporation (QTO)	130, 299
Television Broadcasters Ltd. (ADS)	130
Southern Television Corporation Ltd. (NWS)	130
TVW Ltd. (TVW)	130
Tasmanian Television Ltd. (TVT)	130
Tempo and Television	230
Thom, J. D. (media representative)	96
Thomas, C. J. & Son Pty. Ltd.	224
Thompson & Associates Pty. Ltd.	182
Thompson, Douglas, Pty. Ltd.	200
Thompson, Don, Advertising Pty. Ltd.	182
Thompson, J. Walter Australia Pty. Ltd.	182, 191
Thorn Electrical Industries (Aust.) Pty. Ltd.	158, 165
3DB Transcriptions	110
3UZ Recording & Production Service	110
Time Club, The	227
T.O. Broadcasts	110
Tolley, A. E. & F. Ltd.	224
Tom Piper Ltd.	224
Tootal Broadhurst Lee Co. Ltd.	224
Traders Advertising Service	182, 191
Trans-Australia Airlines (Australian Nat- ional Airlines Commission)	224
Trans-Australia Television Pty. Ltd.	148
Transmission Lines Pty. Ltd.	161
Tucker & Co. Pty. Ltd.	224
Turnbull, Clive & Associates	201
Turner Manufacturing Co. Pty. Ltd.	224
TV News	231
TV Monitors	229
TV-Radio Week	231
Twentieth Century Fox Film Corp. (Aust.) Pty. Ltd.	143
21 Club of Australia	228
2SM Recording Division	108
2UE Recording Department	110

U

United Distillers Pty. Ltd., The	224
United Press International	96
United Radio Distributors Pty. Ltd.	122
United Service Publicity	182, 191

V

Vacuum Oil Company Pty. Ltd.	225
Vaude-Video Dramatic Agency	147
Velco Sound Systems Pty. Ltd.	122, 165
Victorian Broadcasting Network	94
Victorian Country Broadcasters' Publicity Committee	228
Victorian Industrial Sales & Service Pty. Ltd.	225
Victorian TV Monitors	229
Video Film Corporation (Aust.) Pty. Ltd.	143, 152
Vincent Chemical Company Pty. Limited	225
Vinnicombe Advertising Pty. Ltd.	194
Visatone Television Pty. Ltd.	143
Voice of America (Aust. repr.)	96
Vox Public Relations	200

W

WA Broadcasters Pty. Ltd.	94	Whitfords Theatre Ads. Pty. Ltd.	144
Wakefield, C. C. & Company Ltd.	225	Who's Who in Radio-TV-Advertising 233-278	
Walker, R. Y. Advertising 192		Williams, A. J. Advertising Service 198	
Wallens & Company Pty. Ltd. 192		Williamson, J. C. Theatres 162	
Warwick Advertising Service (NSW) Pty. Ltd. 182		Willmott's Advertising Agency Pty. Ltd. 183	
Warwick Advertising Service (Vic.) Pty. Ltd. 192		Wills, W. D. & H. O. Australia Limited 225	
Waterford, R. J. & Son Pty. Ltd. 148		Wilson Advertising Service Limited 196	
Waterworth & Bessell 160		Winthrop Laboratories 223	
Wattle Recordings 114		Wise Public Relations Associates 201	
Webster Productions 143		Wood, Clifford G. Advertising Agency 198	
Webb-Roberts, McClelland Pty. Ltd. 196		Wood, Eric (media representative) 96	
Welch, Roger Advertising 182		World Agencies Pty. Limited 225	
Westinghouse Rosebery Pty. Ltd. 165		Wormald Brothers Industries Limited 225	
Weston Company Pty. Limited, The 183		Wright, Layman & Umney 225	
Westrex Australia Pty. Ltd. 152, 159		Wrigleys (Australasia) Pty. Limited 225	
Wetzel-Visatone Productions Pty. Ltd. 144			
W. & G. Distributing Co. Pty. Ltd. 114			
White, A. N. Pty. Ltd. 183			
White, Eric Associates (NSW) Pty. Ltd. 200			
White, Eric Associates (Vic.) Pty. Ltd. 201			
White, Eric Associates (Qld) Pty. Ltd. 201			
White, Eric Associates (SA) Pty. Ltd. 201			
White Manufacturing Co. (Aust.) Pty. Ltd. 225			
Whitford Broadcasting Network 94			

Y

York, Henry H. & Co. Pty. Ltd., 152, 156, 159

Z

Zenith Radio Co. Pty. Ltd. 165
Zwart, Hank (Golden TV Productions) 146

ALPHABETICAL INDEX OF ADVERTISERS

A

Amalgamated Television Services Pty. Ltd.	126
Amalgamated Wireless (Australasia) Limited 10, 104,	120
Artransa Pty. Ltd.	137
Associated Film Printers 142	
Australasian Performing Right Association Ltd.	37
Australian Broadcasting Commission 99	
Automatic & Electronic Control Co. Pty. Ltd.	158
Avondale Studios Pty Ltd.	138

B

Barton, R. H., Photographic Lighting Products 160	
Beck, Ron R., Pty. Ltd.	109
Bleakley, H., Photographics Pty. Ltd. 3	
Bonded Film Services 139	
Broadcasting and Television 90, 168, 202, 232	

C

Cambridge Film & TV Productions Pty. Ltd.	132
Chapman, Maurice, & Company Pty. Ltd. 1	
Cine Service Pty. Ltd.	140
Commonwealth Broadcasting Corporation (Qld.) Ltd.	72
Crawford, Hector, Productions Pty. Ltd.	4

E

E.M.I. (Australia) Ltd.	15, 107
Electric Power Transmission Pty. Ltd.	155

F

Featured Theatre Ads 143	
Festival Records Pty. Ltd.	114
Film Weekly, The, Motion Picture Directory 167	

G

General Television Corp. Pty. Ltd.	124
Gordon, Lee, Records Pty. Ltd.	113
Gray, Simon, Pty. Ltd.	123

H

Hamilton & Baker	152
Harris, F. A., Engraving Co. Pty. Ltd.	185
Hawkins Advertising Pty. Ltd.	175
Herald-Sun Television Pty. Ltd.	129
Horton, J. Sydney, Pty. Ltd.	171

I

International Television Services Pty. Ltd.	134
--	-----

K

Kinelab Pty. Ltd.	157
Kodak (Australasia) Pty. Ltd.	2, 160
Koffel, David, Film & Television Productions	143

M

Macquarie Broadcasting Services Pty. Ltd.	305
Major, The, Broadcasting Network	92

O

Owen Brothers Animated Films Pty. Ltd.	147
---	-----

P

Polkinghorne & Stevens Pty. Ltd.	187
Porter, Eric, Productions	145

R

Radio Ceylon	179
Radio Stations:	
2AY, 2GF, 2GN	10

2BS, 2DU	46
2CA	53
2CH	22
2GB	Inside Front Cover
2GZ, 2NZ	8
2HD	50
2KO	28, 44
2KY	43
2LM	52
2MW	54
2SM	13
2UE	28, 38
2UW	40
2WG, 2QN	48
3AW	58
3BO	10
3DB, 3LK	6
3CV, 3HA, 3NE, 3SH, 3TR	62
3KZ	60
3XY	56
3UZ	102, Back Cover
4BC, 4SB, 4GR, 4RO, 4MB	72
4BH	68
4CA, 4TO, 4WK	10
4KQ	69
4MK	74
5AD, 5PI, 5MU, 5SE	79
5KA, 5AU, 5RM	78
7BU, 7AD, 7SD	87
7HO	86
7LA	86

Rola Co. (Aust.) Pty. Ltd. 115, 116, 117, 118

S

Service Stereos Pty. Co.	191
Sixteen Millimetre Australia Pty. Ltd.	150, 159
Standard Telephones & Cables Pty. Ltd.	39, 45, 57, 63, 67, 71, 77, 81, 85, 119, 149
Supreme Sound Studios	136

T

Telerama Enterprises Pty. Ltd.	146
Television Corporation Ltd.	131
Television Engineering Pty. Ltd.	153
Trans-Australia Television Pty. Ltd.	144

V

Victorian Broadcasting Network	62
Visatone Television Pty. Ltd.	141

W

Whitfords Theatre Ads Pty. Ltd.	141
--------------------------------------	-----

Statistics

- *Advertising & market facts*
- *Radio facts*
- *Television facts*



ESTIMATED population of Australian States and Territories at June 30, 1958.

NEW SOUTH WALES, 3,689,175; VICTORIA, 2,741,397; QUEENSLAND, 1,417,404; SOUTH AUSTRALIA, 896,750; WESTERN AUSTRALIA, 705,250; TASMANIA, 335,418; NORTHERN TERRITORY, 19,579; ACT, 41,167.

Total for AUSTRALIA: 9,846,140.

Breakdown of population of capital cities:

At June 30, 1958: SYDNEY, 2,016,620; MELBOURNE, 1,726,100; HOBART, 105,110. At June 30, 1957: BRISBANE, 543,000; ADELAIDE, 529,000; PERTH, 376,000; CANBERRA, 35,827; DARWIN, 9,395.

Following is a breakdown of principal Australian centres, excluding capital cities, and their populations:

NEW SOUTH WALES (at June 30, 1958): Newcastle Urban area, 192,940 (statistical division, Hunter & Manning-Central Coast); Municipality of Cessnock, 40,230; Wollongong Greater, 112,390 (Sth Coast); Broken Hill, 33,720 (Western); Blue Mountains, 23640 (Central Tableland); Maitland, 23,030 (Hunter & Manning-Central Coast); Wagga Wagga, 20,900 (Sth Western Slope); Goulburn, 20,870 (Southern Tableland); Orange, 19,030 (Central Tableland); Penrith, 22,020 (Cumberland); Lismore, 18,040 (Nth Coast); Albury, 18,400 (Sth Western Slope); Bathurst, 16,990 (Central Tableland); Grafton, 15,340; Lithgow, 14,850 (Central Tableland); Tamworth, 17,930 (Nth Western Slope); Dubbo, 13,240 (Central Western Slope).

VICTORIA (at June 30, 1958): Geelong, 85,190 (statistical division, Central); Ballarat, 52,450 (Western); Bendigo, 40,310 (Northern); Mildura, 12,020 (Mallee); Warrnambool, 13,910 (Western); Shepparton, 12,470 (Northern); Wangaratta 12,210 (Nth Eastern).

QUEENSLAND (at June 30, 1957): Toowoomba, 45,900 (statistical division, Downs); Rockhampton, 42,900 (Rockhampton); Townsville, 42,900 (Townsville); Ipswich, 41,700 (Moreton); Cairns, 22,940 (Cairns); Bundaberg, 21,600 (Maryborough); South Coast, 22,800 (Moreton); Maryborough, 18,800 (Maryborough); Mackay, 15,000 (Mackay); Redcliffe, 16,200 (Moreton).

SOUTH AUSTRALIA: (1954 census) Port Pirie, 14,223 (statistical division, Lower Northern); Mt. Gambier, 10,331 (Sth Eastern).

WESTERN AUSTRALIA (at June 30, 1957): Kalgoorlie-Coolgardie 35,220 (statistical division, Eastern Goldfields); Bunbury, 11,176.

TASMANIA: (1954 census) Launceston, 49,303 (Launceston); Burnie, 11,193 (Nth Western); Devonport, 10,597 (Nth Eastern).

Following statistics show the estimated increase of population in Australian States and Territories between June, 1954 and June, 1958.

Figures are based on the 1954 Census of Population and for 1958 on the Monthly Review of Business Statistics.

Area	1954 (June) ,000	Pc of total population	1958 (June) ,000	Pc of total population
Queensland	1318	14.7	1417	14.4
NSW	3424	38.1	3689	37.7
Victoria	2452	27.3	2741	27.6
Tasmania	309	3.4	335	3.4
Sth Australia	797	8.9	896	9.1
W. Australia	640	7.1	705	7.2
N. Territory	16.5	0.2	19	0.2
ACT	30.3	0.3	41	0.3
Total Australia	8987	100.0	9846	100.0

(Source: Commonwealth Statistician).

Breakdown of spending

An analysis prepared for this Year Book by the Australian Association of Advertising Agencies, which represents nearly 70pc of all Australian agencies, shows the following:

Members advertising expenditure for year ending June 1958.

Total, approximately £33.15million.

This spending is made up of approximately

- Press 54.3pc (plus production costs of 6.5pc)
- Radio 12.3pc (plus production costs of 2.3pc)
- TV 5.3pc (plus production costs of 2.4pc)

Estimated combined expenditure of all Australian accredited advertising agencies for the same year would total

Approximately £43.15million

This excludes advertising prepared and placed by large retail stores which would increase the overall total by about

£9million

A further £10million could well come from advertising placed directly by manufacturers.

Based on these figures, total Australian advertising expenditure per annum is of the order of

£62.15million a year.

Advertising developments of 1958

INCREASING investment of overseas and local capital in manufacture and distribution, and the setting up of new services for the Australian home market during the year, is reflected in the sharp rise in estimated total advertising expenditure above of £62.15million as at June, 1958, compared with the previous estimated figure of £45million for 1956-57.

Increasing share of budgets allocated to the air media is also illustrated by the drop of 5.6pc in press media spending last year on the previous figure, now an estimated 54.3pc of total spending.

Estimated percentage of the total spent in radio last year is up .3pc on the previous figure. Television (for which no official revenue returns from Government sources are yet available) is now in its third year as an advertising medium in Sydney, and Melbourne only is getting currently an estimated 5.3pc of the total budget.

Estimates in last year's Year Book that gross TV industry revenue when it becomes a national medium would not be far from current broadcasting industry revenue within five years would now appear to be conservative.

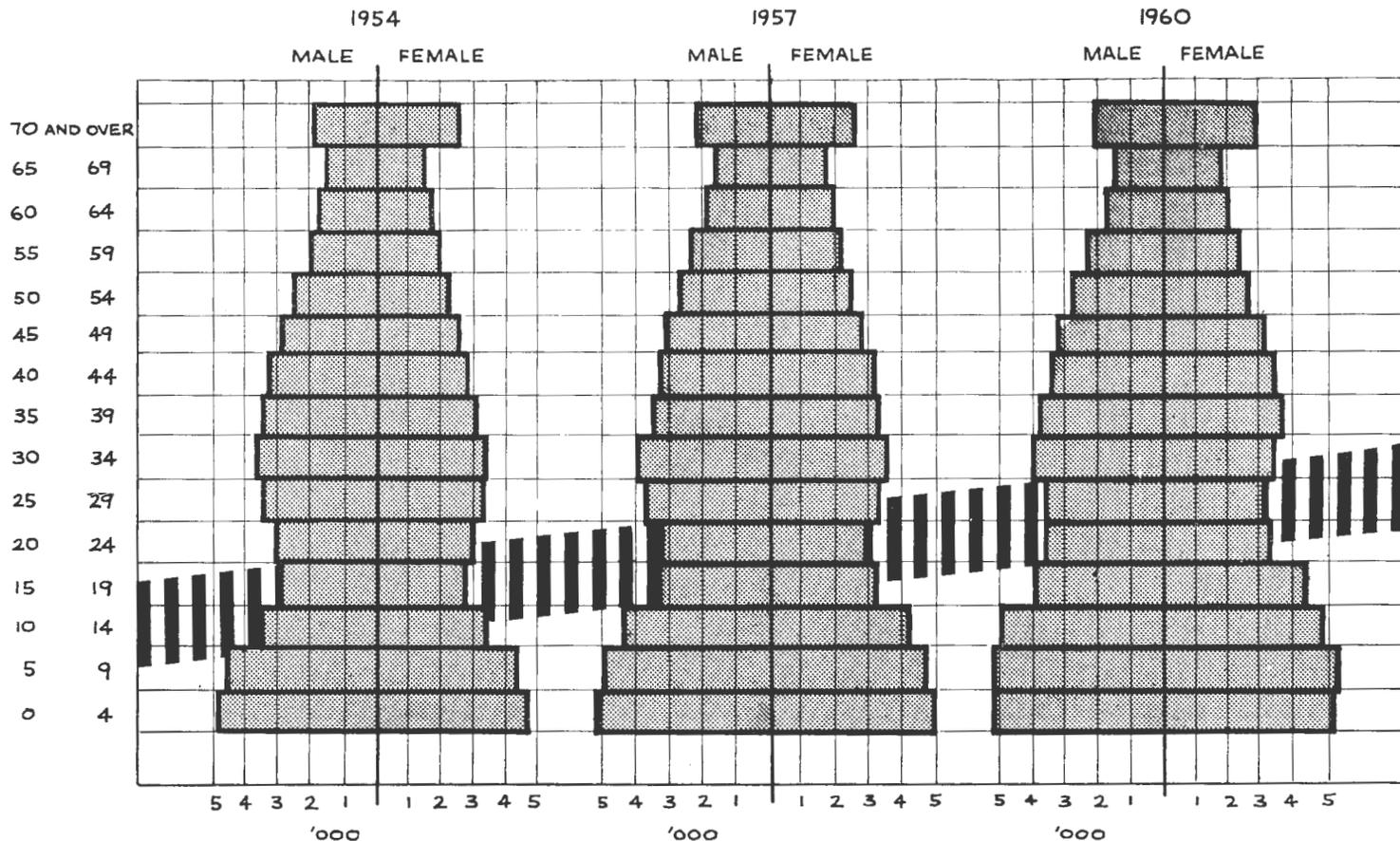
Estimated current spending in TV by advertisers in the only TV markets of Sydney and Melbourne already appears to represent about 44pc of that spent nationally in radio.

Illustrative of the national advertisers' trend towards buying spot radio instead of sponsoring programs, production cost spending in radio in 1958 was down to 2.3pc, compared with 3.4pc in the previous total.

Of interest and importance also is the increase of £8.15million in total billings by 4As members, which represent about three-quarters of all Australian agencies.

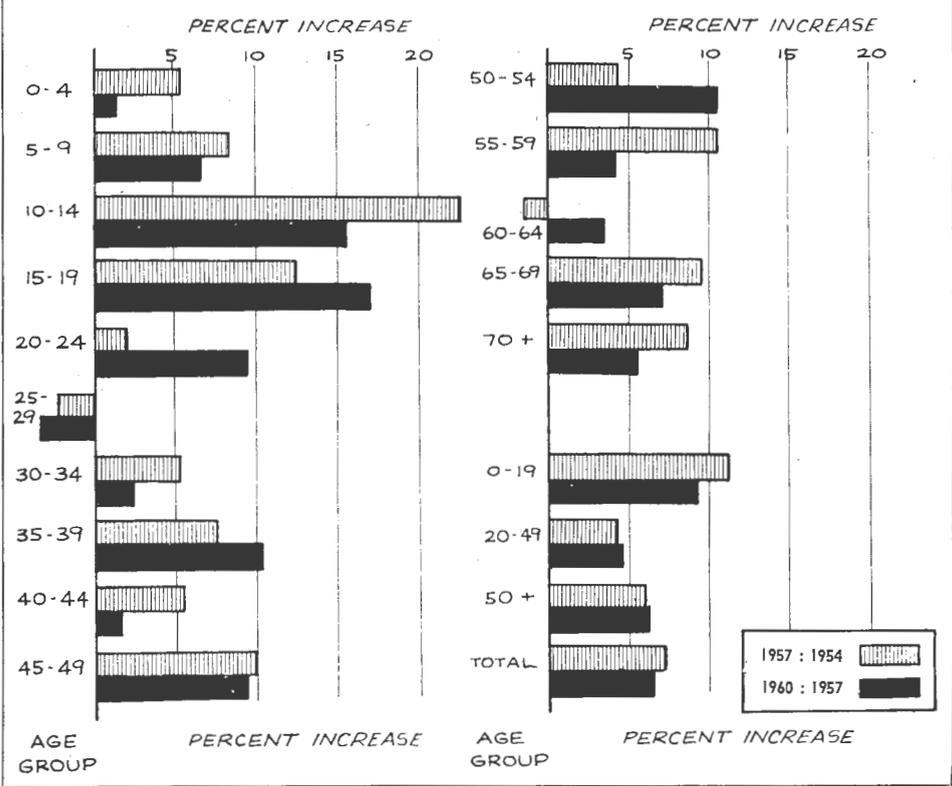
Estimated combined spending by all accredited agencies is up £13.15million, while retail advertising is estimated to have increased by £4million.

WATCH THE BRANCHES OF YOUR MARKET TREE GROW 1954 to 1960



NOTES: This graph shows the vast growth of the youthful market. Impact of the reduced birthrate in the depression years of the 1930s is now affecting the 20-29 age group.

THE CHANGING RATE OF GROWTH OF MARKETS AT VARIOUS AGES IS SIGNIFICANT FOR YOUR BUDGET



AGE DISTRIBUTION OF POPULATION

Australia, 1954, 1957 and 1960 (Projected)

Age Group (Age Last Birthday)	1954 CENSUS		1957 ESTIMATE			1960 PROJECTION		
	Total	Pc. of Total Population	Total	±% on 1954 (total)	Pc. of Total Population	Total	±% on 1957 (total)	Pc. of Total Population
0-4	966	10.7	1,019	+5.5	10.6	1,034	+1.5	10.0
5-9	903	10.0	978	+8.3	10.1	1,043	+6.6	10.1
10-14	694	7.7	852	+22.8	8.8	986	+15.7	9.6
15-19	592	6.6	666	+12.5	6.9	779	+17.0	7.6
20-24	600	6.7	612	+2.0	6.3	667	+9.3	6.5
25-29	705	7.9	690	-2.1	7.2	667	-3.3	6.5
30-34	708	7.9	744	+5.1	7.7	760	+2.2	7.4
35-39	643	7.2	691	+7.5	7.2	761	+10.1	7.4
40-44	628	7.0	661	+5.3	6.9	671	+1.5	6.5
45-49	547	6.1	601	+9.9	6.2	656	+9.2	6.4
50-54	479	5.3	500	+4.4	5.2	554	+10.8	5.4
55-59	397	4.4	440	+10.8	4.6	459	+4.3	4.5
60-64	378	4.2	373	-1.3	3.9	387	+3.8	3.8
65-69	303	3.4	333	+9.9	3.4	357	+7.2	3.5
70& over	443	4.9	482	+8.8	5.0	510	+5.8	5.0
TOTAL	8,987	100.0	9,643	+7.3	100.0	10,293	+6.7	100.0

Sources: Commonwealth Statistician, J. Walter Thompson Pty Ltd.

Tables and charts supplied by courtesy of J. Walter Thompson Pty. Ltd.

IT ADDS UP . . .
on the **UNITED Stations**

2UE
SYDNEY

and

2KO
NEWCASTLE

Population
SYDNEY

2,227,951

Population
NEWCASTLE

356,161

TOTAL 2,584,112

1/4 of the Nation's People

on the UNITED Stations you get

- UNITY IN PROGRAMMING
- UNITY OF POLICY

PLUS the UNITED 10% discount

RADIO LICENCES — CITIES AND TOWNS

BBROADCAST listeners' licences, compiled by the Postmaster-General's Department, and in force in metropolitan and country areas within 50 miles of principal cities and towns as at June 30, 1958, showing the percentage of licences to population.

Number of licences were compiled from records of Post Offices within the areas mentioned. Population figures, supplied by the Commonwealth Statistician (Canberra), are for NSW, Victoria, Queensland, Western Australia, Tasmania to June 30, 1957, and South Australia, June 30, 1954.

NEW SOUTH WALES

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	458,996	1,975,020	23.24
Country	325,901	1,647,886	19.77
State	784,897	3,622,906	21.66
Sydney	505,870	2,227,951	22.70
Albury	17,766	97,178	18.28
Armidale	7,450	36,862	20.21
Bathurst	20,979	105,043	19.90
Bega	5,569	28,017	19.87
Bourke	585	4,181	13.99
Broken Hill	7,120	34,304	20.75
Canberra	13,032	86,794	15.01
Casino	20,331	102,955	19.74
Cessnock	82,874	367,491	22.55
Cobar	368	3,535	10.41
Cooma	5,175	29,377	17.61
Cootamundra	16,188	77,910	20.77
Corowa	20,398	107,911	18.90
Cowra	13,290	77,910	17.05
Cumnock	14,653	81,362	18.00
Deniliquin	8,542	45,722	18.68
Dubbo	7,449	42,795	17.40
Glen Innes	7,250	34,455	21.04
Goulburn	13,583	106,539	12.74
Grafton	10,072	49,011	20.55
Griffith	5,972	39,714	15.03
Gunnedah	10,581	53,207	19.88
Inverell	8,024	39,533	20.29
Katoomba	29,441	167,155	17.61
Kempsey	9,917	52,747	18.80
Lawrence	15,758	76,792	20.52
Lismore	22,024	114,905	19.16
Lithgow	24,443	157,221	15.54
Lockinvar	77,630	356,547	21.77
Maitland (Bolwarra)	80,102	342,807	23.36
Manilla	11,356	54,680	20.76
Moree	1,854	16,710	11.09
Moss Vale	37,336	211,853	17.08
Mudgee	5,688	34,711	16.38
Murwillumbah	28,424	136,331	20.84
Muswellbrook	20,717	88,162	23.49
Narrabri	2,894	24,774	11.68
Newcastle	81,350	356,161	22.84
Orange	16,282	86,671	18.78
Parkes	7,181	46,725	15.36
Singleton	75,491	335,448	22.50

Tamworth	11,919	58,502	20.37
Taree	10,462	53,216	19.65
Wagga Wagga	14,538	82,495	17.62
Wollongong	39,906	219,031	18.21
Young	11,971	61,437	19.48

VICTORIA

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	368,101	1,677,100	21.94
Country	189,859	996,398	19.05
State	557,960	2,673,498	20.87
Melbourne	405,129	1,904,627	21.27
Ballarat	44,036	225,032	19.56
Bendigo	26,962	135,486	19.90
Colac	25,235	148,975	16.93
Geelong	42,740	222,278	19.23
Hamilton	15,568	57,955	26.86
Horsham	10,561	46,496	22.71
Lubeck	12,234	54,633	22.39
Maryborough	40,276	178,642	22.54
Mildura	5,676	35,985	15.77
Sale	16,192	97,217	16.65
Shepparton	22,684	112,221	20.21
Swan Hill	5,644	35,461	15.92
Wangaratta	13,416	115,088	11.66
Warragul	28,657	173,669	16.50
Warrnambool	13,794	66,175	20.84

SOUTH AUSTRALIA

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	154,323	529,000	29.17
Country	84,593	344,123	24.58
State	238,916	873,123	27.36
Adelaide	182,476	625,000	29.19
Crystal Brook	15,170	56,755	26.72
Mannum	24,725	84,646	29.20
Mount Gambier	9,271	27,705	33.46
Murray Bridge	26,076	91,598	28.46
Port Augusta	6,017	25,835	23.29
Port Lincoln	2,993	12,041	24.85
Renmark	5,704	23,027	24.77
Whyalla	11,289	40,127	28.13

RADIO LICENCES — CITIES AND TOWNS

(Continued)

QUEENSLAND

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	136,909	543,000	25.21
Country	183,717	853,740	21.52
State	320,626	1,396,740	22.95
Brisbane	170,476	691,568	24.65
Atherton	15,245	72,657	20.98
Ayr	15,021	61,460	24.44
Bundaberg	16,208	62,871	25.77
Cairns	14,672	70,623	20.77
Charleville	1,215	7,216	16.84
Charters Towers	1,935	8,163	23.97
Clevedon	15,015	61,589	24.37
Dalby	20,528	87,359	23.49
Emerald	795	4,977	15.97
Gympie	18,105	83,569	21.66
Hughenden	470	2,761	17.02
Ipswich	44,351	180,496	24.57
Kingaroy	7,155	37,303	19.18
Longreach	980	4,959	19.76
Mackay	8,658	39,980	21.65
Maryborough	19,959	76,022	26.25
Oakey	23,728	103,452	22.93
Pialba	15,894	63,227	25.13
Rockhampton	14,622	61,139	23.91
Roma	2,314	9,979	23.18
Southport	22,191	136,145	26.29
Toowoomba	37,973	138,963	27.32
Townsville	13,973	60,208	23.20
Warwick	25,063	107,238	23.37

WESTERN AUSTRALIA

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	101,626	376,000	27.02
Country	57,925	315,882	18.33
State	159,551	691,882	23.06
Perth	110,603	440,497	25.10
Albany	4,204	17,607	23.87
Bridgetown	8,863	43,116	20.55
Bunbury	11,126	50,907	21.85
Collie	11,919	53,047	22.46
Cue	230	1,179	19.50
Dardanup	11,589	53,048	21.84
Geraldton	2,464	14,685	16.77
Kalgoorlie	5,696	24,428	23.31
Katanning	3,833	18,450	20.77
Merredin	2,939	14,970	19.63
Moora	1,493	10,289	14.51
Narrogin	4,107	20,573	19.96
Northam	8,026	63,208	12.69
Wagin	4,927	23,815	20.68
Wongan Hills	1,845	16,719	11.03

TASMANIA

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	27,787	103,570	26.82
Country	48,128	224,325	21.45
State	75,915	327,895	23.15
Hobart	35,795	147,691	24.23
Burnie	16,527	74,330	22.23
Devonport	30,735	135,448	22.69
Kelso	30,797	132,876	23.17
Launceston	26,078	114,066	22.86
Queenstown	2,691	11,254	23.91
Ulverstone	16,224	75,558	21.47
Scottsdale	20,188	88,389	22.83

Broadcast listeners' licences in force as at 30th September, 1958, showing the percentage of licences to population by States.

Locality	Licences	Population	Percent of Licences to Pop.
New South Wales (incl. ACT)	792,642	3,699,611	21.42
Victoria	572,670	2,700,635	21.20
Queensland	325,902	1,401,427	23.25
South Australia (incl. NT)	241,569	904,718	26.70
Western Australia	163,266	700,214	23.31
Tasmania	76,300	340,866	22.38
Commonwealth	2,172,349	9,747,471	22.28

To September 30, 1958, there was an increase of 59,045 licences over the total at October 31, 1957.

Populations were: 1957, 9,643,079 (with 21.90pc of licences to population); and 1958, 9,747,471 (with 22.28pc of licences to population).

RADIO FACTS

STATION BREAKDOWN

AS at January, 1959, there were 108 commercial and 56 national broadcasting stations in the medium frequency band in Australia.

Majority of the 108 commercial stations are affiliated or belong to two national, two interstate or six regional networks.

State	Number of commercial stations			Total
	Capital Cities	Country		
NSW	6	31		37
ACT	1	—		1
Victoria	6	14		20
Queensland	4	16		20
South Australia	3	5		8
West Australia	4	10		14
Tasmania	2	6		8
				Total 108

INDUSTRY REVENUE SINCE 1941-42

Year	Stations operating	Showing profit	Revenue £	Expenditure £	Profit £
1941-42	97	53	1,330,000	1,248,188	81,689
1942-43	96	66	1,298,197	1,157,294	141,003
1943-44	98	87	1,871,851	1,491,967	379,885
1944-45	100	89	2,184,686	1,758,905	425,781
1945-46	100	86	2,279,719	1,851,042	428,678
1946-47	101	85	2,388,567	2,013,363	375,224
1947-48	102	86	2,774,371	2,278,319	496,053
1948-49	102	90	3,212,253	2,619,474	592,779
1949-50	102	84	3,178,360	2,748,594	429,766
1950-51	102	88	3,607,498	3,092,259	515,239
1951-52	103	87	4,329,675	3,729,554	600,121
1952-53	105	93	4,916,557	4,138,013	778,544
1953-54	106	94	5,647,494	4,587,234	1,060,260
1954-55	106	95	6,686,924	5,252,831	1,434,093
1955-56	107	104	7,382,476	5,870,794	1,511,682

(1956-57 figures not available at time of going to press)

STATION OWNERSHIP

Licensees	Number of Licences held						
	(incl. ACT)	NSW	Vic	Qld	SA	WA	Tas
Private & public companies	35	16	17	4	14	7	93
Church Bodies	1						1
(a) Newspapers	1	4	2	4		1	12
Labor Party	1		1				2

Total: 108

(a) Twelve newspapers directly own and operate stations, while three other newspapers own and control stations through companies registered as the licensees. Newspapers also have shares in 29 other stations.

APPLICATIONS FOR STATION LICENCES

Broadcasting Control Board had on hand at January, 1959, applications for 1118 medium frequency, 154 frequency modulation and 174 commercial television operators' licences.

Majority of applications were made several years ago, some by people possibly no longer interested. Several of the broadcasting station applications were lodged up to 25 years ago.

None of the applications will be considered unless renewed in response to an invitation in the Government Gazette by the Minister, pursuant to section 82 of the Broadcasting & Television Act 1942-1956.

GROWTH OF THE AUDIENCE

In 1924 there were four national stations only, with 1206 licensed receivers. By 1925, the first year of commercial radio, when there were seven national and six commercial stations, licence figures were up to 63,874.

Following statistics show the growth of the radio audience to 1958:

Year	National stations	Commercial stations	Licensed receivers
1926	8	9	128,060
1927	8	12	225,240
1929	8	12	301,199
1931	9	27	331,969
1933	12	48	469,477
1935	12	57	721,852
1937	20	80	940,068
1939	24	98	1,131,861
1941	27	96	1,293,266
1943	27	96	1,370,000
1945	29	100	1,415,229
1947	32	101	1,678,276
1949	37	102	1,762,675
1950	39	102	1,841,211
1951	41	103	1,884,834
1952	42	103	1,961,044
1953	44	105	1,985,655
1954	46	106	2,041,615
1955	50	106	2,034,676
1956	53	107	2,088,793
1957	55	108	2,107,253
1958	56	108	2,172,349

RECEIVER PRODUCTION

Following are production figures embracing all types of radio receivers, car, portable, mantel, table and console and radiograms; also for tape and wire recorders.

Figures, giving yearly production for all models from 1955-56 to 1958, and monthly totals from September, 1957, to September, 1958:

Period	Tape and Wire Recorders	Car	Radios and Radiograms		
			Portable	Mantle, Table and Console	Radiograms
Year:					
1955-56	(a)	81,053	91,780	181,485	103,694
1956-57	(a)	62,897	80,327	134,818	88,240
1957-58	3,046	88,463	74,577	115,696	101,122
Month, 1958					
January	121	5,458	4,945	8,066	6,251
February	192	7,529	6,945	9,819	9,013
March	243	8,998	6,315	9,347	8,488
April	263	6,387	5,140	6,890	6,240
May	433	7,242	5,264	11,532	7,701
June	232	6,464	5,174	5,323	5,405
July	324	7,734	2,554	8,897	6,275
August	371	9,079	3,760	13,084	6,150
September	304	10,130	4,746	12,834	5,952

TELEVISION FACTS

(Official Government figures on TV stations' incomes compiled from station returns were not available as this B&T Year Book went to press. Following are special Year Book estimates made in consultation with an authoritative source.)

ROYAL Commission on Television (1953-54) met to consider and report on inaugurating TV in Australia. Subsequent to public hearings of licence applications, Federal Government announced the grant of Sydney and Melbourne TV permits in April 1955. TCN (first station) began test transmissions in July 1956 and opened on September 16.

Estimated second year gross revenue of Australia's four commercial television stations in Sydney and Melbourne to September 30, 1958, was £4million.

- This comprised estimated station time sales: £2,500,000.
- Estimated program sales: £1,500,000.

On above figures and current state of business, revenue to September, 1959, should reach £7million, made up of £4million in time sales and £3million in program sales; while to September, 1960, gross revenue should be £9million (£5million in time sales and £4million in program sales).

OTHER CAPITALS

Broadcasting Control Board began its public hearings of applications for interstate television station operators' permits in April, 1958, and in its submissions to the Postmaster-General recommended one commercial licence each for Brisbane, Adelaide, Perth and Hobart.

After considering the report, Cabinet decided on two permits each for Brisbane-Adelaide, and one each for Perth-Hobart.

They were granted to: Brisbane-Brisbane TV Ltd (BTQ, Channel 7) and Queensland Television Corporation Ltd (QTQ, Channel 9); Adelaide-Television Broadcasters Ltd (ADS, Channel 7), and Southern Television Corporation Ltd (NWS, Channel 9); Perth-TVW Ltd (TVW, Channel 7); and Hobart-Tasmanian Television Ltd (TVT, Channel 6).

Government also decided to establish ABC TV stations in each of the four capitals, all to use Channel 2 - ABQ Brisbane, ABS Adelaide, ABW Perth and ABT Hobart.

When the new stations are on the air (expected by the end of 1959), there will be 10 commercial and six ABC stations operating.

120-STATION PLAN

The Federal Government inaugurated television with two commercial stations and a national station in both Sydney and Melbourne, all of which are operating, and took the first step in establishing TV nationally by granting permits for Brisbane, Adelaide Perth and Hobart.

The Broadcasting Control Board has prepared a provisional frequency assignment plan envisaging a minimum of 120 TV stations throughout the country (see page 35).

Following are the ten channels available for television in Australia:

Channel 1, 49-56 megs; channel 2, 63-70 megs; channel 3, 85-92 megs (for use in inland areas only); channel 4, 132-139 megs and channel 5, 139-146 megs (both available from July 1, 1963); channel 6, 174-181 megs; channel 7, 181-188 megs; channel 8, 188-195 megs; channel 9, 195-202 megs; channel 10, 209-216 megs.

Present plans are for four services in each capital city and two in every town with a population exceeding 5000.

PRODUCTION INDUSTRY

There was a start in production of filmed television programs in Australia before the end of 1958, with companies operating in Sydney and Melbourne producing first-class TV commercials, including animation.

Large scale production of every type for TV, commercials and programs, is being largely concentrated in Sydney, where there are such major facilities available as Artransa's new and lavishly equipped £½m studios, Cinesound, Southern International and Supreme Sound studios.

There are also several efficient, highly regarded and technically up-to-date production units in Melbourne, such as Cambridge Film and TV Productions, Herschells, Cine Service, Artransa and Hector Crawford Productions, which are producing high quality TV commercials programs and film documentaries.

GOVERNMENT POLICY ON PROGRAM IMPORTS

In August 1955, before the six present stations were operating, the Federal Government told them it would allow them (commercials and the ABC), £60,000 a year per station, two thirds of it in dollars (entirely restricted to the TV stations), to buy TV programs abroad.

In August 1957, announced as due to an improvement in the country's overseas balances, the Government relaxed restrictions.

There is now no financial restriction, dollars or sterling, to buy foreign TV programs, and anybody can apply for an import licence through the Commonwealth Bank. Government, however, has said it will not permit stockpiling of programs. At the time this Year Book went to press it had announced no decision on import of TV commercials for use here, payment-free or otherwise.

SIZE OF THE TELEVISION AUDIENCE

Following is broad statistical information on Sydney and Melbourne television viewing and the estimated total audience in each city, compiled by the LinTVar (Lintas Television Audience Ratings) Service.

In December, 1958, estimated total peak-time audience for Sydney (all persons) was 859,000, against 330,000 in December, 1957.

Estimated Melbourne peak-hour audience at January, 1959, was 678,000, compared with 412,000 in January, 1958.

Time tuned in per average (in private homes with TV):

	Total hours telecasting any channel		Time tuned per average set, private homes	
	Sydney (Dec. 1958)	Melbourne (Jan. 1959)	Sydney (Dec. 1958)	Melbourne (Jan. 1959)
Sun.	8.9	10.2	4.3	3.9
Mon.	13.8	10.8	4.8	4.2
Tues	14.0	11.4	4.8	4.4
Wed.	13.7	11.8	5.1	4.8
Thurs.	13.6	10.8	4.2	4.4
Fri.	13.8	9.5	4.4	3.9
Sat.	14.2	9.3	5.1	3.3
Total Week	92.0	73.3	32.7	28.9

Estimated total viewers in Sydney and Melbourne viewing area; number viewing during top viewing period to December, 1958 and January, 1959 respectively:

I. Peak-time audience all channels:

	Number	
	Sydney	Melbourne
Men	346,000	252,000
Women	353,000	290,000
Children		
under 16	253,000	224,000
Total	859,000	678,000

II. Best ranking programs:

Men	284,000	159,000
Women	301,000	188,000
Children		
under 16	192,000	188,000
Total	715,000	405,000

GROWTH OF THE AUDIENCE

These statistics show the rate of increase in Sydney and Melbourne of television licences from December, 1957, to December, 1958.

Total licences issued in the 12 months of 1958 was 286,904, against 161,395 issued to December, 1957.

NUMBER OF TV RECEIVER LICENCES

Month Ended (1957)	NSW	Vic-toria	Tas-manian	Total
Dec. (1958)	72,809	88,563	23	161,395
Jan.	82,984	95,240	23	178,247
Feb.	95,740	104,672	35	200,447
Mar.	106,232	114,097	35	220,364
Apr.	116,571	122,539	44	239,154
May	128,678	133,391	43	262,112
June	143,422	147,721	43	291,186
July	162,314	165,203	43	327,560
Aug.	180,002	177,741	44	357,787
Sept.	198,522	191,492	44	390,058
Oct.	210,903	204,295	47	415,245
Nov.	219,949	213,113	47	433,109
Dec.	231,157	222,272	51	453,480

RECEIVER PRODUCTION

Following are TV receiver production figures from 1955-56 to 1958, giving a monthly breakdown from October, 1957 to November, 1958; also a comparison of the number of table and console models produced, with listings in two categories, under 17inch and over 17inch.

Period	Screen Size				Total			
	17inch and under		Over 17inch		17inch and under		Over 17inch	
	Table	Console, etc.	Table	Console, etc.	Table	Console, etc.	Table	Console, etc.
Year:								
1955-56								2,636
1956-57	48,632	24,423	72,055	20,090	34,353	54,443	68,722	57,776
1957-58	56,724	30,662	87,386	78,157	119,772	197,929	134,581	150,434
Months: 1957								
Oct.	5,579	3,388	8,967	4,441	10,225	14,696	10,020	13,613
Nov.	4,039	2,861	6,900	4,926	8,258	13,184	8,965	11,119
Dec.	4,138	2,604	6,742	3,695	6,049	9,744	7,833	8,653
1958:								
Jan.	2,615	1,300	3,915	5,081	4,463	9,544	7,696	5,763
Feb.	4,258	2,198	6,456	5,984	9,217	15,201	10,242	11,415
Mar.	5,186	2,028	7,214	7,345	11,298	18,643	12,531	13,326
Apr.	4,424	2,473	6,897	7,876	12,010	19,886	12,300	14,483
May	6,003	2,265	8,268	10,796	16,259	27,055	16,799	19,524
June	4,547	2,464	7,011	10,158	16,708	26,866	14,705	19,172
July	4,409	3,468	7,877	12,116	20,921	33,037	16,525	24,389
Aug.	3,921	2,562	6,483	12,788	20,067	32,855	16,709	22,629
Sept.	3,506	1,549	5,055	11,505	17,660	29,163	15,011	19,209
Oct.	2,759	1,382	4,151	8,301	13,667	21,968	11,060	15,059
Nov.	2,507	1,190	3,697	5,122	10,940	16,062	7,629	12,130

NOTE: NSW production figures: (a) 78,327; (b) 181,246; (c) 166,222; (d) 11,331.

PROVISIONAL FREQUENCY ASSIGNMENT PLAN

Provisional plan, drawn up by the Broadcasting Control Board, for the assignment of channels for Australian television services, commercial and national.

Area	Channel Nos.	(a)	Population		Main towns served, Grade of service	
			(1954 Census)	Urban	Urban	Rural
Sydney	2, 7, 9, 10	100 H	2million	Syd. Met. area		Penrith, Palm Bch.
Newcastle-Hunter River	6, 8	100 H	314,000	Newcastle		Gosford (S) to Muswellbrook (N)
Blue Mount.	4	100 H	165,000	Katoomba		Lithgow
Illawarra	1, 5	100 H	133,000	Wollongong		Moss Vale
Central Tablelands	1, 5	100 V	113,000	Orange		Bathurst
Richmond-Tweed	1, 5	100 H	93,000	Lismore		Kyogle
Sth W'tern Slopes	2, 9	100 H	76,000	Cootamundra		Wagga
Blue M'tains West	3	100 H	63,000	Lithgow		Bathurst
E. Riverina	4, 6	100 H	62,000	Wagga		Leeton
Macleay-Hastings	9, 10	100 H	54,000	Kempsey		Dorrigo
Upper Namoi River	3, 5	100 H	50,000	Tamworth		Barraba
ACT	7, 10	100 V	44,000	Canberra		Yass
Sthn T'lands	6, 8	100 V	43,000	Goulburn		Bowral
New England	6, 8	100 H	40,000	Glen Innes		Barraba
Clarence	2, 7	100 H	39,000	Grafton		Coffs Harbour
Manning River	1, 4	100 H	37,000	Taree		Pt Macquarie
Central W. Slopes	7, 9	100 H	36,000	Dubbo		Gilgandra
Murrumbidgee	7, 10	100 H	36,000	Griffith		Narrandera
Broken Hill	4, 7	100 H	32,000	Broken Hill		
Bathurst	2, 10	1 V	20,000	Bathurst		
Gwydir River	2, 10	100 H	19,000	Moree		Warialda
Armidale	1, 4	1 V	12,000	Armidale		
VICTORIA						
Melbourne	2, 7, 9, 10	100 H	1,600,000	Melb. Met. area		Casterton
Ballarat	3, 8	100 H	207,000	Ballarat		Geelong
Latrobe V.	4, 6	100 H	132,000	Morwell		Colac
Bendigo	4, 6	100 H	130,000	Bendigo		Bairnsdale
Geelong	1, 5	14 H	127,000	Geelong		Seymour
Goulburn V.	1, 5	100 H	102,000	Shepparton		Werribee
Upper Murray	3, 8	100 H	87,000	Albury		Beechworth
W. District	2, 9	100 H	75,000	Hamilton		Beechworth
Wimmera	7, 10	100 H	48,000	Horsham		St. Arnaud
Mildura	3, 8	100 H	32,000	Mildura		
Murray Valley	2, 9	100 H	30,000	Swan Hill		Deniliquin
Colac	7, 10	1 V	23,000	Colac		
QUEENSLAND						
Brisbane	2, 7, 9, 10	100 H	600,000	Bris. Met. area		Caloundra
Darling Downs	6, 8	100 H	107,000	Toowoomba		Dalby
Wide Bay	1, 4	100 H	77,000	Maryborough		Bundaberg
Rockhampton	6, 8	100 H	65,000	Rockhampton		Gladstone
Townsville	7, 9	100 H	61,000	Townsville		
Cairns	2, 6	100 H	56,000	Cairns		
Sth Downs, Nth New Eng.	3, 4	100 H	44,000	Warwick		Inglewood
Mackay	2, 9	100 H	43,000	MacKay		Proserpine
Bundaberg	7, 9	100 H	33,000	Bundaberg		Childers
SOUTH AUSTRALIA						
Adelaide	2, 7, 9, 10	100 H	600,000	Adel. Met. area		Murray Bridge
Spencer Gulf	4, 8	100 H	67,000	Pt. Pirie		Walleroo
Sth East	1, 8	100 H	37,000	Mt. Gambier		Casterton
Renmark	1, 5	100 H	22,000	Renmark		Waikerie
WESTERN AUSTRALIA						
Perth	2, 7, 9, 10	100 H	400,000	Perth Met. area		Coates
Bunbury	4, 8	100 H	39,000	Bunbury		Busselton
Kalgoorlie	3, 8	100 H	24,000	Kalgoorlie		Coolgardie
Albany	2, 7	100 H	17,000	Albany		Denmark
Geraldton	2, 6	100 H	15,000	Geraldton		Mullewa
TASMANIA						
Hobart	2, 4, 6, 8	100 H	120,000	Hobart Met. area		Geeveston
Nth-E. Tas.	7, 10	100 H	85,000	Launceston		Georgetown
Burnie-Devonport	5, 9	100 H	59,000	Burnie, D'port		Smithton

(a) Power (kw) and Polarisation, Horizontal (H), Vertical (V).

The Broadcasting Control Board

THE Government's decision to introduce legislation to provide for the establishment of the Australian Broadcasting Control Board was announced September 28, 1948 and introduced in October, 1948.

The Australian Broadcasting Act 1948, which amended the Australian Broadcasting Act 1942-1946, was passed and received Royal Assent December 6, 1948.

Board was established under this Act on March 15, 1949.

The legislation, as subsequently amended and now cited as the *Broadcasting and Television Act 1942-1956*, prescribes certain powers and functions of the Board in regard to broadcasting and television, as set out in Division 2 of Part II of the Act. The principal powers and functions of the Board are as follows:

- To ensure the provision of services by broadcasting and television stations in accordance with plans prepared by the Board and approved by the Minister.
- To ensure that technical equipment and operation of these stations are in accordance with standards and practices considered appropriate by the Board.
- To ensure that adequate and comprehensive programs are provided by commercial broadcasting and television stations to serve the best interests of the general public.
- To determine, subject to any direction of the Minister, the situation, operating power, and operating frequencies of broadcasting and television stations.
- To determine hours of operation and conditions relating to the broadcasting and televising of advertisements by commercial stations.

Board may make recommendations to the Minister as to the exercise by him of any of his powers under Part IV of the Act which relates to the commercial broadcasting and commercial television services.

Act empowers the Board to hold public inquiries before taking action under the Act and requires it to do so in respect of certain matters if so directed by the Minister. In particular, the Board is required, prior to granting a licence for a radio or television station, to hold a public inquiry into applications for the licence.

The Board in exercising its powers and functions in relation to commercial broadcasting and television stations is obliged to consult representatives of those stations.

Board consists of five members appointed by the Governor-General, two of whom are

part-time members. Present members are:

Full time: **R. G. Osborne**, CBE, BA, LLB, chairman, re-appointed for seven years from March 15, 1957; **R. B. Mair**, BEE, AMIE (Aust.), SMIRE (Aust.), SMIRE (USA), appointed for five years from March 15, 1955; and **R. A. Yeo**, BSc, ACGI, DIC, appointed for five years from January 2, 1957.

Part time: **Dr J. R. Darling**, CMG, OBE, MA, DCL, and **R. M. White**, MA, both appointed for five years from January 6, 1955.

Original Board, appointed in 1949, comprised three full time members only: L. B. Fanning, ISO, chairman for three years from March 15, and C. Ogilvy and R. G. Osborne, each appointed for seven years from the same date.

Ogilvy resigned July 31, 1951, while Fanning was granted leave of absence due to ill-health from December 3, 1951, until his term of office expired March 14, 1952. Osborne was appointed acting chairman and Mair a member from December 3, 1951, and both were re-appointed (Osborne as chairman) March 15, 1952; Osborne for five years, Mair for three.

Mair was re-appointed March 15, 1955.

Following an amendment to the Act in 1954, two part-time members were appointed, Dr. J. R. Darling and R. M. White.

The appointment of the part-time members was strongly urged by the Royal Commission on Television.

Control Board's head office is at 497-503 Collins-st, Melbourne, CI. Phone 62-0151. Telegrams, Conboard.

Board is represented in all States by the superintendents (radio) of the PMG's Department.

They are:

NSW, T. Armstrong, C/o Superintendent, Radio Branch, PMG's Department, Balls Head-rd, Waverton, North Sydney.

Queensland, P. H. Andrews, C/o Superintendent, Radio Branch, GPO, Brisbane.

Victoria, J. E. de Cure, C/o Superintendent, Radio Branch, 425 St. Kilda-rd, Melbourne.

Western Australia, E. L. Greig, C/o Superintendent, Radio Branch, 485 Wellington-st, Perth.

South Australia, P. B. Traynor, C/o Superintendent, Radio Branch, 131 King William-st, Adelaide.

Tasmania, A. W. Munro, C/o Senior Radio Inspector, Telegraph Service and Radio Branch, GPO, Hobart.

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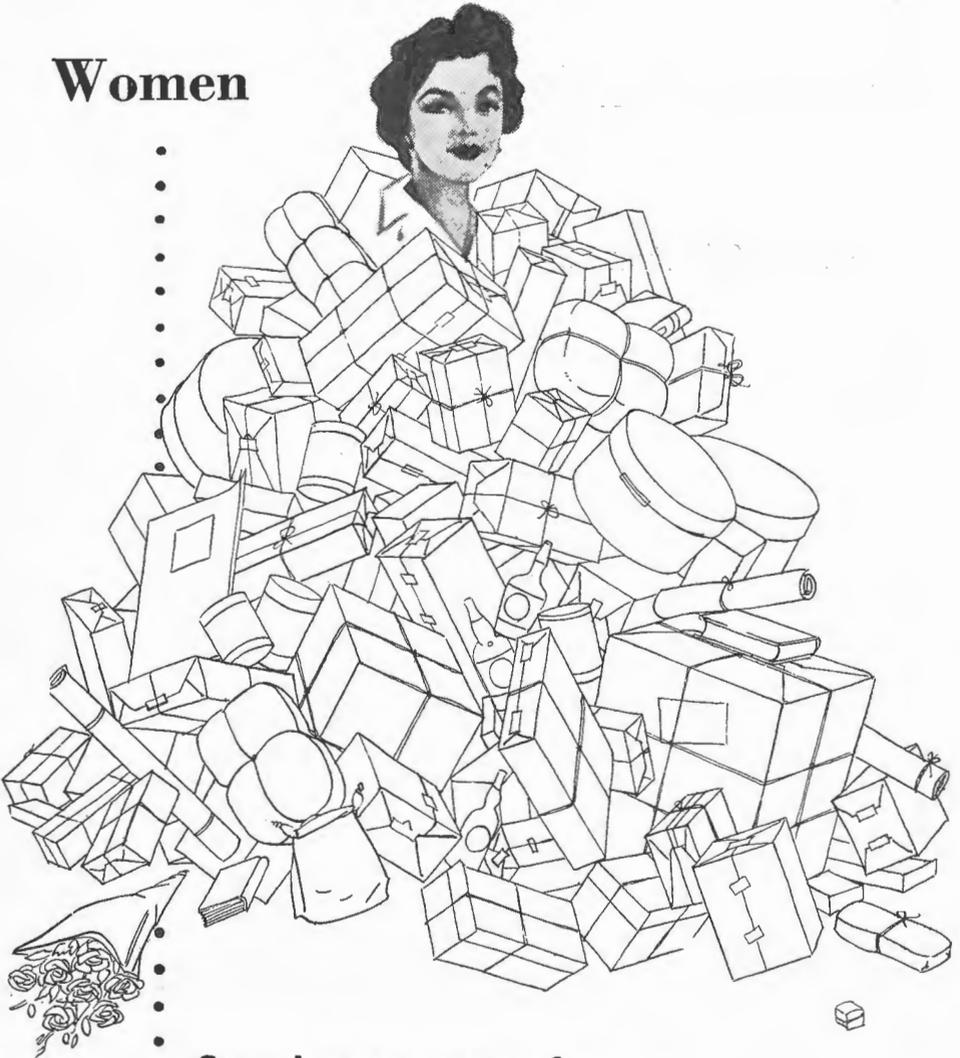
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Melbourne: D. Gilder, 18 Queen Street _____ Phone: MU 2819
Brisbane: R. Anwin, Station 4BC _____ Phone: B 0333.

Resume of rates given with station entries are for guidance only and are subject to periodic alterations. Full details of any spot or program charges can be obtained on request to the stations concerned or their interstate representatives.

2CH

Licensee: NSW World Council of Churches. Operated by Amalgamated Wireless (A'sia), AWA Bldg, 47 York-st, Sydney. Phone BX3322. Telegrams, Expanse.

Opened: Feb. 15, 1932.

Transmitter Site: Pennant Hills. **Power:** 5kw. **Frequency:** 1170kcs. **Operating Hours:** Mon.-Sat. 5.30am-12 mid; Sun. 8am-11pm.

Directors: Sir Lionel Hooke.

Executives: H. R. Huntley (mngr), P. See (sales mngr), R. R. Davis (chief engineer), P. H. Geeves (program mngr).

Network Affiliation: AWA. **Interstate Representation:** Melbourne, AWA, 167 Queen-st; Brisbane, cnr Cordelia & Melbourne-sts. **O'seas:** London, 99 Aldwych, W.C.2, Chancery 3105; New York, Pan American Broadcasting Co., 370 Lexington-ave, Murray Hill 5-1300; Wellington, NZ, Anvil House, 138 Wakefield-st, C.I. Phone 43-191.

Rates resume (26 times): 50wds, from £3 19s (6-10pm & noon-10pm Sat), £2 19s (6-9am), from £2 (day & 10-12pm); 100wds, from £5 5s (6.10pm & noon-10pm Sat), £3 19s (6-9am), from £2 13s (day & 10-12pm); 15mins, from £18 8s (6-10pm & noon-10pm Sat), £13 16s (6-9am), from £9 4s (day & 10-12pm); 30mins, from £32 4s (6-10pm & noon-10pm Sat), £24 3s (6-9am), from £16 2s (day & 10-12pm).

2GB

Licensee: Broadcasting Station 2GB Pty. Ltd., 136 Phillip-st, Sydney. Phone B0360. Telegrams Twogb.

Opened: Aug. 23, 1926.

Transmitter Site: Homebush. **Power:** 5kw. **Frequency:** 870kcs. **Operating Hours:** Mon.-Fri., 5.30am-11.15pm; Sat. 5.30am-12 mid.; Sun., 7am-11pm.

Directors: J. D. Patience (chairman), S. R. I. Clark (manag. director), H. W. Mackisack, C. Ogilvy, R. E. Denison, N. H. McIntyre, P. H. Palmer, H. W. B. Chester.

Executives: B. C. Button (mngr), L. N. Schultz (tech. dir).

Network Affiliation: Macquarie (key station). **Interstate Representation:** MBS, 382

Latrobe-st, Melbourne (FJ3671); Hume Broadcasters Ltd, 201 Tynte-st, North Adelaide (M8461); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002); W. A. Broadcasters Pty Ltd, PO Box 21, Perth (23-2321); Commercial Broadcasters Pty Ltd, 82 Elizabeth-st, Hobart (Hobart 6008). **O'seas:** Fremantle Overseas Radio & Television Inc, 366 Madison-ave, New York, USA. (Murray Hill 7-4344).

Rates resume (base rate): 50wds, £6 (bfast & night), £4 10s (day & 10.30-11pm); 100wds, £9 (bfast & night), £5 10s (day & 10.30-11 pm); 15mins, £13 10s (day & 10.30-11pm); £22 (night); 30mins, £23 10s (day & 10.30-11pm), £40 (night).

2KY

Licensee: Labor Council of NSW, 32 Orwell-st, Pott's Point, Sydney. Phone FL3051-2-3.

Opened: Oct. 31, 1925.

Transmitter Site: Haslam's Creek, Lidcombe. **Power:** 5kw. **Frequency:** 1020kcs. **Operating Hours:** 5.45am-midnight daily.

Directors: N. Thom, MLC, R. A. King, MLC, J. D. Kenny, MLC, R. Jackson, MLC, F. Bowen, E. Wright, G. Blayney.

Executives: R. A. King (general mngr), L. R. Hood (asst gm), J. H. Brown (chief engineer), F. Witt (program mngr).

Network Affiliation: Associated with 2HD. **Interstate Representation:** Stanford Allan Pty Ltd, 247 Collins-st, Melbourne (63-7081).

Rates resume (26 times): 50wds, £1 4s 9d (day) £2 3s 6d (night); 100wds, £1 13s 9d (day), £2 17s 6d (night); 15mins, £5 17s 6d (day), £10 0s 9d (night); 30mins, £9 19s 6d (day), £17 11s (night).

2SM

Licensee: Broadcasting Station 2SM Pty Ltd, 257 Clarence-st, Sydney. Phone BX5381. Telegrams, Twosm.

Opened: Dec. 24, 1931.

Transmitter Site: Pennant Hills. **Power:** 5kw. **Frequency:** 1270kcs. **Operating Hours:** Mon-Fri 5.30am-11pm; Sat 5.30am-midnight; Sun., 7am-11pm.

Directors: Rev. R. B. Coughlan (chairman), T. G. Murray, MLC, M. L'Estrange, MBE, E. Lashmar, P. J. Egan, H. Morrissey, Rev. T. Muldoon, DD, Rev. M. R. Prendergast.

Executives: W. H. Stephenson (mngr), K. B. O'Donohue (exec. officer), R. N. Ayling (sales mngr), O. Stubbs (chief engineer), D. M. Harnett (studio mngr).

Interstate Representation: Oaten-Ward Advertising, L&G Bldg, 379 Collins-st, Melbourne (MJ4725, MB1146).

Rates resume (26 times): 50wds, £2 2s (day), £3 13s (night); 100wds, £2 13s (day), £4 15s (night); 15mins, £8 2s (day), £14 19s (night), 30mins, £14 1s (day), £26 3s (night).

2UE

Licensee: Radio 2UE Sydney Pty Ltd, 29 Bligh-st, Sydney. Phone B0329. Telegrams Twoue.

Opened: Jan. 26, 1925.

Transmitter Site: Homebush. **Power:** 5kw. **Frequency:** 950kcs. **Operating Hours:** 24 hour service.

Directors: J. Lamb, J. P. Lamb, S. P. P. Lamb (chairman & manag. director), M. H. Stevenson, C. V. Stevenson, A. D. Faulkner (alternate dir. to J. Lamb).

Executives: A. D. Faulkner (gen. mngr), D. L. Foster (asst. mngr), B. McClenaughan (sales mngr), W. H. Robinson (chief engineer), K. Stone (program mngr).

Network Affiliation: Major. **Interstate Representation:** H. Anderson, 130 Exhibition-st, Melbourne (MF3674).

Rates resume (26 times): 50wds, £5 (bfast), £4 3s (day & 10-11.30pm), £5 (4.30-10pm), 18s 0d (11.30pm-5am); 100wds, £5 1s (day & 10-11.30pm), £5 15s (4.30-10pm), £1 (11.30pm-5am); 15mins, £10 7s (day & 10-11.30pm), £13

(4.30-10pm), £3 (11.30pm-5am); 30mins, £19 14s (day & 10-11.30pm), £24 (4.30-10pm), £5 15s (11.30pm-5am).

2UW

Licensee: Commonwealth Broadcasting Corporation Pty. Ltd, 365 Kent-st, Sydney. Phone B 0270. Telegrams Twouw.

Opened: Feb. 13, 1925.

Transmitter Site: Homebush. **Power:** 5kw. **Frequency:** 1110kcs. **Operating Hours:** 24 hour service.

Directors: M. F. Albert, A. F. Albert.

Executives: L. C. Hynes (general mngr), F. E. Levy (manager), F. Jeffcoat (sales mngr), Les Hay (asst sm), T. A. E. McNeill (chief engineer), V. Lisle (program mngr).

Network Affiliation: Commonwealth Broadcasting Net. **Interstate Representation:** D. G. Gilder, 18 Queen-st, Melbourne (MU2819); Ron Anwin, c/- 4BC, 30-38 Wharf-st, Brisbane (2-0333).

Rates resume (26 times): 50wds, £5 15s (5.30am-10.30pm); £1 3s (10.30pm-5.30am); 100wds, £6 10s (5.30am-10.30pm); £1 5s (10.30pm-5.30am); 15mins, £12 15s (5.30am-6pm), £16 10s (6pm-10.30pm), £4 10s (10.30pm-5.30am); 30mins, £18 (5.30am-6pm); £28 15s (6pm-10.30pm), £6 15s (10.30pm-5.30am).

For details of ABC stations 2FC and 2BL, see special ABC section page 97.

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★ Retail Sales	£67,573,000
★ Goods Produced	£149,491,574
★ Wages (secondary industry only)	£26,310,379
★ Coal Production	£27,433,006
★ Wool	£25,183,985
★ Port Trade Cargo	8,445,249 tons

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**2BS
2DU**

2AD Armidale

Licensee: New England Broadcasters Pty Limited, Broadcast Hse, Rusden-st., Armidale. Phone Armidale 180. Telegrams Ttwoad.

Opened: Feb. 5, 1936.

Transmitter Site: Armidale. **Power:** 1.2kw. **Frequency:** 1130kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat 6am-10.30pm; Sun 8.30am-10pm.

Directors: R. L. Blake, E. Higginbotham, (manag. dir.), Dr. R. B. Austin, D. H. Drummond, MP, O. Bennett, V. Pringle.

Executives: R. V. Brislan (mngr), Hugh McCrindle (asst mngr), D. Charlton (chief engineer).

Network Affiliation: New England Net. **Interstate Representation:** Country Radio & Television, 30 Carrington-st, Sydney (BX3380); J. Havre, 422 Collins-st, Melbourne (MU3011).

Rates resume (26 times): 50wds, 10s 6d (day), 16s 6d (night); 100wds, 13s (day), £1 1s (night); 15mins, £2 6s (day), £3 17s 6d (night); 30mins, £3 13s 6d (day), £6 19s (night).

2AY Albury

Licensee: Amalgamated Wireless (A'sia) Ltd, AMP Bldg, Dean-st, Albury. Telephone Albury 289. Telegrams Twoay.

Opened: Dec. 17, 1930.

Transmitter Site: Thurgoona. **Power:** 2kw. **Frequency:** 1490kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat 6am-11.30pm; Sun 7am-11pm.

Directors: Sir Lionel Hooke.

Executives: A. R. Kidd (mngr), G. Bunton (sales mngr), J. James (chief eng.), B. Harper (program mngr).

Network Affiliation: AWA. **Interstate, O'seas Representation:** See 2CH.

Rates resume (26 times): 50wds, £1 0s 6d (6am-2pm, 10pm-close), 13s 6d (2-6pm), £1 10s 6d (6-10pm); 100wds, £1 7s 6d (6am-2pm, 10pm-close), 17s (2-6pm), £1 18s (6-10pm); 15mins, £4 1s 3d (6am-2pm, 10pm-close), £2 10s (2-6pm), £5 12s 6d (6-10pm); 30mins, £7 6s 3d (6am-2pm, 10pm-close), £4 10s (2-6pm), £10 2s 6d (6-10pm).

2BE Bega

Licensee: J. A. Kerr, Box 77, Bega. Phones, Bega 663 (offices), Bega 192 (studios).

Opened: Nov. 7, 1924.

Transmitter Site: Bega. **Power:** 1kw. **Frequency:** 1480kcs. **District Covered:** Dairying, pastoral, fishing. **Operating Hours:** Mon-

Sat. 7am-10pm; Sun. 8.30am-12.45pm, then 6-10pm.

Executives: J. A. Kerr (mngr, sales mngr, chief engineer), L. S. Porter (program mngr).

Network Affiliation: Macquarie co-op. **Interstate Representatives:** F. L. Wilson & Co, 30 Carrington-st, Sydney (BX 3358); Stanford Allan Pty Ltd, 247 Collins-st, Melbourne.

Rates resume (26 times): 50wds, 9s 3d (bfast), 6s 9d (day), 11s 3d (night); 100wds, 12s 3d (bfast), 9s (day), 14s 3d (night); 15 mins, £1 9s (day), £2 1s 3d (night); 30mins £2 11s (day), £3 12s (night).

2BH Broken Hill

Licensee: News Ltd, Adelaide. Studios, Cummins-st, Broken Hill. Phone 2241. Offices, Queensland Insurance Bldg, Argent-st, Broken Hill. PO box 432. Phone 3451. Telegrams, Twobh.

Opened: June 30, 1934.

Transmitter Site: Broken Hill. **Power:** 200 wts. **Frequency:** 660kcs. **District Covered:** Pastoral, mining. **Operating Hours:** Mon-Sat. 6.30am-11pm; Sun. 8am-10pm.

Directors: Sir J. Stanley Murray, R. Beavis Taylor, A. C. R. Colin Hay.

Executives: J. W. Prider (mngr), R. Palmer (sales mngr), R. Wight (chief engineer), B. Ormsby (program mngr).

Network Affiliation: Macquarie. **I/State Repr.:** Station 5DN, 201-205 Tynte-st, North Adelaide (M8461); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115); Macquarie, 136 Phillip-st, Sydney (B0360).

Rates resume (26 times): 50wds, 17s 6d (bfast), 16s (day), £1 0s 9d (night), 100wds, £1 5s 6d (bfast), £1 3s 6d (day), £1 10s 9d (night); 15mins, £3 9s (bfast), £3 2s 6d (day), £4 4s 6d (night); 30mins, £5 13s (bfast), £4 9s 3d (day), £6 17s 9d (night).

2BS Bathurst

Licensee: Bathurst Broadcasters Pty Ltd, 109 George-st, Bathurst. Phone Bathurst 3322-3. Orange studios: 186 Summer-st, Orange. Phone Orange 4726. Telegrams Twobs Bathurst.

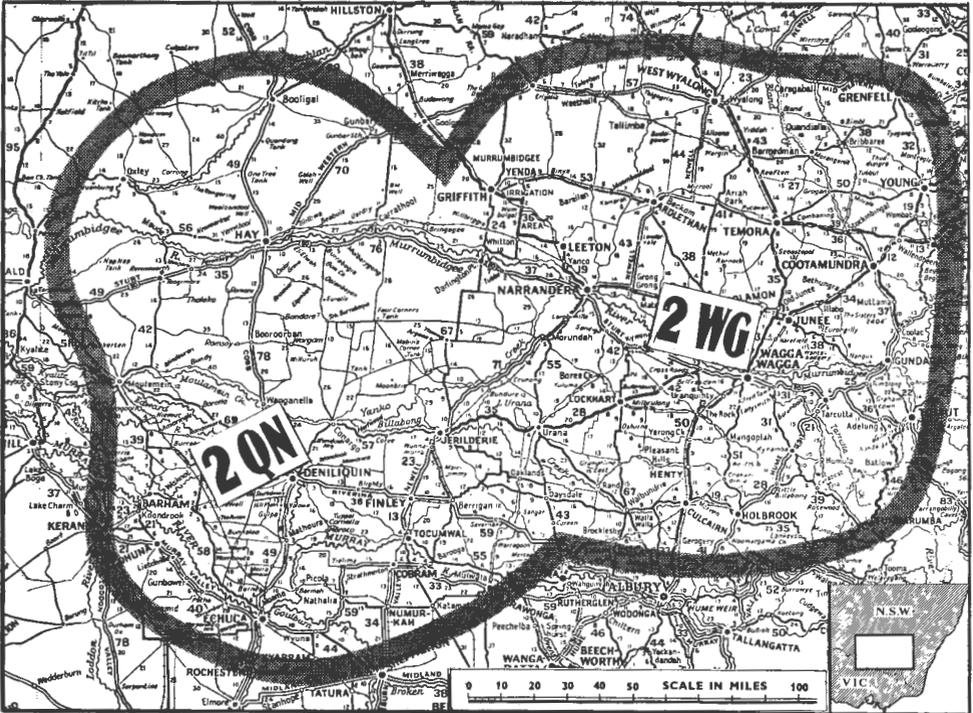
Opened: Jan. 1, 1937.

Transmitter Site: Eglinton. **Power:** 2kw. **Frequency:** 1500kcs (200 metres). **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Fri. 6am-11.30pm; Sat. 6am-midnight; Sun. 7.30am-11pm.

Directors: E. N. Williams (managing director), W. T. Grant.

Executives: E. N. Williams (mngr), sales mngrs M. F. Griffin (Bathurst) and H. W.

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Williams (Orange), T. L. Croke (chief engineer), R. S. Lambert (program mngr).

Network Affiliation: Macquarie. **Interstate Representation:** See 2GB-Macquarie.

Rates resume (26 times): 50wds, £1 (6am-9am), 17s (9am-5.30pm, 10.30pm-close), £1 3s (5.30pm-10.30pm); 100wds, £1 11s (6am-9am), £1 2s (9am-5.30pm, 10.30pm-close), £1 11s (5.30pm-10.30pm); 15mins, £4 (9am-5.30pm, 10.30pm-close), £5 11s (5.30pm-10.30pm), 30mins, £6 10s (9am-5.30pm, 10.30pm-close), £9 8s (5.30pm-10.30pm).

2CA Canberra

Licensee: Canberra Broadcasters Pty Ltd, Broadcasting Hse, Northbourne-ave, Canberra. Phone J1234. Telegrams Twoca.

Opened: Nov. 14, 1931.

Transmitter Site: Belconnen. **Power:** 2kw. **Frequency:** 1050kcs. **District Covered:** Federal Capital, pastoral. **Operating Hours:** 6am-11 pm daily.

Directors: C. Ogilvy, J. D. Patience, N. H. McIntyre.

Executives: G. Barlin (mngr and station eng.), P. R. Carrodus (station mngr).

Network Affiliation, Interstate, O'seas Representation: See Macquarie-2GB.

Rates resume (base rate): 50wds, 14s (blast to lunch), 11s (aft.), £1 5s (night); 100wds, 18s (blast to lunch), 14s (aft.), £1 18s (night); 15mins, £3 9s (blast to lunch), £2 16s (aft.), £6 15s (night); 30mins, £6 5s (blast to lunch), £4 15s (aft.) £12 16s (night).

2DU Dubbo

Licensee: Western Broadcasters Ltd, PO Box 44, Dubbo; Lee-st, Wellington. Phones Dubbo 3214, Wellington 991.

Opened: July 3, 1936.

Transmitter Site: Eulomogo. **Power:** 2kw. **Frequency:** 1250kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri 5.45am-11.30pm; Sat. 5.45am-1am Sun.; Sun. 6.45am-11.30pm.

Executives: W. T. Grant (managing director and general mngr), M. Wieland (chief eng.), J. E. Gibson (studio mngr), R. L. Larkin (mngr, Wellington branch studios), Lou Metti (publicity mngr), R. Ferguson (office mngr).

Network Affiliation, Interstate, O'seas Representation: See 2GB.

Rates resume (26 times): 50wds, £1 (6am-9am), 17s (9am-5.30pm, 10.30pm-close), £1 3s (5.30pm-10.30pm); 100wds, £1 11s (6am-9am), £1 2s (9am-5.30pm, 10.30pm-close), £1 11s (5.30pm-10.30pm); 15mins, £4 (9am-5.30 pm, 10.30pm-close), £5 11s (5.30pm-10.30pm); 30mins, £6 10s (9am-5.30pm, 10.30pm-close), £9 8s (5.30pm-10.30pm).

2GF Grafton

Licensee: Grafton Broadcasting Co Pty Ltd, Price-st, Grafton. Phone Grafton 946. Telegrams, Twogf.

Opened: Dec. 15, 1933.

Transmitter Site: Grafton. **Power:** 1-2kw. **Frequency:** 1210kcs. **District Covered:** Rural. **Operating Hours:** Mon-Sat, 6am-11pm; Sun, 7am-11pm.

Directors: Sir Lionel Hooke, A. E. R. Fox. **Executives:** F. R. Pearce (mngr), S. T. O'Shea (sales mngr), W. Rowe (chief eng.), E. J. Webster (program mngr).

Network Affiliation: AWA. Interstate, O'seas Representation: See 2CH.

Rates resume (26 times): 50wds, 17s 6d (6am-2pm, 10pm-close), 11s 6d (2-6pm). £1 6s (6-10pm); 100wds, £1 1s 6d (6am-2pm, 10pm-close), 14s (2-6pm), £1 12s (6-10pm), 15mins, £3 6s (6am-2pm, 10pm-close), £2 5s (2-6pm), £4 19s (6-10pm); 30mins, £5 17s 6d (6am-2pm, 10pm-close), £4 (2-6pm), £8 16s (6-10pm).

2GN Goulburn

Licensee: Goulburn Broadcasting Co Pty Ltd, 209 Auburn-st, Goulburn. Phone 2646. Telegrams, Twogn.

Opened: Dec. 17, 1931.

Transmitter Site: West Goulburn. **Power:** 2kw. **Frequency:** 1380kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat, 6am-11pm; Sun, 7am-11pm.

Directors: Sir Lionel Hooke, A. E. R. Fox.

Executives: D. H. O'Reilly (mngr), J. B. Powell (sales mngr), G. Sangster (chief eng.), R. Williams (program mngr).

Network Affiliation: AWA. Interstate, O'seas Representation: See 2CH.

Rates resume (26 times): 50wds, 17s 6d (6am-2pm, 10pm-close), 11s 6d (2-6pm), £1 6s (6-10pm); 100wds, £1 1s 6d (6am-2pm, 10pm-close), 14s (2-6pm), £1 12s (6-10pm); 15mins, £3 6s (6am-2pm, 10pm-close), £2 5s (2-6pm), £4 19s (6-10pm); 30mins, £5 17 6d (6am-2pm, 10pm-close), £4 (2-6pm), £8 16s (6-10pm).

2GZ Orange

Licensee: Country Broadcasting Services Ltd. Phone Orange 5474. Sydney office, Hosking Hse (BW1428). Telegrams, Twogz Sydney.

Opened: Oct. 31, 1935.

Transmitter Site: Amaroo. **Power:** 2kw. **Frequency:** 990kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Fri, 6am-11.30pm; Sat, 6am-12 mid.; Sun, 7am-11pm.

Directors: J. E. Ridley (chairman & manag. dir.), R. C. Wilson, MLC, J. W. Allen, S. S. Ick-Hewins, G. O. Parnham, C. M. Williams.

Executives: A. Ridley (gen. mngr), W. R. Smith (sales mngr), E. C. Crouch (chief eng.), G. Ratcliffe (service mngr), A. McLaren (sales exec.).

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674).

2HD Newcastle

Licensee: Airsdales Broadcasting Co Pty Ltd, Maitland-rd, Sandgate. Phone MW9231-2. Telegrams, 2HD Newcastle.

Opened: Jan. 27, 1925.

Transmitter Site: Sandgate. **Power:** 2kw. **Frequency:** 1140kcs. **District Covered:** Industrial. **Operating Hours:** 5.30am-12 mid. daily.

Directors: F. W. Campbell, C. Oliver, R. A. King, J. Ormond, W. R. Colbourne.

Executives: O. J. Story (general mngr), P. O'Sullivan (tech-in-charge).

Network Affiliation: Macquarie. **Repr:** Sydney office at 2KY. **Interstate:** R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641); Eric Wood, 329 Adelaide-st, Brisbane (B7075).

Rates resume (26 times): 50wds, £1 10s

(bfast), £1 5s (day), £1 17s (night); 100wds, £1 18s (bfast), £1 9s (day), £2 2s (night); 15mins, £5 13s (bfast), £4 3s 6d (day), £8 16s 6d (night); 30mins, £9 18s (bfast), £7 10s (day), £15 12s (night).

2KA Katoomba

Licensee: Transcontinental Broadcasting Corporation Ltd, PO Wentworth Falls. Phone Wentworth 45. Sydney office, 283 Elizabeth-st, MA9248. Telegrams, Twoka Sydney.

Opened: Sept. 7, 1935.

Transmitter Site: Wentworth Falls. **Power:** 1.2kw. **Frequency:** 780kcs. **District Covered:** Residential, rural. **Operating Hours:** Mon-Sat, 6.30am-10.30pm.; Sun, 7.30am-10.30pm.

Executives: C. Bischoff (mngr & chief eng), D. Livingston (sales mngr).

Network affiliation: Macquarie Co-op. **Interstate Representation:** E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, 13s (day), 19s (night); 100wds, 16s 6d (day), £1 4s (night); 15mins, £2 17s (day), £4 2s 6d (night); 30mins, £5 (day), £7 5s (night).

2KM Kempsey

Licensee: Radio Kempsey Limited, PO Box

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- . . . Payroll increased to £31m.
- . . . Trade turnover of £22½m.
- . . . Listener licences 85,000; greater than total circulation of all newspapers.

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BM 3641.

Sydney:
Noel Battye
27.4515-6.

Brisbane:
Eric Wood
B 2735.

135, Kempsey. Phone 936. Telegrams, Twokm. Sydney office, 283 Elizabeth-st, MA9248.

Opened: Sept. 20, 1937.

Transmitter Site: Greenhills. **Power:** 1.2kw. **Frequency:** 980kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat, 6.30am-10.30pm; Sun, 8am-10pm.

Executives: L. B. Harte (mngr & chief eng), D. Livingston (sales mngr), J. Conry (program mngr).

Network Affiliation: Macquarie. **Interstate Representation:** E. L. Jeffrey, 370 Little Collins-st, Melbourne. MU3115.

Rates resume (26 times): 50wds, 10s 6d (day), 18s (night); 100wds, 13s 6d (day), £1 3s (night); 15mins, £2 6s (day), £4 (night); 30mins, £3 18s (day), £7 (night).

2KO Newcastle

Licensee: Radio 2KO Newcastle Pty Ltd, C.M.L. Bldg, 110 Hunter-st, Newcastle. Phone B3836. Telegrams, Twoko.

Opened: Aug. 1, 1931.

Transmitter Site: Sandgate. **Power:** 2kw. **Frequency:** 1410kcs. **District Covered:** Industrial. **Operating Hours:** 24 hour service.

Directors: J. Lamb (chairman), S. Lamb (managing director), J. P. Lamb, H. Lamb.

Executives: C. J. Derwin (mngr), K. Greenhalgh (chief eng), P. Barton (program mngr), M. Tapp (studio mngr), G. Hood (advtg mngr).

Network Affiliation: Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); Kingsley Lock, Newcastle Broadcasting Co, City Mutual Bldg, cnr. Hunter & Bligh-sts, Sydney (BW9370).

Rates resume (26 times): 50wds, £2 4s (bfast), £1 15s (day), £1 15s (night); 100wds, £2 (day and night); 15mins, £5 9s (day), £7 8s (night); 30mins, £10 1s (day), £13 12s (night).

2LF Young

Licensee: Young Broadcasters Pty Ltd, 24 Lovell-st, Young, Cowra Studio, Macquarie-st, Cowra. Phone Young 27 & 356; Cowra 999. Telegrams, Twolf.

Opened: Feb. 16, 1938.

Transmitter Site: Young. **Power:** 2kw. **Frequency:** 1340kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** 6am-11pm daily.

Directors: J. D. Patience (chairman), G. K. Barlin (managing director), B. C. Button, Dr. L. M. Jones, E. J. Taylor.

Executives: W. P. Marsden (mngr), J. H. Findlayson (sales mngr), R. Milne (chief

tech), S. Ward (Cowra studio mngr).

Network Affiliation, Interstate, O'seas Representation: See Macquarie-2GB.

Rates resume (26 times): 50wds, 13s (bfast), 11s 6d (day & late night), £1 3s (night); 100wds, 16s (day & late night), £1 12s (night); 15mins, £2 18s (day & late night), £6 2s (night); 30mins, £5 12s 6d (day & late night), £11 18s (night).

2LM Lismore

Licensee: Richmond River Broadcasters Pty Ltd, Molesworth-st, Lismore. Phone Lismore, 2787-8. Telegrams, Twolm.

Opened: Sept. 21, 1936.

Transmitter Site: Goonellebah. **Power:** 1.2kw. **Frequency:** 900kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri, 6am-10.30pm; Sat, 6am-12mid; Sun, 8am-10.30pm.

Directors: C. M. Robertson, J. McIntosh, J. McClean, Dr. A. J. Opie, A. E. Brand.

Executives: L. T. Warrick (general mngr), P. Le Brun (station mngr), L. Magee (sales mngr), Hector Green (chief engineer), M. Kennedy (program mngr).

Interstate Representation: Country Broadcasting Services, Hosking Place, Sydney (BW 1428); Hugh Anderson, 130 Exhibition-st, Melbourne (MF 3674); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002).

Rates resume (26 times): 50wds, 16s 9d (day), £1 5s 6d (night); 100wds, £1 1s 6d (day), £1 14s (night); 15mins, £3 18s (day), £5 19s (night); 30mins, £6 13s (day), £9 15s (night).

2LT Lithgow

Licensee: Lithgow Broadcasters Pty Ltd, Great Western Highway, Bowenfells. Phone 3321-2.

Opened: June 30, 1939.

Transmitter Site: Bowenfells. **Power:** 500-wts. **Frequency:** 1370kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat, 6am-10.30pm; Sun, 8am-10pm.

Directors: H. K. Nock, E. J. Taylor, S. R. I. Clark.

Executives: F. Harper (mngr & sales mngr), J. Griffith (asst. mngr & chief engr), A. Venn (chief annrc).

Network Affiliation, Interstate, O'seas Representation: See 2GB.

Rates resume (base rate): 50wds, 14s (6-9am), 13s (9am-5.30pm), 16s (5.30-10.30pm), 100wds, £1 (6-9am), 18s (9am-5.30pm), £1 3s (5.30-10.30pm); 15mins, £2 13s (9am-5.30pm), £3 10s (5.30-10.30pm); 30mins, £4 16s (9am-5.30pm), £6 (5.30-10.30pm).

2MG Mudgee

Licensee: Mudgee Broadcasting Co Pty Ltd, Wellington-rd, Mudgee. Phone Mudgee 179-779. Telegrams Twomg.

Opened: July 2, 1938.

Transmitter Site: Mudgee. **Power:** 500wts. **Frequency:** 1450kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon.-Sat. 6.30am-10.30pm; Sun. 7.30am-10pm.

Directors: C. W. Blowes (chairman), K. W. McCully (secy), R. B. Camplin (manag. dir.), D. Y. Rhodes, A. S. Roth.

Executives: R. B. Camplin (mnggr), D. Henshaw (sales mnggr), J. Sullivan (technician).

Network Affiliation: MBS associate. **Interstate, O'seas Representation:** See 2GB-Macquarie.

Rates resume (base rate): 50wds, 8s (bfast), 5s 9d (day), 9s (night); 100wds, 10s (bfast), 8s (day), 12s 6d (night); 15mins, £1 12s 6d (day), £2 5s (night); 30mins, £2 16s (day), £4 8s (night).

2MO Gunnedah

Licensee: 2MO Gunnedah Pty Ltd, Marquis-st, Gunnedah. Phone Gunnedah 236, 276. PO Box 62.

Opened: Jan. 16, 1931.

Transmitter Site: Gunnedah. **Power:** 1kw.

Frequency: 1080kcs. **District Covered:** Pastoral, rural. **Operating Hours:** 6am-10.30pm daily.

Directors: E. Higginbotham (managing director), R. Heath (chairman), W. Baxter, W. McDonagh.

Executives: M. Maroney (asst mnggr), D. Charlton (chief engineer).

Network Affiliation: New England Network. **Interstate Representation:** See 2TM.

Rates resume (26 times): 50wds, 10s 6d (day), 15s (night); 100wds, 12s (day), 19s (night); 15mins, £2 1s 6d (day), £3 10s 6d (night); 30mins, £3 6s 6d (day), £6 6s (night).

2MW Murwillumbah

Licensee: Tweed Radio Broadcasting Co Pty Ltd, Church Lane, Murwillumbah, PO box 53. Phone 888.

Opened: Sept. 2, 1937.

Transmitter Site: Tumbulgum. **Power:** 1.2kw. **Frequency:** 1440kcs. **District Covered:** rural. **Operating Hours:** Mon.-Sat. 6am-10.30pm; Sun. 8am-10pm.

Directors: A. A. Budd (chairman), J. W. Morley, J. T. Raward, A. S. Loder, T. C. Hawkes.

Executives: W. G. Diamond (mnggr), A. J. Gibson (sales mnggr), N. D. Carpenter (chief engineer), G. Atthow (Southport studio mnggr).

Network Affiliation: Macquarie. **Interstate Representation:** 4BC, Wharf-st, Brisbane (2-0333). For Sydney & Melbourne see 2GB.

Rates resume (26 times): 50wds, 10s (bfast), 12s (day), £1 (night); 100wds, 19s (bfast), 16s (day), £1 5s 4d (night); 15mins, £2 1s (day), £3 11s 3d (night); 30mins, £3 12s (day), £6 6s (night).

2NM Muswellbrook

Licensee: Hunter Broadcasters Pty Limited, Bridge-st, Muswellbrook. Phone Muswellbrook 565. Business address: 56 Hunter-st, Newcastle.

Opened: Jan. 14, 1954.

Transmitter Site: Muswellbrook. **Power:** 500wts. **Frequency:** 1460kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11pm; Sat. 5.30am-11.30pm; Sun. 6am-11pm.

Directors: R. E. Smith, E. W. Robinson, O. H. Robinson, C. H. Dunlop, A. S. Mather, E. M. Morriss, E. G. A. Hallett, T. G. Taylor.

Executives: K. C. Robinson (mnggr), N. Young (sales mnggr), A. S. Mather (chief engineer), R. Gibson (program mnggr).

Network Affiliation, Interstate Representation: See 2GB.

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Brisb.: B'casters (Aust.). B 2002.

Rates resume (26 times, total cost): 50wds, £42 5s (bfast), £35 2s (day & 10.30pm-close), £43 11s (night); 100wds, £49 8s (bfast), £40 19s (day & 10.30pm-close), £49 8s (night); 15mins £140 8s (day & 10.30pm-close), £201 10s (night); 30mins, £240 10s (day & 10.30pm close), £390 (night).

2NX Bolwarra

Licensee: Hunter Broadcasters Pty Limited, 56 Hunter-st, Newcastle. Phone B1573-4. Telegrams, Twonx.

Opened: Jan. 14, 1954.

Transmitter Site: Bolwarra. **Power:** 2kw. **Frequency:** 1360kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11pm; Sat. 5.30am-11.30pm; Sun. 6am-11pm.

Directors: R. E. Smith, E. W. Robinson, O. H. Robinson, C. H. Dunlop, A. S. Mather, E. M. Morriss, E. G. A. Hallett, T. G. Taylor.

Executives: K. C. Robinson (mngnr), H. Pickhover (sales mngnr), A. S. Mather (chief engineer), R. Gibson (program mngnr).

Network Affiliation, Melbourne Representation: See 2GB.

Rates resume (26 times, total cost): 50wds, £42 5s (bfast), £35 2s (day & 10.30pm-close), £43 11s (night); 100wds, £49 8s (bfast), £40 19s (day & 10.30pm-close), £49 8s (night); 15mins, £140 8s (day & 10.30pm-close), £201 10s (night); 30mins, £240 10s (day & 10.30pm. close), £390 (night).

2NZ Inverell

Licensee: Northern Broadcasters Pty Limited. Phone Inverell 1102. Telegrams Twonz. Hosking Hse, 84½ Pitt-st, Sydney (BW 142S)

Opened: Jan. 25, 1937.

Transmitter Site: Long Plain. **Power:** 2kw. **Frequency:** 1190kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 7am-10.30pm.

Directors: J. E. Ridley (chairman & manag. dir.), R. C. Wilson, MLC, J. W. Allen, S. S. Ick-Hewins, G. O. Parnham, C. M. Williams.

Executives: A. Ridley (general mngnr), J. W. Twyford (mngnr), W. R. Smith (sales mngnr), O. Bartle (chief engineer), A. McLaren (sales exec.).

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (MF 3674).

2PK Parkes

Licensee: Parkes Broadcasting Co Pty Ltd, 307 Clarinda-st, Parkes. Phone Parkes 480, 487, 537. Telegrams Twopekay.

Opened: Oct. 5, 1937.

Transmitter Site: Parkes. **Power:** 500wts. **Frequency:** 1400kcs (214metres). **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 6.30am-11pm; Sun. 7.45am-10pm.

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Directors: F. W. Spicer, MLC (chairman & managing director), L. S. Snider, MLC, D. W. Watt, R. T. Johnson.

Executives: N. T. W. Spicer (mngnr), G. F. Carter (chief engineer).

Network Affiliation: Macquarie. **I/State Repr.:** See 2GB-Macquarie.

Rates resume (base rate): 50wds, 14s (bfast), 12s (day), 18s (night); 100wds, 18s (bfast), 16s (day), £2 3s (night); 15mins, £2 10s (day), £3 (night); 30mins, £4 (day), £5 (night).

2QN Deniliquin

Licensee: Southern Riverina Broadcasters, 28 George-st, Deniliquin. Phone Deniliquin 260, 501. Telegrams Twoqn. Echuca studio, 96 Hare-st, Echuca. Phone Echuca 585.

Opened: Nov. 2, 1935.

Transmitter Site: Deniliquin. **Power:** 2kw. **Frequency:** 1520kcs. **District Covered:** Pastoral, rural, irrigation area. **Operating Hours:** Mon.-Fri., 6.30am-10.30pm; Sat., 6.30 am-11pm; Sun., 8.30am-10pm.

Directors: E. V. Roberts, Mrs W. J. Hucker, R. Haig-Muir.

Executives: P. N. Charley (mngnr & sales mngnr), B. Chant (program mngnr), A. Shaw

(studio mngnr), M. Bodley (copy chief), R. Perry (Echuca mngnr).

Network Affiliation: Macquarie. **Interstate Representation:** Offices at 30 Carrington-st, Sydney (BX3202); "Stanhill," 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, 9s 6d (day), 5s 9d (2-5pm only), 15s (night); 100wds, 12s 6d (day), 7s 6d (2-5pm), £1 (night); 15mins, £2 3s 9d (day), £1 6s 3d (2-5pm), £3 10s (night); 30mins, £3 16s 9d (day), £2 6s (2-5pm), £6 2s 6d (night).

2RE Taree

Licensee: Manning Valley Broadcasting Pty Ltd, Box 185, PO Taree. Phone 1100, 1101. Telegrams Twore.

Opened: Feb. 21, 1953.

Transmitter Site: Taree. **Power:** 2kw. **Frequency:** 1560kcs. **District Covered:** Rural (dairying, timber). **Operating Hours:** Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 7am-10.30pm.

Directors: F. Summerville (chairman), O. G. K. Sutherland, P. E. Lucock, MHR, L. J. Gleason, A. Chapman, E. Gordon, M. Victor.

Executive: A. Thompson (mngnr).

Network Affiliation: New England Net. **Interstate Representation:** John Havre, 422 Collins-st, Melbourne (MU3011); Eric Wood, 529 Adelaide-st, Brisbane (2-2735); Country Radio & Television, 30 Carrington-st, Sydney (BX3380).

Rates resume (26 times): 50wds, 9s 3d (day), 14s (night); 100wds, 12s 3d (day), 18s 9d (night); 15mins, £2 (day), £3 6s (night); 30mins, £3 15s 3d (day), £5 15s 6d (night).

2RG Griffith

Licensee: 2RG Broadcasters Pty Ltd, Ulong-st, Griffith. Phone Griffith 1245-877.

Opened: Sept. 14, 1936.

Transmitter Site: Wiggelli. **Power:** 2kw. **Frequency:** 1070kcs. **District Covered:** Irrigation, pastoral, rural. **Operating Hours:** Mon.-Sat. 6.30am-10.30pm; Sun. 7.30am-10.30pm.

Directors: Dr. L. M. Jones (managing director), M. E. Farley, H. E. Meyer.

Executives: R. Gamble (mngnr & sales mngnr).

Network Affiliation: Macquarie. **Interstate Representation:** Noel Battye, 52 Phillip-st, Sydney (27-4515); Melbourne see 2GB entry.

Rates resume (26 times): 50wds, 11s 6d (day), £1 (night); 100wds, 14s (day), £1 4s (night); 15mins, £2 5s (day), £4 10s (night); 30mins, £4 (day), £8 (night).

2TM Tamworth

Licensee: Tamworth Radio Development Co Pty Ltd, 312 Peel-st, Tamworth. PO box

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THE 2-STATE STATION

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Opened: Feb. 27, 1935.

Transmitter Site: Duri. **Power:** 2kw. **Frequency:** 1300kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sun., 6am-11.30pm.

Directors: E. Higginbotham (manag. dir.), T. Whitcomb, H. Joseph, O. Bennett, H. M. Sheffer.

Executives: E. Higginbotham (mngr), D. Charlton (chief engineer).

Network Affiliation: New England Net. **Interstate Representation:** Country Radio & Television, 30 Carrington-st, Sydney (BX 3380); John Havre, 422 Collins-st, Melb. (MU3011); 4BH, 43 Adelaide-st, Brisbane (2-2002).

Rates resume (26 times): 50wds, 17s (day), £1 10s 6d (night); 100wds, £1 2s (day), £1 19s (night); 15mins, £4 3s (day), £7 0s 6d (night); 30mins, £6 13s 6d (day), £12 11s 6d (night).

2VM Moree

Licensee: Moree Broadcasting and Development Co, Heber-st, Moree. Phone Moree 101.

Opened: Jan. 12, 1957.

Transmitter Site: Moree. **Power:** 500-2000wts. **Frequency:** 1530kcs. **District Covered:** Pastoral. **Operating Hours:** 6am-10.30pm daily.

Directors: E. Higginbotham (mng dir.), H. Sullivan (chairman), H. Logan, W. Tate, F. Watson, R. K. Hunter, A. E. Nicholson.

Executives: R. Bultitude (mngr), D. Charlton (chief engineer).

Network Affiliation: New England Net. **Interstate Representation:** See 2TM.

Rates resume (26 times): 50wds, 9s 6d (day), 15s (night); 100wds, 11s 6d (day), 19s (night); 15mins, £2 1s 6d (day), £3 10s 6d (night); 30mins, £3 6s 6d (day), £6 6s (night).

2WG Wagga

Licensee: Riverina Broadcasters, 12-18 Fitzmaurice-st, Wagga Wagga. Phone 2124. Telegrams Twowg.

Opened: June 29, 1932.

Transmitter Site: Brucedale. **Power:** 2kw. **Frequency:** 1150kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 7am-10.45pm.

Directors: E. V. Roberts, Mrs W. J. Hucker — managing partners.

Executives: D. E. Holmes (mngr), L. de Vere Wynne (sales mngr), A. Williams (chief engineer), G. A. Gibbs (Sydney sales mngr), E. F. Thomas (service mngr).

Network Affiliation: Macquarie co-op. In-

terstate Representation: Riverina Broadcasters, 30 Carrington-st, Sydney (BX3202); R. Haig-Muir Pty Ltd, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, 18s 9d (morn.), 11s 3d (aft.), £1 10s (night); 100wds £1 5s (morn.), 15s (aft.), £2 (night); 15mins, £4 7s 6d (morn.), £2 12s 6d (aft.), £7 (night); 30mins, £7 13s 3d (morn.), £4 12s (aft.), £12 5s (night).

2WL Wollongong

Licensee: Wollongong Broadcasting Pty Ltd, Edward-st, Wollongong. Phone B4203-4. Telegrams Twowl.

Opened: July 18, 1931.

Transmitter Site: Windang. **Power:** 2kw. **Frequency:** 1430kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.30pm; Sat. 6am-11.30pm; Sun. 7am-10.40pm.

Executives: R. Jackson (mngr), J. A. Byron (asst. mngr), A. J. Yeldon (station engineer), B. Surtees (program mngr).

Network Affiliation, Interstate Representation: See 2GB.

Rates resume: 50wds, £1 13s (bfast), £1 7s (day), £2 10s (night); 100wds, £2 1s (bfast), £1 14s (day), £3 3s (night); 15mins, £4 5s (day), £3 16s (night); 30mins, £8 5s (day), £13 15s (night).

2XL Cooma

Licensee: Cooma Broadcasters Pty Ltd, 134 Sharp-st, Cooma. Phone Cooma 218. PO box 58.

Opened: Aug. 30, 1937.

Transmitter Site: Cooma. **Power:** 1kw. **Frequency:** 920kcs. **District Covered:** Industrial (covering Snowy River project), pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-midnight; Sun. 6.30am-10.30pm.

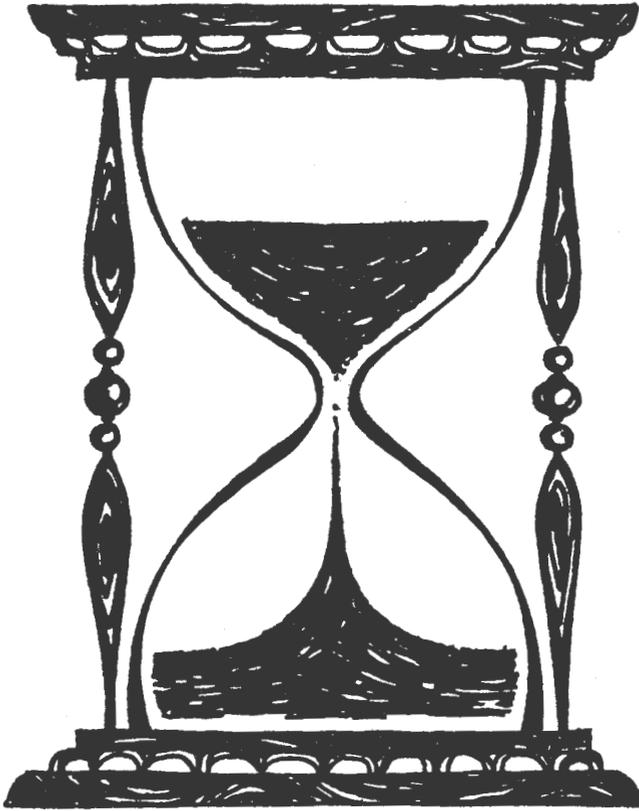
Directors: R. Z. King (chairman), J. S. Scott (manag. dir.), G. J. Arthur.

Executives: J. S. Scott (mngr), N. D. Hurley (accountant, office mngr), B. Hinards (program, studio mngr).

Interstate Representation: Barnes Chapman Company, 31 Macquarie-place, Sydney (BU5995); Oaten-Ward, 379 Collins-st, Melbourne (MU 4725).

Rates resume (26 times): 50wds, 14s 3d (bfast), 11s (day), 18s 9d (night); 100wds, 19s 3d (bfast), 14s 9d (day), £1 2s 9d (night); 15mins, £2 11s (day), £4 (night); 30mins, £4 9s 9d (day), £7 12s (night).

For NSW regional stations of the ABC see special ABC section page 97.



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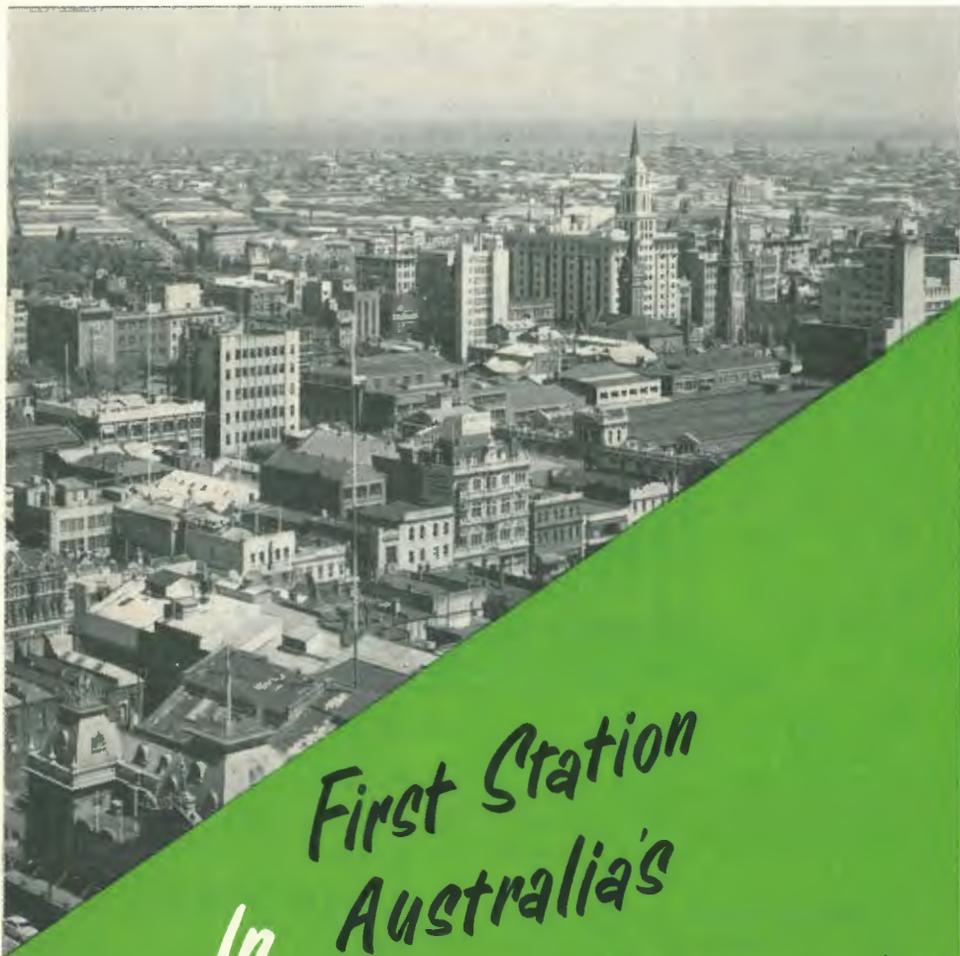
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3AK

Licensee: Melbourne Broadcasters Pty Ltd, 262 Flinders Lane, Melbourne, C.I. Phone MF3406. Studios & offices, 17 Grey-st, St. Kilda (XJ0541).

Opened: Nov. 29, 1931.

Transmitter Site: Altona. **Power:** 500watts. **Frequency:** 1500kcs. **Operating Hours:** Feb. 16-April 15, Mon-Sun, 6am-6pm; April 16-Aug. 15, Mon-Sun, 7am-5pm; Aug. 16-Oct. 15, Mon-Sun, 7am-6pm; Oct. 16-Feb 15, Mon-Sun, 6am-7pm.

Directors: C. W. Derham (managing director).

Executives: W. Bowie (mngnr), A. Henry (chief engineer), P. Cavanagh (program mngnr).

3AW

Licensee: 3AW Broadcasting Co Pty Ltd, 382-384 Latrobe-st, Melbourne. Phone FJ3671. Telegrams Threaw.

Opened: Feb. 22, 1932.

Transmitter Site: Heidelberg. **Power:** 5kw. **Frequency:** 1280kcs. **Operating Hours:** Mon-Fri. 5am-11.30pm; Sat. 5am-1am (Sunday); Sun. 7am-11pm.

Directors: Sir Frank Tait (chairman), C. Ogilvy (deputy chairman), G. H. Allan, C. Kingston, J. D. Patience, D. Syme, O. Syme, E. C. Whitford.

Executives: M. F. E. Wright (general mngnr), J. R. Page (sales mngnr), J. W. Ryan (chief engineer), R. B. Quinn (program mngnr), K. J. Ried (publ. mngnr).

Network Affiliation: Macquarie. Sydney **Representation:** See 2GB.

Rates resume (26 times): 50wds, £4 10s (bfast), £3 (8.45am-5.25pm, 10.30pm-close), £5 10s (5.25pm-10.30pm); 100wds, £3 15s (8.45am-5.25pm, 10.30pm-close), £7 (5.25pm-10.30pm); 15mins, £8 10s (8.45am-5.25pm, 10.30pm-close), £18 (5.25pm-10.30pm); 30mins, £15 (8.45am-5.25pm, 10.30pm-close), £33 10s (5.25pm-10.30pm).

3DB

Licensee: The Herald & Weekly Times Ltd, 36 Flinders-st, Melbourne. Phone MF5451. Telegrams Threedb.

Opened: Feb. 21, 1927.

Transmitter Site: Heidelberg. **Power:** 5kw. **Frequency:** 1030kcs. **Operating Hours:** Mon-Sat., 5.30am-1am (Sunday); Sun. 7am-1am. In relay to 3LK.

Directors: H. D. Giddy (chairman), Sir Lloyd Dumas, E. T. H. Richardson, G. A. Caro, S. C. G. Macindoe, Sir John Williams, P. F. Jones, D. J. Riddle.

Executives: D. T. Worrall (chairman 3DB

mngment board), F. C. Flowers (manager), D. J. S. Brewin (sales mngnr), E. M. Hooper (chief engineer).

Network Affiliation: Major. **Interstate Representation:** I. E. Phillips, 29 Bligh-st, Sydney (B0329). **O'seas Representation:** Joshua B. Powers Inc, 345 Madison-Ave, New York; Max Thompson, 11 Nassau-rd, London; The Melbourne Herald, 110 Fleet-st, London.

Rates resume (26 times): 50wds, £5 0s 6d (6am-9am), £3 3s 6d (9am-6.30pm), £6 2s 9d (6.30pm-10.15pm); £3 19s 3d (12noon-5.30pm Sat.); 100wds, £7 8s 9d (6am-9am), £4 13s 6d (9am-6.30pm), £9 2s (6.30pm-10.15pm), £5 17s (12noon-5.30pm, Sat.); 15mins, £10 4s 3d (9am-6.30pm), £20 8s 6d (6.30pm-10.15pm); 30mins, £19 10s 3d (9am-6.30pm), £39 0s 6d (6.30pm-10.15pm).

3KZ

Licensee: 3KZ Broadcasting Company Pty Ltd, 64 Elizabeth-st, Melbourne. Phone MF6311. Telegrams Threekz.

Opened: Dec. 8, 1930.

Transmitter Site: Lower Plenty. **Power:** 5kw. **Frequency:** 1180kcs. **Operating Hours:** Mon-Fri. 6am-11.30pm; Sat. 6am-1am (Sunday); Sun. 8am-11pm.

Directors: S. Morgan, W. V. Morgan, M. G. Sloman.

Executives: N. E. Balmer (mngnr), A. S. Banks (sales mngnr), D. A. Grace (chief engineer), K. O'Gorman (program mngnr).

Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX6161).

Rates resume (26 times): 50wds, £3 8s 6d (bfast), £2 15s (day), £4 3s 6d (night); 100wds, £3 18s (day), £6 5s (night); 15mins, £10 (day), £15 12s 6d (night); 30mins, £18 12s 6d (day), £28 2s 6d (night).

3UZ

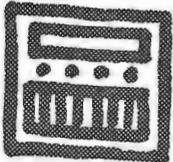
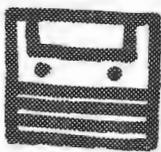
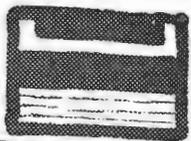
Licensee: Nilsen's Broadcasting Service Pty Ltd, 45 Bourke-st, Melbourne. Phone MF4141. Telegrams Threuz.

Opened: Mar. 8, 1925.

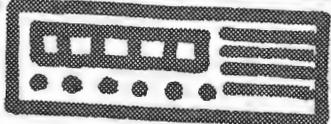
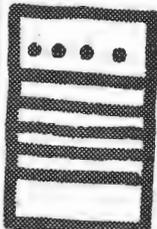
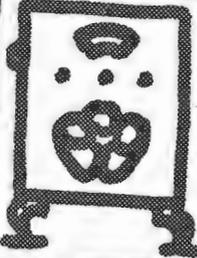
Transmitter Site: Heidelberg. **Power:** 5kw. **Frequency:** 930kcs. **Operating Hours:** Mon-Fri. 5.30am-mid.; Sat. 5.30am-1am (Sunday); Sun. 7.30am-11.30pm.

Directors: O. J. Nilsen (chairman), O. V. A. Nilsen, E. L. Cottrell.

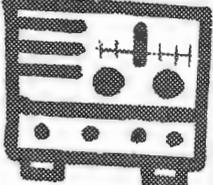
Executives: L. Bennett (general mngnr), W. Holmes (sales mngnr), V. Virgona (chief en-



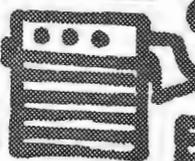
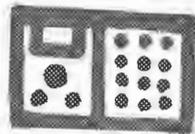
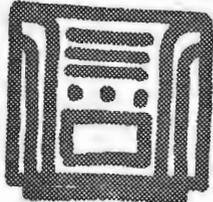
MORE LISTENERS



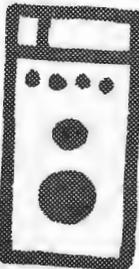
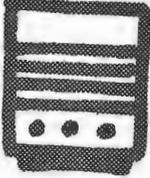
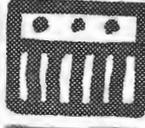
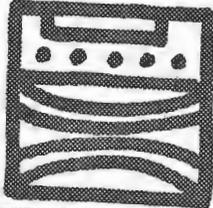
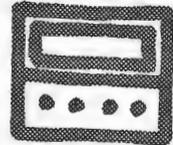
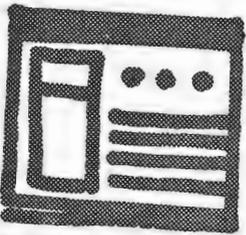
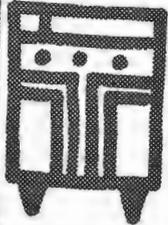
BECAUSE



WE'RE BRIGHTER



3KZ
MELBOURNE



IN SYDNEY
A. L. FINN
66 KING ST.,
BX 6161



gineer), J. McMahon (program mngr).

Interstate Representation: Noel Battye Pty Ltd, 52 Phillip-st, Sydney (27-4515).

Rates resumed (26 times): 50wds, £4 10s (bfast), £4 (day), £4 10s (night); 100wds £6 10s (bfast), £5 (day), £6 10s (night); 15 mins, £12 10s (day), £19 5s (night); 30mins, £24 (day), £35 (night).

3XY

Licensee: Efftee Broadcasters Pty Ltd, 163 Spring-st, Melbourne. Phone FB3511. Telegrams Threexy.

Opened: Sept. 8, 1935.

Transmitter Site: East Heidelberg. **Power:** 5kw. **Frequency:** 1420kcs. **Operating Hours:** 24 hour service.

Directors: V. G. H. Harrison, J. C. Glass.

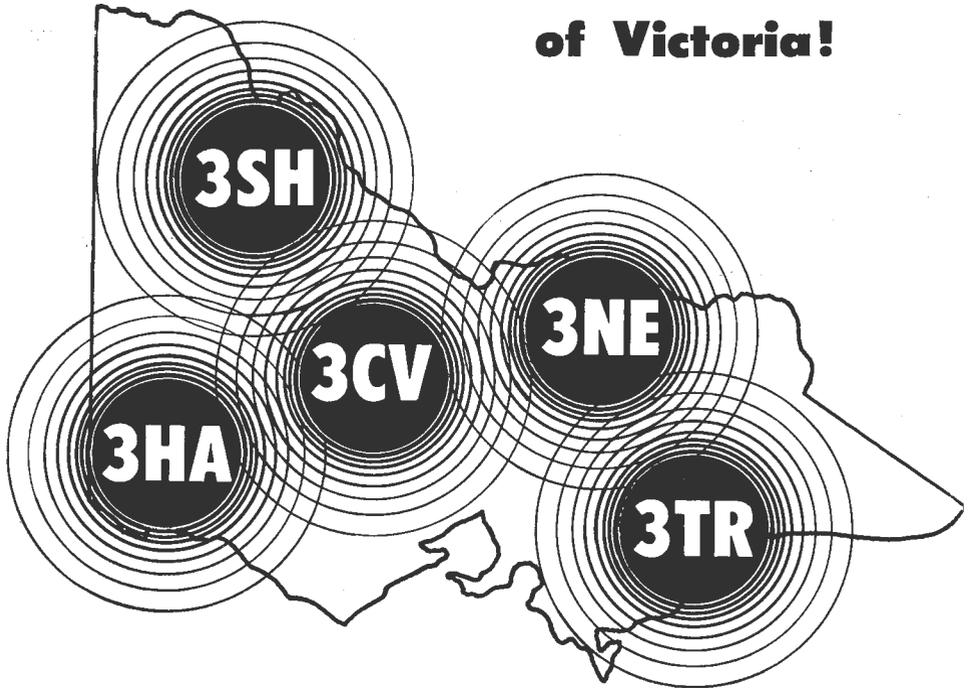
Executives: F. R. Mogg (general mngr), A. C. Kurts (sales mngr), W. A. Chamberlain (chief engineer), R. Woods (program director).

Interstate Representation: The Barnes Chapman Company Pty Ltd, 31 Macquarie Place, Sydney (27-6857).

Rates resume (26 times): 50wds, £2 18s (bfast), £2 10s 6d (day), £4 6s (night); 100wds, £5 (bfast), £3 11s (day), £5 15s (night); 15mins, £9 1s (day), £15 15s (night); 30mins, £15 10s (day), £27 13s (night).

For details of ABC stations 3AR and 3LO see special ABC section page 97.

The V.B.N. Covers Most of Victoria!



Never before such a complete coverage of rich, rural Victoria — now available at a combined rate that's Victoria's outstanding value! And while your sales message is getting unequalled penetration in Victoria, you score also with a

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Head Office: 239 COLLINS ST., MELB. . . Phone 63-7131

Sydney: V.B.N. SALES & SERVICES PTY. LTD. (Mr. Fred Russell), 36 Grosvenor St., BW7603

Radio stations

● Victoria (Country)

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MY 1406

*Standard Telephones
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AN **STC** ASSOCIATE

S.T.C. — the Australian Unit of the world-wide IT & T. Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.

3BA Ballarat

Licensee: Ballarat Broadcasters Pty Ltd, 56 Lydiard-st, North Ballarat. Phone B5068. Telegrams Threeba.

Opened: July 31, 1930.

Transmitter Site: Cardigan. **Power:** 1kw. **Frequency:** 1320kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Sat. 6am-12 mid.; Sun. 8am-11pm.

Directors: A. E. Flecknoe (chairman), J. H. Davey (managing director), K. J. Flecknoe, J. V. Robertson, C. P. A. Taylor.

Executives: E. J. W. Whykes (mngtr), K. R. Ridgway (chief engineer), T. N. Negri (program mngtr).

Network Affiliation: Macquarie Co-op. **Interstate Representation:** See 2GB.

Rates resume (26 times): 50wds, 13s (day), £1 6s (night); 100wds, 17s 6d (day), £1 15s (night); 15mins, £2 12s 6d (day), £5 5s (night); 30mins, £4 16s 3d (day), £9 12s 6d (night).

3BO Bendigo

Licensee: Amalgamated Wireless (Australia) Ltd, Beehive Chambers, Pall Mall, Bendigo. Phone Bendigo 1666. Telegrams Threebo.

Opened: June 4, 1931.

Transmitter Site: Kangaroo Flat. **Power:** 1kw. **Frequency:** 960kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat. 6am-12mid.; Sun. 7am-11.30pm.

Director: Sir Lionel Hooke.

Executives: F. A. McManus (mngtr), E. J. Pattison (sales mngtr), W. Moore (chief engineer).

Network Affiliation: AWA. **Interstate, O'seas Representation:** See 2CH.

Rates resume (26 times): 50wds, £1 0s 6d (6am-2pm; 10pm-close), 13s 6d (2pm-6pm), £1 10s 6d (6pm-10pm); 100wds, £1 7s 6d (6am-2pm; 10pm-close), 17s (2pm-6pm), £1 18s (6pm-10pm); 15mins, £4 1s 3d (6am-2pm; 10pm-close), £2 10s (2pm-6pm), £5 12s 6d (6pm-10pm); 30mins, £7 6s 3d (6am-2pm; 10pm-close), £4 10s (2pm-6pm), £10 2s 6d (6pm-10pm).

3CS Colac

Licensee: Colac Broadcasting Company Pty Ltd, 241 Murray-st, Colac. Phone Colac 9061.

Opened: Oct. 7, 1939.

Transmitter Site: Cororoake-rd, West Colac. **Power:** 1kw. **Frequency:** 1130kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 8.30 am-11pm.

Directors: O. M. Williams, N. M. Wallace, C. S. Faulkner.

Executives: C. S. Faulkner (gen. mngtr), Neil Reeman (sales mngtr), C. A. Cullinan

(chief engineer), C. Woodland (studio mngtr).

Interstate Representation: D. N. Scott, O'Brien Hse, 56 Young-st, Sydney (BU 2763); E. L. Jeffrey, Phoenix Chambers, 374 Little Collins-st, Melbourne (MU 3115).

Rates resume (26 times): 50wds, 7s 6d (day), 13s (night); 100wds, 10s (day), 17s (night); 15mins, £1 15s (day), £3 3s (night); 30mins, £2 15s (day), £5 5s (night).

3CV Maryborough

Licensee: Central Victoria Broadcasters Pty Ltd, Burke-st, Maryborough, Vic. Phone Maryborough 650-1. Telegrams Threecv.

Opened: Mar. 31, 1938.

Transmitter Site: Carisbrook. **Power:** 1kw. **Frequency:** 1440kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Sat. 6am-11pm; Sun. 8.30am-10.30pm.

Directors: D. F. Syme (chairman & mng. dir.), N. F. Dixon, J. R. Bishop, H. R. Syme.

Executives: N. F. Dixon (general mngtr), K. J. Parker (mngtr), R. J. Baeck (sales mngtr), R. Wade-Ferrell (local sales mngtr), W. Harper (snr technician).

Network Affiliation; Interstate Representation: See VBN.

Rates resume (26 times): 50wds, 13s (bfast), 11s (day), £1 2s (night); 100wds, 16s 3d (bfast), 13s (day), £1 6s (night); 15mins, £2 7s (day), £4 15s (night); 30mins, £4 6s (day), £7 5s (night).

3GL Geelong

Licensee: Geelong Broadcasters Pty Ltd, 4 James-st, Geelong. Phone X4131.

Opened: Dec. 3, 1930.

Transmitter Site: Geelong. **Power:** 1kw. **Frequency:** 1350kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** 6am-11pm daily.

Directors: W. G. Jones (chairman), R. A. Cook, E. E. Wilson, J. A. McKenzie.

Executives: J. A. McKenzie (mngtr), Reg Gray (sales & studio mngtr), J. C. Matthews (chief engineer).

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); George Hill, 48 Alfred-st, Milson's Point, Sydney (XB7642).

Rates resume (26 times) (10.30pm-close less 20pc): 50wds, 18s (6am-9am), 16s 3d (9am-6pm, 10.30pm-close), £1 7s (6pm-10.30pm); 100wds, £1 4s (6am-9am), £1 2s 6d (9am-6pm, 10.30pm-close), £1 16s (6pm-10.30pm); 15mins, £3 10s (9am-6pm, 10.30pm-close), £5 7s (6pm-10.30pm); 30mins, £6 2s 6d (9am-6pm, 10.30 pm-close), £8 16s (6pm-10.30pm).

3HA Hamilton

Licensee: Western Province Radio Pty Ltd, 37 Grey-st, Hamilton. Phone Hamilton 316-7. Telegrams Threetha.

Opened: Oct. 24, 1931.

Transmitter Site: Mt. Bainbridge. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Pastoral. **Operating Hours:** Mon.-Fri. 6am-11.30pm; Sat. 6am-midnight; Sun. 8am-11pm.

Directors: D. F. Syme (chairman & manag. dir.), N. F. Dixon, J. R. Bishop, R. I. Lowenstern, H. R. Syme, W. J. Stephenson.

Executives: N. F. Dixon (gen. mngr), D. P. James (mngr), R. J. Baeck (sales mngr); J. Sydow (chief engineer), G. Charlesworth (program mngr).

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (BW7603).

3LK Lubeck

Licensee: The Herald & Weekly Times Ltd, 36 Flinders-st, Melbourne. Phone MF5451. Telegrams Threedb.

Opened: Dec. 24, 1936.

Transmitter Site: Lubeck. **Power:** 2kw. **Frequency:** 1090kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon.-Fri. 5.30am-11.30pm; Sat. 5.30am-12.30am (Sunday); Sun. 7am-11.30pm. In relay with 3DB.

Directors, Executives, Network Affiliation, Interstate & O'seas Representation: See 3DB.

Rates resume (26 times): 50wds, £5 0s 6d (6am-9am), £3 3s 6d (9am-12.45pm; 2pm-6.30pm), 19s 6d (12.45pm-2pm, Mon.-Fri.; 12.45pm-3pm, Sun.), £6 2s 9d (6.30pm-10.15pm); 100wds, £7 8s 9d (6am-9am), £4 13s 6d (9am-12.45pm; 2pm-6.30pm), £1 1s 9d (12.45pm-2pm, Mon.-Fri.; 12.45pm-3pm, Sun.), £9 2s (6.30pm-10.15pm); 15mins, £10 4s 3d (9am-12.45pm; 2pm-6.30pm), £3 6s (12.45pm-2pm, Mon.-Fri.; 12.45pm-3pm, Sun.), £20 8s 6d (6.30pm-10.15pm); 30mins, £19 10s 3d (9am-12.45pm; 2pm-6.30pm), £6 6s 3d (12.45pm-2pm, Mon.-Fri.; 12.45pm-3pm, Sun.), £39 0s 6d (6.30pm-10.15pm).

3MA Mildura

Licensee: Sunraysia Broadcasters Pty Ltd, T&G Bldg, Mildura. Box 539, Mildura. Phone 25.

Opened: May 25, 1933.

Transmitter Site: Mildura. **Power:** 2kw. **Frequency:** 1470kcs. **District Covered:** Horticultural & Pastoral. **Operating Hours:** Mon.-Sat. 6.30am-10.30pm; Sun. 8.45am-10.30pm.

Directors: Mrs R. D. Elliott, C. D. Lanyon, K. Massey.

Executive: M. Folie (mngr).

Network Affiliation: Macquarie. **Interstate**

Representation: Country Radio & Television, 30 Carrington-st, Sydney (BX3380); J. D. Thom, 395 Collins-st, Melbourne (MB1792).

Rates resume (26 times): 50wds, 11s 3d (bfast), 9s 3d (day), 17s 6d (night); 100wds, 14s 6d (bfast), 12s (day), £1 2s 3d (night); 15mins, £2 10s 9d (bfast), £2 2s 3d (day), £3 18s 3d (night); 30mins, £4 9s 3d (bfast), £3 14s 3d (day), £6 17s 3d (night).

3NE Wangaratta

Licensee: Wangaratta Broadcasting Co Pty Ltd, Templeton-st, Wangaratta. Phone Wangaratta 1122-3. Telegrams Threene.

Opened: Mar. 27, 1954.

Transmitter Site: Bowser. **Power:** 1-2kw. **Frequency:** 1600kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 7am-11pm.

Directors: W. B. Richardson (chairman), D. C. De La Rue (managing director), T. J. Nolan, R. M. Clayton, T. W. Campbell.

Executives: D. C. De La Rue (mngr), K. T. Gleeson (chief engineer), R. W. Carmichael (program mngr).

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (Central 4124); Fred Russell, 117 Pitt-st, Sydney (BW7603).

3SH Swan Hill

Licensee: Central Murray Broadcasters Pty Ltd, 749 Campbell-st, Swan Hill. Phone Swan Hill 226. Telegrams Threesh.

Opened: Aug. 27, 1931.

Transmitter Site: Murray Valley Highway. **Power:** 2kw. **Frequency:** 1330kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 8am-11pm.

Directors: D. F. Syme (chairman & manag. dir.), N. F. Dixon, J. R. Bishop, H. R. Syme, W. J. Stephenson, R. I. Lowenstern.

Executives: H. Lithgow (mngr), R. J. Baeck (sales mngr), W. H. Murden (chief engineer), C. Weymouth (program mngr).

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (BW7603).

3SR Shepparton

Licensee: Associated Broadcasting Services Ltd, Wyndham-st, Shepparton. Melbourne office, 365 Elizabeth-st (FJ9357).

Opened: Jan. 5, 1931.

Transmitter Site: Shepparton. **Power:** 2kw. **Frequency:** 1260kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 5.45am-11pm; Sat. 5.45am-12mid; Sun. 8am-11pm.

Directors: Sir William Bridgeford (chairman), E. K. Smart, H. Pacini, L. E. Friend, R. V. Philpott, S. J. A. Kemp (manag. dir.).

Executives: E. M. Clyne (mngnr), J. B. Walker (sales mngnr), R. Jenks (chief engineer), K. L. Austin (program mngnr).

Network Affiliation: Associated with 3YB, 3UL. **Interstate Representation:** K. P. G. Lloyd, 76 Clarence-st, Sydney (BX1267).

Rates resume (26 times): 50wds, £1 6d (day), £1 11s (6pm-close); 100wds, £1 7s (day), £2 0s 3d (6pm-close); 15mins, £3 18s (day), £6 8s 6d (6pm-close); 30mins, £6 11s (day) £10 14s 6d (6pm-close).

3TR Sale

Licensee: Broadcast Entertainments Pty Ltd, Stawell-st, Sale. Phone Sale 107-463. Telegrams Threetr.

Opened: Sept. 29, 1930.

Transmitter Site: Myrtlebank. **Power:** 2kw. **Frequency:** 1240kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5am-midnight; Sat. 5am-1am Sun.; Sun. 7am-11pm.

Directors: D. F. Syme (chairman & manag. dir.), N. F. Dixon, J. R. Bishop, H. R. Syme, R. I. Lowenstern.

Executives: G. C. Lewis (mngnr), R. J. Baec (sales mngnr), E. W. Evans (chief engineer).

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (BW7603).

3UL Warragul

Licensee: Associated Broadcasting Services Ltd, Victoria-st, Warragul. Melbourne office, 365 Elizabeth-st (FJ9357).

Opened: May 18, 1937.

Transmitter Site: Warragul. **Power:** 1-2kw. **Frequency:** 880kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-11pm.

Directors: Sir William Bridgeford (chairman), E. K. Smart, H. Pacini, L. E. Friend,

R. V. Philpott, S. J. A. Kemp (manag. dir.).

Executives: R. A. Williams (mngnr), J. R. Jennings (sales mngnr), A. K. McLennan (chief engineer), V. Haycroft (program mngnr).

Network Affiliation: Associated with 3SR, 3YB. **Interstate Representation:** K. P. G. Lloyd, 76 Clarence-st, Sydney (BX1267).

Rates resume (26 times): 50wds, 14s 6d (day), 18s 9d (6pm-close); 100wds, 19s 3d (day), £1 6s 3d (6pm-close); 15mins, £2 15s 6d (day), £4 5s 3d (6pm-close); 30mins, £4 15s 3d (day), £6 18s (6pm-close).

3YB Warrnambool

Licensee: Associated Broadcasting Services Ltd, Cnr Liebig & Lava-sts, Warrnambool. Melbourne office, 365 Elizabeth-st (FJ9357).

Opened: Jan. 18, 1936.

Transmitter Site: Bushfield. **Power:** 1kw. **Frequency:** 1210kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-11pm.

Directors: Sir William Bridgeford (chairman), E. K. Smart, H. Pacini, L. E. Friend, R. V. Philpott, S. J. A. Kemp (manag. dir.).

Executives: Eric Collings (mngnr), O. V. Henry (sales mngnr), H. S. Fuller (chief engineer), N. Bradley (program mngnr).

Network Affiliation: Associated with 3SR, 3UL. **Interstate Representation:** K. P. G. Lloyd, 76 Clarence-st, Sydney (BX1267).

Rates resume (26 times): 50wds, 10s 0d (day), 16s 0d (6pm-close); 100wds, 16s 0d (day), £1 1s (6pm-close); 15mins, £2 4s 9d (day), £3 7s (6pm-close); 30mins, £3 11s (day), £5 10s (6pm-close).

For Victorian regional stations of the ABC see special ABC section page 97.

Radio stations

- **Queensland (Brisbane)**

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4-1771

*Standard Telephones
and Cables Pty. Ltd.*

SYDNEY • MELBOURNE
BRISBANE

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IT & T Organisation provides advanced manufacturing
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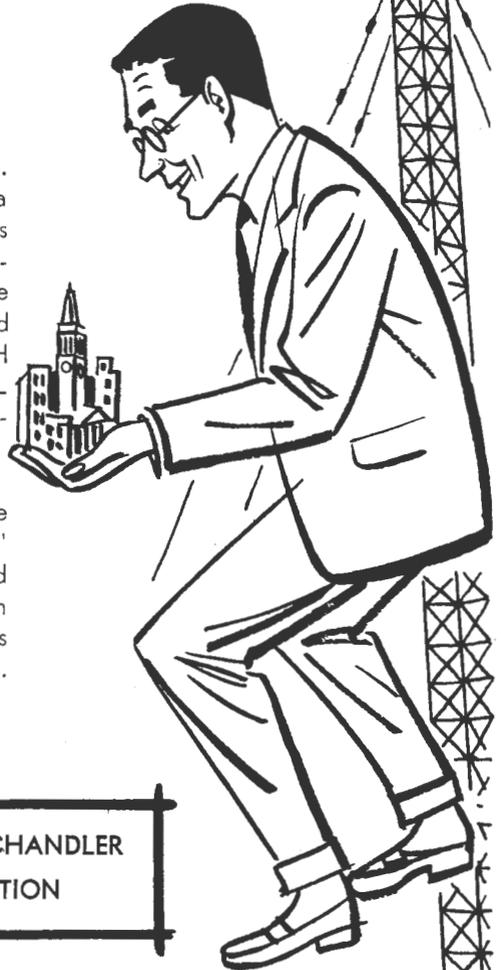
Station 4BH

FIRST IN AUSTRALIA

WITH THE NEW
DIRECTIONAL
ANTENNA ARRAY

The introduction of the U.S. antenna array to Australia at the 4BH transmitter has made possible the concentration of the bulk of the signal in the populated direction. It follows that 4BH gives coverage of ALL Brisbane with greatly increased power and clarity.

Advertisers have Brisbane "in the palm of their hand," and adjacent well-populated areas are not out of reach when they use the City's most listened-to Station . . .



4BH

A CHANDLER
STATION

Member Station of MBS

4BC

Licensee: Commonwealth Broadcasting Corp (Qld) Ltd, CBC Hse, cnr Wharf & Adelaide-sts, Brisbane. Phone 2-0333. Telegrams Fourbc.

Opened: Aug. 16, 1930.

Transmitter Site: Indooroopilly. **Power:** 2kw. **Frequency:** 1120kc. **District Covered:** Industrial, rural. **Operating Hours:** 24hr service. Relays to 4SB.

Directors: M. F. Albert, A. F. Albert, C. Bowly, E. P. Griffin.

Executives: M. E. Baker (mgr), K. A. Archer (sales mgr), N. J. Bishop (chief engineer), T. C. McGregor (program mgr), W. R. Stevens (sales promotion mgr).

Network Affiliation: Queensland Network key station. **Interstate Representation:** R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Phoenix Chambers, 370 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, £2 13s (bfast), £1 14s (day), £3 10s (night); 100wds, £3 9s (bfast), £2 4s (day), £4 14s (night); 15mins, £5 17s (day), £11 (night); 30mins, £10 10s (day), £19 15s (night).

4BH

Licensee: Broadcasters (Aust) Pty Ltd, 43 Adelaide-st, Brisbane. Phone 2-2002. Telegrams, Fourbh.

Opened: Jan. 2, 1932.

Transmitter Site: Landers Pocket. **Power:** 2kw. **Frequency:** 1390kcs. **District Covered:** Industrial. **Operating Hours:** Mon-Fri. 5am-11pm; Sat. 5am-midnight; Sun. 6am-11pm.

Directors: Sir John Chandler (chairman), V. F. Mitchell (managing director), F. B. Chandler.

Executives: C. R. Carson (mgr & sales mgr), G. B. Lovejoy (assist. sales mgr), N. Llewelyn (program mgr), A. Brandt (studio mgr), A. Judge (chief engineer), K. G. Logan (secretary).

Network Affiliation: Macquarie. I/State Rep.: See 2GB-Macquarie.

Rates resume (26 times): 50wds, £2 15s (bfast), £1 15s (day), £3 10s (night); 100wds, £3 10s (bfast), £2 10s (day), £4 17s 6d (night); 15mins, £5 17s (day), £11 8s (night); 30mins, £10 9s (day), £19 16s (night).

4BK

Licensee: Brisbane Broadcasting Pty, 288-398 Queen-st, Brisbane. Phone 31-1381. Telegrams Fourbk.

Opened: Sept. 29, 1930.

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27-4515

R. Haig-Muir

"Stanhill"

34 Queens Rd

Melbourne.

BM 3641

Transmitter Site: Fig Tree Pocket, Bris.
Power: 2kw. **Frequency:** 1290kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5am-11pm; Sat. 5am-12 mid; Sun. 6am-10.30pm. Relays to 4AK.

Executives: Reg Goss (mngr), B. Klemm (advtg-sales dept. mngr), E. F. Allen (chief engineer), D. Magoffin (program mngr).

Network Affiliation: Major. **Interstate Representation:** I. W. Phillips, 29 Bligh-st, Sydney (BW3948); Hugh Anderson, Poster Hse, 130 Exhibition-st, Melbourne (MF3674). **O'seas Representation:** London, George Webb, Ludgate Hse, 107-110 Fleet-st, E.C.4.

Rates resume (26 times): Night only: 50wds, £3 13s 9d; 100wds, £4 18s 6d; 15mins, £12 8s 6d; 30mins, £22 1s 6d.

Opened: May 7, 1947.

Transmitter Site: Tingalpa. **Power:** 1 to 2kw. **Frequency:** 690kcs. **District Covered:** Industrial. **Operating Hours:** 24-hour service.

Directors: R. J. J. Bukowski, J. M. Schmella.

Executives: L. H. Andrews (gm), L. W. Beioley (sales mngr), R. Watson (chief engineer), G. C. Hardman (studio mngr).

Network Affiliation: 2KY, 2HD. **Interstate Representation:** Noel Battye, 52 Phillip-st, Sydney (27-4515); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, £1 12s (bfst), £1 4s 6d (day), £2 7s (night); 100wds, £1 12s (day), £3 2s (night); 15mins, £5 7s 6d (day), £10 10s (night); 30mins, £9 6s (day), £18 14s (night).

4KQ

Licensee: Australian Labor Party, Qld branch, 231 Elizabeth-st, Brisbane, GPO box 398-F. Phone 31-2621. Telegrams Fourkq.

For details of ABC stations 4QG and 4QR see special ABC section page 97.

Radio stations

● *Queensland (Country)*

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SYDNEY: Bob Highfield, 65 York Street. BX 2737

MELBOURNE: "Jeff" Jeffrey, 3rd Floor, Phoenix Chambers, 374 Little Collins St. MU 3115

4AK Darling Downs

Licensee: Brisbane Broadcasting Pty, 288-298 Queen-st, Brisbane. Phone 31-1381. Telegrams Fourbk.

Opened: Aug. 31, 1935.

Transmitter Site: Oakey. **Power:** 2kw. **Frequency:** 1220kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** In relay with 4BK.

Executives: R. Goss (mngnr), B. Klemm (advgt-sales dept. mngnr), P. L. Grant (chief engineer), D. Magoffin (program mngnr).

Network Affiliation, Interstate & O'seas Representation: See 4BK.

Rates resume (26 times): Night only: 50wds, £3 13s 9d; 100wds, £4 18s 6d; 15mins, £12 8s 6d; 30mins, £22 1s 6d.

4AY Ayr

Licensee: Ayr Broadcasters Pty Ltd, 386 Flinders-st, Townsville. Phone 4191-2-3. 176 Queen-st, Ayr. Phone 219, 228. Telegrams Fouray.

Opened: Oct. 1, 1934.

Transmitter Site: Ayr. **Power:** 1-2kw. **Frequency:** 960kcs. **District Covered:** Urban, rural. **Operating Hours:** Mon.-Sat. 5am-11.30 pm; Sun. 6am-11.30pm.

Directors: J. F. Gleeson, J. P. Gleeson, M. M. Gleeson.

Executives: G. T. Schmid (assist. mngnr), F. L. Nathan (sales mngnr), technicians J. Oost (Townsville), R. Savill (Ayr).

Interstate Representation: E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115); R. W. Highfield, 65 York-st, Sydney (BX2737); R. Anwin, c/- 4BC, Wharf-st, Brisbane (2-0333).

Rates resume (26 times): 50wds, 16s (5.30 am-6pm), 19s 6d (6pm-close); 100wds, £1 0s 6d (5.30am-6pm), £1 5s 6d (6pm-close); 15mins, £3 6s (5.30am-6pm), £4 5s (6pm-close); 30mins, £5 19s (5.30am-6pm), £7 9s (6pm-close).

4BU Bundaberg

Licensee: Bundaberg Broadcasters Pty Ltd, 55 Woongarra-st, Bundaberg. Phone 505. Telegrams Fourbu.

Opened: Dec. 16, 1935.

Transmitter Site: Kalkie, via Bundaberg. **Power:** 2kw. **Frequency:** 1330kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** 6am-10.30pm daily.

Directors: A. J. Christensen (chairman), G. L. Marsh, N. G. McCormack.

Executives: N. G. McCormack (mngnr), H. Clayton (chief engineer).

Network and Interstate Affiliation: See Macquarie-2GB.

Rates resume (50wds, 14s (bfast), 9s 6d (day), 15s (night); 100wds, £1 (bfast), 13s (day), £1 1s (night); 15mins, £2 7s 6d (day),

£2 10s (night); 30mins, £4 5s (day), £6 (night).

4CA Cairns

Licensee: Amalgamated Wireless (A'asia) Ltd, Shields-st, Cairns. Phone Cairns 3168. Telegrams Fourca.

Opened: May 2, 1936.

Transmitter Site: White Rock. **Power:** 1-2kw. **Frequency:** 1010kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 7am-11pm.

Director: Sir Lionel A. Hooke.

Executives: J. M. Dower (mngnr), K. Duncan (sales mngnr), K. Nutt (chief engrnr), K. Smith (program mngnr).

Network Affiliation: AWA. **Interstate, O'seas Representation:** See 2CH.

Rates resume (26 times): 50wds, 17s 6d (6am-2pm; 10pm-close), 11s 6d (2pm-6pm), £1 6s (6pm-10pm); 100wds, £1 1s 6d (6am-2pm; 10pm-close), 14s (2pm-6pm), £1 12s (6pm-10pm); 15mins, £3 6s (6am-2pm; 10pm-close), £2 5s (2pm-6pm), £4 19s (6pm-10pm); 30mins, £5 17s 6d (6am-2pm; 10pm-close), £4 (2pm-6pm), £8 16s (6pm-10pm).

4GR Toowoomba

Licensee: Gold Radio Service Pty Ltd, 453 Ruthven-st, Toowoomba, P.O. Box 111. Phone 88, 426.

Opened: Aug. 16, 1925.

Transmitter Site: Drayton. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** 5.30am-11pm daily.

Directors: M. F. Albert, A. F. Albert, E. E. Gold, E. P. Griffin.

Executives: E. E. Gold (mngnr), D. E. Gold (assist. mngnr), F. Jowett (chief engineer), R. Stevenson (program mngnr).

Network Affiliation: Queensland & Macquarie Networks. **Interstate Representation:** R. Highfield, 65 York st, Svdncy (BX2737); E. L. Jeffrey, Box 1914R, Melbourne (MU3115); Ron Anwin, c/- 4BC, Wharf-st, Brisbane (2-0333).

Rates resume (26 times): 50wds, 17s 3d (6am-8.30am), 16s (8.30am-2pm), 10s 6d (2pm-5.30pm; 10pm-close), £1 3s (5.30pm-10pm); 100wds, £1 3s 3d (6am-8.30am), £1 1s 3d (8.30am-2pm), 13s 9d (2pm-5.30pm; 10pm-close), £1 10s (5.30pm-10pm); 15mins, £3 15s (8.30am-2pm), £2 8s (2pm-5.30pm; 10pm-close), £5 5s (5.30pm-10pm); 30mins, £6 10s (8.30am-2pm), £4 5s (2pm-5.30pm; 10pm-close), £9 4s (5.30pm-10pm).

4GY Gympie

Licensee: Gympie Broadcasting Co Ltd, 98 Mary-st, Gympie. Phone 334, 669.

Opened: Nov. 3, 1941.

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Transmitter Site: Monkland. **Power:** 500-2000wts. **Frequency:** 1350kcs. **District Covered:** Rural (dairying, fruitgrowing, timber, sugar). **Operating Hours:** Mon.-Sat. 6am-10 pm; Sun. 8am-10pm.

Director: S. L. Fittell (managing director).
Executive: A. H. Buzacott (mngnr).

Network Affiliation: Macquarie. **Interstate Representation:** 4BH, 43 Adelaide-st, Brisbane; for Sydney & Melbourne see 2GB.

Rates resume: 50wds, 13s (bfast), 8s (day), 15s 6d (night); 100wds, 18s (bfast), 11s (day), £1 2s (night); 15mins, £2 (day), £3 7s (night), 30mins, £3 15s (day), £6 5s (night).

4IP Ipswich

Licensee: Ipswich Broadcasting Co Pty Ltd, Brisbane-st, Ipswich. Phone Ipswich 267. Telegrams Fourip.

Opened: Sept. 2, 1935.

Transmitter Site: Balaclava-st. **Power:** 1kw. **Frequency:** 1010kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 6am-10.30pm; Sun. 8am-10.30pm.

Directors: W. J. Johnson, Mrs M. A. B. Johnson, W. S. Parkinson (chairman), G. S. Stephenson.

Executives: W. J. Johnson (mngnr), K. Fairweather (asst. mngnr).

Interstate Representation: Barnes Chapman Co, 31 Macquarie Place, Sydney (27-6857); John Havre, 422 Collins-st, Melbourne, C.I. (MU3011).

Rates resume (26 times): 50wds, 14s 9d (day), 18s 6d (night); 100wds, 19s 6d (day), £1 4s 3d (night); 15mins, £3 7s 6d (day), £4 4s 6d (night); 30mins, £5 18s (day), £7 8s 3d (night).

4LG Longreach

Licensee: Central Queensland Broadcasting Corp Pty Ltd, Estate Hse, 104 Eagle-st. PO Box 20, Longreach. Phone 224, 158. Telegrams Fourlg.

Opened: May 5, 1936.

Transmitter Site: Cramsie. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Pastoral, rural, industrial. **Operating Hours:** Mon.-Fri. 6am-1.30pm, then 6pm-10pm; Sat. 6am-11pm; Sun. 8.30am-9.30pm.

Directors: W. Allen, Jr. (chairman), F. T. Moore (manag. dir.), E. B. Connor, W. G. Allen.

Executives: G. Billett (mngnr), C. J. Lowney (studio mngnr), L. J. King (sales mngnr), J. B. Grant (production mngnr), D. W. Reed (chief engineer).

Network Affiliation: Macquarie.

Interstate Representation: A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641); R. Anwin, C/- 4BC, Wharf-st, Brisbane (2-0333); Gold Coast repr.: 4KQ Surfers Paradise.

Rates resume (26 times): 50wds, 10s 6d, 13s 9d; 100wds, 13s 6d, 18s; 15mins, £2 7s 9d, £3 3s 3d; 30mins, £4 3s 6d, £5 11s.

4MB Maryborough

Licensee: Maryborough Broadcasting Co Pty Ltd, 361 Kent-st, Maryborough. Phone 214, 252. Telegrams Fourmb.

Opened: Aug. 16, 1932.

Transmitter Site: Riverview. **Power:** 2kw. **Frequency:** 1160kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

Executives: A. P. Wynne (mngnr), G. W. Robertson (sales mngnr), R. J. Beatson (chief engineer).

Network Affiliation: Queensland Net. **Interstate Representation:** R. Anwin, C/-4BC, Wharf-st, Brisbane (2-0333); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, 12s (6am-8.30am), 10s 6d (8.30am-2pm), 8s (2pm-5.30pm), 14s 6d (5.30pm-close); 100wds, 16s 6d (6am-8.30am), 13s 6d (8.30am-2pm), 11s (2pm-5.30pm), £1 (5.30pm-close); 15mins, £2 8s (8.30am-2pm), £1 18s (2pm-5.30pm), £3 9s (5.30pm-close); 30mins, £4 4s (8.30am-2pm), £3 7s (2pm-5.30pm), £6 (5.30pm-close).

4MK Mackay

Licensee: Mackay Broadcasting Service Pty Ltd, 38 Gordon-st, Mackay. Phone 761, 333. Telegrams Fourmk.

Opened: Jan. 12, 1931.

Transmitter Site: Mt. Bassett, Nth Mackay. **Power:** 2kw. **Frequency:** 1380kcs. **District Covered:** Sugar, rural. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 8am-10pm.

Directors: H. J. Manning (managing director), J. H. Williams (secretary).

Executives: Maitland E. Low (gen. mngnr), Lloyd O. Williams (chief engineer).

Interstate Representation: A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161); R. Haig-Muir, 34 Queens-rd, Melbourne (BM3641); 4BC, Wharf-st, Brisbane (2-0333).

Rates resume (26 times): 50wds, 13s 9d (day, to 6pm), £1 0s 9d (evening, from 6pm); 100wds, 18s 3d (day), £1 7s 6d (night); 15mins, £3 4s 3d (day), £4 16s 6d (night); 30mins, £5 12s 9d (day), £8 9s (night).

4RO Rockhampton

Licensee: Rockhampton Broadcasting Co Pty Ltd, Rheuben Hse, East-st, Rockhampton Phone 2541-2. Telegrams Fourro.

Opened: July 2, 1932.

Transmitter Site: Pink Lily. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Primary, mineral. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

Executives: E. J. Rheuben (mngnr), H. Hopgood (sales mngnr), E. C. Semfel (chief engineer), W. E. Crane (program mngnr).

Network Affiliation: In association with 4BC, 4GR, 4MB. **Interstate Representation:** R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115); 4BC, Adelaide & Wharf-sts, Brisbane (2-0333).

Rates resume (26 times): 50wds, 16s (6am-8.30am), 14s 6d (8.30am-2pm), 10s 9d (2pm-5.30pm), £1 (5.30pm-close); 100wds, £1 1s 6d (6am-8.30am), 19s 9d (8.30am-2pm), 14s 6d (2pm-5.30pm), £1 7s 9d (5.30pm-close); 15mins, £3 6s (8.20am-2pm), £2 10s (2pm-5.30pm), £4 11s 3d (5.30pm-close); 30mins, £5 16s (8.30am-2pm), £4 7s 6d (2pm-5.30pm), £7 19s (5.30pm-close).

4SB Kingaroy

Licensee: South Burnett Broadcasting Co Ltd, Alford-st, Kingaroy. Phone Kingaroy 202. Telegrams Foursb.

Opened: Mar. 11, 1938.

Transmitter Site: Wooroolin. **Power:** 2kw. **Frequency:** 1060kcs. **District Covered:** Agricultural, pastoral, rural. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

Directors: C. F. Adermann, A. F. Albert, P. C. Muston, E. P. Griffin, E. Adermann.

Executives: G. Parker (mngnr and sales mngnr) J. R. Martin (chief engineer).

Network Affiliation: Queensland Network. **Interstate Representation:** R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115); 4BC, Wharf & Adelaide-sts, Brisbane (2-0333).

Rates resume (26 times): (Hours 8am-11am, 1.30pm-6pm Mon-Fri.; 8am-12noon Sat.; 7am-1pm, 2pm-5pm Sun.): 50wds, 9s 9d; 100wds, 13s; 15mins, £2 3s 9d; 30mins, £3 16s 3d.

4TO Townsville

Licensee: Amalgamated Wireless (A/sia) Ltd, Stanley-st, Townsville. Phone Townsville 4165. Telegrams Fourto.

Opened: Oct. 5, 1931.

Transmitter Site: Cluden. **Power:** 1-2kw. **Frequency:** 780kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** Mon-Sat. 6am-11.30pm; Sun. 7am-11pm.

Director: Sir Lionel A. Hooke.

Executives: J. P. Bannay (mngnr), N. Clibborn (sales mngnr), G. Erickson (chief engineer).

Network Affiliation: AWA. **Interstate Representation:** See 2CH.

Rates resume (26 times): 50wds, £1 0s 6d (6am-2pm; 10pm-close), 13s 6d (2pm-6pm), £1 10s 6d (6pm-10pm); 100wds, £1 7s 6d (6am-2pm; 10pm-close), 17s (2pm-6pm), £1 18s (6pm-10pm); 15mins, £4 1s 3d (6am-2pm; 10pm-close), £2 10s (2pm-6pm),

£5 12s 6d (6pm-10pm); 30mins, £7 6s 3d (6am-2pm; 10pm-close), £4 10s (2pm-6pm), £10 2s 6d (6pm-10pm).

4VL Charleville

Licensee: The Charleville Broadcasting Co Ltd, PO Box 29, Charleville. Phones 221, 444. Telegrams Fourvl.

Opened: Feb. 12, 1936.

Transmitter Site: Charleville. **Power:** 1kw. **Frequency:** 920kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat. 6.30am-10.30pm; Sun. 7.30am-10pm.

Directors: J. R. Lanagan (managing director), C. H. Curtis (vice-chairman), A. C. Little, C. E. Watt, D. S. Boyce, T. J. Butler, R. B. Lynch, J. F. Stephenson, L. W. Hassler.

Executives: W. D. Eversen (mngr), C. Gross (sales mngr), F. W. Davidson (chief engineer), A. E. Copeland (studio mngr), S. Langton (program mngr).

Interstate Representation: R. Anwin, C/- 4BC, Brisbane (2-0333); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, 9s 3d (6.30am-6pm), 12s 3d (6pm-10.30pm); 100wds, 12s (6.30am-6pm), 16s (6pm-10.30pm); 15mins, £2 2s 6d (6.30am-6pm), £2 16s 3d (6pm-10.30pm); 30mins, £3 14s 3d (6.30am-6pm), £4 18s 9d (6pm-10.30pm).

4WK Warwick

Licensee: Warwick Broadcasting Co Pty Ltd, 4WK Bldgs, Palmerin-st, Warwick. Phone Warwick 8,1133. Telegrams Fourwk.

Opened: May 6, 1935.

Transmitter Site: East Warwick. **Power:** 2-1kw. **Frequency:** 880kcs. **District Covered:** Rural. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

Chairman of Directors: Sir Lionel Hooke.

Executives: W. O. Kinane (mngr), R. J. Currie (asst. mngr), M. D. McNab (sales mngr), G. L. Lang (tech.in-charge), W. F. Wynn (studio supervisor).

Network Affiliation: AWA. **Interstate, O'seas Representation:** See 2CH.

Rates resume (26 times): 50wds, 11s 6d (day), £1 3s (night); 100wds, 14s (day), £1 8s (night); 15mins, £2 5s (day), £4 10s (night); 30mins, £4 (day), £8 (night).

4ZR Roma

Licensee: Maranoa Broadcasting Co Ltd, McDowall-st, Roma, PO Box 22. Phone 80, 585. Telegrams Fourzr.

Opened: July 23, 1937.

Transmitter Site: Bungooran. **Power:** 1-2kw. **Frequency:** 1480kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat. 6.30am-10.30pm; Sun. 8am-10.30pm.

Directors: W. M. Ewan (chairman), E. E. Gold (managing director), A. Dean, A. Shilliday, A. Caris, R. V. Johnson, E. A. Thomas.

Executives: C. R. Taylor (mngr), C. Jenkins (engineer), B. M. Charleston (prog. mngr).

Network Affiliations: Associated with 4BC, 4GR, 4RO, 4MB, 4SB. **Interstate Representation:** R. Anwin, 4BC, Wharf-st, Brisbane (2-0333); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, 8s 6d (opening-6pm), 11s 3d (6pm-10.30pm); 100wds, 11s 3d (opening-6pm), 15s (6pm-10.30pm); 15mins, £1 19s 6d (opening-6pm), £2 12s 6d (6pm-10.30pm); 30mins, £3 9s (opening-6pm), £4 12s (6pm-10.30pm).

For Queensland regional stations of the ABC see special ABC section page 97.

Radio stations

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5AD Adelaide

Licensee: Advertiser Newspapers Ltd, Box 392, GPO, Adelaide. Phone LA0421. Telegrams Fivead.

Opened: Aug. 2, 1930.

Transmitter Site: Cavan. **Power:** 2kw. **Frequency:** 1310kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** Mon.-Fri. 5.30am-11.15pm; Sat. 5.30am-12 mid; Sun. 8am-10.45pm. Relays to 5PI-MU-SE.

Directors: Sir Lloyd Dumas (chairman), Sir Lavington Bonython (vice-chairman), J. Bonython, K. A. Wills, Sir Arthur Rymill, J. F. Williams.

Executives: B. A. Williams (mngr), V. A. Jacques (sales mngr), J. L. Schaumloffel (chief engineer), R. W. Sullivan (program director).

Network Affiliation: Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); I. W. Phillips, 29 Bligh-st, Sydney (BW3948); Country Radio & Television, 30 Carrington-st, Sydney (BX3380) (5PI-MU-SE, night only). **O'seas Representation:** Harold Maughan, Ludgate Hse, 110 Fleet-st, London, EC4; Joshua B. Powers Inc, 345 Madison Avenue, New York, 17, NY.

Rates resume (26 times): 50wds, £2 1s 6d (day), £3 16s 6d (night); 100wds, £3 3s (day), £5 12s (night); 15mins, £5 15s (day), £15 4s (night); 30mins, £10 3s (day), £24 (night).

5DN Adelaide

Licensee: Hume Broadcasters Limited, 201-205 Tynte-st, North Adelaide. Phone M8461. Telegrams Firstation.

Opened: Feb. 24, 1925.

Transmitter Site: Dry Creek. **Power:** 2kw. **Frequency:** 970kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.15pm; Sat. 5.30am-12 mid; Sun. 8am-10.45pm.

Directors: N. S. Young (chairman), J. D. Patience, R. Murdoch, R. B. Taylor, B. C. Button.

Executives: J. S. Larkin (general mngr), F. E. Anderson (sales mngr), S. G. Barber (chief engineer), M. A. Thomas (program mngr).

Network Affiliation: Macquarie. **Interstate & O'seas Representation:** See Macquarie.

Rates resume: 50wds, £2 10s (bfast), £1 12s 6d (day), £3 (night); 100wds, £3 10s (bfast), £2 5s (day), £4 10s (night); 15mins, £5 10s (day), £11 (night); 30mins, £8 5s (day), £17 10s (night).

5KA Adelaide

Licensee: 5KA Broadcasting Co Ltd, 43 Franklin-st, Adelaide. Phone LA5511. Telegrams Fiveka.

Opened: Mar. 25, 1927.

Transmitter Site: Cavan. **Power:** 2kw. **Frequency:** 1200kcs. **District Covered:** Indus-

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5AD-5PI-5MU-5SE

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trial, rural. **Operating Hours:** 24hour service. Relays to 5AU-5RM.

Directors: Rev. A. E. Vogt (chairman), Rev. G. N. White, S. B. Denton, D. Waterhouse, OBE, J. F. Walsh, MP.

Executives: K. Ross Parham (general mngr), R. G. Cant (sales mngr), R. L. Paech (chief engineer), J. S. Fox (program mngr).

Interstate Representation: A. L. Finn & Co, 66 King-st, Sydney (BX6161); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, £1 15s (bfast), £1 10s (day), £2 14s (evening), £1 10s (late night), 9s (all night); 100wds, £2 10s (bfast), £2 (day), £4 6s (evening), £2 (late night), 16s (all night); 15mins, £4 4s (day), £10 8s (evening), £4 11s 6d (late night), £2 12s 6d (all night); 30mins, £6 14s 6d (day), £16 10s (evening), £7 6s (late night), £3 16s (all night).

5AU Port Augusta

Licensee: Pt. Augusta Broadcasting Co Ltd, Port Augusta, SA. Phone Pt. Augusta 141. (All enquiries to be sent to 5KA.)

Opened: May 25, 1938.

Transmitter Site: Pt. Augusta. **Power:** 500wts. **Frequency:** 1450kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Sun.-Fri. 5.45am-11pm; Sat. 5.45am-12 mid. In relay with 5KA.

Directors: Rev. A. E. Vogt (chairman), Rev. G. N. White, S. B. Denton, D. Waterhouse, OBE, J. F. Walsh, MP.

Executives: R. A. Hipwell (resident engineer). All executive matters handled by 5KA.

Interstate Representation: See 5KA.

Rates resume (26 times): 50wds, 9s (day), 14s 9d (night); 100wds, 12s 6d (day), 19s (night); 15mins, £1 12s (day), £2 7s 6d (night); 30mins, £2 16s 6d (day), £3 17s (night).

5MU Murray Bridge

Licensee: Murray Bridge Broadcasting Co Ltd, C/- 5AD, Box 392, GPO, Adelaide. Phone LA0421. Telegrams Fivead.

Opened: Sept. 16, 1934.

Transmitter Site: Murray Bridge. **Power:** 300wts. **Frequency:** 1460kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.45am-11.15pm; Sat. 5.45am-12 mid; Sun. 8am-10.45pm. In relay with 5AD.

Directors, Executives, Interstate & O'seas Representation: See 5AD.

Network Affiliation: Major.

Rates resume (26 times): 50wds, £2 1s 6d (day), £3 16s 6d (night); 100wds, £3 3s (day), £5 12s (night); 15mins, £5 15s (day), £15 4s (night); 30mins, £10 3s (day), £24 (night).

5PI Crystal Brook

Licensee: Midlands Broadcasting Services Ltd, C/- 5AD, Box 392, GPO, Adelaide. Phone LA0421.

Opened: Jan. 7, 1932.

Transmitter Site: Crystal Brook. **Power:** 2kw. **Frequency:** 1040kcs. **District Covered:** Industrial, pastoral, rural.

Operating Hours, Directors, Executives, Interstate & O'seas Representation: See 5AD.

Network Affiliation: Major.

Rates resume (26 times): 50wds, £2 1s 6d (day), £3 16s 6d (night); 100wds, £3 3s (day), £5 12s (night); 15mins, £5 15s (day), £15 4s (night); 30mins, £10 3s (day), £24 (night).

5RM Murray Valley

Licensee: River Murray Broadcasters Ltd, Box 118, GPO, Berri, SA. Phone Berri 80. All enquiries to 5KA.

Opened: Sept. 30, 1935.

Transmitter Site: Berri. **Power:** 2kw. **Frequency:** 800kcs. **District Covered:** Pastoral, rural. **Operating Hours:** In relay with 5KA.

Directors: Rev. A. E. Vogt (chairman), Rev. G. N. White, H. Stone, E. Sims, D. Waterhouse, OBE, S. B. Denton.

Executives: H. F. Lloyd (resident engineer).

Interstate Representation: See 5KA.

Rates resume (26 times): (night available only on special occasions): 50wds, 17s 6d (day); 100wds, £1 10s (day); 15mins, £3 10s (day), £6 1s (night); 30mins, £6 4s (day), £8 10s (night).

5SE Mt. Gambier

Licensee: South Eastern Broadcasting Co Ltd. Address and Phone number same as 5AD.

Opened: July 3, 1937.

Transmitter Site: Mt. Gambier. **Power:** 500wts. **Frequency:** 1370kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.45am-11.15pm; Sat. 5.45am-midnight; Sun. 8am-10.45pm. In relay with 5AD except between 12.15-12.45pm & 1.30-5pm Mon.-Fri.

Directors, Executives, Interstate & O'seas Representation: See 5AD.

Network Affiliation: Major.

Rates resume (26 times): 50wds, 9s 6d (12.15pm-12.45pm; 1.30pm-5pm Mon.-Fri.), £2 1s 6d (day), £3 16s 6d (night); 100wds, 14s (12.15pm-12.45pm; 1.30pm-5pm, Mon.-Fri.), £3 3s (day), £5 12s (night); 15mins, £5 15s (day), £15 4s (night); 30mins, £10 3s (day), £24 (night).

For South Australian stations of the ABC see special ABC section page 97.

Radio stations

• *Western Australia*



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6IX Perth

Licensee: W.A. Broadcasters Pty Ltd, Radio Hse, 38 Mounts Bay-rd, Perth. Phone BF 2321. Telegrams Sixix.

Opened: Nov. 27, 1933.

Transmitter Site: Belmont. Power: 2kw. Frequency: 1080kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Sat. 5.45am-11pm; Sun. 7am-10.30pm. Relays to 6WB, MD, BY.

Directors: Sir Ross McDonald, KB, QC (chairman), R. A. Long, J. E. Macartney, F. C. Kingston, S. C. Kingston.

Executives: B. Samuel (general mngr), J. T. Hunn (personal assist. to manager), E. C. Churchward (asst mngr), H. T. Simmons (chief engineer), S. A. Gervas (program mngr).

Network Affiliation, Interstate Representation: See 2GB.

Rates resume (base rate): 50wds, £1 16s (6am-8.45am), £1 13s (8.45am-5.45pm), £3 12s (5.45pm-close); 100wds, £2 2s (8.45am-5.45pm), £4 11s (5.45pm-close); 15mins, £7 (8.45am-5.45pm), £15 10s (5.45pm-close); 30mins, £13 10s (8.45am-5.45pm), £29 (5.45pm-close).

6KY Perth

Licensee: Westland Broadcasting Co Ltd, 17-19 James-st, Perth. Box 906, GPO, Perth. Phone BF1636. Telegrams: Sixky.

Opened: Oct. 23, 1941.

Transmitter Site: Belmont. Power: 2kw. Frequency: 1210kcs. District covered: Industrial, rural. Operating Hours: Mon-Fri 5.30am-11pm; Sat. 5.30am-2am (Sunday); Sun, 7.30am-10.30pm. Relays to 6NA.

Executives: R. J. Mercer (mngr), J. A. Ashton (sales mngr), F. Clarke (chief engineer), J. Laurie (program mngr).

Interstate Representation: Noel Battye, 52 Phillip-st, Sydney, BU4598; R. Haig-Muir, 34 Queens-rd, Melbourne, BM3641.

Rates resume (26 times): 50wds, £1 8s 3d (6am-8.45am), £1 3s (9am-6pm), £1 14s 3d (6pm-11pm); 100wds, £1 17s 6d (6am-8.45am), £1 10s 9d (9am-6pm), £2 5s 3d (6pm-11pm); 15mins, £4 4s 6d (9am-6pm), £6 15s 9d (6pm-11pm); 30mins, £7 12s 3d (9am-6pm), £11 11s 6d (6pm-11pm).

6PM Perth

Licensee: 6PM Broadcasters Pty Ltd, 115 St. George's Terrace, Perth. Phone BA2201. Telegrams Whitnet.

Opened: Apr. 22, 1937.

Transmitter Site: Coffee Point. Power: 2kw. Frequency: 1000kcs. District Covered: Industrial, rural. Operating Hours: Effective from Jan. 1, 1958. Mon.-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-10.30pm. Relays to 6AM.

General Manager: D. E. Muir.

Executives: J. H. Tozer (sales mngr), H. A. Taylor (chief engineer), J. Anstey (program mngr).

Network Affiliation: Whitfords Broadcasting Net. Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, £1 4s 6d (to 2pm), £1 2s (2pm-6pm), £1 15s 6d (6pm-close); 100wds, £1 11s (to 2pm), £1 7s 6d (2pm-6pm), £2 8s 6d (6pm-close); 15mins, £4 15s (to 2pm), £4 10s (2pm-6pm), £7 17s (6pm-close); 30mins, £8 4s (to 2pm), £7 17s (2pm-6pm), £13 11s (6pm-close).

6PR Perth

Licensee: Nicholsons Ltd, 86 Barrack-st, Perth. Studios, 340 Hay-st, Perth. Phone BF3044. Telegrams: Sixpr.

Opened: Oct. 14, 1931.

Transmitter Site: Alfred Cove. Power: 2kw, Frequency: 341 metres, 880kcs.

District Covered: Industrial, pastoral. Operating Hours: Mon-Fri 5.30am-11pm; Sat, 5.30am-12mid; Sun, 7am-10.30pm. Relays to 6TZ, 6CI.

Directors: J. L. Paton (chairman), H. P. Downing, E. F. Downing, E. M. Barker, J. W. Stoddart.

Executives: R. McC. Russell (mngr), A. G. Barker (asst mngr), W. Broughall (program mngr), W. Fuhrmann (sales mngr), S. A. Cooper (chief engineer).

Network Affiliation: Major. Interstate Representation: VBN, 17 Pitt-st, Sydney, BW7603; 239 Collins-st, Melbourne, 63-7131.

Rates resume (26 times): 50wds, 12s 9d (8.45am-6pm), £1 1s 9d (6pm-11pm); 100wds, 14s 6d (8.45am-6pm), £1 6s 9d (6pm-11pm); 15mins, £2 11s 6d (8.45am-6pm), £5 12s 3d (6pm-11pm); 30mins, £4 8s 9d (8.45am-6pm), £10 (6pm-11pm).

6AM Northam

Licensee: 6AM Broadcasters Pty Ltd, 115 St. George's Terrace, Perth. Phone BA2201. Telegrams Whitnet.

Opened: June 1, 1934.

Transmitter Site: Northam. Power: 2kw. Frequency: 980kcs. District Covered: Rural, pastoral. Operating Hours: Mon.-Fri. 6.30am-10.30pm; Sat. 6.30am-11pm; Sun. 8am-1.30pm, then 5-10pm. In relay with 6PM.

Directors, Executives, Network Affiliation & Interstate Representation: See 6PM.

Rates resume (26 times): 50wds, £1 4s 6d (to 2pm), £1 2s (2pm-6pm), £1 15s 6d (6pm-close); 100wds, £1 11s (to 2pm), £1 7s 6d (2pm-6pm), £2 8s 6d (6pm-close); 15mins, £4 15s (to 2pm), £4 10s (2pm-6pm), £7 17s (6pm-close); 30mins, £8 4s (to 2pm), £7 17s (2pm-6pm), £13 11s (6pm-close).

6BY Bridgetown

Licensee: W.A. Broadcasters Pty Ltd, Yornup, WA. Phone Yornup 45. Telegrams Sixby.

Opened: Jan. 24, 1953.

Transmitter Site: Yornup. Power: 2kw. Frequency: 900kcs. District Covered: Light industrial, pastoral, rural. Operating Hours: Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 9am-10.30pm. In relay with 6IX.

Directors, Executives, Network Affiliation, Interstate Representation: See 6IX.

Rates resume (26 times): 50wds, 11s 6d (9am-6pm), £1 3s (after 6pm); 100wds, 14s 6d (9am-6pm), £1 9s (after 6pm).

6CI Collie

Licensee: Nicholsons Ltd, 86 Barrack-st, Perth, studios 340 Hay-st. Phone (23-3044). Telegrams Sixpr.

Opened: May 29, 1948.

Transmitter Site: Collie. Power: 2kw. Frequency: 265.5 metres, 1130kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Fri 6am-2.30pm, then 5pm-8pm; Sat. 6am-2.30pm, then 5pm-8pm; Sun. 7am-1pm, then 5-10.30pm. In relay with 6PR.

Directors, Executives, Network Affiliation, Interstate Representation: See 6PR.

Rates resume (26 times): 50wds, 15s 6d (8.45am-6pm), £1 6s 6d (6pm-10.15pm); 100wds, 17s 9d (8.45am-6pm), £1 12s 6d (6pm-10.15pm); 15mins, £3 2s 9d (8.45am-6pm), £6 17s (6pm-10.15pm); 30mins, £5 8s 6d (8.45am-6pm), £12 3s 3d (6pm-10.15pm).

6GE Geraldton

Licensee: Great Northern Broadcasters Ltd, Eleanor-st, Geraldton. Phone Geraldton 130. Telegrams Sixge.

Opened: Oct. 6, 1937.

Transmitter Site: Bluff Point. Power: 2kw. Frequency: 1010kcs. District Covered: Pastoral, rural, crayfishing. Operating Hours: Mon.-Sat. 7am-1.30pm, then 5.30-10.30pm; Sun. 11am-10pm.

Geraldton (local) Director: L. W. Shephard.

Executives: L. J. Harris (mngr and program mngr), J. H. Tozer (sales mngr), H. A. Taylor (chief engineer).

Network Affiliation: Whitford Broadcasting Network (6PM-AM). Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, 12s (day), 18s 6d (evng); 100wds, 14s (day), £1 4s

(evng); 15mins, £2 8s (day), £4 (evng), 30mins, £4 7s (day), £7 2s (evng).

6KG Kalgoorlie

Licensee: Goldfields Broadcasters (1933) Pty Ltd, Hannan-st, Kalgoorlie. Phone Kal. 464. Telegrams Sixkg.

Opened: Sept. 16, 1931.

Transmitter Site: Parkeston. Power: 2kw. Frequency: 860kcs. District Covered: Rural mining. Operating Hours: Mon.-Fri. 7am-1pm, then 5-10.30pm; Sat. 7am-3.30pm, then 5-10.30pm; Sun. 11am-2.30pm, then 5-10pm.

General Manager: D. E. Muir.

Executives: W. J. Attwill (mngr & program mngr), J. H. Tozer (sales mngr), H. A. Taylor (chief engineer).

Network Affiliation: Whitfords Broadcasting Net. Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, 14s (day), £1 2s (evng); 100wds, 17s (day), £1 7s 6d (evng); 15mins, £2 15s (day), £4 10s (evng); 30mins, £4 15s (day), £8 (evng).

6MD Merredin

Licensee: W.A. Broadcasters Pty Ltd. Phone Merredin 109. Telegrams Sixmd.

Opened: July 5, 1941.

Transmitter Site: Merredin. Power: 2kw. Frequency: 1100kcs. District Covered: Light industrial, pastoral, rural. Operating Hours: Mon.-Fri. 7am-2.15pm, then 5-10.30pm; Sat. 7am-11pm; Sun. 9am-12.30pm, then 5-10.30pm. In relay with 6IX.

Directors, Executives, Network Affiliation, Interstate Representation: See 6IX.

Rates resume (base rate): 50wds, £1 16s (6am-8.45am), £1 13s (8.45am-5.45pm), £3 12s (5.45pm-close); 100wds, £2 2s (8.45am-5.45pm), £4 11s (5.45pm-close); 15mins, £7 (8.45am-5.45pm), £15 10s (5.45pm-close); 30mins, £13 10s (8.45am-5.45pm), £29 (5.45pm-close).

6NA Narrogin

Licensee: Westland Broadcasting Co Ltd, 17-19 James-st, Perth. Phone BF1636. Telegrams Sixky.

Opened: June 20 1951.

Transmitter Site: Belmont. Power: 2kw. Frequency: 920kcs. District Covered: Pastoral, rural.

Operating Hours, Directors, Executives, Network Affiliation, Interstate Representation: See 6KY.

Rates resume (26 times): 50wds, £1 8s 3d (6am-8.45am), £1 3s (9am-6pm), £1 14s 3d (6pm-11pm); 100wds, £1 17s 6d (6am-8.45am), £1 10s 9d (9am-6pm), £2 5s 3d (6pm-11pm); 15mins, £4 4s 6d (9am-6pm), £6 15s 9d (6pm-11pm); 30mins, £7 12s 3d (9am-6pm), £11 11s 6d (6pm-11pm).

6TZ Bunbury

Licensee: Nicholsons Ltd, 86 Barrack-st, Perth, studios 340 Hay-st, Perth. Phone 23-3044. Telegrams Sixpr.

Opened: Oct. 11, 1939.

Transmitter Site: Waterloo. **Power:** 2kw. **Frequency:** 313 metres, 960kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-10.15pm; Sat. 6am-11pm; Sun. 7am-10.30pm. In relay with 6PR.

Directors, Executives, Network Affiliation, Interstate Representation: See 6PR.

Rates resume (26 times): 50wds, 15s 6d (8.45am-6pm), £1 6s 6d (6pm-10.15pm); 100wds, 17s 9d (8.45am-6pm), £1 12s 6d (6pm-10.15pm); 15mins, £3 2s 9d (8.45am-6pm), £6 17s (6pm-10.15pm); 30mins, £5 8s 6d (8.45am-6pm), £12 3s 3d (6pm-10.15pm).

6VA Albany

Licensee: Albany Broadcasters Ltd, 165-167 York-st, Albany. Phone 1073, 1104. Telegrams Sixva.

Opened: Mar. 10, 1956.

Transmitter Site: Albany. **Power:** 2kw.

Frequency: 780kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon. to Fri. 6.30am-1pm, then 5-10pm; Sat. 6.30am-midnight; Sun. 11am-2pm, then 5.30-10pm.

Directors: R. R. Holmes, G. Manley, D. Robinson, C. Bleechmore, R. J. Dumas.

Executives: Ted Furlong (mgr), G. K. Wild (tech. in charge).

Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

Rates resume (26 times): 50wds, 9s (to 6pm; 10pm-mid), 16s (6pm-10pm); 100wds, 11s 3d (to 6pm; 10pm-mid), £1 1s (6pm-10pm); 15mins, £1 19s 6d (to 6pm; 10pm-mid), £3 13s (6pm-10pm); 30mins, £3 7s (to 6pm; 10pm-mid), £6 8s (6pm-10pm).

6WB Katanning

Licensee: W.A. Broadcasters Pty Ltd, Katanning, WA. Phone Katanning 144. Telegrams Sixwb.

Opened: Sept. 26, 1936.

Transmitter Site: Katanning. **Power:** 2kw. **Frequency:** 1070kcs. **District Covered:** Pastoral. **Operating Hours:** Mon.-Fri. 6am-2pm, then 5-10.30pm; Sat. 6am-11pm; Sun. 9am-12.30pm, then 5-10.30pm. In relay with 6IX.

Directors, Executives, Network Affiliation, Interstate Representation: See 6IX.

Rates resume (base rate): 50wds, £1 16s (6am-8.45am), £1 13s (8.45am-5.45pm), £3 12s (5.45pm-close); 100wds, £2 2s (8.45am-5.45pm), £4 11s (5.45pm-close); 15mins, £7 (8.45am-5.45pm), £15 10s (5.45pm-close); 30mins, £13 10s (8.45am-5.45pm), £29 (5.45pm-close).

For Western Australian stations of the ABC see special ABC section, page 97.

Radio stations

● *Tasmania*

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7HO Hobart

Licensee: Commercial Broadcasters Pty Ltd, 80-84 Elizabeth-st, Hobart, GPO box 671F. Phone B7731. Telegrams Sevenho.

Opened: Aug. 13, 1930.

Transmitter Site: Mt. Nelson. Power: 2kw. Frequency: 860kcs. District Covered: Industrial, rural. Operating Hours: Mon-Fri. 6am-11pm; Sat. 6am-midnight; Sun. 6am-11pm.

Directors: G. F. Davies, L. Nettlefold, S. Sims.

Executives: E. G. McRae (mngr), A. B. Brown (asst. mngr), W. S. Morrison (chief engineer), B. D. Carr (program mngr).

Network Affiliation: Macquarie. I/State Repr.: See 2GB-Macquarie.

Rates resume (base rates): 50wds, 16s (6am-9am), 14s (9am-5.30pm), £1 2s (5.30pm-6.30pm); 9.30pm-close), £1 14s (6.30pm-9.30pm); 100wds, 19s (9am-5.30pm), £1 7s (5.30pm-6.30pm); 9.30pm-close), £2 (6.30pm-9.30pm); 15mins, £2 18s (9am-5.30pm), £5 (5.30pm-6.30pm; 9.30pm-close), £7 (6.30pm-9.30pm); 30mins, £5 6s (9am-5.30pm), £9 15s (5.30pm-6.30pm; 9.30pm-close), £13 (6.30pm-9.30pm).

7HT Hobart

Licensee: Metropolitan Broadcasters Pty Ltd, 141 Elizabeth-st, Hobart, GPO Box 572F.

Phone B5083. Telegrams Sevenht.

Opened: Apr. 19, 1937.

Transmitter Site: Droughty Point, Derwent River Shore. Power: 2kw. Frequency 1080kcs. District Covered: Industrial, fruitgrowing, rural. Operating Hours: Mon-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-10.30pm.

Directors: B. A. McCann (chairman), L. E. Benjamin, L. C. McCann, R. J. Morris.

Executives: R. M. Vertigan (mngr), A. R. Waters (sales mngr), F. B. Klein (chief engineer), M. McCann (program mngr).

Network Affiliation: Major. Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX6161); Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674).

Rates resume: 50wds, 11s (bfast), 9s 6d (day), 16s (night), £1 1s (6.30pm-9.30pm); 100wds, 13s 6d (bfast), 11s 6d (day), 19s (night), £1 5s (6.30pm-9.30pm); 15mins, £2 10s (day), £4 7s (night), £5 18s (6.30pm-9.30pm); 30mins, £4 7s (day), £8 2s (night), £10 12s (6.30pm-9.30pm).

7AD Devonport

Licensee: Northern Tasmania Broadcasters Pty Ltd, 50 Rooke-st, Devonport, PO Box 18. Phone Devonport 437. Telegrams Sevenad.

Opened: Aug. 6, 1932.

Transmitter Site: Don Heads. Power:

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Have an exclusive
Tasmanian audience of
100,000 consumers*

500wts. Frequency: 900kcs. District Covered: Industrial, rural. Operating Hours: Mon-Sat. 7am-11pm; Sun. 10am-10.30pm.

Directors: K. A. Findlay (chairman), D. K. Findlay, T. Lord.

Executives: M. T. Evans (mngnr), A. D. Maney (sales mngnr), W. T. Murphy (eng.).

Interstate Representation: A. L. Finn, 66 King-st, Sydney (BU6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, 6s 9d (day), 10s 10d (night); 100wds, 8s 11d (day), 14s 4d (night); 15mins, £1 11s 3d (day), £2 10s (night); 30mins, £2 14s 10d (day), £4 7s 8d (night).

7BU Burnie

Licensee: Burnie Broadcasting Service Pty Ltd, 57 Wilson-st, Burnie, PO Box 120. Phone Burnie 125. Telegrams Sevenbu.

Opened: Oct. 19, 1935.

Transmitter Site: Cooeo. Power: 500wts. Frequency: 560kcs. District Covered: Industrial, rural. Operating Hours: Mon-Fri. 6.30am-10.30pm; Sat. 6.30am-10am, then 5-10.30pm; Sun. 9am-1pm, then 5.30-10.30pm.

Directors: K. A. Findlay (chairman), D. K. Findlay, T. Lord.

Executives: T. Lord (mngnr), C. Nunn (sales mngnr), C. H. Trethewey (chief engineer), R. E. Ling (program mngnr).

Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX 6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds 6s 9d (day), 10s 10d (night); 100wds, 8s 11d (day), 14s 4d (night); 15mins, £1 11s 3d (day), £2 10s (night); 30mins, £2 14s 10d (day), £4 7s 8d (night).

7EX Launceston

Licensee: 7EX Pty Ltd, 74 Charles-st, Launceston. Phone 2-1777-8. Telegrams Sevenex.

Opened: Feb. 5, 1938.

Transmitter Site: St. Leonards. Power: 2kw. Frequency: 1010kcs. District Covered: Industrial, rural. Operating Hours: Mon-Sat. 6.30am-11pm; Sun. 8.30am-10.30pm.

Executives: A. E. Evans (mngnr), D. R. Cossins (sales mngnr), T. Freeman (chief engineer).

Network Affiliation: Major. Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2673); Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674).

Rates resume (26 times): 50wds, 16s 9d (6.30am-9am), 14s 9d (9am-5.45pm), £1 1s (5.45pm-close); 100wds, 19s 6d (6.30am-9am), 17s 6d (9am-5.45pm), £1 7s (5.45pm-close); 15mins, £3 3s (9am-5.45pm), £3 18s (5.45pm-close); 30mins, £5 5s (9am-5.45pm), £7 8s (5.45pm-close).

7LA Launceston

Licensee: Findlay & Wills Broadcasters Pty Ltd, Broadcast Hse, Quadrant. Phone B1551, B1552. Telegrams Sevenla.

Opened: Dec. 13, 1930.

Transmitter Site: West Tamar. Power: 2kw. Frequency: 1100kcs. District Covered: Industrial, rural. Operating Hours: 6.30am-11pm daily.

Directors: N. A. Findlay, E. L. Garrott, Sir Lionel Hooke, J. F. Wilson.

Executives: R. E. Ward (mngnr), B. Bardell (sales mngnr), R. B. McLean (chief engineer), H. R. Parish (assist. mngnr).

Network Affiliation: Macquarie. Interstate Representation: Sydney and Melbourne, see Macquarie.

Rates resume (base rates): 50wds, 17s (bfast), 15s (day), £1 2s (evng); 100wds £1 (bfast), 18s (day), £1 8s (evng); 15mins. £3 6s (day), £4 5s (evng); 30mins, £5 14s (day), £8 (evng).

7QT Queenstown

Licensee: West Coast Broadcasters Pty Ltd, PO Box 315, Queenstown. Phone 124.

Opened: May 29, 1937.

Transmitter Site: South Queenstown. Power: 500wts. Frequency: 720kcs. District Covered: Mining, pastoral. Operating Hours: Mon-Fri. 7am-1pm, then 4.30pm-10.30pm; Sat. 7-9am, then 12noon-10.30pm; Sun. 5-10.30pm.

Directors: N. A. Findlay, A. E. Garrott, B. A. McCann, E. L. Garrott, H. Ebrall.

Executives: H. Ebrall (mngnr & chief engineer), V. Finn (sales mngnr), P. Haigh (program mngnr).

Interstate Representation: MBS, 136 Phillip-st, Sydney (B0360); MBS, 382 Latrobe-st, Melbourne (FJ3671); MBS, 201-205 Tynte-st, North Adelaide (M8461).

Rates resume (26 times): 50wds, 5s 10d (before 5.30pm), 8s 9d (after 5.30pm); 100wds, 8s 4d (before 5.30pm), 12s 6d (after 5.30pm); 15mins, £1 9s (before 5.30pm), £2 3s 9d (after 5.30pm); 30mins, £2 10s (before 5.30pm), £3 15s (after 5.30pm).

7SD Scottsdale

Licensee: North East Tasmanian Radio Broadcasters Pty Ltd, King-st, Scottsdale, PO Box 109. Telephone Scottsdale 32. Telegrams Sevensd.

Opened: Sept. 5, 1954.

Transmitter Site: North Scottsdale. **Power:** 500wts. **Frequency:** 540kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 7am-1pm, then 4.30-10.15pm; Sat. 7-9am, then 4.30-10.15pm; Sun. 10am-1pm, then 5-10.15 pm.

Directors: K. A. Findlay (chairman), D. K. Findlay, T. Lord.

Executives: B. Scetrine (mngtr & engineer),

T. Allen (sales mngtr), G. Murison (prog. mngtr).

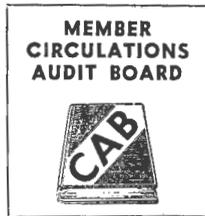
Network Affiliation: Tas. Coastal Net. **Interstate Representation:** A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, 6s 9d (day), 10s 10d (night); 100wds, 8s 11d (day), 14s 4d (night); 15mins, £1 11s 3d (day), £2 10s (night); 30mins, £2 14 10d (day), £4 7s 8d (night).

For Tasmanian stations of the ABC see special ABC section, page 97.

BROADCASTING ... AND TELEVISION

Published by GREATER PUBLICATIONS PTY. LTD., Box 2608 G.P.O., Sydney



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Radio networks

- *National*

- *Interstate*

- *Regional*



**when you
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NATIONAL COVERAGE

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THE MAJOR BROADCASTING NETWORK

2UE . 2KO . 3DB . 3LK . 4BK

4AK . 5AD . 5MU . 5SE . 5PI

6PR . 6TZ . 6CI . 7HT . 7EX

NATIONAL

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st, Sydney. Phone B0360.

Executives: Clive Ogilvy (chairman), S. R. I. Clark (manag. dir.), F. J. Coombes (dir. of sales), J. O. Coote (asst sales mngr), R. L. Heath (Vic. sales mngr), I. K. McKay (prod. mngr), P. P. Campbell (prod. exec.), D. R. Armstrong (secretary), A. O'Keefe (program mngr).

Member Stations: 2GB, 2CA, 2LF, 2LT, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3CV, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA.

Co-operating: 2AD, 2AY, 2BE, 2BH, 2BS, 2DU, 2GF, 2GN, 2KA, 2MG, 2MO, 2QN, 2RG, 2RE, 2TM, 2WG, 2KM, 2VM, 3BA, 3BO, 3GL, 3MA, 3SR, 3UL, 3YB, 4CA, 4GR, 4LG, 4MB, 4MK, 4RO, 4TO, 4VL, 4WK, 4ZR, 6AM, 6GE, 6KG, 7AD, 7BU, 7SD, 7QT.

Interstate Representation: Branch offices, 382 Latrobe-st, Melbourne (FJ3671); 201-205 Tynte-st, North Adelaide (M8461). Key stations all other States. O'seas: see 2GB.

Network, formed in 1938 under supervision of the late Sir Hugh Denison, offers complete national coverage. One of its original main objects was to provide a centralised and complete service for advertisers from conception and production of programs to final rendering of accounts.

Structure of the Network was greatly strengthened when it became a co-operative unit. Today member stations are shareholders and actively direct the policy of the company.

MAJOR BROADCASTING NETWORK, 29 Bligh-st, Sydney. Phone B0329.

Member Stations: 2UE, 2KO, 3DB-LK, 4BK-AK, 5AD-PI-MU-SE, 6PR-TZ-CI, 7EX, 7HT.

I/State Repr.: Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674). Member stations all other states.

Network, formed in 1930, offers national coverage. Its stations, in capital cities and regional centres, are long-established and highly-rated.

INTERSTATE

AMALGAMATED WIRELESS (AUSTRAL-ASIA) LIMITED, 47 York-st, Sydney. Box 2516, GPO, Sydney. Phone B0233.

Executives: Sir Lionel A. Hooke (manag.

dir.), A. E. R. Fox (assist. general mngr), R. K. Harris (country bcasting service supt), D. J. Crawford (country stations sales mngr).

Stations: 2CH, 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK.

AWA began broadcasting activities in 1931 with 2AY, 2GN, 3BO, 4TO. Added to these were 2GF (1933), 2CH and 4WK (1935), and 4CA (1936).

Stations offer Sydney and regional coverage in NSW, Victoria and Queensland.

COMMONWEALTH BROADCASTING NETWORK, 365 Kent-st, Sydney. Phone B0270. Cnr Wharf & Adelaide-sts, Brisbane. Phone B0333.

Executives: M. F. Albert (chairman), A. F. Albert (vice-chairman), L. C. Hynes (general mngr, also general mngr, 2UW), M. E. Baker (4BC), A. P. Wynne (4MB), E. J. Rheuben (4RO), E. E. Gold (4GR).

Member Stations: 4BC-SB, 4MB, 4RO, 4GR, 2UW.

I/State Repr.: R. Anwin, cnr Wharf & Adelaide-st, Brisbane (2-0333); R. W. Highfield, Asbestos Hse, York-st, Sydney (BX2737); E. L. Jeffrey (all stations excepting 2UW), 370 Little Collins-st, Melbourne (MU3115); 2UW, D. Gilder, 18 Queen-st, Melbourne (MU2819).

Network established March, 1937.

Stations offer Sydney, Brisbane and Queensland regional coverage.

Although all the stations are under the one management and controlled by L. C. Hynes as network general manager, they do not operate as a network outside Queensland.

The stations sell time individually in the main buying centres.

REGIONAL

ADVERTISER NETWORK, Box 392, GPO, Adelaide. Phone LA0421.

Member Stations: 5AD, 5PI, 5MU, 5SE.

I/State Repr.: Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); I. W. Phillips, 29 Bligh-st, Sydney (BW3948); Also Country Radio & Television Pty Ltd, Lisgar Hse, 30 Carrington-st, Sydney (BX3380) — 5PI-MU-SE night only. O'seas: Harold Maughan, Ludgate Hse, 110 Fleet-st, London, EC1; Joshua B. Powers Inc, 345 Madison-Ave, New York 17, NY.

Network offers Adelaide and SA rural coverage.

ASSOCIATED BROADCASTING SERVICES LTD, 365 Elizabeth-st, Melbourne. Phone FJ 9357.

Executives: S. J. A. Kemp (mng dir), R. Ellenby (sales mngr).

Member Stations: 3SR, 3YB, 3UL.

I/State Repr.: K. P. G. Lloyd, 76 Clarence-st, Sydney (BX 1267).

Associated Broadcasting Services was formed as a public company early 1957 to purchase the interests of the Argus Broadcasting Service from the now-defunct Argus & Australasian Ltd.

Argus had operated the network since 1936.

Stations offer Victorian regional coverage.

NEW ENGLAND NETWORK, C/o Tamworth Radio Development Co Ltd, 312 Peel-st, Tamworth. Phone Tamworth B988.

Executives: E. Higginbotham (manag. dir.), S. Emerton (Network supervisor), D. Charlton (chief engineer), R. V. Brislan (2AD), A. Thompson (2RE), R. Bultitude (2VM), B. F. Watson (Net. secretary).

I/State Repr.: 4BH, 43 Adelaide-st, Brisbane (all stations except 2RE), Phone 2-2002; 2RE, E. Wood, 329 Adelaide-st, Brisbane (78-1387); Country Radio & Television Pty Ltd, 30 Carrington-st, Sydney (BX3380); John Havre, 422 Collins-st, Melbourne (MU 3011).

Network, formed by holding company, Broadcast Amalgamated, in 1954, offers NSW regional coverage.

NICHOLSON'S LTD, 340 Hay-st, East Perth. Phone 23-3044 Telegrams: Sixpr, Perth.

Directors: J. L. Paton (chairman), H. P. Downing, E. F. Downing, E. M. Barker, J. W. Stoddart.

Executives: R. McC. Russell (mngr), A. G. Barker (asst mngr), W. Broughall (program mngr), W. Fuhrmann (sales mngr), S. A. Cooper (chief engineer).

Member Stations: 6PR, 6TZ, 6CI.

I/State Repr.: Victorian Broadcasting Network, 239 Collins-st, Melbourne, 63-7131; Fred Russell, 117 Pitt-st, Sydney, BW7603.

Stations offer Perth and sth west regional coverage.

TASMANIAN COASTAL NETWORK, Box 120, PO, Burnie. Phone Burnie 125. Telegrams, Sevenbu.

Executives: Tas Lord (gen. mngr & gen. mngr, 7BU), M. T. Evans (mngr, 7AD), B. Scettrine (mngr, 7SD).

Member Stations: 7BU, 7AD, 7SD.

I/State Repr.: A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, 34 Queen-st, Melbourne (BM3641).

Network offers Tasmanian regional coverage with estimated 100,000 listeners.

VICTORIAN BROADCASTING NETWORK, 239 Collins-st, Melbourne. Phone 63-7131. Telegrams: Radiocentre.

Member Stations: 3HA, 3TR, 3SH, 3NE, 3CV.

Directors, VBN Ltd: D. F. Syme (chairman & mng dir), H. R. Syme, J. R. Bishop, R. I. Lowenstern, W. J. Stephenson, N. F. Dixon.

Executives: Nevill Dixon (general mngr), Bob Baeck (sales mngr), David de la Rue (mng dir & mngr, 3NE), Donald P. James (mngr 3HA), Harry Lithgow (mngr 3SH), Gordon Lewis (mngr 3TR), Ken Parker (mngr 3CV).

I/State Repr: Fred Russell, 117 Pitt-st, Sydney, BW7603. **Country Repr:** Cec Corley, 239 Collins-st, Melbourne, 63-7131.

Network stations are strategically placed to cover all four corners of Victoria and between them, the greater part of the State. VBN was established in 1931 with 3HA, adding 3TR in 1936, 3SH in 1937, 3NE in 1954 and 3CV in 1958.

WA BROADCASTERS PTY LTD, Radio Hse, 38 Mounts Bay-rd, Perth. Phone 23-2321.

Executive: B. Samuel (general mngr).

Member Stations: 6IX, 6WB, 6MD, 6BY.

I/State Repr.: Macquarie. **O'seas:** See Macquarie.

Network offers Perth and WA rural coverage.

WHITFORD BROADCASTING NETWORK, 115 St George's Terrace, Perth. Phone 21-2201.

Executives: D. E. Muir (gen. mngr), H. A. Taylor (chief engineer), J. H. Tozer (sales mngr), L. J. Harris (mngr, 6GE), W. J. Attwill (mngr, 6KG).

Member Stations: 6PM, 6AM, 6KG, 6GE.

I/State Repr.: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

Network offers Perth and WA regional coverage.

Radio representatives

● *And of overseas radio
and TV organisations*



SYDNEY

BARNES CHAPMAN CO PTY LTD, 31 Macquarie Place. 27-6857. (3XY, 4IP, 2XL, ARC Recording Div.). M. D. Chapman, M. J. Jones (dirs), M. J. Edwards (sales mgr).

BATTYE, NOEL PTY LTD, 52 Phillip-st. 27-4515 (3UZ, 4KQ, 6KY-NA, 2RG, 2HD, Grace Gibson Radio & TV Prod.). Noel Battye, Dillah Battye (dirs).

COUNTRY BROADCASTING SERVICES LTD, Hosking Hse, Penfold Place. BW1428. Telegrams: Twogz Sydney. (2GZ, 2NZ, 2LM). A. Ridley (gen mgr), W. R. Smith (sales).

COUNTRY RADIO & TV PTY LTD, 30 Carrington-st. BX3380. Telegrams: TwoTM Sydney. (2TM, 2AD, 2MO, 2RE, 2VM, 5PI-MU-SE, 3MA). R. R. Parker (dir & mgr).

FINN, A. L. PTY LTD, 60 King-st. BX-6161. Telegrams: Leofinn Sydney. (3KZ, 4LG, 4MK, 5KA-AU-RM, 7HT, 7BU, 7AD, 7SD, 7QT, Hector Crawford Radio & TV Prod.). A. L. Finn (gov dir). P. Halse (radio mgr).

HIGHFIELD, R. W., 65 York-st. BX2737. Telegrams: Sydrep Sydney. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4VL, 4ZR).

LLOYD, KEN, 76 Clarence-st. BX1267. (Assoc. B'casting Services Ltd, 3SR, 3YB, 3UL).

LOCK, KINGSLEY, 60 Hunter-st. BW9370. (2KO).

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st. B0360. (2CA, 2LF, 2LT, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3CV, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 2DU, 2BS, 2MG, 3BA, 2BH). S. R. I. Clark (mng dir.), F. J. Coombes (dir. of sales).

PHILLIPS, I. W., 29 Bligh-st. BW3948. (3DB-LK, 4BK-AK, 5AD-PI-MU-SE).

RIVERINA BROADCASTERS PTY LTD, 30 Carrington-st. BX3202 (2WG, 2QN). Rep. G. A. Gibbs.

RUSSELL, FRED, 117 Pitt-st. BW7603. (VBN Ltd. 3HA-TR-SH-NE-CV and Nicholson's B'casting Service Ltd, 6PR-TZ-CI).

SCOTT, D. N., 56 Young-st. BU2763. Telegrams: Donscott Sydney. (7EX, 6PM-AM-KG-GE, 6VA, 3CS).

MELBOURNE

ALLAN, STANFORD, 247 Collins-st. 63-7081. (2KY, 2BE.)

ANDERSON, HUGH, 130 Exhibition-st. MF3674-6 (2UE, 2KO, 2GZ, 2NZ, 2IM, 3GL, 4BK-AK, 5AD-PI-MU-SE, 7EX, 7HT.)

GILDER, D. G., 18 Queen-st. Telegrams: Twouw Melbourne. MU2819. (2UW.)

HAIG-MUIR PTY LTD, 34 Queens-rd, SC2, BM3641-2-3. Telegrams: Haig-Muir Melbourne. (2HD, 2QN, 2WG, 4KQ, 4LG, 4MK, 6KY-NA, 7BU, 7AD, 7QT, 7SD, Grace Gibson Radio & TV Prod.) R. F. Haig-Muir (Mng. dir.).

HAVRE, JOHN, 422 Collins-st. MU3011.

JEFFREY, E. L., 370 Little Collins-st. MU3115. Telegrams: Jeffradio Melbourne. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4ZR, 4VL, 2KM, 2KA, 2BH, 3CS, 5KA-AU-RM, 6PM-AM-KG-GE, 6VA.). E. L. Jeffrey (princ.)

MACQUARIE BROADCASTING SERVICE, 382 Larrobe-st. FJ3671. (2GB, 2CA, 2DU, 2BS, 2RG, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3CV, 3BA, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA.) Roy Heath (Melb. mgr).

OATEN WARD, 379 Collins-st. MU4725. (2SM, 2XL.)

THOM, J. D., 395 Collins-st. MB1792. (3MA.)

BRISBANE

ANWIN, RON, 30-38 Wharf-st. 2-0333 (2UW, 4AY, 4GR, 4LG, 4MB, 4VL, 4ZR, 4RO, 4MK, 4SB, 2MW.)

WOOD, ERIC, 329 Adelaide-st. 2-2735. (2HD, 2RE, 5KA-AU-RM.)

**OVERSEAS RADIO-TV REPS
IN AUSTRALIA**

British Broadcasting Corporation, London, W.I. Asian repr, James F. Mudie, MBE, 250 Pitt-st, Sydney, B0657, BM3894.

National Broadcasting Co Inc, New York, USA. Repr. by AWA Radio-TV Prog. Service, 47 York-st, Sydney, B0233. NBC Films Div. (TV prog.).

NBC Monitor radio program. Repr. by 2GB, 136 Phillip-st, Sydney, B0360, and interstate network stations.

United Press International (Inc. New York). Sth Pacific hq 505 Caltex Hse, 167 Kent-st, Sydney, BU4134-5. Bureau mgr. Eric Riel. RTT receiving station and news desk, 2 Kiogle-st, Wahroonga, JW2137. Radio & TV newsreel services, UPMT (United Press Movietone).

Voice of America, Washington, USA. Repr. by UV Information Service, 46-48 Margaret-st, Sydney (BX 7071, cables, Amconsul, Sydney).

Australian Broadcasting Commission



THE Commonwealth Government took the first steps that ultimately led to the establishment of the Australian Broadcasting Commission as long ago as 1929.

The Government entered into a three-year contract with the Australian Broadcasting Company to supply programs for what were known as Australia's A class stations.

The company was made up of motion picture, theatrical and music publishing interests.

Stuart F. Doyle was the company's chairman; Sir Benjamin Fuller its vice-chairman and these two, with Frank Albert, made up the company's directorate.

C. F. Marsden was the company's supervising manager.

The Postmaster General's Department provided the technical facilities for the company's broadcasts.

At the end of the Government's first contract with the company in 1932 Parliament enacted the Australian Broadcasting Commission Act and this brought the Commission into existence on July 1 of that year.

From that date the Commission took over control of the provision of programs from the A class stations.

Important developments in the ABC since World War II have included:

The establishment of an independent news service from June 1, 1947; and the establishment early in 1946 of the Sydney Symphony Orchestra with the aid of subsidies from the NSW State Government and the Sydney City Council.

This arrangement led to the formation of full-time symphony orchestras in the other States financed on the same basis by grants from State Governments and local government authorities.

Broadcasting of the proceedings of the Commonwealth Parliament began in July, 1946 following the passing of the Parliamentary Proceedings Broadcasting Act (1946).

The act established a joint Parliamentary committee which determines the transmitters from which the broadcasts are given, the hours of transmission and which House is to be broadcast on a particular day.

On September 10, 1954 the Commonwealth Government under terms of the Television Act (1953) appointed the ABC as the authority to provide the national television programs.

The ABC's television service began with the opening of station ABN (Channel 2) Sydney on November 5, 1956.

The Melbourne station ABV (Channel 2) began two weeks later and the service is being extended to Brisbane, Adelaide, Perth and Hobart.

Radio Australia, the Australian shortwave service to other countries began early in the Second World War.

Its objective was to provide news and explain the Australian viewpoint.

During most of the war the service was controlled by the Department of Information but in 1951 the Commonwealth Government decided that its programs should be taken over by the ABC.

Radio Australia broadcasts 23 news bulletins daily to Asia and the Pacific, North America, the British Isles and Europe and Africa.

Languages in which Radio Australia broadcasts are given include Indonesian, Mandarin, Thai and French.

STATIONS

Following are the ABC's medium frequency broadcasting stations throughout the country and their locations:—

AUSTRALIAN CAPITAL TERRITORY

2CN Canberra (1540kcs, 2kw operating power), 2CY Southern Tablelands (850kcs, 10kw).

NEW SOUTH WALES:

(Sydney.)

2BL (740kcs, 10kw), 2FC (610kcs, 10kw).

Regional.

2BA Far South Coast, Bega (810kcs, 10kw); 2CO Riverina & NE Victoria, Albury (670kcs, 10kw); 2CR Western Districts, Orange (550kcs, 10kw); 2LG Lithgow (1570 kcs, 200w); 2ML Murwillumbah (560kcs, 200w); 2NA Newcastle (1510kcs, 10kw); 2NB Broken Hill (760kcs, 1kw); 2NC Newcastle (1230kcs, 10kw); 2NR Northern Rivers, Grafton (700kcs, 50kw); 2TR Taree (720kcs, 200w); 2KP Mid-North Coast, Kempsey (680kcs, 10kw); 2NU North-Western, Tamworth (650kcs, 10kw); 2GL Northern Tablelands, Glen Innes (820kcs, 10kw); 2WN Wollongong (1580 kcs, 2kw).

VICTORIA:

(Melbourne.)

3AR (620kcs, 10kw), 3LO (770kcs, 10kw).

Regional.

3GI Gippsland, Sale. (830kcs, 7kw); 3WV Western Victoria, Horsham (580kcs, 10kw); 3WL Warrnambool (1570kcs, 200w).

QUEENSLAND

(Brisbane.)

4QG (790kcs, 10kw), 4QR (590kcs, 10kw).

Regional.

4AT Far North, Atherton (600kcs, 500w); 4QA Pioneer District, Mackay (720kcs, 2kw); 4GM Gympie (1570kcs, 200w); 4QB Wide Bay, Maryborough (910kcs, 2kw); 4QL West-

ern Queensland, Longreach (540kcs, 10kw);
4QN Northern Queensland, Townsville
(630kcs, 7kw); 4QS Darling Downs, Too-
woomba (750kcs, 10kw); 4RK Central
Queensland, Rockhampton (840kcs, 10kw);
4QY Far North, Cairns (940kcs, 2kw); 4SO
Southport (1590kcs, 200w).

SOUTH AUSTRALIA:

(Adelaide.)

5AN (890kcs, 2kw); 5CL (730kcs, 5kw).

Regional.

5CK Lower North Station, Port Pirie
(640kcs, 10kw); 5LN Port Lincoln (1530kcs,
200w); 5WM Woomera (1580kcs, 50w); 5MG
South East, Mt Gambier (1580kcs, 200w);
5PA South East, Penola (1160kcs, 2kw); 5MV
Renmark (1590kcs, 2kw).

WESTERN AUSTRALIA:

(Perth.)

6WF (690kcs, 5kw), 6WN (810kcs, 10kw).

Regional.

6GF Goldfields, Kalgoorlie (720kcs, 2kw);
6GN Geraldton (830kcs, 2kw); 6WA Wagin
(560kcs, 50kw); 6NM Northam (600kcs,
200w); 6AL Albany (650kcs, 400w).

TASMANIA:

(Hobart.)

7ZL (600kcs, 10kw), 7ZR (940kcs, 10kw),
Regional.

7NT North Tasmania, Launceston (710kcs,
10kw); 7QN West Coast, Queenstown
(630kcs, 200w).

NORTHERN TERRITORY:

5AL Alice Springs (1530kcs, 200w), 5DR
Darwin (1500kcs, 200w).

PAPUA:

9PA Port Moresby (1250kcs, 500w).

SHORT WAVE SERVICES

VLG, VLH, VLR (all Lyndhurst, Vic,
LG-LH, 10kw, LR, 5kw), VLI (Sydney, NSW,
2kw), VLM, VLQ (Brisbane, Qld, 10kw),
VLT (Port Moresby, Papua, 2kw), VLW-VLX
(Perth, WA, LW 2kw, LX 10kw).

(Note: Frequencies on which these short
wave stations transmit are varied as required
for best results.)

EXPERIMENTAL FREQUENCY MODULATION SERVICES

(See special FM Section page 166)

AUSTRALIAN BROADCASTING COMMISSION

Australia's National Radio and
Television Service

Head Office: 264 Pitt Street,
Sydney, N.S.W.

TELEVISION STATIONS

ABN Sydney

Opened: Nov. 5, 1956.

Transmitter and Site: Pacific Highway, Gore Hill. Marconi transmitter (through AWA). Manned and operated by PMG's Department.

Studios: Located with transmitter at Gore Hill (JF0433).

Facilities: Two studios each 80ft x 60ft, one studio 20ft x 30ft.

Equipment: Includes OB van with three Pye cameras and four Raytheon VHF links; three Marconi camera chains, two EMI CPS camera chains, two EMI 16-35mm Telecine channels and one Fernseh telerecording unit with two Siemens magnetic tape sound recorders, Houston Fearless rapid processing unit.

Operating Hours: Mon.-Fri., 4-10.45pm; Sat., 1.30-10.45pm; Sun., 11am-12.15pm (twice weekly for Church services), 2.30-4pm (winter only), 6-10.30pm. During school terms educational telecasts, 2.30-3pm Tuesdays to Fridays.

Technical Facilities: Channel 2 (63-70 megs, 64.25 megs vision and 69.75 megs sound). 100kw vision ERP, 20kw sound ERP.

Antenna: 500ft, 820ft above sea level.

ABV Melbourne

Opened: Nov. 19, 1956.

Transmitter and Site: Barnes' Lookout, Mt. Dandenong. Marconi transmitter (through AWA). Manned and operated by PMG's Department.

Studios: Located Gordon-st, Elsternwick. LF8181, 8191.

Facilities: Two 80ft x 60ft, one 20ft x 30ft studios.

Equipment: OB van with three Pye cameras and four Raytheon VHF links, five Marconi Image Orthicon and two EMI CPS chains, two EMI 16-35mm Telecine channels and one Fernseh telerecording unit with two Siemens magnetic tape sound recorders. Houston Fearless rapid processing unit.

Operating Hours: Same as ABN Sydney, except school telecasts (3-3.30pm Mondays to Thursdays).

Technical Facilities: Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs). 100kw ERP visual, 20kw ERP sound.

Antenna: 364ft, situated 2300ft above sea level, Mt Dandenong.

ABQ BRISBANE, ABS ADELAIDE, ABW PERTH, ABT HOBART

The Commonwealth Government an-

nounced its decision in September, 1957 regarding the extension of the television service to Brisbane, Adelaide, Perth and Hobart. The ABC will operate the national television stations in each of these cities.

The construction of studio and office accommodation is now proceeding under the supervision of the Department of Works and tenders have been let for the supply of studio and outside broadcasts technical equipment.

It is expected that the Brisbane station, ABQ, will be on the air before the end of 1959 in time to cover some of the Queensland Centenary celebrations.

The remaining stations will open in 1960.

COMMISSIONERS AND EXECUTIVES

Present Commissioners of the ABC are: **Sir Richard Boyer, KBE, MA** (chairman), **E. R. Dawes CMG** (vice chairman), **Sir John Medley Kt, DCL, LLD, MA**, **Hon. Dame Enid Lyons, GBE, A. G. Lowndes, MSc, Mrs. E. F. Byth, OBE, BA, H. B. Halvorsen, FCA (Aust.)**.

General manager, **Charles Moses, CBE**.

Assistant general manager, **A. N. Finlay, MC**.

Controller of programs, **Dr. Keith Barry**.

Controller of administration, **T. S. Duckmanton**.

Editor-in-chief, ABC News, **W. S. Hamilton**.

Director of music, **Herbert Cannon**.

Director of light entertainment, **David Porter**.

Director of drama and features, **Neil Hutchinson**.

Director of talks, **Alan Carmichael**.

Assistant controller of programs, **C. Semmler**.

Director of rural broadcasts, **John Douglass**.

Director of youth education, **C. R. Bull**.

Controller of technical services, **Lloyd Hadfield**.

Director of finance, **R. G. Gifford**.

Technical supervisor, **S. Darling**.

Federal sporting supervisor, **B. F. Kerr**.

Federal concert manager, **R. G. Lamb**.

Federal supervisor of religious broadcasts, **Dr. J. Munro**.

Editor, ABC Weekly and TV News-Times, **J. G. Paton**.

Federal supervisor of publicity, **Charles Buttrose**.

Supervisor of the children's hour, **J. Appleton**.

ABC State managers: Victoria, **J. R. E. Chapple**; Queensland, **D. E. Felsman**; South Australia, **C. Wicks**; Western Australia, **E. K. Sholl**; Tasmania, **F. W. Reed**; Papua and New Guinea, **D. R. Channell**.

Home and interstate offices and overseas representatives:

SYDNEY, Broadcast House, 264 Pitt-st. Cables and telegrams ABCOM. Box 487 GPO, Sydney. Telephone B0657. **News Department**: Woolworth's Building, Kellett-st, King's Cross. Cables & telegrams Broadnews. Telephone FA7701.

MELBOURNE (HQ), Majella, 473 St. Kilda-rd. Telephone BM3311. Telegrams Broadcast, Melbourne. **News Dept.**: Broadnews, Melbourne.

BRISBANE, 612 Coronation Drive, Toowong. Telephone 2-0561. Telegrams Broadcast, Brisbane.

ADELAIDE (HQ), Hindmarsh Square. Telephone W1611. Telegrams Broadcast Adelaide.

PERTH (HQ), St. George's Terrace. Telephone 23-1811. Telegrams Broadcast, Perth.

HOBART (HQ), City Mutual Life Building, 26 Elizabeth-st. Telephone B7821. Telegrams Broadcast Hobart.

LONDON, T. W. Bearup (representative), Australian Broadcasting Commission, 54 Portland Place, W.1. Cables Austcast, London.

NEW YORK, Miss Nell Fleming (representative), Australian Broadcasting Commission, Room 3320, 630 Fifth Avenue, New York 20. Cables Austcast New York.

SOUTHEAST ASIA, C. V. J. Mason (representative), Australian Broadcasting Commission, 302 Orchard-rd, Singapore I. Cables, Austcast Singapore.

PAST COMMISSION MEMBERS

The original members of the Commission were: The late Sir Charles Lloyd Jones (chairman), Herbert Brookes (vice chairman), R. B. Orchard, Dr. R. S. Wallace and Mrs. Elizabeth M. R. Couchman.

Sir Charles Lloyd Jones resigned from the chairmanship as from June 30, 1934 and was succeeded by W. J. Cleary.

The original term of appointment of the members of the Commission was three years and this period expired on May 25, 1935.

Orchard and Mrs. Couchman were re-appointed but Dr. Wallace did not seek re-appointment. J. W. Kitto, OBE, was appointed for three years in his place. On December 31, 1939 Brookes, Orchard and Kitto retired.

E. C. Rigby was appointed vice-chairman. R. J. F. (now Sir Richard) Boyer and Sinclair J. McGibbon were appointed in their place.

The terms of Rigby, Mrs. Couchman and McGibbon expired on June 30, 1942 and their places were taken by P. G. J. Foley of Perth (who became vice chairman), Mrs. Ernestine Hill, of Adelaide, and J. D. G. (now Sir John) Medley of Melbourne.

Cleary and Boyer were reappointed for further periods. Mrs. Hill resigned as from September 30, 1943 and Foley died on November 7, 1943.

Cleary resigned as chairman as from March 31, 1945 and was succeeded by Boyer.

E. R. Dawes of Adelaide succeeded Foley as vice chairman on December 6, 1944 and Mrs. I. M. Kent of Perth was appointed in place of Mrs. Hill.

J. S. Hanlan, of Sydney, was appointed to the Commission on April 1, 1945.

Following an amendment to the Broadcasting Act (1942-48) the constitution of the commission was altered to include departmental representatives from the Treasury and the Postmaster-General's Department.

In accordance with this amendment P. W. Nette, First Assistant Secretary, Department of the Treasury and P. E. R. Vanthoff, MVO, Deputy Director of Posts and Telegraphs (now retired), were appointed Commissioners from March 15, 1949.

J. S. Hanlan died on September 13, 1949 and C. W. Anderson succeeded him on October 25, 1949. With the appointments of Nette and Vanthoff the number of Commissioners was increased from five to seven.

Mrs. Kent's term of office expired in December, 1950, and she was succeeded by Dame Enid Lyons, GBE.

Anderson ceased to be a member on April 30, 1952 and J. C. Stewart was appointed in his place on June 3, 1952.

Nette also ceased to be a member on June 7, 1952 and M. W. O'Donnell was appointed Treasury representative in December, 1952.

Following enactment of the Broadcasting and Television Act (1956) another change was made in the Constitution of the Commission.

Representatives of the Postmaster-General's Department and the Department of the Treasury were replaced by private citizens — H. B. Halvorsen and A. G. Lowndes.

The term of office of J. C. Stewart expired on June 30, 1956. Mrs. E. F. Byth succeeded him.

WHO MAKES YOUR RECORDED COMMERCIALS ?

**3UZ now has among the best
trade recording facilities in Australia**

4 Studios

AUSTRALIA'S
BEST COMMERCIALS

RECORDED BY

*the
greater*

3UZ

**2 Dramatic
Control Rooms**

**A completely equipped recording room
available full time for the use of
agencies and clients**

**COMPETITIVE RATES OBTAINABLE
FROM RECORDING MANAGER 3UZ**

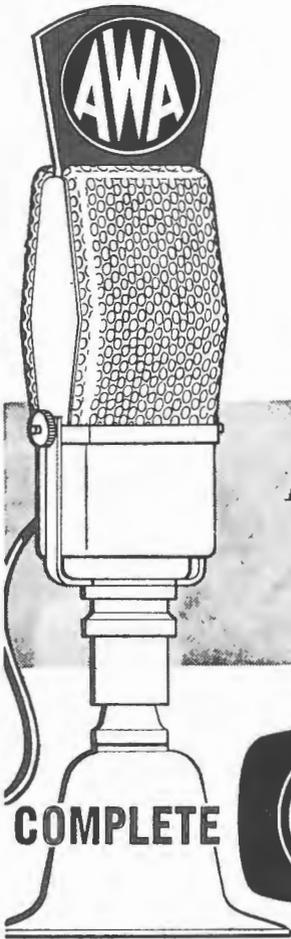
Radio production units

● ***Transcription distributors***

● ***Recording facilities***

● ***Miscellaneous services***





Radio and Television Programme Service

*A.W.A. Radio & Television
Programme Service provides
the most comprehensive
range of programme
features and facilities*

COMPLETE



RECORDING SERVICE

RADIO FEATURES. Australia's No. 1 source of recorded programmes. Producers of every type of radio feature.

COMMERCIAL RECORDING. Studios in Sydney and Melbourne provide the most modern technical facilities for custom-built recordings.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 YORK STREET, SYDNEY - B 0233

167 QUEEN STREET, MELBOURNE - MU 9161

SINCE the recording of the first experimental radio program by Columbia (now EMI) in 1930, the Australian transcription industry has made giant strides, and today the yearly value of transcribed radio programs is between £750,000-£1million.

Studios and recording equipment now in use by Australian program recording companies—showing immense technical advances on the improvised facilities of the early 1930s—are valued at £250,000. Overall, the industry is recording about 135 quarter hours per week.

Possibly the best known pioneer of the Australian program production industry, and one of radio's greatest and best loved dramatists and personalities was the late George Edwards and his wife, Nell Stirling, who teamed with Columbia to record under the now famous title of Columbia-George Edwards Productions.

In 1950, the first association was formed to look after and protect the interests of recording companies. It was the Radio Recording Producers Association.

Although extremely helpful in stabilising prices and solving other worries, the Association lacked full support and later became dormant.

Then in 1956, top industry executives, headed in Sydney by R. V. Southey (EMI) and in Melbourne by Noel Dickson (ART), formed the now powerful industry organisation the Australian Radio Producers Association.

Its members, representing almost the entire Australian program production industry, are: EMI (Australia) Pty Ltd, Australasian Radio (& Television) Productions, Australian Record Company (program division), Amalgamated Wireless (Aust.), Grace Gibson Radio & TV Productions, Ron R. Beck Productions, Hector Crawford Productions, Hepworth Productions, Donovan Joyce Productions, Artransa and Fidelity Radio.

President is Noel Dickson, vice president, R. V. Southey, and secretary, J. Graham (Holt, Graham and Newman—solicitors).

Association hq is in Melbourne, 178 Collins-st (MF1051).

Apart from the home front, Australian transcription industry derives an important portion of its yearly income from program sales to English speaking countries throughout the world, including New Zealand, England, USA, Canada, Ceylon, and South Africa.

The high esteem in which Australian programs are held overseas, speaks clearly of the high technical standard of local productions and the outstanding ability of local artists, producers and technicians.

AIR PROGRAMS OF AUSTRALIA, 12 Castlereagh-st, Sydney (BW6271). Cables Air Programs. Program producers and distributors.

Directors: Walter J. Hucker (man. dir.), Wendy J. Hucker.

Wide range production facilities and is completely equipped with own original and duplicating tape recording equipment.

AMALGAMATED WIRELESS (A/SIA) LTD: Recording dept, 47 York-st, Sydney. (B 0233). Cables, Expanse, Sydney. Producers of transcriptions and records.

Executives: A. E. R. Fox (assist. gen. mngr), W. J. McLean (mngr).

Studios: One Melb. and three Sydney studios, equipped with 12 tape recorders and portables and six disc recorders. All other production facilities.

Repr.: AWA Melbourne, Brisbane, New Zealand, and London; Pan American Broadcasting Co, New York, USA; RCA-Victor, Canada.

ARTRANSA PTY LTD: 136 Phillip-st, Sydney, (B 0360).

Executives: R. T. Lord (mngr), J. Bradley (radio prod. mngr), S. Baker (radio sales mngr), C. Pym (sales exec.).

Studios: Both studios have Emitape recorders, disc recording machines, extensive sound effects library.

Repr: L. Fillmore, Artransa Pty Ltd, 22 Bendigo-st, Richmond, Vic. (JB1149-1140); Paul Talbot, Fremantle Overseas Radio & TV Inc, 366 Madison Ave, New York, USA; John Walker, Artransa Pty Ltd, Box 10676 P.O., Johannesburg, South Africa; Talbot Television Ltd, Axtell Hse, Warwick-st, London, W.1 (Gerrard 8225).

AUSTRALIAN PRODUCTION UNIT, 504 Little Collins-st, Melbourne. (61-2139). Radio and TV feature and commercial producers.

Directors: R. M. Roberts.

Executives: Bill Roberts (prod. mngr), Gordon Leed (sales mngr), Barbara McIntosh and John Cooper (staff prods).

AUSTRALIAN RECORD COMPANY (PROGRAM DIVISION), 29 Blich-st, Sydney. (BW 5741). Telegrams, Discosound, Sydney. Producers of radio features and commercials.

Executives: G. Grimsdale (exec. prod.), B. Westwood (prod.).

Studios: Two studios, fitted complete with consoles and amplifier equipment, with more than 16 different types of microphones. Tape facilities are covered by EMI BTR type professional machines, with rack mounted and

portable recorders. Four speed Nuttall disc recorders, Nuttall recording lathes supported by Presto recorders.

AUSTRALASIAN RADIO & TELEVISION PRODUCTIONS PTY LTD. Head office, 352 Collins-st, Melbourne (MY1188), Studio & Despatch, 65 Palmerston-cres., Sth Melbourne, MX5148. Sydney office, 283 Elizabeth-st (MA9881-2-3). Cable addresses: (Head office) Display, (Studio) Fanfare, (Sydney office) Fanfare. Feature program producers.

Directors: Noel Dickson (chairman and man. dir.), P. M. Daniell, J. Joyce (secy).

Staff: Roly Barlee (Melb. mngr & chief prod.), George Richards (Sydney mngr).

Repr.: Frank Mason & Co (Aust) Pty Ltd, 62 Rundle-st, Adelaide; R. Anwin, 30 Wharf-st, Brisbane (for Qld country stations); Frank Mason & Co Ltd, 33 Norfolk-st, Strand, London; Harry S. Goodman Productions, 19 East 53rd St, at Madison Ave, New York, USA; All Canada Radio Facilities Ltd, 80 Richmond-st West, Toronto, Canada; Artransa Pty Ltd, Belray Bldg, Fox & Troye Sts, Johannesburg, South Africa.

BECK, RON R., PTY LTD, 69-71 Reservoir-st, Sydney (MA9833). Ronbeck, Sydney. Radio and TV program producers.

Directors: J. Maddocks Cohen (chairman), R. R. Beck (man. dir.), B. W. M. Beck.

Executives: J. E. Tregonning (gen. mngr), Rosemary Sheekey (prod. dir.), B. Beck (mngr), L. Thomas (chief engr), R. J. Graham (secy).

Studios: Custom built equip., plus AWA, MBH pickups, AWA transcription units. Specialises in OB production. Has £35,000 worth of OB equipment, including two vans, PA system, recorders, microphones, panel equipment, and stereophonic sound rec'ding equipment.

BRITISH AUSTRALIAN PROGRAMMES PTY LTD, 60 Hunter-st, Sydney (BW 4661). Recording studio.

Directors: Grace Gibson (govng dir.), R. R. Parr, Betty Barnard (secy), Wm. Robson.

Executives: J. M. Woodward (mngr and chief engr).

Studios: Equipped with variable pitch lp rec. equip., magnecord tapes, full sound effects and musical library.

Repr.: R. Haig-Muir, Haig-Muir Pty Ltd, Stanhill, 34 Queens-rd, Melbourne, Vic. (BM 3641); Eric Wood, Box W1918 GPO, Brisbane, Qld (2-2735); Noel Batye, Batye

Pty Ltd, Phillip-st, Sydney, NSW (Sydney sales rep., 27-4515); Charles Michelson, 45 West 45th St, New York, USA.

BROADCAST EXCHANGE OF AUSTRALIA PTY LTD, 32 Market-st, Melbourne (MU6171) Beadisc, Radio feature and commercial producers.

Directors: Hugh Anderson, W. G. Chipindall, P. D. George.

Executives: H. V. Barrow (gen. mngr), Monty Maizels (prod. mngr).

CHRISTIAN BROADCASTING ASSOCIATION PTY LTD, 12-14 Pine Ave, Five Dock, NSW (WF 8612). Religious program producers.

Directors: Rev. Vernon Turner, Eric Bird.

Studios: Two recording studios, fully equipped with Byer tape and disc recorders, 30 channel mixing central control desk, complete musical and sound effects library, including a Christie theatre organ and recording quality piano.

COMMERCIAL RADIO PRODUCTIONS, Baker Hse, Irwin-st, Perth (23-4397, WM4321). Advertising specialists, producers of radio and sound film.

Directors: Guy Drew (gen. mngr).

CRAWFORD, HECTOR, PRODUCTIONS LTD, 40 Little Collins-st, Melbourne (MF4911). Cables, Crawfordisc. Program producers.

Directors: Hector Crawford (man. dir.), Dorothy Crawford, John Ormiston Reid, A. Leo Finn.

Rep.: A. L. Finn, 66 King-st, Sydney, NSW (BX6161); L. S. Wise Ltd, 196 Gilles-st, Adelaide, SA (W5818); J. A. Mercer, Ad-Craft Advertising Service, 8 Esplanade, Perth, WA (23-2596); All Canada Radio Facilities Ltd, Victory Bldg, 80 Richmond-st, Toronto, Ontario, Canada; Artransa Pty Ltd, Belray Bldg, Fox & Troye Sts, Johannesburg, South Africa (22-9410), International Library Service, Carlton Hse, Lower Regent-st, 19 don, UK; Harry S. Goodman Productions, 19 East 53rd-st, Madison Ave, New York, USA.

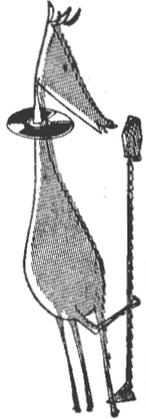
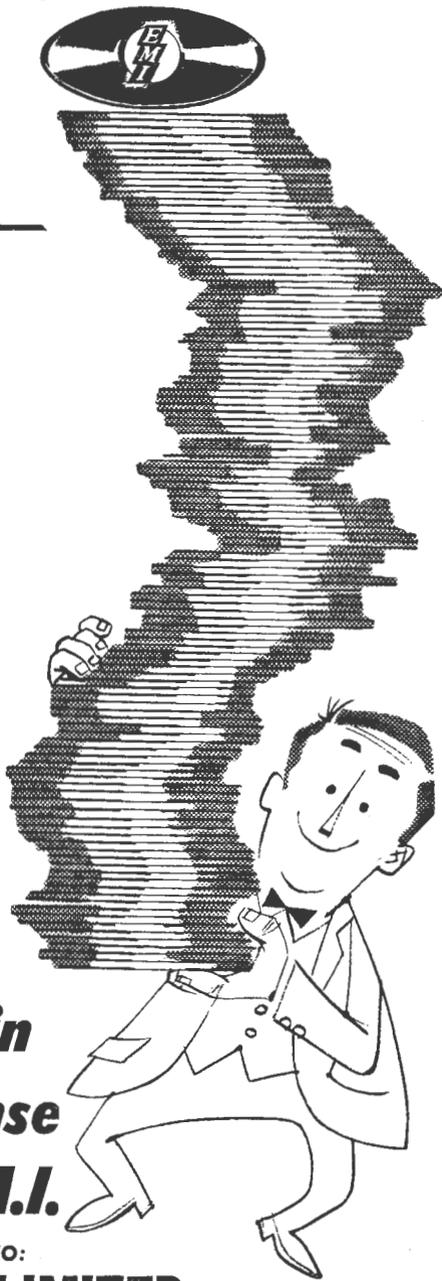
Studios: Two studios, one for film and drama production, the other for TV production. Larger studio would accommodate symphony orchestra and full chorus.

**We're breaking
records
making records**

More and more advertisers, advertising agencies, radio stations and independent record distributors are turning to E.M.I. for record production.

WHY?

The answer's simple. Only E.M.I. provides a complete service that's tops in quality right through the manufacturing process. From microphone to the records in their bags, every step is quality controlled. With all this guaranteed quality goes quantity. No order is too large. With two strategically placed plants, one in Sydney, one in Melbourne, E.M.I. has the production capacity to handle big orders really fast. E.M.I.'s greater experience in the recording of sound and greater production facilities mean extra service and extra care all the way.



***It's just plain
horse sense
to choose E.M.I.***

ALL ENQUIRIES TO:

E.M.I. (AUSTRALIA) LIMITED

301 Castlereagh Street, Sydney — Phone: BA 2501

KEITH STEVENS, Sales Manager
Radio Programme and Commercial
Recording Sales Department.

MELBOURNE:
JOHN HAYRE, Temple Court, Collins St.



EMI (AUSTRALIA) LIMITED, Emitron House, 301 Castlereagh-st, Sydney (BA 2501) Cables Emitron Sydney. Program producers.

Directors: John M. Burnett (chairman and man. dir.), Joseph F. Lockwood, Leonard J. Brown, Richard G. C. Parry-Okeden, Vivian J. Chalwin, George A. C. Kiernan and Joseph W. R. Hughes.

Executives: Norval W. Scott (secy), R. V. Southey (recdg dir.), K. Stevens (sales mngr, transcriptions & com'cial recordings).

Studios: Three recording studios, each with own control room fitted with special consoles equipped with six turntables and eight microphone channels.

Largest studio is used for orchestral and instrumental recordings, second for dramatic and serial presentations and third for recording talks, commercials or auditioning.

Repr.: EMI (Aust) Pty Ltd, 167 Flinders Lane, Melbourne, Vic (MF 2211); EMI Ltd, 265 Rundle-st, Adel. (W 4741), EMI (Aust) Ltd, PO Box 90, Salisbury, SA. (LX9, ext. 6181); John Havre, 422 Collins-st., Melbourne (MU 3011); Electric & Musical Industries, Hayes, Middlesex, UK (parent co.).

FIDELITY RADIO PTY LTD, 365 Kent-st, Sydney (BX 6291). Cables, Fidad. Producers and marketers of radio programs, commercials and fidelity recordings.

Executive: Alfred G. C. Ward (mngr).

Studios: Equipped with all disc and tape recording equipment.

Repr.: Don Gilder, 18 Queen-st, Melbourne (MU2819); Harry S. Goodman Productions, 19 East 53rd-st, at Madison Ave, New York, USA.

GRACE GIBSON RADIO & TV PRODUCTIONS PTY LTD, City Mutual Bldg, 60 Hunter-st, Sydney (BW 4661). Gragibson, Sydney. Radio program producers, TV film distribs.

Directors: Grace Gibson (govng dir.), R. R. M'D. Parr, Betty Barnard (secy & mngr), Wm. Robson (acct.).

Library of over 25,000 ¼hr transcriptions, large library Aust., US scripts. Extensive studio accommodation, wide range production equipment.

Repr.: Haig-Muir, 34 Queens-rd, Melb. (BM3641); Eric Wood, box W1918, GPO, Bris. (2-2735); Noel Battye (sales rep.), 51 Phillip-st, Sydney (27-4515). O'seas: Charles Michelson, 45 West 45th-st, New York, USA.

GRACE GIBSON DISTRIBUTORS PTY LTD, 60 Hunter-st, Sydney (BW4661). Telegrams Gragibson.

Executive: R. James (mngr).

Distributors of radio and TV programs.

Agency: Roger Enemark Advertising.

Directors & Interstate & O'seas Repr.: See Grace Gibson Radio & TV Prod. (this page).

HEPWORTH PRODUCTIONS, 148 Phillip-st, Sydney (BW 7102). Program producers.

Director: R. C. Hephworth.

DONOVAN JOYCE PRODUCTIONS PTY LTD, Caltex Hse, 167-187 Kent-st, Sydney (BU 4667). Cables, Rejoice, Sydney. Program producers.

Directors: Donovan Joyce, Nance Joyce.

Usually deals direct with stations and networks in Australia and abroad.

MBS RECORDING DEPARTMENT, 136 Phillip-st, Sydney (B 0360).

Executives: L. N. Schultz (tech. services dir.), K. Freeman (facils. mngr).

Studios: Four recdg studios, four Emitape and four Ampex machines, five disc recorders, complete sound effects library including electronic gunshot machine.

Repr.: See 2GB-Macquarie.

MOONEY-WEBB TV & RADIO UNIT PTY LTD, (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd), 349 Collins-st, Melbourne. (MU 8731).

Directors: E. J. Webb, I. Gorman.

Executive: A. Winton (prod.).

PEACH, ROBERT PRODUCTIONS PTY LTD, 65 Palmerston-crescent, Sth Melbourne. Phone MX 5147.

Director: Robert Peach (mng. dir.).

Studios: Each with special acoustic treatment, and equipped with tape and disc recording facilities, projection equipment, an electronic unit capable of producing 85 different gunfire sounds, echo chambers, audition facilities, and a mobile recording unit.

2SM RECORDING DIVISION, 257 Clarence-st, Sydney. Phone BX5381.

J. W. Brindle, in charge recording division creative staff.

Extensive studio accommodation, auditorium and tape and disc recording facilities. Specialises in singing commercials and jingles and will despatch recorded material to all States.

PRODUCTIONS

Half Hours:

Larry Kent
 Police File
 Radio Theatre
 (self-contained 30 minute
 plays by Australia's leading
 writers and actors)
 Mantrap

Quarter Hours:

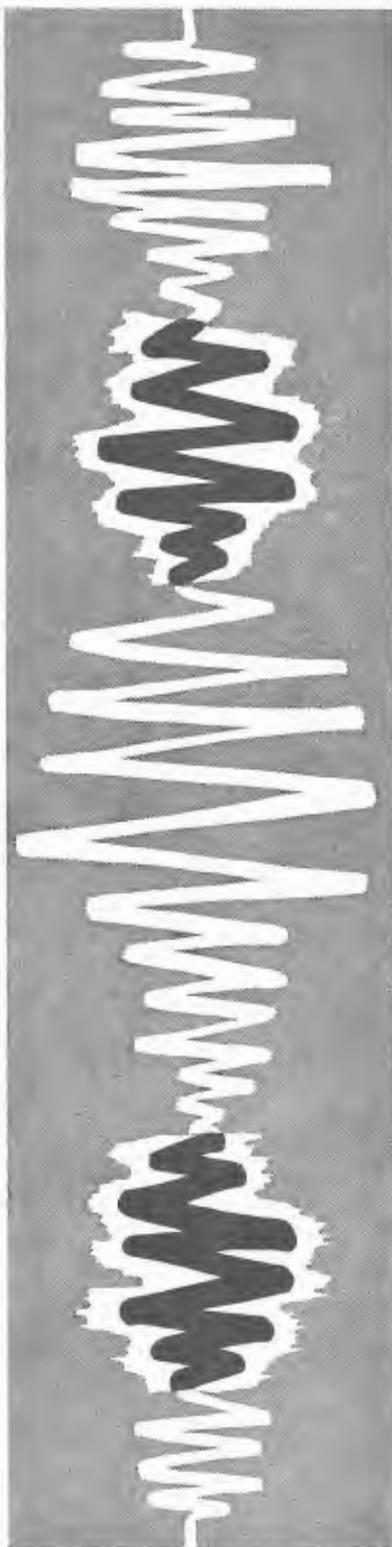
Hagen's Circus
 (737 episodes)
 Sergeant Crosby
 (208 episodes)
 Follow the Sun (208 episodes)
 Country Doctor
 (208 episodes)
 Paula Lehmann —
 New Australian
 (208 episodes)
 Is This Your Money?
 (52 episodes)
 Private Post (104 episodes)

RON R. BECK

PTY. LTD.

69-71 Reservoir St., Sydney MA9833
 Telegrams: "Ronbeck Sydney"

"Play-Beck" exclusive
 copyright free music.
 Music and Drama
 in Stereophonic Sound.
 Will custom-build any
 programme, production or
 promotion for radio
 and TV.
 Radio and TV commercials,
 scripting and production.



T.O. BROADCASTS, 45 Victoria-st, Waverley, NSW. Phone FW 3063-5204.

Manager: Rev. Kiaran O'Connell.

Religious transcription service and also Australian representative for The Hour of St Francis, Los Angeles, USA; (non-profit organisation which provides religious material for world radio airing).

2UE RECORDING DEPARTMENT, 7th Floor, Hosking House, Penfold Place, Sydney (B 0329).

Executives: Jack Pettett (mngt).

Studios: Extensive tape and disc recording facils, multiple tape dubbing, full sound effects and music library, Hammond organ and Solovox.

Specialises in planning and prod., straight and singing radio commercials.

Repr.: See 2UE radio station entry.

3DB TRANSCRIPTIONS, 36 Flinders-st, Melbourne (MF 5451). Cables Threedb, Melbourne. Program and commercial producers.

Repr.: See 3DB.

3UZ RECORDING AND PRODUCTION SERVICE, c/o 3UZ, 45 Bourke-st, Melbourne. Phone MF 4141.

Record department manager: Clive S. Waters.

Studios: 3UZ broadcast and recording studios, including auditorium with 200 seating capacity, and Hammond organ.

Handles all aspects of commercials from origin of themes to booking of artists and despatch of recorded commercials to all parts of Australia and overseas.

In addition to the above list of specialist radio production units, almost every commercial radio station is in the position to offer its clients facilities for recording of programs and radio commercials and would undoubtedly be only too pleased to give advice on any recording problem.

MISCELLANEOUS SERVICES

KEY FEATURES, 5 Telopea-st, Wollstonecraft, NSW (JF 5186).

Directors: Frank Cayley, Marea Cayley.

Company's Operation: Supplies syndicated advertising copy service to Australian and overseas stations. Also handles special copy-writing assignments, historical research and writes entertainment scripts.

OLGA DEANE, Flat 7, Baradine, King-st, Randwick, NSW. Phone FX3551.

Unique service to sporting, theatrical, radio, television and social personalities. Compiles and illustrates press, scrap and memory books.

(See also Late Listings, Page 299)

Record companies and labels

● *Production statistics*



THE substantial increase in the production of gramophone records in Australia, from 8,116,000 in 1956-57 to 9,325,000 in 1957-58, indicates the Australian record in-

dustry's sound future and financial position, and also the general public's growing interest in music.

Period	Phonograms				Phonograph Records					
	Record Changers	Record Players	Changer Type	Single Type	78 rpm	Single Play	45rpm Ext. Play	10" 12"	33 $\frac{1}{3}$ rpm	
Year	(b)				'000	'000	'000	'000	'000	
1956-57	80,191	23,262	(a)		5322	1276			1518	
1957-58	126,105	61,160	(a)		4169	2763			2393	
Three months ended Sept., 1958	18,187		(d)	1,844	5,568	228	930	351	88	444
Three months ended Sept., 1957	34,037	16,205	(a)		(a)	780	595	268	152	433

(a) Not available; (b) up to June, 1958 includes electric phonographs; (c) includes 33-1/3 rpm seven inch; (d) comparable figures not available.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD, 47 York-st, Sydney. Phone B 0233.

Director: Sir Lionel Hooke (mng dir.)

Executives: A. E. R. Fox (asst gen. mngr), B. Witte (records distribution mngr).

Labels: Radiola, Radiola-Telefunken.

I/State Distributors: Branches, 167 Queen-st, Melbourne; cnr. Cordelia & Melbourne-sts, Brisbane; Newton McLaren Ltd, 17 Leigh-st, Adelaide; Nicholsons Ltd, 86 Barrack-st, Perth; Wills & Co, 7 Quadrant, Launceston; Noyes Bros Pty Ltd, 252 Argle-st, Hobart.

BELL RECORDS PTY LTD, 81 York-st, Sydney. Phone BX2235-6. Telegrams Ding-dong Sydney.

Directors: J. A. Laing-Peach (mng dir), J. E. Madgwick (also secy), R. L. Walker (also PRO).

Labels: Bell.

I/State Repr.: Agents all States. **O'seas:** Bell Records Inc, 630 5th Avenue, New York, USA.

CARINIA CO, Daking Hse, Rawson Place, Sydney. Phone MA3234, BA3193.

Executive: M. Kulakowski (mngr).

Labels: Elite Special, Baidophon, Carinia.

I/State Repr.: Agents all States.

CORONET RECORDS PTY LTD, 11-19 Hargrave-st, E. Sydney. GPO Box 4630. Phone FA 4111. Telegrams Coronet, Sydney.

Labels: Coronet, Rodeo, Pacific.

Agency: George Patterson Advertising.

I/State Repr.: Coronet Records, 12 Swan-st, Richmond, Vic; L. S. Wise Ltd, 196 Gilles-st, Adelaide, SA; Col Hopgood Pty Ltd, Coronet Hse, 9-11 Mary-st, Brisbane; Athol M. Hill, 842 Hay-st, Perth.

CRESTA AGENCIES PTY LTD, 26 Nithsdale-st, Sydney. Phone MA 1945. Telegrams Crestagency.

Executive: E. Cigna (mngr).

Agents for Cora, CGD and Fonit labels.

EMI (AUSTRALIA) LTD, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2501.

Executives: R. V. Southey (recording studio mngr), K. East (sales mangr), J. Harrington (wholesale record div., mngr), R. Wills (artists & repertoire mngr), K. Stevens (transcription and commercial recording sales mngr).

Labels: HMV, Columbia, Capitol, Parlophone, MGM, Regal-Zonophone, Decca, London, Vogue, Felsted, Disneyland.

I/State Repr.: 167 Flinders Lane, Melbourne (MF2211); 265 Rundle-st, East Adelaide (W4741); Brambles Warehouse, National Park-st, Newcastle West (B3893).

EUROPA RECORDS PTY LTD, 4th floor, Adams Chambers, 484 George-st, Sydney. Phone BM2635, MU3316.

Label: Durium.

FESTIVAL RECORDS PTY LTD, 223-229 Harris-st, Pyrmont, NSW. Phone MW4021. Telegrams Festival Sydney.

Directors: P. A. Cullen (chairman), A. T. Anderson, N. R. Pulver, W. T. Russell, E. J. Walker, A. T. Barkl (also general mngr).

Executives: G. E. Marshall (mngr), R. H. Chatto (secretary), C. H. Beavis (prod. mngr), K. Taylor (artist & repertoire mngr), R. E. Atkinson (PRO).

Labels: Festival (original recordings by Decca Records Inc, New York), Coral, Brunswick, Metronome, Vox.

I/State Repr.: James Balfour & Co Ltd, 13 Market-st, Sydney (BX4929); STC, 113-121 Boundary-st, West End, Brisbane (4-1771); A. P. Sykes, 204 Flinders Lane, Melbourne (MF3671); Clarkson Ltd, 135 Rundle-st, Adelaide (W2911), Leroya Industries Ltd, 672 Hay-st, Perth (21-4054); Amsco Agencies, 24 Wellington-st, Launceston (B1787). **O'seas:** G. A. Wooller & Co Ltd, Chancery Lane, Auckland (45-970).

GORDON, LEE RECORDS PTY LTD, 151 Bayswater-rd, Rushcutters Bay, NSW. Phone FA 9364-7. Tele. Leedon.

Directors: A. A. Heffernan (mng dir), M. R. Moore (also sales mngtr), Lee Gordon.

Labels: Roulette, Leedon, Tico, Barclay.

Agency: Fortune Advertising.

I/State Repr.: T. Moloney, 28 Elizabeth-st, Melbourne; C. A. Pearce, 70 Bowen-st, Brisbane; A. W. G. Davey & Sons Ltd, 955 Port-rd, Cheltenham, SA; Athol M. Hill, 842 Hay-st, Perth; L. Thirgood, 24 Criterion-st, Hobart. **O'seas:** Aussie Records, 8922 West Seven Mile Rd., Detroit, Michigan, USA.

INTER RECORD CO, 352 Drummond-st, Carlton, Victoria. Phone FJ5604, MF8883.

Labels: Coro, CGD.

I/State Repr.: Cresta Agency, 537 George-st, Sydney (BM2616).

MINSTREL RECORDS COMPANY, 304 Bronte-rd, Waverley, Sydney. Phone FW7522. Telegrams Minstrel.

Manager: A. D'Ambrá.

Labels: Cetra, Vis, Minstrel, Fonit.

I/State Repr.: All States, O'seas: N.Z.

PHILIPS ELECTRICAL INDUSTRIES PTY LTD, 69 Clarence-st, Sydney. Phone BX1661. Telegrams, Argentina.

Executive: Leslie G. Gould (mngtr, record div.).

Labels: Philips, Polydor, Deutsche Gramophon, Fontana, Tops.

Agency: Hansen Rubensohn.

I/State Repr.: Branches, 148 Edward-st, Brisbane (2-2666-7); 590 Bourke-st, Melbourne (MU6091); 119 Grenfell-st, Adelaide (W2241); 381 Murray-st, Perth (21-3131); 235 Collins-st, Hobart (B2120).

PLANET RECORDS (AUST), Avenue B, Eastern Market Bldgs, Melbourne. Phone MF5931. Telegrams Planrex Melbourne.

Directors: M. Herman, R. K. Crawford.

Executives: D. Robinson (PRO), H. Hornstein (sales mngtr).

Labels: Planet, Constellation, Galaxy, Jazz Inc, Choir, Atom.

I/State Repr.: K. McCulloch (Tas), J. Scammell (SA), Athol Hill (WA), Planet Distributors (NSW); C. W. Pearce (Qld). **O'seas:** Phillip Warren (NZ), Oriole Company (England).

PRESTIGE RECORDS AND TELEVISION PTY LIMITED, 752 George-st, Sydney. Phone MA9791. Tele. Presrec.

Executives: B. J. Browne (gen. mngtr), R. K. Cotterill (mngtr), V. Bellwood (secy), L. Welch (artists-repertoire dir).

Wholesale record manufacturers & dist.

I/State Repr.: A. P. Sykes, 202 Flinders Lane, Melbourne (also for Tas.); J Scammell & Co, Featherstone Place, Adelaide; C. A. Pearce & Co, 70 Bowen-st, Brisbane.

Leedon

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- Di Mara Sisters—
ITALY
- Jeri Southern—
SOUTHERN BREEZE
- Pearl Bailey—
ST. LOUIS BLUES
- WORLD FAMOUS LOVE LETTERS—Read by David Niven
- Count Basie presents: EDDIE DAVIS TRIO & JOE NEWMAN

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Roulette — CO-STAR

The amazing record acting game. The record buyer receives recorded plays with pauses for you to act opposite your favourite film or stage star. A complete script is provided — so now you can be an actor in your own home.

Watch too for:

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The new label in Australia presenting the world's finest Latin American music.

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LEEDON ROULETTE

world's finest recorded entertainment.

Trade Enquiries:
Sydney, FA9364. Melbourne, MF8346. Brisbane, B5860. Wollongong, B1556. Adelaide, M6121. Perth, 21-6500. Hobart, 3-3601.

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A Division of

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CORPORATION LTD.**

Agents in all Australian States

RADIO ASSOCIATED SERVICES PTY LTD, 590 George-st, Sydney. Phone BM3652, MA4209.

Directors: Rex Shaw (manag. dir), Roger Ford, Jean Ford, R. Randell, N. Randell.

Executives: Rex Shaw (music director), Talbot Jones (chief technician).

Labels: Prestophone, Olympic.

O'seas Repr.: NZ, England, Canada, USA.

RADIO CORPORATION PTY LTD, Cnr. Clarendon-st and Normanby-rd, Sth Melbourne. Phone MX6911.

Labels: Nixa, Hifirecord, Clef, Mercury, Verve, Cook, Vanguard, Emarcy, Wing.

Agencies: United Service Publicity, Ansell & Associates.

I/State Repr.: Branches, 12 Palmer-st, Sydney (FA0311); 18 Little Edward-st, Spring Hill, Brisbane (6658/2-0450); 101 Flinders-st, Adelaide (W5601). Electronic Industries, 68 Railway Pde, West Perth (28-3111).

RECORDING SOCIETY OF AUSTRALIA LTD, THE, Box 572, GPO, Sydney.

Executives: Prof. A. P. Elkin (pres.), G. G. Allen (secretary), J. A. Priddice (treasurer).

Label: Brolga.

Non-profit making organisation. Records music and spoken word, also publishes monthly magazine Brolga Review.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA 8541. Telegrams, Ircapp Sydney.

Directors: R. E. Tolnay (manag. dir.), K F. Fidden (exec. dir.).

Executives: C. Pickford (mngnr, record div.), G. Richmond (mngnr, records factory), H. F. Bendell (secretary), A. J. Turner (acctnt).

Label: RCA.

Also dist. hi-fi, theatre and sound equip.

Agency: Lyle Davis Advertising.

I/State Repr.: RCA offices all States. **O'seas:** Radio Corp. of America.

SCALA TRADING CO, 18a Canberra-st, Lane Cove, NSW. Phone JB4766. Telegrams Tamylon, Sydney. PO Box 7, Lane Cove.

Directors: G. A. Roseth (mngnr), G. Polgar. **Labels:** Argo, Spotlight, Austroton, Harmona, Qualiton, Supraphon.

WATTLE RECORDINGS, 131 Cathedral-st, Sydney. Phone FA7989.

Executive: Peter Hamilton (manag. dir.).

Label: Wattle.

W&G DISTRIBUTING CO PTY LTD, 185 A'Beckett-st, Melbourne. Phone FJ3651.

Executives: H. Bone (sales and A&R mngnr), K. Chard (Sydney sales mngnr).

Labels: W & G, Magnasound, Swaggie, Theatreland, Diaphon.

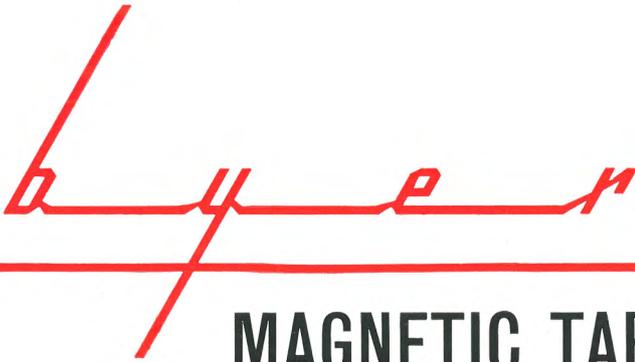
I/State Repr.: 30-40 Gibbens-st, Camperdown, NSW (LA3265). Also represented Qld, SA, WA.

FOR more than a decade the name "Byer" has been synonymous with the best in Magnetic Tape Recording equipment. Professional preference for "Byer" equipment is the reason for its use in practically every Australian Broadcasting Station and Recording Studio.

Magnetic Tape Recorder Division

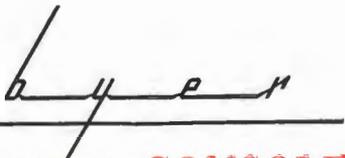
ROLA COMPANY (AUST.) PTY. LTD.

THE BOULEVARD,
RICHMOND, E.1,
VICTORIA, AUSTRALIA.

A stylized red logo for 'Byer' where the letters are connected and drawn with thick red lines. The 'B' is large and angular, the 'y' has a long descender that crosses a horizontal line, and the 'e' and 'r' are also connected to the main line. A thick horizontal red line runs across the page, intersected by the descender of the 'y'.

**MAGNETIC TAPE
RECORDING EQUIPMENT**

THE



"100" SERIES CONSOLE TAPE RECORDER



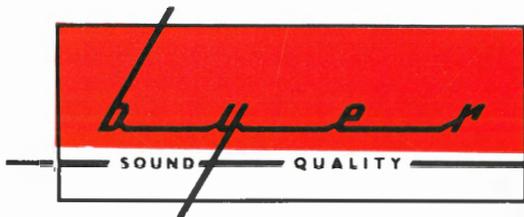
This new addition to the Byer range has been designed to traditional Byer standards.

The "100" Series Console specifications provide lower Signal-to-Noise Ratio and Wow and Flutter figures, a wider Frequency Response and a greater Operational Reliability than has hitherto been aimed for and achieved in this type of machine.

Not only is the "100" Series an outstanding performer, its design provides a Functional Flexibility never before approached.

The Byer "100" Series is normally supplied as a full-track unit, but can be made available for half-track operation or with Dual-Tracks for Stereophonic or Integration purposes.

Remote Control — Cueing and Editing facilities — Timing Accuracy — Press Button Operation — Circuit Metering — Encapsulated Laminated Long-Life Head Structure — CCIR Characteristics — Extreme Accessibility and an Interchangeable Triple-Head Assembly are only some of the many features offered.



OTHER



RECORDERS

The Byer Models 66 and 77 are the two most widely used Magnetic Tape Recorders in Australia.

They are to be found in almost every National and Commercial Broadcasting Station in the Commonwealth, in most Recording and Program Transcription organisations, in Industry and Education fields and throughout the Armed Services.

MODEL 77



MODEL 66

Designed as a General Purpose machine the Model 66 is a Heavy-Duty All-Purpose Portable Recorder.

Its design is such as to provide noise-free high fidelity recording and replay, accurate timing and extreme durability.

The Model 66 is a fool-proof "hack" machine for broadcast stations already equipped with Model 77 and "100" Series professional equipment.

PROFESSIONAL RECORDER

The Model 77 is a Professional Recorder incorporating in its design features which make it particularly suitable for Broadcast Station use.

The Model 77 Amplifier has been designed in four separate sections, a design allowing for the highest degree of operational flexibility available in a portable machine.

Incorporating the Mark II series transport mechanism this unit simplifies the planning and production of recorded material. Simultaneous Replay Monitoring — Independent Control of each amplifier — Switching from "Play" to "Recording" without any pause in tape motion — Full Editing and Cueing facilities. These are but a few of the outstanding features provided.



TAPE REPRODUCERS

The Byer Model 33B and 33C Tape Reproducers have been designed for playback purposes only. They are intended for the replay of pre-recorded tapes and the auditioning of program transcriptions.

The playback characteristics of both models conform to the highest professional standards and their editing, cueing and remote control facilities permit unparalleled flexibility of operation. The Model 33B consists of a special Mark II Series Transport Mechanism, an Amplifier, Auxiliary Spooling Mechanism to handle spool sizes up to 10½ inches and an accurate Time and Footage Indicator. The smaller model 33C uses a similar transport mechanism which accommodates spools up to 7 inches and an amplifier providing 600 ohms zero level output. No Time and Footage Indicator is fitted. Each model has an inbuilt Power Supply.



TURNTABLES

Byer Turntables are used by Broadcasting Stations and Recording Studios where constant speed control over long periods of operation, and minimum maintenance requirements, are essential.

They are available in 12 or 16 inch Models and for 3 or 4 speed operation.

The power unit of each model incorporates a specially developed resistance-balanced winding which ensures stability and smoothness of operation.

ACCESSORIES

To adapt Byer Recorders to special physical or operational needs, various Byer accessories are available. They include:

- * Remote Control Units.
- * Auxiliary Spooling Mechanisms.
- * Simultaneous Replay Monitors.
- * Head Demagnetisers.
- * Tape Splicing Equipment.
- * Plastic Spools.
- * Spool Containers.
- * Recording Tapes.



MAGNETIC TAPE RECORDER DIVISION

ROLA COMPANY (AUST.) PTY. LTD.

The Boulevard, Richmond, E.1, Victoria, JB 3921

Services to radio stations

- **Studio, recording and transmission equipment**

PHONE STC FIRST

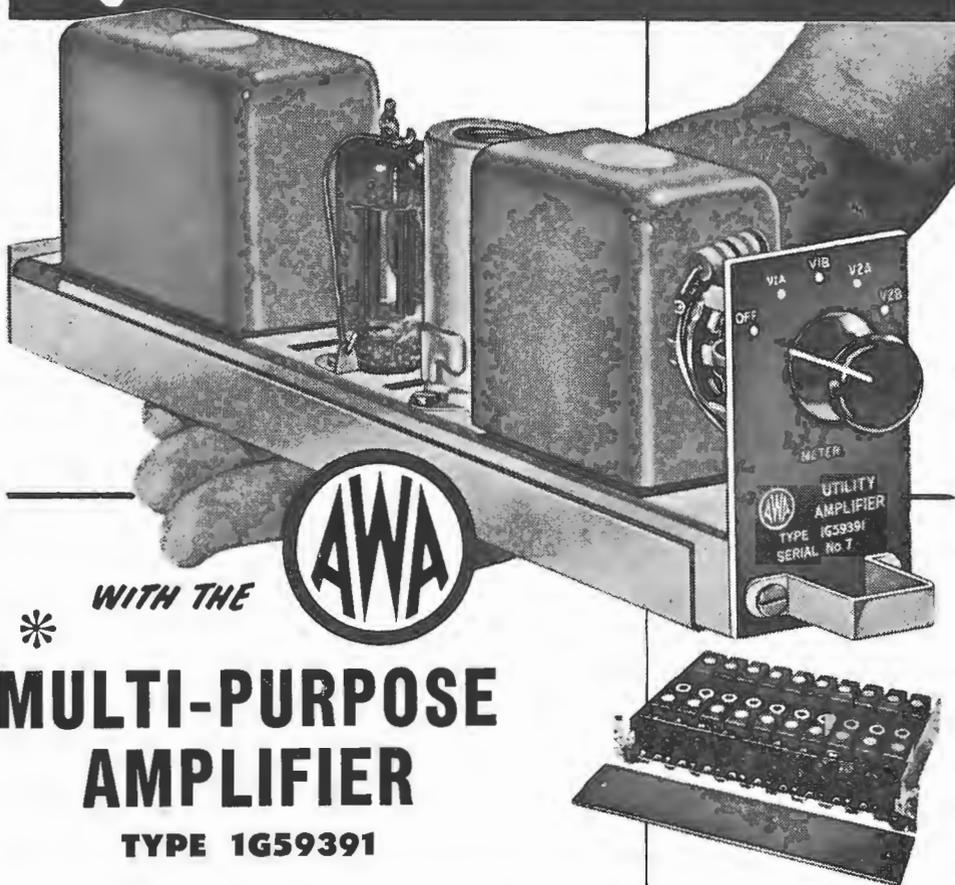
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S.T.C. — the Australian Unit of the world-wide IT & T Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.

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MULTI-PURPOSE AMPLIFIER

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SIMPLIFY your audio system with one amplifier type functioning as pre-amplifier or booster, line, isolating or splitting amplifier.

STEP UP PERFORMANCE of your audio system, by taking advantage of this amplifier's high output, low noise, low distortion and linear frequency response.

SAVE SPACE. One tenth the size of the units they supersede, ten new amplifiers fit in a tray, rack-mounting, only 3½ inches high.

For further information apply to Engineering Sales Dept.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

SYDNEY: 47 York Street. B 0233. G.P.O. Box 2516.
 MELBOURNE: 167 Queen Street. MU 9161. G.P.O. Box 1674N.
 PERTH: 544 Murray Street. BA 5945.
 BRISBANE: Melbourne and Cordelia Streets. J 1631.
 ADELAIDE: (Newton McLaren Ltd.), Leigh St. LA 0111. G.P.O. Box 1339H.

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Increased reliability achieved by highest quality components, including mating plugs with gold-plated contacts for low resistance connections, and the complete elimination of electrolytic capacitors. System reliability further improved by one type plug-in replacement for any defective amplifier.

SYDNEY

AMALGAMATED WIRELESS (AUSTRALIA) LTD, 47 York-st, Sydney. Box 2516 G.P.O. Phone B0233.

All types broadcast, transmission, studio and recording equip.

(Interstate, o'seas repr. see AWA entry services to TV Stations.)

AUROVOX MAGNETAPE CO, 98 Beresford-rd, Homebush, NSW. Phone, UM 5007. H. E. du Cros (mng'r).

All types sound recording tapes, also 16mm and 35mm sound film.

BALFOUR, JAMES & CO. PTY LTD, 13 Market-st, Sydney. Phone, BX5861, BX3777, BX2851, BX4929. Telegrams, Balfour, Sydney. S. V. G. Cohen (mng'r).

National distributors (except Vic.) Elcon tape recorders.

CHAPMAN, MAURICE & COMPANY PTY LTD, Kyle Hse, 31 Macquarie Place, Sydney. Phone 27-6857. Maurice D. Chapman (dir.).

BASF Magnetophon recording tape, BASF perforated magnetic tape.

DEECO CONSTRUCTIONS PTY LIMITED, 45 Day-st, Lidcombe North, NSW. Phone YX1496. A. L. Dixon, J. E. Dixon (dirs.), R. M. Canvin (general mng'r).

Radio-TV masts, communications equip.

ELMEC, 60 Ferris-st, Annandale, NSW. Phone LM4095. D. K. House (mng'r).

Elmec tape recording heads.

EMI (AUSTRALIA) LTD, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2501. Telegrams, Emitron, Sydney.

EMIBTR2A console recorder; TR90 (console, transportable, rack mounting types); TR51 transportable with three heads; L2B lightweight battery operated portable. All designed for broadcasting & studio use. Also Emitape in three grades, standard 88, professional 77, and long playing 99; Emifilm (35, 17.5, 16mm).

FALK, FRED A. & CO PTY LTD, 28 King-st, Rockdale, NSW. Phone, LX 4783. Telegrams, Gramofalk, Sydney.

Dual recordchangers and players, Platter-racks (record storage stands), portable gramophones.

HEROFON ENGINEERING, 510 King-st, Newtown, NSW. Phone LA4703.

Filmag sound unit.

MAGNECORD AUSTRALASIA PTY LTD, Kyle Hse, 31 Macquarie Place, Sydney. Phone 27-6857. Maurice D. Chapman (dir.). MagneCORD magnetic recording equipment.

MAGNETIC SOUND INDUSTRIES (AUST.) (div. of P. R. Clark Holdings Pty Ltd), 387 George-st, Sydney. Phone BX4440, BX4587.

Distributors, Elcon, AWA, Tecnicorder, Grundig Tanberg, Afgis equipment.

MINNESOTA MINING & MANUFACTURING (AUSTRALIA) PTY LIMITED, 2 Wentworth-ave, Sydney. Phone MA9473. Telegrams Minnesotamin, Sydney.

Directors: R. S. Priebe (mng dir.), W. H. Siegeworth (prod. dir.), J. D. Dunmire (sales dir.).

3M and Scotch brand products, Thermo-Fax brand copying products.

Agency: Jackson Wain.

I/State Repr.: Branches in all capital cities. O'seas: 26 Customs-st, East, Auckland NZ. Phone 48-497.

NOVA ELECTRICAL PTY LTD, 311 Sussex-st, Sydney. Phone BM6138, BM2350.

Novatape tape recorders & equipment, heads, special amplifiers for domestic & professional use, amplifying systems, mixers & control desks. Tradenames, Novatape, Studio, Sonic Midget.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, 69 Clarence-st, Sydney. Phone BX1661. R. L. Clinch (ELA division).

All types studio recording equip.

(Interstate, o'seas repr.: See Services to TV Stations.)

RECORDING PRODUCTS, 155 Booth-st, Annandale, NSW. Phone MW2193. S. L. Lane (mng'r).

Audex Royal recording blanks, play-back and master discs. AWA sole Aust. distributor.

SKILFAST PTY LTD, 5 Bermill-st, Rockdale, NSW. Phone LX5655. Telegrams, Skilfast. F. E. Watmough (mng'r).

Radio-TV masts.

STANDARD TELEPHONES & CABLES PTY LIMITED, 252-274 Botany-rd, Alexandria. Phone MX0444. Telegrams Relay Sydney. A. H. Cameron (general mng'r). Also located at Moorbank-ave, Liverpool, NSW (UB7331).

Radio transmission equip.

I/State Repr.: Branch, 174 King-st, Mel-

bourne (MY1406); M. J. Bateman Pty Ltd, 12 Milligan-st, Perth; STC (Q), 113 Boundary-st, West End, Brisbane; Cornell Electronics Limited, 122 Pirie-st, Adelaide; Unbehaun & Johnstone Ltd, 58 Gawler Place, Adelaide; W. & G. Genders Pty Ltd, Launceston, Devonport, Hobart & Burnie, Tas. **O'seas:** International Telephone & Telegraph Corporation, London & USA.

TECNICO LIMITED, Carrington-rd, Marrickville, NSW. Phone LL0411. Telegrams Tecnico Sydney. P. M. Threlfall (manag. dir.).

Pye-Tecnico Tecnicorda tape recorders.

TELECOMMUNICATIONS COMPANY OF AUSTRALIA, 20 Herbert-st, Artarmon, NSW. Phone JF2171.

L. Cunane (snr NSW repr.).

All types broadcast, transmission and studio equipment.

Agency: Hansen Rubensohn.

UNITED RADIO DISTRIBUTORS PTY LTD, 175 Phillip-st, Sydney. Phone BW3718-3926.

Distributors of Ferrograph magnetic tape recorders, amplifiers and Goodman's loudspeakers.

MELBOURNE

BYER INDUSTRIES PTY LTD (Division of Rola Co (Aust) Pty Ltd), 8 Dorcas-st, South Melbourne. Phone MX5171. Telegrams, Byerind.

Byer magnetic tape recorders, transcription turntables and playback facils.

GRAY, SIMON, PTY LTD, 28 Elizabeth st, Melbourne, Cl. Phone MF8211, MF8166, Aust. Distr. Gramplan BBC type disc recording amplifiers and cutter heads, Neumann automatic disc recording machines and Neumann condenser microphones, Leak audio amplifiers, Wharfedale loudspeakers, Ortofon pick-ups and Ortofon recording equipment, Harcroft sapphire recording cutters, Tandberg tape recorders.

JOHNS & WAYGOOD LIMITED, City-rd & Cecil-st, Sth Melbourne, SC5. Phone MX1241. Telegrams Johnsway.

Directors: F. Peter Johns (mng dir.), J. T. Reid, W. Mark Pollard, S. H. Bull, W. C. Farrar.

Supply and erection of steel radio masts, television towers and allied equip.

PYROX LIMITED, Cnr Queensberry & Drummond-sts, Melbourne, N3, GPO box 492h. Phone FJ9121, FJ9125. Telegrams Pyrox. G. W. Sharwood (general mngtr).

Pyrox Magictape taperecorders.

I/State Branch: 69-71 Edward-st, Pymont, Sydney (MW4417).

ROLA COMPANY (AUST.) PTY LTD, HQ, electronic and magnetic divisions, The Boulevard, Richmond, Vic. Phone JB3921; Wire div. Princes Highway, Harrisfield, Vic (746-9378), magnetic tape recorder div., 8 Dorcas-st, Sth Melb. (MX5171); Sydney office, 167 Kent-st, Sydney (BU6147).

Managing director: A. L. C. Webb. Assoc. dirs: S. K. Blair (mktg dir), E. J. S. Adams (prod. dir), F. Levi (eng. dir), J. B. Harbort (NSW regional assoc. dir).

Manufacturers, loudspeakers, TV components, winding wires, tape recorders and permanent magnets.

VELCO SOUND SYSTEMS PTY LTD, 520 Bridge-rd, Richmond, Vic. Phone JB2511. Telegrams Soundsystems. R. A. Durand (mngtr).

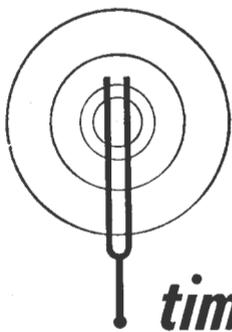
Elcon TR6 tape recorders, TR6R radio-corders (combined radio receivers-tape recorders).

PERTH

ELECTRONICS (AUST.) PTY LTD, Perth, WA. Phone 3-4862, 6-2061. Telegrams, Tapeit.

Recording equipment.

See also Services to Television Stations page 149.



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Executives in radio, recording and television companies — and now the sponsors too — know that it takes high quality audio equipment to process the sound that sells.

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Condenser Microphones and Automatic Disc Recording Machines

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AUSTRALIA'S LEADING TV CHANNEL



There's a wealth of TV entertainment seven days a week for every member of the family from the world's leading artists of stage and screen — when you direct the viewing to Channel 9.

- ★ DRAMA
- ★ ADVENTURE
- ★ FILMS
- ★ COMEDY
- ★ WESTERNS
- ★ NEWS OF THE DAY

Is it any wonder everybody says . . .

THE VIEWING'S FINE ON CHANNEL 9

Television stations

- *Sydney*
- *Melbourne*
- *Brisbane*
- *Adelaide*
- *Perth*
- *Hobart*





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ATN**



WE could write a book about ATN, but it all boils down to this:
ATN has the biggest, best-equipped studios in Australia . . . the greatest number of locally produced programmes . . . the finest selection of TV films.
For local Sydney buying — or national network — you can't look past ATN — CHANNEL 7 — SYDNEY. At the ATN Television Centre, Epping. Phone WL 0111.

Program and spot rates listed with each of the four TV stations are for the guidance of advertisers and agencies and are subject to periodic alterations. Full details of all charges are available on request to the stations concerned or their State or interstate representatives.

ATN Channel 7 Sydney

Opened: Dec. 2, 1956.

Licensee: Amalgamated Television Services Pty Limited, Head Office and Studios, Television Centre, Epping, NSW. Phone WL0111. Offices also at Sydney Morning Herald Bldg, Wattle & Jones-sts, Ultimo (B0944).

Interests represented: Sydney Sun, Sydney Morning Herald, 2GB, 2UW, Macquarie, Artransa, AWA, Email, G.B.S. Falkiner, Sir Norman Nock, E. W. Salkeld, Washington H. Soul Pattinson, T. G. Murray, Mrs. C. Murray, W. H. Paling, ARC, Australian United Investment Co, Gearin O'Riordan Ltd, Anglo-Australian Corp, Beale & Co Ltd, C. N. McKay, H. V. McKay, Mrs. H. M. Stevenson.

Directors: R. A. Henderson (chairman, also managing director, Sydney Morning Herald & Associated Newspapers), A. H. McLachlan and James Fairfax (representing SMH & Assoc. Newspapers), Sir Lionel Hooke (AWA managing director), J. D. Patience (chairman, 2GB and Artransa), S. R. I. Clark (managing director, Macquarie), A. F. Albert (chairman, Commonwealth Broadcasting Corp.), E. G. F. Horne (chairman Email),

Transmitter and site: Marconi, Pacific Highway, Gore Hill (about 5 miles from city).

Facilities: Two large studios, administrative and maintenance depts. all air-cond, Studio A, 90 x 70ft, equipped with revolving and elevated stage, B, 70 x 50ft, video tape and kinescope recording, negative processing, direct positive processing facilities. Automatic console-operated incandescent lighting both studios. Studios located on 30 acre site at Mobbs Lane, Epping, about 12 miles from city.

Equipment: Air-cond. Marconi remote b'cast unit, with three camera chains, three microwave links and own generator. Six additional studio cameras plus usual studio equip., including crane dollies and four pedestals. Telecine equip., taking in two Vidicon chains, two Multiplexers, two slide projectors, two Gray four-stage Opaque projectors, four Bell & Howell 16mm TV projectors.

Technical facilities: Channel 7 (181-188 mgs). Vision 182.25 mgs. Sound 187.75

mgs. 100kw ERP 20kw audio.

Antenna: 820ft above sea level.

Executives: J. H. Oswin (gen. mngr), L. A. Mauger (asst gen. mngr), M. H. Stevenson (chief engineer), M. W. Davies (asst chief engineer), R. A. Becker (station mngr), K. W. Brown (acting sales mngr), B. Wright (PR and special events dir.), R. V. Best (ops/mngr), A. J. Glover (news, special events director) R. S. Pedder (business mngr), W. G. Wells (prog. dept mngr), W. Irving (senior station supervisor).

Operating hours: Mon., 1.30-11.15pm; Tues. & Thurs. 1-11.15pm; Wed., 2-11.15pm; Fri., 2-11.30pm; Sat., 12.30-midnight; Sun., 2.45-11.15pm.

Interstate repr.: Harry Hughes, c/- GTV, 22-46 Bendigo-st, Richmond (JB 4121).

Rates resume (26 times): 10secs ID, £26 (night), £13 (day); 20sec SB, £52 (night), £26 (day); 60sec participation, £41 (day), £76 10s (night); 15mins, from £62 at B times to £123 at AAA times; 30mins, from £92 to £182; 60mins, £154 to £304.

TCN Channel 9 Sydney

Opened: Sept. 16, 1956.

Licensee: Television Corporation Ltd. (registered office), 168 Castlereagh-st Sydney (B 0666).

Interests represented: Consolidated Press Ltd, Associated Newspapers (UK), Philips Electrical Industries, 2SM, Paramount Film Service Ltd, 2KY, Church of England Property Trust, Diocese of Sydney.

Directors: D. F. H. Packer (chairman, also managing director, Consolidated Press), Robert L. Graham (representing Paramount Film Service), R. A. King (2KY), F. N. Leddy (governing director, Philips), D. F. S. McLean and C. A. Eadie (Assoc. Newspapers, UK), Maj.-Gen. Rev. C. A. Osborne, Rev. Father M. R. Prendergast, R. C. Packer.

Transmitter and site: Philips, located Artarmon-rd, Willoughby, about 4½-miles from city.

Studios: Located with transmitter on 3½ acre site. JF0444.

Facilities: Two studios, each 35ft x 50ft, both designed for future enlargement if necessary.

Equipment: Includes remote broadcast unit, with provision for three image orthicon cameras, equipped with two microwave links each with 50 mile range. Studio equip. includes six image orthicon cameras and one vidicon camera. Telecine comprises two 35mm and two 16mm film scanners, one slide scanner, 16mm kinerecorder, plus 16mm magnetic sound recorders capable of being synchronised with kinerecorder or 16mm film scanners. (Video equip. Fernseh German; audio, Philips).

Technical facilities: Channel 9 (195-202 mgs). Vision 196.25 mgs. Sound 201.75

megs), 100kw ERP visual, 20kw ERP sound (FM).

Antenna: Philips three-stage helical, 820ft above sea level.

Executives: K. G. Hall (executive director), Alex Baz (mgr), John Briton (chief engineer), Ian Faircloth (sales mgr), Bruce Gynge (program director), Les Free (assist. chief engineer), R. F. Phillis (bus. mgr), Philip Rutledge (publicity manager).

Operating hours: Sun., 2.30-11pm; Mon., 4.30-11.30pm; Tues. & Thurs., 1-11.30pm; Wed., 2-11.45pm; Fri., 3.30-11pm; Sat., 10.30-midday, then 1.45-11.15pm.

I/State Repr.: W. J. Lynch, 247 Collins-st, Melbourne. (MF8336).

O'seas: Charles Michelson Inc., 45 West 45th-st, New York 36, NY (Plaza 7-0695); W. Strutton, Consolidated Press, 107 Fleet-st, London.

Rates resume (26 times): 10sec, £27 5s (6.45-close Mon.-Fri., 6.30-close Sat.-Sun.); 20sec, £54 10s (same times); 30mins, £182 (cost for one program at AAA rate).

GTV Channel 9 Melbourne

Opened: Jan. 19, 1957.

Licensee: General Television Corporation Pty Ltd, Studios and offices, 22-46 Bendigo-st, Richmond. Phone JB 4121.

Interests represented: Electronic Industries Ltd, David Syme & Co Ltd, Hoyts Theatres Ltd, Greater Union Theatres, Nilsen's Broadcasting Service Ltd, Efftee Broadcasters Pty Ltd, Val Morgan & Sons, Radio Corp. Pty Ltd.

Directors: H. P. Abrahams, Sir Harold Campbell, A. J. Moir, N. B. Rydge, E. Turnbull, Sir Arthur Warner, G. A. Warner, L. M. Stuart, L. R. Machin, J. T. Brock.

Transmitter and site: Siemens-Halske, located Mt. Dandenong (approx. 20 miles from city).

Facilities: Two studios, 5000 sq ft and 2000 sq ft respectively, large carpentry and scenery workshops, extensive storage area for properties, and dressing areas for artists. Studios are fitted with Pye equipment.

Equipment: Includes eight cameras, three assigned to OB unit; duplicate machines for 35mm and 16mm motion picture film, and 35mm slides and opaques; duplicate General Precision Laboratories 16mm cameras with variable density sound recording and Stencil Hoffman synchronised magnetic tape; Mole Richardson studio lighting, rear projection equip. and two screens; Pye OB unit with portable diesel generator; Raytheon microwave relay link, duplicate Raytheon microwave links, Siemens & Halske transmitter.

Technical facilities: Channel 9 (195-202 megs, Vision, 196.25 megs, Sound, 201.75 megs). 100kw ERP visual, 20kw ERP sound.

Antenna: 2290ft above sea level.

Executives: C. Bednall (gen mgr), N. A. Dick (sales mgr), R. Biddle (chief eng.), N. Spencer (program mgr).

Operating hours: Mon., Tues., Frid., 5.15-10.45pm; Wed., 1-10.45pm; Thurs., 1-11pm; Sat., 3.30-11.15pm; Sun., 2.15-10.45pm.

Interstate Repr.: Peter Richardson, c/- ATN, Television Centre, Epping (WL 0111). **O'seas:** K. S. Hibberd, 83 New Bond-st, London, W.1.

Rates resume (26 times): 10sec anncmts, £24 10s (night), £13 10s (days); 20secs, £47 (night), £27 (day); 15mins, from £41 in B program units, to £92 in AAA program units; 30mins, from £62 to £136; 60mins, from £102 to £228. Rates for participation spot available on request.

HSV Channel 7 Melbourne

Opened: Nov. 4, 1956.

Licensee: Herald-Sun TV Pty Ltd, Studios and offices, cnr Dorcas & Wells-sts, South Melbourne. Phone MX 4731. Telegrams Hertel.

Interests represented: Company formed by the Herald & Weekly Times Ltd. To help meet initial capital requirements Herald & Weekly Times subscribed 637,500 £1 shares and the London Daily Mail 112,500.

Directors: H. D. Giddy, Sir John Williams, G. A. Caro, P. F. Jones, J. C. Waters.

Transmitter and site: Marconi, located Mt. Dandenong.

Studios: Cnr. Dorcas & Wells-sts, Sth. Melbourne. Total area, approx. 15,000 sq ft.

Facilities: No. 1 studio, 60ft x 50ft; No. 2, 40ft x 30ft.

Equipment: Marconi, with some American units. Seven cameras, including remote broadcast unit.

Technical Facilities: Channel 7 (181-188 megs). Vision 182.25 megs. Sound 187.75 megs. 100kw ERP visual.

Antenna: Self-supporting tower, 324ft. Antenna 16 stack high gain.

Executives: K. S. Cairns (mgr), C. L. Fraser (prog. mgr), E. Trenchard Smith (advtg mgr), J. H. T. Fisher (chief engr.), R. Thyer (asst chief engr), A. A. Miller (acct).

Operating hours: Sun., 4.30-11pm; Mon. & Fri., 3.30-11.30pm; Tues., 1-2pm, then 3.30-11pm; Wed., 2-11pm; Thurs., 3.30-11.15pm; Sat., 4-11.45pm.

I/State Repr.: W. J. Powers, 76 Clarence-st, Sydney (BX1222). **O'seas:** Charles Michelson Inc., 45 West 45th-st, New York 36, NY (Plaza 7-0695); Frank Coven, Associated Newspapers Ltd, Northcliffe House, London, EC4 (Fleet-st 6000).

Rates resume (26 times): 10secs anncmts, from £12 10s at D times to £25 at A times;

The pick of the programmes + the means to publicize them

HSV 7 Melbourne's top television station, offers top-line overseas and local TV shows, plus the means of promoting and popularising them through The Herald and The Sun — Australia's largest selling daily newspapers — and Listener In-TV. Write or telephone MX4731 in Melbourne, or BX1222 in Sydney for full information on how you can profit now by using HSV 7.

STUDIOS:

The corner of Dorcas and Wells Streets, South Melbourne. Telephone MX4731.

HERALD-SUN TV Pty. Ltd.:

Registered Office — 44-74 Flinders Street, Melbourne, C.1 Victoria.

Sydney Office: 76 Clarence Street. BX1222.



130

20secs, from £25 to £50; 60secs, from £47 to £87 10s; 15mins, from £48 10s to £101; 30mins, from £72 to £151; 60mins, from £119 10s to £252.

BTQ Channel 7 Brisbane

Licensee: Brisbane TV Limited, temporarily at Victory Chambers, Adelaide-st, Brisbane. Phone 31-0111.

Interests repr: Courier-Mail, Sunday Mail, The Telegraph, Northern Star (Lismore), Daily News (Murwillumbah), Toowoomba Chronicle, 4BK-AK, 4BC-SB, AWA, Email Ltd, Southern Electric Authority of Qld, Evans, Deakin & Co Ltd, Associated Newspapers Ltd, London, with 50pc of shares issued to the public.

Directors: D. S. Sherman (chairman), A. F. Albert, A. J. Deakin, C. Farragher, D. S. Forbes, J. H. Hoare.

Executives: R. R. Macartney (mgr), M. A. Norris (sales mgr), E. F. Allen (chief engr).

Transmitter and site: Marconi, Mt. Coot-tha. **Facils:** Two studios, OB van. **Tech. facils:** Channel 7 (181-188 megs, vision, 182.25 megs, sound, 187.75 megs). 100kw ERP visual.

(For BTQ's provisional rates refer Late Listings, page 299.)

QTQ Channel 9 Brisbane

Licensee: Queensland Television Limited, ANZ Bank Chambers, 43 Queen-st, Brisbane. Registered office c/o Valentine & McInnes, 334 Queen-st, Brisbane. Manager: J. W. McKay, Phone 2-3121.

(For interests represented, directors, executives, transmitter & site rates, facilities and technical facilities, see Late Listings, page 299.)

ADS Channel 7 Adelaide

Licensee: Television Broadcasters Limited, 125 Strangways Tce, North Adelaide, M8591. Telegrams and Cables: Aseven, Adelaide.

Interests repr: Advertiser Newspaper Ltd, Midlands Broadcasting Service Ltd, 5KA Broadcasting Company Limited, Philips Electrical Industries Pty Ltd, Associated Newspapers Ltd.

Directors: Sir Lloyd Dumas (chmn), D. G. McFarling, Rev. Erwin Vogt, F. N. Leddy, D. F. S. McLean, A. S. Blackburn, VC, Sir George Ligertwood.

Executives: K. A. Macdonald (gen. mgr), D. M. Gooding (chief engr), W. Murphy (sales mgr), Neville Thomson (program mgr).

Transmitter & Site: Philips, Summit-rd, Mt. Lofty. **Facilities:** Two studios, 16mm telecine, video blimps, OB van. **Tech. facils:** channel 7 (181-188 megs, vision, 182.25 megs, sound 187.75 megs), 100kw ERP visual, 20kw ERP sound. **Antenna:** Philips Helix, 500ft.

Provisional rates: (26 times): 10 sec ann'mts £15 10s (A time, 6.30-10.15pm), £13 10s (B time, 5-6.30pm); 20sec, £30 (A time) £26 (B time); 15mins, £56 (A time), £48 (B time); 30mins, £84 (A time), £71 (B time).

NWS Channel 9 Adelaide

Licensee: Southern Television Corporation Limited, 116-120 North Terrace, Adelaide Phone LA1271. Telegrams, Newsboy.

Directors: Sir J. Stanley Murray (chairman), K. R. Murdoch, E. M. Waterman N. S. Young.

Executives: W. L. C. Davies (gen mgr), T. McCarthy (personal asst to gen mgr), John Batchelor (chief engr), Rex G. Heading (prog. mgr), John Hatcher (film mgr).

Transmitter & site: Pye, Mt. Lofty. **Facils:** Main studio 4800 sq ft at Nth Adel. Full range OB equip., studio facils. **Tech. facils:** Channel 9 (195-202 megs, vision, 196.25 megs, sound, 201.75 megs). 100kw ERP visual, 20kw ERP sound.

Provisional rates (26 times): 10sec ann'mts, £15 10s (night, after 6.30pm), £13 (day, before 6.30pm); 20sec, £30 (night), £25 (day); 60mins, £137 (AA time, 6.30-10pm), £116 10s (A time, 5-6.30pm-10-11pm, £99 (B time, all other time); 30mins, £84 (AA time), £71 10s (A time), £60 10s (B time).

TVW Channel 7 Perth

Licensee: TVW Limited, temporarily at 125 St. George's Terrace, Perth, GPO Box L898. Phone 21-2155.

Interests represented: West Australian Newspapers Limited holds 45pc of capital, remainder held by 2068 public shareholders, 99pc by West Australians.

Directors: C. G. Friend (chairman), R. A. Long, M. L. Fry, J. E. Macartney.

Executives: J. W. Cruthers (gen. mgr), G. H. Davey (chief engr), B. S. Treasure (sales mgr), Lloyd Lawson (prog. mgr).

Transmitter Site: Bickley (16 mls east of Perth). **Tech. facils:** Channel 7 (181-188 megs). 100kw ERP.

TVT Channel 6 Hobart

Licensee: Tasmanian Television Ltd, 23 Elizabeth-st, Hobart; studio, 80-84 Elizabeth-st, Hobart.

Interests represented: Commercial Broadcasters Pty Ltd, Robt. Nettlefold Pty Ltd, Davies Bros Ltd.

Directors: G. F. Davies (chairman), E. G. McRae (mng-dir), L. Nettlefold, Sir Geoffrey Walsh, Hon. G. H. Green, L. C. Murdoch.

Executives: E. G. McRae (mng-dir), W. S. Morrison (chief mgr), J. T. Wertheimer (secty).

Transmitter Site: Mt. Wellington.

ABC TV Stations—page 97.

HAVE TIME TO SELL



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Thousands & thousands of FEET OF FILM

pass through the cutting rooms of Cambridge studios every year —

16 mm and 35 mm, color and black and white.

— Carrying sales messages for countless products and services — Beauty, biscuits, cigarettes, safety, sinks, cars, knitwear —

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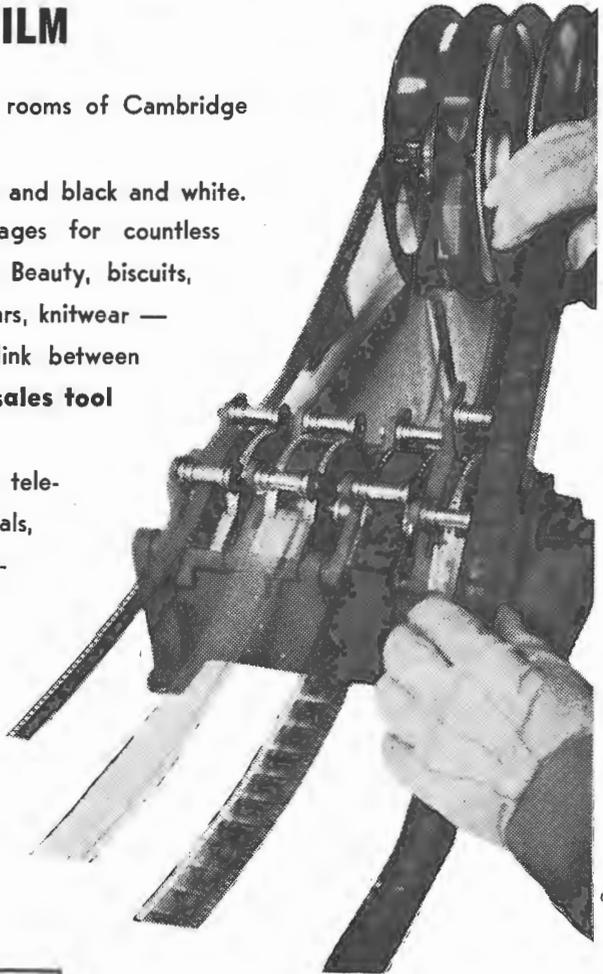
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TV production and film units

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- *Casting agencies*





ANIMATION

Animation by Rowl Greenhalgh Productions is seen frequently on all commercial TV stations in Australia and in the Tune Cartoon series currently being telecast on the A.B.C. and overseas.



TV PROGRAMMES

Representation of overseas films in animation and live action.



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Live talent of international calibre, suitable for use in programmes or integrated live commercials or film commercials.



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In Melbourne . . . John Havre, MU 3011

AIR PROGRAMS OF AUSTRALIA, 12 Castlereagh-st, Sydney (BW6271). Teleg. Air-grams.

Directors: W. J. Hucker, Mrs. W. J. Hucker.

Uses outside studios; own production equipment, including tape duplicating recording unit.

AJAX FILMS PTY LTD, Grace Bros Bldg, Broadway, Sydney. Phone MA5852, MA5744.

Directors: Brian Chirlian (mng dir.), Susan Chirlian.

Equipment and Facilities: Studio, theatre, cutting room for 16 and 35mm films, 16 and 35mm camera equipment.

Documentary, commercial film producers

AJAX-SYD MILLER ANIMATED FILMS (address and repr., see Ajax Films entry).

Directors: Brian Chirlian (mng dir.), Syd Miller (dir. and animator).

Specialises in creative animation.

Equipment and facils, same as Ajax Films, plus animation cranes, tables and 16 and 35mm camera equip.

AMBASSADOR FILM PRODUCTION CO: Studios and offices, Room 114, 2nd Floor, Royal Arcade, Pitt-st, Sydney (MA5837).

Directors: Mrs. Ilse Franks (man. dir.), Rolf Bauman.

Specialists, TV commercials and educational films, using mechanical miniature stages and mobile character puppets.

Hires stages and prepares any size puppets to order.

ARTRANSA PTY LTD, Head office, 136 Phillip-st, Sydney (B0360). Studios, Artransa Park, French's Forest, NSW (JY9311).

Directors: J. D. Patience (chmn), S. R. I. Clark (mng dir.), H. W. Chester, H. Mackisack, N. H. McIntyre, L. Schultz, D. Fegan, R. T. Lord (also mngr).

Executives: D. L. Hall (asst. mngr), L. Becker (exec. prod.), G. M. F. Walch (gen. sales mngr), A. Ezard, J. Gray, T. Banks, D. Eastman, R. Litchfield (film dirs), R. Wood (photography dir.), J. Appleton (acting studio operations mngr), G. Hilder (facils dir.), G. Pike (animation), W. Mearns (chief elec.), R. Frank, J. Furlong, C. Pym, Miss L. McEnroe (sales and service execs), J. D. Urquhart (secty), R. Hannam (studio acct).

Melbourne office: 22 Bendigo-st, Richmond (JB4121). Melb. staff: TV, P. Britnell (film dir.), L. Fillmore (radio-TV sales and service exec.), C. Larkin (script), E. Taylor

(photog.).

Radio: S. Baker (sales mngr), J. Bradley (prod.), Miss E. Thompson (o'seas service exec.).

Studios: Two sound stages (60ft x 50ft), and special effects studio for handling small sets, stop motion prod. and titling. Depts. for animation, stills, make-up and wardrobe, canteen, film library and vault.

Equipment & Facilities: Complete range 35 and 16mm prod. equipment, including Mitchell, Arriflex, Auricon and Cine Special cameras; Reeves Magnastriper, Magnasync and Westrex Sound, Oxberry optical printer.

Repr.: Paul Talbot, Fremantle Overseas Radio and TV Inc, 366 Madison-ave, New York, USA; John Walker, Artransa Pty Ltd, Box 10676 PO, Johannesburg, South Africa; Fremantle O'seas Radio & TV, Inc, Warwick-st, London, UK.

AVONDALE STUDIOS PTY LTD, Studios and offices, Henderson-st, Turrella, NSW (LX8246).

Directors: J. A. S. Bruce, P. H. Budden, J. Campbell.

Staff: D. Daggett (mngr), D. Wynne (prod. dir.), Arthur Browne (sound engr.), Arthur Hansen (cameraman and spec. effects), Tex Foote (electrician), R. Bayly (editor).

Equipment & Facilities: Complete lighting, Western Electric sound, preview theatre, post synchronising and mixing facils., editing dept., portable generating plant, and camera equipment.

Studios: Sound stage 40ft x 100ft x 22ft.

BLANKS, CHAS E, PTY LTD: Head office and studios, 28-30 Foveaux-st, Sydney (MA 8305).

Directors: Charles E. Blanks (mng dir.), Clarence R. Blanks, Charles E. Blanks Jnr, O. R. Smee, M. Macourt, S. Tabakoff, J. T. Reedic.

Executives: J. F. Hogan (secty), G. S. Whitehead (NSW mngr), H. H. Davidson (film dir), J. Walker (cameraman).

Studios: Recording and sound units, theatre. Produces TV films, slides, records, cinema films.

I/State branches: 281 Collins-st, Melb. (MF8830); 9 McLachlan-st, Valley, Bris. (L1926); Watt-st, Newcastle (B1888); 1074 Hay-st, Perth (BA2197); Monks & Banks Ltd, 261-263 Halifax-st, Adel. (W2549); and Chas. E. Blanks, 60 John-st, Launceston (B1529).

CASTLEREAGH FILMS: 149 Castlereagh-st, Sydney. (BM2830).

Directors: T. P. Deamer.

Equipment & Facilities: City 35 and 16mm theatre, seating 40. Same facils. as Peter Hamilton Productions.

Has produced cinema films for NSW Railways and Electricity Commission (color).

CHARLES CHAUVEL ENTERPRISES:
27 The Rampart, Castlecrag. (XL1807)
Chautel.

Directors: Charles and Elsa Chauvel.

Equipment: Arriflex 16 and 35mm cameras, Leavers-Rich sound equipment, two four-wheel drive Landrovers for exterior work.

Produced Jedda, Forty Thousand Horsemen, Sons of Mathew and others. Also BBC TV series. Unit specialises in outdoor filming.

CHRISTIAN TELEVISION ASSOCIATION, Walker-st Nth Sydney. (XB3986).

Directors: J. E. Benson (pres.), Rev. V. K. Turner (secty), H. Howlett (prod.-dir.).

Uses outside facils, and produces religious programs for Protestant churches.

CINESOUND PRODUCTIONS PTY LTD. Studios and offices, 541 Darling-st, Rozelle, NSW. (WB3141).

Directors: Norman B. Rydge (chairman and man. dir.), N. M. Barrell, John Evans, John Goulston, C. W. Rundle, W. Carty, W. Batty.

Staff: K. H. Moreman (secy), A. J. Helgeson (gen. mngr), Richard Allport (dir.), Bede Whiteman (dir.), Lloyd Shiels (chief cameraman), Allyn Barnes (sound eng.).

Studios: (40ftx50ft and 60ftx40ft). Equipped with two sound stages and three theatrettes for 16 and 35mm screenings.

Equipment and Facilities: Mitchell and Bell & Howell 16 and 35mm cameras, Wall single system and Auricon sound cameras, extensive lighting and cutting facilities and Oxberry animation table.

Cinesound, claimed one of the world's longest-established newsreel production companies, produces weekly theatrical newsreel, five TV newsreels. Also TV commercials, cinema advertising films, feature films and documentaries.

COMMERCIAL TELEVISION PROGRAMS, Sydney. Studios, offices and equipment same as Southern Cross Films.

Director: R. M. Bacon.

Ring FA 5447 or FA 2897
For Special Services to Advertising Agencies
on all Television Production

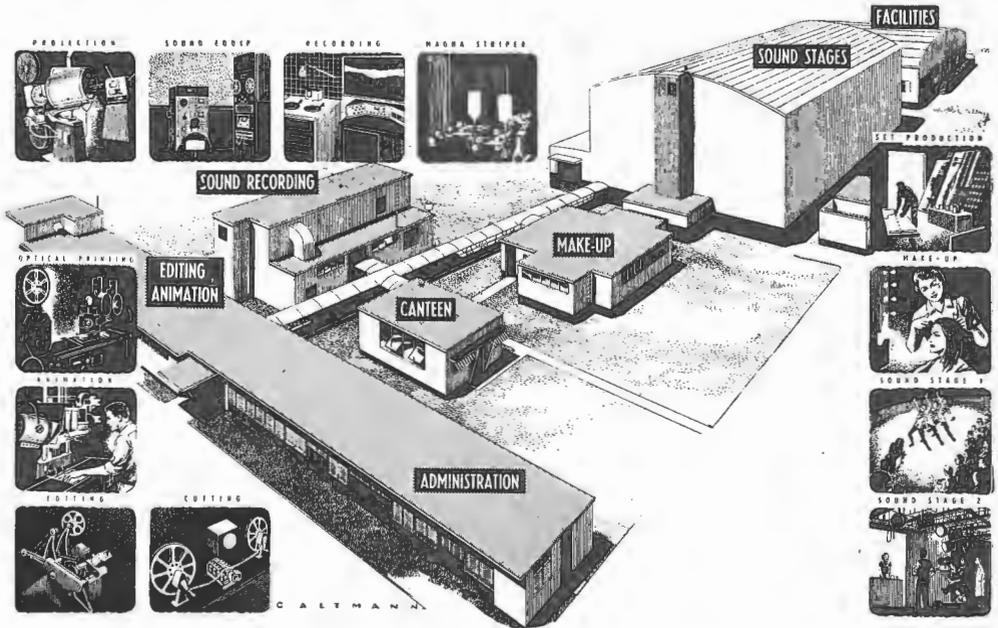
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- Camera
- Sound
- Lighting
- Studio
- Processing
- Editing
- Optical Effects
- Animation & Cartoons

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- ★ Full 16mm. Camera Units.
- ★ Complete location production facilities.
- ★ Sound recording 35, 17½, and 16mm., ¼" tape and disc.
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- ★ Wardrobe, make-up, dressing-rooms, canteen, couriers.
- ★ Temperature controlled film vaults and library storage.
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- ★ Administration and office facilities.

Artransa

Studios: "Artransa Park",
French's Forest,
Sydney, N.S.W.
(JY9311).
Telegrams: "Artransa, Sydney".

Head Office: 132-8 Phillip Street,
Sydney, N.S.W. (B0360).
Melbourne Office: 22 Bendigo Street,
Richmond, Vic.
JB 1140 - JB 1149

DONOVAN JOYCE PRODUCTIONS PTY LTD: Offices, Caltex House, 167-187 Kent-st Sydney (BU4667). Cables, Rejoice, Sydney

Directors: Donovan Joyce, Nance Joyce.

Staff: Donovan Joyce (man. dir. and dir. of prod.), Nance Joyce (project editor), Joy Ninness (casting dir.).

Uses outside facilities.

Unit wholesales to radio and TV stations and networks direct and generally does not deal with advertisers. Sells to all foreign English-speaking markets, including government instrumentalities.

FORTUNE FILM & TV PRODUCTIONS PTY LTD: 2 Wentworth-ave (BA2946), and 30 Queens-rd, Melbourne (BM2504).

Directors: C. K. Landell-Jones, J. E. Hansen.

Staff: R. D. Hansen (prod.-dir.), J. E. Hansen (editor), B. Hawkins (Melb. TV prod.).

Equipment & Facilities: Cine-Kodak 16mm special camera, one 16mm Bolex with zoom lens, complete cutting, editing, matching equip. Facils. for animation and special effects.

Clients include Lincoln Electrics, Commwth Railways, Elect. Commn, Ansett Airways, Chamber of Mfrs. Several Fortune

films have been shown on Sydney and Melb TV.

GREENHALGH PRODUCTIONS PTY LTD, 338-342 King-st, Mascot, Sydney (MU4328). Studios, Pagewood Studios, Wentworth-ave, Pagewood, NSW (FJ6214).

Directors: R. Greenhalgh (art director), J. Kennedy (camera technician), J. C. Warren.

Staff: Includes five animators, background artist and layout man.

Equipment & Facilities: Bolex H16, Arriflex 35mm, special animation camera tables.

Repr.: International Television Services, 28 Martin Place, Sydney, (BW 3285).

Concentrates on animation. Has produced TV commercials for GMH, Persil, Kolynos, Coca-Cola, Kraft, Milo, Bushell's and many others.

HALLIDAY PRODUCTIONS (an associate of Australian Instructional Films Pty Ltd); Studios and offices, 6 Underwood-st, Sydney (BU6557). Cables Austfilm.

Directors: Lex Halliday, Jean Halliday.

Staff: Philip J. Pike (prod. mngr. and chief cameraman), Donald B. Stranger (sound), M. Arditto (despatch).

Equipment and Facilities: Full range 16-35mm blimped equip., sync. tape recording

Television and Film Production facilities



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- Commercial : Industrial : Documentary.
- 35mm or 16mm: Black & White, or Colour.
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- Cutting and Editing : Release Prints.
- Standard and Microgroove Disc Recording.

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43-47 PROSPECT STREET
MOORE PARK, SYDNEY

in studios or on location; mobile generator; puppets; theatre for 16-35mm screenings.

Halliday Productions specialists in Eastman color theatre commercials (prod. for Surf, Sebel furniture, Birdseye, Dept of Agriculture, Rinso, Lifebuoy and Lux) and TV commercials (Lux, Surf, Astor, Dulux, Bedford, Frigidaire, Sunsil, Velvet).

Australian Instructional Films produces industrial, documentary, sales and educational films (Stamina, AMP Society, Qantas, Crusader, Vacuum Oil, Boots Pharmaceutical, Naco, etc.).

HAMILTON, PETER, PRODUCTIONS,

131 Cathedral-st, Sydney (FA7989).

Director: Peter Hamilton.

Studios: One studio (14x20), animation and titling and editing rooms.

Equipment & Facilities: Cameras include 16mm reflex Bolex with 100mm zoom lens, 35mm Askania Eymo and Debric single system, battery-operated portable tape recorder, Ferrograph recorder and synchronous sprocketed recorder.

Has produced animated TV spots for Broadway Tailors, Road Safety Film for D.O.I.

INTERNATIONAL TELEVISION SERVICES PTY LTD, 28 Martin Place, Sydney (BW3006, BW3285). Independent producer

of animation, TV commercials, film advertising and documentaries. Represents Greenhalgh animation studios.

Directors: Dr F. Louat, QC (chairman), R. E. Lane (man. dir.), and John Watson. Uses outside facilities as required.

Staff: C. Hudson (film director).

Repr.: Sydney selling agent, Country Radio & Television (BX3380); Melbourne, John Havre, 435a Collins-st.

KINGCROFT PRODUCTIONS PTY

LTD: Offices and studios, 94 Oxford-st, Sydney (FA2770).

Directors: J. Kingsford Smith, A. B. Gange.

Staff: John Kingsford Smith (prod.-dir.), Jack Gardiner (dir.-photog.-editing), Peter Menzies (camera-cutting), Ross Neate (assistant).

Equipment & Facilities: Eight late model 16 and 35mm cameras, Magnasyc recorder, 16 and 35mm projectors, complete lighting, Bell & Howell continuous printing machine, 35mm optical printer, animation and tilting jigs.

Studio: One (40x24ft.)

CINE SERVICE PTY. LTD.

Producers of 35 mm and 16 mm . . .

INDUSTRIAL FILMS

EDUCATIONAL FILMS

TELEVISION COMMERCIALS

11th year of service to the industry

CINE SERVICE PTY. LTD.

368 Post Office Place, Melbourne. MU 1373

KOFFEL, DAVID, FILM & TV PRODUCTIONS. Studios and offices: head office 106-110 Goulburn-st, Sydney. MA9551-2-3, MA1673, MA1643, Teleg. Featurads, Sydney.

Subsidiary of David Koffel Pty Ltd, also operating Featured Theatre Ads, and assoc. with David Koffel (Victoria) Pty Ltd, also operating Filmads Pty Ltd, Vic. and Reilly Advertising Co Pty Ltd, Vic. Vic. office, T&G Building, 145 Collins-st, Melb. (MF4857). Teleg. Filmads, Melb.

Managing director, David Koffel; gen. mngr, Harry Diamond.

Staff includes directors, script-writers, editors and research personnel.

Company has operated since 1939.

Produces all types of 16 and 35mm prod. including advertising films for cinema and TV, documentaries, public relations films, TV slides, theatre slides.

Equipment and facilities: Prod. studios and cutting rooms, Bell & Howell, Arriflex and Bolex cameras, sync. magnetic tape recorders. Complete lighting equip. and titling bench, theatre seating 50 persons equipped for 16-35mm screenings.

Associate offices all states.

LITCHFIELD TELEVISION PTY LTD: C/- Artransa Pty Ltd, Artransa Park, French's Forest, NSW (JY9311). Cables Tellitch Sydney.

Directors: Ainslie Roland (Roly) Litchfield, Elsa Alma Litchfield.

Staff: A. R. Litchfield (man. dir.).

Equipment & Facilities: Through Artransa.

Producing 35mm cinema films (color and b&w), TV commercials and full length documentaries in 16mm color.

Clients include GMH, Dunlop Rubber, W. D. & H. O. Wills, Masonite, United Distillers, Prestige, Cadbury-Fry-Pascal.

PERIER PRODUCTIONS PTY LTD & PERIER FILMS PTY LTD. Studio and offices, 24 Jamison-st, Sydney (BU6527).

Directors: R. E. Perier (mng dir.), S. E. Murdoch (also scripter), Mrs. M. Flynn (also bus. mngr).

Equipment and Facilities: Full camera range, sound recording, time lapse, 35mm and 5x4 still camera range.

Specialises 35mm color transparencies, strip and slide film production, also in documentary, instructional, entertainment films, TV features. Over 25yrs film prod. exper.

TV Slides Perfect Density Accuracy & Legibility

*. . . and the fastest
service in the
TV industry.*

WHITFORDS THEATRE ADS. PTY. LTD.

102 Sussex St., Sydney — BX 2255

David John Whitford,
Chief Executive Officer.

Leading advertisers prove that
for quality film production, it
pays to . . .

Focus on



Complete production facilities ensure that your film requirements are handled with the utmost efficiency and economy . . . We'd like to prove it for you, too.

**VISATONE
TELEVISION**
PTY. LTD.,
20 Hill Street,
North Sydney.
XB 8042,
XB 6292,
XB 9465.

P.G.A. PRODUCTIONS PTY LIMITED, Commercial Bank Chambers, 128 Pitt-st, Sydney. Phone BL3811, BL1176.

Directors: Peter Gabelle (mng dir.), George Lawrance (gen. mngr), Frank Robinson (mngr).

Executive: J. Robinson (asst prod. mngr).

TV programs, feature films, radio and theatre prod.

PORTER, ERIC, PRODUCTIONS, Avondale Studios, 14 Henderson-st, Turrella, NSW. Phone LX8248.

Directors: Eric Porter, L. Joyce Porter.

Specialises in production of animated and live action TV films and documentaries.

SOLARCHROME COLOR PRODUCTIONS PTY LTD, St. Johns-rd, Glebe, NSW. Phone MW3759.

Directors: N. R. Bletcher, A. E. Higgins.

Studios: Large studios incorporating a workshop, costume department, storage areas.

Equipment & Facilities: Complete studio equipment including four 35mm and two 16mm cameras and lighting.

SOUTHERN CROSS FILMS PTY LTD. Offices, studio, Lot 34, Boronia-rd, Seaforth, NSW (XJ2747, LU4778).

Directors: Douglas Hardy (tech, and creative dir.), G. Cantle (also chart. acct.)

SOUTHERN INTERNATIONAL STUDIOS, Ebley-st, Bondi Junction, Sydney (FW1112-3-4-5). Cables, Cinestudio.

Directors: Chips Rafferty, Lee Robinson, Reginald Lynam.

Staff: George Hughes (studio mngr), J. Cavill (secy), Keith Loone (cameraman), Don Connolly (sound).

Equipment & Facilities: Mitchell and Arri cameras, Stancil-Hoffman recording system, Westrex editor, mobile generating plants, complete lighting, production vehicles, sound stages, theatrettes, dubbing theatres, cutting rooms, stills division.

Produces all types of feature films, documentaries, TV commercials and programs.

Complete LABORATORY SERVICE
and now ...

16 mm
EASTMAN COLOR

ASSOCIATED FILM PRINTERS PTY. LTD.
43-47 Prospect Street, Moore Park, Sydney.

----- FA 4131/5

SUPREME SOUND STUDIOS, 11-15 Young-st, Paddington, NSW. Phone FA5447, FA2897. Proprietor, M. R. Murphy; chief cameraman John Leake.

Studios: Large studios complete with sound stages, and various departments, including costume, make-up, storage, work-shop.

Equipment & Facilities: Includes complete lighting and sound equip., 35mm RCA, 16mm Maurer and Bell & Howell cameras.

Company is concentrating on prod. of TV commercials and documentary films.

TELECRAFT STUDIOS, also **WEBSTER PRODUCTIONS** and **TELECRAFT PRODUCTIONS**, Webster Hse, Riley and Devonshire-sts, Sydney.

Directors: Studios, Peter Dabbs (mng dir.); Webster Prod., Alistair Innes, Anthony Simpson, Peter Dabbs, Albert Webster; Telecraft Prod., Peter Dabbs, Alice Dabbs, Ralph Crago.

Equipment and Facilities: 35mm Bell & Howell and Mitchell cameras, 16mm Bolex camera, 16 and 17mm sound rec. units, sound stage 85ft x 40ft, full lighting, prod. and rec. facilities.

Currently prod. TV commercials, Eastman color theatre commercials, industrial color films. Scripting for ½ hr TV series.

TELERADIO PRODUCTIONS (AUST.), 72a Willoughby-rd, Crows Nest, PO Box 110, Crows Nest. Phone 43-6343.

Directors: Lester John English (principal exec. prod.), Walter Charles Grimwood (partner).

Producing and packaging live TV programs, live commercials, film commercials, recorded announcements.

I/State Repr.: Colin C. Nichol, 12 Richardson-st, West Perth, WA. Phone BA4469. **O'seas:** Paris, London, New York.

TWENTIETH CENTURY FOX FILM CORP. (AUST) PTY LTD (Movietone News Division), 43 Missenden-rd, Camperdown. Phone LA3228. Telegrams, Movietone Sydney.

Managing editor, H. Lawrenson.

Supplies a weekly news film to ATN-GTV.

VISATONE TELEVISION PTY LTD. Offices and studio, 20-22 Hill-st, North Sydney (XB8042, XB6292).

Directors: Ken G. Sledge (mng dir.), Peter A. Balson and Jasper E. Lloyd, also in charge sales liaison.

Staff: W. G. (Jim) Pearson (film dir.), Jack Fletcher (chief cameraman), Hans Wetzell

(tech. dir.), R. Walker (editor), L. Dore (art dir., animation), Vern Driver (lighting).

Equipment and facilities: Fully equipped to produce all types TV and film material, 16 and 35mm cameras with sync. sound.

Studio: One (50ft x 30ft).

Since foundation 1956 has made TV comms for Lever Bros, Nestles, BALM, Samuel Taylor, EMAIL, Philips, AEI, AWA, HMV, J&J, Santitarium Health Foods, Sunbeam Corp., Aspro, Streets Ice Cream. Also made documentary films and Eastmancolor cinema films.

VIDEO FILM CORPORATION (AUST) PTY LTD, 159 Bunnerong-rd, Pagewood, NSW. Phone FJ 1536, FJ 6668-6669.

Directors: T. J. Purcell (chairman) R. V. Spike (man. dir.), G. B. Thomas (barrister), F. E. Parnell.

Specialising in documentary, industrial, commercial TV films.

Equipment and facilities: Cameras include three Auricon 16mm, Eclair Cameiflex 16mm & 35mm, and Aquaflex underwater photographic unit. Modulite sound system, Magnasync recording unit, full editing and lighting facilities.

Studios: Company has 20 acre site at Eastwood on which it will erect studios. Clients include Bridgeland Brown (woolbrokers), Central Woolclassing, Seetcovers, Road Safety Council.

FILM PRODUCTION FOR T.V. & CINEMA RELEASE

DAVID KOFFEL FILM & T.V. PRODUCTIONS

Theatre Advertising Division:
— covering Australia —

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Hexham House,
106-110 Goulburn Street,
Sydney.

MA 9551, MA 1643, MA 1673
Branches all States

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**AGENCIES also
required on a
commission basis.**



***We also have
product
available for the
TV Markets of
the World.***

***Let's hear
from YOU!***

**TRANS AUSTRALIA
TELEVISION PTY. LTD.**

204 Pitt Street,
Sydney, Australia.

**WETZEL-VISATONE PRODUCTIONS
PTY LTD**, 22 Hill-st, North Sydney. Phone
XB9465.

Directors: K. G. Sledge, Hans Wetzel.

Producers of motion pictures for feature
and TV release.

O/seas Repr.: London and Overseas Film
Services, London; L. Lubin Agency, New
York.

**WHITFORDS THEATRE ADS PTY
LTD.** Studios and offices, 102 Sussex-st, Syd-
ney (BX2255).

Directors: A. Whitford (chairman), David
John Whitford (chief exec officer), A. J.
Williams, G. A. McPhee, T. R. Miners, H.
M. Rich.

Staff: J. R. Schofield (secy), A. R. J. Fel-
lows (sales mngr), J. D. Brown (prod. mngr
and cameraman).

Equipment & Facilities: Whitford's is
equipped with all latest facilities for pro-
duction of all types of slides.

Clients include Consolidated Press, Jant-
zen, AWA, Atlantic, Vacuum Oil, BALM,
Max Factor, TCN and ATN.

MELBOURNE

AUSTRALIAN PRODUCTION UNIT,
504 Little Collins-st, Melbourne (61-2139).

Director: R. M. Roberts.

Staff: Barbara McIntosh and John Cooper
(staff prods.).

Producers of radio and TV features and
commercials. Clients include James McEwan
& Co Pty Ltd and Leviathan Ltd.

**AUSTRALASIAN RADIO & TELEVISION
(PRODUCTIONS) PTY LTD** (operating in
conjunction with Herschells' Films Pty Ltd,
Agnes-st, Jolimont, Vic.). Head office: 352
Collins-st, Melbourne (MY1188). Sydney
office: 283 Elizabeth-st (BM3007). Studios,
GTV Television Centre, 22-46 Bendigo-st,
Richmond, Vic.

Directors: Noel Dickson (chairman, man.
dir.), P. M. Daniell (partner, Kent, Brierley
& Fisher, accountants), and J. Joyce (secre-
tary, Frank Mason & Co, Aust).

Equipment & Facilities: Cameras: 35mm
Bell & Howell; Cineflex; 1000ft 35mm de
Vry; de Brie in sound blimp; 16mm
Paillard-Bolex; two cartoon cameras; 16mm
sprocketed tape recorder; 16 and 35mm
film sound recorders; electric sound painter
for direct sound onto prints. Complete sound
stage, full processing equipment.

CAMBRIDGE FILM & TV PRODUCTIONS PTY LTD, 221 Pelham-st., Carlton, Vic (FJ2204).

Directors: W. V. Morgan (chairman), Val Morgan Jr., E. V. Gleeson, D. Bilcock, N. Duncan, H. Jobbins.

Staff: D. J. Bilcock (prod.dir.), D. S. Sheriff (secy.), G. Kischkowski (office mngr.), I. Heitman (head cameraman); S. Sisen (animation).

Equipment & Facilities: Fully equipped animation dept., 16 and 35mm preview theatrette available for hire, 16 and 35mm projectors and simulated TV viewing.

Repr: Val Morgan & Sons, 64 Elizabeth-st, Melbourne (MF6431) and Filmads Pty Ltd, 145 Collins-st, Melbourne (MF4857).

CINE SERVICE PTY LTD, Studios, offices and laboratories, 368 Post Office Place, Melbourne. (MU1373).

Directors: Vernon F. Wagstaff (man. dir.).

Staff: Includes Geoffrey G. Thompson (production supervisor).

Produces and processes all types 16 and 35mm films and commercials, specialises in duplication of Kodachrome sound films.

At present equipping complete floor for TV commercial production. (See also Films Advisory Bureau).

CRAWFORD, HECTOR, PRODUCTIONS PTY LTD. Head office, 38-40 Little Collins-st, Melbourne (MF4911). Subsidiary company Crawford TV Workshop. Cables, Crawfordisc.

Directors: Hector Crawford (man. dir.), Dorothy Crawford, John Ormiston Reid, A. Leo Finn.

Repr.: NSW, A. L. Finn, 66 King-st, Sydney, BX6161; SA, L. S. Wise Ltd, 196 Gilles-st, Adelaide, W5818; WA, J. A. Mercer, Ad-Craft Advertising Service, 8 Esplanade, Perth, BF2404; Canada, All-Canada Radio Facilities Ltd, Victory Bldg, 80 Richmond-st, Toronto, Ontario; South Africa, Artransa Pty Ltd, Belray Bldg, Fox & Troyests, Johannesburg; Britain, International Library Service, Carlton House, Lower Regent-st, London; USA, Harry S. Goodman Productions, 19 East 53rd-st, at Madison Ave, New York.

FILMADS PTY LTD, 145 Collins-st, Melbourne (MF4857). Teleg. address, Filmads, Melbourne.

Staff: H. E. Jobbins (gen. mgr), F. E. H. Cooper (sales mngr).

Equipment & Facilities: Comprehensive range of modern equipment.

Repr: NSW, Featured Theatre Ads (David

Koffel), Sydney; Qld, Campbell Screen Publicity, Brisbane; SA, Filmads (SA) Ltd., Adelaide; WA, Filmads (WA) Ltd., Perth; Tasmania, Tasmanian Publicity. **O'seas:** Pearl & Dean (Overseas) Ltd, London and members in 52 countries of the International Screen Advertising Services.

Producers and distributors of advertising films.

FILMS ADVISORY BUREAU (TV PRODUCTIONS), 368 Post Office Place, Melbourne (MU1719).

Directors: Geoffrey G. Thompson (principal), Vernon F. Wagstaff (technical adviser).

Set up as a source to provide industrial, business, educational and advertising interests with information on the use of motion picture film. Closely associated with Cine Service, it is also a production unit.

Clients of both the Bureau and Cine Service include RAAF, RAN, Dept of Army, British Farm Equipment, ICI, International Harvesters, British Petroleum, H. C. Sleight, APPM, Dept. of Supply, PMG.

HERSCHELLS FILMS PTY LTD (production division), 31 Agnes-st, East Melbourne. Phones MF1956-7-8; studio, Bendigo-st, Richmond.

Directors: Roy A. Driver (managing dir.), F. F. Knight (chairman), A. L. King.

ANIMATION



Australia's leading Animation specialists for over 25 years. Let us quote for your next Animated Commercial. Be surprised at our High Quality Animation, allied to our new low budget prices.

EPP Eric Porter Productions

Executives: F. W. Thomas (secretary), F. Baez (cinematographer), Nandor Jenes (film dir.), G. Lumsden (laboratory supervisor); cartoon TV films and film strips. Also micro-filming of records.

Equipment & facilities: 35-16mm sprocketed tape and film recording, complete production equip., including 16 and 35mm cameras, lighting and editing machines. Own studios and 50-seat thetrette for 16 and 35mm film screenings.

MOONEY-WEBB TV & RADIO UNIT PTY LTD (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 349 Collins-st, Melbourne (MB2859).

Directors: E. J. Webb, I. Gorman.

MORGAN, VAL, & SONS PTY LTD, 64 Elizabeth-st, Melbourne (MF6431).

Directors: W. V. Morgan (man. dir.), S. Morgan, V. C. Morgan, E. V. Gleeson, H. G. Holt.

Equipment & Facilities: Complete facilities for production TV and theatre slides, recorded announcements, all TV and thea-

tre films, including animation. Own thetrette.

Repr.: SA, K. B. Hicks, manager, Val Morgan & Sons Pty Ltd, 348 King William-st, Adelaide (W1481); WA, Cyril Cornish Theatre Ads, 288 Hay-st, Perth (B2727); NSW, A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161).

Mainly engaged in theatre screen advertising, company publishes Morgan's Street Directory and is associated with GTV, and Morgan Cambridge Films Pty Ltd.

OWEN BROS ANIMATED FILMS PTY LTD, Offices, studios and photographic dept, 64 Elizabeth-st, Melbourne (MF8303).

Directors: W. J. Owen (man. dir. and animation and photography dir.), H. R. Owen (art dept. dir.).

Staff: James Owen (mngnr and acctnt), I. N. Lamb (secy).

Equipment & Facilities: Modern animation 16 and 35mm equipment.

Backed by 15 years in animation production, unit produces animated slides, telops, filmstrips, and artwork for TV and theatre.

ZWART, HANK. Golden TV Productions, 22 Alma-rd, St. Kilda (XJ2249).

Directors: Hank Zwart, Hendrika Gootdes.

Staff: Hank Zwart (art dir. & animator), Hendrika Gootdes (camera & lighting), Hendrik Zwart, sr, (woodcarver, sets & puppets).

Equipment & Facilities: Studio fully equipped with 35mm and 16mm cameras, truck table for full cartoon animation. All work handled by own staff.

(For Brisbane TV units, see Late Listings, page 299.)

TV ADVERTISING CONSULTANTS

ALBERT J. CAMP & ASSOCIATES PTY LTD, Temple House, Bligh-st, Sydney. Phone BX7247.

Directors: Albert J. Camp (chmn and mng dir.), Philip G. Ryan, Lloyd Ravenscroft.

Executives: Lloyd Ravenscroft (prod. and dir.), Robin Blyth (asst prod. and s/writer), Gerald Lear (sales and acctnt-exec.), Elma Match (company secty), P. G. Ryan (financial dir.).

Television advertising consultants, specialising in store promotions and large TV presentations.

Main TV clients: Nock & Kirby, Bebarfalds, Marcus Clark.

*For Quality
Entertainment . . .*

**TELERAMA
ENTERPRISES
PTY. LTD.**

Only one address:

Ground Floor,
149 Castlereagh Street,
Sydney.
BM 6625.

CASTING AGENCIES

CENTRAL CASTING OFFICE PTY LTD, 17 Castlereagh-st, Sydney. Phone BW5097, BW5452. John Cover, James Joyce.

O'seas Repr.: Gordon Harbord, 53 St. Martin's Lane, London, WC2.

LEW AND LESLIE GRADE AGENCY PTY LTD, Tivoli Theatre, Castlereagh-st, Sydney. Phone MA5756. Stanley Redfern (mngnr).

I/State Repr.: Kelvin McWhinnie, Tivoli Theatre, Bourke-st, Melbourne (MF2111); O'seas: Lew & Leslie Grade, Regent-st, London; Eddie Elkort, New York.

PERFORMERS' PERSONAL MANAGEMENT, Suite 37, 96 Phillip-st, Sydney. Phone BW7978.

Directors: Pamela Page, Val Cox.

Theatrical agency for personal representation of artists. Handles auditions, contracts, business affairs.

TELECAST AGENCY, Suite 111, 29 Bligh-st, Sydney. Phone BW4111. Nora Burnett (director).

VAUDE-VIDEO DRAMATIC AGENCY, 154 Castlereagh-st, Sydney. MA4623. John Llewellyn (mngnr), V. Blundell (deputy mngnr).

TV FILM DISTRIBUTORS

AIR PROGRAMS OF AUSTRALIA, 12 Castlereagh-st, Sydney (BW6271).

Managing director, W. J. Hucker.

Distributor of overseas film series for TV. Aust. repr. MPA-TV.

BLAKE FILMS, 134 King-st, Sydney. Phone BW3206. Teleg. Blakefilms.

Directors: S. J. Blake.

Executives: Miss R. E. Saxelby (secretary). Distributor feature and short length films.

Interstate Repr.: Ray Films, Melbourne. O'seas: W. Buchheim, Paris, France.

FILM ENTERPRISES PTY LTD, 16 Barrack-st, Sydney. Phone BX1158.

Directors: R. Pivott (managing dir.), 6 Wattle-st, Killara (JX1418).

Aust. distributor for British Lion, Independent Film Distributors Ltd; and Aust. repr. Lion International Films (London).

GRACE GIBSON DISTRIBUTING PTY LTD, 29 Bligh-st, Sydney. BW4661. Teleg. Gragibson.

Directors: Grace Gibson (gov. dir.), R. R. M'D. Parr, Betty Barnard, W. Robson.

Executive: Reg. James (mngnr). Distributor US TV film series.

NATIONAL FILMS OF NSW (REG). City Tattersalls Chambers, 198-200 Pitt-st, Sydney. Phone BM3080.

Executives: G. D. Taylor (general mngnr) Distributor specialised TV films.

LONDON FILMS AUSTRALASIA PTY LTD, Universal Bldg, Pelican-st, Sydney. Phone BM2081.

ANIMATION

for EDUCATION and INDUSTRIAL FILMS
And Now TELEVISION

OWEN BROTHERS
Animated Films PTY. LTD.

64 ELIZABETH ST. MELB.
Phone MF8303

Telegrams, Londofilm, Sydney.

Directors: H. Boxall, Sir David Cunyng-hame, V. Korda, J. A. L. Gunn, M. McFadden, R. R. Mooney.

Executive: E. J. E. Post (secretary).

Distributor feature films.

Interstate Repr.: Universal Pictures (all States); **O'seas:** London Films International Ltd.

SCREEN GEMS, 251a Pitt-st, Sydney. Phone BM6511. Telegrams, Columfilm. J. Joel (gen. mngr).

Suppliers filmed TV programs, feature films, cartoons, short subjects.

O'seas Repr.: Screen Gems, Inc. (parent company), 711 Fifth Ave, New York 22, USA (Plaza 1-4432). Ralph M. Cohn (pres), James W. Dodd (foreign co-ordinator).

TELERAMA ENTERPRISES PTY LTD, 149 Castlereagh-st, Sydney. Phone BM6625. Telegrams Rayfilms.

Directors: H. Sizer (chairman), R. Rushmer (managing dir.), H. Simmons.

Suppliers all types TV and cinema feature films and shorts.

O'seas Repr.: Harry W. Schroeder, New York, USA.

TRANS-AUSTRALIA TELEVISION PTY LTD, 204 Pitt-st, Sydney. MA9891. Teleg. Infildis, Sydney.

Directors: Errol S. Heath (managing dir.), R. A. Peterson (secretary).

Distributor TV features and shorts.

TV ANTENNA MNFRS

AERIAL MANUFACTURERS PTY LTD, 20 Tebbutt-st, Leichhardt, NSW. Phone LM6759. J. W. Maple, W. B. Oliver (dirs).

TV aerials, all types mountings and fittings.

ANTIFERENCE (AUSTRALIA) PTY LIMITED, Inc in Canberra. NSW office, 131 Regent-st, Sydney. MX1104-1197-2314. Victorian office, 360 Smith-st, Collingwood. JA1303-1813-1856.

Executives: Desmond O'Neill (Aust. sales mngr), T. E. Beirne (Aust. sales promotion mngr), R. O. Alexander (Vic. mngr).

Antiference TV aerials and accessories.

BETTA CHROME FURNITURE PTY LTD, 167 Botany-rd, Waterloo, NSW. Phone

MX3551-2-3. Telegrams, Bettachrome Sydney. J. L. Guest (mng dir.), K. H. R. Stephens (general mngr).

Hi-Mu indoor & outdoor aerials & fittings.

I/State Repr.: J. T. Bristow & Co, 50 Erskine-st, Nth Melbourne.

CHANNEL MASTER PTY LIMITED, 752 Pittwater-rd, Brookvale, NSW. Phone XF0221. Telegrams Channelmaster. G. I. Ferris (chairman & mng dir.).

Channel Master TV antennae & accessories.

Agency: Murray & Ogle.

I/State Repr.: Distributors all States.

DICKSON PRIMER TELEVISION SERVICES PTY LTD, 73 Day-st, Sydney (GPO box 3880). Phone B0273. Telegrams, Primercoy Sydney. G. H. Ward (dir.), P. Kirkham (chief engineer).

Telepover antennae, & accessories. TV installations & servicing.

I/State Repr.: Branches, 83 Whiteman-st, Sth Melb. (MX2070); room 17, 41 Market-st, Wollongong (B1065); room 8, 62 Scott-st, Newcastle (B1353); 144 Mann-st, Gosford, NSW; 157 Malop-st, Geelong (X4821); 77 Tapleys Hill-rd, Hendon SA (J2696).

HILLS TELEVISION SERVICE (member of Hills group of companies), 295-305 Princes Highway, St. Peters, NSW. LA5515.

NSW mngr, M. E. Marshall.

I/State branches: 189-197 Burwood-rd, Hawthorn, Vic. (WA1251), R. A. F. Sledge (mngr); 1055 Ann-st, Valley, Brisbane (5-3176), J. J. Dean (Qld sales mngr); 586-596 South-rd, Edwardstown, SA (LF5391), G. Thomas (SA sales mngr).

Mfrs Hills TV antennae electronic equipment, installation and set service.

MAPLE LEAF TELEVISION PTY LTD, 20 Tebbutt-st, Leichhardt, NSW. Phone LM6759. J. W. Maple, W. B. Oliver (dirs).

TV aerial installations, TV receiver service.

WATERFORD, R. J. & SON PTY LTD, 2a Mimosa-st, Bexley, NSW. Phone LW3011, LW3633. R. J. Waterford, R. F. Waterford (dirs.).

NSW distributor, Matchmaster (TV Sales) Pty Ltd (antennae and accessories); Vic. distr, Jasper Coote Pty Ltd, Melb.

Services to TV stations

- **Cameras, photographic and projection equipment (pages 151-154)**
- **Film processing laboratories (pages 154-156)**
- **Film stock (page 156)**
- **Studio lighting (pages 156-158)**
- **Recording equipment (pages 158-159)**
- **Lenses and optical needs (page 160)**
- **Transmission lines and equipment (page 161)**
- **Steel towers (page 161)**
- **Costume hire (page 162)**

PHONE **STC** FIRST

*Standard Telephones
and Cables Pty. Ltd.*

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BRISBANE

AN **ITT**
ASSOCIATE

S.T.C. — the Australian Unit of the world-wide IT & T. Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.



AUSTRALIA'S LEADING TV STATIONS

CHOSE

Bell & Howell



When dependability and reliability
are vital — men who know
prefer BELL & HOWELL — the
time-proven projection equipment.

* *Bell & Howell*

TELEVISION VIDICON FILM-CHAIN PROJECTOR

DESIGN 614 CBVM

* G. B. Bell & Howell FILMOSOUND
Model 631 Sound Projector

* G. B. Bell & Howell Model 640
Optical-Magnetic Sound Projector

* Bell & Howell Model 302
Optical-Magnetic Sound Projector

SOLE
DISTRIBUTOR

SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.

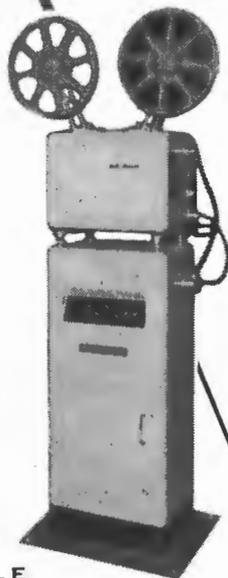
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MELBOURNE

BRISBANE

ADELAIDE

PERTH



CAMERAS, PHOTOGRAPHIC AND PROJECTION EQUIPMENT

AMALGAMATED WIRELESS (AUSTRALASIA) LTD, Sydney, Melbourne, Brisbane, Perth, Wellington (NZ). (See entry under Recording Equipment).

H. BLEAKLEY PHOTOGRAPHICS PTY LTD, Bleakley Hse, 397-399 Kent-st, Sydney. Phone BX5761. Telegrams, Bleacoy.

Directors: R. A. Irish (chairman), J. H. Bleakley (managing dir), D. B. Bleakley, S. S. Coldham.

Manager: P. Blashki.

Branches: 323 Bourke-st, Melbourne, MF2048; 84 Franklin-st, Adelaide, LA2847; 294 St Pauls-tce, Brisbane, 5-3726; 61 Stirling-st, Perth, 21-4989.

All type TV & film production equip., including Arriflex and Arricord (sound) 16-35mm cameras, printing, developing, editing machines, lighting, magnetic & optical sound systems, processing chemicals. Also telephoto, zoom and anamorphic lenses & accessories for animation and specialised photography, industrial motion analysis cameras, Auricon, Magnasync, Zoomer & Hollywood Film Company equip.

CINEOPTICS AUSTRALIA PTY LTD, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW. Phone JF5121-2-3. Telegrams Cinop Sydney.

T. D. Watson, Margery Hardie, I. F. E. Watson (directors), **N. R. M. Mitchell** (general sales mgr), **E. Holden** (service & tech. dept mgr).

National distributors of Paillard Bolex motion picture equipment.

EMI (AUSTRALIA) LTD, Sydney and Melbourne. (See entry under Recording Equipment.)

FRAZER ENGINEERING COMPANY, Fortril-ave, Bankstown, NSW. Phone UY6898.

Manufacturers of **R. W. Sharp 16-35mm heavy duty film splicers and gang synchronisers.**

HAMILTON & BAKER, Sydney. (See entry under Studio Lighting.)

HANIMEX PTY LTD, 14 King-st, Sydney. BX7281. Melbourne branch, 16 Bond-st. MA2815. Brisbane, Cnr. Edward and Mary-sts. 2-4398. Adelaide, 3 Francis-st. W5761.

Co-managing directors: J. Howie, J. Hannes.

Executives: G. Wilson (gen. mgr), M. Middleton (industrial sales mgr).

Suppliers all types cinematographic and TV equip; agents for Siemens projectors, slicers and rewinders, Union film printing and processing equipment, Sonnenschein batteries, HKS animated viewers, editing and titling units.

HERSCHELLS FILMS PTY LTD, 31 Agnes-st, East Melbourne. Phone MF1956.

Directors: Roy A. Driver (managing director), F. F. Knight (chairman), A. L. King.

Secretary: F. W. Thomas.

Aust. agents for Debric 16mm incandescent and arc projectors, Debric and Vinten camera and laboratory equipment, Lawley processing machines, Housten printing and processing equipment, Robot automatic splicing machines, Moviola film editing equipment, heavy duty film rewinders, multiple reel rewinders, tightwinders.

MASPRO INDUSTRIES PTY LTD, 23-29 Addison-rd, Marrickville, NSW. Phone LA4351. Sydney office mgr, F. J. Wyatt.

I/State Repr.: Geo. A. Fox & Co, 320 Park st, Sth Melbourne (MX5279); Lou J. Murray & Co. 330 Upper Roma-st, Brisbane (31-1182), Donald Bolton, Hayward Bldg, Charles-st, Adelaide (W2261); Donald Bolton, 7 Harvest Terrace, Perth 21-3232; The Reliance Trading Co, 265 Macquarie-st, Hobart (B3996).

Suppliers of 16mm spools and containers.

NATIONAL THEATRE SUPPLY CO PTY LTD, Sydney, Melbourne, Brisbane, Adelaide. (See entry under Studio Lighting.)

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, 69 Clarence-st, Sydney Phone BX1661. R. L. Clinch (ELA div.).

Branches: 590 Bourke-st, Melbourne (MU 6091). Melb. mgr, H. O. Morrison.

Suppliers all types of TV equipment including cameras, sound, mammoth projectors (for screening a 12ft x 9ft TV picture) and complete range of TV test equip.

PRECISION ENGINEERING CO. PTY LTD, 2-6 Neild-Ave, Paddington, Sydney. Phone FA8061. Telegrams Pecolim.

Cinevox 16mm projectors (Prefect & Premier models), allied projection and magnetic tape recording equip.

PYROX LTD, Melbourne and Sydney. Aust. agent for Eugen Bauer GmbH, Germany. (See entry under Recording Equipment.)

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone B0663.

Branches: Melbourne, MF2931.

Sole Aust. distributor for Rank Precision Industries, London, Bell & Howell Company of Chicago, and Ferrania cine film. Also handles equip. of Moviola Manufacturing Co, Hollywood, USA, Holly-

wood Film Company, and Neumade Products Corp., New York.

Supplier all types of TV studio equip., including cameras, optical and magnetic sound projectors, printers, automatic splicers, exposure meters & lenses.

Had special dept set up to cater for needs of TV stations, production units and processing laboratories, as well as to distribute Ferrania 16-35mm film.

Representative: Bill Billson.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany-rd, Alexandria. NSW. MX0444. Teleg. Relay. A. H. Cameron (gen. mgr).

All types TV studio, transmission and radio link equip, incl. microphones, cameras, aerials, OB vans and links, studio control and monitoring equip.

Represented all States.

TELEVISION ENGINEERING PTY LTD, in association with Electronic Industries Ltd, and Pye Ltd, England. Head office: Jago-st, Richmond, Melbourne. Phone JB5247, JB5269.

Technical director: C. L. Faudell.

All types TV operational & training equipment. Agent for Pye, High Definition Films, General Precision Laboratory, Raytheon, Stancil-Hoffman.

Supplied studio, film & lighting equip., mobile units & links to GTV; mobile units & link equip., ABV-ABN; Kinescope, sound recording & link equip., HSV.

Also consulting engineers, station planners.

VIDEO FILM CORPORATION (AUST) PTY LTD, 159 Bunnerong-rd, Pagewood, NSW. Phone FJ 1536, FJ 6668-6669.

R. V. Spike (man. dir.).

Sole Australian suppliers of 16mm and 35mm Eclair Cameiflex and Aquaflex (underwater) camera equipment.

HENRY H. YORK & CO PTY LTD, Sydney, Melbourne, Brisbane, Adelaide, Perth. (See entry under Film Stock.)

WESTREX AUSTRALIA PTY LTD, Broughton Hse, 181 Clarence-st, Sydney. Phone BX5051. Telegrams Westrex Sydney.

Managing director: W. E. Kollmyer.

Executives: Robert Hill (dir.), F. S. McKay (secretary), E. L. Wiseman (chief engineer), H. L. Sigal (merchandise mgr).



● TV STUDIO SPOTLIGHTS AND ACCESSORIES

250 W to 5 Kw.
(Fresnal and Plano Condensers)

● BASE LIGHTING UNITS

Include Scoops, Hilo Bars, Quad Boxes, Strip Lights, Gator Clamps, "C" Clamps, Cross Bars, Grid Pipes and Fittings, Gobo Flags and Leads, etc.

● DIMMERS

1 Kw to 3 Kw per plate Stage Dimmer Units.

● SNOOTS & BARN DOORS

Repairs and maintenance to mechanical equipment.

Hamilton & Baker
9 WILMOT STREET, SYDNEY

Phone: BM 6441

G.P.O. Box 2346

TELEVISION ENGINEERING PTY. LTD.

Sole Agents



Pye Ltd., Cambridge. World famous for TV Studios Cameras, Film Equipment, Outside Broadcast Mobile Units, Links, Transmitters and Industrial TV.



Raytheon Manufacturing Company Inc., Microwave Vision and Sound Links for studio to transmitter and outside broadcasting applications.



General Precision Laboratory Inc., Kinescope Recorders, 16mm. and 35mm. Maurer direct optical sound, Stencil-Hoffman double system magnetic sound.

We supply the entire engineering service for TV station planning, installation, training and maintenance.

Contractors to — GTV 9, NWS 9, HSV 7, TVW 7, ABV 2, ABN 2, ABQ 2, ABS 2, ABW 2, ABT 2.

TELEVISION ENGINEERING PTY. LTD.

Jago Street, Richmond, Victoria

Telephones: JB 5247 & JB 5269

A Division of Electronic Industries Ltd.

Branches: Mitchell Hse, 358 Lonsdale-st, Melbourne (MU6044), district mngr, J. Reilly; 70a Stanley-st, South Brisbane (4-1521), district mngr, R. Murrie; 62 Rundle-st, Adelaide (W6267), district mngr, F. J. Risely; 447 Murray-st, Perth (21-7725), district mngr, W. G. Wylks; 38 Elizabeth-st, Hobart (B4357), R. M. Barker.

Suppliers of a complete range of sound, projection and studio equip., including Westrex 16-35mm recording equip., Mitchell & Wall cameras, Fonda film processing facilities. Westrex 16 and 35mm film editors.

FILM PROCESSING LABORATORIES

ASSOCIATED FILM PRINTERS, 43-47 Prospect Street, Moore Park, NSW. Phone FA4131 and at 8 Campbell-st, Artarmon, NSW.

Directors: P. H. Budden, J. Evans, R. Vaughan, J. Goulston.

Manager: T. R. Wildie.

Processors and printers, 16 and 35mm film, negative, positive, reversal and color; mfrs 16mm film equipment.

AUTOMATIC FILM LABORATORIES PTY LTD, 513-515 Dowling-st, Moore Park, NSW. Phone FA4131.

Directors: N. Barrell, J. Evans, J. Goulston.

Executives: D. V. Dove (general mngr), K. H. Moremon (secretary), P. Markham (lab. superintendent).

Film processing laboratory.

BONDED FILM SERVICE, 43 Prospect-st, Moore Park, NSW. FA4131.

Directors: J. Evans, P. Budden.

Manager: J. M. Swain.

Film waxing.

CINE SERVICE PTY LTD. Office, studios & laboratories, 368 Post Office Place, Melbourne. Phone MU1373.

Managing director: Vernon F. Wagstaff, production supervisor, G. G. Thompson.

Processes all types of 35-16mm films and commercials, specialising in duplication of Kodachrome sound films.

COMMONWEALTH-FILMCRAFT LABORATORIES PTY LTD, 35-45 Missenden-rd, Camperdown. Phone LA3208.

Directors: J. S. Bruce, P. H. Budden, G. R. Vaughan.

Joint general mngrs: P. H. Budden, T. A. Greaves.

Film processing laboratory.

HARVIN FILM LABORATORIES, Laboratory, 283-285 Enmore-rd, Marrickville, Sydney. Phone LA7040. Showrooms, 15 Park-st, Sydney. Phone BF6911.

Manager: V. B. Toy.

Reverse processing, 16mm. Also supplies Gavaert raw film.

HERSCHELLS FILMS PTY LTD, film processing laboratory, 31 Agnes-st, East Melbourne. MF1956-7-8.

Directors: Roy A. Driver (mng dir.), F. F. Knight (chmn), A. L. King.

Laboratory supervisor, George Lumsden.

Complete 16-35mm processing service, incl. recording, cutting, developing, contact printing. Specialists in TV kine processing and printing.

KINELAB PTY LTD, Offices, recording studios and processing laboratory, 2 Cadogan-st, Sydenham (LA5034).

Directors: G. L. King (managing dir.), O. D. Bissett, K. G. Hall, T. Jackson, D. F. H. Packer, H. M. Sheffer, P. S. Yates.

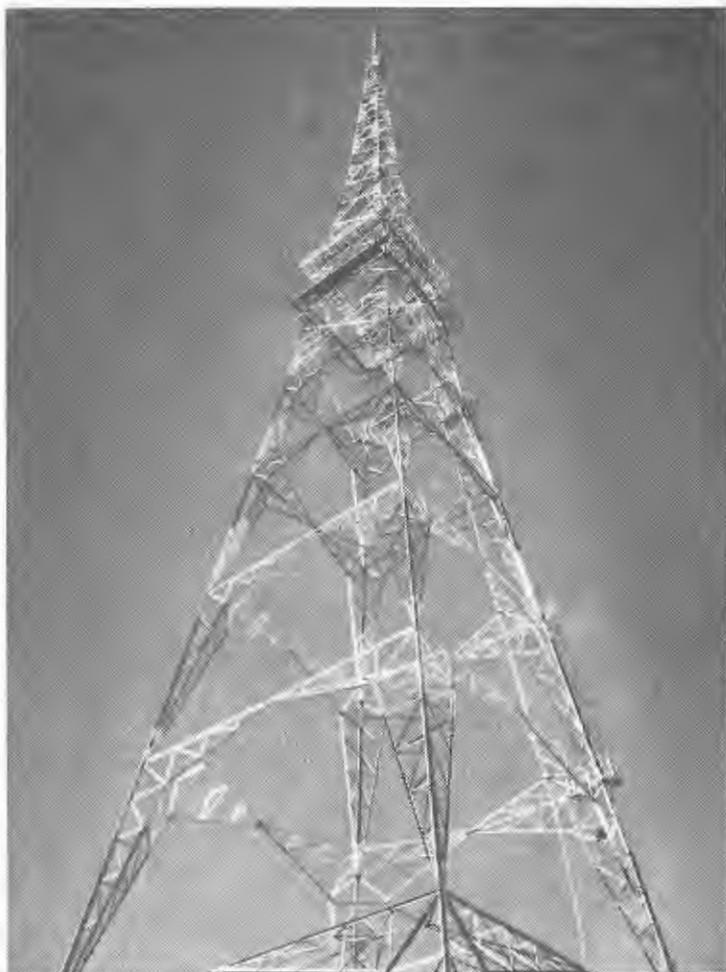
Staff of 30 includes D. Jackson (sales mngr), R. L. Kellett (chief engineer), R. Knight (laboratory supervisor).

Provides complete sound recording, cutting and laboratory processing and consulting service for TV stations, film production companies and independent producers.

SUPREME SOUND STUDIOS, 11-15 Young-st, Paddington. Phones FA5447, FA2897.

Proprietor: M. R. Murphy.

Service includes 16-35mm negative & positive developing, contact printing, reduction printing, enlarging, optical effects, animation & stop motion. Cutting equip. includes editolas & moviolas, 16-35mm Bell & Howell foot splicers, synchronisers, and edge-numbering 16-17½-35mm.



This TV Structure seen on Sydney's skyline will soon be seen stretching into the skylines of Brisbane, Adelaide and Perth.

All over Australia TV Towers designed, fabricated and erected by Electric Power Transmission Pty. Ltd. are unsurpassed for their up-to-date and superior technique of design and construction.

ELECTRIC POWER TRANSMISSION PTY. LTD.

226-228 Sussex Street,
Sydney, N.S.W.

Telephone BX 5491

SOUND SERVICE CO PTY LTD, 6 Alameda-st, Parkdale, SII. Victoria. Phone XY1700.

Directors: G. A. Gamon (managing dir.), Alma D. Gamon.

Executive: T. L. Phelan (secretary).

Reversal processing (16mm); 16mm and 35mm B&W machine processing; color printing.

Laboratory equipped with complete 16mm & 35mm European & American processing facilities.

I/state repr.: Australian Instructional Films Pty Ltd, 6 Underwood-st, Sydney, (BU 6557).

FILM STOCK

EMI (AUSTRALIA) LTD, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2701. Telegrams Emitron, Sydney.

EMI standard sprocketed 35 & 17½mm cine film coated with magnetic oxide.

R. GUNZ (PHOTOGRAPHIC) PTY LTD, 24 Wentworth-ave, Sydney (MA9781).

Sydney mngr: J. Savage.

Branches: 107 Collins-st, Melbourne (MF-5473), Melb. repr., R. Johnson.

Supplier of raw film stock, made and imported from long-estab. German company, Dr. C. Schleussner Fotowerke GmbH. Film is specially designed for TV use.

HARVIN FILM LABORATORIES, Sydney. (See entry under Film Laboratories.)

KODAK (AUSTRALASIA) PTY LTD, Kodak Hse, 379-381 George-st, Sydney (B0235); 252 Collins-st, Melbourne (63-7711). Branches in all States.

Directors: E. J. Rouse (chairman), H. F. Foote (works dir.), E. A. Teasdale (asst works dir.), J. E. Page (finance dir.), R. J. Mitchell (sales dir.).

Sydney mngr, R. Dudley; **NSW sales mngr,** G. Robertson, W. Ingram, Vic. mngr, A. Wonson.

Suppliers of Eastman 16mm and 35mm television and motion picture film, and studio lighting equipment.

ROTEX AGENCIES PTY LTD, 299 Castlereagh-st, Sydney. Phone MA6351. Sydney managing director, D. Pagan.

Branches: 187 Flinders Lane, Melbourne MF2982.

Sole Australian agent for Ferrania raw film. (Wholesale distributors, Sixteen Millimetre Aust. Pty Ltd. See entry, Cameras, Photographic and Projection Equipment section).

HENRY H. YORK & COMPANY PTY LTD, 62 Clarence-st, Sydney. Phone BU-1207. Telegrams Yorkuse Sydney.

Branches: 17 Brereton-st, West End, Brisbane (4-2581); Whitehorse-rd, Nunawading, Vic. (WU3641); 456 Port-rd, Hindmarsh, SA (LU8570), 108 Beaufort-st, Perth. (28-1606).

O'seas Repr.: Agfa A.G. fuer Photofabrikation, Verkauf Ausland, Leverkusen-Bayerwerk, Western Germany.

Suppliers Agfa Magnetron recording tapes, type FSP (standard & 1p); Agfa MF3 sprocketed magnetic TV & movie film, 8-16-17.5-35mm; Albrecht automatic film splicing units (KA2); Agfa automatic magnetic striping machines for 8-16-35mm cine & TV films; Agfacolor negative, positive & reversal films.

Advertising agency: Rodney H. Evans, 149 Castlereagh-st, Sydney (BM6728).

STUDIO LIGHTING AND LIGHTING CONTROL EQUIPMENT

AUTOMATIC AND ELECTRONIC CONTROL COMPANY PTY LTD, 64 Moncur-st, Woollahra. FB4458. Teleg. Aecontrol.

Directors: John S. Wilson, Eric N. Johnston.

Lighting control equipment. Supplied control units for TCN-GTV-Artransa.

I/State Repr.: EMI (Aust) Ltd, all States.

BARTON, R. H., PHOTOGRAPHIC LIGHTING PRODUCTS, 5-7 Prospect-st, Erskineville. Phone LA1224, R. H. Barton (proprietor).

Specialises in manufacture of all types of TV studio photographic lighting equipment and facilities. Has supplied equip. to ATN, TCN, Artransa, Avondale Studios, ATEL, Visatone, Fox-Movietone Dept. of Interior Films, NSW Dept of Technical Education.

HAMILTON & BAKER, 9 Wilmot-st, Sydney. Phone BM6441. Telegrams Lumax Sydney.

General mngr: R. C. Bucci.

All types of stage & film-TV studio lighting equip., including spots & floods, dimmers and stands, dollies for floor lamps, sound and projection equip.

Manufacturer of cinematograph products, including changeovers, re-winders and film measurers, and Triunal Effects machines.

Supplied lighting for TCN and lighting equipment to all TV stations.

KODAK (A'SIA) PTY LTD, Sydney and Melbourne. (See entry page 156.)

LOWRY & HENNESSY, Sydney. (See entry under Lenses, Optical Needs.)

NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD, 49 Market-st, Sydney. Phone B0663.

General mngr, A. L. Graham; general sales mngr, R. C. Smith.

Branches: Brisbane, 164 Melbourne-st, Sth Bris. (4-5831-2) mngr, J. A. Welch; Adelaide, 315 King William-st (LA3742), mngr., J. P. Wright; Melbourne, Gaumont-Kalee Theatre Supply Co, 178a Flinders-st, (MF-2935-6), mngr, M. Lightfoot.

Australian agent for Gaumont-Kalee products, including sound systems & projectors, Hewitt studio lighting, Bell & Howell cameras and studio equip, and magnetic film & magnetic tape recorders.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA8541. Telegrams, Ircapp.

R. E. Tolnay (mng dir.), K. F. Fidden (executive director), E. Walther chief engineer), H. Bendell (secretary).

Branches: 173 Ann Street, Brisbane (2-7884), J. Mantle, Bris, rep; 266-270 Queen-st, Melbourne (M3522), T. Minear; 621 Wellington-st, Perth (21-5016), N. Robinson; Featherstone Place, Adelaide (W6970), L. C. Jones.

Suppliers of sound recorders, RCA high fidelity sound reproduction equip., PA

Motion Picture & Television Technical Services

Kinelab

30 Experienced Technicians

10,000 sq. ft. of modern rush & bulk

Processing Plant — every facility

for producers & distributors of

Theatrical, Industrial & Television Films

KINELAB Pty. Ltd.

The laboratory with the scientific background

2 Cadogan Street, Sydenham.

Telegrams: "Geeking" Sydney. 'Phone LA 5034 (3 lines), after hours WX 3517.

systems, projectors, Magnaro and Hylite arclamps, Row lighting dimmers, spots, Angenieux lenses. Mnfs RCA records.

TELEVISION ENGINEERING PTY LTD, Melbourne. (See entry under Cameras, Photographic and Projection Equipment.)

THORN ELECTRICAL INDUSTRIES (AUST) PTY LTD, 501 Swanston-st, Melbourne, C1 (FJ2163). Teleg. Eleclampo.

Executives: A. F. Swain (secty and controller), P. Sussems (sales mngr, TV div.), H. L. Moore (works mngr), E. C. Dunn (chief eng.).

Manufacturers of Atlas and Ekco incandescent lamps and fluorescent tubes.

RECORDING EQUIPMENT

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney. Phone B0233.

Branches: Cnr Cordelia & Melbourne-sts, South Brisbane (4-1631), branch mngr, J. Young; 167 Queen-st, Melbourne (MU9161), branch mngr, H. E. Rowe; 544 Murray-st, Perth (21-5945), branch mngr, F. E. Audsley;

Anvil Hse, Wakefield-st, Wellington C1, NZ (43-191), branch mngr, E. E. Pernase.

All types of radio-TV studio and transmission equip., including microphones, aerials, transmitters, sound recording equip., Marconi and RCA cameras.

MAURICE CHAPMAN & COMPANY PTY LTD and **MAGNECORD AUSTRALASIA PTY LTD,** Kyle Hse, 31 Macquarie Place, Sydney. Phone 27-6857. Telegrams Chappy Sydney.

Director: Maurice D. Chapman.

Maurice Chapman & Co: Suppliers of BASF Magnetophon recording tape, BASF perforated magnetic tape.

Magnecord: Suppliers of microphones, loudspeakers, amplifiers, magnetic recording and striping equip., pre-amplifiers, and measuring equip.

EMI (AUSTRALIA) LTD, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2501. Telegrams Emitron, Sydney.

Directors: J. M. Burnett (chairman & managing director), J. F. Lockwood, L. J. Brown, R. G. C. Parry-Okeden, V. J. Chalwin, G. A. C. Kiernan, J. W. R. Hughes.

TELEPHONES: FB 4458
FB 4479

TELEGRAMS:
"AECNTROL"

TV Studio Lighting



distributed by

Specialising in the design, manufacture and installation of all types of
CONTROLLED LIGHTING PANELS
AND DIMMER BOARDS.

E.M.I. (AUSTRALIA) LIMITED

EMITRON HOUSE, 201 CASTLEREAGH STREET
SYDNEY. BA 2501

Contractors to leading
TELEVISION STUDIOS
AND THEATRES.

A.E.C. Electronically Controlled Reactor Dimmers provide the most modern method of lighting control. Ease of operation, minimum maintenance, and maximum flexibility are but a few of its many advantages.



The Automatic & Electronic Control Company

PTY. LTD.

64 MONCUR STREET

WOOLLAHRA, SYDNEY

Branches: 167 Flinders Lane, Melbourne, MF2211 (branch mngr, R. H. Miniken); 265 Rundle-st, Adelaide, W4741 (branch mngr, A. E. Harley).

Overseas Repr.: EMI Middlesex, UK.

All types TV studio and transmission equip., including cameras, monitors, film scanners, micro-wave links & recording machines.

Agency: Goldberg Advertising.

NATIONAL THEATRE SUPPLY COMPANY OF ASIA PTY LTD, Sydney, Melbourne, Brisbane, Adelaide. (See entry under Studio Lighting).

PYROX LIMITED, cnr Queensberry & Drummond-sts, Melbourne N3. Phone FJ-1921. Telegrams Pyrox.

Branches: 69-71 Edward-st, Pyrmont, Sydney (MW4192).

All types local & overseas television equipment including Bauer 16-35mm projectors, Pyrox Magictape tape recorders, Pyrox-Victor 16mm sound projectors. Aust. agent for Fernseh GmbH, Germany and Siemens & Halske A.G., Germany, Eugen Bauer, Germany.

RCA OF AUSTRALIA PTY LTD, Sydney, Melbourne, Brisbane, Adelaide, Perth. (See entry under Studio Lighting.)

STANDARD TELEPHONES AND CABLES PTY LIMITED, 252-274 Botanyrd, Alexandria. Phone MX0444. Telegrams Relay Sydney.

T. N. Bore (managing dir.), A. H. Cameron (general mngr), E. R. Reddel (secretary), C. A. Rutter (dir. of manufacture), Lt/Gen. Sir Vernon Sturdee (dir.).

Suppliers of radio and telephone communications, industrial rectifiers and high frequency heating equip.

WESTREX AUSTRALIA PTY LTD, Sydney, Melbourne, Adelaide, Brisbane, Perth, Hobart. (See entry under Cameras, Photographic Equipment.)

HENRY H. YORK & CO PTY LTD, Sydney, Melbourne, Brisbane, Adelaide, Perth. (See entry under Film Stock.)

YOU CAN RELY ON
ferrania

*The Dependable
Film!*

FERRANIA
PANCHROMATIC
REVERSAL
FILM

Sole Cine
Distributor . . .

TYPE
28

Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHEINER
	17	40	32	48	28

Good Resolving Power ✓

TYPE
32

Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHEINER
	21	100	80	125	32

Fineness of Grain ✓ High Sensitivity ✓

TYPE
37

Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHEINER
	25	250	200	300	38

SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.

SYDNEY MELBOURNE BRISBANE ADELAIDE PERTH

Agents in Australia for Ferrania: Rotex Agencies Pty. Ltd., Sydney.

LENSES, OPTICAL NEEDS

AUSTRALIAN OPTICAL CO. LTD., Equip. & engineering division, head office, 241 Broadway, Sydney. Phone MW4484, and at 16 Australia-st, Camperdown, NSW Phone LA7578. Instrument division, Capitol Hse, 109 Swanston-st, Melbourne, C.1. Phone MF6131. Telegrams, Austroptic Sydney & Melbourne.

Branches all other States.

Directors: K. Little (chairman), R. M. Ashby (mngnr), W. Ashby & D. J. Thomas (assist. mngnrs), G. F. Russell.

Melb. sales mngnr, N. J. Neilson; tech. supt, W. C. Gallagher.

Manufacturers, L.D.C. Triton 35mm projection lenses, L.D.C. 35mm optical systems for sound reproduction (three standard types), L.D.C. Apex 16mm projection lenses and optical systems for sound reproduction, Austral sound heads, microscope objectives for sound reproduction three standard condensers, mirrors. Optical systems made to order.

LOWRY & HENNESSY PTY LTD, 55a Erskine-st, Sydney. Phone BX1584. Joint

mngnrs, S. W. Lowry, P. W. Hennessy.

Suppliers all types of television optical needs (including TV & film camera needs), film cameras, lighting and microphone booms.

LORD, F., MANUFACTURING PTY LTD, 33 Higginbotham-rd, Gladesville, NSW. Phone WY1880.

Manufacturers of 16-35mm lenses, mirrors, filters. Lens resurfacing, repolishing, re-cementing, re-blooming, removal of fungus, damaged blooming.

CINEOPTICS AUSTRALIA PTY LTD, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW. JF5121-2-3.

N. R. M. Mitchell (gen. sales mngnr).

Camera lenses. (See also page 151.)

WATERWORTH & BESSELL, Park-st, Hobart, Tasmania. GPO Box 113D. Phone B2986.

Manufacturers of Waterworth strip film projectors, also camera and projector lenses

BARTON
TV AND
FILM STUDIO
LIGHTING EQUIPMENT

. . . from 500 watts to 5000 watts
— now completely manufactured in
Australia, with all accessories avail-
able.

Write for the new Lighting Cata-
logue, available from the distri-
butors —

Kodak



KODAK (Australasia) PTY. LTD. . . . BRANCHES IN ALL STATES

TRANSMISSION LINES AND EQUIPMENT

AUSTRAL STANDARD CABLES PTY LIMITED, PO box 10, Footscray West, W 12, Victoria. Phone MW9241-5. Telegrams Auscables. Also at 360 Collins-st, Melbourne (MY5911). L. E. Anderson (general mngr).

TV lead-in cables, high frequency cables, equipment wires, coaxial cables, multi channel carrier cables, Multiway and switch board wires and cables.

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney. Phone BX5491. Telegrams Transelectric. Dr. E. Oriolo (mngr dir.).

Transmission lines, construction of steel masts.

I/State Repr.: Branches, 9 McLachlan-st, Valley, Qld (5-4551); 171 Fitzroy-st, St. Kilda, Vic. (XJ0517).

JOHNS & WAYGOOD LIMITED, City-rd and Cecil-st, Sth Melbourne., SC5. MX1241 Teleg. Johnsway.

Directors: F. Peter Johns (mng dir.), J. T Reid, W. Mark Pollard, S. H. Bull, W. C Farrar.

Supply and erection of TV towers and supply of allied equip.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany-rd, Alexandria, NSW. Phone MX0444. Teleg. Relay. Also at Moorebank-ave, Liverpool, NSW (UB7331) A. H. Cameron (gen. mngr).

Radio-telephone communications equip., TV studio transmission equip., incl. cameras, transmission lines, OB vans and links, studio control and monitoring equip.

I/State Repr.: See entry services to radio.

TELECOMMUNICATIONS COMPANY OF AUSTRALIA, 20 Herbert-st, Artarmon, NSW. JF2171. L. Cunane (senior NSW repr.).

All types broadcast, transmission and studio equipment.

Agency: Hansen Rubensohn Advertising.

TRANSMISSION LINES PTY LTD, 213 Canning-st, Carlton, Victoria. Phone FJ5546.

Telegrams Translines Melbourne. J. J. Beynon (general mngr), R. E. Ramsay (Vir mngr).

Electrical transmission & distribution equip and materials. Electrical-mechanical engineers & contractors.

STEEL TOWERS

BRITISH INSULATED CALLENDER'S CABLES (AUST) PTY LTD, 351 Edgecliff-rd, Edgecliff, NSW. Phone FB3325.

Steel towers.

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney. Phone BX5491.

Dr. F. Oriolo (mng dir.).

Steel towers and allied equip.

JOHNS & WAYGOOD LIMITED, City-rd and Cecil-st, Sth Melbourne, SC5. MX1241. Teleg. Johnsway.

F. Peter Johns (mng dir.).

Steel towers—allied equip.

METTERS LTD, Admin., Grenfell-st, Adelaide, factory & offices, 101 Henley Beach-rd, Mile End, SA. Phone LU6241. Telegrams Mettersmil, Adelaide. N. H. B. Keyser (mng dir.).

Radio-TV masts.

I/State Repr.: Branches, 154 Elizabeth-st, Sydney (B0958); 847-851 Hay-st, Perth (21-9461); Cnr Adelaide & Creek-sts, Brisbane (31-1151). **O'seas:** Metters of London, Elbury Chambers, 74 High-st, Rickmansworth, Herts, Eng.

MISCELLANEOUS SERVICES

BONDED FILM SERVICE, 43-47 Prospect-st, Moore Park, NSW. FA4131. Manager, J. M. Swain.

Bond storage, censorship in bond arranged for all TV films. Customs clearance and transport servicing. Waxing 16 and 35mm film. See also page 154.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD, 2 Wentworth-ave, Sydney. MA9473. Teleg. Minnesotamin.

Directors: R. S. Priebe (mng dir.), W. H. Siegeworth (prod. dir.), J. D. Dunmire (sales dir.).

3M and Scotch brand products and thermo Fax copying machines, for duplication of letters, scripts, schedules. Also tape recorders and video tapes (to be imported from US shortly).

COSTUME HIRE**SYDNEY**

BELLS & BOWS (general): 75 The Boulevard, Strathfield. (UM6900).

BUTTONHOLE THEATRE SUPPLIES (general): 177 George-st, Sydney. BU3611.

CANN'S BRIDAL SALON (wedding and evening frocks, dress suits, tails); 105 Liverpool-st, Sydney (MA7435).

CHARMAINE (children's): 4 Loftus-st, Dulwich Hill (LM7937).

JENN'S (children's): 112 Darlinghurst-rd, Kings Cross (FA5182).

MICHAU (wigs): Manchester Unity Bldg, Castlereagh-st, Sydney. (MA3958).

MOTLEY: 12 Comber-st, Paddington. (FA3589).

SHAW'S DRESS SUIT HIRING SERVICE: 148 Phillip-st, Sydney. (BW9107).

EDITH SMITH (dress suits): 147a King-st, Sydney (BW3292).

J. C. WILLIAMSON THEATRES (general): 51 Castlereagh-st, Sydney. (BW4451).

MELBOURNE

ALEX PAIN & CO: 142 Russell-st, Melbourne. (MF4096).

Receiver manufacturers (Radio & television)



ADMIRAL OF AUSTRALIA (PTY) LIMITED, Gow-st, Bankstown, NSW. Phone UY5343. Telegrams Larimda, Sydney. O. J. Richter (gen. mngr), K. Kerr (merch. mngr), Rod Gurr (adv-prom. mngr).

Admiral radio TV receivers, refrigerators, air conditioners.

Agency: O'Brien Publicity.

AIRZONE (1931) PTY LTD, radio-TV division, Joynton-ave, Waterloo. Phone MX0411.

Airzone TV receivers.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney (GPO box 2516). Phone B0233. Telegrams Expanse.

Radiola radio-TV receivers.

AUSTRALIAN ELECTRICAL INDUSTRIES PTY LIMITED, 93-95 Clarence-st, Sydney (GPO Box 2517). Phone B0251. Telegrams Austric, Sydney.

Radio-TV receivers, other electrical products

Agencies: Hansen-Rubensohn, Lyle Davis Advertising.

BLAND RADIO LTD, 498 South-rd, Edwardstown, SA. Phone LF6177. Telegrams Blandradio, Adelaide. F. P. Pickham (mng dir.).

Operatic radio-TV receivers, radiograms, amplifiers, H.F. transceivers, Operatic Playmate portables & car radios.

BRITISH GENERAL ELECTRIC CO. PTY LTD, 104 Clarence-st, Sydney. Phone B0277. Telegrams Britishgeneral. W. W. Gunn (NSW mngr), N. Carter (advtg mngr). Radio-TV receivers, other electrical appliances.

Agency: Bartlett, Murphy & MacKenzie.

BUSH SIMPSON LTD, 410 Torrens-rd, Kilkenny, S. Aust. Phone JL5331-2. Teleg. Supasetz. Principal execs: N. B. Rydge, J. M. Simpson, K. S. Russet, C. G. Cusack.

TV receivers.

I/State Repr.: Sydney: Bush Radio Ltd, 49 Market-st (BM6292-3). Melb.: 1431 Malvern-rd, Malvern (BY2664). Brisb.: 13 Dogget-st, Fortitude Valley. Perth: 59 Stirling-st (B2693).

CLASSIC RADIO & TELEVISION PTY LTD, 80-90 Waverley-rd, East Malvern, Vic. Phone UL1051. Telegrams Classgram. Neil Petch (mng dir.), H. Ibbotson (general mngr).

Classic radio-TV receivers.

Agency: Alexandra Advertising

CUSTOM TELEVISION CO PTY LIMITED, Phillips-rd, Kogarah, NSW. Phone LW2598.

TV receivers.

EDISWAN-EKCO (AUST) PTY LIMITED, Nelson-rd, Yennora, NSW. Phone YU7211. Telegrams Ekcoswan, Sydney. C. L. Caiger (general mngr).

AEI/Ekco TV receivers, Mazda cathode ray tubes.

ELECTRA RADIO MFG CO PTY LTD, Phillips-rd, Kogarah, NSW. Phone LW1645.

Radio receivers.

ELECTRO SOUND PTY LTD, 6 Nelson-st, Annandale, NSW. Phone LA5169, LA3631. Telegrams Electrosound. F. Morgan (general mngr), P. May (sales mngr).

Electrosound, Electrosound-Saba radio-TV receivers.

Agency: Times Advertising.

EMI (AUSTRALIA) LTD, Emitron-Hse, 301 Castlereagh-st, Sydney. Phone BA2501. Telegrams, Emitron Sydney. J. M. Burnett (chairman & mng dir.).

HMV radio-TV receivers.

Agency: Goldberg Advertising.

FERRIS BROS PTY LIMITED, 252 Dowling-st, East Sydney. Phone 35-4356. Teleg. Caradio.

Directors: G. I. Ferris (chmn & mng dir.), W. M. Ferris (tech. dir.), B. M. Dixon.

Ferris car radios and TV receivers.

Agency: Murray & Ogle Pty Limited.

HEALING, A. G. LTD, 167 Franklin-st, Melbourne. Phone FY0281. Telegrams Healing.

Healing radio-TV receivers.

Agency: Orr Skate & Associates.

KELVINATOR AUSTRALIA LIMITED, 136 Euston-rd, Alexandria, NSW. Phone LA4301, LA7123.

Kelvinator radio-TV receivers.

KGH PTY LIMITED, Harris Hse, Newland-st, Bondi Jctn, NSW. Phone FW4844-5-6-7. Telegrams Kaygeaitch Sydney. K. G. Harris (mngr dir.), F. W. Anderson (general mngr).

Titan radio-TV receivers, car radios, radiograms, talkophones, farm radios.

Agency: McCarthy-MacVeigh.

KIRBY, JAMES N., SALES PTY LTD, 79 Salisbury-rd, Camperdown, NSW. Phone LA0455. Telegrams, Micrometer.

Crosley radio-TV receivers.

Agencies: Hugh Berry, L. B. Rennie & Associates, Coudrey-Gotham Associates.

KRIESLER AUSTRALASIA PTY LIMITED, 43 Alice-st, Newtown, NSW. Phone LA0400. Teleg. Kriesler.

General manager, L. E. A. Walcot.

Kriesler radio-TV receivers.

Agency: Jackson Wain & Co.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta. F. N. Leddy (gov. dir.).

Philips radio-TV receivers, other electrical appliances.

Agency: Hansen Rubensohn.

POPE ELECTRONICS PTY LTD (division of Pope Products Ltd), 919-929 Botany Rd, Mascot, NSW. PO Box 26, Mascot. Phone MU4711. Teleg. Teaness.

Director and gen. mngr, B. F. Israel.

Motorola TV receivers, domestic and car radios.

Agency: L. J. Macnamara Advertising, Adelaide.

PYROX LTD, 14-36 Queensberry-st, Melbourne. Phone FJ9121. And at 167-187 Kent-st, Sydney, BU4483.

Agents for Biaupunkt radio-TV receivers Sony transistors and transistor radios.

RADIO CORPORATION PTY LTD, 126 Grant-st, Sth Melbourne. Phone 62-0281. Telegrams Schuh. C. Zahara (NSW general mngr).

Astor radio-TV receivers, home appliances.

Agencies: United Service Publicity, Ansell & Associates.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany-rd, Alexandria, NSW. Phone MX0444. Telegrams Relay Sydney. T. N. Bore (mng dir.), A. H. Cameron (general mngr).

Mfrs. STC radio-TV receivers, refrigerators and other home appliances.

Agency: George Patterson Advertising.

STROMBERG CARLSON (AUSTRALASIA) PTY LTD, 118-124 Bourke-rd, Alexandria, NSW: Phone MX2257. Telegrams Strom. A. H. Freedman (mng dir.).

Stromberg Carlson radio & TV receivers.

TECNICO LIMITED, Carrington-rd, Marrickville, NSW. Phone LL0411. Telegrams Tecnico Sydney. P. M. Threlfall (mng dir.), C. G. Cusack (sales mngr).

Pye-Tecnico radio-TV receivers, other electrical appliances.

Agency: McClelland Advertising.

THORN ELECTRICAL INDUSTRIES (AUST) PTY LTD, 501 Swanston-st, Melbourne, CI. Phone FJ2163. Teleg. Elec lampo.

P. Sussems, sales mngr, TV division.

Atlas TV receivers.

Agency: N. V. Nixon & Co.

WESTINGHOUSE ROSEBERY PTY LTD, radio-TV division, Joynton-ave, Waterloo. Phone MX0411.

Westinghouse TV receivers.

ZENITH RADIO COMPANY PTY LTD, Rhodes-st, West Ryde, Phone WY0391. Jose Alberti (general mngr), F. T. Newman (sales mngr).

Calstan radio-TV receivers, radiograms, amplifiers, electronic & test equipment.

I/State Repr.: McKinnon Nicholls Pty Ltd, 468 Collins-st, Melb. (MB1501); J. R. Ullman, 70 Bennett-st, East Perth (21-2116); N. C. Tritton, 240 Queen-st, Bris. (2-7791).

FREQUENCY MODULATION

FM in Australia is on an experimental basis only, although FM broadcasting has been operating since 1947.

The public inquiry into the possible manner of introduction of VHF-FM broadcasting, held during August-September 1957 in Sydney and Melbourne by the Broadcasting Control Board, is dealt with separately.

Commercial broadcasters are divided on the possible commercial benefits of an FM broadcasting licence, claiming that FM masts and transmission equipment costs are very high, and that it would be difficult to establish an FM station's popularity where listeners can already receive an AM station.

FM advocates, on the other hand, claim that the VHF-FM band is the only solution to the present impasse in the expansion of Australian radio broadcasting services, because there are no more AM channels in the Eastern States to allocate to new stations, even though there is a dire need.

As against the present allocation of 107 channels for broadcasting in the medium frequency (AM) band, use of VHF-FM would provide about 75 more channels for broadcasting.

FM also offers greatly improved reception quality, particularly for music, plus complete freedom from static and atmospheric interference, which could be an important point in helping to popularise FM listening among high-fidelity enthusiasts, especially in Queensland, where the static level is high.

There are four experimental FM stations in operation by the Wireless Branch of the PMG's Dept., Sydney, Melbourne, Adelaide and Brisbane, and they operate from about 11am-11pm daily, generally broadcasting national station music programs.

Each experimental FM station has a very sparse audience but it is known that several hundred imported German receivers are in the hands of interested listeners.

Frequencies and operating power of the four stations are as follows: Sydney, 92.1megs, 2kw; Melbourne, 91.1megs, 2kw; Brisbane, 91.1megs, 1kw; Adelaide, 97.3megs, 3kw. Their radiated power (ERP) is in excess of these figures by use of high-gain antennas.

In addition to these stations, a private experimental licence for FM transmission, the only one granted, has been given to electronics engineer, Ray Allsop, of Sydney, frequency 102.1megs.

He plans to build his station in the Blue Mountains area.

THE Australian Broadcasting Control Board's public inquiry (Sydney, August 19-21; Melbourne, September 9-11, 1957) into

the possible manner of introduction of VHF/FM broadcasting proved the scene of hot controversy.

Sydney witnesses, which included top radio executives, advertising, press and private interests were unanimous in urging the introduction of FM for city and country areas.

However, at the Melbourne inquiry, the Australian Federation of Commercial Broadcasting Stations, and four out of five Melbourne stations which gave evidence, voted strongly against it.

Main theme of arguments against FM was that its immediate introduction would be ill-timed in the light of the development of TV and economic strain on communities absorbing it.

Hearing narrowed down the alternatives to FM to the reallocation of existing AM frequencies and expansion of channel sharing.

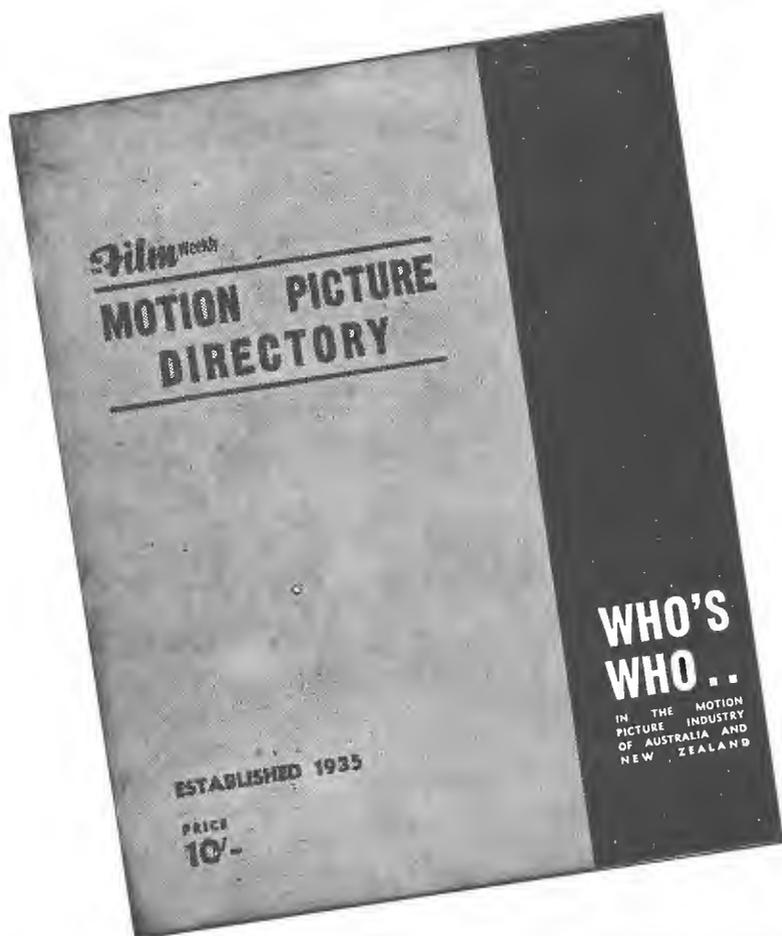
Advertising interests emphasised that in the eyes of advertisers and their advertising agents the new system would only be as attractive as its audience; that advertisers would not be interested in FM until its value as an advertising medium could be assessed on a cost-per-1000 listeners reached basis.

Appearances were: Sydney: Sir Richard Boyer (chairman) and Charles Moses (general manager, ABC); S. R. I. Clark (managing director 2GB-Macquarie) and L. N. Schultz (technical director, 2GB); George Barlin (manager, Canberra Broadcasters); E. W. MacAlpine (director and assist. managing director, Consolidated Press); W. Selby-Adams (telecommunications officer, Truth & Sportsman); Ray Allsop (electronics consultant); Rev. V. K. Turner (Christian Broadcasting Association); John Bowden (general secretary) and Harry Allen (chairman, NSW executive, AANA); and John Humphrey (federal director, 4As). Melbourne: J. Campbell (PMG's Dept); J. E. Ridley and Arthur Cowan (president and executive officer respectively of the AFCBS); J. P. Salvado (engineer, Electronic Industries); E. H. Horner (electronics and allied div., Chamber of Manufactures); D. Worrall (3DB-LK); L. Bennett (general manager 3UZ, also representing 3XY and 3KZ); C. Derham (Melbourne Broadcasters, 3AK); R. Haig-Muir (Haig-Muir Pty Ltd); L. G. Mather, retired manager of 2WL.

Witnesses who indicated at the inquiry that their organisations sought FM licences were: Sydney: Truth and Sportsman and Consolidated Press (newspaper groups), Christian Broadcasting Association (religious group), ABC. Melbourne: Melbourne Broadcasters (3AK), Electronic Industries Ltd (manufacturing group).

Many broadcasting industry witnesses have had FM licence applications before the Broadcasting Control Board for several years.

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- *Victoria (pages 183-192)*
- *Queensland (pages 192-194)*
- *South Australia (pages 194-197)*
- *Western Australia (pages 197-198)*
- *Tasmania (page 198)*



NEW SOUTH WALES

ALDWYCH ADVERTISING (NSW) PTY LTD, 118a Herford-st, Glebe. Phones MW1414, MW2192, MW4727. Telegrams Aldwych Sydney. Head office Melbourne.

Directors: G. L. Bride, F. M. Small (manag. dir., Sydney company).

Executives: P. Knibbs, R. H. Tucker (acct-execs), S. K. Morris (prod. mngr), Miss N. Conway (media), Mrs. R. Glass (copy).

Accreditations: AFCBS, ANC — ANPA, PPAB, TAB.

I/State Rep.: See Melbourne entry.

Main Radio-TV Clients: Dunlop Rubber Co of Aust, Bruce Small Pty Ltd, Sydney Flour Pty Ltd, Vic. Retail Cycle Traders' Association.

AMALGAMATED ADVERTISING PTY LTD, Federation Insurance Bldg, Ash-st, Sydney, BL 5006.

Directors: E. D. Widocks, T. Wrightson.

Executives: P. Harris (gen. mngr), K. Ferguson (prod. mngr, acct-exec).

Accreditations: ANC (pending).

Main Radio-TV Clients: A. W. Barrs Pty Ltd, Amcos Pty Ltd, Lodge Spark Plugs.

ANIVITTI ADVERTISING PTY LTD, 74 Castlereagh-st, Sydney. Phone BW1268.

Directors: C. F. Anivitti, D. Anivitti, W. Schofield.

Executives: G. Goodge, D. Gordon, D. Pillars, N. Kane.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Moffat-Virtue Ltd, Seetcovers Ltd, The Snowzone Co, Deposit & Investment Ltd, Hallstroms Pty Ltd, Herbert Small Pty Ltd, McMurtrie Ltd.

ANSELL & ASSOCIATES PTY LTD, 12 Palmer-st, Sydney. FA 0311. Head office Melbourne.

Directors: R. D. Ansell, L. F. Klemke, T. B. McDonald.

Executives: Mrs. E. Perry (secty), D. Harper (media mngr), Myke Dyer (TV dir.).

Representation, accreditations, main radio-TV clients: see Melbourne entry.

AUSTRALIAN APPLIED ADVERTISING (CRATCHLEY ADVTG AGENCY PTY LTD), Commercial Bank Bldg, Pitt and Bathurst-sts, Sydney. MA8661.

Directors: S. A. Cratchley (mng dir.), D. T. Cratchley.

Executives: Miss E. Windeyer (media),

J. E. Clarke (accounts), D. T. Cratchley (prod.).

O'seas Repr.: E. W. Player Ltd, 32 Fleet-st, London EC4; Inter-American Enterprises, Inc, 6 East 46th-st, New York.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Kwit Detergents, K-T Cleaner, Shield Rum, Vanderfield & Reid Ltd, I58 Polish, Allan H. Tuckey Ltd, Webster's Biscuits, Felca watches, Balgay jams, Daimler cars, Skoda cars, Sheraton furniture polish.

AUSTRALIAN TELEVISION & RADIO ADVERTISING AGENCY, 76 Clarence-st, Sydney. Phone BX2661.

Director: B. W. Davidson (manag. dir.).

Executive: Miss L. Robertson, mngr (advertising).

Accreditations: AFCBS.

Main Radio-TV Clients: Daffodil Margarine, Masterfoods, Meadow-Lea Margarine, White Cloud Shortening, Pow Wow Pop Corn, Viernol.

BARTLETT MURPHY & MACKENZIE PTY LTD, 33 York-st, Sydney. BX 4272-3-4-5. Teleg: Bartletads.

Directors: L. V. Bartlett, R. M. MacKenzie, R. F. Keane.

I/State Repr.: United Service Publicity, 420 St. Kilda-rd, Melbourne (BM 4211).

O'seas: C. J. Lytle (Advtg), London.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Bayer Pharma Ltd, British General Electric Co Pty Ltd, Gowing Bros Ltd, Marrickville Margarine Co, Moss & Co, Mercantile Mutual Insurance, National Brush Co, Nut Foods Ltd, Stack & Co, Slazengers, W. Grant & Sons.

BAUME, S. E., & COMPANY PTY LTD, Federation Insurance Bldg, Ash-st, Sydney. Phone BL4181. Telegrams Sebaumco.

Directors: S. E. Baume (manag. dir.), Dan Thomson.

Executives: Dan Thomson (director-manager), C. Williams (secretary and media mngr).

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Paterson, Laing & Bruce Ltd, Peerless Products, British Paints.

BECKET-THOMSON ADVERTISING PTY LTD, Shell Hse, Carrington-st, Sydney. Phone BX3354. Head office Melbourne.

Directors: A. W. Thomson (manag. dir.), H. R. Thomson, L. B. Becket, C. S. Fairbairn.

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Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: B. Seppelt & Sons.

NORMAN BENT, ADVERTISING, 50 Miller-st, North Sydney. Phone XB2912, XB2921, XB7406.

Directors: Norman Bent, Joan Bent (partners).

Executives: Joan Bent (mngr radio-TV & fashion depts), B. Young (prod. mngr).

O'seas Repr.: Richard T. Brandt Inc. Cleveland, Ohio, USA.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Buckingham's Ltd, City Car Parks Pty Ltd, Claude R. Ogden & Co Pty Ltd.

BERRY COMPANY, THE HUGH, PTY LTD, Pitt & Goulburn Sts, Sydney. Phone MA8361. Telegrams Unsullied.

Branches: Melbourne.

Directors: H. G. Berry (chairman), W. C. Currie (manag. dir.).

Executives: N. R. Marr (radio mngr), J. Madden (media mngr), R. Y. Hillman (TV mngr) B. Ferguson (assist. TV mngr).

Accreditations: ANPA, ANC, ABC, AFCBS, PPAB, NPA of NZ, TAB.

Main Radio-TV Clients: BALM Paints, W. D. & H. O. Wills, Kodak (A/sia) Pty Ltd, Revlon (Aust) Pty Ltd.

BEST AND SWIFT, 280 Castlereagh-st, Sydney. MA 5787. Telegrams Swiftads.

Proprietor: R. A. Swift.

Executives: F. C. Duck (mngr), Miss J. Wheeler (media mngr), W. Eagle (prod. mngr), M. Willis (acct-exec.).

I/State Repr.: Best & Company Pty Ltd, 422 Collins-st, Melbourne (MU 5771).

Accreditations: ANPA, AFCBS, ANC, PPAB, TAB.

Main Radio-TV Clients: B. Singer & Co, Tucker & Co, Hyman Don & Son, Parnall (Aust) Pty Ltd.

CANNY, PARAMOR, & CANNY PTY LTD, 24-26 Kent-st, Sydney. Phone BU7101. Telegrams Cannynads Sydney.

Branches: Melbourne.

Directors: F. F. Canny, B. D. Canny, J. W. Paramor (joint man. dirs.), N. Chaston, W. Knight, L. R. Macnicol.

Executives: Miss N. Chaston (radio-TV dir.), W. Knight (press dir.), L. R. Macnicol (outdoor dir.), M. Anderson, J. Rydge (acct-execs), N. Palethorpe (copy chief), D. Williamson (chief art dir.), H. Flynn (art dir.), E. Spilsted (prod. mngr), R. Christian (TV prod. mngr), J. Raitlon (photography), Mrs I. Rowland (acct), A. Hutton (secty), Miss J. Garbett (research officer).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Australian Fixed Trusts, Australian Gas Light Co, Consolidated Beverage Co, Masonite Corp., Sargents, Simpson Distributors, Vincent Chemical Co, Waltons-Sears, Cerebos (Aust) Ltd, White Mfg Co Ltd.

CAPPER, RITA, ADVERTISING, 42-44 Oxford-st, Paddington, NSW. FA 8942, FA 9267.

Principal: Rita Capper.

Accreditations: ANC, PPAB, AFCBS, TAB.

CHESELL & MCCREDIE PTY LTD, 136 Pitt-st, Sydney. Phone BL 1526. R. G. McCredie, G. N. Chessell (joint mng dirs), L. H. Taylor, Adrian O'Donnell (radio-TV dir), Miss J. Cowie (secy & media mngr).

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

CHRISTIE & ASSOCIATES, Federation Insurance Bldg, Ash-st, Sydney. Phone 25-2727/28.

Executives: D. W. L. Christie (princ.), D. O'Donnell (prod. mngr), J. M. Paynter (media), K. Hill (art dir.), G. McAdam (acct).

Accreditations: ANPA, ANC, AFCBS, TAB, PPAB.

CLEMENGER, JOHN PTY LTD, 379-381 Kent-st, Sydney. Phone BX6261. Telegrams Clemenger Sydney. Head office Melbourne.

Executives: J. K. Carr (mngr), C. E. Cross (TV dir.), L. R. Llewellynn, R. Fullarton, C. W. Osborne, E. A. Colley (acct execs), J. Gilders (media mngr), J. E. Sanford-Readhead (art dir.), J. H. Walshaw (prod. mngr), R. Walduck (secty).

Accreditations: AFCBS, ANPA, ANC, ABC.

Main Radio-TV Clients: Westinghouse Appliances, Fyrside Heaters, Coleman Space

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NEVILLE CORBETT ADVERTISING PTY LTD, 484 Elizabeth-st, Sydney. MX3039, MX3715.

Directors: N. J. Corbett, B. E. Corbett.

Executives: N. J. Corbett (gov. dir.), B. E. Corbett (creative dir.), I. Intermann (secty), J. Helmich (prod.), J. Latta (art dir.).

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Decore Products Pty Ltd, Hamiltons Ewell Vineyards Ltd, Rigney's Shoes, Embassy Radio & Television.

COUDREY-GOTHAM ASSOCIATES PTY LTD, 42-44 Pitt-st, Sydney. Phone BU1866. Telegrams Sagittarius.

I/State Representation: Associate offices in Melbourne, Brisbane, Adelaide. **O'seas:** Associate houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan.

Directors: C. J. Coudrey (manag. dir.), W. D. Coudrey, W. S. Gilbert, J. E. Roy.

Executives: A. H. Pettett (radio-TV mngr), W. G. Hill (media mngr), G. Moore (art dir.), A. McGuinn, J. Heytman (acct/execs), R. Tyler (prod. mngr).

Accreditations: AFCBS, ANPA, ANC, APPA, TAB.

Main Radio-TV Clients: Duralex Paints, Dr Williams Medicine Co, Figure Control Corset Co, Hunter Valley Co-op Dairy Co, NZ Govt Tourist Bureau, Smith & Nephew, Speedo Knitting Mills, Tucker & Co, C. C. Wakefield & Co.

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Accreditations: AFCBS, TAB, ANPA, PPAB.

Main Radio-TV Clients: Rural Bank of NSW, Aust. Country Party, East-West Airlines, NSW Road Safety Committee, NSW Dairy Produce Sales Promotion Committee, NSW Produce Co, K. G. Murray Publishing, A. E. Clarke Pty Ltd.

DAMPIER ADVERTISING PTY LTD, 428 George-st, Sydney, Box 7044 GPO. BL 4587-8, BL 2791. Telegrams Buccaneer.

Managing director: Roy Jenkyns.

Executives: Peter Watts, (prod. mngr), R. A. McCartney (radio-TV mngr), Brian Ford (art dir.).

Accreditations: ANC, ANPA, PPAB, TAB, AFCBS.

I/State Repr.: Branch, Adelaide, associate houses Perth and New Zealand.

Main Clients: Peters Consolidated Milk Industries Ltd, Penguin Ice Cream Pty Ltd, Victor Ice Cream Pty Ltd, Peters Ice Cream (SA) Pty Ltd, Alaska Ice Cream Ltd, Peters Creameries Pty Ltd, Fresh Food & Ice Pty Ltd.

LYLE DAVIS ADVERTISING PTY LTD, Gowings Bldgs, Market & George-sts, Sydney. Phone BM6121. Telegrams Lyledavis Sydney.

I/State Representation: Briggs & James Pty Ltd, 153 Latrobe-st, Melbourne.

Directors: Lyle Davis, P. G. Thorpe, W. N. Tilbrook.

Accreditations: ANC, ANPA, PPAB, AFCBS, NPA of NZ.

Main Radio-TV Clients: Jeldi Manufacturing, Casben Productions, Australian Wine Board, K. G. Murray Publishing.

DUVAL, JOHN C., ADVERTISING, 61 Market-st, Sydney. Phone BM2858.

Directors: John C. Duval, R. L. Duval.

Executives: K. D. Johnson (copy), G. de Groen (prod.), Mrs. M. A. Thew (media mngr).

Accreditations: ANC, ANPA, AFCBS, TAB.

Main Radio-TV Clients: Bayer McDonald & Day Pty Ltd, French Knit Pty Ltd, Industrial Public Relations Service of Aust. Pty Ltd, Prouds Pty Ltd.

ENEMARK, ROGER, ADVERTISING AGENCY, 52 Clarence-st, Sydney. Phone BX 3584.

Director: Roger Enemark (principal).

Accreditations: AFCBS, TAB, ANPA, ANC, PPAB.

Main Radio-TV Clients: Bardahl Oil Corp., Allen & Hanburys (Aust.) Ltd.

EVANS, MURRAY, ADVERTISING, 52-54 Phillip-st, Sydney. Phone BU2919, BU1944, BU4641.

Proprietor: Murray Evans.

Executives: A. L. McIntyre (acct-exec), Betty Evans (media mgr), W. Clark (prod. mgr), H. Apte (art dir.), D. Baird (acct-exec.), Miss C. Jones (acct).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

I/State Repr.: Castle Jackson Advertising, 100 Collins-st, Melbourne (MF 5058); Duthie Advertising, 236 Elizabeth-st, Brisbane (31-2595). **O'seas:** Newson Stenberg Advertising, Auckland, NZ.

Main Radio-TV Clients: Caldwell Wines, Bingo Jellies and Custard Powder, Pace Mowers, Streets Ice Cream, RedEX, Yates Seeds, Bell & Howell cameras and projectors.

EVANS, RODNEY H., ADVERTISING PTY LTD, 149 Castlereagh-st, Sydney. Phone BM6728.

Directors: Rodney H. Evans (mng dir), W. Pitt, K. C. Heasman (also media mgr).

Executives: L. C. Jones (prod. mgr), J. D. Jeffreys, F. Merchant, R. Shelley, D. Crockett, N. Currie. Melb. office: Ken Moses (Vic gen. mgr), R. Robertson.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB, Country Press, ABC. Affiliated with International Advertising Association, New York, AAAN, USA.

I/State Repr.: Rickards Advertising, 160 Russell-st, Melbourne (FB3461); Edmonds Advertising Service, 115 Queen-st, Brisbane (B5516); Johnston Jones Advertising, 293 Queen-st, Brisbane (B2978); Successful Advertising Company, T&G Bldg, 13 Barrack-st, Perth (BF3582). **O'seas:** Newson Stenberg

Advertising, Auckland, NZ; C. Dupuy, Paris; C. T. Lytle, London; Smits Advertising Bureau, Amsterdam; Cockfield Brown, Montreal; Fuller & Ross & Smith, Cleveland.

Main Radio-TV Clients: Amalgamated Wireless (A'sia), Apollo Therapeutic Salon, Blainey's Pty Ltd, Brolite Pty Ltd, H. J. Cooney Pty Ltd, Dalgety & Co Ltd, Fesq & Co, Knitmaster Pty Ltd, Metters Ltd, Merica, Morley Johnson, Elna Sewing Machines, Sisalkraft, G. C. Singleton & Co, Sovereign Appliances, AGFA Cameras.

FAEN, J., ADVERTISING, Daking Hse, Rawson Place, Sydney. Phone MA8029.

Directors: J. Faen (manag. dir), R. Faen.

Executives: R. Faen (accounts), J. MacKay (secretary), B. Bailey (prod. mgr).

Accreditations: ANC, ANPA, AFCBS, TAB.

Main Radio-TV Clients: Scottish Tailoring Co, B. J. Ball Ltd.

Main Radio-TV Clients: Scottish Tailoring Co, B. J. Ball Ltd, Waks Bros, E. Guido & Co, Kednor Pty Ltd, Trans-Regal Enterprises Pty Ltd.

FORTUNE (AUST.) PTY LTD, Wentworth Bldg, 2 Wentworth-ave, Sydney. Phone BA2946, BA2167, BA4558. Telegrams, Fort-aust.

Directors: C. K. Landell-Jones (mng dir.), M. H. Landell-Jones, J. Dewhurst, J. E. Edwards, L. F. Sims, L. D. Cripps.

Executives: I. D. McIntyre (secty), C. E. Luxford (acct), A. W. Kelley (mktg), G. Bradd (prod.), W. N. Fleet (media), J. Phipers (chkng & records), R. W. Shephard (development), L. F. Sims (Melbourne mgr), J. N. Galloway (Adelaide mgr), A. S. Skirling (Brisbane mgr), D. de V. Hunt (Perth mgr).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

I/State Repr.: Branches, Melb., Bris., Adel., Perth. **O'seas:** Schurgin Associates, 2338 Dime Bldg, Detroit, USA; C. J. Lytle (Advertising) Ltd, 2-4 Dean-st, London.

Assoc. Company: Fortune Film & TV Productions Pty Ltd (R. D. Hansen, prod. dir.).

Main Radio-TV Clients: Atlantic Union Oil Co, Ansett-ANA, British United Dairies, Nathan & Wyeth, Lustre Hosiery Ltd, G. Herring (Aust) Pty Ltd, Nu-Look Clothing, The Big Show, Dick Hyde's Motor Pool, Woolcord Furnishings Pty Ltd.

FREETH, VINCENT H., 21 Pier-st, Sydney. Phone MA6816. Telegrams, Alfredo.

Directors: C. F. Sykes, J. E. Turner, W. H. Bentley.

Executives: K. R. Ringham, I. Oliver, D. Camplin (acctnt/execs), Miss A. Lucas (media mngr), T. L. Varnay (prod. mngr), C. C. Robertson (secty).

Accreditations: ANC, AFCBS, PPAB, ANPA, TAB, ABC.

Main Radio-TV Clients: Life Savers, Coty (England) Ltd, Exide Batteries of Aust, Mums Products, Waugh & Josephson Ltd, Michael Nairn & Co, The Walcot Pty Ltd.

GELLATLEY, H. R., ADVERTISING, 387 Kent-st, Sydney. Phone BX6444-5-6.

Director: H. R. Gellatley.

Executives: C. M. Brown (radio-TV mngr & acctnt/exec), V. C. P. Violet (acctnt/exec).

Accreditations: ANC, ANPA, AFCBS, PPAB.

Main Clients: Associated Tobacco Manufacturing, Champion Mowers, Cornelius Furs, Christies Pty Ltd, Chevron Mercers, Mutual Trading Co.

GOLDBERG ADVERTISING (AUSTRALIA) PTY LTD, 188 George-st, Sydney. Phone BU4281. Telegrams Goldads.

I/State Representation: Frank Goldberg Pty Limited, Stanhill, Louise-st, Melbourne. **O'seas:** Goldberg Advertising (Aust.) Pty Ltd, 5 Suffolk-st, Pall Mall, London; The Goldberg Advertising Agency Ltd, Wellington, NZ; Goldberg Advertising (Auckland) Ltd. Associate houses throughout the world.

Directors: A. Goldberg, H. Woolf (managing), E. J. Quick, W. J. Brooks, H. MacLeod, N. A. Richardson.

Executives: E. J. Quick (general mngr), W. J. Brooks (secretary), H. MacLeod (production mngr), A. Richardson (chief acctnt/exec), I. Buckman (media mngr), B. Gilchrist (copy chief).

Accreditations: ANPA, ANC, AFCBS, NSW Country Press, Qld Country Press, Vic Country Press, APPA, TAB.

Main Radio-TV Clients: John McGrath Motors (Pty) Ltd, The Watchmakers of Switzerland, Wm Hollins & Co Ltd, Gordon Edgell & Son Ltd, The Mutual Life & Citizens' Assurance Co Ltd, Carrier Air Conditioning Ltd, Andrew's Laboratories, Bur-

roughs Wellcome & Co, EMI, Aust Liberal Party, Max Factor & Co, Mayfair Distributors, Nestles Food Specialities, Tooth & Co, Trilby Footwear.

GORDON & GOTCH (A'SIA) LTD, 821 Botany-rd, Rosebery. Phone MU046. Telegrams Gotch Sydney.

Executives: D. K. Robinson (advvtg-mngr), W. D. Carter (acctnt/exec), H. F. Prior (prod. mngr).

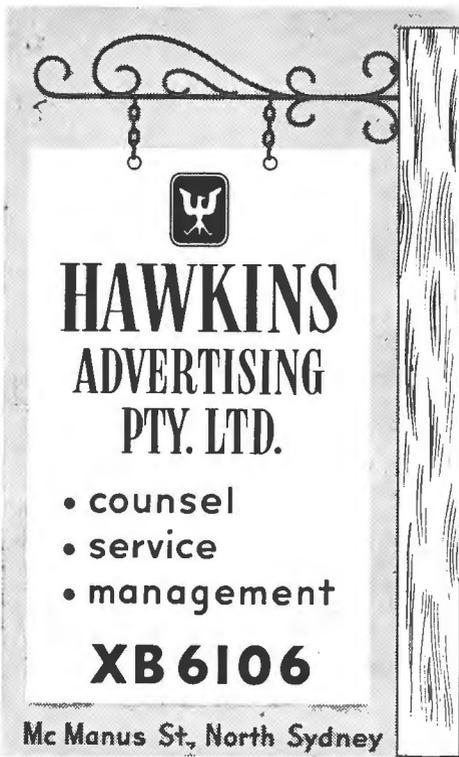
Accreditations: ANC-ANPA, PPAB, AFCBS, NPA of NZ.

Branches: Melb., Bris., Adel., Perth.

O'seas Repr.: Branches, London, Canada; reps S. Africa, USA.

GREGORY MAYES & ASSOCIATES PTY LTD (formerly Graves-Mayes Pty Ltd), 420 Elizabeth-st, Sydney. Phone MX4021.

Directors: G. D. Mayes, A. C. Rowe, R. Boardman, R. M. Cameron.



**HAWKINS
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PTY. LTD.**

- counsel
- service
- management

XB 6106

Mc Manus St, North Sydney

Accreditations: ANC, ANPA, APPA, TAB, ABC.

Main Radio-TV Clients: Anderson Seeds, Hills Hoists, NSW Co-op, Building Society, Carpet Manufacturers Ltd.

GROSVENOR ADVERTISING PTY LTD, (Arthur Smyth Holdings Pty Ltd), Kembala Bldg, 58 Margaret-st, Sydney. BX 4838. Telegrams Groad.

Directors: H. R. Bowker, E. L. Gadsby, I. M. Heydon, E. W. Rogers, P. F. Smyth, K. J. Unsted.

Executives: K. J. Unsted (gen. mngr), E. L. Gadsby (mngr), D. Hughes and J. Milasi (acct.-execs), E. W. Rogers (secty), M. G. Pearce (acct), I. E. Harris (media mngr), G. Foster (prod. mngr).

Accreditations: ANC-ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Austin Motor Co (Aust.) Pty Ltd, Peter Lloyd Limited, Larke Hoskins Pty Ltd.

HANSEN RUBENSOHN PTY LTD, Caltex Hse, 167-187 Kent-st, Sydney. Telegrams Rubadco. Phone B 0554.

Executives: S. Rubensohn (gov. dir.), J. Bristow (mng dir.), W. A. Lockley (gen. mng), W. Diamond (group dir.), D. Coop (group dir.), C. Osborne (group dir.), A. J. Whitmore (art dir.), C. R. W. Scruby (radio and TV dir.), Miss L. Trigg (radio mngr), Miss J. Kerr (media mngr), Miss O. Davis (secty).

Accreditations: AFCBS, ANC, ANPA, PPAB, TAB.

Main Radio-TV Clients: AEI, Bristol-Myers, Caltex Oil, Sydney County Council, N.S.W. Electricity Commission, Fison's Chemicals, R. M. Hardy, Health Department, J. R. Love, Nestle's, Nile Distributors, Phillips, Samuel Taylor, Sterling Pharmaceuticals, Sungravure, Victa Mowers, World Agencies, Metropolitan Water Board.

HAWKINS ADVERTISING PTY LTD, McManus-st, North Sydney. Phone XB6106. Telegrams Hawkads.

Directors: E. R. G. Hawkins, G. L. Hawkins, E. I. N. McCredie.

Executives: E. Boxall (gen. mngr), J. Ahad (secty and assoc. dir.), N. Browne (art dir. and assoc. dir.), Miss J. Barnett (copy chief and assoc. dir.), Miss J. Miles (media mngr), B. Cooper, R. Whitcombe, A. Bruce, A. Barry, G. Curtiss (acct.-execs).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Branch: 455 Adelaide-st, Bris. 2-0531 (J. Keegan, mngr).

I/State Repr.: Chapman-Hendrie Advtg, 262 Queen-st, Melbourne (MU9601-2-3-4).

Main Radio-TV Clients: Peek Frean (A'sia),

Cottee's Passiona Ltd, Harry Peck (A'sia), National Hosiery Mills, Malley's, Hanimex, Bonds (Dri-Glo towels), Warner Lambert (Waterbury's, Listerine), Textra shirts, Slazengers (Ripple Sole).

HEPWORTH ADVERTISING AGENCY, 148 Phillip-st, Sydney. Phone BW 7102.

Directors: R. C. Hepworth.

Accreditations: AFCBS.

Main Radio-TV Clients: Grocery lines, clothing manufacturers, retail stores.

IPS ADVERTISING, 5th Floor, Caltex House, 167 Kent-st, Sydney. BU4911 (3 lines). Teleg. Presnews.

Director: H. K. Wood.

Accreditations: ANC-ANPA, AFCBS, TAB.

Main Radio-TV Clients: Champion's Vinegar (Aust) Pty Ltd, Saunders Malt Extract, Dishmaster (Aust) Ltd.

JACKSON, WAIN & COMPANY PTY LIMITED, 40 Miller-st, North Sydney. Phone XB5881. Telegrams Jacksonwain.

Branches: Melbourne.

Directors: J. W. Jackson, H. M. Wain, H. L. Cousins, J. H. L. Browne, R. A. Irish, F. E. Grace, J. Mack, G. H. Brown.

Executives: Departmental, F. E. Grace (media), R. Fordred (art), E. R. Dwyer (print prod.), D. G. Harley (radio-TV prod.), R. D. Hodgson (acct and secty); other execs, T. G. Reece, K. H. Cousins, I. Barker, A. Cansdale, R. Rossi, D. Garner, K. Read, B. Doonan, S. Fitzpatrick, D. Lowe, F. Beresford, V. Henderson.

Accreditations: TAB, NPA of NZ, NPA of Aust, AFCBS, ANC, PPAB.

Main Radio-TV Clients: Sunbeam Corporation Ltd, Qantas Empire Airways Ltd, Rothmans of Pall Mall (Aust) Ltd, Kriesler A'sia Pty Ltd, Warner-Lambert Pty Ltd, White Wings Pty Ltd, H. Small & Company Pty Ltd, Agricultural Services Pty Ltd, Australian Consolidated Press Ltd, Arthur P. Stewart (Akubra Hats) Pty Ltd, Edinburgh Laboratories (Aust) Pty Ltd, South Australian Wine Distributors, Norman Baker & Longhurst Pty Ltd, W. Angliss & Company (Aust) Pty Ltd.

JARDINE, PATERSON & COMPANY, 62 Margaret-st, Sydney. Phones, BX6935-6-7.

Managing Partners: W. L. Jardine, F. Paterson.

Executives: J. G. Paterson, G. M. Keene (junior partners).

I/State Repr.: W. John Haysom Company,

64 Elizabeth-st, Melbourne (MF8554). **O'seas:** Young & Rubicam, Inc, 285 Madison-ave, New York, USA; Young & Rubicam Ltd, Roxburghe-Hse, Regent-st, London, W.I. (Hyd 6757).

Accreditations: ANPA, ANC, AFCBS, PPAB, NPA of NZ, TAB.

Main Radio-TV Clients: Stamina Clothing Co, Orient Steam Navigation Co, Wearproof Hosiery, P. & O.S.N. Co, Orient & Pacific Lines.

JOEL, ASHER, ADVERTISING PTY LTD, 12 Bridge-st, Sydney. Phone 27-6986. Telegrams Ageold.

Directors: Asher A. Joel (manag. dir.), D. Joel, L. R. Jones.

Executives: G. Paxman (adv'tg mngr).

Accreditations: ANC, ANPA, ABC, TAB.

Main Clients: Optical Prescriptions, Watson Victor, Andrew Thom Ltd, Newcastle Water Board, ULVA, Waltons-Sears Credit Corporation Ltd, Kent Howard, Ready Mixed Concrete.

KAY, JOHN, & ASSOCIATES, 515 Pacific Highway, Crows Nest, N.S.W. Phone JF6136.

Executives: John Kay (principal).

Accreditations: AFCBS.

KAY, MAURICE ADVERTISING PTY LTD, Caltex House, 167 Kent-st, Sydney. Phone BU 1789, BU 3668.

Directors: Maurice C. A. Kay, John E. Head, Seymour L. White.

Accreditations: Fully accredited nationally.

Main Radio-TV Clients: Zixo, Tooheys, British Aust. Paper (Sorbent), Mildara Wines.

LAWRENCE, W. B., ADVERTISING SERVICE PTY LTD, Savoy Hse, Bligh-st, Sydney. Phone BW5881. Telegrams Warble, Sydney.

Directors: W. B. Lawrence (manag. dir.), J. B. Greer, V. A. Mahoney, T. Wood, F. Sutton.

Accreditations: ANPA, ANC, TAB, AFCBS, PPAB.

Main Clients: Dowd Associates, Anthony Squires, E. E. Whitmont & Sons, Global Tours, Vegetable Oils, Biber Furs, Vilene, J. Farren Price, D. & W. Murray, John Brown Knitwear, Belclere Hearing Aids, Magnetic Sound Industries, K. G. Murray.

LEONARD, F. P., ADVERTISING, 156 Castlereagh-st, Sydney. Phone MA6374. Telegrams Leonadvert.

Proprietor: F. P. Leonard.

Executives: D. Stenner (prod.), G. Bock

(acct-exec), Anne MacDonald (acct).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: R. H. Armstrong & Co Pty Ltd, Elliotts Rural Labs, Ford Sherington Ltd, H. H. Halls Ltd, Ronson Pty Ltd.

LINTAS PTY LTD, Unilever-Hse, 1 Macquarie-st, Sydney. GPO Box 3922. Phone B0551.

Senior Executives: T. B. Wallace (mng dir.), L. G. Llewellyn (acct and secty), H. S. Weekes (prod. dir.), A. J. Walker (media dir.), K. A. Fowles (radio-TV dir.), A. D. Brett (research dir.), N. K. Mills (acnts dir.), B. Harris (copy dir.), F. W. L. Mann (acnts dir.).

Accreditations: ANPA, ANC, AFCBS, PPAB.

Main Radio-TV Clients: Lever Bros, J. Kitchen & Sons, World Brands, Rexona, Hoover (Aust), J. Drysdale & Sons, Harbottle Brown & Co (Glencor whisky).

MADISON ADVERTISING SERVICE PTY LTD, 48 Alfred-st, Milsons Point, NSW. Phone XB 7895, Teleg. Madisads.

Directors: R. W. B. McDuie (mng dir.), O. L. Rowell.

Executives: G. J. Hemmings (prod. mngr), Miss W. Arnott (secty), Mrs. J. Brown (media).

Accreditations: ANC-ANPA, AFCBS, TAB.

Main Radio-TV Clients: A. Wander Ltd (Ovaltine), Leonard Norman Pty Ltd (Ranch Tobacco), Buckle Motors (Sales) Pty Ltd, (Goggomobile cars), Trimol Laboratories Ltd, (Zest Plant Food).

MARSH ADVERTISING, 44 Margaret-st, Sydney. Phone BX1245.

Accreditations: ANC, TAB, AFCBS, ANPA.

O'seas Repr.: Assoc. offices, London, New York, Paris, Venezuela, Vancouver, Wellington.

MAXWELL, S. A., & STAFF PTY LTD, 70-72 King-st, Sydney. Phone BX2421-2, BX2297. Telegrams Maxstaff.

Directors: S. A. Maxwell (manag. dir.), W. V. Maxwell, J. O. Dexter, G. H. Allcock.

Executives: J. W. Davis (radio-TV mngr), J. Kennedy (media), R. Elkin (prod.), E. J. Horscroft (TV prog.), G. Nicholas (acct).

I/State Repr.: Associate houses all States.

O'seas: Erwoods Ltd, London; Woodward Advertising Ltd, NZ.

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Radio-TV Clients: McDowells Ltd, Rice Marketing Board, Leeton Co-op. Cannery, Ricegrowers Co-op. Mills Ltd, NSW Trotting Club, Banana Advertising Committee NSW, Apple & Pear Advertising Committee NSW, Lindeman Ltd.

MAYNARD, R. S., ADVERTISING, 39 Park-st, Sydney. Phone MA3721, MA2816. Telegrams Maynardad.

Branches: Brisbane.

Directors: J. A. Maynard, C. A. McMillan.

Accreditations: ANPA, ANC, AFCBS, TAB, PPAB, NPA of NZ.

Main Clients: Commercial Banking Co of Sydney, Lloyd Triestino Line, Perpetual Trustee Co. Ltd, Grazcos Co-op Ltd, Buzacott (Aust) Ltd.

MCCARTHY-MACVEIGH ADVERTISING PTY LIMITED, 310 George-st, Sydney. Phone 25-5706. Telegrams MacMac.

Directors: V. C. McCarthy (chairman), D. V. & D. P. McCarthy (joint manag. dirs.).

Executives: Miss B. McCarthy (artist), T. Hamilton (acct/exec).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Priors Pty Ltd, Chamberlain Industries Pty Ltd.

MCCLELLAND ADVERTISING COMPANY PTY LTD, Head Office, 53 Elizabeth Bay-rd, Elizabeth Bay, Sydney. FL 3041, FL 3430. Teleg. WTAD. Art Studio, 244 William-st (FA 3619, FA 3582). City Depot, 88 Pitt-st (BL 1201).

Directors W. T. McClelland (chairman), D. M. Clay (manag. dir), J. M. B. Green (also secretary), E. T. Kennedy, N. Adams.

Executives: R. Aitken, D. Connor, P. Maegraith (acct/execs), Geoff Jackson (radio-TV mngr), F. R. Howes (prod. mngr), J. Chesney (art dir.), R. Higgins (acct).

O'seas Repr.: Grant Advertising, Inc. (hq Chicago and 35 offices throughout the world). Kenyon Brand & Riggs Limited, NZ.

Main Radio-TV Clients: W. K. Buckley Ltd, Hunter Douglas Australia Pty Ltd, Fostars Shoes, The Knox (Canberra) Drug Co, Tecnico Ltd, National Chemical Products, Greens Products Limited, Houghton & Byrne Pty Ltd, Custom Credit Corporation Pty

Ltd, Canvin & Coles Pty Ltd, Easy Appliance Corporation.

Accreditations: ANPA, ANC, AFCBS, TAB, PPAB.

MERCHANDISING, ADVERTISING CONSULTANTS (MAC Advertising), 411 Kent-st, Sydney. Phone BX2385.

Partners: Rex McGowan, Ivor McIvor.

Accreditations: AFCBS, ANC-ANPA, TAB.

MILLER, JOHN, ADVERTISING PTY LTD, 545 Pacific Highway, Crows Nest, NSW. Phone JF4097, JF2053.

Directors: John Miller (principal).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Stromberg-Carlson (A'sia), Illawarra Appliance Stores, Southern Cross TV & Radio Pty Ltd, Commonwealth Electronics Pty Ltd, Velvet Action Pty Ltd.

MILWYN ASSOCIATES PTY LTD, Bull Chambers, 28 Martin Place, Sydney. Phone BW2770, BW8736. Telegrams Milwyn Sydney. Box 4368, GPO.

Directors: E. M. Spink (manag. dir.), D. M. Cumes, R. J. Creaser.

Executives: B. Preston (prod. mngr), M. Menkveld (media), J. Barclay (accnts).

O'seas Repr.: Affiliated office UK, USA.

Accreditations: ANPA, ANC, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Bushells Ltd, J. A. D. Gibson & Co, John Woods & Co, Dustflo, Martin Howard, Strong-Lite Aluminium, Adjust-a-Lite Awnings, R. B. Davies Ltd.

MURRAY & OGLE PTY LTD, Rm 32, 62 Alfred-st, Milsons Point, Sydney. XB 1171-2.

Directors: K. V. Murray, B. F. Ogle.

Accreditations: ANPA, ANC, AFCBS, TAB, PPAB.

NICHOLS-CUMMING AND STAFF ADVERTISING PTY LTD, 35 Clarence-st, Sydney. BX 5741. Teleg. Nichans.

Directors: J. J. Cumming, V. N. Hunt. G. J. Doorley (assoc. dir.).

Accreditations: TAB, AFCBS, PPAB, ANC.

Main Clients: Bradford Roofing Industries Pty Ltd, Geigy (A'sia) Pty Ltd, J. Goldberg Footwear Agencies Pty Ltd, Hestia Brassiere Co Pty Ltd, Singer Sewing Machine Co.

NIXON, N. V. & CO PTY LTD, 508 Pacific-h'way, St. Leonards, NSW. JF 3011; and at 33 Queens-rd, Melbourne. Teleg. Nixonads.

Directors: C. W. Judd (Sydney mngr), B. Gapes (resident Sydney), N. V. Nixon (mng dir.), A. D. Gibson, R. A. South, L. B. Gole.

Executives: B. A. Goulston (accnts supervsr), C. J. Newton (media) W. F. Larkins (acctnt exec.), W. Gibson (prod.), J. Taylor (radio), J. Glyde (art dir.), L. Durrant (copy).

Accreditations: ANC-ANPA, AFCBS, TAB.

Main Radio-TV Clients: Ampol Petroleum Limited, Television Engineering Co., Britstand Distributors Ltd, Barnes Darling Pty Ltd, Better Brakes Pty Ltd, Cawley & Co, Hotel Metropole.

O'BRIEN PUBLICITY PTY LIMITED, O'Brien Hse, 56 Young-st, Sydney. Phone BUI1355. Telegrams Gofer.

Branches: Melbourne, Brisbane.

Directors: E. H. O'Brien (gov. dir.), R. J. Murphy, F. G. Grant, J. J. Mullins, V. O'Brien.

Executives: R. Gordon, F. Ryan (media mngr), J. Beveridge, G. Phillips, Miss M. Poehoe (acctnt/execs), P. Hill (prod. mngr), L. Excell (acctnt), R. Blundell (art).

I/State Repr.: Arthur A. Collett Advertising, AMP Bldg, William-st, Perth, 21-6584;

Alan A. Martin & Son, 13 Grenfell-st, Adelaide.

O'seas: Assoc. houses Auckland, Wellington, London, New York, Chicago, San Francisco, Los Angeles, Singapore, Hong Kong.

Accreditations: ANPA, ANC, AFCBS, PPAB, NPA of NZ, TAB.

Main Radio-TV Clients: Admiral of Aust, ICI, L. J. Hooker Ltd, Holbrooks (A'sia), Swift Australian Co, British Farm Equipment, Silovac Electrical Products, Wrigley's, Cahills Restaurants, Gartrell White, F. Cinzano et Cia, Mark Foys, Rex Investments Ltd.

OVERSEAS ADVERTISING PTY LTD, 36 Grosvenor-st, Sydney. Phone BUI142.

Director: W. O. Richards (manag. dir.).
Not accredited.

PATON, NOEL, (NSW) PTY LTD, 60 Hunter-st, Sydney. Phone BW4141. Telegrams Advertect. Head office Melbourne.

Directors: G. B. Massingham (director in charge, NSW division).

Executives: R. Logan, G. Allan, A. Macaulay (acctnt-execs), Ward Leopold (radio-TV).

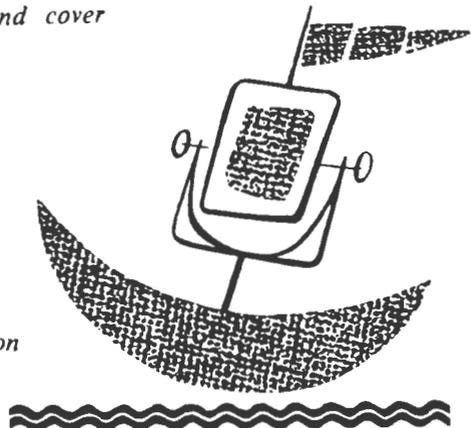
Accreditations: ANC, ANPA, PPAB, AFCBS.

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P. O. Box 1510 Colombo, Ceylon.**



PATTERSON, GEORGE, PTY LTD, 252 George-st, Sydney. Phone BU6361. Telegrams Pressager.

Directors: G. H. Patterson (chairman), L. W. Farnsworth (manag. dir.), Sir John Ilott, A. D. Hannam, M. I. Anderson, D. L. Hall.

Executives: K. Cousins (gen. mgr), Mrs. S. Tree (copy dir.), J. Hopwood, D. L. Wrathall (art dir.), H. R. Wearing (media dir.), A. R. Whitman (research dir.), R. D. Nethercote, G. E. Seagrove, A. C. S. Parker, M. N. Black, C. Godsell, I. Macdonald, P. D. Winfield (acctnt/exces), N. L. Merchant (radio prod. mgr), Miss M. Terry (radio-TV media mgr), Stirling Macoboy (dir. radio-TV prodn).

Branches: Melbourne, Brisbane & Adelaide. Associate houses in all other States.

Accreditations: ANC-ANPA, PPAB, AFCBS, TAB, NPANZ.

O'seas: George Patterson Pty Ltd, 33 Lower Regent-st, London, SW1; J. Ilott Ltd, Wellington, New Zealand.

Main Radio-TV Clients: William Arnott Pty Ltd, Colgate Palmolive, Commonwealth Bank of Aust, Gibb & Beeman, Gillette, Hospitals Contribution Fund of NSW, Medical Benefits Fund of Aust, Miles Laboratories, Reckitt & Colman, STC, Ashleys-Buckingham Group, Australia Hotel, Clements Tonic, Scott & Turner Ltd, Tea Bureau, McWilliam's Wines, Lewis Berger & Sons.

PERCEVAL, J. B., PTY LIMITED, Assembly Hall, 44 Margaret-st, Sydney. Phone BX1904. Telegrams Servicity.

Director: J. B. Perceval (manag. dir.).

Executives: W. Hook, B. Scribner (contact execs), Miss N. Dudgeon.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio Client: William Arnott Pty Limited.

POWELL, R. & K., ADVERTISING AGENCY PTY LIMITED, 35 Clarence-st, Sydney. Phone BX7363-7364.

Directors: R. Powell, P. H. Truelove, R. S. Keesing.

O'seas Repr.: Charles Haines Advertising Ltd, NZ; P. N. Barrett Pty Ltd, Capetown, S. Africa; Albert Frank-Guenther Law Inc, New York, USA.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB, NPA of NZ.

Main Radio-TV Client: Bank of New South Wales.

RENNIE, L. B., & PARTNERS PTY LTD, 230 Elizabeth-st, Sydney. Phone MA9151.

Directors: L. B. Rennie (manag. dir.), J. O. Amos, K. T. Baker, A. T. Jackson (also acctnt/execs), A. Rennie.

Executives: N. M. Harding (secretary), R. Dickinson (prod.).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Clients: James N. Kirby Organisation & industrial and technical accounts.

RODGERS, WILLIAM H, & ASSOCIATES PTY LIMITED, Scot Chambers, Penfold Place, Sydney. BW 2771-2-3.

Directors: W. H. Rodgers, mng dir., A. Miller (dir. & acctnt. exec.).

Executives: N. B. Hayes (gen. mgr), J. de Holden Stone (creative dir.), T. Tate (acctnt and media mgr), J. R. Swindley, W. Fuller (acctnt exec.), B. G. Marshall (prod. mgr).

Accreditations: ANC-ANPA, AFCBS, TAB.

Main Radio-TV Clients: Auto Auctions Pty Ltd, Penfolds Wines Pty Ltd, Pacific Motor Auctions Pty Ltd, R. M. O'Keefe & Co, Schweppes (Aust) Pty Ltd, Waks Bros, Stromberg-Carlson Distributors Ltd, W. C. Douglass Ltd.

ROSEBERY, ARTHUR L., ADVERTISING, 321 Pitt-st, Sydney. Phone MA 5586-7.

Director: Arthur L. Rosebery (principal).

Accreditations: ANC-ANPA, AFCBS, TAB, PPAB.

Main Clients: Ayerst Laboratories, Commonwealth Engineering Co Ltd, Tasman Cowell & Co, Gardner Denver (Aust), Greenacres Farming Equipment.

ROSS ADVERTISING SERVICE, 125 York-st, Sydney. Phone BX7582.

Director: L. P. Ross.

Executives: Miss F. Ross (acctnts & media), C. Luxford (acctnt).

Accreditations: AFCBS, ANPA, ABC.

LANCE RUSSACK PTY LIMITED, 231-233 Commonwealth-st, Sydney. MA6577-8.

Directors: H. L. Russack, O. W. Beck, M. R. Currie, R. C. B. Curtis.

Executives: Miss C. Courtney (acctnt), D. Clark, Miss M. Currie, J. A. White (art dir.).

O'seas Repr.: Rider Advertising, NZ.

Accreditations: ANC-ANPA, AFCBS, PPAB, TAB.

RUSSELL, LEWIS AND ASSOCIATES PTY LTD, Butler Airways Hse, Blackburn & Elizabeth-sts, Sydney. Phone MA6771. Telegrams Rulads Sydney.

Directors: L. M. Lewis, R. B. Russell.

Accreditations: TAB, ANC-ANPA, PPAB, AFCBS.

Main Radio-TV Clients: Grace Bros Pty Ltd, Butler Air Transport Ltd, Automobiles Pty Ltd, Tiltador Pty Ltd, Innoxia (England) Ltd.

RUSSELL-MORRIS ADVERTISING PTY LTD, 49 Clarence-st, Sydney. Phone BX1756, BX1080. Telegrams Rusmorads.

Directors: H. P. Clarke (manag. dir.), W. P. Clarke (also accts/exec), G. P. Clarke (also media exec).

Accreditations: ANC, ANPA, PPAB, TAB, AFCBS, Overseas acc: Sth African Broadcasting Corp.

Main Radio-TV Clients: British Medicinals Pty Ltd, Prouds Pty Ltd, Frank R. Wolstenholme Pty Ltd, Frank G. O'Brien Ltd, Pierre Couve Pty Ltd, Marshall Batteries, Clae Marine Engines Pty Ltd.

SHIELD ADVERTISING SERVICE, 10 O'Connell-st, Sydney. Phone BW5101.

Directors: J. N. Shield, W. Mundell, H. R. Walker.

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: ABBCO Amalgamated Transport, Byrne & Davidson Pty Ltd, Conkey & Sons Ltd, G. Gramp & Sons, The Producers' Co-op Distributing Society, Peter Barry Holdings Pty Ltd, Festival Records Pty Ltd, Lea & Perrins Aust Pty Ltd.

SHORTRIDGE ADVERTISING PTY LTD, 60 Hunter-st, Sydney. Phone BW7806, BW2198.

Directors: C. W. Shortridge, N. H. McIntyre.

Executives: R. J. Burnham (acct/exec), D. G. Troost (media/acnts).

I/State Repr.: Carden Advertising, 251 William-st, Melbourne (MU9091).

O'seas: Anderson & Cairns Inc., New York.

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Blundell, Spence & Co (Aust) Pty Ltd, South Australian Celery Growers, Victorian Sprout Growers, Chemical Holdings Pty Ltd.

SLATTER, E. C., & POULTER PTY LTD, 400 Sussex-st, Sydney. Phone BA4631-3.

Directors: E. C. Slatter (manag. dir.), S. T. Poulter.

Executives: J. Simpson (media mngr), J. P. Quayle (secretary), N. M. Hughes (art dir.), R. A. Stone (prod. mngr).

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Wormald Bros. Industries Ltd, Marvo-Linn Pty Ltd, Domino Chemical Works Pty Ltd, Norman G. Booth Pty Ltd, Australian Mercantile Land & Finance Co Ltd, Feast-Watson Pty Ltd, Mulford & Co Pty Ltd, American Heavy Equipment Pty Ltd.

SMYTH, ARTHUR & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd), 375 Kent-st, Sydney. BX 7433. Teleg. Smythads.

Branch: 2 Coates Lane East, Melbourne.

Directors: H. R. Bowker, E. L. Gadsby, I. M. Heydon, E. W. Rogers, P. F. Smyth, K. J. Unsted.

Executives: K. J. Unsted (gen. mngr), H. F. Cashmore, R. C. Chapman, J. A. Fraser, I. M. Heydon (acct-execs), E. W. Rogers (secty), W. H. Cumming (acct), R. D. Jackson (prod. mngr), G. E. Pollock (media mngr), K. E. Taylor (art dir.).

Accreditations: ANC-ANPA, AFCBS, PPAB, NZNPA, TAB.

Main Radio-TV Clients: Nuffield (Aust) Pty Ltd, Clifford Love & Co Ltd, King Gee Clothing Co Pty Ltd, Marco Productions Pty Ltd, York Motors Pty Ltd, Bush Simpson Limited.

STEELE, KELLY & COMPANY, Temple Hse, 2 Bligh-st, Sydney. 28-8351. Teleg. Stelko, Sydney.

Directors: Richard Steele, F. T. Kelly.

Executives: J. Poole (prod. mngr), J. Shearer (media).

Accreditations: ANC-ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Northern Drug & Chemical Co, AST (A'sia), Caesar Fabrics Ltd.

THOMPSON & ASSOCIATES PTY LTD, 69 Macquarie-st, Sydney. BU4067-8-9, BU4060.

Directors: V. E. Thompson (mng dir.), J. C. Sambrook, E. J. Kelly, C. H. Bassett, H. H. Cameron, J. Harper.

Executives: Miss N. J. Muir (secty), Miss D. Frost (media mngr), S. T. Over (prod. mngr), R. A. Meyer (radio-TV).

Accreditations: ANC-ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Sanitarium Health Food Co, Voice of Prophecy, Faith for Today, Total Oil Products (Aust) Ltd, Yardley of London (Aust) Pty Ltd, Chemical Holdings Pty Ltd, Hillcastle Pty Ltd, Holeproof (NSW) Ltd, Alex Hale, James Sandy Pty Ltd.

THOMSON, DON, ADVERTISING PTY LTD, 6-8 Paul-st, Milson's Point, Sydney. Phone XB6016.

Directors: T. W. D. Thomson, Coralie M. Thomson.

Executives: M. R. Pope, R. W. Russell (acctn/execs).

Accreditations: ANC, AFCBS, ANPA, TAB, PPAB.

Main Radio-TV Clients: W. A. Flick & Co, Buildex House & Garden Centre, Motor Cycle Clubs, Timbrol Ltd, Nu-Comfort Pty Ltd, Barton Addison Pty Ltd, Broadway Motors Pty Ltd.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 65 York-st, Sydney. Phone BX2701. Telegrams Thomertwal.

Directors: A. N. Weekes, R. Walker, L. J. Sharman, L. R. Coleman, T. R. Carruthers, E. J. Moloney, E. L. Jarvis, R. E. Alcock.

Executives: P. Jacklin, H. von Adlerstein, J. Edmond, J. Say, J. Wright (all of radio-TV division).

Branches: Melbourne.

O'seas Repr.: Head office, JWT, 420 Lexington-ave, New York, USA, and branches throughout the world.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

Main Clients: Addis Aust., Bonnington & Co, Cheseborough-Ponds, Coca-Cola Export Corp., Consolidated Press, Eveready (Aust), Horlicks, Jantzen, Kellogg (Aust), Kraft Foods, Lever Bros, Kelvinator, Reckitt and Colman Ltd, Scott & Bowne, Wrigley's, Felt & Textiles of Aust.

TRADERS ADVERTISING SERVICE, 74 Pitt-st, Sydney. Phone BL2011. Telegrams Selos.

Branches: Melbourne.

Executives: K. L. West (mngr), J. Barnes (radio-TV mngr).

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

Main Clients: Bushells, Debiens Motor Auctions, W. A. Flick & Co, Leeton Co-operative Canneries, William Butler Tobacco Co, Hoadley's Chocolates Ltd, Motorama, Matthews Thompson (Trading) Pty Ltd, W. W. Campbell & Co Ltd.

UNITED SERVICE PUBLICITY PTY LIMITED, 33 York-st, Sydney, N.S.W. BX 4272. Teleg. Salesrise. Head office Melbourne.

Directors: J. F. Barnes (chmn), G. C. Hayler and A. N. Kemsley (mng dirs), C. D. Morris, H. R. Wilson (gen. mngr), K. W. Judd, J. R. Goulstone, C. F. Richardson, C. D. Uren, F. Cave (consultant).

Executive: P. Dimond (prod. mngr).

I/State Repr.: United Service Publicity Pty Ltd, 420 St. Kilda-rd, Melbourne. (BM2411); Le Grand Advtg, 293 Queen-st, Brisbane (B8375); Austin Brown Advtg, 350 King William-st, Adelaide (W6044-5); H. W. Norwood Advtg, 375 Hay-st, Perth (B3931).

Main Radio-TV Clients: Australian Paper Manufacturers, Biro (Swan & Gollin), British Nylon Spinners (Aust), Cyclone, DHA, Frigidaire and Household Appliances (div. of GMH), GMH, General Milk Co, Group Laboratories, H. J. Heinz, Kayser, Julius Marlow, Melb. & Metrop. Board of Works, Radio Corporation, Aust Road Safety Council, Shell, T & G Mutual Life Soc., United Distillers, Yarra Falls.

WARWICK ADVERTISING SERVICE (NSW) PTY LTD, 60 Hunter-st, Sydney. Phone BW4141. Telegrams Advertect. Head office Melbourne.

Directors: G. B. Massingham (director in charge, NSW division).

Executives: R. Logan, G. Allan, A. Macaulay (acctn/execs), Ward Leopold (radio-TV).

Accreditations: ANC, ANPA, PPAB, AFCBS, NPA of NZ.

WELCH, ROGER, ADVERTISING, 30 Carrington-st, Sydney. Phone BX3382.

Executives: Roger Welch, Lars Knudsen.

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

WESTON COMPANY PTY LIMITED, THE, Chamber of Commerce Bldg, 36 Grosvenor-st, Sydney. Phone BU1142. Telegrams Publicity Sydney.

Directors: W. O. Richards (manag. dir.), J. W. Maund, F. Bennett.

Executives: D. P. Young, J. R. Goddard, W. O. De Vere, R. N. G. Campbell, B. Hutcheson (acctnt-execs), F. W. Still (radio-TV mngr), G. Garthside (prod.), P. West, D. Goddard, S. A. Robertson (press media mngr).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: James Barnes Pty Ltd, Beckers Pty Ltd, Inglis (Pty) Ltd, David Jones Ltd, Pain Mfg Pty Ltd, Scott & Bowne (A'sia), Tillock & Co, Washington H. Soul Pattinson & Co.

WHITE, A. N., PTY LTD, 66 King-st, Sydney. Phone BX2477. Telegrams Adwhite Sydney.

Directors: W. A. McDermott (manag. dir.), M. J. Dunne (also secretary), G. K. Coles.

Executives: A. B. Hutcheson, B. Adshead, R. Hawley, I. Farrell, B. Bailey, I. Howitt, E. Eggins, A. T. Kelly (media), R. E. Atkin (prod.).

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Clients: Associated Beauty Aids, Canadian Pacific Railways Co, W. & J. Coote & Sons, Menley & James (Aust), Medical Benefits Fund of Aust, Reckitt & Colman (Aust), Helena Rubinstein.

WILLMOTT'S ADVERTISING AGENCY PTY LTD, 36 Grosvenor-st, Sydney, Phone BU5891. Telegrams Wilad Sydney.

Directors: R. Willmott, B. C. Ogilvie (also acctnt/exec), F. E. Weekes (also acctnt/exec).

Executives: D. L. Stevens (secretary, public officer), C. Bombell (acctnt/exec), J. Bragg (prod. mngr), J. Page (media mngr).

O'seas Repr.: Associate houses throughout world.

Accreditations: ANC, ANPA, NPA of NZ, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Johnson & Johnson, James Stedman Henderson Sweets, Lindeman, Vick Products.

VICTORIA

ALEXANDRA ADVERTISING, 10th floor, 422 Collins-st, Melbourne. Phone MU2266, MU3421, MU2257.

Director: G. G. Alexandra (mng-dir.).

Executives: Miss R. Dobson (prod.), B. de Courcy (prod. asst), Miss G. Moran (media).

Accreditations: ANC, TAB, AFCBS.

Main Radio-TV Clients: Classic Radio & TV Pty Ltd, Lewton Appliances, Edward Loves Pty Ltd, Portmans Pty Ltd, Nicholsons, Senior Service Stores Pty Ltd, Lonsdale General Electric.

ALDWYCH ADVERTISING PTY LTD, 450 St. Kilda-rd, Melbourne. Phone BM3281. Telegrams Aldwych.

Branches: Sydney, Adelaide.

Directors: G. L. Bride (mng dir.), L. Glick, T. Beattie, A. J. Holmes, W. Murphy, J. S. Munro.

Executives: K. Carey (acctnt/exec), P. Yates (SA mngr), F. Small (NSW mngr).

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Dunlop, Godfrey Phillips, Yakka, Varleys, Actil, Denzil Don, Aust Knitting Mills.

ANSELL & ASSOCIATES, Ampol Hse, cnr Elizabeth & Grattan-sts, Melbourne. Phone FJ9001.

Directors: R. D. Ansell, B. McDonald, L. F. Klemke.

Executives: Mrs. E. Parry (secty), M. Dyer (TV prod.), J. May (scripts), K. Painter, B. Dixon (acctnt-execs), D. Harper (media mngr), C. Deague (prod. exec.).

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

I/State Repr.: Branch office, 121 Crown-st, Sydney. FA7402.

Main Radio-TV Clients: Gilbey's Limited, Radio Corporation Pty Ltd, Alan Coffey Motors, Spotless Dry Cleaners, Linacre's Motor Auctions.

BAYNE MACKAY ADVERTISING PTY LTD, 405 Collins-st, Melbourne, C. I. Phone MB5037.

Directors: Bayne Mackay (gov. dir.), Jean Mackay (secretary & dir.).

Executives: L. D. Edwards (mngr & acctnt/exec), K. R. Tomkins (snr acctnt/exec), J. Lilley (acctnt/exec), M. Wilson (media).

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Radio-TV Clients: Beaupaire Tyre Service, Malcolm Reid & Co (Vic.) Eric Weber & Co, Maryvale Motors, Eclipse Motors, Barastoc Products, Vic. Institute of Launderers.

BECKET - THOMSON ADVERTISING PTY LTD, Stanhill, 34 Queens-rd, SC2, Melbourne. Phone BM2581-3.

Branches: Sydney.

Directors: A. W. Thomson (manag. dir.), H. R. Thomson.

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

O'seas Repr.: Auckland, London, New York.

Main Radio-TV Clients: R. White Pty Ltd (shoes), Seppelt & Sons Ltd, H. R. Varley & Sons Pty Ltd, Tee Vee Drinks Pty Ltd, Amcal Chemists.

BELL ADVERTISING PTY LTD, 18 Queen-st, Melbourne. MB5361-2.

Directors: B. V. Bell (mngnr), R. C. Hing (art director).

Executive: J. E. Dovey (acctnt/exec).

Accreditations: ANC, ANPA, PPAB, ABC, TAB, AFCBS.

Main Radio-TV Clients: Wing Lee Pty Ltd, Southdown Press Pty Ltd (New Idea, TV Week), World Travel Service Pty Ltd, Wiltshire File Co, Simplon Distributing Co. (Matador Knitting Machines).

BERRY COMPANY, THE HUGH, PTY LTD, Kodak Hse, 252 Collins-st, Melbourne. Phone 63-4961-2-3. Telegrams Unsullied. Head office Sydney.

Directors, I/State, O'seas Repr.: See Sydney entry.

Executives: I. F. Drysdale, R. B. Duncan, L. H. Tripp (mngmt cttee and snr acctnt execs), J. H. Bickford (acctnt-exec.), H. D. Bickham (prod. mngnr), P. B. C. Anderson (media mngnr).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio & TV Clients: See Sydney entry.

BEST AND COMPANY PTY LTD, 86-88 Jolimont-st, East Melbourne. MF4507-8.

Directors: E. W. Best (mng dir.), G. A. Bond, J. O. Wicking.

Accreditations: ANC-ANPA, TAB, AFCBS.

Main Clients: Davies, Coop & Co Limited, Reppo Limited, Patons Brake Replacements Pty Ltd, Imperial Chemical Industries of Aust & NZ Ltd, Saxone Shoe Co. Aust Pty Ltd.

BRIGGS & JAMES PTY LTD, 153 Latrobe-st, Melbourne. Phone FB1511. Telegrams Brigade.

Directors: A. J. Briggs, R. H. James (joint manag. dirs.).

I/State Repr.: Lyle Davis Advtg, Gowings Bldg, Market & George-sts, Sydney (BM6121); Merchandising Publicity, 25 Chester-st, The Valley, Brisbane (5-3515).

Accreditations: ANPA, ANC, AFCBS, PPAB.

Main Radio-TV Clients: Nicholas, Gas & Fuel Corp. of Vic, Herald and Weekly Times Ltd, Hilton Hosiery Ltd, Aust Gypsum Products, Marigny Laboratories, Kelso Manufacturing Co., Rowntree & Co (Aust), Spartan Paints, Repo Manufacturing Co, Mainon Motors, Keith Mann Pty Ltd, BB Chemical Co of Aust, Triumph Shirt Co, Crofts Stores, Grosby Shoes.

CAMPBELL, K. M. PTY LTD, 123 William-st, Melbourne, C.1. Phone MB1901-2. Telegrams, Melcam Melbourne.

Directors: K. M. Campbell (managing director), M. E. Campbell.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: E.S. & A. Bank, Groves McVitty & Co Pty Ltd, La Mode Industries Pty Ltd, Melbourne Sports Depot Pty Ltd, Table Talk Biscuits Pty Ltd.

CANNY, PARAMOR, & CANNY PTY LTD, 454 St Kilda-rd, Melbourne, S.C.2. Phone BM1246. Telegrams Cannyads Melbourne. Head office Sydney.

Directors: F. F. Canny, B. D. Canny, J. W. Paramor (joint managing directors), A. T. Young, H. A. Lawrence.

Executives: A. T. Young (press), H. A. Lawrence (radio), D. Eager (art), R. C. Winn (production), Miss M. Phipps (accountant).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: See Sydney entry.

CARDEN ADVERTISING PTY LTD, 251 William-st, Melbourne, C.1. Phone MU9091-MU1963. Telegrams Carvert.

Directors: B. G. Carden, E. R. Blunden, S. Piddington (dir. & gen. mngnr).

Associate Directors: W. R. Warden, G. Taylor, W. H. Stockdale.

Executives: E. R. Blunden (mngnr), N. A. Ratford (secretary), G. Taylor, C. G. Tapson, K. W. Stanway, N. J. Dunbar, Joy Jobbins (acctnt/execs), W. R. Warden (PR-merchandising), W. H. Stockdale (art dir.), R. C. Kilpatrick (traffic), B. W. Hassall (prod. mngnr), C. R. Attwood and Mrs I. Rowe (media mgrs).

Interstate Representation: Shortridge Advertising, 60 Hunter-st, Sydney (BW7806); Webb-Roberts McClelland Advertising, 9 Peel-st, Adelaide (LA2511); Australian Ad-

vertising Agency, Penneys Building, Adelaide-st, Brisbane.

Accreditations: ANC, ANPA, PPAB, AFCBS, NPANZ.

Main Radio-TV Clients: Brockhoff's Biscuits Pty Ltd, BP Australia Limited, Associated Canneries Pty Ltd, Imperial Chemical Industries of Aust and NZ, Hamilcar Holdings Pty Ltd.

CARTER, R. G., ADVERTISING SERVICE, 26-32 King-st, Melbourne. MB2750-5351.

Director: R. G. Carter (principal).

Executives: J. Crane (manager), L. E. Carter (acct/exec).

Accreditations: ANC, ANPA, PPAB, TAB, ABC, AFCBS.

Main Clients: Andac Pty Ltd, RCA Records, K.S.P. Chandler, K. G. Luke (Aust) Pty Ltd, Anode Latex Co, Dowell Industries, Cheetham Salt Co, Geo. Hume Pty Ltd, Super 6 Stores, STC (Vic. only), Suttons Pty Ltd, L. J. Morgan Pty Ltd.

CASTLE JACKSON ADVERTISING PTY LTD, 100 Collins-st, Melbourne, C.1. Phone MF5058.

Directors: D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.

Executives: B. Broberg (art dir.), Miss Jean Taylor (radio-TV), A. J. Connell (acct-exec), R. E. Abbott (prod. mngr).

I/State Repr.: Murray Evans Advertising, 52 Phillip-st, Sydney (BU4641).

Accreditations: AFCBS, ANC, ANPA, TAB, PPAB.

Main Radio-TV Clients: Anderson Hosiery Mills, Ball & Welch Ltd, Central Travel Bureau, John Crundall Knitting, Federal Hotels Ltd, Fetter Mills Ltd.

CHAPMAN-HENDRIE ADVERTISING, 262 Queen-st, Melbourne. Phone MU9601. Telegrams Adchap.

Director: John F. Hendrie (principal).

Executives: E. Cumbrae-Stewart (snr acct-exec.), A. Jenkinson (acct-exec.), R. Tinsley (prod.), Mrs. N. Hosie (media mngr).

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Holeproof Ltd, Nugget Polish Pty Ltd, Hunters Products Pty Ltd, Business Equipment Pty Ltd.

JOHN CLEMENGER PTY LTD, 473 Bourke-st, Melbourne, C.1. Phone MU9611. Telegrams Clemenger, Melbourne.

Branches: Sydney.

Directors: John Clemenger (governing dir.), Marie E. Clemenger.

Executives: Peter G. Clemenger (press

mngr). D. J. Brennan (radio mngr), J. L. Clemenger (TV mngr), A. E. Charlton (feature program mngr), G. H. Rodsted (press prod. mngr), R. B. Walduck (media mngr), Geoff Dale, D. H. Warren, N. K. Allerton (acct/execs).

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

Main Clients: Glazebrooks Paints Australia, Kia-Ora Industries Ltd, Godfrey Phillips (Aust) Pty Ltd, Email Ltd, Parsons Pty Ltd, Standard Motor Products Ltd.

COUNTRY PRESS CO-OPERATIVE COMPANY LTD, 169 Exhibition-st, Melbourne. Phone FB1879.

Directors: J. V. S. Ward, S. R. McPherson, M. K. Armstrong, P. B. Hiscock, G. C. Adams.

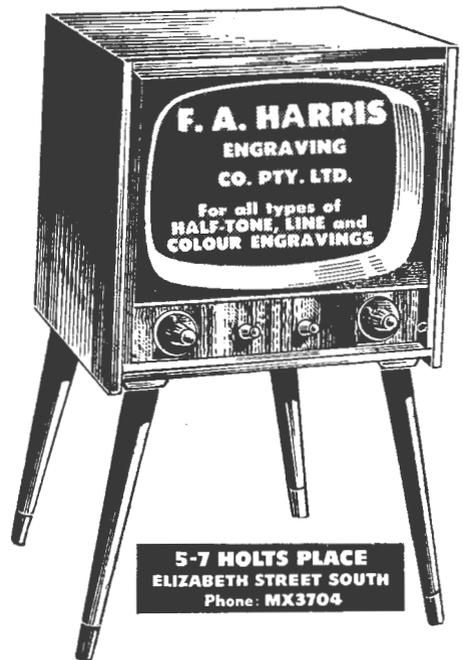
Executive: K. B. Laurie (secretary & mngr).

Accreditations: PPAB.

CROFT, REX, ADVERTISING, 4 The Boulevard, Ivanhoe, Melbourne. Phone JX1662.

Director: Rex Croft (proprietor).

Executives: Neil Smith (acct-exec.), Mrs R. Croft (media), Miss P. Edwards (secty), B. Beynon (prod.).



Accreditations: TAB, ANC, ANPA, PPAB.
Main Clients: Frederick L. Cook & Williams, R. N. Everard, Daniel Harvey Ltd, James & Fox, Paul Strad Pty Ltd, Royale-Bluff Electrics.

CURTIS STEVENS ADVERTISING PTY LTD, 15 Temple Court, 422 Collins-st, Melbourne. MU4616, MU4629.

Directors: E. M. Curtis (mng dir.), D. A. Stevens, C. M. Curtis, E. M. Stevens.
Accreditations: ANPA, ANC, AFCBS, TAB.

DE CRESPIGNY, JOHN, ADVERTISING, 110 Wellington-pde, East Melbourne. JA1679, JA1682.

Partners: J. C. C. de Crespigny (mng ptrn), Margaret C. de Crespigny (merch. dir.), J. A. Thompson (business mgr).

Accreditations: ANC, AFCBS, TAB, PPAB.
Main Radio-TV Clients: Ballarat Products Ltd (Sunshine Biscuits Co Div.), William Crosby & Co Pty Ltd (Air Travel Dept), New Holland (A'sia) Pty Ltd.

DINGWALL & ASSOCIATES PTY LTD, 71 Queens-rd, Melbourne, SC3. Phones LA2222, LA6911.

Directors: A. W. Dingwall (also acct-exec), G. T. Niere (media mgr).

Executives: B. J. McCarthy (prod. mgr).
Accreditations: AFCBS, ANC, ANPA, TAB.

Main Radio-TV Clients: Marlee Carpets, Orchestrelle, Tower Motors, S. Simpson & Sons, H. Hanna & Co.

EVANS, RODNEY H., ADVERTISING PTY. LTD, 51 Queen-st, Melbourne. Phone 61-3754-5. Teleg. Rodev, Melbourne.

Manager: K. Moses.
Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Directors, clients, representation: See Sydney entry.

EVERARD ADVERTISING PTY LTD, 420 St. Kilda-rd, Melbourne. Phone BM-1880, BM2451.

Directors: Richard J. Evarard (managing director).

Accreditations: ANC, AFCBS, ANPA, TAB.

FORTUNE (AUST) PTY LTD, 30 Queens-rd, Melbourne. Phone BM2504. Telegrams Fortaust. Head office Sydney.

Executives: L. F. Sims (dir., Melb. mgr), L. D. Cripps (dir.), E. C. Anzarut, Helen

Senior, C. S. Lindsay, C. G. Bentley, L. I. Dayman, J. I. Eggleston, G. Dennis, E. Hickey, R. Collinson, T. Lisner.

Directors, Accreditations: See Sydney entry.

Main Radio-TV Clients: Ansett-ANA, Stephen Thomas, International Harvester, Nathan & Wyeth, Dairy Industry Bureau, British United Dairies, Welbilt Upholstering Co, Woolcord Fabrics Ltd, Apex Permanent Building Society.

GORDON & GOTCH (A'SIA) LTD, 511 Little Collins-st, Melbourne, C1. Phone MU7411. Head office Melbourne.

Directors: G. Sutherland Smith, S. W. Byrne, H. C. Fahle, W. E. Jackson, T. F. McMullen.

O'seas Repr.: London, Canada, USA, Sth Africa.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

HAYES PUBLICITY SERVICE, 197 King-st, Melbourne. Phone MU6687-8, MU1499, MU1603, MU4360. Telegrams Hapus.

Proprietor: George Hayes.

Executives: Miss P. Power (media mgr), K. Enslow (acctnt), R. H. Wallace, G. P. Hayes (acctnt/execs), Gordon Massey (TV, radio mgr).

I/State Repr: Coudrey-Gotham Advertising, 42-44 Pitt-st, Sydney (BU1866).

O'seas: Pritchard Wood & Partners, London.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Leggett Rubber Industries Pty Ltd, Liberal and Country Party (Vic. division), Milledge Bros, Savings Bank of Vic, H. W. Woods, Pty Ltd, Grazcos Co-op Co Ltd (Melbourne), Typewriter Co Pty Ltd, Nappie Wash Pty Ltd.

HAYSOM, COMPANY, W. JOHN, PTY LTD, 362 St. Kilda-rd, Melbourne SC 1. MX3211-2-3.

Directors: W. John Haysom, Mabel V. Haysom.

Executives: J. B. Whykes (assoc. dir.), N. L. Bolger (acctnt-execs), L. Renzow (art dir.), Ida McAuley (secty), J. J. Beresford (media mgr).

Interstate Representation: A. N. White Advertising, ACA Bldg, 66 King-st, Sydney (BX2477).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: The Church Hour, Fisher's Wax, Newman's Chocolates and Candies, Victorian Tuberculosis Association, Federal Trusts.

HUGHES, ROBERT, ADVERTISING PTY LTD, 7 Latrobe Court, 151 Latrobe-st, Melbourne, C.I. Phone FB1713-4-5.

Directors: R. L. Hughes, N. E. Satchwell, I. M. Hughes, J. Philip.

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Cleansers Ltd, Laxettes, Lane Medicine Co, Simpsons Manufacturing, Taraxale Brewing Co, Campbell Davies Pty Ltd, Kempthorne Pty Ltd, Windolite (Aust) Pty Ltd, Success Corset Co Pty Ltd.

IRVINE ADVERTISING, 235 Toorak-rd, South Yarra, Vic. Phone BJ4241.

Director: Malcolm Irvine.

Accreditations: AFCBS, ANC, ANPA, PPAB, TAB.

Main Radio-TV Clients: Swallows Biscuits Pty Ltd, Swallows Haywood Pty Ltd, Industrial Public Relations Service of Australia, Power Coaching College.

JACKSON WAIN (VIC.) PTY LTD, 171 Fitzroy-st, St. Kilda, Vic. XJ0531.

Directors: J. W. Jackson, H. M. Wain, M. Newell, P. E. Funston.

Executives: J. M. Newell (mng dir), P. E. Funston (snr acct/exec), A. A. Johnson (snr acct/exec), Miss Z. Lofthouse (media).

Accreditations: TAB, NPA, AFCBS, PPAB, ANC.

I/State, O'seas Repr.: See Sydney entry.

JENNINGS-LEE ADVERTISING PTY LTD, Century Bldg, 125 Swanson-st, Melbourne, C.I. Phone 63-7931.

Directors: R. Jennings, V. Lee, J. P. Thompson (assoc. dir).

Executives: Miss V. Lee (exec-director), J. P. Thompson (mngnr), R. Lingard (media mngnr).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Floor Coverings, H. G. Palmers, Leviathan Ltd, Boots Pure Drug Co, Greta Miers School of Charm, Pantas, Fredelle Knitwear.

LUCAS, C. H., ADVERTISING, 57 Elizabeth-st, Melbourne, C.I. Phone MB5081.

Directors: C. H. Lucas (principal), D. Neish (assoc. dir).

Executives: W. F. Bishop, I. McDonald (acctn/execs), Miss B. Norris (media mngnr), B. Digby (prod. mngnr).

Accreditations: AFCBS, TAB, ANC, ANPA, PPAB.

Main Radio-TV Clients: Harvey-Nudex Pty Ltd, Willis & Sons, J. W. Handley, Footwear Retailers' Assoc. of Vic., Belling & Lee (Aust), J. R. Hall Machinery Pty Ltd, Passiona Bottling Co (Melb.) Ltd.

MAHLOOK, R. E. ADVERTISING PTY LTD, 109 Sturt-st, South Melbourne. Phone 69-2177.

Director: Ray Mahlook (mng. dir).

Executives: Eric Reade (TV mngnr), V. T. Frawley, L. Larson (acctn/execs), R. Jackson (prod. mngnr), L. Segal (media mngnr).

Accreditations: ANPA, ANC, AFCBS, TAB.

Main Radio-TV Clients: Suttons Motors, Major Eight Pty Ltd, Fractional Fitting Six Shoe Stores, Super Dry Super Standard Dry Cleaners.

McFERRAN ADVERTISING PTY LTD, 90 Queen-st, Melbourne. Phone MB2188-9, MU1928. Telegrams McFerranad.

Directors: W. R. McFerran, A. R. McFerran, A. F. McFerran.

I/State Representation: R. S. Maynard Advertising, 39 Park-st, Sydney (MA3721), and AMP Bldg, Edward-st, Brisbane (B6579); Clem Taylor Advertising, 106 North Ter-

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race, Adelaide (LA4121); Arthur Collett Advertising, 194 St. George's Terrace, Perth.

O'seas Representation: Scott-Turner & Associates, 17-18 Dover-st, London, W.1.

Accreditations: ANC, ANPA, PPAB, AFCBS, NPA of NZ, ABC, TAB.

McMAHON ADVERTISING, 42 William-st, Melbourne. MB1836.

Accreditations: AFCBS.

MERCANTILE EXCHANGE ADVERTISING AGENCY, THE, 380 Collins-st, Melbourne. Phone MU2944.

Managing Proprietor: T. C. Gardner.

Accreditations: ANPA, ANC, PPAB, NPA of NZ.

MOFFATT, T., ADVERTISING SERVICES, Gallagher Place, 591 Bourke-st, Melbourne C.I. Phone MB5040 MB5049

Principal: Thomas Moffatt.

Executives: T. Moffatt, Barry R. West (acctnt/execs), Robert F. Hutt (media mngr & accountant).

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Wm White & Sons, S. Smith & Sons (Aust) Pty Ltd, Armstrong York Engineering Pty Ltd.

MOONEY, CLAUDE, ADVERTISING PTY LTD, 422 Collins-st, Melbourne, C.I. Phone MU8088. Telegrams Claudad.

Directors: Claude C. Mooney (governing & managing), Frank Micklam, Norman E. Currey.

Executives: F. Sieveking (art), N. K. Strack (media), J. H. Coalston (radio/TV), L. Burmeister (prod.), J. Walton, B. Mooney, W. Tunbridge (acctnt/execs).

O'seas Repr: F. C. Pritchard Wood & Partners Ltd, 197 Knightsbridge, London, S.W.7. C. J. La Roche & Co Inc, 247 Park Avenue, New York, 17. N.Y. Dorland Advertising Ltd, 18-20 Regent-st, London, S.W.1.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: H. C. Sleigh Ltd, Group Laboratories (Aust) Pty Ltd, Gas & Fuel Corporation of Victoria, Stephen King Pty Ltd, Centreline Sports Trousers.

MOONEY-WEBB PTY LTD (associated with Webb Publicity Pty Ltd, retail advertising service), 349 Collins-st, Melbourne. Phone MU8731-2.

Directors: E. J. Webb (also mngr), I. Gorman (also fashion dir.), L. H. Webb.

Executives: K. Lovett, A. Winton (acctnt/execs), R. Trevasakis (media), P. Eaton (acctnt).

Accreditations: ANC, ANPA, AFCBS, TAB.

Main Clients: Alexander's Clothing Stores, Apex Motors, W. K. Burnside, Beau Monde, Carnegie Trust, Edments Ltd, Stonyfell Wines.

MOULTON, ALEXANDER, ADVERTISING, 27a Royal Arcade, Melbourne. MF2647-8-9.

Accreditations: ANPA, ANC, AFCBS, PPAB.

Main Clients: G. J. Coles & Co, Klein & Cowen, Lyall Robertson Pty Ltd, Leonard Chemicals Pty Ltd, Loy Bros Pty Ltd, Fashion Spex, Nettleberg Fur Salon, Hotel Metropole.

NICHOLS-CUMMING & STAFF ADVERTISING PTY LTD, 432 St. Kilda-rd, Melbourne. BM1601. Telegrams Nichans.

Branches: Sydney. 35 Clarence-st. Phone BX5741.

Directors: J. J. Cumming, V. N. Hunt, J. A. Paton, J. D. Wilkinson (media dir), R. B. Scott (radio/TV dir), G. J. Doorley (resident dir, Sydney), R. M. Martin (secy).

Executives: E. Cosway (prod. dir), L. Sterling (art dir), F. Evans, L. Winter (media mngrs), Miss M. Martelli (copy dir), G. Paton, D. Fox (acctnt/execs), K. J. Hillyer, R. Lindsay (Sydney) (acctntng mngrs).

Accreditations: AFCBS, ANC, ANPA, NPA of NZ, PPAB, TAB.

Main Radio-TV Clients: Group Laboratories, Electrolux, Singer Sewing Machine Co, Laminex, Crestknit Industries, Peters Ice Cream (Vic.), Federated Pharmaceutical Guild of Australia, Australian Consolidated Industries.

NIXON, N. V. & CO PTY LTD, 33 Queens-rd, Melbourne, SC2. BM2461. Telegrams Nixonads Melbourne.

Branches: Sydney, 508-514 Pacific Highway, St. Leonards.

Directors: (Melbourne) N. V. Nixon (mngr dir), A. D. Gibson (TV & admin), R. A. Smith (copy), L. Gole (art). (Sydney) C. W. Judd, B. Gapes.

Executives: B. M. Morris (acctnts super), B. Fogarty (radio/TV prod.), R. W. Wilson (copy), W. Bond (media), D. Youl (prod.).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB, NPA of NZ.

Main Radio/TV Clients: A. W. Allen, Black & Decker, Queen's Bridge Motors, J. P. Sennitt, Victoria Hotel, Fillery (Noyes) Pty Ltd, Glaxo Laboratories, Paddle Bros.

O'BRIEN PUBLICITY PTY LTD, 422 Collins-st, Melbourne, C.1. Phone MU5941. Telegrams Gofer Melbourne. Head office Sydney.

Directors: J. J. Mullins, R. B. Cox.

I/State Representation: O'Brien Publicity, 56 Young-st, Sydney (BU1355), and Empire Hse, cnr Wharf & Queen-sts, Brisbane (B9359).

Accreditations: ANC, ANPA, AFCBS, PPAB, NPA of NZ, TAB.

Main Radio-TV Clients: ICIANZ Ltd, Raleigh Preserving Co, W. A. Sheaffer Pen Co, Trufood of Aust, G. J. Coles, Lipton (O'Seas) Ltd, Turner Manufacturing Co Ltd, British Farm Equipment.

ORR, SKATE & ASSOCIATES PTY LTD, Gilbert Court, 100 Collins-st, Melbourne, C.1. Phone MF1181. Telegrams Osads.

Directors: R. C. Skate, R. D. Orr.

Executives: B. Duthie (acctnt), D. Angus (art dir.), K. Warren (media mngr), J. J. Malady, O. R. Millar (acctnt/execs), J. Firth (prod. mngr).

Accreditations: ANPA, ANC, AFCBS, PPAB, TAB.

Main Radio-TV Clients: S. Smith & Sons (Yalumba Wines), A. G. Healing, Ansett Transport Industries Ltd, Creamoata Ltd, Victorian Egg Board, Perfect Circle of Aust.

PATON ADVERTISING SERVICE, THE, PTY LTD, 16-18 Albert-rd, South Melbourne. Phone MX5721. Telegrams Patonads.

Directors: I. M. Paton (chmn), J. McCahon (mng dir), K. M. Doe, L. A. Reason, W. R. Vawser, R. M. Lowrey, J. S. Sharp, K. J. King.

Executives: J. Lloyd, G. E. Hodgson, Miss M. Petering, K. Brawn, I. Honey (acctnt/execs), R. Calwell (art), N. Collard (media), J. Jewell (prod.), K. Lindner (printing), R. Oatt (radio-TV).

O'seas Representation: J. Inglis Wright Ltd (NZ), The Buchen Company (Chicago, US), Gotham-Vladimir Advertising, Inc (New York, US).

Accreditations: ANC, ANPA, PPAB, AFCBS, NPA of NZ, TAB.

Main Radio-TV Clients: Vacuum Oil, Patersons Pty Ltd, Carlton United Breweries, ANZ Bank, Purina Grain Foods Group, Laycock Son & Co, Preservene Pty Ltd, Treadways Ltd, Pelaco Ltd.

PATON, NOEL, (VIC) PTY LTD, 14 Queens-rd, Melbourne, SC2. Phone BM3333. Telegrams, Advertect Melbourne.

Directors: N. Paton (mng dir), P. Freeland, A. Adamson.

Executives: B. Holdsworth (secretary), L. Scrase (media mngr).

Accreditations: ANC, ANPA, PPAB, AFCBS.

Branches: Sydney.

Main Radio-TV Clients: Arnold Fences, Catanach Jewellers, Dairy Industry Bureau, Plastalon, Siddons Industries, Sutex, Tom Piper, TAA, World Record Club.

PATTERSON, GEORGE, PTY LTD, 59 William St, Melbourne. Phone 61-2521. Telegrams Pressager, Melbourne. Head office Sydney.

Directors: H. Harte (manag. dir.), R. R. Walker (deputy), O. Gardner, R. A. Cudlipp.

Executives: J. F. Gale (assoc. dir & media mngr), A. Rielly (radio mngr).

Accreditations: PPAB, AFCBS, TAB, NPA of NZ, ANC-ANPA.

I/State & O'seas Representation: See Sydney entry.

Branches: Brisbane, Adelaide.

Main Radio-TV Clients: GMH, Cadbury-Fry-Pascall, Carreras Ltd, Prestige Limited, Kiwi Polish Co, Independent Silk Mills, Vic. Electricity Commission, George Wardrop Ltd.

PENGILLY ADVERTISING SERVICE, 14 Lansdowne-st, East Melbourne. JA1236-1240. Telegrams Penads.

Director: J. K. Pengilly.

Executives: H. Marks (mngr), C. Wilson (prod), L. McIvor (media).

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Colonial Gas Assoc. Ltd, Clensel Products Pty Ltd, O. J. Nilsen & Co Pty Ltd, Hills Hoists (Vic), Foot Rest Shoes Pty Ltd, Hart & Co Pty Ltd.

PETT, VERNON, PUBLICITY COMPANY, Scottish Hse, 90 William-st, Melbourne. Phone MU1898.

Director: Vernon Pett.

Accreditations: AFCBS.

Main Radio Clients: Riley Williams Pty Ltd, Rhodes Motor Co, Freeman's Dances, F. S. Falkiner & Sons, 420 Frocks, Thomson Roadliners.

PHILIP, JOHN, ADVERTISING. (Now amalgamated with Robert Hughes Advertising, Melbourne.)

POWELL ADVERTISING SERVICE PTY LTD, 247 Collins-st, Melbourne, C.I. Phone 63-5791.

Directors: Don Powell (chmn & manag dir), G. Jeffrey, Ivy L. Powell.

Accreditations: AFCBS, TAB, ANC, ANPA, PPAB.

Main Radio-TV Clients: Peerless Emulsion Products Pty Ltd, Henry George Justice Party, Buesst & Bills Bros Pty Ltd.

REGENT PUBLICITY PTY LTD, 145 Victoria Parade, Fitzroy, Melbourne. JA5554, JA5563.

Branch: Hobart, Tasmania.

Director: F. A. W. Nichols.

Executives: K. R. Falconer (copy chief), J. L. Wardrop (art dir), C. Batten (acct/exec), R. Whear (prod.), Mrs M. Sands (media).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Roger David Pty Ltd, Villiers Aust. Pty Ltd, Toppa Ice Cream, Sterling Soap Pty Ltd, Kellow Falkiner, Lexington Tobacco Co.

RICHARDS, BILL, ADVERTISING, 42 William-st, Melbourne. MB5260.

Director: W. J. Richards (principal).

Executives: M. Colson (prod), Miss V. Henderson (accnts), F. T. Cross (media & radio/TV prod.).

Accreditations: TAB, AFCBS, ANCA, ANPA, PPA, AAAA. Tromax Pty Ltd.

Main Radio-TV Clients: Sigma Co Ltd, Tromax Pty Ltd.

RICHARDSON-COX PTY LTD, 130 Exhibition-st, Melbourne (phone MF4618-9), and at 52 Powlett-st, East Melbourne (JA6651-2-3).

Branches: Sydney, Adelaide, Perth.

Directors: B. R. Richardson (manag. dir.), I. K. Buttrose (finance dir.), G. H. Beseler.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: The Myer Emporium, Sun News-Pictorial, Neptune Oil, Sydney Snow, Cox Bros, Robur Tea, Foy & Gibson, Nut Foods.

RICKARDS ADVERTISING SERVICE PTY LTD, 160 Russell-st, Melbourne. Phone FB3461. Telegrams Ricads.

Directors: F. S. B. Rickards, L. J. Samuels, H. A. Howden, M. V. Anderson.

Executives: C. Bennetts, R. Kardash, C. O. Shave, B. Watts, S. Warner (acct/execs), R. Manning (prod. mngr), R. Hunt (acct), K. Stewart (radio/TV).

I/State Repr.: Sydney, Brisbane, Adelaide, Perth.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Branches: 202 Hindley-st, Adelaide. James G. Kruse (mngr); Caltex Hse, Kent St, Sydney. R. Kardash (mngr).

Main Radio-TV Clients: Peters Ice Cream (Vic), Peters Ice Cream (Tas), Electrix (Vic), O-So-Lite Products, Phoenix Biscuit Co, Colorgravure Publications.

RIST, J., ADVERTISING, 430 Bourke-st, Melbourne. Phone MU6144.

Accreditations: ANC, ANPA, TAB, AFCBS.

Main Radio-TV Clients: Briscoe & Co Ltd, Effront Yeast Pty Ltd, Nugget Polish Pty Ltd, Meltonian (Aust) Pty Ltd, F. J. Palmers (Vic) Pty Ltd, The Scholl Manufacturing Co Pty Ltd, Warburton Franki (Melb) Ltd.

RICHARDS, BILL, ADVERTISING, 42 William-st, Melbourne. MB5260.

Director: W. J. Richards (principal).

Executives: M. Colson (prod), Miss V. Henderson (accnts), F. T. Cross (media & radio/TV prod.).

Accreditations: TAB, AFCBS, ANCA, ANPA, PPA, AAAA. Tromax Pty Ltd.

Main Radio-TV Clients: Sigma Co Ltd, Tromax Pty Ltd.

SMYTH, ARTHUR, & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd), 2 Coates Lane East, Melbourne, C.I. Phone MF3993. Telegrams Smythads Melbourne. Head office Sydney.

Executives: W. W. Falconer-Green (mngr), S. L. Lee, R. H. Solomon, J. T. Bailey (acc/execs), Miss V. J. George (acct), Miss P. Moran (media mngr), H. V. Bismire (printing prod. mngr), D. McDonell (press prod. mngr).

Accreditations: ANPA, AFCBS, ANC, PPAB, NPA of NZ, ABC, TAB.

Main Radio-TV Clients: The Olympic Tyre & Rubber Co, Patons & Baldwins Aust. Ltd, Lane's Motors Pty Ltd, Industrial Acceptance Corp. Ltd, Neal's Motors Pty Ltd, Devon Motors (Sales) Pty Ltd.

STEVENSON ADVERTISING SERVICE PTY LTD, 175-177 Collins-st, Melbourne, C.I. Phone MF1665. Telegrams Stevengord.

Directors: A. V. G. Stevenson, L. A. Stevenson, L. S. Simpson.

Executives: G. L. McAdam (mgr), H. Deutsch, A. L. Graves (acc/execs).

O'seas Representation: D. H. Brocklesby Ltd, 14 Clifford-st, London, W.1.

Accreditations: ANC, ANPA, PPAB, AFCBS, AA (London), TAB.

Main Radio-TV Clients: Cenovis Health Services, Earle's Radio & Television, Tim the Toyman, Peter Piper, R. B. Stevens, Tasmanian Furs.

TAYLOR, CLEM, ADVERTISING SERVICE LIMITED, Beehive Bldg, 94 Elizabeth-st, Melbourne, Cl.

Head Office: Adelaide.

Executive: J. S. Dick (mgr).

Accreditations, Directors, Representation: See Adelaide entry.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 14-22 Commercial-rd, Melbourne, S.C.2. Phone BM3601. Telegrams Thomertwal. Head office Sydney.

Directors: L. R. Coleman, T. R. Carruthers, E. J. Moloney, E. L. Jarvis, A. N. Weekes, R. Walker, L. J. Sharman, R. E. Alcock.

Executives: E. L. Jarvis (mgr), R. E. Alcock (copy dir.), L. Clay (art dir.), J. Sexton (media), S. M. Thompson (production), A. R. Caughey (personnel).

O'seas Representation: Head office, JWT, 420 Lexington-ave, New York, USA.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Addis Aust., Bonnington & Co., Chesebrough-Ponds Inc, Coca-Cola Export Corp., Eveready (Aust), Horlicks, Jantzen Aust, Kellogg (Aust), Lever Bros, Kelvintor, Kraft Foods Ltd, Group Laboratories (Aust) Pty Ltd, Wrigley's, Scott & Bowne.

TRADERS ADVERTISING SERVICE (Incorporating Griffiths-Hse Advertising, Melbourne), 145 Collins-st, Melbourne. Phone MF4485. Head office Sydney.

Executives: E. W. Mitchell (Melb. mgr), Miss Jan Harrison (media, prod., copywriter).

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

Main Clients: Bristol Paint & Chemical Co, Hoadley's Chocolates, Cameron Estates Pty Ltd, Bushells Ltd, National Radiators (Mftg) Pty Ltd, Bunge (Aust) Pty Ltd, Caxton Publishing Co.

UNITED SERVICE PUBLICITY PTY LTD, 420 St. Kilda-rd, Melbourne. Phone BM2411. Telegrams Salesrise, Melb.

Directors: J. F. Barnes (chairman), G. C. Hayler and A. N. Kemsley (manag. dirs.), C. D. Morris, H. R. Wilson (gen. mgr), K. W. Judd, J. P. Goulstone, C. F. Richardson, C. D. Uren.

Executives: L. J. Preston (secty), R. G.

Nott (acct), J. C. Tosh & L. G. I. Moore (ass. dirs), J. R. Poynter (press media mgr), B. D. Clendinnen (radio media mgr), D. Carroll (supervsr, TV-radio dept), D. M. Jones (resch mgr), A. T. Bainbridge (printing prod. mgr), R. K. Johnson (press prod. mgr), R. J. Kerin, A. P. Stevens, A. N. Seacombe, V. C. Pollock, J. B. Cooper, M. D. Hurrell, F. Luxton, G. G. Love, D. M. Hilliard, F. V. Williamson, R. Porritt, D. J. Kerr, Miss S. M. Hodgson (acc/execs), N. A. Bray.

Accreditations: ANC, ANPA, PPAB, AFCBS.

I/State Repr.: M. H. Ingamells (Sydney TV dept mgr), Bartlett, Murphy & MacKenzie Pty Ltd, 33 York-st, Sydney (BX4272); Le Grand Advertising, 263 Queen-st, Brisbane (B8375); Austin Brown Advertising, 350 King William-st, Adelaide (W6044-5); H. W. Norwood Advertising, 375 Hay-st, Perth (B3931).

Main Radio-TV Clients: Australian Paper Manufacturers, Balm Paints Pty Ltd, Biro, Swan & Gollin Pty Ltd, British Nylon Spinners (Aust), Pty Ltd, Cyclone Company of Aust, David Chemical Corporation Pty Ltd, Drug Houses of Australia Ltd, Frigidaire & household appliances div. of GMH, GMH, General Milk Company, Group Laboratories, H. J. Heinz, Kayser, Julius Marlow, Radio Corporation, Aust Road Safety Council, Shell, T&G Mutual Life Society Ltd, United Distillers Pty Ltd, Yarra Falls Limited.

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WALKER, R. Y., ADVERTISING PTY LTD, 418 St. Kilda-rd, Melbourne. Phone BM3024-5.

Directors: R. Y. Walker, J. Walker.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

WALLENS & COMPANY PTY LTD, ANZ Bank Chambers, 224 Queen-st, Melbourne. Phone MU5551-4.

Directors: J. N. S. Wallens (governing dir.), N. J. Wallens (dir. & secretary), R. Timms.

Executives: G. W. Kichler (prod. mgr), A. F. Adena (TV mgr), Miss Betty Gillis (media), Ian Marshall (acc/exec).

Main Radio-TV Clients: Felt & Textiles, Aust; Smith & Walton (Aust), SA Rubber Mills, Robert Timms, Noon Pies, Miss Glo-weave, Worths Hosiery.

WARWICK ADVERTISING SERVICE (VIC) PTY LTD, 14 Queens-rd, Melbourne, SC2. Phone BM3333. Telegrams, Advertect Melbourne.

Branches: Sydney.

Directors: N. Paton (managing director), J. B. Walker. Associate directors, R. Herbert, W. Cohn.

Executives: B. Holdsworth (secretary), L. Scrase (media mgr).

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Radio-TV Clients: Australasian Post, Bayford Motors, Ecks Pty Ltd, Ford Motor Co, Heath's Motors, Marveer Co, Melford Motors, New Oriental Hotel, St. Kilda Motors.

QUEENSLAND

AUSTRALIAN ADVERTISING AGENCY PTY LTD, 5th Floor, Penney's Bldg, Queen-st, Brisbane. 2-3106-7, 2-1797.

Directors: A. J. Campbell (manag. dir.), K. H. Campbell.

Executives: A. W. Hammond (acct, secty), D. D. McTaggart, B. J. Knowles, F. W. Clifford (acc/execs).

Accreditations: ANC, AFCBS, NPA of NZ, PPAB, TAB.

Main Radio-TV Clients: G. E. Adams, Allan & Stark Drive-in Shopping Centre, Austral Motors Sales, Bengal Chutney Co, Coles-Penneys Stores, DHA (Qld), Evans Deakin & Co, Gardams Silk Store, W. J. Healey, Lennons Hotels, Mathers Shoe Stores.

COMMERCIAL & INDUSTRIAL ADVERTISING, Graham House, 70A Wickham-st, The Valley, Brisbane. Phone 2-8455.

Director: Robert T. Smith (principal)

Accreditations: AFCBS, PPAB, Brisbane metropolitan newspapers.

COSSEY-WAITE ADVERTISING, 4th floor, Regent Bldg, 167 Queen-st, Brisbane. Phone 2-2411. Telegrams Coswayad Brisbane.

Directors: Peter Cossey, T. H. Waite (joint mngrs).

Executives: Bob Mitchell (radio-TV mgr), Miss Iris Coward (acct).

Accreditations: ABC, ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Southern Electric Authority of Qld, Medical Benefits Fund, Simpson Bros, Metropolitan Motors, Pike Bros, British Motor Cycle Co, Castlemaine Perkins.

DUTHIE ADVERTISING, Dunstan Hse, Elizabeth-st, Brisbane. Phone 31-2595. Telegrams Duthie-Brisbane.

Director: J. J. Stanley Duthie (principal).

I/State Representation: Webb, Roberts, McClelland, Midway Bldg, 9 Peel-st, Adelaide (LA2511); Hayes Publicity Service, 197 King-st, Melbourne (MU6687); Murray Evans Advertising, 52 Phillip-st, Sydney (BU2919).

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Clients: Braemar Engineering, Carnegie Bros, H-G Shirts, Nifty Thrifty Stores, G. E. Holroyde Ltd, Qld Oil Refineries, Royal Art Furnishing, Taylor Bros, Premier Blinds, Wilcox Mofflin Ltd.

EDMONDS ADVERTISING SERVICE, 424 Upper Roma-st, Brisbane. Phone 2-5516, 2-4267. Telegrams Edmondad, Brisbane.

Director: Eric Edmonds (principal).

Executives: G. Baird (acct/exec), A. Spann (art mgr).

Accreditations: AFCBS, ANC, ANPA, PPAB.

EDMONDS-FAGG ADVERTISING, 1st Flr, United Insurance Bldg, 174 Margaret-st, Toowoomba. Phone Toowoomba 918.

Directors: E. Edmonds, J. Edmonds, W. J. Fagg, J. R. Fagg.

Executives: D. J. Thomson (acct/exec).
Accreditations: AFCBS.

FULFORD ADVERTISING PTY LTD, S. A. Best Bldg, 21 Gipps-st, Valley, Brisbane. Phone 5-4716.

Director: Harry Fulford (manag. dir.).
Accreditations: PPAB.

GEORGE PATTERSON-NOBLE BARTLETT PTY LIMITED, 92 Roma-st, Brisbane. 2-3624. Teleg. Pressager.

Branches: Sydney, Melbourne; assoc. houses all other States.

O'seas: George Patterson Pty Ltd, 33 Lower Regent-st, London, SW1; J. Ilott, Wellington, NZ.

Directors: L. W. Farnsworth, W. H. Noble, A. T. Bartlett, A. P. S. Parker, H. J. Lalor.

Executives: J. W. Miller (radio mngr), A. H. Yardley (art dir), R. H. Drabsch, T. H. Rayner, P. L. Heathwood, J. T. Mullins, J. Graham, R. McDonald, R. D. Greenlaw, K. E. Bull (acc/execs), E. D. Walters (acct), Charles Herk (prod. mngr), K. W. Yardley (media mngr).

Accreditations: ANC-ANPA, AFCBS, TAB.

Main Radio-TV Clients: Arnott Morrow Pty Ltd, BCC Stores, Brisbane City Council, Brett & Company, Wallace Bishops, Chandlers, Barker & Co, E. G. Eager & Sons, Jenyins Patent Corset Pty Ltd, J. F. McKenzie Pty Ltd, Packard Bell Pty Ltd, Rickwoods Pty Ltd, Rothwells Pty Ltd, Stewarts Criterion Hotel, Trittons Pty Ltd, Woolworths Pty Ltd.

GORDON & GOTCH (A'SIA) LTD, 107-119 George-st, Brisbane. Phone 31-2681. Head office Melbourne.

Directors: G. Sutherland Smith, S. W. Byrne, H. C. Fahle, W. E. Jackson, T. F. McMullen.

Qld advertising mngr: E. S. Smith.

O'seas Repr.: London, Canada, USA, Sth Africa.

Accreditations: ANC, ANPA, AFCBS, PPAB.

Main Clients: Westco Motors, Tom Whitworth & Co Pty Ltd, Maize Products, ESCA, Canberra Hotel, Mayfairs, Rowes Cafe.

GRAPHIC ADVERTISING PTY LTD, Brisbane Permanent Bank Bldg, 115 Queen-st, Brisbane. Phone 2-8202, 2-8179.

Directors: Peter Donnelly (gov. dir), E. E. M. Donnelly.

Executives: Alexander Turner (snr acc/exec), V. T. Richardson (secty & public officer).

Accreditations: ANC-ANPA, PPAB.

Main Clients: Overseas Corporation (Aust.) Ltd, Qld, Hill Hoists Pty Ltd (Qld), Namco Furniture Co, Passiona Bottling Co (Bris.) Ltd, Commonwealth Engineering (Qld), Pty Ltd.

JOHNSTON JONES ADVERTISING: 293 Queen-st, Brisbane. Phone 2-2978-9. Telegrams Jonesad.

Directors: R. S. Adams, R. L. Ellacott, D. N. Ross.

Executives: W. R. Nicholas (art dir.), G. T. Harland, E. Tighe (acct/exec), P. Berthelsen (prod.).

Accreditations: ANPA, ANC, AFCBS, PPAB.

Main Radio-TV Clients: Qld Brewery Ltd, Allan & Stark Ltd, Vogue Salon, Hutton & F. Jones, G. J. Grice Ltd, W. H. Paling & Co Ltd, Sleepmakers (Qld).

J. T. PUBLICITY PTY LTD, Cameracraft Bldg, 20 Ivory-st, Valley, Brisbane. Phone L3931-2.

Directors: J. T. Wanless, K. Wanless.

Accreditations: AFCBS.

Main Radio-TV Clients: Anderson Pty Ltd, Sydney Motors Pty Ltd, Power Mower Co.

LE GRAND ADVERTISING, 293 Queen-st, Brisbane. Phone 2-8375, 2-6406.

Director: J. Le Grand (principal).

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Clients: Aust Guarantee Corp., Aust Home Furnishers, Commercial Bank of Aust, Commonwealth Broadcasting Corp., Electrical Repair Co, Massey Sports Depot, Nut Foods, SEA of Qld, SEC of Qld.

LITTLETON-HARVEY ADVERTISING, 2nd floor, AMP Bldg, Edward-st, Brisbane. Phone 2-4616, 2-4891. Telegrams Leychess, Brisbane.

Directors: E. G. Littleton (also radio dir. & TV exec.), J. F. Hope (also press & miscellaneous media dir.).

Executives: W. Wheatley (accnts), D. R. Anderson (schedules exec).

Accreditations: AFCBS, ANPA, PPAB, TAB, ANC.

Main Radio-TV Clients: Listex Laboratories, F. W. Nissen Pty, State Govt Insurance Office, Drapetex, Australian Agencies, King & King Ltd, A. N. Robinson, Qld division Aust Liberal Party, G. H. Stewart & Co, Thorleys Pest-Rid Co, Tickle Industries.

MAYNARD, R. S., ADVERTISING, AMP Bldg, Edward-st, Brisbane. Phone 2-6579, 2-6768. Telegrams Maynardad.

Branches: Sydney:

Directors: C. A. McMillan (manag. partner, Brisbane), J. A. Maynard (manag. partner, Sydney).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB, NPA of NZ.

Main Clients: Robur Tea, UK Motors, Dominion Motors (Qld), Aust Country Party (Qld), Bundaberg Distilling Co, Queensland Trustees Ltd, Unit Trusts Ltd, David Webster & Sons.

MERCHANDISING PUBLICITY PTY LTD, 25 Chester-st, Valley, Brisbane. Phone 5-3515-6.

Directors: K. W. Lawrence, Suzanne Cameron.

I/State Repr.: Hansen Rubensohn Pty Ltd, Caltex Hse, Sydney; Briggs & James Pty Ltd, 153 Latrobe-st, Melbourne (FB1511); Ring Stacey Associates Limited, 142 North Terrace, Adelaide.

Accreditations: ANC, AFCBS, ANPA, PPAB, TAB.

Main Clients: COD Northgate, Butter Marketing Board, Brown & Broad, Freedman & Co, Industrial Enterprises, Queensland Newspapers, Taubmans Qld.

O'BRIEN PUBLICITY PTY LTD, Empire Chambers, cnr Wharf & Queen-sts, Brisbane. Phone 2-9359. Telegrams Gofers Brisbane. Head office Sydney.

Directors: R. J. Murphy (mng dir), A. R. Kelly.

Executives: G. C. Turner (radio-TV mgr), L. Lenton, M. G. Caton (acc/execs), L. N. Andrew (sr acc/exec), C. G. Bennett (art dir), R. Werner, J. Towne (artists).

I/State Repr.: O'Brien Publicity, 56 Young-st, Sydney (BU1355), and 422 Collins-st, Melbourne (MU5941).

Accreditations: ANC, ANPA, AFCBS, PPAB, NPA of NZ.

Main Radio-TV Clients: Alfred Grant Pty Ltd, Music Masters Radio Co, Boston Silks, Handasyde Motors Pty Ltd, Swift Aust Co, Carter Smith & Co, Francis Bros, June Dally-Watkins, S. Qld Egg Marketing Board, Ira L. & A. C. Berk, Grafton Brewing Co Ltd, American Tafon Co (Qld).

POHLMAN & ASSOCIATES ADVERTISING, 50 James-st, Maryborough, Qld. Telegrams Pohlmanad.

Director: R. Pohlman (principal).

Executive: B. J. Seymour (media mgr).

Accreditations: PPAB.

Main Radio-TV Clients: Kingston's Pharmacy, Wide Bay Pharmacy, Fairlie & Sons Pty Ltd.

VINNICOMBE ADVERTISING PTY LTD, 318-326 Elizabeth-st, Brisbane. Phone 2-0115. Telegrams Vinads.

Directors: Herbert Vinnicombe (chmn), Harold Vinnicombe (mng dir).

Executives: K. L. Barry, C. Fleming, B. Wilmott, C. Brinkworth (acc/execs), N. Buzacott (art dir), O. Buchanan (radio).

I/State Repr.: Canny, Paramor & Canny, 24-26 Kent-st, Sydney (BU7101); Rita Capper Advertising Agency, 94-96 Cooper-st, Sydney (BA2586).

Accreditations: ANC - ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Charles Hope Ltd, Owen Gardner & Sons, R. M. Gow & Co Pty Ltd, Silsao Manufacturing Co Pty Ltd, Trevor Henderson, O.K. Rubber Co, Coachcraft Ltd, B. B. Whitehouse & Co Pty Ltd, Woulfe & Son Pty Ltd, Killrust Paints Pty Ltd, John McGrath Motors (Qld) Pty Ltd.

SOUTH AUSTRALIA

ALDWYCH ADVERTISING (SA) LTD, 40 Pirie-st, Adelaide. Phone W 5566. Telegrams Aldwych Adelaide. Head office Melbourne.

Director: G. L. Bride (mng-dir), F. T. Yates.

Executive: F. T. Yates (mngr).

I/State Repr.: Associate houses all States.

Accreditations: ANC, ANPA, AFCBS, ABC.

Main Clients: Angove's Ltd, Aust. Cotton Textile Industries Ltd, W. H. Wylie & Co Ltd, Bruce Small Pty Ltd, Dunlop Rubber (Aust) Ltd, Ramset Fasteners (Aust) Pty Ltd, Overseas Corporation Aust Ltd.

BERWEN PAINE ADVERTISING LTD, 4 Hutt-st, Adelaide. Phone W6616-7.

Directors: A. B. Paine (managing director), J. L. Paine.

Executives: M. H. Wilde (mngtr), J. S. Kennedy (acct/exec), R. Norris-Green (copywriter), R. V. P. Feehan (art dir), Mrs A. M. Wilde (media mngtr).

Accreditations: AFCBS, ANC, ANPA, TAB, PPAB.

Main Clients: Angas Engineering Co, Archer & Holland Buyers Ltd, British Agencies Ltd, British Motor Industries, Dependable Motors Ltd, Godfrey's Ltd, Ready Mixed Concrete (SA) Ltd, J. R. Alexander & Sons Ltd, Commercial Motor Vehicles Ltd, Horwood Bagshaw Ltd, Newton McLaren Ltd.

BROWN, AUSTIN, ADVERTISING, 350 King William-st, Adelaide, SA. Phone W6044.

Directors: L. Austin Brown.

Accreditations: AFCBS, TAB, ANPA, ANC.

Main Radio-TV Clients: B. Seppelt & Sons Ltd, Newday Furniture, Charles Moore & Co, Super Elliott, Budgen Jewellers, Peerless Dry Cleaners, Adelaide Motors.

CREASY ADVERTISING SERVICE (formerly Creasy & Bleaney Advertising Service), 85 Gouger-st, Adelaide, LA4748-9.

Director: M. B. Creasy.

Executives: G. W. M. White, A. J. Richardson (acct/execs).

Accreditations: TAB, ANPA, AFCBS, ANC, PPAB, ABC.

Main Radio-TV Clients: Castalloy Ltd, J. Todd & Sons, Wendts Ltd, Regina Appliances Ltd, Eastern Hardware Distributors, James N. Kirby Sales Pty Ltd.

FORTUNE (AUST) PTY LTD, 82 Flinders-st, Adelaide. Phone W2640. Telegrams Fortaust. Head office Sydney.

Executives: J. N. Galloway (Adel. mngtr), W. J. Wood, G. A. Chenoweth (acct/execs).

Directors, Accreditations: See Sydney entry.

Main Radio-TV Clients: Apac Industries Ltd, Pinnock Manufacturing Co, S. O. Beilley, L. N. Short, Pinnock Finance Company.

KING, HAROLD, ADVERTISING SERVICE LIMITED, 128 Grenfell-st, Adelaide. Phone W4601.

Directors: H. H. G. King (manag. dir.), Magorie G. King.

Executives: C. H. Sims (radio mngtr), R. J. Marvell (media & prod. mngtr), F. M. Hider (art dir).

Accreditations: ANC, PPAB, AFCBS.

Main Clients: Metters Ltd, Oliver J. Nilssen & Co Ltd, Parsons & Robertson Ltd, George Hall & Sons Ltd, Ford Bros Ltd, Victoria Car Services (SA) Pty Ltd, Ingerson Ltd, John Galligan & Co Ltd.

MACNAMARA, L. J. ADVERTISING SERVICE PTY LTD, 104 Park Terrace, Adelaide. Box 1346H, GPO. UA7131. Teleg. MacejJay.

Director: L. J. Macnamara (governing).

Executive: G. S. McDougall (in charge radio-TV).

Accreditations: ANC, ANPA, PPAB, AFCBS, NPA (NZ), TAB.

Main Clients: Pope Products, SA Gas Company, SA Unit Trusts Pty Ltd, D. & J. Fowler, National Health Services Assn of SA, Birks-Chemists Ltd, A. E. & F. Tolley Ltd.

MARTIN, ALAN A. & SON, 46 Morphett-st, Adelaide. Phone LA1361.

Directors: A. A. Martin, J. R. Martin.

Executives: M. George, P. Leske (acct/execs), E. Lumbers (radio mngtr), F. Klix (art dir).

Accreditations: ANPA, ANC, AFCBS, APPA.

McCALLUM RICHARDSON ADVERTISING LIMITED, 144 Gawler Place, Adelaide. Phone W1960.

Directors: D. Richardson, R. G. McCallum.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Crompton Bunyip Soaps Ltd, Sven Kallin Motors Ltd, Dresslier & Co, Concrete Industries, McDonald & Whitrod, SA Salvage Co, Renlita Products Pesticides Ltd, Macy Frock Salon, Lloyds Timber Mills, Hills Hoists Ltd and subsidiaries, Wilcox Mofflin (SA) Ltd, Spencer Roberts & Company, Northgate Ltd, Fibreglass Constructions Ltd.

MONAHAN, HUNTLEY & COMPANY LIMITED, 14 Grenfell-st, Adelaide. Phone LA1368.

Directors: D. J. Monahan, G. H. Huntley.

Executives: L. Whaite (art dir), C. T. Staggs (prod. mngr), Mrs B. D. Jones (acct/exec), Miss M. Green (media), R. Lloyd (asst prod.), Miss H. Gillespie (secy).

Accreditations: AFCBS, TAB, ANC, ANPA, APPA, ABC.

Main Clients: Acklands Tractors & Equipment Ltd, Adelaide Co-op Stores, Angus & Coote Pty Ltd, Adelaide College of Music, Emu Wines, Goldsbrough Mort & Co, Haighs Chocolates.

PATTERSON, GEORGE, PTY LTD, Alexandra Chambers, 27 Grenfell-st, Adelaide. Phone W5551.

Adelaide branch manager: A. B. Kinnear.

Directors, I/State Representation, Accreditations, Main Clients: See Melbourne entry.

RICKARDS ADVERTISING SERVICE PTY LTD, 202 Hindley-st, Adelaide. Phone South Australian branch manager: James G. Kruse.

Directors, I/State Representation, Accreditations, Main Clients: See Melbourne entry.

RING STACY ASSOCIATES LIMITED, Anchor Hse, 142 North Terrace, Adelaide. Ring LA1861.

Directors: E. D. Ring, A. E. Stacy.

Executives: J. L. Smee (secy), M. F. Page (copy chief), T. S. Bryce (media exec.), R. D. Luck (art dir), E. C. Broocker, M. Brock, D. Mercer (accnts).

I/State Repr.: Associate houses, Melbourne, Sydney, Brisbane, Perth. **O'seas:** Associate house, New Zealand.

Accreditations: AFCBS, TAB, ABC, ANC, ANPA, PPAB, NPA of NZ.

Main Clients: Clarks Aust Ltd, K.B.C. Ltd, John Shearer & Sons Ltd, David Shearer Ltd, SA Brewing Co Ltd, Milne & Co Pty Ltd, C. M. H. Morton Ltd, Eclipse Motors Ltd, Ellis & Clark Group, Guinea Airways Ltd, State Motors Ltd, Wunderlich Ltd.

SA COUNTRY NEWSPAPERS LIMITED, 130 Franklin-st, Adelaide. Phone LA2626.

Directors: W. K. Robinson, K. L. Barnet, E. G. Sprigg.

Executive: J. F. Power (mngr).

Accreditations: Vic. Provincial Press, NSW Country Press.

Directors: W. K. Robinson, E. G. Sprigg, K. L. Barnet.

TAYLOR, CLEM, ADVERTISING SERVICE LIMITED, Cresco Hse, 106 North Terrace, Adelaide. Phone LA4121. Telegrams Clemtaylor.

Directors: Clem R. Taylor (governing dir.), W. R. Taylor (mngr and research chief), C. Roantree (chief acct/exec.), R. B. Malin (radio-TV mngr), H. L. Jenks (art director).

Executives: L. R. Bambridge (prod. mngr), K. J. Cocks, R. M. Gilmour, R. W. Harris (acct/execs), P. R. Malone (acct).

Accreditations: ANPA, ANC, TAB, AFCBS, PPAB.

Branch: Melbourne.

I/State Repr.: George Patterson Pty Ltd, 252 George-st, Sydney (BU6361); Merchandising Publicity Pty Ltd, 25 Chester-st, Valley, Brisbane (L3515); Arthur Collett Advertising, 194 St. George's Terrace, Perth.

Main Radio-TV Clients: SA Brewing Co, Arnott Motteram Ltd, Clarkson Ltd, Jeffs Bros, Unbehaun & Johnstone Ltd, City Supplies Ltd, SA Farmers Co-op Union Ltd, Tubular Steel Industries Ltd.

WEBB-ROBERTS McCLELLAND PTY LTD, Midway Bldg, 9 Peel-st, Adelaide. Phone LA2511. Telegrams Armack.

Directors: R. G. Griffiths (man. dir), K. M. McClelland, B. A. Roberts.

Executives: J. Van der Linden (secty), J. Kruse (acct/execs), H. Austin (media mngr), M. Howard (creative dir), J. Neate (snr acct/exec), G. Mann (prod. mngr), T. Harrison (asst to creative dir).

Accreditations: ANPA, ANC, AFCBS, PPAB, ABC, OAA, TAB.

Main Radio-TV Clients: Cooper & Sons Ltd, Electricity Trust of SA, F. H. Faulding & Co, Laubman & Pank, Thomas Hardy & Sons, Associated Steamship Owners.

WILSON ADVERTISING SERVICE LIMITED, 24 Weymouth-st, Adelaide. Phone LA3021-2. Telegrams, Wilsonad Adelaide.

Directors: L. A. Wilson (governing director), A. G. Walker (mngr), Miss P. S. Hammond (secretary), Mrs. E. M. D. Wilson.

Accreditations: AFCBS, ANC, ABC, PPAB, ANPA.

Main Radio Clients: Adelaide Wheel & Rim Works, E. Anders & Sons Ltd, Badenochs Transport Ltd, Bronsons Dry Cleaners, Cawthorne's Ltd, David Brown (A'sia) Ltd, Geo. Bolton & Co Ltd, Cook Son & Co Ltd, Duncan & Co, Futures Ltd, Hooper Furnishers Ltd, Myer Emporium, McMahon Rubber Co, N.S.C. Chemists, National of California (SA) Ltd, James Smith Ltd, Harold Wright & Co, Wise Engine Service Ltd, Thos Sheppard & Sons Ltd.

WESTERN AUSTRALIA

AD-CRAFT SERVICE, Atlas Building, 8 Esplanade, Perth. Phone 23-2596.

Senior Partner: J. A. Mercer.

Executives: V. P. Pocklington (assist. mngr, snr acct/exec), P. I. Williams, M. Chiswell, K. Gloster (acct/execs), E. McGregor (accs).

Accreditations: ANC, ANPA, AFCBS, PPAB, PNPA, TAB.

Main Clients: Barnett Bros Ltd, City Motors Pty Ltd, Domestic Appliances Pty Ltd, Chas Moore & Co, Philips Electrical Industries, Peters Ice Cream (WA), Seppelts & Sons Ltd (WA), Walsh's Ltd, Nicholsons Ltd, Masters Dairy Winterbottom Motor Co (Austin div.).

COLLETT, ARTHUR, ADVERTISING, Yorkshire Hse, 194 St. George's Terrace, Perth. Phone 21-6584, 21-7697. Telegrams Colads.

Director: A. Collett (also mngr).

Executives: R. Morris.

Accreditations: AFCBS, ANPA, ANC, PNPA.

Main Radio-TV Clients: Musgroves Ltd, Browne's Dairy, Chamberlain Industries, Len Hearn Furnishings, Gibsons Confectionery.

WALTER J. DAWSON ADVERTISING AGENCY, National Mutual Life Bldg, 81 St. George's Tce, Perth. Phone 23-2790.

Accreditations: ANC, PPAB, AFCBS.

EATON, MAX ADVERTISING, 1st floor, Shell Hse, 205 St George's Terrace, Perth Phone 21-7259.

Executives: Max Eaton (principal), T. Haygarth (prod. mngr.), F. Mathews (art dir.).

Accreditations: ANPA, PNPA, AFCBS.

FINNEY AND MARTIN, 338 William-st, Perth. Phone 21-6523.

Executives: J. V. Finney, Phillis N. Martin (partners), D. E. Langoulant (prod. mngr).

Accreditations: AFCBS, PNPA, WA Provincial Press.

Main Clients: Australian Electric Co Ltd, Bell Bros, Cockburn Cement, J. C. Kiernan, Millars, Metters, S. W. Hart & Co, Midland Railway, Wrights Ltd, J. & E. Ledger Pty Ltd, George Moss, Thomas & Co, A. D. Urquhart, H.B. Sales, Ready Mixed Concrete, Cement & Concrete Assoc. of Aust.

FORTUNE (AUST) PTY LTD, 19 Mount-st, Perth. Phone 21-4009. Head office Sydney.

Directors, Accreditations: See Sydney entry.

Executives: D. de V. Hunt (Perth mngr), M. J. Strong (acc/exec).

Main Radio-TV Clients: David Gray, MacRobertson Miller Airlines, Johnstons, International Harvester Co, Ansett-ANA, Lustre Hosiery, Beutron Buttons, Passiona, British Petroleum, Commonwealth General Insurance.

GORDON AND GOTCH (A'SIA) LTD, 134-144 Perry-st, Perth, WA. Phone 28-1041. Telegrams, Gotch Perth. Head office Melbourne.

Executives: K. Martin (art dir.).

I/state, O'sea Repr.: See Sydney entry.

Accreditations: ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: H. L. Brisbane & Wunderlich Ltd, R. G. Evans, Ron Shaw & Co Ltd.

N. C. S. MOUNT & SON, 97 St. George's Terrace, Perth. Phone 21-6508.

Directors: N. C. S. Mount, R. N. Mount (partners).

Executives: E. I. Cross (acct/exec).

Accreditations: AFCBS, PNPA.

H. W. NORWOOD ADVERTISING, 375 Hay-st, Perth. Phone 21-3931.

Directors: H. W. Norwood, M. G. Norwood.

Accreditations: AFCBS, PPAB, PNPA.

Main Radio-TV Clients: Wesfarmers, Tutt Bryant Pty Ltd, Alex Kelly Shoe Stores, Pilkington's Men's Store, Wm Smith & Co Pty Ltd.

RICHARDSON-COX PTY LTD, 125 St. George's Terrace, Perth. Phone 21-3219. Head office Melb.

Directors: B. R. Richardson (managing dir.).

Accreditations: AFCBS, TAB, ANPA, ANC, PPAB.

SMITH, IAN H. & PARTNERS, 18 Irwin-st, Perth. 23-3634, 23-3778.

Executives: James W. Ray (mngtr).

Accreditations: PNPA, AFCBS.

SUCCESSFUL ADVERTISING COMPANY, 9A Francis-st, Perth. Phone 28-2628-9.

Director: D. R. Webster (mng dir).

Executives: Mrs D. R. Webster (art dir), B. Hull (acct/exec), I. McDonald (acct/exec), P. Grey (jnr acct/exec), Miss L. Gendall (secty).

Accreditations: ANC-ANPA, AFCBS.

Main Radio Clients: Vox Adeon Howard Pty Ltd, Blakes Pty Ltd, Swanseas Pty Ltd, A. F. Hoare & Sons, John Dunstans, Snaps Dog Foods, Tom Parkinson.

WILLIAMS, A. J., ADVERTISING SERVICE, Radio Hse, 38 Mounts Bay-rd, Perth. Phones 21-5214, 23-2428. Telegrams Adwill Perth.

Executives: A. J. Williams (mngtr), W. P. Mansfield (assist. mngtr & acct/exec), L. M. Bassett (acct/exec).

Accreditations: ANC, ANPA, AFCBS, PPAB.

Main Radio-TV Clients: Westralian Soaps, Mills & Ware Biscuits, Plaistowe & Co, Rural & Industries Bank.

WOOD, CLIFFORD G., ADVERTISING AGENCY, National Hse, 49 William-st, Perth. Phone 21-7593.

Directors: Clifford G. Wood, Mary E. Wood.

Accreditations: PNPA, AFCBS.

Main Radio-TV Clients: John R. Saunders, Parker & Co, Central Boot Specialists, Silk Fair Dress Fabrics, Horderns Drycleaners, Lindsays Jewellers, Cullity Timbers, Utility Buildings.

TASMANIA

HUTCHINSON ADVERTISING, 140 Collins-st, Hobart. GPO Box 98E. Phone B5750; and at 123 Brisbane-st, Launceston, B3284.

Directors: F. A. Hutchinson, G. Stocks.

Accreditations: AFCBS.

Main Radio-TV Clients: Tasmanian Ice Cream Co (Toppa), W. Cripps Pty Ltd, W. Coogan & Co, Port Huon Fruitgrowers Co-Assoc, Cuthbertson's & Citizen's Shoe Stores, Bridges Bros, Hills Hoists, J. T. Cane & Co, Max Geeves Pty Ltd.

REGENT PUBLICITY PTY LTD, 25 Murray-st, Hobart, Tasmania. Phone Hobart B6465. Head office Melbourne.

Also at 70 St. John-st, Launceston. B4327.

Managing director: L. M. Abrahams.

Executives: R. T. Banks, R. A. John, D. W. Scholes (art), Mrs P. Cresswell (radio).

Accreditations: ANPA, AFCBS.

GARNER, PETER, ADVERTISING PTY LTD, 70 St. John-st, Launceston. Phone B4327. Telegrams Garnerad.

Not Accredited.

Public relations consultants



SYDNEY

AGEOLD PRODUCTIONS PTY LTD, 12 Bridge-st, Sydney. BU6555-6. Teleg. Ageold Sydney.

Directors: Asher A. Joel, S. Joel. L. R. Jones (assoc. dir.).

CONSOLIDATED PUBLIC RELATIONS, 35 Clarence-st, Sydney. BX 5741. Teleg. Nichans, Sydney.

Director: C. R. Reid.

Executives: H. Spencer.

Main Clients: See Melbourne entry.

HILL & KNOWLTON PTY LTD, 752 George-st, Sydney. Box 4229, GPO Sydney. MA9361. Teleg. Hillknol, Sydney.

Directors: John W. Hill (chmn), Richard W. Darrow, Harry S. Cooper, A. F. D. Rodie (man. dir.), Owen D. O'Brien (deputy man. dir.).

INDUSTRIAL PUBLIC RELATIONS SERVICE (NSW) PTY LTD, R.A.S. Showground, Sydney. Box 4962, GPO Sydney. FA9966, FA2622. Teleg. Exhibitions, Sydney.

General Manager: J. E. Beveridge.

KENNEDY, ERIC, CONSULTANT, 53 Elizabeth Bay-rd, Elizabeth Bay, Sydney. FL3041. Teleg. Rickenpress, Sydney.

Directors: Eric Kennedy, Joan Kennedy.

Executives: Eric Kennedy, Harvey Stevens, Neville Friedlander (consultants), Joan Kennedy (secty and researcher), Sheila Clancy (ed. asst).

JOHN HALLOCK PTY LTD, (formerly Public Relations Associates). 372a Pitt-st, Sydney. BM6179, BM6170. Teleg. Prapress, Sydney.

Directors: W. H. Heicher (man. dir.), D. Herbrand, W. Austin, A. Hulls.

Executives: A. Hulls (gen. mngr), D. F. Beard (Melb. mngr), W. Austin (Perth mngr), B. Dewhurst (Bris mngr).

THOMPSON, DOUGLAS, PTY LTD, 17 O'Connell-st, Sydney. BW1016, BL5381, BL5382.

Directors: Douglas L. Thompson, Kenneth L. Ware.

VOX PUBLIC RELATIONS, 43 Phillip-st, Sydney. BU6347. Teleg. Provox, Sydney.
Principal: Miss Anne McCauley.

WHITE, ERIC, ASSOCIATES (NSW) PTY LTD, 15 Grosvenor-st, Sydney. Box 4976, Sydney. BU2368. Teleg. Insider, Sydney.

Directors: Eric White, A. H. Myers, D. Osborne.

MELBOURNE

ALEXANDER-BURN PTY LTD, 120 Collins-st, Melbourne. MF1296-7. Teleg. Laburn, Melbourne.

Directors: Lawrence A. Burn (mng dir.), V. E. Burn.

Executives: Diana F. Langley (fashion dir.), Betty C. Meagher (secty).

LEONARD S. BARKER & ASSOCIATES, 473 King-st, Melbourne, Cl. FY3934-5. Teleg. Tekpress.

Director: L. S. Barker.

CONSOLIDATED PUBLIC RELATIONS, 432 St. Kilda-rd, Melbourne. BM1601. Teleg. Nichans, Melbourne.

Director: C. R. Reid.

Executive: L. Hartung.

Main Clients: SKF Pty Ltd, Laminex Pty Ltd, NSW Egg Board, South Yarra Trade Association, Mutual Store Ltd (Melb), Lederle Laboratories (USA), Chateau Tahbilk Vineyards, Ground Management Association of CCC & VVL, Michaelis-Hallenstein & Co Pty Ltd, Bradford Roofing & Insulating Pty Ltd, Gatic (Aust) Pty Ltd.

CREATIVE PUBLIC RELATIONS PTY LTD, 153 Wellington Pde South, Jolimont, Melbourne. MF3929, MF2903.

Directors: R. Stephens, S. Hughes, Lloyd P. Goode, F. W. McKernan.

Executives: R. Stephens, S. Hughes, G. Wilson, G. Williams, H. Robins, P. Hendy.

Main Clients: H. J. Heinz Co Pty Ltd, Philip Morris (Aust) Ltd, Federated Cloth-

ing Industries Council, Father's Day Council, Elastic Webbing (Aust) Pty Ltd, Repco Ltd.

Directors: W. F. Prehn, M. McColm, Eric White.

HANDFIELD, JOHN & ESTA, (PUBLIC RELATIONS) PTY LTD, Gloucester-hse, 396 Flinders-lane, Melbourne. MB3384. Teleg. Jonanesta.

Directors: John Carey Hopton Handfield, Esta Maria Handfield.

Executives: Roy Waters, Harry Dexter (acctnt-execs).

WISE PUBLIC RELATIONS ASSOCIATES, Roubin Bldg, 117 Queen-st, Brisbane. 2-7388.

Proprietor & Manager: Andrew L. G. Wise.
Executive: Robert McMahon.

ADELAIDE

HEINTZ, ALFRED, PUBLIC RELATIONS SERVICES, 445 St. Kilda-rd, Melbourne. BM1382, BM1396, BM3995.

Principal: Alfred Heintz.

ASSOCIATED PUBLIC RELATIONS PTY LTD, 104 Park Terrace, Adelaide. Box 1346H, GPO Adelaide. UA7130.

Executives: Rod J. Martindale (man.), J. R. Muller (asst. man.).

MANN, PIERRE, & ASSOCIATES PUBLIC RELATIONS CONSULTANTS, 327 Collins-st, Melbourne, C1. MB5110. Teleg. Buildup, Melbourne.

Proprietor: Pierre Mann.

HOSKYN, SHAN, & ASSOCIATES LTD, North British-bldg, 91-95 Currie-st, Adelaide. LA 2948.

Directors: Shan Hoskyns (govern. dir.), Boyd Davies, Bob Cheek, Mrs. H. A. Hoskyns.

Executives: Boyd Davies, Bob Cheek (acctnt-execs).

Main Clients: Chrysler Aust, Hills Hoist, SA Honey Board, Brookers (Aust) Ltd.

TURNBULL, CLIVE, & ASSOCIATES, 51 Victoria-pde, Collingwood, N5, Victoria. JA1636.

Director: Clive Turnbull.

LUDBROOK, A. J., 12 Sprod-ave, Toorak Gardens, SA. F6245.

Part time PRO to the Wine Industry of SSA, corres. and advtg repr. for trade journals.

WHITE, ERIC, ASSOCIATES (VIC) PTY LTD, 383 Collins-st, Melbourne. MB3536. Teleg. Insider, Melbourne.

Directors: P. Golding, L. K. Kerr, Eric White.

WHITE, ERIC, ASSOCIATES (SA) PTY LTD, Elizabeth-hse, 231 North Terrace, Adelaide.

Directors: J. Llewellyn, P. Golding, L. K. Kerr, Eric White.

BRISBANE

COSWAY PUBLIC RELATIONS PTY LTD, Wilson-hse, 35 Charlotte-st, Brisbane. 2-2256.

Directors: P. Cossey (chairman), T. Waite, W. L. Rudder (man. dir.).

Executives: A. B. Brook (PRO).

PERTH

BEECHAM, WILLIAM, & ASSOCIATES, 104 St. George's Terrace, Perth. Box E256, GPO Perth. 21-7027. Teleg. Publicist, Perth.

Directors: William Beecham, Claude Henderson.

Main Clients: Cinema Industry Development Organisation, Chamberlain Industries Pty Ltd, Brick Manufacturers' Assn of WA, Printing & Allied Trades Employers' Assn of WA.

WHITE, ERIC, ASSOCIATES (QLD) PTY LTD, Prudential-Bldg, 6 Queen-st, Brisbane. 2-2765.

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ADDIS (AUSTRALIA) PTY LIMITED, 135-139 Church-st, Ryde, NSW. Box 8, PO, Ryde. Phone WY0225. Telegrams Sidda. Branches, 318 King-st, Melbourne.

Directors: H. C. Nankervis (chairman & manag. dir.), A. R. Dobb (secretary), R. H. Chown.

Executives: C. South (sales mngr), W. Bolt (prod. mngr).

Products: Toothbrushes, denture brushes, nail and hairbrushes; household brushware and associated plastic products.

Agency: J. Walter Thompson.

O'seas Repr: Addis Ltd, England.

ALEXANDER, J. R. & SONS LIMITED, 4 Manfull-st, Edwardstown, SA. Phone UM3434.

Directors: B. G. Griff, A. Lane, M. McMahon, J. Skinner.

Executive: J. Skinner (mngr dir.), G. A. A. Ellis (mngr), W. L. Curran (secretary).

Products: Supreme boot, floor polishes.

Agency: Berwen Paine Advtg.

I/State Repr.: Simpson Manufacturing Co. Ltd, Vic.; Williams & Wood Ltd, WA; Golin & Co. Ltd, Qld; Cleansers Ltd, NSW.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney, GPO Box 2516. Phone B0233. Telegrams, Expanse.

Products: Broadcasting station & studio equipment, communication transmitters & receivers, mobile radio equipment, marine transmitters & receivers, direction finders, automatic alarm apparatus, radar, air navigation beacons, distance-measuring equipment, instrument-landing systems, aeradio stations 'phone terminal equip., microwave links, radio program recordings, gramophone records, defence communication equip. Transmitting & receiving radio valves, bcst & TV receivers.

I/State Repr.: Branch, 163-173 Queen-st, Melbourne (MU9161).

O'seas: Anvil House, 138 Wakefield-st, PO Box 830, Wellington; General Bldgs, 99 Aldwych, W.C.2, London, England.

Agency: Rodney H. Evans.

AMPOL PETROLEUM LIMITED, Buchanan-st, Balmain, NSW, Box 5342, GPO, Sydney. Phone WB0233. Telegrams, Ampolco, Sydney.

Directors: Manag. dir, W. G. Walkley; chairman, L. J. Thompson; deputy chairman, P. J. Adams.

Executives: W. M. Leonard (general mngr), A. E. Harris (asst gm), Allan T. Purdey (secretary).

Products: Petroleum.

Agency: N. V. Nixon.

I/State Repr.: Branches, Elder-rd, Birkenhead, SA; 197 Adelaide-terrace, Perth; 326 Elizabeth-st, Hobart; Ampol (Alba) Petroleum

Pty Ltd, 792 Elizabeth-st, Melb; Ampol Petroleum (Qld) Pty Ltd, Kingsford Smith Drive, Mccandah, Qld.

O'seas: 53 King William-st, London, EC4.

ANSELL RUBBER CO. PTY LTD, THE, River-st, Richmond, E.I., Vic. Phone JB4131. Telegrams Ruballoon, Melbourne.

Directors: H. N. Ansell, E. L. Ansell.

Executive: G. More (gen. mngr).

Products: Domestic & utility rubber gloves, hot water bags, children's & ladies' overshoes, rubber mats.

Agency: J. Walter Thompson.

I/State Repr.: Ansell Distributors (NSW) Pty Ltd, 47 Farr-st, Marrickville, NSW; 44 Grenfell-st, Adelaide; 147 Bathurst-st, Hobart; P. Falk & Co Ltd, 317-319 Murray-st, Perth; Kenneth Mitchell Agencies Pty Ltd, 100 Alfred-st, Valley, Brisbane.

ANSETT TRANSPORT INDUSTRIES LIMITED, 465 Swanston-st, Melbourne. Phone FJ0401. Teleg. Ansett.

Subsidiaries: Ansett Airways Pty Ltd, Pioneer Tourist Coaches Pty Ltd, Ansett Hotels Pty Ltd, Ansair Pty Ltd, Ansett Road Express Pty Ltd, Ansett Travel Service, Australian National Airways Pty Ltd, Ansett Roadlines of Australia Pty Ltd, National Instrument Co Pty Ltd, Aviation Engineering & Supplies Co Pty Ltd, Butler Air Transport Ltd, Queensland Airlines Pty Ltd.

Directors: R. M. Ansett (chairman & mngr dir.), T. L. Simpson, R. Moore, Air Marshal Sir George Jones, J. N. Lord.

Executives: R. R. Walker (asst to mngr dir.), R. L. Cooper (secretary), K. B. Osborne (advtg mngr).

Services: Air & road transport, hotel operations, bus body building, road freight, general merchants.

Agencies: Orr, Skate & Assocs; Fortune; Canny, Paramor & Canny; Dormer Beck, NZ.

I/State Repr.: Branches all States.

ARNOTT, MORROW PTY LTD, 83-107 Coronation Drive, Brisbane. Phone B2584. Telegrams Ambis, Brisbane.

Executive: R. E. Douglas (sales mngr).

Products: Arnott's biscuits.

Agency: Geo. Patterson-Noble Bartlett Pty Ltd.

ARNOTT, MOTTERAM LIMITED, 279 Grote-st, Adelaide. Phone LA3176-7-8-9.

Directors: P. Motteram, G. H. Arnott (joint manag. dirs.), W. Motteram, H. D. Arnott, L. R. Arnott, J. P. Motteram, H. E. Arnott.

Products: Biscuits.

Agency: Clem Taylor Advtg.

ARNOTT, WILLIAM PTY LTD, George-st, Homebush, NSW. Phone UM0421. Telegrams Saobis.

Products: Biscuits.

Agencies: J. B. Perceval, George Patterson.

ARROW SHIRTS PTY LTD, 23 Goodwood-st, Richmond, E.L., Vic. Phone JB2151.

Executives: Alan A. Wynne (gen. mngr).

Products: Arrow shirts, sport shirts, Arajamas, Arastrides.

Agency: Paton Advtg Service.

I/State Repr.: Colonial Sales Corp. Pty Ltd, all states.

ASSOCIATED PULP AND PAPER MILLS LIMITED, 360 Collins-st, Melbourne, C.I., Vic. Phone MU5851. Telegrams Aspulpac0, Melb.

Subsidiaries: Papermakers Ltd, Ballarat Paper Mills Pty Ltd, Papyrus Pty Ltd.

Directors: W. D. Brookes (chairman), H. B. Somersct (manag. dir.), M. L. Baillieu, H. Hey, E. Cohen, A. W. Stewart.

Executives: R. L. Stock (secretary), E. E. Jones (sales mngr).

Products: Printing & writing papers, art & chrome papers, special wrappings, vegetable parchment, greaseproof, glassine, coated boards.

Agency: K. M. Campbell Pty Ltd, Melb.

I/State Repr.: Branches, 25 O'Connell-st, Sydney; 2 Queen-st, Brisbane; 45 King William-st, Adelaide; **O'scas:** Robert Bryce & Co. Ltd, PO Box 1804, Wellington, C.I., also at Auckland, Christchurch, Dunedin, NZ.

ATLANTIC UNION OIL COMPANY PTY LIMITED, 66 Pitt-st, Sydney, NSW. Phone B0152. Telegrams Atlantic, Sydney.

Directors: W. B. Phillips (manag. dir.), W. W. Ryan, D. F. McKinlay, J. J. O'Connor.

Executives: V. E. Smythe (secretary), J. G. Lee (Aust. advtg mngr), G. H. Morris (purchasing mngr), A. Dixon (ops), G. A. Johnstone (sales, retail & primary producer), A. la Fontaine (industry sales & tech. services).

Products: Petroleum.

I/State Repr.: Branches, Vic., Qld, SA. **O'scas:** Affiliated companies throughout world.

AUDIPHONE CO. (NSW) PTY LTD, THE, (incl. Audiphone Utilities Pty Ltd), 140 Castlereagh-st, Sydney. Phone BW7387, MA4924.

Directors: C. Phillips (mng dir.), J. W. Douglass, C. Rich.

Executives: P. Button (sales mngr).

Products: Hearing aids.

Agency: Goldberg Advtg.

I/State Repr.: Branches all States.

AUSTRALIAN ABRASIVES PTY LIMITED, 302-306 Parramatta-rd, Auburn, NSW. Phone YX2361. Teleg. Abrasives, Sydney.

Directors: R. Miller (mng dir), K. L. Grant (secty), S. Graham.

Executives: H. Emmett (fact. supt), A. L. Templeton (sales prom. mngr), A. R. Thurbon (advtg mngr).

Product: Grinding wheels, diamond wheels, segments, rubbing bricks & sticks, mounted points, sharpening stones.

Agency: All advtg direct.

I/State Repr.: Distributors & wholesalers all States.

AUSTRALIAN COTTON TEXTILE INDUSTRIES LTD, Actil-ave, Woodville, SA. Phone M6101. Telegrams Actil, Adelaide.

Director: A. G. Hargreaves (manag. dir.).

Executive: H. W. Price (advtg mngr).

Products: Actil sheets, pillow cases, Terry nursery squares, Actil-shrunk FASCO fabric.

Agency: Aldwvch Advtg.

AUSTRALIAN ELECTRICAL INDUSTRIES PTY LIMITED, 93-95 Clarence-st, Sydney. Phone B0251. Telegrams Austric.

Directors: Sir Jack Stevens, KBE (chairman), F. J. E. Tearle, R. W. C. Campbell (gen. mngr admin.), H. H. George (gen. mngr, engineering), S. E. Barratt, C. E. Crome, A. S. V. Smith, J. L. Taylor, H. C. Van Valzah.

Executives: D. M. White (secretary).

Products: Heavy elec. plant & turbines, elec. & diesel elec. traction equip., switchgear & tmission equip., elec. lamps, lighting equip., motors, Hotpoint appliances, radio & TV receivers, valves, wires & cables, electronic apparatus, electro medical equip.

Agencies: Hansen Rubensohn & Lyle Davis Advtg.

I/State Repr.: Branches, Vic., Qld, SA, Tas.

AUSTRALIAN GAS LIGHT COMPANY, THE, 477-487 Pitt-st, Sydney. Phone B0955. Telegrams Gas, Sydney.

Directors: C. G. Crane (chairman), A. T. Anderson (deputy chairman), R. G. Parry Okeden, G. G. G. Russell, F. W. Hill, P. A. Cullen.

Executives: W. W. Pettingell (gen. mngr), H. F. Benning (secretary).

Products: Gas and gas by-products.

Agency: Canny, Paramor & Canny Advtg, Sydney.

O'scas Repr.: William Coward & Co. Ltd, London.

AUSTRALIAN NATIONAL AIRWAYS PTY LTD (subsidiary of Ansett Transport Industries), 289 William-st, Melbourne. Phone MY5711.

Directors: R. M. Ansett (chmn), R. R. Walker, R. L. Cooper, J. A. Westlau.

Executives: J. A. Westlau (gen mngr),

Capt. Peter Gibbs (ops mngr), F. Pascoe (commerc. mngr), J. A. Ellis (finance mngr & secty), I. G. Webster (sales mngr).

Service: Airline operators.

Agency: Fortune.

I/State Repr.: Branches all States. **O'seas:** London, Eng.

AUSTRAL SWISS TEXTILES PTY LTD, 40 Campbell-st, Sydney. Phone MA5561. Telegrams Janilaine.

Directors: A. Daniel, J. T. Lansky.

Products: Knitted Jerseys.

I/State Repr.: All States. **O'seas:** Auckland, NZ.

AUTOMATIC FIRE SPRINKLERS PTY LTD (Independent Industrial Investments Pty Ltd), 618 Botany-rd, Alexandria Phone MU2476. Telegrams, Autosprink.

Executives: D. W. Roberts (gen. mngr), N. F. Wescombe (sales & advtg mngr), A. R. Meredith (secty).

Service: Fire protection engineers.

Agency: N. V. Nixon.

I/State Repr.: Branches all States. **O'seas:** Assoc. company, NZ.

BALL, B. J. LTD, 414-418 Kent-st, Sydney. Phone BX6693. Telegrams, Paperball.

Directors: W. A. Ball (chairman, mng dir.), R. H. Lane, H. J. Unwin, W. C. A. Starling, E. A. Wood, J. Gordon.

Executives: J. Hurt (mngr paper dept.), N. Graham (sales mngr, Mander Kidd inks), P. S. Grant (sales mngr, service products), W. Small (mngr mach. dept), J. T. Adams (advtg mngr).

Products: Writing & printing papers & boards, wrapping & packaging papers, stationery, ropes & twines, printing inks, printing machinery & equip., sports netting.

Agency: Hugh Berry Co.

I/State Repr.: Branches, Brisbane, Melb., Adelaide, Perth. **O'seas:** Branch, London.

BALM PAINTS PTY LTD, Williamstown-rd, Port Melbourne (PO Box 40, Pt Melbourne). Phone MJ1451. Telegrams Pigments.

Director: N. G. Wilson (manag. dir.).

Products: Dulux paints and Duco lacquers.

Agency: Hugh Berry Co.

I/State Repr.: Branches, Cabarita-rd, Concord, NSW (UF042); Lipson-st, Port Adelaide, SA (J1131); Tennyson Memorial Ave, Yeerongpilly, Qld (JW1091); Jones-st, O'Connor, WA (L3518).

BANK OF NEW SOUTH WALES, 341 George-st, Sydney. Phone B0244. Telegrams Wales, Sydney.

Directors: Sir Leslie J. Morshead, KBE (pres.), J. Cadwallader, Hon. R. C. Wilson, MLC, D. B. Lewington, S. G. Rowe, V. C. Fairfax, J. W. Dunlop.

Executives: H. C. C. Marshall (gen. mngr), R. J. Abercrombie (asst gen. mngr), P. T. Matthews (advtg mngr).

Service: Banking.

Agency: R. & K. Powell Advtg, Sydney.

I/State Repr.: Branches all states. **O'seas:** Agents throughout world.

BEHR-MANNING (AUSTRALIA) PTY. LIMITED, Nyrang-st, Lidcombe, NSW. Phone YX7111. Teleg. Behrover Sydney.

Directors: H. C. Campfield (mng dir), F. J. Pegg (secty), J. C. Adams (works dir), G. C. Plater (export sales dir), A. E. Fowler (sales dir).

Executives: P. Handel (supply mngr).

Products: Bear tapes, coated abrasives, adhesives, coatings & Proofkote.

Agency: George Patterson.

I/State Repr.: Branches in Qld, SA, Vic & WA. **O'seas:** Norton Behr-Manning Overseas Inc, Worcester 6, Mass, USA.

BERGER, LEWIS & SONS (AUST.) PTY LTD, Rhodes, NSW. Phone UF044. Telegrams, Bergers.

Directors: A. J. Hughes (mng dir.), L. J. Pearson (chmn), C. J. Callaby (dpty mng dir.), E. B. Young (tech. dir.), R. A. Davies (financial dir.).

Products: Bergermaster, Kem-Cote, Kem-Tone, BP Prepared Paint, Paveol, Silverglo, Surtimp Liquid Stainers, Kem-Clad Industrial Enamel.

Agency: George Patterson.

I/State Repr.: Branches all States. **O'seas:** Branches Wellington & Auckland NZ, Lewis Berger & Sons, Great Britain; Sherwin & Williams, USA.

BERLEI LTD, 39 Regent-st, Sydney. Phone MX5061. Telegrams, Berlei, Sydney.

Directors: J. G. Hurley, H. W. Arthy (joint mng dirs.).

Executives: D. R. Walter (gen. sales mngr), Miss H. Trantum (advtg supervisor).

Products: Foundation garments.

Agency: Hawkins Advtg, Warwick Advtg.

BLACK LANCE LTD, 86 Greville-st, Prahran, Vic. Phone LA1507.

Director: R. J. Hughes.

Products: Black Lance knitwear & swim-suits.

Agency: Noel Paton Pty Ltd.

I/State Repr.: Branches all states.

BOND'S-WEAR PTY LIMITED, 100 Mallett-st, Camperdown, NSW. Phone LA2701-9. Telegrams Gabondo, Sydney.

Directors: W. H. Slade (chairman), A. C. Cameron, L. T. Fielding, J. V. Ratcliffe, W. R. Slade.

Executives: N. J. Barraclough (gen. mngr), A. V. Ho'd (secretary), R. F. Stephenson (Aust. sales mngr).

Products: Underwear, half hose, distributors for Dri-Glo Towels, Fiesta Hosiery.

Agencies: J. Walter Thompson (Bond's prod.), Hawkins Advtg (Dri-Glo towels).

BONNINGTON & COY PTY LTD, 179 Harris-st, Pymont, NSW. Phone MW1790.

Directors: L. Bonnington (manag. dir.), G. C. Bonnington (works mngr), C. Bonnington (NZ).

Products: Proprietary medicines, throat jubes, poultry food.

Agency: J. Walter Thompson.

I/State Repr.: All states.

BOOTS PURE DRUG CO. (AUSTRALIA) PTY LTD, 376 Eastern Valley Way, Roseville, NSW. Phone JY1212. Telegrams Boots-drug.

Directors: F. M. Needham (manag. dir.), F. A. Osborne (Aust. sales mngr), G. K. Suter (Vic. mngr).

Products: Wholesale chemists & druggists.

Agencies: A. N. White Pty Ltd, J. Faen Advtg, Sydney.

I/State Repr.: Branches, 33-35 Stewart-st, Richmond, El, Vic (JB1141); 22 Henley Beach-rd, Mile End, SA (LU8151); 720 Kingsford Smith-drv, Hamilton, Qld (MW 2191); 11 Malcolm-st, Perth, WA (BA6562). O'seas: Boots Pure Drug Co Ltd, Station-st, Nottingham, England.

BRISTOL MYERS CO PTY LTD, 223 Pacific Highway, North Sydney, NSW, PO box 171NS. Phone XB1051. Telegrams Mytoldo.

Directors: J. S. Burke, Dr. B. Oxenham, D. B. Oxenham.

Executives: Dr. B. Oxenham (manag. dir.), J. S. Burke (comptroller), A. R. Martin (secretary), K. N. Simpson (asst. to mng dir.).

Products: Proprietary medicines, toilet goods, cosmetics.

Agency: Hansen Rubensohn.

I/State Repr.: Branches all states. O'seas: Bristol Myers Co., Delaware, USA.

BRITISH CELANESE LTD, C/- Snow, Gunning & Evans Pty Ltd, 232 Flinders Lane, Melb. Phones Central 5853, Central 2245. Telegrams Snoguncv.

Products: British Celanese fabric.

I/State Repr.: Snow, Gunning & Evans

Pty Ltd, all States. O'seas: British Celanese (O'seas) Ltd, HQ, London.

BRITISH GENERAL ELECTRIC CO. PTY LTD, 104 Clarence-st, Sydney. Phone B0277. Telegrams Britishgeneral.

Directors: T. E. Morgan (chmn & manag dir.), A. P. Curtis, C. Drabble, R. J. Darton, Sir John Butters, L. Gamage, D. G. Acworth, W. W. Gunn (NSW mngr).

Products: BGE, GEC & Osram electrical appliances.

Agency: Bartlett, Murphy & MacKenzie Pty Ltd.

I/State Repr.: Branches, all states. O'seas: General Electric Co. Ltd, London.

BRITISH MEDICINALS PTY LTD, 87-91 Clarence-st, Sydney. Phone, BX6021. Telegrams, Britmed.

Directors: W. J. Rogers (gov. dir.), M. Gibson, J. Dexter, G. Goodhew (mng dir.), Mrs. McKillop, R. Street.

Products: Ford Pills, Dr. MacKenzie's Menthoids, Curlypet & Curlypet Shampoo, Youth-O-Form, Dr Noble's Nuxoids, Dr Brodie's Kanatox, Pressor Salt, Dormagen, Modertenson, Ter Vunga.

Agency: Russell Morris Advtg.

I/State Repr.: All States.

BRITISH MOTOR CORPORATION (AUSTRALIA) PTY LTD, THE, Nuffield (Aust.) Pty Ltd, The Austin Motor Company (Aust.) Pty Ltd, Fisher & Ludlow (Aust.) Pty Ltd, Joynton-ave, Zetland, NSW. Phone FF0321. Telegrams Britcorp.

Directors: Sir Leonard Lord, KBE (chmn), G. W. Harriman (dep. chmn), G. A. Lloyd, H. J. Graves (joint mng dirs), J. R. Woodcock, J. S. Strong, J. B. Tait, QC, J. N. Kirby, CBE.

Executives: N. W. Lawrance (sales dir), A. W. Woodgate (gen. sales mngr, Austin), G. R. Thomson (gen. sales mngr, Nuffield), W. Brady (sales mngr, comm. vehicles), I. W. Milbank (advtg mngr), H. L. Sainsbury (secty).

Products: Automobiles.

Agency: Arthur Smyth & Sons, Grosvenor.

BRITISH NYLON SPINNERS (AUSTRALIA) PTY LTD, 224 Queens-rd, Melbourne. Phone MU6521.

Directors: J. R. Burt (chmn), J. L. Birrell (comm. dir), B. C. Cornell (mng dir), F. P. Johns, J. G. Holmes (prod. dir).

Merchandising division: Melbourne office, 224 Queen-st, Melbourne. Phone MU 6521.

Services: Nylon filament yarns, nylon staple fibre.

Agency: United Service Publicity, Melbourne.

I/State Repr.: Branch, 387 Kent-st, Sydney. **O'seas:** British Nylon Spinners Ltd, Pontypool, Monmouthshire, UK.

BRITISH STANDARD MACHINERY CO. LTD, 520-530 Gardener's-rd, Mascot, NSW, PO Box 62, Mascot. Phone MU2411. Telegrams Britishstandard.

Directors: J. N. Gammell (chairman), A. W. Girling (mng dir.), J. P. Walsh (sales dir.), W. H. Reardon, H. R. Cassidy (secretary), J. H. Shoolbred.

Executives: L. J. Brownhall (sales mng), R. E. Miller (acct), M. T. Pritchard (chief engr), J. Finnigan (works mng), V. E. Deadman (supply mng).

Products: Earthmoving, logging, road construction equip., crawler tractors, materials handling equipment, gen. engineering.

Agency: N. V. Nixon.

I/State Repr.: Distributors all states.

BROWN, E. T., LIMITED (Brownbuilt Steel Equipment Co., Reg'd), 14-24 Alexandra Parade, Clifton Hill, N.8, Vic. Phone JW2115. Telegrams Steelequip, Melb.

Directors: J. H. Roxburgh (chairman), F. P. Johns, J. D. Davies, P. J. Newton (gen. mng), W. E. Hodgson.

Executives: J. C. E. Morris (secretary), N. E. Christopherson (advtg mng).

Products: Steel shelving, lockers & office equipment.

Agency: Aldwych Advtg.

I/State Repr.: Branches in NSW, Qld & SA.

BUSHELLS PTY LIMITED, 121-127 Harrington-st, Sydney, NSW. Phone BU1583. Tea, coffee and coffee essence packers and distributors.

Agencies: Traders, Milwyn (Sydney).

CADBURY-FRY-PASCALL PTY LTD, Claremont, Tas. GPO Box 636A, Hobart, Tas.

Directors: J. P. D. Lloyd (chairman), H. V. McKernan (vice-chairman), R. A. Smith, V. G. Burley.

Products: Chocolate, food drinks, confectionery.

Agency: George Patterson.

Branches: All states. **O'seas:** Cadbury Bros. Ltd.

CALICO PRINTERS' ASSOCIATION LTD, THE, 89 York-st, Sydney. Phone BX4080. Telegrams, Cepeafab.

Executives: K. A. Pittman (gen. mng).

Product: Grafton Anti-Shrink, Potter's,

Cepea, Calpreta textiles.

Agencies: J. Walter Thompson (Grafton). Cepea, Goldberg (Potter's), N. V. Nixon (Calpreta).

I/State Repr.: Branches, Vic., WA, Qld. **O'seas:** Parent company, Manchester, Eng.; repr. throughout world.

CALTEX OIL (AUSTRALIA) PTY LIMITED, 167-187 Kent-st, Sydney, NSW. Phone B0555. Telegrams Caltex.

Executives: H. R. Faulkner (manag. dir.), C. G. Holdaway (gen. mng), J. H. T. Dowsett (mng, advtg & sales prom.).

Products: Petroleum fuels & lubricants for transport, industry & agriculture.

Agency: Hansen Rubensohn.

I/State Repr.: Branches, Townsville (mng, R. M. Boyd), Brisbane (G. J. Keir), Newcastle (A. E. Smee), Sydney (A. H. Fisher), Melbourne (A. S. Cameron), Hobart (H. M. Bateman), Adelaide (J. H. McLaughlan), Perth (K. W. D. Kelly). **O'seas:** California-Texas Oil Co. Ltd, 380 Madison-ave, New York, 17, USA.

CAMPBELL BROTHERS LIMITED, Campbell-st, Bowen Hills, N.7., Qld. Phone L3331. Telegrams Campbells, Brisbane.

Directors: A. E. Sharp (chairman), M. C. Campbell, K. C. Campbell, L. J. McCray, E. D. Summerson.

Executives: L. G. R. Smith (secretary), J. R. King (gen. mng), R. H. Patterson (asst gen. mng), D. L. Whitehouse (field sales mng).

Products: Household, industrial soaps, soluble silicates & detergents, commercial acids & alkalis, refractories & insulating materials.

CARLTON & UNITED BREWERIES LTD, 16 Bouverie-st, Carlton, N.3., Vic. Phone FJ0431. Telegrams Carlubrew.

Executives: R. F. G. Fogarty (gen. mng).

Products: Beers & stouts; Fosters Lager; Abbots Lager, Double Stout & Invalid Stout; Victoria Bitter; Melbourne Bitter.

Agency: Paton Advtg Service.

CARR FASTENER COMPANY OF AUSTRALIA LIMITED, Tapley's Hill-rd, Royal Park, Alberton, 1, SA. Phone J1108. Telegrams Carrfast.

Directors: F. A. Pattenden (manag. dir.), E. A. Marrett (gen. mng).

Executives: R. W. Martin (secretary), A. J. White (radio components, TV sales & ser-

vice), D. G. Pollard (gen. sales & service), A. Knowles (chief engineer).

Products: Fasteners for radio & TV components & other products.

Agency: L. J. Macnamara Advtg, Adelaide.

I/State Repr.: Branches Paran Place, Glen Iris, Vic.; 7 West-st, Petersham, NSW.

CASBEN PRODUCTIONS LIMITED, 80-84 Waterloo-rd, Greenacre, NSW. Phone UL1711. Beachwear, swimsuits.

CASTALLOY LIMITED, 314 Waymouth st, Adelaide. Phone LA3438. Telegrams Castalloy, Adelaide.

Directors: E. H. Scovell (chmn), L. H. Green, F. H. Phipps (mng dir.), F. C. Melbourne, J. B. Goodes (secretary).

Executives: D. B. Watkinson (sales mgr), J. R. Badenoch (chief engineer).

Products: Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy founders.

Agency: Creasy Advtg Service.

I/State Repr.: Cook-King: F. W. Green & Co. Pty Ltd, Perth, Sydney, Melb.; A. T. Graham, Brisbane. CSA conductor accessories; Transmission Lines Pty Ltd, Melb.; Rablec Pty Ltd, Perth; Thew & McCann, Sydney; K. H. Dore & Sons, Brisbane. O'seas: B. R. Homersham Ltd, Christchurch, NZ; Carl F. Radke, Hendra, Qld, for Papua & NG.

CATERPILLAR OF AUSTRALIA PTY LTD, 265 Exhibition-st, Melbourne. Phone FB1351. Telegrams Caterpillar.

Managing Director: Mark A. Clements.

Products: Caterpillar earthmoving, agricultural, construction equipment.

Agency: George Patterson Pty Ltd.

CENTRAL AGENCY (AUSTRALIA) LTD, 48-58 Druitt-st, Sydney. Phone BX7171. Telegrams, Spool.

Executives: J. Kenneth Hill (gen. mgr), T. N. Roy & R. B. Brown (assts to gm), W. Johnston (ind. insp.), J. Gray (NSW mgr), P. King (advtg mgr), J. Beckenham (NSW asst mgr).

Products: Coats & Clark's domestic, industrial & handicraft sewing threads.

Agency: Best & Swift.

I/State Repr: Branches Bris., Melb.; agents Adel., Perth, T'ville. O'seas: Head office Scotland, offices throughout world.

CHRYSLER AUSTRALIA LIMITED, Maple-ave, Keswick, SA. Phone, LF1651. Telegrams Chryslerco, Adelaide.

Directors: R. S. Thompson (chmn), W. D. Ferguson (mng dir), E. Phillips, QC, Nicholas Kelley, Jnr, C. S. Dennison, P. N. Buckminster, S. H. Richardson.

Executives: S. H. Richardson (finance dir), W. E. Harris (secty), W. R. Greig (gen. sales mgr).

Products: Motor vehicles, aircraft assemblies.

Agency: Webb-Roberts, McClelland Pty Ltd.

I/State Repr.: All States.

CLARKS AUSTRALIA LIMITED, 99-109 Gray-st, Adelaide. Phone LA4311. Telegrams Clarksaut, Adelaide.

Directors: C. F. B. Wyborn (chairman), F. W. Harrison (manag. dir.), J. F. Astley, C. L. Bonython, L. T. Ewens, C. R. Rischbieth, E. W. Williamson, K. C. Wilson.

Products: Children's Teenage footwear.

Agency: Ring Stacy Assocs Ltd.

I/State Repr.: Branch, 310-312 Pitt-st, Sydney (mgr, A. M. Coates). Agents: Hugh Urquhart Pty Ltd, Vic.; S. Dann, Qld; C. & J. Colmer, WA; Adnam & Pockley Pty Ltd, NSW country areas.

CLIFFORD LOVE & CO. LTD, 75-79 Clarence-st, Sydney. Phone BX1001. Telegrams Unkltohy.

Directors: C. J. D. Love (chairman), C. W. Love, H. John, J. Todhunter, H. R. Osborne, J. M. Burrell.

Executives: P. W. A. Kelso (interstate sales mgr, advtg mgr), G. C. Sharp (NSW sales mgr), H. G. Henderson (Vic. mgr), E. A. Collett (acct), D. V. Williams (Qld mgr).

Products: Groceries, Uncle Tobys Oats, Wades Cornflour, Clements Cornflour, Brown & Polsons Cornflour, Lilywhite starch, Uncle Toby custard powder.

Agency: Arthur Smyth & Sons Ltd.

I/State Repr.: Branches: Melb, Bris.

COCA-COLA EXPORT CORPORATION, THE, (Inc. in USA Liability Limited). 186 Willoughby-rd, Crow's Nest, NSW. Phone JF1311. Telegrams CocaCola, Sydney.

Executives: J. R. Ennis (A/sian regional mgr), J. F. Stevens (asst regional mgr).

Product: Coca-Cola soft drink.

Agency: J. Walter Thompson.

I/State Repr.: All states. O'seas: Coca-Cola Export Corp., 515 Madison-ave, New York 22, NY, USA.

COLGATE-PALMOLIVE PTY LTD, 22 Colgate-ave, Balmain, NSW. Phone WB0211. Telegrams, Palmolive, Sydney.

Directors: J. Langley (mng dir), W. Sumner (tech. dir), W. Bradford (gen. sales mgr), L. Yeomans (secty-treas), E. H. Little (USA), R. A. Hart (USA), G. H. Lesch (USA), G. H. Patterson, H. Morgan.

Executives: P. Fuller (comptroller), K. Begley (advtg mngr).

Products: Toilet soaps, cleansers, toilet articles.

Agency: George Patterson.

I/State Repr.: Branches all states. **O'seas:** Branches throughout world.

COMMITTEE OF DIRECTION OF FRUIT MARKETING, THE. (Inc. Queensland Tropical Fruit Products). Northgate-rd, Northgate, Qld. Phone 60-5151. Telegrams Growcan.

Directors: J. S. Fullerton (chairman), B. Flewell-Smith, A. G. Dunlop, V. J. Battersby, H. I. Summerville, W. N. Buchanan.

Executives: J. F. S. Brown (canneries mngr) N. E. Thygesen (secretary-acctnt).

Products: Golden Circle canned fruit.

Agencies: Merchandising Publicity & Australian Advertising Agency (screen only).

I/State Repr.: All states except Tas. **O'seas:** O'seas Farmers Co-operative Federation Ltd, Fenchurch-st, London, Eng.

COMMONWEALTH OIL REFINERIES LTD, THE 191 Queen-st, Melbourne, C.I. Phone MU9681. Telegrams Comor.

Directors: L. Darling, R. Weir, W. H. Tucker, H. B. Oliphant, A. E. Mason, N. R. Sneddon (manag. dir.), A. C. Jennings (marketing dir.).

Executives: J. B. Champion (asst gen. mngr, marketing), J. S. Fox (asst gen. mngr, admin.).

Products: COR, Energol, BP Super petroleum.

Agency: Carden Advtg Pty Ltd.

I/State Repr.: Branches, all states. **O'seas:** Brit. Petroleum Co., Eng.

CONDOR LAMPS AUSTRALASIA PTY LTD, 35 Clarence-st, Sydney. Phone BX2006. Telegrams Condorlite.

Product: Filament & fluorescent lamps.

Agency: Thompson & Associates.

Interstate Repr.: Condor Lamps A/sia Pty Ltd, 592 Bourke-st, Melbourne, Vic.

COTTEE'S LIMITED, 237 Marion-st, Leichhardt, NSW. Phone IM2426. Telegrams Cottee's.

Directors: H. W. Cottee, E. N. Cottee, E. T. Wrighter (gen. mngr).

Products: Jams, jellies, cordials, peanut products, desserts, packet soups, cordial concentrates.

Agency: Hawkins Advtg Pty Ltd, Sydney.

I/State Repr.: Branches, 160 Whitehorse-rd, Blackburn, Vic.; Evans-rd, Rocklea East, Qld; Scarborough-rd, Osborne Park, WA; Harrow-rd, St. Peters, SA.

COTY (ENGLAND) LIMITED, 35-41 Hutchinson-st, Surry Hills, NSW. Phones FL5031. Telegrams Paricoty.

Executive: A. J. Weeks (Aust. mngr).

Products: Cosmetics.

Agency: Vincent H. Freeth, Sydney.

D.H.A. (NSW) PTY LIMITED, 750-800 Princes Highway, Tempe, NSW. Phone LL0422. Teleg. Elliott Sydney.

Directors: Clive Catt (chmn & mng dir), J. B. Storrar (dep. chmn), A. P. Benson (asst mng dir), N. V. Kerr (whse dir), F. W. Macpherson (sales dir), R. B. Blacklock.

Services: Wholesale chemists.

Agency: George Patterson.

I/State Repr.: Sandas Pty Ltd, Melb.

DUNLOP RUBBER AUSTRALIA LIMITED, 108 Flinders-st, Melbourne, C.I. Phone MF0371. Telegrams Pneumatic.

Directors: Sir Daniel McVey (chairman), Sir Robert Knox (vice chairman), H. Daniell, D. A. Storey, M. L. Baillieu.

Executives: R. R. Blackwood (gen. mngr), R. H. Simkin (asst gen. mngr), E. E. Dunshea (gen. secretary), D. H. Priestly (controller of manufacture), T. J. O'Brien (advtg mngr).

Products: Tyres, batteries, motor accessories, industrial products, flooring, footwear, waterproof coats, Dunlopillo latex foam cushions, sporting goods, plastic tubing & sheeting, general rubber goods.

Agency: Aldwych Advtg.

I/State Repr.: Branches, Wentworth-ave, Sydney; Centenary Place, Brisbane; 153 Flinders-st, Adelaide; 424 Murray-st, Perth; 27 Argyle-st, Hobart; 18 Paterson-st, Launceston. **O'seas:** Dunlop companies throughout world.

EDINBURGH LABORATORIES (AUST.) PTY LTD, 103 York-st, Sydney. Phone BX4336. Telegrams, Lantigen.

Directors: A. W. Uther (chairman), N. L. Manning (mng dir.).

Executives: R. C. Sack (mngr), G. Noble (sales mngr).

Products: Lantigen B, C & E; Edinburgh Cough Mixture & Tonic; Edinol; Delagar bath pearls.

Agency: Jackson Wain.

I/State Repr.: Branches, Adelaide, Melb., Brisbane; Claydon & Carpenter Pty Ltd, Perth.

O'seas: Lantigen (Eng.) Ltd, Bagshot, Surrey, Eng; The Fluenzol Pty Ltd, Wellington, NZ; and other overseas reprs.

EMAIL LIMITED (Westinghouse Rosebery Pty Ltd, Airzone Pty Ltd), Joynton-ave, Waterloo, NSW. Phone MX0411. Telegrams Email, Sydney.

Directors: A. Burton Taylor (ung dir.), E. G. F. Horne (Aust. chairman), Sir Lionel Hooke, J. W. G. Henderson, J. M. MacFarlane, W. Ian Potter.

Executives: R. M. Davies (gen. mngr merch.), H. Mills (gen. mngr finance), W. A. Elder (secretary), C. Millingen (sales mngr, radio-TV div.).

Products: Westinghouse and Airzone TV & radio receivers (sales & service).

Agencies: Coudrey Gotham, McClelland, John Clemenger.

I/State Repr.: Westinghouse: Vealls Electrical & Radio Pty Ltd, 490 Elizabeth-st, Melb. Airzone: Brooks Robinson Pty Ltd, 58 Elizabeth-st, Melb.

EVEREADY COMPANY — DIVISION OF UNION CARBIDE AUSTRALIA LIMITED, Harcourt-pde, Rosebery, NSW. Phone MU044. Teleg. Eveready Sydney.

Executives: D. W. Rowed (gen. mngr), G. K. Herring (asst gen. mngr), C. H. Hart (sales mngr), D. A. Jackson (asst sales mngr), W. A. Shirley (advvtg & sales prom. mngr).

Products: Eveready flashlights & batteries.

Agency: J. Walter Thompson (Aust).

I/State Repr.: Branches, Brisbane, Melbourne, Adelaide, Perth.

O'seas: Union Carbide International Company, New York.

EXIDE BATTERIES OF AUSTRALIA PTY LTD, 398-400 Pacific Highway, Crow's Nest, NSW. Phone JF6221. Teleg. Exide Sydney; Chloridic Sydney.

Executives: Gilbert Graham (gen. mngr), G. W. Graham (asst gen. mngr), H. Binks (secty), A. A. Warner (advvtg mngr).

Products: Batteries.

Agency: Vincent H. Freeth.

Distributors: Exide Batteries of Australia Pty Ltd, George-st, West Burwood, NSW; Brookland Accessories (NSW) Pty Ltd, Sydney; A. P. Sutherland, Melb.; Exide Battery Service (Q) Pty Ltd, Qld.; City Supplies Ltd, Adel.; Medhurst & Sons Pty Ltd, Hobart & Launceston; M. J. Bateman Pty Ltd, Perth.

FAULDING, F. H. & CO. LTD, 13 James Place, Adelaide, SA. Phone LA0121. Telegrams, Fauldingco.

Director: A. F. Scammell (manag. dir.).

Products: Solyptol antiseptic, soap & baby powder; Barrier Cream; Gard; milk emulsion; Ascotin; antibiotics & ethical products.

Agency: Webb-Roberts McClelland.

I/State Repr.: Branches, 98 Castlereagh-st, Redfern, NSW (MX2271); 123-129 Lonsdale-st, Melb. (FB045); 126-132 Barry-pde, Brisbane (2-3051); 313 Murray-st, Perth (21-9111).

FELT & TEXTILES OF AUSTRALIA LTD, Bank House, Bank Place, Melbourne, C.I., Vic. Phone MU7371. Telegrams Feltex.

Directors: R. J. Webster, H. W. Rowden (mng dir.), L. A. Lochrin (dir., NSW), G.

Packer, W. Scott, F. H. Wright, A. Spowers, Sir Frank Berryman.

Executives: H. P. Weber (gen. mngr), R. B. Wainwright (finance div.), L. B. Jacobs (research & development div.), R. I. Oehr (secretary).

Products: Floorcoverings, woollen materials, plastics, bedding, footwear, wool tops.

Agencies: J. Walter Thompson Aust., Orr, Skate & Assocs, Wallens & Co, USP.

I/State Repr.: Branch at Feltex House, 261 George-st, Sydney, NSW. **O'seas:** Felt & Textiles of NZ Ltd, 201 Lambton Quay, Wellington, NZ; Felt & Textiles of Sth Africa Ltd, 98 Gale-st, Durban, Sth Africa; Bradfelt Ltd, 42 Bruton Place, Berkley Square, London, W1; Bradfelt Inc., 33 West 42nd-st, New York, NY, USA.

FERRIS BROS PTY LIMITED, 752 Pittwater-rd, Brookvale, NSW. Phone XF0221. Telegrams Caradio.

Directors: G. I. Ferris (chairman & manag. dir.), W. M. Ferris (tech. dir.), B. M. Dixon.

Executives: H. W. Jones (asst mngr & secretary), F. B. Allison (radio engineer), J. L. Ferris (mech. engineer), G. P. Muir (NSW sales mngr), E. Hankey (works acct), A. E. Brewer & A. MacKenzie (purchasing & planning).

Products: Ferris car radios & TV receivers.

Agency: Murray & Ogle Pty Ltd.

I/State Repr.: Ferris Bros, 576 Elizabeth-st, Melb. A. Earle, Qld. Distributors all states.

O'seas: Turnbull & Jones Ltd, NZ.

FORD SHERINGTON LIMITED, 119 Kippax-st, Sydney, NSW. Phone BA2101. Telegrams Globegoods, Sydney.

Directors: R. Moore (chairman), W. G. Sherington (mng dir.), Dr. M. S. Allan, A. Platt.

Executives: J. C. Neal (secretary), W. J. Mitchell (prod. mngr), F. H. Sherington (comm. mngr).

Products: Globite, Fordite, Regal, Peerless Travel Goods.

Agency: F. P. Leonard Advvtg, Sydney.

I/State Repr.: Branches, Bris., Melb., Adelaide, Perth, Townsville, Launceston. **O'seas:** W. A. Sparrow & Co. Ltd, London, Eng.; Ford Sherington Pty Ltd, Port Elizabeth, Sth Africa.

FRANCESCO CINZANO & CIA. (AUSTRALIA) PTY LIMITED, Birmingham-st, Alexandria, NSW. Phone MU3588. Telegrams Cinzano, Sydney.

Directors: R. Moore (chairman), J. Fitzgerald, A. Despas (gen. mngr).

Products: Cinzano Vermouth, Liqueurs & Bitters, Santa Vittoria Champagne & Gran Liqueur, Gambina Marsala, Peppermint Get creme de menthe.

Agency: O'Brien Publicity.

F.R.S. SPRINGS LIMITED, 174 Parramatta-rd, Camperdown, NSW. Phone LA6037. Telegrams Fris.

Directors: J. H. Roxburgh (chairman), E. M. Sandy, F. E. Headlam, E. S. Playfair.

Executives: E. Y. Barnes (gen. mngr), A. F. Love (NSW mngr), L. H. Johnson (secretary), R. C. McCann (sales & advtg mngr).

Products: Cozee Innerspring mattress, Restonic spiral & Frisco mesh-top spring bases, FRS mattress support, Holdfast spring washers, upholstery, tension, torsion & compression springs, spring seating.

Agency: Don Thomson Advtg.

I/State Repr.: Branch, Vic; A. D. Parkinson, Perth; Geo. C. Clarke Ltd, Brisbane.

GENERAL MOTORS-HOLDEN'S LTD, Fishermens Bend, Port Melbourne, Vic. Phone MJY331. Telegrams Genmotaut.

Director: E. C. Daum (mng dir.).

Products: Holden, Chevrolet, Vauxhall, Bedford, Pontiac cars, trucks, utilities, panel vans, Frigidaire household & commercial refrigerators and other domestic appliances, Nasco parts & accessories, Idec diesel equip., bearings.

Agencies: George Patterson, & United Service Publicity.

I/State Repr.: Branches, all states. **O'seas:** General Motors O'seas Operations, New York, USA, & throughout world.

GILLETTE (AUSTRALIA) PTY LIMITED, 287-301 Victoria-rd, Rydalmere, NSW. Phone YW1245. Telegrams Gilrazor, Sydney.

Directors: G. H. Patterson, F. J. Guthrie (manag. dir.), F. V. Webster (deputy manag. dir.), T. Tanner.

Products: Gillette razors, blades & shaving brushes, Toni, Creamy Prom, Adorn Home Perms, White Rain Lotion Shampoo.

Agencies: George Patterson, Hugh Berry Co. Advtg.

I/State Repr.: Branches, Melb., Bris., Adelaide, Perth. **O'seas:** Companies throughout the world.

GLAZEBROOKS PAINTS AUSTRALIA PTY LTD, 269-297 Williamstown-rd, Port Melbourne, Vic. Phone MJ1531. Telegrams Permglaze, Melb.

Directors: Sir George Wales (chairman), E. H. Clark (vice-chairman), E. Cohen, E. C. Coverdale, E. L. Jones, J. M. Keddie, D. W. Griffiths.

Executives: P. C. Rodda (company secy), T. J. Scott (nat. advtg mngr).

Products: Tanox Super Gloss Paint, Permoglaze Enamels, Spreed Satin Rubber Latex Paint.

Agency: John Clemenger Pty Ltd.

GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LTD, THE, Grand-ave, Granville, NSW. Phone YL0322. Telegrams Goodyear.

Directors: H. C. Steiner (vice-chairman & manag. dir.), L. V. Winslow (sales dir.), F. D. Blackstock (finance dir.), L. T. Ostergren (prod. dir.).

Executives: J. P. Miles (sales mngr), T. H. McConnell (tyre, tube sales mngr), V. G. Barnden (industrial prod. sales mngr), L. E. Cutting (retread, repair mats sales mngr), J. Godwin (aviation prod. sales mngr), N. M. Martin (battery sales mngr), J. A. C. Thompson (advtg dept mngr).

Products: Goodyear tyres, tubes, batteries retread materials, accessories, aviation and industrial products.

Agency: George Patterson Pty Ltd.

I/State Repr.: Branches, all states. **O'seas:** Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

GROUP LABORATORIES (AUST.) PTY LTD, Chesterville-rd, Moorabbin, S.20, Vic. Phone XL3701. Telegrams Grouplabs, Melb.

Directors: S. A. F. Pond (chairman), L. C. Deane (manag. dir.), G. D. Latimer (marketing), J. V. B. Silvester (sales).

Executives: M. C. Longden (admin.), C. W. M. White (prod.).

Products: Brylcreem, Eno's Fruit Salt, Silvikrin, Macleans Toothpaste, Beecham's Pills, Ashton & Parsons Infants' Powders.

Agencies: J. Walter Thompson, Nichols-Cumming & Staff Advtg, Claude Mooney Advtg, United Service Publicity.

I/State Repr.: Branches, Sydney, Bris., Adelaide, Perth. **O'seas:** Beecham Group Ltd,

HANRO (AUST.) KNITTING MILLS LTD, Hargreaves-st, Bendigo, Vic. Phone Bendigo 90. Teleg. Benknit.

Directors: Sir George Lansell (chmn), A. V. Gray, R. J. Stilwell, W. D. Hunter, P. H. McKean, A. T. Muller.

Executives: P. H. McKean (mng dir), A. T. Muller (asst mngr), J. T. Lyons (secty).

Products: HANRO ladies' and children's knitted underwear, ladies' knitwear, men's knitted outerwear.

Agency: Johns Higgins Publicity, Melb.

I/State Repr.: Hanro offices, 325 Flinders Lane, Melb. & 74B King-st, Syd.; G. Heithersay, Adel., Townshend & Co, Perth, Grant Marshall, Bris., D. J. Lowe, Hobart; **O'seas:** Buser & Co, London.

HARE, JAMES, & CO PTY LTD, 117 Maling-rd, Canterbury, Vic. Phone WF1181.

Teleg. Jameshare, Melb.

Directors: J. G. Hare (chmn), G. A. Hare (mng dir).

Products: Goya, Tru-flo, Bandbox, Head-spin.

Agency: Aldwych Advtg.

I/State Repr.: Branches, 13 Randle-st, Sydney; Rex Buildings, Wickham-tce, Valley, Bris.; 66 Rundle-st, Adel.; 450a Fitzgerald-st, Perth; 101 Murray-st, Hobart. **O'seas:** James Hare & Co Pty Ltd, 92 Newcavendish-st, London, W1, Eng.

HEINZ, H. J., COMPANY PTY LIMITED, Princes Highway, Dandenong, Vic. Phone Dandenong 1257. Telegrams Heinzco, Dandenong.

Directors: J. A. W. Ross (mng dir), H. G. Dennett (dep. mng dir), W. N. Owen (sales & mktg. dir), W. W. Watt (comptroller), L. S. Crowe (mfg. dir), K. B. Wood (secty), F. V. Kellow (mktg. mngr), R. W. Spicer (mngr quality control & rsch.).

Products: Food lines.

Agency: United Service Publicity.

I/State Repr.: Branches, 99 Devonshire-st, Sydney; 307 Queen-st, Brisbane; 27 Eliza-st, Adelaide; 263 Adelaide-tce, Perth, WA. **O'seas:** H. J. Heinz Co., PO Box 57, Pittsburgh 30, Penn., USA; Leamington, Ontario, Canada; Harlesden, London, NW.10, Eng.; H. J. Heinz Co (Holland), NV.

HENDERSONS FEDERAL SPRING WORKS LTD, Alfred-st, North Melbourne. N.1, Vic. Phone FY2411.

Directors: Val G. F. Henderson (chmn), C. H. Henderson, H. D. Henderson, J. G. Henderson, F. C. B. Henderson, H. R. Henderson, D. G. Henderson.

Products: Springs, forgings, engineering, caravan parts, mattresses, seats, shock absorbers.

Agency: Carden Advtg.

HERCO PTY LIMITED, 81-87 Ryedale-rd, West Ryde, NSW. Phone WY3209. Teleg. Herchem Sydney.

Directors: S. Herczog (gov. dir), A. Lawrence, J. M. Greenwood.

Executives: B. B. Nestel (secty & mngr).

Products: Herco toilet preparations.

Agency: Goldberg.

I/State Repr.: T. G. Cullum Pty Ltd, Qld; Schaffer & Co (Vic.) Pty Ltd, Vic.; Allied Sales Pty Ltd, NSW; DHA (WA) Pty Ltd, Perth; DHA (Tas.) Pty Ltd, Tas.; Maxwell Porter & Son Pty Ltd, Adel. **O'seas:** SA Transoceanic Co, Johannesburg, South Africa.

HERRING, G. (AUSTRALIA) PTY LTD, Gibbs-st, Willoughby, NSW. Phone JY1311. Telegrams, Willscour.

Director: M. Ney.

Executives: J. T. Armitage (gen. mngr), C. C. Cannon (field supervisor).

Products: Beutron buttons.

Agency: Fortune Advtg.

I/State Repr.: Branch, Melb.; agent, Brisbane. **O'seas:** Factories, Hong Kong, NZ.

HILTON HOSIERY LIMITED, 291-5 Albion-st, Vic. P.O. Box 28, Brunswick West. Phone FM5252. Telegrams Hiltonco Melb.

HOLBROOKS (AUSTRALASIA) PTY LIMITED, Danks-st, Waterloo, NSW. Phone MX1421. Telegrams Vinegar, Sydney.

Directors: S. G. Rowe (chmn), F. S. Bradhurst (mng dir), D. Stewart, J. A. Green, J. Edwards, T. M. Higgins, A. C. O. Havers, J. A. S. Cleminson, G. M. Samuelson.

Executives: S. C. Heighway (secty), A. G. Hale (works mngr), S. A. Montgomery.

Products: Holbrooks Worcestershire Sauce, vinegar, table and cocktail delicacies.

Agency: O'Brien Publicity.

HOOVER (AUSTRALIA) PTY LIMITED, Cnr Rothsay-ave & Belmore-st, Meadowbank. Phone WY0301. Telegrams Hooverall.

Directors: J. S. Drysdale (chairman), P. C. Boon (manag. dir.), S. Roberts, J. W. Young, P. Raphael (prod. dir.).

Executives: J. Halifax (works mngr), S. Hill (secretary), J. A. Dale (sales mngr), J. Carlton (advtg mngr), W. Cortis (tech. service mngr).

Products: Hoover cleaners, washing machines, polishers, steam irons & FHP motors.

Agency: Lintas Pty Ltd.

I/State Repr.: Distributors all states. **O'seas:** Branches throughout world.

HORLICKS PTY LTD, 103 Alexander-st, Crow's Nest, NSW. Phone JF6111. Teleg. Horlick Sydney.

Subsidiary company: Airwick Pty Ltd.

HUNTER PRODUCTS PTY LTD, 8 Bute-st, Footscray, Vic. Phone MW 6091. Teleg. Oxpul.

Directors: L. D. Hunter, Snr. (gov. dir), L. D. Hunter, Jnr. (mng dir), A. T. Hunter (gen. mngr), V. K. Hateley, M. L. Hunter, B. A. Hunter, D. R. Wilson.

Products: Janitor, Time, Quick Starch.

Agency: Chapman Hendrie.

I/State Repr.: Branches all States.

HUDNUT, RICHARD, PTY LTD, 508-528 Riley-st, Surry Hills, NSW. Phone MX2355. Telegrams Quickpill.

Directors: E. H. Bobst, A. E. Driscoll, P. R. van der Stricht, W. B. Howard (manag. dir.), E. T. Simpson, H. W. Kay.

Executives: H. Gilet (sales mngr), B. Pledge

(advtg mngr), J. Eades (plant supt), R. P. Puxley (acctt).

Products: Richard Hudnut Hair Beauty Preparations, Gemey and Three Flowers Cosmetics.

Agency: Jackson, Wain & Co. Pty Ltd.

I/State Repr.: Branches, all States. **O'seas:** Richard Hudnut, Morris Plains, New Jersey, USA.

IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED, 1 Nicholson-st, Melbourne, C2, Vic. Phone FB0201.

Products: Ammunition, explosives, metals, slide fasteners, synthetic ammonia, general, indust. & agric. chemicals, pharm. and vet. products, alkalis, water treatment chemicals, salt, dyestuffs, coated fabrics, plastic film, fibres, plastics.

I/State Repr.: Branches, 69 Macquarie-st, Syd., PO Box 3582S; 363 Adel-st, Bris.; 171 St. George's-tce, Perth; 81 Cameron-st, Launceston; 185 Victoria-sq, Adel. **O'seas:** Companies throughout the world.

INSURANCE COMPANY OF NORTH AMERICA, 82 Elizabeth-st, Sydney. Phone BW4077. Teleg. Norama.

Executives: E. W. H. Cowper (resident secty, A'sia), C. W. Le Page (asst mngr, A'sia).

Services: Fire, accident & marine insurance.

Agency: Coudrey Gotham.

I/State Repr.: Branches, Melb., Bris., Adel., Perth. **O'seas:** Auckland, NZ; home office, Philadelphia, PA, USA.

INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD, 140 Elizabeth-st, Sydney, NSW. Phone MA 6566. Cables Intertext.

Directors: W. R. Gresham (mng dir.), G. R. Wray (registr, advtg mngr), J. Alexander (vice chmn).

Service: Home study instruction by mail.

Agency: Willmott's Ltd.

I/State Repr.: Branches, all States, Aust. & NZ. **O'seas:** ICS Ltd, Kingsway, London, Eng.; ICS World Limited Inc., PA, USA.

INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY LTD, 171-205 City-rd, South Melbourne, S.C.4, GPO Box 4305, Melbourne. Phone 62-0261. Telegrams, Harvester, Melbourne.

Products: McCormick International Tractors & Farm Equip., International Trucks, International Construction and earth moving equip.

I/State Repr.: Branches, all States.

INTERNATIONAL TOBACCO COMPANY OF AUSTRALIA PTY LTD, 631-645 Swanston-st, Carlton, N.3., Vic. Phone FJ5178.

Telegrams Interbacco, Melbourne.

Products: Du Maurier, Peter Jackson, City Club, Albany-Albany King Size, First Lord cigarettes.

Agencies: Du Maurier—Paton Advtg, Melb.; Peter Jackson—W. S. Crawford Ltd, London; City Club and First Lord—Notley Advtg, London; Albany—T. Booth Waddicor & Partners Ltd, London, R. Y. Walker Advtg, Melb.

JAMES STEDMAN HENDERSON'S SWEETS LTD, Sweetacres, Rothschild-ave, Rosebery, NSW. Phone, FF2381. Telegrams Sweetacres.

Directors: R. Moore (chairman), R. C. Williamson (gen. mngr), S. N. Stedman, R. G. Costin, F. W. Court.

Executives: J. A. Williams (sales mngr), B. G. Barr (advtg mngr).

Products: Confectionery & chocolates.

Agency: Willmott's Advtg.

I/State Repr.: Nestle's Food Specialities, all States. **O'seas:** Factory, Auckland, NZ.

JANTZEN (AUSTRALIA) LIMITED, Parramatta-rd, Lidcombe, NSW. Phone YX2041. Telegrams, Jantzen, Sydney.

Directors: W. Scott (chairman), J. N. Walker (manag. dir.), C. Francis, N. Routley.

Executives: W. F. Strang (secty), B. S. Cuttle (merch. mngr), P. L. Smith (sales mngr), R. W. Bunt (advtg. mngr).

Products: Jantzen swimwear, sunclothes, knitwear, slacks, skirts.

Agency: J. Walter Thompson.

JASOL CHEMICAL PRODUCTS LTD, 33 Pirie-st, Adelaide, SA. Phone W6144. Telegrams Losaj.

Directors: F. E. G. Edwards (manag. dir.), J. A. Lawton (prod. mngr), H. Whitehead (sales mngr).

Products: Antiseptics, disinfectants, liquid soaps & cleaners & insecticides.

Agency: L. J. Macnamara Advtg Service.

JENYNS PATENT CORSET PTY LTD, THE, 309-315 George-st, Brisbane, Qld. Phone 2-2246. Telegrams Corsets, Brisbane.

Directors: H. C. Jenyns (manag. dir.), K. J. Bain (secretary), R. G. Jenyns, S. B. Scott.

Executive: G. M. Mitchell (sales mngr).

Products: Surgical & fashion foundation garments.

Agency: Geo. Patterson-Noble Bartlett.

I/State Repr.: N. G. McIntyre, 321 Pitt-st, Sydney; W. G. Downing, 250 Flinders Lane, Melb; R. S. B. Francis, 55 King William-st, Adelaide; J. V. Gracey & Co., Wellington Bldgs, William-st, Perth; J. S. Handbury, 147 Liverpool-st, Hobart.

JOHNSON & JOHNSON PTY LIMITED, 200 York-st North, Sydney, NSW, Box 3331, GPO. Phone BU2501. Telegrams Zoplast, Sydney.

Directors: W. H. Northam (manag. dir.),

W. J. Allman, R. B. Crawford C. H. Marsden, R. W. Mayhew, A. J. Murray, R. A. Walters, A. J. White.

Products: Johnson's baby products, Tek tooth brushes, Band-Aid Adhesive Bandages, personal products, surgical dressings.

Agencies: Willmott Advtg, O'Brien Publicity.

I/State Repr.: Branches, all States.

JOHNSON, S. C., & SON PTY LIMITED, Queen-st, Rosebery, NSW. Phone FF2321.

Directors: G. O. Potter (manag. dir.), H. W. Weathersbee, H. C. E. Wilton, H. T. Armitage, E. F. Peil.

Executives: M. W. Young (sales mngr), D. H. Cartledge (secretary).

Product: Johnson's Wax.

Agency: J. Walter Thompson.

I/State Repr.: Branches all States. **O'seas:** Agencies throughout world.

KAYSER PROPRIETARY LIMITED, 238 Flinders Lane, Melbourne. Phone 63-7071. Telegrams Kayser.

Products: Hosiery, lingerie, gloves, bras.

Agency: United Service Publicity.

K.B.C. LIMITED, 32-42 Woodlands Terrace, Woodlands Park, SA. Phone UM 3651-2-3. Telegrams Bocomolds.

Director: D. F. Cooper (manag. dir., gen. mngr).

Products: KBC Power Tools and accessories, mixers and bean cutters.

Agency: Ring Stacy Associates.

KELLOGG (AUST.) PTY LTD, Stephend, Botany, NSW. Phone MU9541. Telegrams, Kellogg, Sydney.

Executives: R. J. Dawson (manag. dir.), R. W. Whitfield (gen. sales mngr), R. L. Jones (advtg mngr), K. D. Slip (sales & advtg staff asst).

Products: Ready-to-eat cereals.

Agency: J. Walter Thompson.

I/State Repr.: Branches in all States. **O'seas:** Agents throughout the world.

KELVINATOR AUSTRALIA LIMITED, Anzac Highway, Keswick, SA. Phone LF1661. Telegrams Kelvinator, Adelaide.

Director: A. B. Barker (manag. dir.).

Executives: R. F. Pascoe (treasurer), R. E. Huxham (sales mngr), R. T. Burns (sales prom. mngr).

Products: Kelvinator refrigerators, home freezers, auto washing mach., air conditioners, radio & TV receivers.

Agency: J. Walter Thompson.

KIA-ORA INDUSTRIES LIMITED, 201 High-st, Prahran, S.I, Vic. Phone LA1451. Telegrams Chillie, Melbourne.

Directors: J. L. Dixon (chmn), E. F. Fauser (mng dir), H. Holmes, K. R. Green, L. Richardson, R. A. Hayes, R. H. Gamble (assoc. dir).

Executives: J. Kaalund (gen. plant mngr), J. G. Spall (sales mngr, s'thn div.), L. Till (sales mngr, n'thn div.), W. Cudlipp (sth. div. merch. mngr), D. Fairall (nth. div. merch. mngr).

Products: Fruit juice cordials, canned foods, paper products.

Agency: John Clemenger.

KITCHEN, J., & SONS PTY LTD, 1-33 Macquarie-st, Sydney. Phone B0551.

Director: W. D. Phillips (manag. dir.).

Executives: G. H. Green (advtg mngr), R. N. Stockwell (gen. sales mngr).

Products: Detergents, toilet soaps; Persil, Surf, Velvet, Pears, Solvol.

Agency: Lintas Pty Ltd.

I/State Repr.: Branches, all States.

KODAK (AUSTRALASIA) PTY LTD, Kodak Hse, 379-381 George-st, Sydney. Phone B0235. 252 Collins-st, Melbourne. Phone 63-7711.

Directors: E. J. Rouse (chmn), H. F. Foote (works dir), J. E. Page (finance dir), R. J. Mitchell (sales dir), E. A. Teasdale.

Executives: R. Dudley (Syd. mngr), A. Wonson (Melb. mngr), J. F. Reed (TV div. Melb).

Products: Suppliers of Eastman 16 & 35 mm TV and cinema film proj. and studio lighting equip.

I/State Repr.: Branches in all States.

KRAFT FOODS LIMITED, Salmon-st. Port Melbourne, Vic. Phone MJY111. Telegrams, Kraftco, Melbourne.

Directors: H. G. Osborne (chairman, manag. dir.), E. O. Pelling (vice-chairman), T. W. Easton (prod. dir.), J. E. Sexty (sales dir.), G. R. Hunter (NSW div. mngr), I. McK. Milne (dir., secy).

Executives: W. Dickson (gen. prod. mngr), Dr. K. Farrer (research mngr), W. H. Fry (personnel officer), E. W. Hill (factory mngr), J. McCulloch (export mngr), G. Nicholls (advtg mngr).

Products: Cheese products, Bonox, Vegemite, hot packs, ice cream mix, mayonnaise, meat & fish pastes, confectionery.

Agency: J. Walter Thompson.

I/State Repr.: Brisb.; Adelaide (Wm Begg & Sons); Darwin; Newcastle, Sydney, Hobart, Perth, Launceston. **O'seas:** Agencies throughout world.

KRIESLER AUSTRALASIA PTY LIMITED, 43 Alice-st, Newtown, NSW, PO Box 108, Newtown. Phone LA0400. Telegrams Kriesler, Sydney.

Directors: P. G. Tuit (chairman), L. E. A. Walcot (dir. & gen. mngr), R. Weingott (merch. dir.), J. G. Robinson (asst gen. mngr, admin.), W. Bailey (asst gen. mngr, factory), R. L. Ainsworth (assoc. dir. & gen. sales mngr).

Agency: Jackson, Wain & Co Pty Ltd.

Products: Radio and TV receivers.

I/State Repr.: Distributors, all States.

LA MODE INDUSTRIES PTY LTD, 13-43 Victoria-st, Fitzroy, Vic. Phone JA5064.

Directors: W. S. Reid (chairman), J. T. Teague (manag. dir.), N. O'Donoghue, D. Bell, J. Wigley (secretary); L. McMurtrie, H. Essery, N. Taylor, K. Grasle, G. Braden, E. James (assoc. dirs).

Products: Corsetry, lingerie, menswear, knitwear.

Agency: K. M. Campbell Pty Ltd.

I/State Repr.: Branches, 71 York-st, Sydney; 14 Stephens Place, Adelaide; 72 Eagle-st, Brisbane; 59 King-st, Perth; 109 Collins-st, Hobart.

LAXETTES PTY LTD, 121 Cremorne-st, Richmond, E.1, Vic. Phone JB2571-2.

Executives: J. D. Lobb (manag. dir.), N. E. Moore (mngr).

Product: Laxettes.

Agency: Robert Hughes Advtg.

LEVER BROTHERS PTY LIMITED, 1 Macquarie-st, Sydney. Phone B0551.

Executives: T. G. Davies (manag. dir.), M. C. A. Adams (gen. sales mngr), N. M. Snashall (advtg mngr).

Products: Soaps & detergents.

Agencies: Lintas Pty Ltd, J. Walter Thompson.

I/State Repr.: Branches, Melb., Bris., Adelaide, North Fremantle.

LINGUAPHONE INSTITUTE PTY LTD, Fleming Place, Melbourne. Phone MU9337. Telegrams Thorough.

Directors: J. A. Lothian (gen. mngr, manag. dir.), L. A. Lothian, T. C. Lothian.

Products: Language gramophone records.

O'seas Repr.: 33 Mercer-st, Wellington, NZ.

LNC INDUSTRIES LTD, 177-185 William-st, Sydney. Phone FA7001-3. Teleg. Larken-ve, Rovercar, Volcar.

Subsidiaries: Grenville Motors Ltd, Lanock Motors Ltd, Larke, Neave Investments Pty Ltd, LNC Trading Co Ltd, Devon Securities Ltd, Clegg's Motors Pty Ltd, Edward-st Motors Pty Ltd.

Directors: E. M. Robson (chmn), P. J. Larke, E. R. Lane (mng dir), W. R. Locke (mng dir), G. R. Allman, D. M. Clark (secty).

Executives: A. H. Russell, G. R. Lane, R. H. Greenwood & D. I. Donaldson (sales mngrs), D. M. Barrie (advtg mngr).

Products: Motor vehicle distributors; Rover

cars and Land-Rover vehicles; Volkswagen cars & comm. vehicles; Perkins diesel engines.

Agency: Jackson Wain.

O'seas Repr.: Tozer Kemsley & Millbourn Ltd, 84 Fenchurch-st, London, EC3, Eng.

LUSTRE PRODUCTIONS LIMITED, Boundary-st, Syd. GPO Box 3912. Phone FA7023. Teleg. Lustreco.

Directors: R. N. Cadwallader (chmn), A. L. Young (mng dir), K. O. Humphreys, J. M. Forsyth, J. Harding.

Executives: E. B. Cheetham (secty & financial mngr), E. C. Harold (mills supt), E. A. Belschner (sales mngr), W. T. Mellen (exec. officer).

Products: Lingerie, sleepwear, hosiery & fabrics.

Agency: Fortune.

I/State Repr.: Branches, 138-142 Edward st, Bris. (C. S. Wilson, 2-6010), 317 Flinders Lane, Melb. (A. E. McLeod, MU8441). Adamstown, NSW (LU1032), T & G Building, 52 Patterson-st, Launceston (R. Southam, B3243), 265 Wakefield-st, Wellington, NZ (J. Wharf, teleg. Trelusco).

Agents: G. & R. Wills & Co Ltd, Gawler-place, Adel., SA; 573 Wellington-st, Perth, WA.

Subsidiaries: Lustre (NZ) Ltd, Silktex Pty Ltd.

MacROBERTSON PTY LIMITED, Argyle-st, Fitzroy, Vic. Phone JA 3171. Teleg. Old Gold.

Directors: N. N. Robertson (chmn & mng dir), E. F. Robertson, L. G. Atkinson, G. R. Brewer, H. Taylor, C. W. A. Tuppen.

Executives: J. M. Kirkpatrick (secty), L. Cranbourne (prod. mngr), L. J. Sylvester (gen. sales mngr).

Products: Chocolates & confectionery; Old Gold, Snack, Columbines, Cherry Ripe.

I/State Repr.: Branches, Syd., Newcastle, Wollongong, Bris., Townsville, Rockhampton, Adel., Perth, Hobart, Launceston, Ballarat. **O'seas:** Frame & Co Ltd, London; John Mackintosh & Sons Ltd, Norwich, Eng.

MARIGNY LABORATORIES (A/SIA) PTY LTD, 177 Collins-st, Melbourne. Phone MF3861-2. Telegrams, Marigny, Melbourne.

Directors: J. F. Wren, C. H. Facer.

Executives: R. J. Moore (gen. mngr).

Products: Ladies' hairdressing supplies.

Agency: Briggs & James.

MARKWELL BROTHERS PTY LTD, 11-15 Victoria Place, South Brisbane. Phone 4-2571-2-3. Telegrams Markbris.

Directors: F. J. Markwell, R. L. Markwell.

Executives: J. D. Goodrick (sales mngr).

Service: Distributors: Maico, Matchless, Francis Barnett, NSU & Victoria Motor

Cycles & Scooters, Alvis & Maico Cars, Ursus tractors & agric. equip.

Agency: General Publicity.

MASSE BATTERIES PTY LTD, 398-400 Pacific Highway, Crows Nest, NSW. Phone JF4111. Telegrams Masbat, Sydney.

Executives: G. W. Graham (dir.), H. Binks (company secretary), E. Calver (gen. sales mngr), J. E. Davis (mngr, industrial div.), W. Green (acctnt), A. A. Warner (advtg mngr).

Products: Masse automotive, radio & home-lighting batteries & electrical accessories. Aust. repr, Nife & Britannia Batteries & NSW repr, Tudor Accumulator Co., London, England.

MAURI BROTHERS & THOMSON LTD, 2-6 Barrack-st, Sydney. Phone BX2601. Telegrams, Pinnacle.

Directors: D. Junor (chairman, mng dir.), F. L. Henriques, D. Robertson, W. Murray Jones.

Executives: C. L. London, R. N. Taylor, K. Middleditch, M. Roos (gen. mngrs).

Products: Vinegars, yeast, cork, machinery, extract of malt & bread improvers.

Agency: IPS Advtg.

I/State Repr.: Branches all States. O'seas: Branch, NZ.

McWILLIAMS WINES PTY LTD, Bulwarra & Pymont Bridge-rds, Pymont, NSW. Phone MW2801.

MENZ, W., & CO. LIMITED, 29 Roper-st, Adelaide. Phone W5211. Telegrams Menzandco, Adelaide.

Directors: H. V. Menz (chairman), W. O. Menz, W. J. Menz (gen mngr), A. V. Adamson, L. T. Grummet (secretary).

Executive: H. W. J. Axford (distrib. mngr).

Products: Biscuits, chocolate, confectionery.

Agency: Alan A. Martin & Son.

I/State Repr.: S. Hoffnung & Co. Ltd, Brisbane; S. Hoffnung & Co. Ltd., Scanlens Food & Confectionery Co Pty Ltd, & M. J. Ferran Pty Ltd, Sydney; E. A. Walker Pty Ltd, H. G. Watson Pty Ltd, Melbourne; E. S. Lazarus & Co Ltd, Perth; F. R. Bye Ltd, Launceston, F. G. Rich & Co Pty Ltd, Hobart, Tas.

MILNE & CO. PTY LTD, 26 Anderson-st, Southwark, SA. Phone LU8131. Telegrams Milnanco.

Directors: A. M. Russell (mng dir), H. C. Hucks, D. M. Brook, F. Bruel, R. K. Kent.

Executive: R. K. Kent (secretary).

Products: Milne's whisky, gin, brandy, rum and gin squash; Gilt Edge whisky.

Agency: Ring Stacy Assocs Pty Ltd.

I/State Repr.: Curcier Adet & Co. Pty Ltd, Vic.; Tucker & Co. Pty Ltd, NSW; Thos. Brown & Sons Ltd, Qld; Lionel Samson & Sons Pty Ltd, WA.

MOULDED PRODUCTS (A/SIA) LIMITED, 165 Cremorne-st, Richmond, E.I., Vic. Phone JB1551. Telegrams Duperite, Melbourne.

Directors: J. Ogilvy (chairman), H. Fitzgerald Walsh, F. L. Fitzpatrick, H. K. Gilchrist, J. Fraser Hope, P. J. Derham, G. Jennings, J. W. Kelly.

Executives: R. Walker (sales mngr, consumer div.), P. J. Derham (sales mngr, industrial div.), J. A. MacDonald (secretary), R. A. Stuart (advtg mngr).

Products: Nylex brand plastics.

I/State Repr.: Branches, 559 Collins-st, Melbourne; 137 Clarence-st, Sydney; National Park-st, Newcastle, NSW; 35 Charlotte-st, Brisbane; Sturt-st, Townsville, Qld; Grange-rd, Adelaide; Scarborough Beach-rd, Perth; 38 Charles-st, Launceston; 29a Barrack-st, Hobart.

MUIR & NEIL PTY LTD, 479 Kent-st, Sydney, NSW. Phone MA2406. Telegrams Muirneil.

Directors: J. R. B. Neil (manag. dir.), R. S. W. Neil (sales mngr).

Products: No-DoZ Awakeners, Iodised Balmosa, Carnation Corn Caps, Roboleine, Carnation Toilet Tissue.

Agency: The Hugh Berry Co. Pty Ltd.

I/State Repr.: Branch, 46 Cliff-st, South Yarra, S.E.I., Melbourne. O'seas: Branch, 105-107 Wellesley-st West, Auckland, C.I., NZ.

MUMS PRODUCTS PTY LTD, 625 Dowlings-st, Sydney, GPO Box 3764. Phone FA1135. Telegrams Mumsjelly, Sydney.

Directors: R. S. Myles (manag. dir.), A. L. Blythe, G. B. Oliver.

Executive: J. A. Harvey (secretary).

Products: Mums fruit jelly crystals, custard powder, baking powder.

Agency: Vincent H. Freeth Pty Ltd.

NAIRN, MICHAEL, & CO. (AUST.) PTY LTD, Newtown-st, Auburn, NSW. Phone YX1261. Telegrams Nairn, Sydney.

Directors: W. V. Armstrong (chmn), V. G. Watson, M. A. Spencer-Nairn (alternate R. K. Whately), Sir Michael G. Nairn, Bart. (alternate A. W. Melrose), H. T. A. Doran, L. S. Maddrell.

Executives: J. R. Dougall (secretary), G. J. Crookes (works mngr), A. M. Burgess (merch. mngr), J. A. Wld (admin. mngr).

Products: Linoleum, adhesives & polishes.

Agency: Vincent H. Freeth Pty Ltd.

I/State Repr.: Branches, all States. **O'seas:** Michael Nairn & Co. Ltd, Kirkaldy, Scotland.

NATIONAL OF CALIFORNIA PTY LTD, 299 Prince's Highway, Carlton, NSW. Phone LW4001. Telegrams, Natcal, Sydney.

Directors: B. T. Sheil (mng dir.), C. L. Bonython, W. G. Tate, C. B. Lean, G. F. Joseph (NZ dir.).

Products: Venetian blinds, aluminium awnings and pelmets.

Agency: Hugh Berry Co.

I/State Repr.: Assoc. companies, Adelaide Brisbane, Wagga, Newcastle. **O'seas:** Assoc. companies, Auckland, Wellington, Dunedin, NZ.

NATIONAL CHEMICAL PRODUCTS PTY LIMITED, 247 Liverpool-st, East Sydney, NSW. Phone FA1181-3. Telegrams Hapre, Sydney.

Directors: M. Lieberman, H. H. Pryer (manag. dir.), B. B. Pryer, I. Wolff.

Executive: R. W. Gleeson (sales mngr).

Products: Napro hair cosmetics.

Agency: McClelland Advtg.

I/State Repr.: Agents, all states and NZ.

THE NESTLE COMPANY (AUSTRALIA) LIMITED, 17 Foveaux-st, Sydney. Phone B0935. Telegrams, Nestfood.

Advtg mngr: R. A. Wilson.

Products: Nescafe, Milo, Ideal Milk, Chocolate, Maggi Soups, Quik, Sunshine Full Cream Powdered Milk, Lactogen.

Agencies: Hansen Rubensohn Pty Ltd, Goldberg Advtg.

I/State Repr.: Branches, all states.

NICHOLAS PROPRIETARY LIMITED, 699 Warrigal-rd, Chadstone, S.E.10, Vic. Phone UM7291. Telegrams Aspro, Melbourne.

Directors: G. R. Nicholas, H. J. Nicholas and M. A. Nicholas (joint gov. dirs.), H. M. Lightfoot (chairman), C. E. Kerville (manag. dir.), R. R. Balfe, F. J. Howells, A. J. Norris, G. C. Pitman, R. G. Smith.

Executives: W. T. Richards (advtg mngr), C. B. Bray (Aspro mngr), C. J. Barnfather (ethical sales mngr), W. P. Palmer (agricultural & vet. sales mngr).

Products: Pharmaceuticals, veterinary remedies.

Agency: Briggs & James.

NILE TEXTILES LIMITED, 125 York-st, Sydney. Phone BX6041. Telegrams Hankchief, Sydney.

Subsidiaries: Nile Industries Pty Ltd, Nile Distributors Pty Ltd, Nile Weaving Mills Pty Ltd, Wallace, Buck & Goodes Pty Ltd.

Directors: A. D. Aboud (chairman), N. Aboud (manag. dir.), D. M. Aboud, J. G. Aboud, A. J. Buckingham, J. I. Armstrong.

Executive: K. M. Lush (secretary).

Products: Nile handkerchiefs, underwear, sheets & pillow cases, towels, blankets, rugs, BVD underwear.

Agency: Hansen Rubensohn & Co.

I/State Repr.: Branches, Melb., Bris., Perth, Adelaide; Agents, A. N. Bennett, Tas., J. W. Tuckfield & Co., Nth Qld.

NUT FOODS PTY LTD, Edinburgh-rd, Marrickville, NSW. Phone LA3721. Teleg. Nutfoods, Marrickville.

Directors: R. C. Crebbin (chmn & mng dir), O. E. Phillips, W. Linton, A. E. Chown, P. G. Montgomerie, H. A. Allen (gen. mngr), J. J. Freeman (advtg mngr).

Products: Eta food lines.

Agency: Bartlett, Murphy & MacKenzie.

I/State Repr.: Branches, all States.

PADDLE BROS PTY LTD, 4 Reid-st, North Fitzroy, N.7., Vic. Phones JW1195, JW5371. Telegrams Padshoe, Melb.

Director: L. E. Paddle (manag. dir.).

Executives: R. T. Fairclough (gen mngr).

Products: Pre Moccs, Baby Moccs, Minor Moccs, Stitchdown, Jaunties, Party Patents, Pad-a-bouts shoes.

Agency: N. V. Nixon & Co.

PAIN MFG PTY LTD, 74 Pacific Highway, Waitara; Sefton-rd, Thornleigh, NSW. Phone JW1085. Telegrams Pamanco.

Executives: R. T. W. Pain (manag. dir.), I. C. Iverson (sales dir.).

Products: Mello-Lite aluminium awnings & venetians, Shadmaster Goldseal Coilstock.

Agency: Weston Advtg.

I/State Repr.: Blind Supplies Pty Ltd, 84 Lutwyche-rd, Windsor, Qld; Venetian Supplies Pty Ltd, 944 North-rd, East Bentleigh, Vic.; Industrial Supplies & Consulting Service Pty Ltd, Welshpool-rd, Welshpool, WA; National (SA) Ltd, 51 Elizabeth-st, Adelaide, SA. **O'seas:** Kidston & Parker, 10 Old Jewry, London, E.C.2, Eng.; A. Clouet & Co., 133 Wallich-st, Singapore; Campbell Beaumont (NZ) Ltd, 284 Queen-st, Auckland, NZ.

PATERSON, LAING & BRUCE LTD, 2 Wynyard-st, Sydney. Phone B0266. Telegrams Manifold.

Directors: K. Withers, S. Impett, T. White.

Executives: V. Hutchin (sales mngr).

Products: Sally Forth fashion wear, Patolaine knitwear & lingerie, Romney & Leedall knitwear, John Halifax sports coats.

Agency: George Patterson.

I/State Repr.: Warehouse, Melb., offices all States. **O'seas:** Office, London, Eng.

PAULS ICE CREAM & MILK LTD, Montague-rd & Hope-st, South Brisbane. Phone 4-0151. Telegrams Paulscream.

Directors: J. H. Bryant (chairman), E. Stokes (manag. dir.), E. E. Biggs, C. J. Macdermott, L. P. Taylor, R. E. Wilson, D. I. Shew.

Executives: O. C. H. Smith (secretary), H. V. Ross (accountant).

Products: Ice cream, frozen confections, pasteurised milk & cream, frozen milk, skim milk powder, crumpets, continental spread, snap frozen foods.

Agency: Merchandising Publicity.

PELACO LTD, 23 Goodwood-st, Richmond, E.I., Vic. Phone JB2151.

Directors: K. S. Elliott (manag. dir.).

Products: Whitemaster, Tonemaster, Pleasure Sportsmaster, Luvisca, Wearlon, Nylo-twile, Wrinkl-Shed & Juniors shirts; Sleepsuits & Permabelt pyjamas; Breeks shorts; Pelaco Chief hankies; Lady Pelaco blouses, 'jamas, uniforms, casual wear, girls' school-blouses.

Agency: Paton Advtg Service.

PHILIP MORRIS (AUST.) LTD, Chester-ville-rd, Moorabbin, Vic. Phone XL3621. Teleg. Philmor Melbourne.

Directors: Sir Norman A. Martin (chmn), C. J. Alston (v-chmn), J. F. Culman III, G. C. Dawson, G. Harris, R. J. Leahy (mng dir), S. M. Wreford, E. J. Baster, J. R. Fawke (secty).

Products: Philip Morris cigarettes, Marlboro and Revelation filter-tip cigarettes.

Agency: United Service Publicity.

I/State Repr.: Branches, sales office, warehouses, all States.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta.

Director: F. N. Leddy (gov. dir.).

Products: Radio-TV receivers, electrical appliances, records, musical equipment, industrial equipment, radio-TV receiving & transmitting valves.

Agency: Hansen Rubensohn.

I/State Repr.: Branches, 148 Edward-st, Brisbane (B2666-7); 590 Bourke-st, Melb. (MU6091); 119 Grenfell-st, Adelaide (W2241); 391-5 Murray-st, Perth (BA3131-2). 235 Collins-st, Hobart (B2120). **O'seas:** Philips Offices throughout world.

PHOENIX BISCUIT CO. PTY LTD, Grosvenor-st, Abbotsford, Vic. Phone JB 2166-7-8. Telegrams Phoebisco, Melb.

Director: J. W. Condon (manag. dir.).

Products: Phoenix biscuits, Success cakes & sponges.

Agency: Rickards Advtg.

PICK-ME-UP FOOD PRODUCTS LTD, 60 Alice-st, Newtown, NSW. Phone LA2726. Telegrams Pickmeup, Sydney.

Directors: R. Moore (chairman), A. A. Stewart, W. G. Cooper, A. Moss.

Executives: J. Postlethwaite (gen. mngr), J. H. G. Roffey (secretary), D. S. May (sales mngr), H. J. Morton (factory mngr).

Products: Canned foods, preserves, condiments.

Agency: Thompson & Assocs.

I/State Repr.: Branches, Melbourne, Brisbane, Newcastle, Lismore, NSW Agents: Robert Harper & Co Ltd, Albert-st, Brisbane; Amalgamated Distributors P/Ltd, 213 Angas-st, Adelaide; Edgar Chrystal & Co, 7 Basement, T. & G. Bldgs, St. George's Terrace, Perth, WA.

POTTER & MOORE (AUSTRALIA) PTY LTD, 11 Nepean Highway, Mentone. S.11, Vic. Phone XF2291. Telegrams, Narcissus, Melbourne.

Directors: H. I. Fader (chairman, manag. dir.), W. C. Thomas, E. S. Bradley, J. A. D. Paul, A. J. McIntyre, A. J. E. Madden.

Executives: J. C. Barnes (gen. mngr), T. B. Angus (Aust. sales mngr), G. W. Gibb (NSW mngr), A. D. Glynn (Qld mngr), R. N. Phillips (SA mngr), M. J. Howard (WA mngr).

Products: Perfumes, toiletries, cosmetics. Aust. repr., Potter & Moore Ltd, London. UK; Carter Products Inc., New York, USA; Dae Health Laboratories Ltd, London, UK; Hazel Bishop International Ltd, New York, USA; John H. Breck Inc., Massachusetts, USA.

Agencies: Aldwych Advtg, J. Walter Thompson, Jackson Wain, N. V. Nixon, Goldberg.

I/State Repr.: Branches, Sydney, Brisbane, Adelaide, Perth. **O'seas:** Indonesia, Philippines, Singapore, Hong Kong, Thailand.

PRESTIGE LIMITED, 257 Donald-st, East Brunswick, N.11, Vic. Phone FM5373. Telegrams Prestige.

Directors: G. G. Foletta, H. C. Foletta, E. A. Foletta, Sir Alexander Fitzgerald, F. H. Foster, J. R. Bishop.

Executive: J. B. Hatrick (chief gen. mngr).

Products: Prestige hosiery, lingerie, fabrics.

Agency: George Patterson Pty Ltd.

I/State Repr.: H. G. Foletta & Co Pty Ltd,

38 Oxley-st, St. Leonards, NSW. Phone JF2321.

PRUDENTIAL ASSURANCE COMPANY LIMITED, THE, 39-49 Martin Place, Sydney, NSW. Phone BW2885. Telegrams Prudasco, Sydney.

Executives: S. C. Canfield (gen. mngr for Aust & NZ), L. W. Offord (Actuary for Aust & NZ), F. D. Foskey (Fire, Accident & Marine mngr, Aust & NZ), E. D. Smout (agency mngr, Aust & NZ), G. H. Heath (secretary, Aust & NZ), R. B. Levey, (asst actuary, Aust & NZ), W. R. Tattersall (Fire, Accident & Marine agency mngr, Aust).

Service: Life assurance, fire, accident & marine insurances.

Agency: Coudrey-Gotham Pty Ltd.

I/State Repr.: Branches throughout Aust. & NZ. **O'seas:** Head office, Holborn Bars London, England.

RADIO CORPORATION PTY LTD, 126 Grant-st, South Melbourne. Phone 62-0281. Telegrams Schuh.

Executives: R. H. Harris (gen. sales mngr) E. H. Macarow (advtg mngr).

Products: Astor radio, TV, refrigerators, washing machines, clothes dryers, room conditioners.

Agencies: United Service Publicity, Ansell & Assocs.

I/State Repr.: Branches & agents, all states.

RALEIGH PRESERVING CO. LTD, 501 Albion-st, Brunswick, N.12, Vic. Phone FM2811. Telegrams Raleighpres, Melb.

Directors: J. P. Dyason, snr, A. P. Dyason (manag. dir.), W. J. Dyason, T. J. Pitney P. A. J. White, F. G. Woodward.

RANLEIGH WARE LIMITED, 14 Dunorlan-rd, Edwardstown, SA. Phone MU3074. Telegrams Ranleigh.

Directors: A. R. Curtis, F. R. Curtis (manag. dir.), N. R. Stokes (sales dir.).

Products: Ranleigh stainless trays, ash trays, traymobiles & desksets.

Agencies: The Hugh Berry Co., Melbourne & Sydney.

I/State Repr.: All states. **O'seas:** Christchurch, Dunedin, Auckland & Wellington, NZ; Cape Town & Johannesburg, Sth Africa; Colombo, Ceylon; Calcutta, India; Singapore

RECKITT & COLMAN (AUSTRALIA) LTD, 770 Bourke-st, Redfern, NSW. Phone MX2501. Telegrams Reckitts, Sydney.

Directors: J. Edwards, T. M. Higgins, K. W. Howitt, J. E. Biddlecombe.

Products: Household, pharmaceutical, food products.

Agencies: J. Walter Thompson, George Patterson, A. N. White, Arthur Smyth.

I/State Repr.: Branches, all states. **O'seas:** Head office, Hull, England.

REMINGTON RAND (AUSTRALIA) PTY LIMITED, 80 Parramatta-rd, Lidcombe, NSW. Phone YX3022. Telegrams, Remrand, Sydney.

Executives: M. G. Goldfinch (mngr), J. B. Dibbs (shaver sales mngr), P. Newby (svce mngr), K. Delaney (advtg mngr), G. N. Chapman (prod. mngr), F. A. Epton (acctt).

Products: Electrical shavers, portable typewriters.

Agency: J. Walter Thompson.

I/State Repr.: Branches, 240 Victoria-pdc, East Melb.; Gays Arcade, Rundle-st, Adel.; 548 Queen-st, Bris.; Remington Hse, Liverpool & Nithsdale-sts, Syd. Agent: Atkins (WA) Ltd, 894 Hay-st, Perth. **O'seas:** Remington Rand, Div. of Sperry Rand Corp., 315 Fourth-ave, New York, 10, NY, USA.

RHEEM AUSTRALIA PTY LIMITED, Alan-st, Rydalmere, NSW. Phone YW040. Telegrams Rheemco.

Executives: L. Arnold (gen. mngr), D. S. Esplin (asst gen. mngr), T. H. H. Williams (advtg mngr).

Products: Rheem decorated steel containers, hot water systems, home appliances.

Agency: J. Walter Thompson.

I/State Repr.: Branches, Bulimba, Qld; Footscray, Vic; Fremantle, WA; Wingfield, SA. **O'seas:** USA.

ROCKE TOMPSITT & CO. LIMITED, 292-298 Flinders-st, Melbourne, C.1., GPO Box 499 H. Phone 62-0271. Telegrams Rock-sitt, Melb.

Directors: S. J. A. Fripp (manag. dir.), L. Fripp.

Executives: F. B. Fricke (secretary), E. J. Prout (merch. mngr), E. J. Hughes (factory mngr), R. Fripp (warehouse mngr).

Products: Golcryst-Yeaston Plus, Grant's Asthma Powder, Nazol, Insectibane, Egyptian Henna.

Agency: George Patterson Pty Ltd.

I/State Repr.: R. D. Benjamin, 30 James-st, Perth; R. M. Creighton, Lloyd Wright Laboratories Pty Ltd, 88 Pitt-st, Sydney; Percy J. A. Lawrence, MLC Bldg, Victoria Square, Adelaide.

ROOTES (AUSTRALIA) LIMITED, Salmon-st, Port Melbourne, Vic., PO Box 39, Port Melbourne. Phone MJY441. Telegrams Rootesmoti.

Products: Motor vehicles.

Dist. & Dealers: All states. **O'seas:** Throughout world.

ROSELLA PRESERVING & MANUFACTURING COMPANY LIMITED, THE, Cremorne Gardens, 64 Balmain-st, Richmond, Vic. Phone JB2171. Telegrams Cremorne.

Directors: E. A. Cato (chairman), T. L. Stafford (manag. dir.), J. Turnbull (gen. mngr), J. H. Brandreth (secretary), H. G. Jessep (tech. & prod. mngr).

Executives: W. H. Lloyd (sales supt), J. S. Stafford (advtg mngr).

Products: Rosella jams, sauces, soups, pickles.

Agency: McFerran Advtg, Melbourne.

ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED, 30 Ferndell-st, Sth Granville, NSW. Phone YU7117. Telegrams Rothcigs.

Directors: R. A. Irish, J. W. R. Hughes, Sir Kenneth Coles, W. A. Gunn, C. Ogilvy, D. N. Engela (gen. mngr), A. E. Rupert, S. Rothman, D. M. Hoogenhout, P. O'Neill-Dunne, Dr. J. H. Moolman.

Executives: C. H. Sheil (finance mngr), R. F. Watson (C'wlth sales mngr), B. L. Cocks (secty).

Products: Rothmans King Size cigarettes.

Agency: Jackson, Wain & Co.

I/State Repr.: Branches all States. Cruickshank Bros, Perth. **O'Seas:** Rothmans Ltd, London, Eng.

RURAL BANK OF NSW, 52-56 Martin Place, Sydney. GPO Box 41. Phone B0366.

Directors: C. R. McKerihan (president), J. C. Fletcher, Bruce S. Smith.

Executives: C. H. Prosser (chief inspctr), S. M. Norton (chief supt), S. O. McKenna (secty), F. W. Turner (supt, works & housing).

Service: Trading bank.

Agency: Country Press Ltd.

I/State Repr.: Cwlth Trading Bank. **O'Seas:** Cwlth Trading Bank, GB.

S.A. BRUSH CO. LTD, Botting-st, Albert Park, SA. Phone M6451. Telegrams, Brush, Adelaide.

Directors: F. D. Hay & W. K. Walker (joint manag. dirs).

Products: Brushware, plastic wall tiles.

Agency: L. J. Macnamara.

I/State Repr.: Branches, 168 Wharf-st, Brisbane; 235 Clarence-st, Sydney; 343 Little Collins-st, Melbourne; 332 Murray-st, Perth.

SARGOOD GARDINER LIMITED, 83-87 York-st, Sydney. Phone BX4701. 61-73 Flinders Lane, Melbourne (MF4011). Teleg. Sargard.

Directors: H. Taylor (chmn), D. H. Sargood (mng dir), C. J. Bentley, N. French, E. E. Reynolds, Sir Richard Yeabsley, CBE.

Executives: W. S. Tracy (warehouse mngr, Sydney), B. H. Sargood (warehouse mngr, Melbourne).

Products: Importers & distributors of soft-goods. Manufacturers & distributors of Top Dog men's and boys' clothing, Dawn women's & children's wear, and Sovereign hats.

Agency: Best & Co, Melb.

SCHWEPPE'S (AUSTRALIA) PTY. LIMITED, 43 O'Riordan-st, Alexandria, NSW. Phone MU4721. Teleg. Schwepes Sydney.

Directors: Sir Rupert Clarke (chmn), L. J. Thompson (dep. chmn), A. H. Byron (mng dir), Hon. R. Hanning Philipps, Sir Frederic Hooper, L. S. Mitchell (secty).

Executives: A. L. Bannister (prod. mngr), R. A. Delohery (sales mngr).

Products: Aerated waters and fruit juice cordials.

Agency: Rodgers & Associates, Sydney.

I/State Repr.: Branches in Melb., Adel., & Bris. **O'Seas:** Schwepes Ltd, London; Schwepes (USA) Ltd; Schwepes (South Africa) Ltd, etc.

SCOTT & BOWNE (AUSTRALASIA) LIMITED, 120-126 Rothschild-ave, Rosebery. Phone MU4338. Telegrams Emulsion, Sydney.

Executives: F. A. Mackell (gen. mngr), K. W. Perriam (acctnt), J. Dart (prod. mngr), A. I. Davril (sales mngr), M. P. Booth (advtg mngr).

Products: Pharmaceuticals.

Agencies: Weston Co., J. Walter Thompson.

I/State Repr.: W. Thomson, 343 Waverley-rd, East Malvern, Vic.; W. T. Matthew Ltd, Adelaide; Williams & Wood, Perth; T. G. Cullum Pty Ltd, Brisbane; Qld Druggists Ltd, Brisbane. **O'Seas:** Head office, 50 Upper Brook-st, London, W.1, England.

SCOTTS DETERGENTS (A/SIA) PTY LTD, Sir Joseph Banks-st, Botany, NSW. Phone MU9751. Teleg. Kwit Sydney.

Directors: S. S. Lenthen (mng dir), M. J. Monro, H. E. Dale.

Executives: F. G. Barnaby (acctnt), H. O. Osborn (sales mngr).

Products: Kwit detergents, industrial detergents & disinfectants.

Agency: Aust. Applied Advtg (Cratchley).

I/State Repr.: R. Whitworth Marketing, 334 Queen-st, Bris.; A. Gould, 7 Burrindi-rd, Sth Caulfield, Vic.; K. W. Thomas (Melb. Pty Ltd, 33 Cowper-st, West Melb.; C. Washington, McInnes Court, Anzac-h'way, Camden Park, Plympton, SA; L. Kessel, 2 Gray-tce, Rosewater, SA; Hamer & Company, 10 Irwin-st, Perth.

SEBELS (AUSTRALIA) LIMITED, 96 Canterbury-rd, Bankstown, NSW. Phone UY2813, UY3895, UY5335. Telegrams Sebel-sales.

Directors: H. Sebel (manag. dir.), G. J. M.

Best, C. S. Cullen, A. W. Uther, D. Sebel.

Executives: E. Coleman (secretary), V. Krout (prod. mngr), A. W. Mair (sales mngr).

Products: Sebel furniture.

Agency: Goldberg Advtg.

I/State Repr.: Sebel Sales Ltd, 34 Queensrd, Melbourne, Vic., & 208 Wharf-st, Brisbane; R. G. Evans, 9 Lindes Lane, Adelaide; Seatings Pty Ltd, Welshpool, Perth; Nu-Steel Furniture, 45 Forster-st, Launceston.

B. SEPELT & SONS LIMITED, Gresham-st, Adelaide, SA Phone LA1865. Telegrams Seppelt, Adelaide.

Directors: U. W. Seppelt (chairman of dirs), J. G. Seppelt, X. A. Seppelt, I. H. Seppelt (gen. mngr), R. L. Seppelt (secretary), J. R. Seppelt (sales mngr), H. M. Seppelt (works mngr), K. J. Seppelt (prod. mngr), Miss C. B. Seppelt.

Products: Para (port), Solero (sherry), table wines (Moyston, Chalambar, Arawatta), Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegar, cordials, canned citrus juice.

Agencies: Becket-Thomson, Melbourne & Sydney; Ad-Craft Advtg, Fremantle; Austin Brown, Adelaide; Geo. Patterson—Noble Bartlett, Brisbane.

I/State Repr.: Branches, all states, Traders Pty Ltd, Hobart, John McKenzie & Co., Launceston, Tas. **O'seas:** B. Seppelt & Sons Ltd, 88 Cannon-st, London; H. R. McCrae, Box 88, Lower Hutt, NZ; Gooderham & Worts Ltd, Toronto, Canada.

SHELL COMPANY OF AUSTRALIA LIMITED, THE, Shell Corner, 163 Williamst, Melbourne. Phone MY200. Telegrams Shell.

Subsidiaries: Shell Refining (Aust.) Pty Ltd (refiners of petroleum); Shell Chemical (Aust.) Pty Ltd (marketers of petroleum chemicals).

Directors: J. R. C. Taylor (chairman), L. Luxton (mng dir.), G. W. Ramsden, R. A. Paul, C. W. Harland, J. C. Madders.

Executives: J. A. Blanch (PR mngr), S. Chidgey (sales prom. & advtg mngr).

Products: Petroleum and allied products. **Agency:** United Service Publicity (product advtg).

I/State Repr.: Branches all States. **O'seas:** throughout world.

SIMPSON DISTRIBUTORS LIMITED, 41 Pirie-st, Adelaide. Phone W3041. Telegrams Simpsonia.

Executive: N. C. Flood (gen. mngr).

Products: Electric washing machines, ranges, sink heaters & washboilers, clothes airers & automatic dryers; gas cookers, wash boiler, clothes airer; fuel stove; metal window

frames; general tinware & hardware.

Agency: Canny, Paramor & Canny.

SINGER SEWING MACHINE COMPANY, 388 George-st, Sydney, NSW. Phone BL3851. Telegrams Singerco.

Executives: W. J. Garty (regional dir.), N. R. Charles (gen. mngr, family trade dept), W. Powder (gen. mngr, mfg trade dept).

Products: Sewing machines, electric motors & parts.

Agency: Nichols-Cumming.

O'seas Repr.: Singer Sewing Machine Co., 149 Broadway, New York, USA.

SISALKRAFT DISTRIBUTORS PTY LTD, Arthur-st, Homebush, NSW. Phone UM5231. Telegrams Sisal, Sydney.

Directors: A. M. Glen (chmn), Hon. O. McL. Falkiner, MLC, E. E. Fortescue, G. D. Forsyth, B. E. Nicholas, D. K. Nicholas (mng dir).

Product: Bitumen laminated re-inforced paper.

Agency: Rodney H. Evans Advtg.

I/State Repr.: Branches in Melbourne, Adelaide, Brisbane, Perth; **Agents:** Wm. Crosby & Co (Tas.), Hobart, Tas.; **O'seas:** Sime, Darby & Co Ltd, Singapore; Tomasetti & Sons Pty Ltd, Indonesia; Sisalkraft Distributors Ltd, NZ.

SLAZENGERS (AUST.) PTY LTD, Bowden-st, Alexandria, NSW. Phone MX1511.

Directors: D. Blacklock (mng dir.).

Executives: N. G. Morris (sales mngr), J. Needham (advtg mngr).

Products: Slazengers tennis, golf, cricket, hockey, baseball, fishing equipment.

Agency: Bartlett, Murphy & MacKenzie.

I/State Repr.: All States. **O'seas:** Head office, London, Eng.

SLEIGH, H. C., LIMITED, 170 Queen-st, Melbourne. Phone MY5211. Telegrams Sleigh, Melbourne.

Directors: H. M. H. Sleigh (chairman, mng dir.), C. R. Strangward (gen. mngr), F. P. Derham, T. F. McMullen, C. Biggers, W. D. Brookes.

Products: Golden Fleece petroleum products.

Agency: Claude Mooney.

I/State Repr.: Branches all States.

SMALL, H. & CO PTY LTD, Bridge-rd, Stanmore, NSW. Phone LA3366, and branch works, Bromham Place, Richmond, Vic. Phone JB5138. Teleg. Colicor, Sydney and Melb.

Directors: H. C. Small, C. H. White (gen. & advtg mngr), A. C. Small.

Executives: J. Lance, K. Wilson (Syd.), G. McClure (Melb.).

Products: Cocoa, bulk chocolate and chocolate tablets.

Agency: Jackson Wain.

I/State Repr.: R. V. Dearnaley, Qld; Allen Sales Pty Ltd, Vic.; E. Lazarus & Co., WA; E. Weidenhofer, Tas; also agent SA. **O'seas:** Agent, Burns Philp & Co, Pacific Islands and New Guinea.

SMITH KLINE & FRENCH LABORATORIES (AUSTRALIA) LTD, Denison & Spring-sts, North Sydney, NSW. Phone XB4041. Telegrams Eskaycf.

Directors: R. K. Wyburn (mng dir.), E. H. Kidger (dir.).

Executive: T. B. Lake (medical prom. mngr).

Products: Pharmaceuticals — Benzedrex, Benzedrine, Dexedrine, Drinamyl, Iodex, Eskamel, Pragmatar, Quotane, Dencorub.

Agency: A. N. White Pty Ltd.

O'seas Repr.: Smith Kline & French Laboratories, USA, UK, Sth Africa.

SMITH & NEPHEWS (AUST) PTY LTD, 800 Princes Highway, Tempe, NSW. Phone LL5241. Telegrams Emergency, Sydney.

Directors: F. M. Medhurst, O. V. Fyfe (manag. dir.), H. Morgan, F. E. Trigg.

Products: Elastoplast, Nivea Creme, surgical dressings.

Agencies: George Patterson Pty Ltd, Cou-drey-Gotham Pty Ltd.

I/State Repr.: DHA, all states; Salmond & Spraggon (Aust.) Pty Ltd, NSW & Vic.

STANDARD CARS PTY LTD, 559 Elizabeth-st, Melbourne. Phone FJ0221. Telegrams, Brimo, Melbourne.

Products: Automobiles.

Agency: John Clemenger.

I/State Repr.: Branch, 164-172 William-st., Sydney (FA0333). T'grams, Stanauto, Syd.

STERLING PHARMACEUTICALS PTY LIMITED, operating divisions **NYAL COMPANY**, **WINTHROP LABORATORIES**, **GLENBROOK LABORATORIES**, 431 Glebe-rd, Glebe, NSW. Phone MW2655. Teleg. Sterlab, Sydney.

Directors: N. F. Leggatt (mng dir), James Hill Jnr. (USA), K. P. Symes, W. R. Kerr, W. E. Timmony, J. A. Parkinson, C. A. Bluett.

Executives: J. Driscoll (secty), W. C. Ames (asst secty), W. E. Timmony (mngr Nyal Company), J. F. Richardson (mngr Winthrop Laboratories), C. A. Bluett (mngr Glenbrook Laboratories).

Products: Nyal family medicines; Winthrop & Bayer ethical products; Cook-Waite

dental anaesthetics; Andrews Liver Salt; Bayer Aspirin.

Agency: Hansen-Rubensohn; George Pat-terson; Bartlett Murphy & Mackenzie.

SWALLOW & ARIELL LTD, incorptg Swallows Biscuits Pty Ltd, Melbourne, and Swallow Haywood Pty Ltd, Hobart. 60 Stokes-st, Port Melbourne, Vic. Phone MJ2511. Teleg. Swallowbisc.

Directors: C. A. M. Derham, CBE, MC (chmn & mng dir), R. Evans (v-chmn), N. Gadsen, F. T. Derham, B.Sc. (gen. mngr).

Executives: G. A. Derham (asst dir & mktg mngr), E. T. Boreham (asst dir & secty), H. E. Stokes (works mngr).

Products: Biscuits and plum puddings.

Agency: Irvine Advtg Pty Ltd.

I/State Repr.: Branches in all States. **O'seas:** J. L'Epagniol (USA). Own staff in Pacific Islands.

SWIFT AUSTRALIAN COMPANY (PTY) LIMITED, 245-267 Stanley-st, South Brisbane, S.I., GPO Box 658K, Brisbane. Phone 4-0111. Telegrams Swiftworks.

TAUBMANS INDUSTRIES LIMITED, 40 Miller-st, North Sydney, NSW. Phone XB044. Telegrams Taubind, Sydney.

Directors: E. G. F. Horne, R. Simmat (manag. dir.), W. T. Branscombe, F. A. Bignell (alternate, E. A. Gardner), N. E. Lack (asst manag. dir), G. S. Reichenbach.

Executives: J. L. Kemp (mngr, advtg & sales prom.).

Products: Paints, varnishes, surface coat-ings.

Agency: J. Walter Thompson.

I/State Repr.: All states & NZ.

TAYLOR, SAMUEL, PTY LTD, 239 Pacific H'way, Artarmon, NSW. Phone JF5326. Telegrams Samtaylor.

Directors: C. R. M. Graham (mng dir.).

Products: Mortein, Trix Detergent, Y-Cough cough mixture, Dustmaster & Uni-versal brooms, Pressure Pak products.

Agency: Hansen Rubensohn.

I/State Repr.: All States.

THE TEA BUREAU, 31 Macquarie-plc, Sydney. Phone BU3328. Teleg. Teamark Syd-ney.

Directors: K. A. H. Head (commissioner).

Service: Public relations organisation repr. tea growers of Ceylon; Ceylon Tea Propa-ganda Board, Colombo; and The Inter-national Tea Market Expansion Board Ltd, London.

Agency: George Patterson, Sydney.

I/State Repr.: The Tea Bureau, 53 Queen-st, Melb., CI, Vic.

TECNICO LIMITED, Carrington-rd, Marrickville. Phone LL0411. Telegrams Tecnico.

Directors: J. N. Kirby (chairman), P. M. Threlfall (manag. dir.), C. O. Stanley, G. A. Wooller, E. T. Price, R. V. Bridekirk, F. W. Davey.

Executives: I. G. Carseldine (secretary), G. G. Cusack (sales mngr).

Products: Pye-Tecnico vacuum cleaners, floor polishers, grass cutters, TV receivers, radios, record players.

Agency: McClelland Advtg.

I/State Repr.: Branches, Melbourne, Brisbane, Perth, Adelaide, Townsville. **O'seas:** Branches, London, New York.

THOMAS, C. J. AND SON PTY LTD (known as Coleman-Thomas), Cato-st, Auburn, E.3, Vic. Phone BY2511.

Directors: A. C. Thomas (chairman, manag. dir.), T. M. Male (gen. mngr), E. E. Thomas, M. E. Thomas (company secretary).

Products: Coleman portable lights, stoves, oil central heating equipment.

Agency: Moffatt Advtg.

I/State Repr.: Branch, 477 Kent-st, Sydney. Agents: Townsville, Brisbane, Hobart, Adelaide, Perth.

TOLLEY, A. E. & F., LTD, 82 Weymouth-st, Adelaide, GPO Box 285D. Phone LA1401-2-3. Telegrams Tolley, Adelaide.

Directors: S. E. Tolley (chairman), R. E. Tolley, L. J. Tolley, J. W. Blair, A. F. Hocking (manag. dir.).

Products: Tolleys Dry Gin, Old Tom Gin, Imperial Navy Rum, Carmencita Rum, Whisky, Wine Liqueur Cocktails, Wines, Blue Ribbon Brandy, TST Brandy.

Agency: L. J. Macnamara Advtg Service.

TOM PIPER LTD, Williamstown-rd, Garden City, Vic. Phones MJ1331, MJ1322.

Directors: A. W. Spooner (chairman), N. H. Spooner (manag. dir.), A. E. Jamieson, E. J. Tarry, M. Roberts, W. A. Hall, R. F. Whiteley.

Products: Tom Piper canned meats, puddings, fruits, sauce, cordials.

Agency: Noel Paton.

I/State Repr.: Branches, all states.

TOOTAL BROADHURST LEE CO. LTD, 45 Market-st, Sydney. Phone MA5225. Telegrams Tootal.

Directors: T. A. Fairclough (chairman), N. Illingworth (vice-chairman), G. A. H. Mayall, R. M. Conwell, F. G. L. Whiteley, A. G. Bardsley, J. L. Bolland, F. R. B. Lockwood, D. M. Vammalle (Aust. mng dir).

Executives: J. Sutcliffe (sales & advtg mngr).

Products: Textiles.

Agency: George Patterson.

I/State Repr.: Branches 240 Queen-st, Brisbane; 202 Flinders Lane, Melb.; MLC Bldg, Victoria Square, Adelaide; agent, Bessell-Browne Pty Ltd, 16 Queen-st, Perth; factory, Devonport, Tas. **O'seas:** Head office, Manchester, Eng.; repr. throughout world.

TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION), 339 Swanston-st, Melbourne, C.1, Vic. Phone FB023. Telegrams Transair.

Director: W. D. McDonald (chairman).

Executive: J. P. Ryland (gen. mngr).

Service: National airline.

Agency: Noel Paton, Vic.

I/State Repr.: Branches, all states. **O'seas:** TAA repr., London, New York, Amsterdam; IATA airline throughout world.

TUCKER & CO. PTY LIMITED, 335 Kent-st, Sydney. Phone BX2323. Telegrams Corekcut, Sydney.

Directors: O. W. Gustafson (manag. dir.), T. T. Halstead (sales dir), B. C. Hirst, R. C. Tucker.

Products: Chateau Tanunda Brandy, Capstan Old Navy Rum, Tuckers Old Liqueur Whisky, Teachers Highland Cream Whisky Old Tudor Whisky, Romanoff Vodka, Bols VO Genever & Liqueurs, Bollinger Champagne, Fosters Export Lager, Victoria Bitter Ale.

Agency: Coudrey Gotham.

TURNER MANUFACTURING CO PTY LIMITED, 400 Whitehorse-rd, Nunawading, Vic. Phone WU2611. Teleg. Turnco Melbourne.

Directors: R. W. A. Dickson (chmn), R. W. Turner (mng dir), E. T. Lees (joint mng dir), P. M. Grace (secty), J. B. Arnold, F. W. Pearce (assoc. dir), J. J. Wilson (assoc. dir).

Executives: F. W. Pearce (gen. mngr), N. A. Graham (Aust. sales mngr, laundry div.), K. C. Ingham (Aust. sales mngr, hardware div.), J. J. Wilson (works mngr), J. G. Paterson (advtg mngr).

Products: Cabinet & builders' hardware, screwdrivers, hacksaws, washing machines.

Agency: O'Brien Publicity.

I/State Repr.: Branches, Syd. (D. Hynd, mngr), Bris. (J. Brocklehurst, mngr), Adel. (A. Hickman, mngr); agents, D. E. Withers & Co, Perth, J. N. Murdoch & Co, Hobart, Tas. **O'seas:** Agents in Great Britain, New Zealand, South Africa, USA, Canada, and other principal countries.

UNITED DISTILLERS PTY LTD, THE, Byrne-st, South Melbourne, Vic. Phone MB4651. Telegrams Unistill, Melbourne.

Directors: G. G. Coulter (chairman), L. J. Thompson (deputy chairman), J. T. Monahan (mng dir), V. T. Gladstones, F. G. Herman, T. Fogarty, E. L. Callaway, H. W. Hawkeswood.

Executives: J. H. Jowett (mngr), E. C. Torbitt (secretary), J. S. Ross (asst secy), S. E. Meredith (advtg mngr), G. W. Hannah (chief engineer), F. Fuller (distillery mngr & chief chemist).

Products: Corio 5 Star Whisky, Vickers Gin.

Agency: United Service Publicity, George Patterson.

VACUUM OIL COMPANY PTY LTD, 29 Market-st, Melbourne, C.I, Vic. Phone 62-0231.

Executives: A. W. Judd (advtg mngr, Aust. & Pacific Is.).

Products: Mobilgas, Mobiloil, Mobil-Laurel Kerosene.

Agency: Paton Advtg Service.

VICTORIAN INDUSTRIAL SALES AND SERVICE PTY LTD, Cnr Kavanagh & Power-sts, South Melbourne. Phone MB5141. MB5141. Telegrams Vicisas, Melb.

Represented in all states.

VINCENT CHEMICAL COMPANY PTY LIMITED, 76-78 Liverpool-st, Sydney. Phones MA6814, MA6601. Telegrams Vinchem.

Executives: K. C. Probert (manag. dir.), J. C. Hudson (secretary), R. N. Probert (sales & merch. dir.), J. R. Kilgour (advtg mngr), R. Laughlin (Aust. advtg mngr).

Product: Vincent's APC Powders & Tablets.

Agency: Canny, Paramor & Canny Pty Ltd.

WAKEFIELD, C. C., & COMPANY LTD, Wakefield House, Miller-st & Bulwara-rd, Pyrmont, NSW. Phone MW0555. Telegrams Cheery, Sydney.

Executives: A. W. Freeman (A'sia gen. mngr), H. J. Lewarne (asst A'sia gen mngr), A. J. Peberdy (asst A'sia gen. mngr).

Products: Castrol Motor Oil.

Agency: Coudrey-Gotham.

WILLS, W.D. & H.O. AUSTRALIA LTD, 511 Kent-st, Sydney. Phone BM2801.

Directors: T. J. N. Foley (chmn), A. H. Faul (deputy chmn), N. E. Jones (deputy chmn), F. W. Brown, R. S. Cozens, J. F. R. Lawes, G. D. McKay, M. S. Paton, B. Piper.

Executives: H. Widdup (merchandise mngr), J. F. Elferson (distribution mngr), T. D. Barclay (advtg controller), C. Stretton-Morgan (advtg mngr), Badgery Parker (advtg consult.).

Branch managers: A. B. Williams (Sydney), N. C. Vickers (Melbourne), W. N. Martin (Brisbane), J. W. Rickards (Adelaide), A. W. Pearson (Perth), A. J. Haines (Hobart).

Agencies: The Hugh Berry Co. George Patterson, Hansen Rubensohn.

Products: Capstan, Ardath, Garrick, Craven A, Turf, Ascot, Hallmark King Size Filter Tip, Temple Bar cigarettes; Capstan, Champion, Log Cabin, Havoclock, State Express tobaccos; Tally Ho cigarette papers; Grosvenor Club, Monopole, Villacuba cigars.

WHITE MANUFACTURING CO. (AUST.) PTY LTD, 45 Flinders Lane, Melbourne. Phone MF5947. Telegrams Sylesta, Melbourne.

Director: G. McIntosh (manag. dir.).

Products: Adelyn fractional fitting garments.

Agency: Canny, Paramor & Canny Pty Ltd.

WORLD AGENCIES PTY LIMITED, World Building, 29 Reiby Place, Sydney. Phone BU3126-7. Telegrams Worldage.

Directors: W. Rubensohn (manag. dir.) R. H. Tobias, Mrs R. Austin.

Executives: T. M. Atkins (gen. mngr), E. L. Grimwade (Vic. mngr), P. R. Kitto (SA mngr), K. A. West (Qld mngr).

Products: Proprietary pharmaceutical; agents, distributors of pharmaceutical, grocery, hardware products. Malgic Adrenaline Cream, Rhu Pills, Bethal, Hady's Remedy, Staisweet, Tynees, Sanatogen, Bengers Food, Tampax, Scrubb's Ammonia, Schumann's, Eichorn's. Sole Aust. distributors, Ad-Stik Plastic Signs.

Agencies: Hansen-Rubensohn & McClelland Advtg.

I/State Repr.: Branches in Vic, SA, Qld. Agents: Geoff Martin & Son, WA. O'seas: B. W. Newman, Harcourt-rd, Bexleyheath, Kent, UK; Sharland & Co. Ltd, Dixon-st, Wellington, NZ.

WORMALD BROTHERS INDUSTRIES LIMITED, 210 Young-st, Waterloo, NSW. Phone MX0477. Telegrams Sprinkler, Sydney.

Directors: G. G. Russell (chairman), L. J. Grist (deputy chairman), D. H. B. Adams, C. G. Crane, L. G. I. Bode, Lt/Gen. Sir John Northcott.

Executives: D. Coburn (gen. mngr, eastern div.), H. W. Marryatt (gen. mngr, southern div.).

Products: Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva smoke detector systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel rolling shutters & grilles & fire doors; Kirsch venetian blinds & curtain rodding; Ransburg electrostatic sprav painting process; Kawneer Architectural Aluminium.

Agency: E. C. Slatter & Poulter Pty Ltd.

WRIGLEY'S (AUSTRALASIA) PTY LIMITED, Michigan-ave, Asquith, NSW, GPO Box 486. Phone JU1121. Telegrams Spearmint, Sydney.

Executives: G. Ekblade (manag. dir.), L. G. Walley (mngr).

Products: PK, Arrowmint, Juicy Fruit sugar-coated chewing gum, Spearmint stick chewing gum.

Agency: J. Walter Thompson.

WRIGHT, LAYMAN & UMNEY (Aust. distribs, Commonwealth Dominion Agencies Pty Ltd), Forrester-st, Kingsgrove, NSW. Phone LY0261. Telegrams, Comdomin.

Executives: R. G. Catts (gen mngr), J. Harrington (sales mngr).

Products: Wright's Coal Tar Soap.

Agency: Warwick advtg.

I/State Repr.: Branches all States.

Industry Associations and Clubs

ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA, 236 Pitt-st, Sydney. Phone MA4613, MA3580.

Officers: Hal Lashwood (pres.), Hal Alexander (general secy), Bob Alexander (assist. secy).

Vic. branch, 229 Collins-st, Melbourne (63-7759). **Officers:** Noel Ferrier (chmn), V. Arnold (secy).

ADVERTISING INSTITUTE OF AUSTRALIA: E. A. Lewis (federal secy & registrar), Vic. Employers' Federation, 342-348 Flinders-st, Melbourne. Phone 61-2011.

Federal pres., Bruce Scribner, 44 Margaret-st, Sydney. (BX1904).

Divisional secretaries: A. C. Browne, Commonwealth Bank of Aust, Box 2719, GPO, Sydney; R. Trenchard-Smith, Dormer Beck Advertising, 12 O'Connell-st, Auckland, NZ; B. P. Collins, Brisbane Telegraph, Queen-st, Bris., Qld.; K. Cock, Clem Taylor Advtg, Cresco Hse, Nth Terrace, Adelaide, SA; D. C. Hensher, Box 702E, GPO, Melb.; Vic.; F. A. Speldewinde, Richardson-Cox Advtg, Newspaper Hse Arcade, St. George's Terrace, Perth, WA.

ASSOCIATION OF AUSTRALIAN RECORD MANUFACTURERS, 30 Ash-st, Sydney. Box 1365, GPO, Sydney. Phone MA8437.

Officers: J. M. Burnett (president), D. Fegan (vice-pres.), J. Sturman (secy), J. Turner (treasurer).

Members: Amalgamated Wireless (A'sia) Ltd, Aust. Record Co, Carinia Co, EMI, Electronic Industries, Festival Records, Minstrel Record Co, Philips Electrical Industries, Planet Records, RCA of Aust., Spotlight Records, W&G Record Processing Co, Wattle Records.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES, 3rd floor, Wingello Hse, Angel Place, Sydney (Box 2397, GPO, Sydney). Phone BL3865. Telegrams Advertising, Sydney.

Permanent executives: John R. Humphrey (Federal director), Mrs. A. Waller (asst secretary).

1959 Federal executive: Pres., L. W. Farnsworth (NSW); deputy pres., L. J.

Macnamara (SA) and D. N. Rose (Qld); hon. treasurer, R. H. Evans (NSW); members, T. Carruthers (NSW), G. C. Hayler (Vic.), L. J. Samuels (Vic), A. D. Gibson (Vic), and J. A. Mercer (WA).

I/State Repr.: Miss M. J. Keane (asst secretary), 422 Collins-st, Melbourne C1 (MU3612); G. S. Hutton & Macfarlane, 400 Queen-st, Brisbane (2-1533), L. J. Macnamara, L. J. Macnamara Advtg Service, 104 Park Terrace, Adelaide (UA7131); H. W. Norwood, H. W. Norwood Advtg, 375 Hay-st, Perth (21-3931).

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS, 44 Pitt-st, Sydney. Phone BU3522.

Permanent Executives: J. H. Bowden (dir. & gen. secy).

1959 Executive: Federal pres., F. V. Kellow (H. J. Heinz). **Vice-pres.,** Vic., W. T. Richards (Nicholas), Qld, R. Douglas (Arnott Morrow Biscuits); SA, J. Seppelt (B. Seppelt & Sons); **Members,** G. Green (J. Kitchen & Sons), R. G. Howland (Johnson & Johnson), J. L. Kemp (Taubmans), T. J. O'Brien (Dunlop). **Hon. treasurer,** J. Doig (Commonwealth Bank).

Interstate Repr.: H. J. Cassell (Vic. secy), 454 St. Kilda-rd, Melbourne (BM1246); E. Heindorff, Qld secy, 323 George-st, Brisbane (2-3970). D. S. Taylor (SA secy), 79 Grenfell-st, Adelaide (W6302).

Established after a meeting of 13 advertisers in 1928, AANA is now a powerful trade organisation with a membership of over 200 national and major advertisers.

AUSTRALIAN FEDERATION OF COMMERCIAL BROADCASTING STATIONS, hq, 2nd floor, AWA Bldg, 47 York-st, Sydney (GPO Box 7024). Phone BX1738.

Permanent Executives: A. S. Cowan (exec officer), Max Baker (general secy).

1959 Executive: Pres. L. C. Hynes (2UW); snr vice-pres. L. Bennett (3UZ). **Management Committee:** L. C. Hynes, L. Bennett, E. J. Whykes (3BA), B. C. Button (2GB), C. R. Carson (4BH), A. E. R. Fox (2CH), J. S. Larkin (5DN), E. G. McRae (7HO), D. T. Worrall (3DB). **State vice-pres.,** W. H. Stephenson (NSW), L. Bennett (Vic), M. E. Baker (Qld), J. S. Larkin (SA), B. Samuel (WA), E. G. McRae (Tas).

Interstate Officers: 374 Collins-st, Melbourne. Phone MU5532, R. Dooley (Vic.

secy); R. W. Ralph (Qld secy); Murray Hse, Grenfell-st, Adelaide (W5930), G. T. Clark (SA secy); R. M. Vertigan (Tas secy); London Assurance Hse, 12 Howard-st, Perth, GPO Box 226 (B6183), A. C. Kirby (WA secy); Tas, c/o 7HO, 80-84 Elizabeth-st, Hobart (B7731), Tas. secy E. G. McRae.

Federation's first annual convention was held in 1930, when only 27 commercial stations were in existence. M. D. Duffy (then of 3KZ) was elected 1931-32 president. Within six years 44 new commercial stations joined the AFCBS, with membership reaching 100 by 1940 and 108 by 1957.

AUSTRALIAN FILM PRODUCERS' ASSOCIATION: T. E. Ferguson (secy), c/o R. N. Tucker & Co, 249 George-st, Sydney. Phone BU1855.

1958-59 Executive: M. Murphy (pres.), K. Sledge, R. T. Lord (vice-pres.).

Members include (Sydney): Aust. TV Enterprises, Avondale Studios, Artransa, Cine-sound, Supreme Sound, Charles E. Blanks, Featured Theatre Ads, Aust. International Films, Visatone, Perier Films, Power Horner; (Melbourne): Herschells Films, Films Advisory Bureau, Cine Service, Cambridge Film & TV, Dennis Hill, Collings Prod.

AUSTRALIAN RADIO PRODUCERS' ASSOCIATION, hq 178 Collins-st, Melbourne. Phone MF1051-2.

Officers: Pres. R. V. Southey (EMI); v-pres., Hector Crawford (Hector Crawford Prod'ns); executives, Grace Gibson (Grace Gibson Prod'ns) and Noel Dickson (ART).

Established in 1956 to stabilise program prices and protect the interests of its members, who represent almost the entire Australian program production industry.

AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD, 66 Pitt-st, Sydney (GPO Box 4007, Sydney), Phone BW8493. Telegrams APRA, Sydney.

Directors: E. Lashmar (chairman), A. F. Albert, G. S. Cooper, E. M. Dodd, L. Evans, B. Grant, F. Hutchens, Hal Evans, R. E. Bare (Melb.), Robert Hughes (Melb.).

Executives: T. S. Woodbridge (general mgr), G. H. Pride (secy), V. D. Mileski (staff mgr).

1/State Repr.: Griffin, Ralph & de Plater, T&G Bldg, Queen-st, Brisbane; Evan Saw, Saw, Wheatley & Co, Colonial Mutual Life Bldg, St George's Terrace, Perth; D. Robert-

son, Sonora Hse, Little Collins-st, Melb. W. W. & M. J. Bungey, 22 Addison-rd, Black Forest SA; G. Woolley, Freemans Musical centre, 16 Hunter-st, Newcastle. O'ceas: A. E. Rolfe, Dominion Bldg, Wakefield-st, Wellington, NZ; Munro, Warren, Leys & Kernode, Central Chambers, Suva, Fiji (PO Box 149, Suva).

CONTACT CLUB LIMITED, Sydney. Admin. Secy, phone JA2950.

Executive: Pres., D. H. Coop; vice-pres. K. Stevens, R. Rusk; hon. secy, M. Lloyd-Smith; treas., J. Muir; members, P. Richardson, G. Doorley, R. Tomkins, N. Battye, C. Benjamin, J. Russell, D. Hughes.

A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA, Wingello Hse, Sydney, GPO Box 2397. Phone BL3865.

Permanent officers: John Humphrey (hon. secy), John Bowden (assist. hon. secy).

MUSICIANS UNION OF AUSTRALIA: Gen. secy, Charles Wheatfield, 188 Little Collins-st, Melbourne. Phone MF2885.

1959 Executives: Pres., A. Robinson, gen. secy, C. Wheatfield.

1/State Repr. H. Willis (NSW secy), 122 Castlereagh-st, Sydney (BM6453); D. Thompson (Vic. secy), 188 Little Collins-st, Melbourne (MF3711); A. Robinson (Qld secy), Albert Hse, King George Square, Brisbane (2-9685); J. McEwan (SA secy), 7 Pirie-st, Adelaide (W-4113); A. R. Watson (Tas. secy), 6 Bank Arcade, Hobart.

TELEVISION ADVERTISING BOARD: E. Trenchard Smith (secy), c/o Herald-Sun Television, cnr Dorcas & Wells-sts, South Melbourne. Phone MX4731.

1959 Executive: Nigel A. Dick (GTV, chairman), Ian Faircloth (TCN), R. A. Becker (ATN), E. Trenchard Smith (HSV).

Member Stations: ATN, GTV, HSV, TCN. Formed early 1957 to accredit agencies, to negotiate on an industry basis with other organisations including the 4As and AANA, and to promote the sale of television time.

TELEVISION SOCIETY OF AUSTRALIA, c/o C. L. Faudell (pres.), Television Engineering Pty Ltd, Jago-st, Richmond, Victoria. Phone JB5247, JB5269.

Officers: J. H. T. Fisher (vice-pres.), F. A. Kempson (secy), C. G. Elworthy (treasurer),

and councillors, J. G. Bett, M. Bruch, G. Davies, M. H. Hooper, D. E. Howson, V. F. Kenna, J. D. Wilkinson, Mrs Joy Wren.

Sydney Officers: R. H. Mondel (chairman, NSW Dept. of Tech. Education), L. D. Hadfield (vice-chairman), G. G. Hastings (secy), R. S. Hartnell (treasurer).

TIME CLUB, THE: Pres., Ray Page, c/o 3AW, 382-384 Latrobe-st, Melb. Phone FJ3671.

R. Ellenby (public relations officer), 365 Elizabeth-st, Melbourne (FY0211); Hugh Anderson (hon. auditor), MF6311; G. Andrew (secy-treasurer), Nilsen's Broadcasting Service, 45 Bourke-st, Melbourne (MF4141).

Members include representatives of all Melbourne commercial radio stations, radio program production units and media representation firms.

21 CLUB OF AUSTRALIA: Hon. secy, Brian McGuinness, c/o A. L. Finn & Co, 66 King-st, Sydney, BX6161.

1959 Executive: B. C. Button (pres.).

Kingsley Locke (vice-pres.), Alf Britton (treas), David Crawford (publicity), Francis Levy (auditor), and exec. committeemen, L. Hay, John Darnton, R. W. Highfield.

Formed to promote greater use of radio advertising by entertaining various advertising personnel at Club luncheons. Membership comprises anyone in commercial radio.

VICTORIAN COUNTRY BROADCASTERS' PUBLICITY COMMITTEE, 365 Elizabeth-st, Melbourne, C.1. PO Box 244B, Melbourne. Phone FY0211.

Officers: S. J. A. Kemp (chairman, also gen. mngr, Victorian Broadcasting Services Ltd), N. F. Dixon (vice-chairman, also gen. mngr, Victorian Broadcasting Network), R. W. Ellenby (secretary, also of ABS), E. J. W. Whykes (3BA), J. L. Finch (3BO), C. S. Faulkner (3CS), J. A. MacKenzie (3GL), C. D. Lanyon (3MA), D. C. De La Rue (3NE).

Committee was established in 1956 to publicise the story of country radio in Victoria, and of the State's rural wealth and vast potential.

Radio-TV survey and market research organisations

ANDERSON ANALYSIS PTY LTD, THE, Caltex Hse, 167-187 Kent-st, Sydney. Phone BU3678.

Directors: George H. Anderson (governing dir), K. R. Sievers (also gen. mngr), M. G. Eve (also secy), W. M. Oldman (also office mngr).

Service: Measurement of radio listening, TV viewing, newspaper & magazine readership.

I/State Repr.: Branches all States.

AUSTRALIAN SALES & SERVICE BUREAU PTY LTD, 93-95 Roy-st, Melbourne, SC2. BM2839.

Directors: David Bottomley (mng dir), O. Gawler.

Executives: Irving Saulwick (economist), Mrs Nan Lansell (chief of field staff).

Service: Media and market research.

ASHBY RESEARCH SERVICE, 19 Bridge-st, Sydney. Phone BU3161-2, BU1851. Miss Sylvia Ashby (dir.).

Service: Radio-TV audience measurement, media surveys, market research. Own consumer panel (est. 13 years).

MANUFACTURERS RESEARCH SERVICE (division of Canny, Paramor and Canny Pty Ltd), 24-26 Kent-st, Sydney. Phone BU7101. Telegrams Cannyads Sydney. J. W. Paramor (dir. in charge).

Service: Market research (consumer, retailer levels).

McNAIR SURVEY PTY LTD, THE, 40 Miller-st, Nth Sydney. Phone XB1770, XB1779. Telegrams Ipores, Sydney.

Directors: William A. McNair (managing director), Gwen Nelson (assoc. dir.).

Executive: Ian W. McNair (office mngr). **Service:** Marketing research, media research, business consultants.

Agency: Shortridge Advertising.

MARKET ANALYSIS (A'SIA), 169 Pacific Highway, Nth Sydney. Phone XB4130. Telegrams Marktstat, North Sydney. B. E. Thomson (mngr).

Service: Market research consultants, consumer and market surveys, specialists in data collection, processing and analysis.

MARKET & CONSUMER RESEARCH PTY LTD, 910 Australia Hse, 52 Carrington-st, Sydney. Phone BX3129. Telegrams Marconsearch Sydney. J. Stuart-Lucy (mng dir.).

Service: Market research for all sections of industry.

NEAVE & CAMPBELL PTY LTD, 53 Walker-st, North Sydney. Phone XB6077. Miss P. Neave (mng dir.).

Service: Outside field work, market & consumer research.

NIELSEN, A. C. LTD, 53 Fisher-st, Peterham, NSW. Phone LM1467-8-9. Telegrams Nielindex. J. R. Dickson (mng dir.).

Service: Nielsen Aust. food & drug indices. Grocery & pharmacy retail auditor technique.

OPINION RESEARCH CENTRE, THE (market & PR research associate of the Aust. Gallup Poll), 26 Flinders-st, Melbourne. Phone MF5635. Roy Morgan (proprietor).

Consumer, dealer, TV viewing surveys.

PRODUCT INVESTIGATION PTY LTD, 252 George-st, Sydney. Phone BU4949. A. R. Whitman (research dir.).

Service: Consumer, dealer surveys & consumer panel.

RESEARCH DEPARTMENT, LINTAS PTY LTD, 1 Macquarie-st, Sydney. Phone B0551. Telegrams Lintas Sydney. A. D. Brett (dir.).

Service: Consumer market surveys, media research (radio-TV ratings service, LinTVar, advertising readership ratings), psychological research, product testing, retail store research.

STUART-LUCY, J. & CO, 52 Carrington-st, Sydney. Phone BX3204. Telegrams Stuartlucy, Sydney. J. Lucy (mngr).

Service: Statistical & publication work. TV impact measurement.

TART, BRUCE, RESEARCH SERVICE PTY LTD, 13 Phillip-st, Sydney. Phone BU6688-9.

Managing Director: Bruce Tart.

Service: Press and television advertising research.

TV MONITORING SERVICE

TV MONITORS, 70 Boundary-rd, Wahroonga. Box 31, PO, Turramurra. Phone JW4128. E. Hinchcliffe (man.).

Service: TV monitoring.

I/State Repr.: Vic. TV Monitors, 90 Bonanza-rd, Beaumaris, Melbourne.

VICTORIAN TV MONITORS, 90 Bonanza-rd, Beaumaris, Melbourne. Phone XF1831, M. Cinquegrana (mngr).

Service: TV monitoring.

I/State Repr.: TV Monitors, 70 Boundary-rd, Wahroonga, Sydney.

Radio and television listener-viewer and trade publications

ABC WEEKLY (published by the Australian Broadcasting Commission), National Bldg, 250 Pitt-st, Sydney (Box 3906, GPO, Sydney). Phone B 0657.

John G. Paton (editor).

Weekly listener-viewer magazine, priced at 9d and circulated in NSW and Queensland. Carries ABC program news and comment and commercial and ABC radio & TV program schedules.

ADVERTISING (Greater Publications Pty Ltd), Derwent Hse, 136 Liverpool-st, Sydney. Box 2608 GPO. Phone MA8143. Teleg. Broadvision, Sydney.

Directors: Eric Solomon (mng dir.).

Executives: Leonard Blanket (mng editor), Bill Beecham (editor), Alan Hill (advtg & sales mngt), Cecily Perkins (prod. mngt).

National business and marketing magazine, published monthly and embracing all recognised advertising-merchandising media. Subscription rates: £1 10s per year (in Aust.), £1 15s (Empire countries), £2 10s (other countries), or 2s 6d per single copy.

AGE RADIO-TV SUPPLEMENT (published by David Syme & Co Ltd), 233 Collins-st, Melbourne. Phone 63-0341.

Sir Harold Campbell (editor).

Published each Thursday as a tabloid supplement with The Age newspaper, and circulated mainly in Melbourne and Victorian country centres.

BROADCASTING AND TELEVISION (Greater Publications Pty Ltd), Derwent Hse, 136 Liverpool-st, Sydney (Box 2608, GPO, Sydney). Phone MA8143. Teleg. Broadvision.

Directors: Eric Solomon (managing dir.).

Executives Leonard Blanket (mng editor), D. S. Frost (asst editor), Alan Hill (advtg & sales mngt), Cecily Perkins (prod. mngt).

National trade magazine published fortnightly. Subscription rates: £3 per year (in Australia); £3 10s (Empire countries); £4 (other countries); or 2s 6d per single copy.

ELECTRICAL WEEKLY (Mingay Publishing Co Pty Ltd), 75 Ultimo-rd, Sydney. Phone MA 6295.

O. F. Mingay (editor).

National weekly trade newspaper, dealing with radio, TV and electrical goods, and circulated in the electrical, radio and TV fields. Subscription £2 10s a year, or 3s 6d per single copy.

LISTENER IN-TV, THE (published by Sun News-Pictorial), 26 Flinders-st, Melbourne. Phone MF 0211.

P. Dunstone (editor).

Weekly listener-viewer tabloid priced 6d per copy and circulated in Melbourne and Victorian country centres.

RTN-RADIO TELEVISION NEWS (published by Newspaper News Pty Ltd), Warwick Bldg, 15 Hamilton-st, Sydney. Phone BU 1221.

J. W. Robinson (editor).

National tabloid trade journal, published fortnightly, and priced at 2s 6d per copy.

SYDNEY MORNING HERALD TV GUIDE (published Mondays by John Fairfax & Sons Pty Ltd), Broadway, Sydney. Phone B0944.

Weekly supplement of the Sydney Morning Herald newspaper giving each week's TV program schedules and general information on TV programs, personalities and artists.

SUN TV GUIDE, LOOK (published Fridays by John Fairfax & Sons Pty Ltd), Jones-st, Broadway, Sydney. Phone B0944.

Weekly supplement of the Sun newspaper giving each week's TV program schedules, and general information on TV programs, personalities and artists.

TEMPO & TELEVISION, 350 George-st, Sydney. Phone BL 2442.

Frank Johnson (editor).

National monthly magazine, priced at 1s, and covering all fields of entertainment.

TV NEWS (published by the Australian Broadcasting Commission), 250 Pitt-st, Sydney. Phone B0657.

John G. Paton (editor).

Weekly viewer magazine, priced at 1s, a copy and circulated in NSW. Carries TV programs and articles and pictures of TV personalities, programs and stars.

TV-RADIO WEEK (published in NSW and Victoria by Southdown Press Pty Ltd, and incorporating Sydney Television Pre-

view), 230-236 Stanley-st, West Melbourne. Phone FY1306.

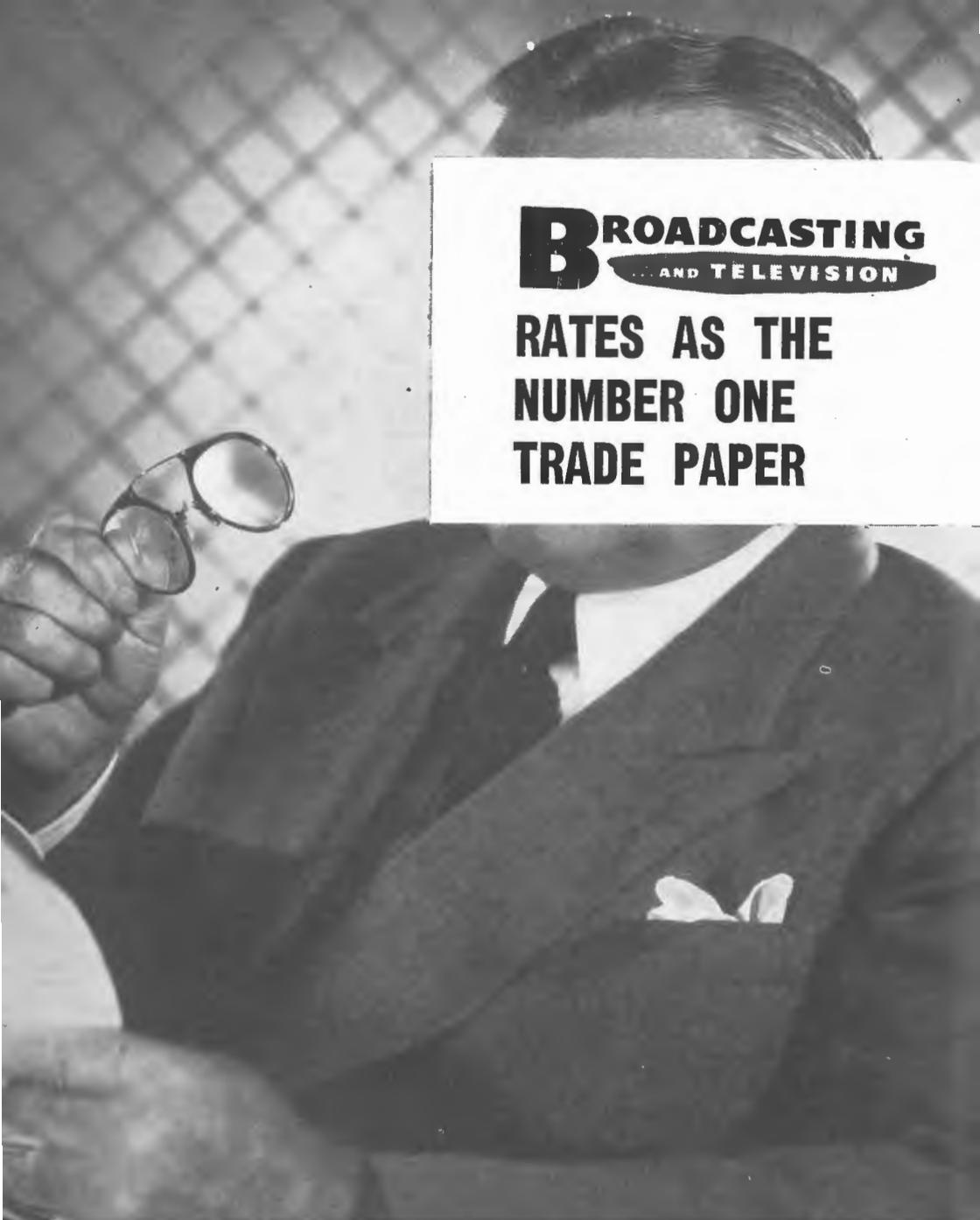
Rod Lever (editor).

Weekly magazine priced at 1s. Both Sydney and Melb. editions give radio and TV programs, together with articles on artists and programs. Pocket-size, average 72 pages.

DAILY TELEGRAPH TV GUIDE (published Saturdays by Consolidated Press Ltd), 168-174 Castlereagh-st, Sydney. Phone B0666.

Weekly supplement of the Daily Telegraph newspaper giving each week's TV program schedules, and general information on radio-TV programs, personalities and artists.





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- *Broadcasting*
- *Television*
- *Advertising*
- *Production*
- *Radio-TV entertainment*
- *And associated fields*



A

ADAMS, Harvey. Actor, producer, scriptwriter. Born Warrington, Lancs., England. Career includes 40 years stage, films and radio in many character parts. Usual roles, doctors, barristers, judges and police. Bachelor, resident Sydney.

ADAMS, Noel. Agency director and account executive. Born Sydney, September 14, 1920. FAI, warrant officer, Army Education Service, 1941-45. Advertising manager, Tecnico Ltd (3 yrs). Pre-war announcer-copywriter and sales rep (in turn), AWA broadcasting dept. Radio director, Hawkins Advtg (3yrs), account executive, McClelland Advtg (3yrs) now dir. Married, resident Rose Bay, Sydney.

ADLERSTEIN, Hans Heinz von. Agency chief film producer. Born July 16, 1910. Former chief producer Assoc. TV; Sydney mngr Aust. Radio and TV prod'ns; joined J. Walter Thompson Advtg 1956. Three years Berlin, Paris universities; asst-director film units; chief producer UFA Berlin, documentary, industrial & comm. films. Directed first live TV broadcast for German PMG's Dept. Travelled Europe, N & S America, Near East, Africa. Arrived Aust. 1951. Married, resident Miranda, Sydney.

AITKEN, Raymond Reginald Scott. Agency account executive. Born Sydney, May 1, 1928. Began advtg career 1945 with AWA Radiola advertising dept. Production manager then account exec., Raymond Publicity, Sydney. Joined McClelland Advtg, Sydney, as copywriter, latterly account executive. Married, resident Hunter's Hill, Sydney.

ALEXANDER, Hal. Gen. Secy. Actors & Announcers Equity Assn. of Aust. Born Newcastle (NSW). 1902. Former stage and radio performer. Appeared JCW, Tivoli, Fullers, Hoyts, Greater Union, nearly all Sydney & Melb. comm. stations and ABC. Many Ernest C. Rolls theatre productions. Apptd Actors Equity gen. sec. 1939. Married, resident Sydney (city).

ALEXANDRA, Gerald George. Agency proprietor and principal. Born July 11, 1921. 13 yrs advtg exper., incl. advtg & merchandising mngr of national companies. Now prop. & principal, Alexandra Advtg, Melbourne. Single, resident Chadstone, Vic.

ALLSOP, Raymond Cottam. Motion picture, radio and TV consultant. Born Randwick, NSW, March 11, 1898. Associated start of Australian pioneer station 2BL Sydney, and chief engineer. First to short wave speech to UK and USA (1925) and London broadcasting to Australia via 2BL. A dominant figure in Aust. sound transmission. Established manufacture of sound projection equip. in Aust. (Raycophone Ltd) and holds patents for certain sound on film recording techniques. Former member, Broadcasting Control Board. Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Past prest. IRE (Aust.), FSPMTE and MIRE (USA), MIRE (UK), Lieut. comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

ANDERSON, Brian. Actor. Born Sydney, NSW, July 31, 1925. Exp. stage, radio, films, TV. Former radio anncr. Toured for Arts Council. Five years with all Sydney radio units. Single, resident Forest Lodge, NSW.

ANDERSON, Frank Edward. Assistant radio station manager. Born Adelaide, SA, February 1, 1904. Sales manager (5yrs), printing and publishing co before joining 5DN Adelaide (March 1942) as announcer. App. sales manager 5DN March 1943, assistant manager, 1947. Married, resident, Lockleys, Adelaide.

ANDERSON, George Herbert. Media measurement & market research company governing director. Born Hobart, Tas., March 20, 1897. Former railway survey & construction engineer; asst gen. secretary Graziers Assoc. NSW; gen. mngr 2GZ, dir. 2NZ, first country vp AFCBS; sales mngr MBS; mngr 2GB. 1944, Founder, gov.-dir., Anderson Analysis radio listening, TV viewing, press readership, market research, AIF, 1915-1919; 1938-43 Lieut. col. 9th Field Reg.; G3 (Air) G2 Intell. LO, hq 2 Aust. Corps. Married, resident Turramurra, Sydney.

ANDERSON, Hugh. Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange (Aust.) Pty Ltd, Melb.

ANDREWS, Leslie Harry. Radio station general manager. Born Brisbane, December 28, 1898. Manager and general manager of film companies (Paramount, First National, Selznick and MGM) before entering radio 10 years ago in present capacity as general manager. 4KQ Brisbane. First to produce on closed circuit TV a two-hour vaudeville show throughout Queensland. Married, resident Cooparoo, Brisbane.

ANGEL, Donald. Radio station news editor. Born Sydney, Sept. 23, 1911. Journalist on Sydney metropolitan newspapers, wartime deputy director in charge, NSW branch, Commonwealth Dept. of Information, also war correspondent. Currently with 2UE. Married (two children), resident, Coogee, Sydney.

ANGLES, Cyril Joseph. Racing and sport commentator. Born Sydney, October, 1906. One of best-known names in Australian sport broadcasting, particularly racing, boxing, wrestling. One time stable boy, trainer, bookmaker's clerk, bookmaker, owner and trainer of greyhounds. A radio commentator 26 years. Currently with 2UW but well-known previously on 2GB, 2UE. Married, three daughters, one grandson. Resident East Lindfield, Sydney. Assignments have included Walter Lindrum playing billiards to US gridiron football, plus 20,000 horse, trotting and greyhound races (72 in one week). Among firsts claimed; Sydney trot description, dead-heat coinciding with photo finish camera, hole by hole golf descriptions. Defendant with 2UW in test case in which Vic. Park Race Club opposed broadcasting of races. Won case with costs, and Privy Council dismissed race club's application.

ANSTAY, John Reece. Radio station program manager. Born Fremantle (WA), November 18, 1918. Wartime with Army Amenities as i/c entertainment for troops on leave in Perth, 1940-45. Character roles with National Theatre, Festival of Perth and amateur clubs. Mus. director-pianist for Sir Ben Fuller and Perth Tivoli and comp. 18 muscomedies. Program manager, 6PM-AM past 9 years. Married resident, Doubleview, Perth.

APPLETON, Frederick John. Studio operations manager. Born Melb., Jan. 30, 1924. Former sound recordist Brit. film studios, 1946-49; ABC broadcast technician, Syd., 1949-54; BBC TV and Ealing Studios, London, 1954-55; ABC TV Syd., 1955. Established Artransa sound dept. 1956 and became SOM 1958. RAF 1940-46. Married, 1 son resident Sans Souci, NSW.

ARCHER, Kenneth Alan. Radio station sales manager. Born Brisbane, Jan. 17, 1928. Science master, Brisb. Church of England Grammar School, 1947-53, 4BC sales representative, October, 1954, app. sales manager, December 5, 1956. Test and State cricketer. Queensland XI 1946-56. Australian XI 1949-52, Qld XI capt. 1951-56. State baseball player, 1945-52. Married (one daughter), resident, Annerley, Brisbane.

ARMSTRONG, David Reed. Radio network secretary. Born Stanthorpe (Q), December 6, 1898. 2 years AFC 1914-18, RAAF 1939-45 (f/lt). Advtg mgr Nestles 1934-36. Joined 2GB-2UE (BSA), Sept. 1, 1936. Asst. mgr 2UE 1937, asst. mgr 2GB 1938. Melb. mgr, Macquarie 1939 and after war service 1945-46, thence to Sydney and app secretary of Macquarie Nov. 1949. Served as vice-president, AFCBS, member of copyright and industrial committees. Married, resident Middle Cove, Sydney.

ARONSTEN, Maxwell Joseph. Radio-station service manager. Born Wellington, NZ, July 3, 1905. Educated St. Joseph's Coll. B'ne. Joined RAAF (w/op. aircrew) 1941. Advtg manager, W. H. Paling & Co., 1936-39 thence 2GZ program mgr, Sydney studios. Studio mgr 2CH, 3XY. Program mgr 2GB, 1947-56, then service mgr. Acting mgr 4BH 1957. Wife Joan (nee Hall) author children's books and radio writer. Married (three children), resident Chatswood, NSW.

ASHTON, John Alexander. Radio station sales manager. Born December 7, 1914, Perth, WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep., (5 years), now sales manager 6KY-NA. Married, resident South Perth.

ASHTON, Queenie. Actress. Born London. Singer, dancer, dramatic actress. West End, London. Musical comedy leads, BBC, films. In Aust. musical comedy, drama, stage and radio (ABC & commel), films and TV dramas. Macquarie Award 1950. Married, resident Rose Bay, Sydney.

ATTWILL, William John. Radio station manager. Born February 2, 1929, Perth (WA). Joined 6GE after studying accountancy. Announcer, copywriter, salesman, assistant manager, thence 6KG 1946 aged 27 as station manager. Single, resident Kalgoorlie (WA).

AUSTIN, Kenneth Lindsay. Radio station studio manager. Born Dandenong (Vic.), November 20, 1923. Joined 3UL age 17 salesman-brkfst anncr. War service 9th Div. Middle East, N. Guinea, Borneo, 2 i/c Army bcstg station 9AP Borneo. Post war night anncr 3UL, thence chf anncr 3SR, later 2GZ thence 3SR as studio mgr. Exec. member local RSL. Married (2 children) resident Shepparton, Vic.

AYLING, Russell Newbury. Radio station sales manager. Born Wollongong, NSW, March 26, 1918. Entered radio 1936, announcer-technician 2DU. Four years AIF thence 2WG, announcer, then sales mgr (1947). Joined 2SM, app. sales mgr September 1956. Married, resident West Ryde, NSW.

B

BACHMANN, Geza. Violinist. Born April 2, 1918, Budapest, Hungary. Master diploma

(violin) Franz Liszt Conservatorium of Music, Budapest. Eugen Hubay prizewinner, 1938. Former leader State Opera House Orchestra, Budapest. Arrived Australia 1949. Radio work with ABC and commercial stations. Toured NZ with Gladys Moncrieff, 1953, led Aust. Nat. Opera Orch. 1953. First violinist Sydney Symphony Orch. 1954-56 and founded Geza Bachmann Trio. Royal Command performer with ABC Variety Show, Canberra, 1954. TV appearances. Married, resident Sans Souci, Sydney.

BAECK, Robert Joseph. Radio network sales manager. Born Melb., Vic., Feb. 9, 1926. Began radio career 3KZ; thence 2MG; announcer 2HD, 1945; sales director 1953-56. Sales mgr VBN since Jan., 1957. Started Newcastle Carols by Candlelight; arranged Newcastle Royal tour coverage; covered all floods, Maitland area, in past five yrs. Married, resident Ringwood,

BAILACHE, Keith. Television station office manager. Born Brighton (Vic.). Five years RAAF (f/lt). Joined Electronic Industries Ltd, appointed office manager GTV February 1956. Married, resident Camberwell, Vic.

BAKER, Max. Trade assoc. general secretary. Born Broken Hill, NSW, April 18, 1925. 1943-48 with RAN cadet midshipman-lieut.; 1948-51 industrial dept. BHP Co. Ltd., Newcastle; 1951 asst. secy; 1954, general secretary, AFCBS. ACIS; AASA. Married, 1 son, 1 daughter, resident Strathfield, Sydney.

BAKER, Maxfield Edmund William. Radio station manager. Born Wonthaggi (Vic.), Jan. 22, 1915. Joined 4BC (announcer) after RAAF service, thence service mgr, asst mgr, mgr. Married (3 sons, 1 daughter), resident St

BAKER, Philippa. Actress. Born Australia, 1932. Actg exp. with commercial radio and ABC, 16-30 age group. Film commercials Cine-sound and Avondale and sound dubbing. Stage exp. Includes two tours for Arts Council, and work with Genesis, Independent, Elizabethan, Shavian and Sydney Rep. Theatres. Agent, Central Castg. Single, resident Bronte, Sydney. Lucia, Brisbane.

BALMER, Norman Edward. Radio station manager. Born Melbourne. Early advtg experience Vacuum Oil Co. After drama appearances with ABC and elsewhere joined 3KZ breakfast announcer, 1932, became program manager. App. manager 1955. Married (three children), resident Balwyn, Melbourne.

BANKS, Arthur S. Radio station sales manager. Born Melbourne. Started business life with Robt. Reid Ltd, Flinders Lane, thence 10 years Tasmania with softgoods agencies. Joined 3KZ in 1936 sales rep and subsg. appointed sales manager. Married, resident St Kilda-rd. Melb.

BANKS, Norman Tyrell. Radio editor in chief, manager monitor service, commentator and interviewer. Born Hampton (Vic.) October 12, 1905. Trained for Anglican priesthood. MBE for services to broadcasting. Studio manager 3KZ 21 years, quiz show compere, sports commentator. With radio networks in USA (1935-6). Past five years with 3AW, compere, feature commentator, editor in chief. Began Melbourne all-day radio appeals and Carols by Candlelight. Married, resident Armadale, Vic.

BANKS, Richard Stephen. Agency production manager. Born Melbourne, May 29, 1912. Production manager, George Patterson Pty Ltd, Melb., printing consultant. 4yrs RAAF. Married, resident Dee Why, Sydney.

BANNEY, John. Radio station manager. Born Grafton (NSW) May 24, 1899. Joined AWA marine section at age 21, 15 years w/op. interstate and overseas ships. Manager 3BO 1935 thence to AWA Melbourne. Later 2CH control room, in 1942 app. manager 4TO. Married, resident North Ward, Townsville.

BARBER, Samuel George. Radio station chief engineer. Born Norwood (SA), April 13, 1913. Elect. maint. staff Chrysler Corp'n 1933-39, eng. in chge 5RM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN inc. present 2kw plant plus studio and assoc. equipment inc. remote control. IRE (SA) delegate on Royal Flying Doctor Service. Married, resident Brighton, Adelaide.

BARBOUR, Lyndall. Actress. Born Cairo, Egypt. BA (Sydney). Macquarie Awards (lead) 1949, supporting roles 1946, 1948. Critics award (stage) 1956. Single, resident Sydney.

BARDELL, Brian. Radio station sales manager. Born Melbourne May 9, 1924. 1941 program dept. and announcing 3DB, 1942 same 3UZ. 3½ yrs RAAF aircrew. 45-46 3UZ, 1946-48 university, 1948-51 3HA announcer, 1951-52 3CS, 1952-55 3TR. Studio mgr and chief anncr 7LA, app sales mgr 1955. Married (two children) resident Ravenswood, Launceston.

BARE, Rudolph Emil. Music publishing co. director. Born Budapest, Hungary, 1907. Music publisher in Hungary & Italy; joined Allan & Co., 1939. Now director D. Davis & Co., Aust Performing Right Assoc., mngr Allan & Co. Married, resident Burwood, Vic.

BARKER, Aubrey Gerald. Radio station assistant manager. Born India, July 12, 1929. Anncr, sales staff 6KG, acting mngr 1950; chief anncr 6PR. Member Royal tour team, WA. Asst mngr 6PR since 1955. Married, resident Cottesloe, Perth.

BARLIN, George Kenneth. Radio station manager. Born Lansdowne (NSW) February 18, 1916. MIRE. Apprenticed 2CA 1933, asst. mgr-chief eng. 1941, manager 1945. Managing director 2LF 1950, country stations supervisor, Broadcasting Associates, 1954. Tech. superintendent, 2WL, 1957. All positions held at present. Married, resident Turner, Canberra.

BARNARD, Betty Yvonne. Program production co. director and manager. Macquarie Net (Syd. & Melb.), then manager, British-Aust. Programs (1942-43) scriptwriting and general sales. Artransa (1944) sales etc. Joined Grace Gibson Radio Productions 1945, secretarial, sales and publicity. Married, resident Maroubra, Sydney.

BARNES, Deryck Stanley. Actor. Born Dec. 14, 1919. With JCW one year, anncr 3DB. Three yrs London stage, film, radio & TV. 1½ yrs AIF (rank sgt). Now acting Aust. radio, TV, stage. Married, one girl (3½yrs), resident Cremorne, Sydney.

BARNES, John. Advertising agency radio-TV manager, radio TV disc jockey and compere. 2UW, 2CH, ATN, TCN, John Clemenger Advtg, Traders Advtg, Sydney.

BARRATT, Kenneth Samuel. Radio station continuity manager. Born July 12, 1906, Christchurch, NZ. Educ. Scots College, Syd. With Syd. branch John Rylands & Sons. Switched to journalism, assist. editor Aussie

mag. with 2GB early 30s as publicist later copy mngr. Now 2GB continuity mngr. Contributed to many mags & anthologies. Married, 3 sons, 1 daughter, resident Nth Bondi, Sydney.

BARRETT, Raymond Charles. Actor. Born Brisbane. Variety, radio, stage, TV, straight and character roles. Hobbies, golf, tennis, yachting. Married (1 daughter), resident Darling Point, Sydney. Agency, Telecast.

BARRIE, John Alfred. Actor-writer. Born January 29, 1928, Manchester, UK. First stage role aged 10, professional, 1947. Forces 1944-47. Rep experience in UK—mime plays at Fortune Theatre (Lond.), films (Dancing Years, Happiest Days of Your Life, Boys in Brown) ballet, Stoll and Scala theatres. Now stage and radio acting and writing also for TV. Single, resident Brisbane.

BARROW, Henry Victor. Radio program production unit general manager. Born Melb., Vic. General mngr, Beast Exchange of Aust. Pty Ltd. Married, resident Chadstone, Melb.

BARRY, Bruce Alaric. Radio artist and entertainer. Born Gympie (Qld), October 24, 1934. Radio experience (Macquarie, 4GY, 2MW, 4BH). Acts with ABC (Brisb.), and sings hotels, nightclubs. Single, resident Wynnum, Brisbane.

BARRY, John Vincent. MPI & TV equipment manufacturers sales manager, cine & TV equipment division. Born Melb. Dutch Govt. film unit during war, then Trans-Pacific Films, Melb., cameraman, Chas E. Blanks. F'lance cameraman four yrs in London, 3yrs Paris. Now tech. sales exec., H. Bleakley Photographics P/L. Resident Woollahra, Sydney.

BARRY, Keith Lewis. Controller of Programs, ABC, since 1936. Born 1896. Former editor. Music in Australia, music critic, Syd'n. Daily Telegraph. Lect. in music, Syd. Univ. Extn Bd, Busby scholar in music, Syd. Univ. Contributor, Sydney Bulletin and overseas journals. Organist-choirmaster, Sydney churches. Author Music & the Listener, Chopin and his Doctors. Member, Aust. Nat. Commission for UNESCO and Aust. repr. UNESCO Radio Commission (Paris). MB, Ch.M. (Syd. Univ.). Capt. 4th Dorset Regt, British Army, World War 1. Married, resident Wollstonecraft, Sydney.

BARTON, Richard Henry. Proprietor, photographic equipment suppliers. Born Sydney, NSW, Nov. 1, 1914. 28 yrs mfg & photographic engineering. Gen. engineering, foreman & mngr, machine shops to 1942; one yr Radio Physics div., CSIRO. Estab. own business, Richard H. Barton Photographic Engineers, 1943, now proprietor. Married, resident Strathfield, NSW.

BATTY, James Hamilton. Agency assistant account executive. Born Sydney, NSW, Nov. 26, 1934. Former sales repr. Ben Jordan Pty Ltd. Now asst. acctnt-exec., F. P. Leonard Advtg. Single, resident Summer Hill, NSW.

BATTYE, Noel. Media representative. Born Sydney, NSW. Former advtg copywriter-acct/exec; radio station announcer-mngr; station sales & representation; with Coudrey-Gotham, A. Smyth, O'Brien Pub.; stations 2WG, 2CA, 2UE, and 2UW. Principal, Noel Battye Pty Ltd. Married, 3 sons, resident St. Ives, Sydney.

BAUME, Frederick Ehrenfried (Eric). Radio-commentator, broadcaster, journalist. Born

Auckland (NZ) May 29, 1900. With NZ and Sydney newspapers as editorial executive up to 1929. Manag. editor, The Referee (1929-31), editor, Sunday Sun (1931-39), war correspondent, Europe, 1939-45, European editor (London) Truth newspaper, deputy editor in chief (Sydney) 1949-52. Commentator, 2GB 1953, ATN, 1957-58. Editorial director, Truth, 1958. Author 12 books. FRGS. Married, resident, Kirribilli, Sydney.

BAUME, Sidney Erne. Managing director, S. E. Baume advertising agency, Sydney. Born Auckland (NZ) August 12, 1905, and brother of commentator Eric Baume. LLB (NZ), FAIM, FISM (Aust.). Married, resident Sydney.

BAZ, Alexander John. TV station manager. Born Redfern, NSW, Sep. 12, 1913. With Newspaper News & Yaffa Syndicate, 1929-36; pictorial editor feature mngr, sales promotion mngr, Consolidated Press, 1936-55; mngr TCN since 1955. AIF, World War II, 4½ yrs, Darwin, NG. Discharged major. Married, 1 daughter. Resident Narrabeena, Sydney.

BEATTIE, Timothy Henry. Agency director. Born St Arnaud, Vic. November 21, 1930. 5 yrs Carden Advtg (acc. exec.), 1yr Moulded Products (asst advtg mngr), 3½ yrs Aldwyched Advtg (acc. exec. and now dir.). LISM. Married, resident Camberwell, Melbourne.

BECKER, Leon Joseph. Executive producer, TV film studios. Born Sydney, September 15, 1924. Announcer 2KA 1940-43, 2KM, 2CH, RAAF 4 yrs. Post-war joined 2UW, thence 2GB 1950 announcer-salesman. 2GB asst mngr 1954. Artransa asst mngr 1955, app. executive producer, Artransa Park Film Studios, 1956. Married (3 children), resident Cammeray, Sydney.

BECKER, Russell Anthony. TV station manager. Born Homebush, Sydney, July 20, 1928. Prod'n asst 2CH, asst to sales mngr, AWA b'cstg dept, then became 4BH continuity mngr. London, sales exec., Overseas Rediffusion Ltd, thence home, senior sales exec. Macquarie B'cstg Service, Melb., Nichols Cumming Advtg, Melb. (sen. acc. exec.). Joined ATN 1956; sales mngr 1957; station manager 1959. Married (two sons), resident West Ryde, Sydney.

BECKET, Lachlan Baker. Agency director. Born July 29, 1924, Gosford (NSW). Joined Becket-Thomson Advertising after World War II with exp. all phases agency work and became a director. 3 yrs RAAF, director Lions Club, Mosman. Married (3 children), resident Mosman, Sydney.

BEDNALL, Colin Blore. TV station general manager. Born South Aust. Manag. editor and director, Brisbane Courier Mail, Originated Queensland Radio News Service network. Manag. director Melb. Argus, 1954-55, member, Royal Commission on Television (1953). App. general manager (GTV Channel 9, Melbourne), February, 1956. OBE for services as war correspondent. First Brit. corresp. to fly with Americans in operations over Europe. Air gunner with USAAF. Married (3 children), resident Melbourne.

BEECHAM, William John. Advertising media trade journal editor. Born Feb. 10, 1928, Perth. Lithographic printer, fiancee journ. reporter, feature writer. Advtg mngr W. J. Lucas Ltd,

Perth. Now editor Advertising Magazine, Film Weekly & Motion Picture Directory. Single, resident Sydney.

BEIOLEY, Leonard William. Radio station sales manager. Born Sydney, January 15, 1917. Joined MGM Sydney as Junior (1931) and travelled for motion picture ind. in NSW, Vic, and Qld, becoming MGM's asst Qld mgr. Joined 4KQ as sales mgr 10 yrs ago. Married, resident New Farm, Brisbane.

BELL, Graeme Emerson. Bandleader. Born September 7, 1914, Melbourne. Onetime clerk, 6 yrs classical piano study, profess. musn since 1943. First Aust. jazz band to tour Europe (1947-48), second tour 1950-52 (Czechos., Germany, Belg., Holl., France, UK, Eire, Ceylon). Third tour, Korea, Japan. Royal perf. Princess Eliz. Royal Festival Hall, London, July '51. Recording artist, Parlophone and 15 other labels. Married, curr. res. Kings Cross, Sydney.

BENNETT, Lewis. Radio station general manager. Born Sept. 20, 1910. Prod. mgr 2UE 1936, studio mgr 2TM ('37), prod. mgr 3KZ ('39), general mgr 5KA ('48). Joined 3UZ as gm. Vic. vice-pres., AFCS (1953-55), chmn PR cttee (1951-'55), member management cttee (1953-'55), dep. chmn Vic. Red Cross citiz. cttee (1951-'55), chmn, Royal Tour bestg cttee (1954), chmn, Olympic Games bestg cttee (1955-'56). Married, resident E. Malvern, Melbourne.

BENT, Joan. Agency partner. Born Lismore, NSW. Former advtg assistant, Nock & Kirby Ltd; in charge Farmer & Co's catalogue advtg; nine years advtg & sales promotion mngr, Buckinghams; now partner Norman Bent Advtg. LOA, Art diploma, ESTC. Married, resident Mosman, NSW.

BENT, Norman. Agency partner. Born Birkenhead, Eng. Former asst NSW sales promotion mngr GMH; advtg assistant, Anthony Hornern's; started own agency 1937; agency closed during war, re-opened 1947. Married, resident NSW.

BERGERSEN, Colin Rae. Musician-entertainer. Born Palmerston North, NZ, March 4, 1914. With brass bands, orch. NZ radio, Sydney-Brisb. as vocalist-mus. Led such orch. as Palais Royal (Adel.), Ciro's Night club (Melb.), Trocadero (Syd.). Conducted for Tommy Trinder and toured with Gracie Fields (Aust. and Morotai). Star Harry Wren's Meet the People and has been featuring multi-inst. vocal imp. act. War svce Armoured Corps 2½ yrs ldg AE orch. Morotai, Labuan, Borneo. Married (2 sons), resident Kingsgrove, Sydney.

BESELER, George Horace. Agency director and account executive. Born Melbourne, Vic., Oct. 20, 1916. Seven years Myer Emporium, becoming basement advertising manager, director and acct/exec., Richardson-Cox Advertising from 1933; officer RAN and RN 1939-45. Married, 3 children, resident Lower Templestowe, Melb.

BETT, John Gordon. Radio-TV newspaper supplement editor. Born Yarran, Vic., June 9, 1910. Lifetime exp. radio-TV; 10 years manag-

ing editor Radio Times. Started the radio-TV supp. each Thursday's edition The Melbourne Age, 1948. Married, resident Brighton Beach, Melb.

BEVERIDGE, Joseph William. Agency account executive. Born Sydney, November 10, 1915. 1931-40 Shell Co (ad-publ. offer). War svce RAAF (1940-45) transf. to reserve as sqldr. Post-war ad-PR mgr ANA (NSW-Qld), ad-mgr Nestles Food Specialities, acc. executive O'Brien Publicity, AAI, FPR, Aircraft design and constr. (ESTC), Royal Ac. Mus. (piano). Licensed pilot from 1931 until recently. Married (2 sons), resident Castlecrag, Sydney.

BIDDLE, Rodney Jordan. TV station chief engineer. Born Melbourne (Vic.). Senior lect. communications engineering, Royal Melb. Tech. College. App. chief eng. GTV (Channel 9, Melb.) Oct. 1955. SMIRE. Sqdn radar officer, RAN. Married (four ch.), resident, Nth Balwyn, Melb.

BILCOCK, David John. TV-film production company producer & director. Born Croydon, Vic., Oct. 6 1909. Qual. engineer. Film prod. Formed film unit for Vic. Country Rds Bd. Prod., Owen Bros., Melb. Founded Cambridge Film & TV Prod. Pty Ltd, 1949, now prod. & dir. Married, resident Croydon, Melbourne.

BISHOP, Noel Jack. Radio station chief engineer. Born Brisbane December 16, 1915. 1932, techn 4GR, 1940 studio engineer 4BC, apptd ch. engineer 4BC 1946. AMIRE. Married (1 daughter) and resident Annerley, Brisbane.

BLACKLOCK, Wendy. Actress. Born Sydney. Exp. includes English rep., Aust. tour for JCW, two Phillip-st Theatre revues. Weekly ATN-GTV TV panel show Pantomime Quiz, Radio, commel and ABC. Single, resident Potts Point, Sydney. Agency: Telecast.

BLANKS, Charles Edward (Snr). Managing director TV-screen films & slide service. Born Sept. 26, 1886, Sydney. Founded Chas E. Blanks Pty Ltd over 50yrs ago, since then prominent in screen and now TV advertising. Now mgng. dir., Chas E. Blanks. Married (6 children), resident Wollstonecraft, NSW.

BLANKET, Leonard. Radio-TV trade journal managing editor. Born and educated in London. Cub journalist London newspapers, Canada, USA. Sub-editor, Daily Express (London), reporter-sub-editor, News of the World (London). RAF 1940-46, ground-duties, UK, Middle East, India-Burma. Post-war Natal Mercury, Durban (Sth Africa). Various reporter, sub-editor feature writer Sydney Daily Telegraph, Sunday Sun, Daily Mirror. Now managing editor B&T, Advertising Magazine, B&T Year Book. Married (2 sons), resident Coogee, Sydney.

BLEAKLEY, David B. Photographics co. director. Born Sydney April 3, 1927. Photographic eqpt sales 1948, advtg 1953. Specialising in motion picture eqpt 1954. dir. H. Bleakley Photographics Pty Ltd and director H. Bleakley & Co (1910) Pty Ltd and H. Bleakley Trading Co. Overseas study of film prod., US, UK, Germany, Japan. Married, resident Wahroonga, Sydney.

BLEAKLEY, John Harold. Managing director, photographic equipment co. Born March 9, 1914. Studied chemistry (Sydney Univ. of Tech.) and economics (Syd. Uni.). Eight world tours as man. dir. H. Bleakley Photographics Pty Ltd, H. Bleakley (1910) Pty Ltd and H. Bleakley Trading Pty Ltd marketing eqpt for movie and

TV field in many countries. Also dir., Swift & Co. Ltd. Races yacht Gynea (Royal Sydney Yacht Squadron). Married, resident St. Ives, Sydney.

BLEANEY, Ronald George Frank. Advertising executive. Born London, 1914. Five years layout artist Webb Roberts McClelland Advtg, Adelaide. Went into partnership with M. B. Creasey, June 1953. Prepared layouts and finished artwork for Advertiser Best Ad of the Year competition, won by C&B, 1953-54-56. Married, resident Wayville, Adelaide.

BLUTHAL, John. Actor. Born Poland 1929. Melb. Uni. Dramatic School, David Herman Yiddish Theatre, Melb. UK variety and panto. (4 yrs). Aust; comedies, dramas and musicals, TV plays and advtg films. Plays, Square Ring (Princess), Seagull, Amphitruon 38 (Union), Mother Goose, Jack & Jill, Anniversary Show (Melb. Tiv.), Bus Stop, Sabrina Fair (Independent), Zip Goes a Million, Colored Rhapsody, Allan Jones Show (Tiv.), Rainmaker (Elizabethn). Married, resident Ashfield, Sydney.

BLYTH, Eric Robin North. Writer, producer. Born April 27, 1934, London. Film and TV exper., Paris, TV prod., New York. Later ABC anncr, actor ABN. Script writer, Teleradio Productions (Aust). Now with A. J. Camp & Associates. War service RA attached 4th Parachute Div. Single, resident Potts Point, Sydney.

BOCK, Geoffrey Charles. Agency account executive. Born Sydney, NSW, April 19, 1932. With Goldberg Advtg, Vincent H. Freeth, Johnson & Phillips Ltd. Now acct/exec. F. P. Leonard Advtg. Single, resident Bondi, Sydney.

BORG, Johnny Angel. Jazz singer. Born November 30, 1927, Malta (grew up in Cairo). Speaks and sings in French, Italian, Maltese, Arabic, English. Arrived Aust. 1949 as electrician. First appeared 2UW Amateur Hour 1951 then night clubs, Hellzapoppin, Tommy Trinder Show, Boy Friend. Married, resident Matraville, Sydney.

BOTTOMLEY, David Theodore. Research organisation managing director. Born Somerset, Eng, Dec. 25, 1925. Research mgr, McCann-Erickson Advtg, London, 1950-51; USP, Melb, 1951-58; mng dir. Aust. Sales & Service Bureau, Melb. since 1955. Chairman, Market Research Socy of Vic.; lecturer, School of Mngement, Melb. Tech. College; examiner, AIA. B.Sc (Melb). B.Ed with Hons (Melb.). Assoc. Royal Chemical Institute. AFAM. Married, 3 children, resident Box Hill, Vic.

BOWDEN, John Henry. Trade association director. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Assoc. fellow Aust. Inst. of Management. Director Australian Association of National Advertisers. Four years AIF (capt.). Married, two children, resident Lindfield, Sydney.

BOYER, Sir Richard James Fildes. ABC chairman. Born Taree, NSW, August 24, 1891. KBE 1956. MA (Syd. Uni.), 1915-18, Lieut. AIF 26th & 1st Battns Gallipoli, France. App. ABC chairman 1945. Vice-pres. Elizabeth Theatre Trust; pres. New Settlers' League, NSW. Led Aust. delegations, Pacific Relations Conf., Montreal 1942; Pacific Relations Conf., Hot Springs, USA, 1945; UNESCO Conf., New Delhi, Nov., 1956. Pastoralist, Charleville, Qld, since 1920. Joined ABC 1940. Married, resident Wahroonga, Sydney.

BRADLEY, Frank Freestun (Jim). Radio producer. Born London. Radio writer, actor, producer (10yrs). Advtg mgr Allan & Co (Melb.), also Nicholson's Pty Ltd (Syd.). Program director AWA (4½yrs). In 4th yr as production mgr and exec. producer, Artransa radio division. Single, resident Elizabeth Bay, Sydney.

BRANDON, Barbara. Actress-producer. Born Sydney, NSW, 1908. With JCW, then London West End theatres; Melb. radio acting exp.; now tutor Hector Crawford School of Radio-TV Acting. Entertained troops, France, Holland, Belgium, 1944. Married, resident East Kew, Melb.

BRANDT, Allen. Radio station studio manager. Born Brisbane, Qld, July 19, 1920. Boasting since age of 14. Spec. breakfast programs, also arranging, compere audience participation, children's & variety shows. Now studio mngr 4BH & prod. for Monitor. Four yrs AIF signals unit Aust., NG. Married, resident Ashgrove, Brisbane.

BRENNAN, Kevin Martin. Actor. Born Randwick, Sydney, September 12, 1920. Radio, stage, films, TV. Films incl. Eureka Stockade, Robert Newton Treasure Island series, plus work with major radio production companies, hour dramas, comedies and soap operas. Toured for JCW last year. Plays inc. Worm's Eye View and All for Mary. Macquarie radio award (comedy). 4½ yrs Army. Single, resident Randwick, Sydney.

BRETT, Arthur Desmond. Advertising research director. Born Melbourne, October 21, 1917. Joined Lintas Advtg at age 15. Research mgr after World War II, apptd director, 1954. Hon rch consult. to 4As (5yrs). Member, Statistical Society, Economic Society, Market Research Soc. (Vic.), Inst. Managm., European Soc. of Opinion and Market Rsch., W. R. McFerran (advtg) award 1955 (outstanding contribution to advtg progress). War service, AIF 1940-45, fire control (radar) instr. Married, resident Greenwich, Sydney.

BREWIN, Denzil John Slane (Darrel). Radio station sales manager. Born Allahabad, India, November 17, 1901. Trained as engineer (Leeds, UK), then bank clerk. Arr. Aust. 1922 thence orchardist, clerk, schoolteacher, taxi driver, salesman and sales manager. Joined 3DB 1934 (salesman), sales mgr 1937. Repr. Vic. in Rugby football. Front row fwd with an Aust. XV against All Blacks (1929). AIF, Middle East, Syria, Islands (demob. captain). Married, resident Tally Ho, Melbourne.

BRIDE, George Leonard Gerald. Agency chairman & managing director. Born Mar. 25, 1900. FIAS, FISM. Now chairman, mng. dir. Aldwych Advtg. Married, resident Canterbury, Melbourne.

BRIDGES, Nancye. Variety musical act with sister Bebe (Bridges Sisters). Born Wanganui (NZ). LCTL, ACTL (Lond.). Musical specialty act featg. lge US marimba, violin, harp, piano. ABC & comml radio and in NZ plus TV. Broadcast & televised with BEC. 10 yrs Tiv. circ. Single, resident Rose Bay, Sydney.

BRITNELL, Paul. Film director, radio-TV production company. Born 1919. Melb. Assoc. film prod, radio & TV since 1935. Apptd Melb. film dir, Artransa (present position) 1953. Widower, resident Heathmont, Melb.

BRITON, John Noel. TV station chief engineer. Born Sydney, December 25, 1907. Chief, division of radiophysics, CSIRO (1943-46), works

mgr-tech, director EMI (Aust.) 1938-55. App. chief engineer TCN (Channel 9 Sydney) 1955. BSc., BE (1st Class Hons., Sydney Univ.), AMIEE (Lond.), MIE (Aust.), FIRE (Aust.), ASMPTE (USA). Married, resident Wahroonga, Sydney.

BROOKS, Lola Edna. Actress. Born Sydney, NSW, Feb. 7, 1933. Radio, stage, television, and commercial films exp. Specialises in straight and character juvenile roles. Married, resident Neutral Bay, Sydney.

BROUGHALL, William. Radio station program manager. Born July 22, 1917. Educated Wesley College, Melb. Journalism, radio since 1937. Editorial staff Sun, Melb.; Sun, Syd.; Sunday Times, Perth. Polit. cspdt Radio Aust., Canberra, 1951-53; ABC News Melb.; has been assoc. with 3SR, 3UL, 2WG, 2GZ, 2NZ, 3XY. Now 6PR program mngr. RAAF aircrew, 1940-45; 2nd armoured Brig., CMF, 1949-51. Married, resident Sth Perth, WA.

BROWN, Colin Marshall. Agency account executive, radio-TV manager. Acct/exec., and radio-TV mngr, Gellatley Advtg, Sydney. Married, resident Bellevue Hill, Sydney.

BROWN, Alan Bertram. Radio station assistant manager. Born Hobart, Tas., March 16, 1917. Breakfast annor, 7HT, 1938; chief annor 7HO, 1946; sales mngr 7HO since 1947, now asst mngr. AIF, Lieut RAA, 1943. Married, resident Hobart, Tas.

BROWN, Burlton Albert (Joe). Race commentator. Born November 15, 1919, Dandenong. Started race career as asst judge to Hobart Turf Club. Joined ABC in Tas. as racecaster, 1945. Apptd Melbourne racecaster, ABC, 1947. Married (2 daughters), resident Olinda, Melb.

BROWN, Kenneth William. TV station acting sales manager. Born Sydney, December 2, 1921. 1956, manager AWA radio & TV program service. Joined ATN Apr., 1958 appt acting sm 1959. Married, resident Cronulla, Sydney.

BRYANT, Hedley Venning. PR consultant. Born Temora (NSW) June 20, 1913. Folg war svce Army Small Ships, started current affairs session on ABC. Apptd PR officer, AWA, 1948. Founded Consolidated Public Relations Sydney (1955). Now has own PR agency. Married, resident Lindley Pt, Lane Cove, Sydney.

BUNYAN, Grahame John. Radio network chief news reader. Born Sept. 24, 1933, Sydney. With Colgate Radio Unit one yr, then annor MBS with 2LF & 2CA. Joined 2UE yr later, then with 2SM two years. Joined Macquarie news service 1956. Now MBS & 2GB chief news-reader. Married, resident West Pymble, Sydney.

BULLEN, Leonard. Actor. Born Ramsgate (Kent), 1916. Many years prof. stage and radio. Ldg man and character roles inc. with many visiting overseas players. Married, resident Drummoyn, Sydney.

BURGESS, Douglas. Multi-instrumental entertainer, compere, comedian. Born Sydney, October 10, 1920. Plays trumpet, sax, clarinet, violin, bassoon, oboe and novelty instr. War-time, RAN, HMAS Shropshire and HMAS Australia, Japan, Philippines. Variety, radio, TV and nightclub, Married, resident Kingsgrove.

BURGOYNE, Marcella. Actress. Born Brighton, Melbourne, July 14, 1934. Matriculation, 1yr Melb. Conservatorium in dramatic arts. Radio, stage, panto, advertising films, TV. Major stage productions ldg. Melbourne and Sydney theatres, modelling, fashion parade, compering, sales promotions. Many radio serials and transcriptions for major production companies. Miss Victoria finalist 1955. Single, resident Brighton, Melb.

BURT, Kerod Antill. Agency account executive. Born Albury, NSW, August 12, 1920. PA to R. G. Casey (1948-50); then country traveller and medical detainer. Commercial Consultants (PR) as Brisbane mgr (1955). Nichols Cumming Advtg. Single, resident Caulfield, Melbourne.

BUSHELLE, John Arthur. Actor-producer. Born Sydney, 1916. BA, LLB. Served with Austr. Army New Guinea, Bougainville, 1942-46. Amateur w/th Syd. Uni. Dramatic Soc., thence England (1949). Over 400 bdets for BBC; also played West End in Detective Story (1950), Alec Guinness's Hamlet (1951). Straff-on-Avon (1954-55). Played Col. Purdy in Teahouse. Returned Aust. 1955; currently producing & acting in Aust. radio. Married. Resident Newport, Sydney.

BUTLER, J. David Blake. Actor. Born UK and trained RADA (London). 5yrs English theatre. 5yrs Sydney radio and stage, character roles, Elizabethn Thtre (Hamlet, Relapse). Agent: Telecast.

BUTTERS, Grahame Douglas. Agency assistant TV producer. Born Oct. 30, 1933, Sydney. With Ron R. Beck, where assoc. many nat. radio shows, then copy chief, 2LF, copy editor 4BH, anner 4MB, chief anner 2XL. Now assist. TV prod., United Service Publicity. Single, resident, Sydney.

BUTTON, Bert Cecil. Radio station manager and director. Born October 5, 1907, London. Salesman, sales promotion, program manager, 2CH sales manager. Asst mgr, 2GB, Oct. 1945. Later station manager, 2GB and manager, Macquarie Broadcasting Service. Manager 2GB, director, 5DN, 2CA, 2LF, 2MG. Has been senior vice-pres., AFCBS, member AFCBS mgmnet cmntee, 1958 pres., life member, St George Amat. Athletic Club. 1958-59 pres., 21 Club; member Commonwealth Immigration Planning Council. RAAF. Married, resident Sans Souci, Sydney.

BUTROSE, Ian Kenneth. Agency finance director. Born Robertstown, SA, June 28, 1918. Director Richardson-Cox Advtg Melb. Member AASA, AISM. Served five years AIF in Middle East and New Guinea. Married, resident North Balwyn, Vic.

C

CAIRNS, Keith Stewart. TV station manager. Born Lismore, Vic., October 10, 1912. Melbourne Herald editorial staff; deputy chief of staff, 1946-49; chief of staff, The Sun, 1949-53; transferred to Sun administration. Joined Herald-Sun TV 1955. Married (3 children), resident East Ivanhoe, Melbourne.

CAMPBELL, Keith Meldrum. Agency managing director. Managing director of K. M. Campbell Advertising. Resident Melbourne, Vic.

CAMPBELL, Kenneth Henry. Agency manager. Born Brisbane, Qld., Nov. 27, 1929. Joined Campbell Advtg, 1945; later appt mgr. Resident Clayfield, Brisbane.

CAMPBELL, Percy Patrick. Network production executive. Born Young, NSW. Joined 2GB on leaving school 26 years ago and subseq. with Macquarie on network programs. Served with AIF (RAA). Married, resident Manly, Sydney.

CAMPLIN, Ronald Barry. Radio station manager. Born Campsie, NSW, Dec. 18, 1932. Entered radio as panel operator with 2CH eight years ago; then announcer 2XL, 1951; 2MG, 1952; asst mgr, 1954; mgr, 1956, apptd to board, 1958. One of Aust's youngest radio station mngrs. Married, 1 daughter, resident Mudgee, NSW.

CANNY, Brian Denis. Agency joint managing director. Born Perth (WA), July 5, 1905. Before entering advertising was WA mgr of National Cash Register Co. and Qld and national sales promotion mgr. Barrister and solicitor (WA). Joint md, Canny Paramor and Canny Advtg, with brother Fergus and John Paramor. Married, resident St Ives, Sydney.

CANNY, Fergus Frederick. Agency joint managing director. Born Perth (WA), August 3, 1907. Joined advtg dept., The West Australian (1925). Founded Canny Advtg., Perth, 1929. Est. Fergus Canny Advtg., Sydney (now Sydney and Melbourne). Joint md, Canny Paramor and Canny Advtg with brother Brian and John Paramor. Married (3 sons), resident Rose Bay, Sydney.

CANT, Raymond George. Radio station sales manager. Born Henley Beach (SA) May 11, 1913. Joined 5KA sales 1951, appointed sales manager 1956. War service with RAAF. Married (1 child), resident Ballara Park, Adelaide.

CAREY, Kevin A. Agency account executive. Born Melbourne, June 20, 1929. Started in advtg with Paton Advtg Svce, becmg asst acc. exec., thence to Claude Mooney as acc. exec., thence to Arthur Smyth A lvtg on such natnl acts as Hanro Knitting Mills. Joined Aldwyck as acc. exec. Married, resident E. Camberwell, Melbourne.

CARO, Russel Martin. Agency branch assistant manager. Born July 14, 1924, Melb. sales mgr, George W. Caro Pty Ltd, Melb., then admgr, Gordon & Gotch, Melb. RAN, 1941-45; survivor HMAS Armidale (sunk 1942); HMAS Ballarat (1942-44), HMAS Quickmatch (1944-45). Now assist. mgr, O'Brien Publicity, Brisbane.

CARR, John Keith. Agency branch manager. Born Mosman, NSW. Account executive, George Patterson Advtg., 1934-47. Apptd Sydney manager, John Clemenger Advtg., 1948. AIF 1940-44, Middle East and New Guinea. Resident Mosman, Sydney.

CARR GLYN, Neva Mary Josephine. Actress. Born Melbourne, May 10, 1911, family links with Nigel Reginald Carr Glyn, Bt. Ballet dancer age 13 with Pullers Thtre, at 15 principal girl in panto., Aus., NZ and Sth Africa. UK 1931, played Aldwyck, Strand Theatres for Firth Shepherd Productions, London Films, etc. Leading woman to Sir John Martin Harvey (David Garrick), Estella (Great Expectations). Opposite Godfrey Tearle (Living Dangerously), Strand Theatre. Macquarie Awards 1950-51. Resident Mona Vale, Sydney.

CARROLL, Denis. Agency radio-TV supervisor. Born Mar. 5, 1930. Anncr 2RE, fl'ance singer, then anncr & assist. prod., ABC AV Assoc. with Olympic Games & Queen's visit broadcasts. Now radio-TV supervisor for United Service Publicity. Single, resident Hawthorn, Melb.

CARSELDINE, Lionel Garth. Radio station accountant. Born Brisbane, May 31, 1921. With 4BC 1939, rejoined 1953 as accountant. Associate of Chartered Accountants (Aust.). Married (2 children), resident Bald Hills, Brisbane.

CARSON, Charles R. Radio station manager & sales manager. Staff supervisor, Chandlers Beasting Service, Qld, 1934. Mngr, sales mngr 4BH since 1936. ATCL. Married, resident St. Lucia, Brisbane.

CARSON, Donald. Agency assist. branch manager. Born Brisbane, December 19, 1932. With Cossey-Waite Advtg 10yrs, most depts. 1959 appt. asst manager, Hawkins Advtg., Brisbane. AAL. councillor Junior Chamb. of Cmmce. Single, resident Nundah, Brisbane.

CARY, Edwin Clifton (Clif). Radio network and TV station sports editor. Born Sydney, March 29, 1905. From newspapers to radio (2UW) 1938, 2UE-ASB sports editor 1940-52 and during World War II copy chief, station censor, publicity mgr and head of station sales promotion. Macquarie-2GB sports editor August 1952. Sporting editor, ATN. Covered 1946-47 and 1950-51 Tests in Aust. for London Sunday Express. 1948-52 prod. 120 page racing monthly. Turf Digest and Raceform. Books, Test Cricket & Records and Cricket Controversy (Werner Laurie, London). Heard through Macquarie on SABO, Radio Ceylon and NBC Monitor. Sports editor of ATN 1957. Married, resident Cremorne, Sydney.

CAYLEY, Frank. Feature service director. Born Sydney, NSW, Feb. 23, 1910. Former journalist; entered advtg with J. Walter Thompson early 1930's. With Goldberg Advtg prior to World War II, during which he served overseas. Formed own company, Key Features, 1946; specialises in radio & radio copy. Leading Aust. bridge player and bridge writer; triple Aust. champion; once captain NSW team. Married, 1 son, 2 daughters, resident Wollstonecraft, NSW.

CECIL, Lawrence Henry. Senior radio producer. Born Parkes (NSW), September 24, 1895. In first Stratford-on-Avon players to leave UK Played Mark Anthony, Orlando, Sir Toby Belch at Shubert Theatre, New York. Directed first radio play on WEAFL (later the NBC) and first actor to play Hamlet on radio. 10yrs production mgr ABC, 8yrs Macquarie Network, 7yrs Grace Gibson Radio and TV Productions. Capt. World War I (MC) and wounded World Wars I and II. In 1933 introduced all the radio techniques as used today. Married (1 daughter), resident Double Bay, Sydney.

CHAMBERLAIN, Walter Robert. Radio station chief engineer. Born May 31, 1915, Melbourne. Technician 3XY (1936-41); defence training, RAAF instructor, Royal Melb. Tech. College, 1941-44; technician, International High Frequency Station, Shepparton (1944-45); 1945 3XY technician, app. chief eng. 1956. AMIRE. Single, resident Croxton, Melb.

CHANDLER, Sir John Beals. Radio station chairman of directors. Born Norfolk, Eng., Feb. 21, 1887. Founder, chairman, Beasters Pty Ltd & subsids. Estab. 1st Bris. commel station, 1930. KB. Lord Mayor, Bris., 1940-52. MLA 1943-47. Married, resident St. Lucia, Brisbane.

CHANNELL, Douglas Ronald. Manager, Pacific, New Guinea branch, ABC. Radio-TV feature compere. Born London December 7, 1907. 20yrs with ABC, compere live artist Hit Parade, TV Find The Link, Toastmaster in Sydney during Royal visit, MC Royal Ball, Canberra. War service AIF, commanded A Co. 2/1 Infantry Batt. Middle East, Greece, Crete and wounded in action. Promoted capt. in field and awarded MC (Crete 1941). While POW (4 yrs) was court-martialled by Germans charged with "Insulting German Army". Married (2 children).

CHAPMAN, Maurice Dale. Director, equipment co. Born Adelaide, September 7, 1910. Pre-World War II managed 5AD-PI-MU-SE. War service 1st Arm. Div. later DPR ('42-45). Post-war managed 2CH. 1948 joined Magnecord (Chicago), later returned to form Magnecord Aust. Director Barnes Chapman Co (media representation) and Magnecord (recording equip.). Author two novels, rec. two internat'l literary awards. Married (3 children), resident Cremorne Pt, Sydney.

CHARLEY, Philip Nivison. Radio station manager. Born Sydney, January 26, 1925. 2CH (1945), thence 3BO, 2GF, 4TO, 2LM, announcing, copywriting, sales. Manager 4ZR, 1953-55, mngr, 2QN since 1955. RAAF 1943-44. Married, 3 sons, resident Deniliquin, NSW.

CHARLTON, Douglas Haig. Network chief engineer. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. War service RAAF (f/lt pilot), RAF Bomber Command, RAAF Transport Command, AMIRE, AMIET. Married, resident Durl, NSW.

CHASTON, Neta Amelia Margaret. Agency radio director. Born Adelaide, February 19, 1908. Previously assistant and actg mgr 7HT. For some years past with Canny Paramor and Canny Advtg. Married, resident Edgecliff, Sydney.

CHAUVEL, Charles Edward. TV, film-writer-producer-director. 30 yrs film prod.-dir., Aust., USA, Eng. Author several books. Film writer-prod.-dir. Recently produced series TV features, Aust. Walkabout, for BBC, ABC. Married, resident Castlecrag, Sydney.

CHESNEY, John William. Agency art director. Freelanced post war (3yrs). Studio mgr Johnston Jones Advtg., Brisb. (5yrs). Art director, McClelland Advtg., Sydney, 1956. 5yrs AIF. Married, resident Bondi, Sydney.

CHESSELL, George Norman. Agency joint managing director. 10yrs Farmer & Co, initially advtg dept, then prod. mngr Samson Clarke-Price Berry Pty Ltd, Melb., ad-mngr Marcus Clark & Co, Sydney. In part'ship with R. G. McCredie 1946-51. Now joint mng dir Chessell & McCredie Pty Ltd. Lecturer in advtg, Sydney Tech., bus mngmt course. 4 yrs AIF. Married, resident Ryde, Sydney.

CHRISTENSEN, Margaret. Radio actress. Born Adelaide. Well known for work in radio plays, serials, also several films (inc. Smiley). Plays

drama, comedy, variety and handles disc jockey assignments. Won o'ceas Trinity Coll. scholarship for dramatic art, ATCL, LTCL. Macquarie Award winner 1952. Resident Fairlight, Sydney. Agency; Telecast.

CHRISTIAN, Roy Stuart. Agency TV production manager. With prod. staff handling feature films at Pagewood Studios, lighting tech. J. C. Williamson's, Minerva Theatre, chief projectionist, Civic Theatre, Bris., then with Syd. subur. theatres. Now TV prod. mngr, Canny, Paramor & Canny Advtg. Sgt, RAAF mobile cinema unit & welfare div. Married, resident Eastwood, NSW.

CHURCHWARD, Edison Clifton, Assistant radio station manager. Born Adelaide, February 24, 1906. Architect draughtsman, then GM sales prom. dept. In radio since 1930, 6AD, 6ML to current 6IX-WB-MD-BY. Married (3 children), resident Dalkeith, Perth.

CLARK, Russell Sorrell. Agency radio dept. manager. (Born Carcoar, NSW, Sept. 3, 1909. Magazine editor; war corres. for Toronto Star, Canada, and Daily Mail, London; author of nine books; scriptwriter; foreign corres; ad-mngr, radio dept. Jardine Patterson & Co. Married, resident Linley Point, Lane Cove, NSW.

CLARK, Stanley Robert Irving. Network managing director. Born Melbourne, June 24, 1911. Program director 3DR-LK (1935-48, excl. war yrs), manager 4BK-AK (1949-54), chief executive officer, MBS. Managing director 2GB, Macquarie Broadcasting Service, Artransa, Broadcasting Associates (1955), dir, 2WL, 2CA, 2LT, World Broadcasting System (Asia), dir ATN (1957). MBE military div. (1944). Married, resident Rose Bay, Sydney.

CLARKE, Francis Gilbert. Radio station chief engineer. Born London, August 16, 1900. AMIRE. RAAF Sigs 4½yrs latterly i/c Sigs Office. First-Class PMG operator's cert. Joined 6KY as techn. Apptd chf engrn January, 1954. Worked with 6IX chf engrn on installation 6KY-6IX dual transmitting site. Married, resident Mt Yokine, WA.

CLARKE, Harry Powis. Advertising agency managing director. Born 1906, London. Printing exec. W. E. Smith P/L; ad-mngr, Labor Daily P/L; proprietor, Universal Advtg; sales mngr, Country B'casting Services; exec, 2GB-MBS. Now mng dir, Russell Morris Advtg P/L, & Powis Clarke Co, War service, RANVR-NAP. Married, 2 sons, resident Burraneer Bay, Sydney.

CLARKE, Marie. Actress. Born Brisbane, February 2, 1923. Radio and stage work. Star of When a Girl Marries, UK (3yrs), BBC and York Repty starring in Miranda and Light of Heart. Single, resident Kogarah, Sydney.

CLAY, Douglas Mark. Agency managing director. Born Sydney, September 10, 1921. Hartford Advtg (1937-41), Gellately Gerrard (1946-51) acc. exec. Joined McClelland Advtg 1951 acc. exec., director 1953, manag. director 1956. Lieut. R.A.A. Married, resident Lane Cove, Sydney.

CLEMENGER, John Lloyd. Agency TV manager. Born Jan. 30, 1930, Melb. 6yrs in advtg, John Clemenger P/L; 2yrs overseas study, USA & UK. Bach. Cmmerce, Melb. Uni., diploma, School of TV, New York. Single, resident Toorak, Melb.

CLEMENGER, John (Snr). Agency managing director. Born Jan. 3, 1901, NSW. Gen. mngr, All British Motors; sales mngr, 3XY; mngr, Leyshon Publ. Now mng dir, John Clemenger

P/L. Capt.-mngr 1932 Davis Cup tennis team; pres., 4As 1954-57. McFerran Award winner 1957. Married, resident Toorak, Melb.

CLEMENGER, Peter Geoffrey. Advertising agency account executive and division manager. Born Nov. 23, 1927, Melb. 15yrs in advtg. incl. 3yrs Leyshon Publ. & 12yrs John Clemenger P/L. Now acct-exec. & press div. mngr, John Clemenger Advtg. Organised In'national Exhib. of Advtg (Melb.) Feb., 1953. Married, resident Nth Baldwyn, Vic.

CLENDINEN, Brian Douglas. Agency radio media manager. Born Dec. 3, 1931, Subiaco, WA. Anncr-copywriter 6GE; sound effects, ABC (Melb.); anncr-copywriter, 3AK; copywriter, 3XY; radio pub. officer, Argus (Melb.). Now radio media mngr, United Service Publicity. Major, CMF (armored corps). Single, resident Glen Iris, Vic.

CLIFFORD, Frederick William. Agency account executive. Born Surrey, England. Advtg mngr, Oxo Ltd, London, 1938-51; Noble-Bartlett Advtg, 1952-53; pineapple farming, 1953-57; Le Grand Advtg, 1957-58; acct-exec., Australian Advertising Agency since 1958. Served RNVN, 1940-46. Married, resident Clontarf, Qld.

CLIMPSON, Roger. Actor. Born Peterborough (Northants), England. Won schlrshp to RADA London for two yrs. 1 West End show, Man & Superman (with John Clements) and Kay Hammond, 6mths rep at Peterborough thence to Aust. 5yrs in radio. Diploma in acting from RADA. Married (1 son), resident Carlingbah Sydney.

CLYNE, Edgar Murray. Radio station manager. Born Warracknabeal, Vic. December 23, 1907. Chf engrn 3UL 1937-41, mgr-chf engrn 1941-48. App. mgr SSR 1948. Diploma in elect. engrng. AMIRE. Past pres. Warragul and Shepparton Rotary Clubs. Married, resident Shepparton, Vic.

COCK, Burgo F. Radio network research officer. Born Oct. 24, 1923, Essex, Eng. Press media mngr, Stuart Advtg (London); radio media mngr, Goldberg Advtg, Sydney. Now research officer, MBS. 5½yrs RNVN (lieut.). Married, resident Beverly Hills, NSW.

COGHLAN, Janne. Actress. Born May 17, 1935, Manly, NSW. Varied stage & radio exp.; Independent Theatre, Sydney; Arts Council tour. Currently appearing in radio serials and plays. Single, resident Sydney.

COLLETT, Arthur. Agency managing director. Born West Perth, WA, Jan. 6, 1913. Educated Wesley College, Perth. With Canny Paramor & Canny Advtg, then partner S. Crownson-Cohen Advtg. Estab. Arthur Collett Advtg, 1946. Winner Mid-Century Advtg Exhibition, WA, 1950. Five yrs RAAF service. Married, 1 child, resident Perth, WA.

COLLINGS, Eric Richard. Radio station manager. Born Rockhampton, Qld, May 17, 1923. Educ. Bris. Boys' Grammar School, 4BK-AK 1939, program mngr, 4BK, 1946, later news-reader, continuity mngr, advtg mngr. Apptd mngr 2VM 1957. Mngr 3YB since June 1953. AIF 1942, trans. RAAF 1944, trained as navigator. Married, 2 children, resident Warrnambool, Vic.

COLOCOTT, Eileen. Actress. Born Liverpool, England, Feb. 3, 1932. English and West Australian stage exp. Specialises character and juvenile roles, also dialects and accents. Has played in films. Single, resident Perth, WA.

CONABERE, Sydney. Actor. Born Melbourne, Vic., July 8, 1921. Freelance, now playing regularly in Melbourne radio & TV. Specialises character-comedy roles. Married, resident Gardenvale, Melbourne.

CONDON, James Thomas. Actor (leading man, stage, radio-TV). Born Fremantle, WA. Played every type of part for 16yrs Australia and UK. F/lt RAAF (547 Squadron). Married (3 children), resident Middle Cove, Sydney. Agency. Telecast.

CONNOLLY, Gerry (Gerald Morewood Warrington). Radio breakfast session announcer and musician. Born Sydney March 6, 1908. Stage band drummer thence JCW as light comedian. 4BC 1937 thence 2UW 1954. 1957 to 2SM as breakfast anncr. 3yrs Army service with Jim Davidson's concert party. Married (1 daughter), resident Lane Cove, Sydney.

CONNORS, Lily (Kathleen). Born Cessnock, NSW, August 18, 1932. Starred stage shows Aust.-USA. Own hr TV show KFITY Hollywood. Aust. radio MBS Bunkhouse Show now top star, Dick Sawyer Prodcnts. Married, resident Bondi, Sydney.

COOGAN, Roger John. Radio station sales executive. Born April 15, 1912. 30yrs selling exp., newspapers & radio. 4yrs AIF. Now sales exec. 2SM. Married (son & daughter), resident Hurstville, Sydney.

COOMBS, F. J. (Ben). Radio network sales director. Born Jan. 27, 1908, Newcastle, NSW. Chemist BHP until 1930; salesman, Ferdriau Rubber Co; asst sales mngr, advtg mngr Dunlop Co; mngr, Klippel Bros (tie mnfr). Diplomas in metallurgy and analytical chemistry. Now sales director, MBS. Married (three grandchildren), resident Double Bay, Sydney.

COOP, Donald Hill. Agency executive. Born November 22, 1921, Williamstown, Vic. With advtg agencies since 1937. 5yrs war service. Director, Nichols Cumming Advtg. Now group dir. in charge several top accnts, Hansen Rubensohn Advtg. Married, resident Wahroonga, Sydney.

CORBETT, Barbara Eleanor. Advertising agency creative director. Creative director, Neville Corbett Advertising. Married, resident Roseville, Sydney.

CORBETT, Neville Joseph. Advertising agency governing director. Born June 21, 1924, Townsville, Qld. 3yrs RAAF air-crew. Now gov. dir. Neville Corbett Advertising P/L. Married, resident, Roseville, Sydney.

COSSEY, Peter. Agency director. Born March 14, 1915, Brisbane. Cossey Advertising Service, 1936-50. Cossey-Waite Advertising, 1950. FIA. FISM, AAIM. Past presdt., Commando Assn. Lieut. AIF (New Guinea). Commanded independent units and held small ship master's ticket. Married (4 children), resident Clayfield, Brisbane.

COSSINS, Robert Douglas. Radio station sales manager. Born Marsala, Sicily, August 16, 1910. Came to Aust. as jackeroo, 1927. 3AK (prt time anncng) 1937, joined 7EX as anncr 1938. Repertory work in Melb. and Tasmania. Preadt

and vice-pres. various Launceston social, musical and theatrical orgs. RAAF 5yrs aerodrome defence offer (f/lt). Married, resident Launceston.

COUDREY, Charles James. Advertising agency managing director. Born Dec. 13, 1902, Broken Hill, NSW. Own Adel. agency 1929; dir, Unsted Jackson Homes 1938; dir. Gotham (A'sia) 1941. Mng. dir. of Coudrey-Gotham Advtg since 1948. Also dir. Newspaper House P/L. Fellow Advtg Institute. Married, resident Rose Bay, Sydney.

COVER, Frederick John Raymond. Theatrical agent. Born Kent, Eng., Aug., 1905. Arrived Aust. 1924. Three years on sheep properties; eight years with Union Trustees, Brisbane, six years with Brisbane Theatre and radio appearances ABC; five years technical and acting commercial films, Syd.; three years post was freelance and film work; theatrical agent since 1948. Served AIF 1941-45. Married, resident Rose Bay, Sydney.

COWAN, Arthur Stephen. Trade assoc. executive officer. Born Kalgoorlie, WA, April 23, 1915. 1931-42 Crown Law Dept. (WA) including Secretary to Minister for Justice and Secretary of Royal Commission on Company Legislation. 1942-46 Navy service; two years UNRRA Shanghai & Hong Kong; one year director Hong Kong division. 1949-54 industrial advocate & assistant secretary WA Employers' Federation; from 1954 executive officer AFCBS. ACIS, AASA, qualified as stipendiary magistrate WA. Married, 1 son, 1 daughter, resident Pymble, Sydney.

COX, Royston F. Agency radio-TV manager. Born Sydney, 1913. Started in radio 1940 as anncr-copywriter. Copy chief at 3 major Sydney stations. Joined 2UE 1950, thence Country Press 1956. Married, resident Turramurra, Sydney.

CRACKNELI, Ruth Winifred. Actress. Born W. Maitland, NSW. Star and featured player with ABC and comml radio. Stage plays inc. King Lear, The Duenna, Arms and the Man, Love of Four Colonels, Measure for Measure. Married, resident Chatswood, Sydney. Agent, Central Castg.

CRAIG, Janette. Actress. Born Nov. 24, 1936, Sydney. Five yrs radio, stage & films. Toured JCW 18mths. Drama & panel shows on ATN, ABN, TCN. Currently in radio & TV. Miss NSW 1957-58. Selected for feature role in film version of Summer of 17th Doll. Married, resident Beecroft, Sydney.

CRAIGEN, John Colin. Executive radio producer. Born York, UK, July 6, 1917. Trained reply theatre, joined BBC as prodr 1936. War svce RAF aircrew Europe, Middle East, Pacific, latterly as specialist radar offer. Post-war returned to BBC 1946 as prodr Nth American Svce. Trained for TV at BBC school. Joined AWA 1948. Married, resident Darling Point, Sydney.

CRATCHLEY, Stanley Albert. Agency managing director. Born UK September 8, 1907. Acct. exec. Russell Morris Advtg., Vincent H. Freeth, Gordon & Gotch. Started own agency, April, 1952. FAI. Married, resident St. Ives, Sydney.

CRAVEN, Howard Edward Henry. Compere, actor, producer. Born April 19, 1917, Sydney. Production for 2UE & Grace Gibson. Played in very many dramatic features for most production companies. Compere, 2UE Rumpus Room, quiz shows, disc-jockey program, TV. Now compere 2UW Rumpus Room. 5yrs AIF, Middle East, Islands. Married (2 daughters), resident Mosman, Sydney.

CRAWFORD, David James. Radio network sales manager. Born Rose Bay, Sydney, April 13, 1919. Joined AWA 1933. Beam Wireless Service and accts to December, 1939. RAN 1939-46. Post war to bctsg dept., Melb i/c bctsg-rdng div. Apptd. 2CH sales mgr 1952. Now sales mngnr AWA country stations. Married, resident Coogee, Sydney.

CRAWFORD, Dorothy Muriel Turner. Radio-TV program service director & executive producer. Anncr ABC 1939-53; talks presentation officer ABC 1943-44; Partner Hector Crawford Prod. 1945. Now di. & exec. prod. of radio-TV prgms Hector Crawford Prod. P/L. Married, resident Toorak, Vic.

CRAWFORD, Hector William. Radio-TV program production company managing director. Born August 14, 1913, Melb. Founder & dir. of Music for the People; conductor Aust. Symphony Orchestra. Now mng dir, Hector Crawford Prod. P/L. Married, resident Canterbury, Vic.

CRAWFORD, Robert Kingleside. Record company co-director. Born Young, NSW, 1927. Has represented ARC, Phillips, Fidelity, Esquire, Mercury. Publicity manager Gene Krupa and Jean Sablon Shows in Australia; musical director Planet Records (Aust.), also author, composer, promoter, vocalist. Married, resident Croydon, Vic.

CRAWFORD, Robert Curtels. Born Elsternwick, Vic., May 19, 1911. ABC anncr 1936-40. Dept. of Infnm SW Divsn 1946-47. 3DB anncr 1947-48. Sales mgr Hector Crawford Prdctns, 1948-48, mngnr 1950-53. Apptd 3DB studio mgr 1953 and compere Vacuum Oil Mobil Quest. Married (3 sons), resident Kooyong, Melbourne.

CREASY, Max Bertram. Agency managing director. Born Adelaide, SA, 1916. Eight years acnt/exec., Wilson Advertising Service Ltd.; resigned 1953 as director to form Creasy Bleaney Advertising in partnership with R. G. Bleaney. Agency awarded Best Advertisement of the Year competition, 1953-54-56, sponsored by the Advertising Institute of SA. Second prize, 1954-55. Married, resident Norwood, SA.

CROFT, Rex Wilmot. Advertising agency principal & manager. Born Sept. 22, 1910, Tas. Junior Healings-McLellans; acnt-exec. Samson-Clarke; mngnr, Holders; own agency 1936. RAAF service. With United Service Publicity. Own agency from 1948. Now proprietor & mngnr, Rex Croft Advtg. Married (2 sons, 2 daughters), resident Ivanhoe, Vic.

CROSS, Clive Ernest. Agency TV manager. Born Melb., Oct. 11, 1912. 25yrs exp. film prod., Cine-sound, MGM, Fox; now TV mngnr John Clemenger Advtg. Helped design, construct first Aust. sound-on-film recorder; co-designer first Aust.-built DC Interlock motor. Married, resident Bronte, Sydney.

CUDLIPP, Richard A. Agency director. Director and chief copywriter, George Patterson Pty Ltd, Melbourne.

CULLINAN, Christopher Albert. Radio station chief engineer. Born Daylesford, Vic., May 27, 1906. Senior member IRE (Aust.); 1937-38 engineering dept. 3DB-LK; 1938-55 chief engineer 7EX. Foundation member Launceston division, IRE (Aust.); three years chairman of this division. Chief engineer 3CS. Married, 1 son, resident Colac, Vic.

CUMMING, John James. Agency director. Born Melbourne, Vic., Nov. 14, 1921. Joined Gravener Advertising 1945; founded Nichols-Cumming & Staff Advertising in 1947. Served as commissioning officer, AIF, 1940-46. Married, resident Hawthorn, Vic.

CUSICK, Elaine Lesley. Actress. Born Sydney, NSW. Started acting at the age of six; gained wide experience with ABC Little Theatres (Brisbane Repertory, Twelfth Night, Carnival Players). Awarded Kindergarten training college diploma. Resident Windsor, Brisbane.

D

DABBS, Francis Peter. Film producer, photographer, color consultant. Born May 8, 1923, Sydney, Educ. Canberra, comm. photog., 1945; studied London, 1950-52; estab. Telecraft Studios, 1953; dir., tech prod. Webster Prod. & Telecraft. Now film prod. commcl photog. color consultant. 2/1st Aust. Field Regiment. Married, 3 children, resident Roseville, Sydney.

DAGGETT, Donald G. Film studios manager. Born Nov. 19, 1921, Felixstowe, Eng. 1941-42, Merton Park Studios, London; 1942-46, RAF; 1946-49, British Tri-color, London; 1950-56, assoc. with films, London. 1956-58 with Artransa P/L, Sydney. Apptd Avondale Studios mngnr, 1959. Married, resident Potts Point, Sydney.

DARLING, Dr. James Ralph. Broadcasting Control Board member. Born June 18, 1899. Headmaster, Geelong Church of Eng. Grammar School, Corio, Vic., since 1930. Part-time member Aust. Broadcasting Control Board, member C'wealth Advisory Committee on Immigration. CMG, OBE, MA (Oxon), MA (Melb.), DCL (Oxon). Married, resident Corio, Vic.

DARNTON, John Leo. Born Eastbourne, Eng.; June 28, 1916. Enlisted Artists Rifles as commissioned officer, switched to RAAF (1939-45), appointed instructor, then attached to US 5th and 13th squadrons; was with first US squad to raid Jap bases from Dutch East Indies. Discharged as w/cdr; awarded OBE; salesman at MBS until appointed sales mngnr. in 1951. 1959 apptd Aust. SM for ATV (UK) telefilms. Married, 1 daughter, resident Wahroonga, Sydney.

DAVEY, James Henry. Radio station managing director. Managing director of 3BA since 1930; before that gained Aust. and NZ theatrical experience; awarded OBE for services rendered to charities. Married, 2 daughters, resident Ballarat, Vic.

DAVEY, John Andrew (Jack). Radio star, producer & director. Born Auckland, NZ, Feb. 8, 1910. Educated Kings College, Auckland, NZ. Three yrs at sea. After stage exp. sailed for US via Sydney; joined 2GB as crooner, ABC as anncr; breakfast anncr 2GB; later with OP unit; starred Calling the Stars & Leave Pass, during war. Joined MBS 1950, 26yrs exp. news-reel commentary, Fox-Movietone (world record). Competed in six major Aust. car trials, first in heavy car sect, 1958 Ampol trial. Writes weekly newspaper column, 19 songs published several recorded. Now Macquarie radio compere. Resident Point Piper, Sydney.

DAVIDSON, Diana. Actress. Born Sydney, NSW. Exp. stage, radio, films and TV; handled dramatic, revue roles (Phillip-st.), straight and character roles; toured 1956-57 with Elizabethan Theatre Trust. Married, resident Sydney, NSW.

DAVIDSON, William Frank. Radio station chief technician. Born Dec. 21, 1903. Associated with radio since 1932; 25 years with PMG dept.; 13 years in civil aviation; chief engineer 4VL. Married, resident Charleville, Qld.

DAVIES, Mervyn William. TV electrical engineer. Born Brisbane, Qld., Oct. 29, 1927. AMIRE (Aust.); Grad. Brit. IRE. Was with Marconi's Wireless Telegraph Co. Ltd., Chelmsford, Essex; joined ATN as asst. chief engineer, Feb., 1956. Married, resident Mona Vale, Sydney.

DAVIES, Richard Halliday. Actor. Born Kausaul, India, March 31, 1918. Exp. 20 years dramatic, straight, character, Shakespearian, classical roles. Six years AIF. Single, resident Vaucluse, Sydney.

DAVIES, William Leslie Carrington. TV station gen. mngr. Born Seaton, Eng., Feb. 15, 1919. Educated Putney Grammar School, Adelaide; Royal Aust. Naval Coll., Flinders. Former continuity mngr, program mngr, assist mngr. General mngr 5KA Broadcasting Co. Ltd., and manager, 5AU Broadcasting Co., and River Murray Broadcasters. Now gen. mngr NWS (appt'd 1958). Married, 1 daughter, resident Netherby, Adelaide.

DAVIS, George Ernest. Association licensing manager. Born Sept. 22, 1921, London; British Army 1939-46, glider pilot Nth Africa and Europe, POW 1944-45. Joined Performing Right Socy, London, 1938, transferred APRA Sydney 1951. Now APRA licensing mngr. Married, 2 children, resident Dee Why, Sydney.

DAVISON, Bruce William. Agency managing director. Born Newtown, NSW, Sep. 8, 1912. Ten years in advertising; six years as sales promotion and ad-mngr, Daffodil Sales Pty. Ltd.; then at Barratt and Co. Ltd. Managing director, Australian TV and Radio Advertising Agency, Sydney. Resident Marrickville, Sydney.

DAWSON, Smoky. Vocalist, actor, showman. Born Warrnambool, Vic., March 19, 1913. Star first live radio prod., 3KZ 1936. Top Aust. western singer and composer. Toured US and Eng. 1951-53. Lectured on Aust. in 23 US States. Starred British Festival, London 1951; Kiss Me Kate; TV; now Kellogg Show, MBS. Devotes much time to charities; appointed deputy sheriff, Kern County, California. Married, Lane Cove, Sydney.

DAWSON, Walter James. Agency owner-manager. Born Oct. 14, 1911, Perth. 17yrs WA newspapers, editor, Aquatic Monthly, mng editor, Mining Year Book & New Horizons. RAAF. State repr., World Council of Churches. Now owner-mngr Walter J. Dawson Advertising. Married, 2 daughters, resident Claremont, Perth.

DEAN, John. Agency copy supervisor. Born Melbourne, Vic., June 5, 1930. Commercial artist, then journalist, Sun-News, 1949-52; sub-editor West Australian. Overseas appointed senior copywriter, Simpson-Sears, Toronto, Canada, 1954. Joined Nichols-Cumming & Staff, 1957. Married, resident Mitcham, Melbourne.

DEAR, Terry. Radio TV compere. Born Melbourne, Vic., Oct. 4, 1913. Announcer 3KZ 1933-38; chief announcer, studio mngr 3AW

1938-41; production & assistant general mngr 3AW 1946-50; director Aust. Amateur Hour from 1950 until conclusion 1958; compere Leave It To The Girls, radio. Foundation member 3AW Community Service Board. Married, 4 children, resident Pymble, Sydney.

DEARTH, Harry. Radio station drama director. Born London, Eng. Aug. 12, 1908. Educated Cranleigh School, Surrey, Eng. 3½ years RAAF. Four years' stage exp. with JCW's; four years 2GB-BSA Players; 11 years J. Walter Thompson, including four years as radio director; four years MBS production director; ATN compere; ZUW drama director. Married, 2 children, resident Cammeray, Sydney.

DEASE, John. Radio network announcer-compere. Born May 26, 1906, Bhamo, Upper Burma. Educ. Eng. Freelance radio-stage 1931-35. 1935 joined 2GB anncng staff, transferred (1944) to MBS prod. dept (feat. artist). Began World Famous Tenors prog. 1936-57, Quiz Kids, 1942. Married, 3 children, resident Chatswood, NSW.

DE CRESPIGNY, John Chauncy Champion. Agency managing partner. Born Parkville, Vic., Aug. 25, 1908. Asst to ad-mngr, Inter. Harvester, 1925-32; mng editor, New Graphic, Melb., 1932-35; ad-mngr, Ronaldson Bros & Tippett Pty Ltd, Vic., 1935-39; acct-exec., Goldberg Advtg, Melb., 1946-47; 1947-50 opened Melb. office V. H. Freeth Advtg as Vic. rep, media & business mngr 1949; chief exec. Hayes Publicity, 1950-57. Opened own agency, John de Crespigny Advtg, 1957, now mng partner. FAIA. Member Advtg Club, Vic., Naval & Military Club (Melb.), RSL, Toorak. Major, Army, Middle East, Syria, Egypt, Pacific. POW Java & Burma-Siam Railway. ED. Amateur portrait painter. Married, 3 children, resident Toorak, Vic.

DE LA RUE, David Charles. Radio station managing director. Born Seymour, Vic., Dec. 15, 1916. Managing director of 3NE since 1955. Married, 1 daughter, resident Wangaratta, Vic.

DERWIN, Clement John. Radio station manager. Born Newcastle, NSW, Sep. 21, 1920. Joined 2KO, 1936, as program assist.; then copywriter; control operator; announcer; sales mngr. Appointed mngr, Jan. 1957. Army service, 1940-45. Married, resident Hamilton, Newcastle.

DIAMOND, William Adam Grant. Radio station manager. Born June 21, 1904, Maryborough, Qld. Cream tester & butter grader, Qld country areas insurance inspec. IOA, 1928-32; musician 1932-34; 4MB 1934; 4BU 1936, appt manager of 2MW 1939. Diplomas agriculture, dairying. RAAF 1942-46. Married, resident Murwillumbah, NSW.

DIAMOND, William C. Agency associate director. Born June 10, 1920. 17yrs in printing, appren. compositor Sydney printing house rising to dir. Spec. typography, layout, finished art. Joined Hansen Rubensohn as acct-exec 1952. Now H&R associate dir. & account dir. Baritone singer with leading roles in over 30 operas. 2½yrs AIF. Married, resident Kyle Bay, Sydney.

DICK, Nigel Alexander. TV sales manager. Born Rotherham, Yorkshire, Eng. Started advertising career Daily Telegraph, Woman's Day, Sydney. Appointed sales exec. GTV Nov. 1956. Now sales mngr. Married, 1 child, resident, Burwood, Melbourne.

DICKSON, Noel. Radio-TV production unit chairman and managing director. Born Melb., Vic., Dec. 26, 1906. Former journalist and sub-editor. Entered radio as sales mgr League Sound Productions, 1937; Aust. mgr, Frank Mason & Co. Ltd, London, 1939. Appt'd mng dir., Frank Mason & Co. (Aust.) Pty Ltd, 1950; appt'd mng dir. ART 1955; vice-pres. Outdoor Advertising Assoc. of Aust. 1949-53. Member, federal exec. OAA. First pres. of Aust. Radio Producers' Assoc., appt'd 1956. Married, resident South Yarra, Vic.

DIXON, Arthur Lionel. Company managing director. Born Leicester, Eng., July 7, 1897. Studied engineering Oxford Uni; exp. in civil, mech. and elec. engineering. Designed, built & installed 2HD, 4BK, 4AK; consultant engineer 4BU, 4LG, 2MW. Principal, Deeco Steel Constructions, Sydney. Radio officer Marine 1914-18; radar officer RANVR, 1940-45. Married, resident Lidcombe, Sydney.

DIXON, Nevill Floyd. Radio network general manager and director. Born Heidelberg, Melbourne. General mgr, director of 3TR, 3SH and VBN Sales and Service Pty Ltd. Five years with RAN. Studied commerce at Melb. Uni. Married, resident Lilydale, Melbourne.

DOBSON, Agnes. Actress and producer. Born Sydney, NSW, Dec. 30, 1904. Leading roles with Sir Benjamin Fuller's Drama Co., JCW and on TV. Written talks for ABC, radio scripts. Taught drama three years Wilderness Girls' School; talks presentation officer ABC during war; second prize SA Centenary Drama Contest with drama of Aust. aborigine Dark Brother; five years principal Hector Crawford School of Broadcasting, BA, Sydney Uni. Widow, resident St. Kilda, Melbourne.

DODD, William Henry. Radio station publicity manager. Born Windsor, Vic., Sep. 21, 1928. Former theatre and publicity mgr Hoyts; real estate agent; then publicity mgr 3AW; adv-mngr Wangeratta Chronicle; 3UZ publicity manager. Married, resident Mentone, Melbourne.

DOWMAN, George Sydney. Agency account executive. Born Sydney, NSW, June 17, 1913. Former advtg mgr Malleys Ltd; acct/exec. Hawkins Advtg; now acct/exec Hugh Berry Co. Advtg Institute, LOA. Married, resident Killara, Sydney.

DOORLEY, Garth Jeffrie. Agency director. Born Sydney, NSW, 1926. Entered advertising 1946; acct exec. with four leading agencies, NSW & Qld; adv-mngr country newspaper. Appt. assistant mgr Country Press Ltd, 1956. Now dir, NSW mgr Nichols Cumming & Staff Advtg. LAI (Aust.). Married, resident Dee Why, Sydney.

DREW, Guy. Radio production unit general manager. Born London, Eng., Dec. 23, 1917. Ten years RAF pilot. Actor-producer SABC (Capetown); producer radio commercials, serials; specialises radio and radio advtg. Married, 2 children, resident Perth, WA.

DRIVER, Roy Alfred. Film production company managing director. Studied filming London, Agfa Photo School, Berlin, Ufa Film Studios. Joined Herschells Films, 1925; then chief Aust. cameraman, Aust. Sound Films; prod. Herald Newsreel. Prod. 100 documentary films. Now mng. dir. Herschells Prod. DOI Film Unit.

Four yrs war correspondent (sm op. Camera-man) Dept Infor. Awarded Asiatic Pacific Star personally by Gen. MacArthur. MBKS London. Foundation pres. Motion Pic. Tech. Ins. Member Rotary Club, Melb, Bd Adult Deaf & Dumb and Great Ocean Rd Trust. Married, 1 son, 1 daughter, resident Nth Balwyn, Melbourne.

DRYSDALE, Tim. Agency account executive. Born Aug. 29, 1924, Kuling, China. Copy-visualliser, Odhams Press, London; mgr, Lintas Ltd, Pakistan; pub. mgr TAA; acct-exec, Briggs & James. Now Hugh Berry Co. account exec. RAF. Married, resident Melbourne.

DUNBIER, Keith Arthur. Radio station sporting editor. Born Sydneyham, NSW, April 2, 1909. Began with 2UW describing sports; joined perm. staff 1945 as sport editor, race caller. From 1953 judge NSW Trotting Club. Member of committee which raised £42,424 for Police Boys' Clubs by organising the Jimmy Caruthers v. Pappy Gault world title bout. JP. Married, 1 son, resident Marrickville, NSW.

DUNN, Beverley Ruth. Actress. Born Melb, Vic. Juvenile, character roles radio serials; stage exp. Juv. lead two ABC TV plays. Holds Erik award, best actress 1955. Licentiate Art of Speech, Aust., & Assoc. Art of Speech, Aust. Single, resident Brighton, Melb.

DUNNE, John Sylvester. Radio station compere. Born Sydney, NSW, April 12, 1895. 20 years with 2SM; 4½ years Colgate-Palmolive, compere Strike It Rich; two years 2GB. Awarded Queen's Medal for entertainment services 1939-45 war. Married, resident Bellevue Hill, Sydney.

DUNSTONE, Percival Richard. Editor, radio listener paper. Born Camberwell, Vic., Nov. 20, 1913. Educated Queens College, Caulfield Grammar. Joined Herald & Weekly Times as cadet journalist, 1929; transferred to The Listener In-TV as reporter, later sub-editor; appt. editor, 1951. Enlisted AIF as private, 1940; served special wireless groups in Middle East, Greece, Crete, Syria, Darwin, NG and Morotai; discharged as capt., 1945. Married, 1 son, 1 daughter, resident East Brighton, Melbourne.

DUVAL, John Claude. Agency senior partner. Born Dec. 10, 1912, Sydney. Assoc. Paton Advtg Service, Nat. Cash Register Co; Unsted Jackson Haines P/L; Bebarfalds, Stromberg Carlson. Now senior partner John C. Duval Advtg. Married, resident Clontarf, Sydney.

DYER, Michael David (Myke). Agency TV director. Canadian citizen, born London, Eng., Oct. 2, 1932. Gained RTA, Royal Institute of Tech., Toronto, Canada. Three years Toronto comm. and Govt. radio, TV, announcing-news-reading-writing; one year Holland radio, announcing-production-disc-jockey; two yrs TV prod. mgr ART. Now TV dir, Ansell & Assoc. Reported flooding Holland, 1953, for CBC, NBC, SABC. Married, resident Melbourne, Vic.

DYER, Robert N. (Bob). Part owner Bob Dyer TV-Radio Productions and radio TV compere. Born Nashville, Tennessee, USA. Vaudeville and radio, USA, from 1930; two world tours, variety, cabaret, radio & TV; UK 1938-39; freelance variety entertainer; Tivoli Circuit, Aust. 1940-45. Owner (with wife, Dolly) Bob Dyer TV-Radio Prodn. Own Aust. radio net, shows since 1940. Now radio-TV compere. Well known game fisherman and movie enthusiast. Married, resident Beauty Point, NSW.

E

EADIE, David William. Actor-producer. Born Plymouth, Eng., Aug. 30, 1913. Gained wide acting experience with English theatres including Coliseum, Palace Lyric, Royal Opera House, Covent Gardens. Produced for Arts Council Reps Guildford and Tonbridge. Came to Aust. 1951. Eight years RAF pilot. Discharged squadn leader, DFC. Single, resident Elizabeth Bay, Sydney.

EADIE, Keith William. Radio station chief announcer. Born Brisbane, Qld, May 29, 1920. Joined 4BH 1940; manager 4SB late 1941; joined 2GB 1944. Only comm. announcer included in special recording made by ABC for the Queen. Married, 2 sons, resident Bellevue Hill, Sydney.

EATON, Sidney Max. Advertising agency proprietor. Born Aug. 19, 1912, Perth. 18yrs advtg mngr Foy & Gibson (WA) Ltd. Now proprietor Max Eaton Advtg. Fellow AIA. Married, resident Perth, WA.

EBRALL, Herbert. Radio station manager-chief engineer. Born Eastbourne, Eng., July 20, 1909. Arrived Aust. 1910. Educated PBS, Perth Tech. College; from 1930 engineer, later sales staff several Aust. commercial stations; appt. mngr 7QT, 1948. MIRE (Aust); three tech. papers published in Proc. IRE (Aust). Married, three sons, resident Queenstown, Tas.

EDEN, Keith Tressider Gilles. Actor-producer. Born Melb., Vic., April 18, 1917. Actor, 3DB, 1935; JCW juvenile leads; holds Rola award, best actor. AIF, Middle East, Greece, Crete. Married, resident Caulfield, Melb.

EDMOND, James Charles. Radio-TV producer. Born Sydney, NSW, Dec. 1930. Joined J. Walter Thompson, 1947; radio production dept, 1948. Currently producing radio commercials, programs and live TV commercials. Married, resident Epping, Sydney.

EDMONDS, Eric. Agency principal. Born Cobar, NSW, Feb. 12, 1911. Ad-mngr Selfridges, 1935; acct-exec. S. A. Maxwell & Staff, 1939; ad-mngr Gordon & Gotch, Bris. 1942; started own company, Edmonds Advertising, Brisbane, 1944. FAI (Aust). Married, 3 children, resident Morningside, Brisbane.

EDWARDS, Leslie Dale. Agency manager-account executive. Born Melbourne, Vic., Jan. 13, 1920. Pre-war: editor-mngr Melb. newspaper, also freelance journalist. Post-war: smr advtg appointments; joined Bayne Mackay Advtg 1954. AAI Aust.; FSMA Brit.; ASSM Aust. Five yrs AIF (two yrs overseas). Single, resident Brighton, Vic.

EDWARDS, Maxwell James. Media Representation Co. sales manager. Born Glen Innes, NSW, Nov. 16, 1916. 11yrs city traveller, then mngr, Sydney office, importing firm; five yrs sales exec. 2UE. Now sales mngr Barnes-Chapman & Co. Five yrs AIF. Married, resident Seaforth, Sydney.

ELLIOT, Hugh Macadam. Radio network news service editor. Born Edinburgh, Scot. April 14, 1907. With Scottish newspapers. Film corres. in London for SMH; 1946, Herald's music-film-

drama critic. Joined 2GB-MBS 1949 as news service editor. Wrote documentary on RFC-RAF at Gibraltar for RAF's official history records. Founded RAF's first theatre company. Wrote for ABC on post-war development of Aust. RAF service 1940-46 with PR division, intelligence and as air gunner (mentioned in despatches). Married, resident Manly, NSW.

ELLENBY, Robert William. Radio network sales manager. Born Adelaide, SA, June 18, 1924. Five yrs mech. draughtsman BHP, Whyalla, SA; joined 5KA, 1945; then 5DN as announcer until 1950. Travelled Eng. & Europe working two yrs Aust. House on migration publicity. Appt. chief announcer 3SR 1953. Salesman Argus network, 1954; now sales mngr Assoc. Broadcasting Services. Married, resident Mount Waverley, Melb.

ENEMARK, John Roger. Agency principal. Born Sydney, NSW, 1917. Over 20 yrs agency exp. Principal, Roger Enemark Advtg, Sydney. AATA. Married, resident Rose Bay, Sydney.

ENGLISH, Lester John (Vic). TV-radio production unit principal and producer. Born June 4, 1923, Sydney. Acct-exec-copywriter 16yrs with Goldberg, J. Clemenger, Chessell & McCredie, Don Thomson, Vincent Freeth, Fortune. Also exec producer 6yrs live TV weekly for Fortune. Founder and present principal Teleradio Productions (Aust). Pilot RAF, RAAF, RAAF Reserve. Married, resident Manly Vale, Sydney.

EVANS, Arthur Ellis. Radio station managing director. Born Leicester, Eng., Dec. 5, 1914. Part-time announcer ABC; joined 7EX as continuity writer; appt. mngr 1940; then director 1946. Three times Tas. state vice pres. AFCBS; past pres. Launceston & Tas. Jnr. Chamber of Commerce; treasurer Launceston Chamber of Commerce; exec. member Hydrangea Festival Soc., Crippled Children's Assoc. Married, resident Launceston, Tas.

EVANS, Eric Walter. Radio station chief engineer. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3SH 1938, then two years acting mngr; chief engineer 3TR then two yrs. Married, 3 children, resident Sale, Vic.

EVANS, James Graham. Radio station production executive. Born Melbourne, Vic., Jan. 8, 1930. Former announcer, 3AW; program mngr (Radio Ceylon, comm. service); studio mngr BBC London; now prod. exec 3AW. Single, resident Beaumaris, Melbourne.

EVANS, Kenneth Thomas. Radio station studio manager. Born Newcastle, NSW, April 12, 1927. 2CH panel operator at 17; program dept. 1946. Began sporting session (1947), film program, Cinemusical, 1948. Toured UK, Europe, 1952. Rejoined program dept. as mngr 1953. 2CH studio mngr 1955. Single, resident Chatswood, Sydney.

EVANS, Mervyn Thomas. Radio station manager. Born Burnie, Tas., Feb. 18, 1920. Educated Burnie High School, Launceston Business College. Began career Findlays, 1939; advtg-sales mngr 1946-54; sales & administration staff 7BU, 1954-55; mngr 7AD, 1955. Three years Army service. Married, 2 daughters, resident Devonport, Tas.

EVANS, Murray. Agency proprietor. Born Melbourne, Vic., May 10, 1917. Founded W. E. Smith Advtg; then act/exec. J. Walter Thompson. Established own agency, 1952. FOA, AFAIM, four years RAAF (F/lt.-pilot). Married, resident Woolstonecraft, Sydney.

EVERSEN, William Dick. Radio station manager. Born Townsville, Qld, May 16, 1911. One of 4LG's first announcers, 1936; announcer then studio mngr 4GR; established first provincial Qld advtg agency; later acquired by Edmonds Advtg Service. Appt. mngr 4VL 1957. Holds broadcast operator's proficiency certificate. Married, resident Charleville, Qld.

EWART, John Reford. Actor. Born Melbourne, Vic., Feb. 26, 1928. 25 years comm. and ABC radio experience. Appeared on Sydney, Melb. stage; and in Aust film Sons of Matthew; now compere ABC children's session, comm. radio, TV. ALCM. Married, resident Elizabeth Bay, Sydney.

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FAEN, Joseph. Agency proprietor. Born Sydney, NSW, April 25, 1920. Advtg dept. Vesta Battery Co., 1936-39; process engraving dept., Truth & Daily Mirror, 1939-40; ad-mngr Comm. Steels & Forge Co., 1943-46; sr director A. N. White Advtg, 1946-56. Sydney Tech. College diplomas in marketing policies and techniques, industrial psychology, personnel & welfare. AAA, AIA. Married, resident Roseville, NSW.

FAIRBAIRN, C. S. (Mac). Agency manager. Born Greenock, Scotland. English, Sth African, Aust. advtg exp. Manager, Becket-Thomson Advtg, Sydney, since 1956. Married, resident Northbridge, Sydney.

FAIRCLOTH, Ian Wynter. TV station advertising manager. Born Childers, Qld, May 9, 1920. Former business mngr, workers compensation dept, Qld Insurance Co; advtg rep. Daily & Sunday Telegraph, Aust. Women's Weekly, 1949-55. Studied TV USA 1955. Now advtg mngr TCN. LCA. 2/3rd B'n AIF, 1939-45. Married, resident Gympie Bay, Sydney.

FAUDELL, Charles Leslie. TV technical director. Born Eng., May 23, 1904. Brit. radio exp. 1923-32; TV research & development EMI Ltd, 1932-49; assoc. with war projects, radar, early guided missiles, military TV etc.; Pye Canada, 1949-51; Pye-Electronic TV, 1951-57. Member EMI team responsible for world's first TV service from BBC's Alexander Palace. Now tech. director, TV Engineering, Melb. 32 Brit. patents on TV electronics. Brit. IRE, SMIRE (Aust), SMIRE (USA), pres. TV soc. of Aust. Married, resident Heathmont, Melbourne.

FAULKNER, Allan David. Radio station general manager. Born Armidale, NSW, Feb. 2, 1910. Ten years chartered acct. office; five years mngr Score branch; 20 years in radio, 19 years at 2KO-10 as gen. mngr. Now gm 2UE. Married, resident Killara, NSW.

FAULKNER, Clifton Stuart. Radio station general manager. Born Armidale, NSW, July 5, 1904. Eight years gen. mngr 2QN; four years gen. mngr 3CS. Past country vice pres. AFCBS; former sec. Oxley Shire, Vic. Holds Vic. Municipal clerk's cert. and Municipal Auditor & Inspector of Mun. Accounts certificate. Married, resident Colac, Vic.

FAULKNER, Richard Rigall. Radio company managing director. Born St. Arnaud, Vic, April 4, 1917. Founded Standard Radio, 1939; later opened Central Radio, then Jeeves Electrics. Civil airline pilot (ANA). Now managing dir. Central Radio, Standard Radio, Jeeves Electrics. Pilot RAAF. Married, 2 sons, 1 daughter, resident Toorak, Melbourne.

FENNELL, William (Willie). Radio-TV actor-producer. Born Sydney, NSW, Jan. 1, 1920. Radio comedian for 13 years; theatre & comedy film exp.; 13 years comedy writer. Established own company, Willie Fennell Radio Productions (package programs for radio, TV). Five years AIF. Married, resident Castlecrag Sydney.

FILLMORE, Leonard Ronald. Radio-TV program production company's Melbourne representative. Born Flinders, Vic. Dec. 8, 1920. Asst mngr Filmads, 5yrs; 3yrs Herald & Weekly Times; 2yrs Artransa in current position of Melb. rep. 5yrs AIF 9th Aust. Div (sigs). Married, resident Sth Yarra, Melb.

FINCH, Jack Lachlan. Radio network Melb. sales manager. Born Sydney, NSW, May 5, 1919. Joined AWA 1933; broadcasting acct. section, 1936; asst. mngr 4TO, 1946-49; 3BO, 1950 asst acct broadcasting dept. 1951-55; asst sm AWA country stations 1955-57; sales mngr Melb. office 1957. Served RAAF 4½ years. Married, 1 son, 1 daughter, resident Blackburn, Melbourne.

FINDLAY, Keith Algernon. Radio network chairman of directors. Born Launceston, Tas., Nov. 18, 1917. Educated Scotch College, Launceston. With chartered acct. later mngr Findlays Pty. Ltd, Burnie, seven years; mngr Findlays, Launceston, 1945-54; chairman of directors, 7BU, 7AD, 7SD. Served with 16th Field Artillery. Vice-pres. Tas. Aero Club; pilot; member Rotary Club. Married, 3 children, resident, Newstead, Launceston.

FINLAY, Arthur Noel. Assistant general manager, ABC. Born Sydney, NSW, Dec. 25, 1903. Associate to Mr. Justice James, Supreme Court, Syd. 1929-32; Housemaster, Sydney Grammar School, 1932-35; 1935 ABC sporting editor NSW, also in charge school broadcasts. Apptd. mngr Qld 1937; asst gen. mngr 1946. USA Smith-Mundt Fellowship 1953; RAF service 1940-45, POW; awarded MC. Represented Syd. Grammar School & Syd. Uni. at RU football, rowing, athletics, swimming. Toured with Waratahs, 1927-28. Former captain NSW, vice-cap. Aust. Rugby Union. Married, 2 children, resident North Sydney.

FISK, Sir Ernest. Radio-TV consultant & industry pioneer. Born Sunbury on Thames, Eng. Trained Marconi Co., Eng., Canada, USA; pioneer radio b'casting & telecommunications, former chairman, managing dir. AWA; vice chairman, managing dir. EMI, London. Pioneered W.T. Artic Icefields; also beam wireless

& radiotelephone services between Aust.-UK, Aust.-USA, Aust.-Canada. Pioneered radio manufacture in Aust. MIEE (London), M. Brit. IRE; FIRE (life member), USA; MIRE (Aust.); MIE (Aust.); FRSA (London); FID (London), silver medal Royal Soc. of Arts. Foundation pres. IRE Aust; vp IRE (USA) 1938-39. Married, resident Roseville, NSW.

FITZPATRICK, Neil James. Actor. Born Melbourne, Vic., Jan. 24, 1934. Acting exp. with Melb. Little Theatre groups since 1949; entered radio, stage, TV 1956. Leading role Aust. tour, Tea & Sympathy. Single, resident Williamstown, Melb.

FLEMING, E. W. Agency senior account executive. Born Nambour, Qld, Oct. 7, 1908. 24 years Qld advtg exp.; knowledge markets, media. Held sr exec. positions in other leading Qld agencies before joining Cossey-Waite. Diploma FAI, Lt. Col., AIF, DSO, ED. Served Middle East, was with Rats of Tobruk. Married, 2 daughters, resident Wynnum, Brisbane.

FLOWERS, Fred Charles. Radio station manager. Born Sydney, NSW, Oct. 11, 1918. Began career as journalist, transferring 3DB, 1956. Cap. RAAF, 2nd AIF; Nieman Fellow, Harvard, USA, 1954-55. Married, resident Balwyn, Melbourne.

FOLIE, Max. Radio station manager. Born July 11, 1909. Engineer 3YB 1932; 1933 designed, built & installed 3MA transmitter. Now mngr 3MA (appt 1948). AMIRE. Married, 3 children, resident Mildura, Vic.

FOOT, Rita Vivian. Radio station service manager. Born Granville, NSW, Sept. 21, 1904. 1920 with W. H. Paling Co.; transferred to b'casting dept (now 2UW) when radio licence purchased 1925. Secy to 2UW gm. Now 2UW service mngr. Married, resident Lakemba, Sydney.

FORD, John Douglas. Radio station studio manager. Born Victoria, BC, Canada, May 24, 1922. Anncr 7BU & ABC Hobart, 1946; chief anncr 7HO, 1946-47; anncr 3DB, Radio Aust., 3KZ, 1947-52; chief anncr 3KZ, 1952-55; radio mngr Carden Advtg, Melb., 1955-56; studio mngr 3XY since 1956. Radio comping exp. Four years RAAF. Educated Geelong Grammar School, Corio, Vic. Married, resident Glen Iris, Melbourne.

FOSTER, Desmond Lionel. Radio station asst mngr. Born Wellington, NZ, Jan. 14, 1924. Pre-war cadet journalist; post-war, journalist Daily Telegraph, Assoc. Newspapers; then sub-editor, chief sub-editor Sunday Sun; later prod. editor Woman; joined 2UE in charge of news, sport, spec. events, 1955; exec. off'cr 1957, asst mngr 1958. 4½ years' AIF service. Married, 2 sons, resident Dee Why, Sydney.

FOSTER, George. Radio station variety director. Born Newcastle, NSW, Jan. 18, 1914. Fort St. High School; seven years variety artist touring Aust. Mngr 2KA; sales mngr 2LM; mngr 2BS; post-war variety director 3AW; joined Colgate-Palmolive unit; 2GB comedian-writer 6yrs; 2UW variety director since 1955. Selected by Aust. English Speaking Union, as schoolboy, to make first shortwave speech to House of Commons, London, in presence of King George V. F/lt. RAAF, served 359 Squadron USAAF, 24 Squadron RAAF. Married, resident Dee Why, Sydney.

FOWLES, Kenneth Alexander. Agency radio-TV director. Born Sep. 14, 1912. Freelance writer-actor, 1929-32; copy chief-chief announ-

cer, 2CH, 1933-34; prod. mngr 2UE, 1935-36; prod. mngr Radio Features Ltd, NZ, 1936-39; joined Lintas 1941; appt. radio director, 1946. LTCL. F/O, RAAF. Married.

FOX, Albert Edward Reginald. Electronics organisation assistant general manager. Born Portsmouth, Eng., Sep. 28, 1910. Joined AWA Marine dept., 1934; appt. mngr 4WK, 1935, 2GF, 1937, 3BO 1939, 2CH 1940, mngr AWA broadcasting recording depts 1950; asst general mngr of AWA since 1956. Director of Grafton, Goulburn & Warwick broadcasting companies, MIRE (Aust.). RAN service. Awarded Volunteer Reserve Officer's decoration. Pres. AFCBS, 1951-53. Married, 2 sons, 2 daughters, resident Wahroonga, NSW.

FOX, Jack Spafford. Radio station program manager. Born Adelaide, SA, Feb. 16, 1903. Qualified pharmaceutical chemist, Adelaide Uni. Former amateur and pro. actor, breakfast announcer, all-night announcer, production mngr; now 5KA program mngr, JP. District councillor, Marion Council; past pres. Adelaide Democratic Club. Married, 2 sons, resident Somerton, Adelaide.

FRANKS, Ilse. Production unit managing director. Born Berlin. Nine years' film and stage exp. in Germany, with UFA and Fox Films, Berlin. Also Max Reinhardt's theatres. Designed first mechanical miniature stage with single units in Aust., creates and makes glove and mechanical puppets. Mng dir. Ambassador Film Prod. Widow, resident Waverley, Sydney.

FRASER, Colin Lovat. TV station production manager. Born Auckland, NZ, Feb. 23, 1922. Educated Caulfield Central School, Scotch College, Melb.; St. Peters College, Adelaide. Reporter-special writer, Sun-News Pictorial, Herald, 1939-53 deputy chief of staff, Herald, 1953-65; asst. to general mngr Herald, 1956. Studied TV prod. USA, Eng., France, Italy. Planned program, trained crew for Melb's first TV service; author of TV manual for advertisers. HSV production manager. AIF, RAAF; war correspondent 1941-46. Married, 1 son, 2 daughters, resident Hawthorn, Melb.

FRASER, Kenneth Roderick. Actor. Born Bowmans, SA, May 17, 1918. Started acting Adelaide, then Melb., radio-stage Fullers, JCW. Opening show at Minerva, Syd. Contracted to Geo. Edwards, two years, Minerva, JCW after war. Toured Japan 1947-48. Now in Sydney radio-films-TV. Understudied, appeared for Cyril Ritchard, 1946. General straight and character parts. RAAF Pacific areas, 1940-45. Married, resident Cremorne, Sydney.

FREE, Leslie Robert. TV assistant chief engineer. Born Quambatook, Vic., Jan. 25, 1926. Was EMI design engineer, TV studio equipment, in UK until 1955; then apptd asst. chief engineer TCN. BSc, BE, AMIEE. Married, resident Willoughby, NSW.

FREEMAN, Kevin Thomas. Radio station facilities officer. Born Lismore, NSW, May 24, 1913. Joined 2UE, 1932; 2GB 1942 as prog. mngr. Now 2GB facilities officer. Married, resident Hurstville, Sydney.

FROST, Donald Stanley. Radio-TV trade journal assistant editor. Born Sydney, NSW, Jan. 29, 1936. 2½ years Consolidated Press, pictorial & syndications depts; joined Broadcasting & Television May, 1953. Appt. assistant to the editor, 1956. Now asst editor, B&T, and B&T Year Book. Married, 1 son, resident Newtown, Sydney.

FULFORD, Harry. Advertising & marketing consultant. Born Oct. 12, 1916. Member Manchester Publicity Assoc. (affiliated Advtg Assoc. of GB); served Brit. regular army RASC in staff appts. to 1943. Married, 1 son, resident Mt. Gravatt, Brisbane.

FULLARTON, Raymond. Agency account executive. Born Lane Cove, NSW, March 25, 1922. Post-war career, 1½ yrs asst. advtg mngr California Productions; merchandising mngr Streets Ice Cream, one year; five years acct-exec. John Clemenger Advtg. Holds leaving cert. (Barker College), intermediate chartered accountancy, LA1 degree. AIF service. Single, resident Longueville, Sydney.

FURLONG, John Michael. Radio-TV production studios sales executive, publicity manager. Born Sydney, NSW, Jan. 15, 1924. 15 years advtg dept MGM; four years publicity mngr 2GB. Now sales exec., Artransa. Four years AIF. Married, resident Haberfield, Sydney.

FURLONG, Ted. Radio station manager. Born Vic., 1914. 20yrs Vic. radio; last 17 yrs with 3BA. Now manager 6VA. Married, 1 son, resident Albany, WA.

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GALE, Jack. Agency associate director. Associate dir., and media mngr George Patterson Advtg, Melbourne.

GALLOWAY, John Nell. Agency manager. Former acct exec. Webb, Roberts & McClelland, Adelaide; Traders Advtg, Sydney; Masters Advtg, Singapore. Now SA mngr Fortune Advtg. Resident Adelaide, SA.

GAMBLE, William Ray. Radio station general manager. Born Parkes, NSW, Feb. 13, 1923. Technician with AWA, 1945; then with 2UW. Gen. mngr 2RG since 1951. Married, resident Griffith, NSW.

GARDINER, Cyril. Actor. Born London, Eng, Jan. 13, 1897. 15yrs London West End stage exp; toured Sth Africa, Canada, US; eight yrs BBC drama rep; appeared several Brit. films & BBC TV. Arrived Aust. 1949. Now concentrates radio acting. Served France World War I, wounded 1918. Married, resident East Kew, Melb.

GARDINER, Jack. Film company manager, film director. Born Sydney, NSW, Feb. 8, 1921. Exp. photographer, film editor. Began Cinesound 1938 — six yrs darkroom work, four yrs special effects, film editor; left 1948 to edit films Always Another Dawn & Into the Straight. Did special effects for Sons of Matthew; two yrs film editor for Kinelab, then sales mngr; edited first all Aust. colour film Jeddah. Joined Kingerft Prod., 1954. Married, resident Sydney.

GARDNER, Oliver. Agency director. Director in charge of creative staff, George Patterson Advtg, Melbourne.

GAZE, Richard H. Radio network senior announcer. Born Melbourne 1918. Educated Melb. & Eng. 1937 joined 4BH; then with 3BO, 3AK & 3AW; 1953, 2GB. Now 2GB-MBS senior anncr, AIF ME & Pacific 1940-46 (Capt.). Immed. past pres. Philatelic Soc. NSW. Married, 3 children, resident Waverton, NSW.

GEEVES, Philip L. Radio station program director. Born Sydney, NSW, April 26, 1917. Educated Uni. of Virginia (USA). 21 years in radio; now program director, 2CH. Team leader

NBC (USA) Olympic games radio unit. Served AIF in Middle East and South-West Pacific. Mentioned in despatches. Married, 2 children, resident Bexley, NSW.

GERVAS, Stanley Albert. Radio station program manager. Born Kulin, WA, Dec. 13, 1919. Former studio mngr 6PM, 1940; announcer 2CH, 1944-47; production mngr 2CH, 1948-50; abroad 1950-52; copy writer 6IX, 1952-55; program mngr 6IX since 1955. Married, resident Inglewood, Perth.

GIBBS, Graham Andrew. Radio station Sydney sales manager. Born Sydney, March 29, 1920. Jour. Adel. News 1937-41, AIF (NG) 1941-46; Radio Aust. scripting & presentation, 1946-49; 1949-52 fl'ance radio writer-musician; 2GZ news editor-reader; studio mngr 2QN, 1954, then service mngr. Now Sydney sales mngr 2WG-2QN. Married, 2 children, resident Hunters Hill, Sydney.

GIBBS, Philip Hedley. Radio station announcers' supervisor. Born Beaconsfield, Tas., Jan. 7, 1929. Studied radio engineering for seven yrs. Began announcing at age of 15. Six years with 7LA; joined 3KZ, 1949. Compere World-wide broadcast Carols by Candlelight; commentator 1956 Olympic games; sport editor. Married, 2 sons, 1 daughter, resident Glenroy, Melbourne.

GIBSON, Arthur Desmond. Agency director controlling TV-radio. Born Melb., Vic., March 26, 1910. With Goldberg Advtg Melb., from 1931, media mngr to 1939; with Goldbergs (Sydney) 1946-47; dir. N. V. Nixon Advtg since 1948, in charge of TV since 1956. F.A.I. 5½yrs AIF, Mid. East, New Guinea, Borneo. Controlled first large scale outside telecast of Melb. Olympics, 1956. Single, resident Glen Iris, Vic.

GIBSON, Grace. Radio-TV production company governing director. Born El Paso, Texas, USA. Former managing director Radio Transcription Co. of America; mngr Artransa until 1941. Now governing director Grace Gibson Radio-TV Productions, Brit. Aust. Programs, Grace Gibson Distributors Pty Ltd. Married, resident Potts Point, Sydney.

GIFFORD, Frances William McNaughton. Radio station record librarian. Born Holbrooke, NSW, July 1, 1933. Joined record library, 3AW, 1950; then turntable operator; and transcription mngr; now record librarian. Married, resident Brunswick, Melbourne.

GILDER, Donald George. Radio network Vic. representative. Born Warburton, Vic., Aug. 26, 1915. Formerly with Mooney-Webb Advtg, Melb.; sales exec. AWA broadcasting div. Melb.; sales mngr 2CH; now Vic. rep. C'wealth Broadcasting Corp. Assoc. IRE. Seven yrs RAAF, four yrs fl/lt. in UK. Past pres. Time Club, Melb. Married, resident Burwood, Melbourne.

GILDERS, John Percival. Agency media manager. Born Fremantle, WA, July 23, 1924. 18 months secretary & media mngr S.A. Maxwell & Staff; nine yrs general accountancy three yrs as public acct. Now media mngr J. Clemenger Advtg, Sydney. AASA. Four yrs AIF, New Guinea, Bougainville — 4th Aust Arty Fld Reg. Married, resident Bronte, Sydney.

GINN, Stewart William Paxton. Actor. Born Melbourne, Jan. 2, 1921. Stage-radio-film feature roles. First award for best stage performance in Victoria 1954-55. 6yrs 2nd AIF (incl. NG service). Single, resident Mosman, Sydney.

GLASSER, Warren. Radio program producer. Born Los Angeles, Cal., USA, May 1, 1919. Staff scriptwriter CBS, Hollywood, USA; now freelance Melb. radio scripser-producer. BA, Phi Beta Kappa. 3½yrs US Army Medical Corps, Southwest Pacific areas. Married, 2 daughters, resident Melbourne, Vic.

GLEESON, Edward Valentine. TV production company director. Born Caulfield, Melb., May 23, 1926. Joined Val Morgan & Sons, 1947, studied market research 1948; attended TV production course 1955; appt director Val Morgan & Sons, 1956; appt director Cambridge Film-TV Productions, 1957. RAN Reserve, Pacific Ocean, 1943-46. Single, resident Elwood, Melbourne.

GLEESON, John Fredolin. Radio station managing director. Born Warwick, Qld, July 12, 1922. Trained in accountancy. Holds first class PMG radio ops. cert. Nine yrs technician-announcer 4CA, 4TO; salesman before acquiring interest in 4AY, 1950. Married, 1 son, 3 daughters, resident Belgian Gardens, Townsville, Qld.

GLENWRIGHT, Gordon Charles. Actor. Born Milsons Pt, NSW, March 17, 1919. Whitehall Acad. Dramatic Art 1947; 5 yrs Army (commando Lt.). Character roles and leads in radio and theatres all over Aust. since 1947. Featured in TV-cinema comm. & documentaries and was Jolly Gene the puppeteer in ATN's Children's sess. for 12 months. Holds intl fencing licence. Married, resident Milsons Point, NSW.

GLICK, Leo. Agency director. Born Perth, WA, June 18, 1923. 11 years Aldwych Advtg. Six years AIF. Two yrs Aust. mission to German control council. FAI. Married, resident East St. Kilda, Melbourne.

GOLD, Douglas Edward. Radio station assistant manager. Born Newcastle, NSW, July 27, 1917. 18 yrs in commercial radio, chief engineer 4GR pre-war; then appt studio mngr; now asst mngr. Educated Uni of Qld. Holds broadcast operators cert. Served four yrs AIF, New Guinea, Moratai. Married, resident Toowoomba, Qld.

GOLD, Edward E. Radio station manager-director. Born Qld. Trained as electrical fitter/mech.; later theatre electrician-projectionist. Opened sales and service business, Toowoomba, 1920, and experimental radio station 4EG; opened first Qld comm. station 4GR, 1925; floated 4ZR, 1931; mngr & dir. 4GR, mng dir. 4ZR since inception. Mngr Commonwealth Broadcasting Corp. country div., & superintending engineer 4BC, 4GR, 4RO, 4MB in '40's. One yr State pres. AFCBS; chairman Qld div. IRE, three yrs, eight yrs Toowoomba alderman, for a time deputy mayor; past dist. gov. Rotary; past pres. Toowoomba Golf Club & RACQ; first pres. Toowoomba Carnival of Flowers. SMIRE. Married, 4 children, resident Toowoomba, Qld.

GOODING, Donald McPherson. TV station chief engineer. Born Port Pirie, SA, May 30, 1901. Technician & member radio inspector's branch PMG dept, 1925-30; 5AD technician 1930; appt chief engineer 1931. Now chief eng. ADS. Educated Port Pirie High School. SMIRE (Aust.). RAN telegraphist 1916-21. Member of committee of SA Carols by Candlelight. Married, resident Lockleys, Adelaide.

GOODLET, Kenneth Edwin. Actor. Born Perth, WA, Oct. 11, 1921. 10 yrs. stage exp. one year radio. Appeared in Michael Langham's Richard III, Company of Four, White Sheep of the Family, Mary of Scotland, WA National Theatre productions Come Back Little Sheba, Rain-

maker. Toured Tas. with Elizabethan Theatre Trust in Rivals, Twelfth Night. Married, resident Nedlands, WA.

GOODSALL, Harley M. Radio station traffic manager. Born Manly, NSW, Aug. 24, 1908. Educated King's School, Parramatta, matric. 1925. With architects 1926-30; studied law two yrs; travelled abroad for 18 mths; studio mngr 2CH, 1935; joined BSA copy dept 1937; transferred as copy mngr to 2UB, 1938; appt asst to program mngr, 1945; traffic mngr 1953. Captain RAA, AIF, 1940-45. Married, resident Lindfield, Sydney.

GORDON, Ronald George. Agency account director. Born Adelaide, SA, Nov 7, 1928. Five yrs advtg dept. Farmer's Sydney; three yrs, Masters Ltd, Singapore; 3½yrs. A. Smyth & Sons, Sydney; now accounts dir., O'Brien Publicity, Sydney. Married, resident Bondi, Sydney.

GORMAN, Ita (Miss). Advertising agency account executive. Assoc. dept store advtg & agencies for 25yrs. With Goldberg, Price-Berry & L. J. Mooney agencies, Myer Emporium. Now acct-exec. Mooney Webb Advtg. FIA. Single, resident Richmond, Melbourne.

GOSS, Reginald William Graham. Radio station manager. Born Rockhampton, Qld, Jan. 4, 1913. Radio acting exp.; country station announcing; joined 4BK, 1940; appt production mngr 1941. Subsequently compere, quizmaster, interviewer, cricket, boxing and tennis broadcaster. Appt mngr 1954. Married, resident South Brisbane, Qld.

GRANT, Walter Tasker. Radio station managing director. Born Scotland. Began as electrician, was employed by Jack Lang to wire Parliament House; assoc. with 2KY, 2LT; now managing dir. 2DU. Married, resident Dubbo, NSW.

GREEN, Jean Mary Beswick. Agency secretary, director. Born Sydney, NSW, Aug. 13, 1907. Began Ferguson Advtg as secretary to a director, then mngr checking dept; joined Gordon & Gotch as media mngr & copywriter; Hartford Advtg as media mngr, secretary then mngr; secretary-director McClelland Advtg since 1940. Single, resident Kirribilli, Sydney.

GREENHALGH, Kenneth Neal. Radio station chief engineer. Born Parkes, NSW, Feb. 27, 1909. Holds broadcast ops. cert., first-class comm. cert. & TV technician's cert. Joined 2KO six mths after its inception as chief engineer. Married, resident Adamstown, NSW.

GRIFFITHS, Norman Stuart. Actor. Born Northwood, Middlesex, Eng., Oct. 2, 1917. Staff announcer with NZBS, 1948-53; radio producer-actor, Melb. since Feb. 1957; worked with AWA, ART, ABC, John Hickling, Hector Crawford. One Melb. stage play, Hippo Dancing. Repertory work, NZ. Played Mendip in Lady's Not for Burning and Wendice in Dial M. Gunner with 51st Highland div., France, 1939-40. Captured 1940, five yrs POW. Married, 1 daughter, resident Toorak, Melbourne.

GRIFFITHS, William Royston. Advertising agency managing director. Born Maryborough (Vic), Feb. 3, 1912. Paton Advtg, 1926; assist to m-d Rhodes Motor Co Melb. 1935-39; nat. ad-mngr Ford Motor Co of Aust. 1939-51. Appt

mng dir. Webb Roberts McClelland Advtg 1952. Chairman SA div and member of fed. exec., 4As for two years. Married, resident Adelaide.

GRIMSDALE, Gordon Hector. Executive radio producer. Born Dunedin, NZ, Nov. 29, 1916. Snr copywriter, acct/exec., advtg agency; anncr-prod. NZBS; prod. NZ rep. theatres; Pasadena Playhouse, Cal., USA (radio, stage, TV); writer-prod., Syd. Exec. prod. program div., ARC, since 1953. Bachelor of Theatre Arts, Pasadena, Cal., USA. Five yrs pilot RNZAF (Fit/Lieut. No 15 (F) Sqdrn). Married, resident Forestville, Sydney.

GYNGELL, Bruce. TV station program director. Born Melb., Vic, July 8, 1929. Grad. Syd. Uni. Joined ABC 1950. Advtg dept Aust. Women's Weekly, AM, 1954, then advtg mngr Weekend. New York, 1955, Honolulu, 1956, returned Aust. 1956. Now program dir. TCN. First person to appear Aust. TV. Grad. Barnard-NEBC, school of TV, Columbia Uni, New York. F/O 22 sqdn Citizen Air Force. Married, resident Bellevue Hill, Sydney.

H

HADDY, Patricia Anne. Actress. Born Quorn, SA, Oct. 5, 1930. Exp covers radio drama, variety & youth education, serials. Specialises juvenile leads & character roles. With amateur theatres in Adelaide, National Theatre, Perth since 1949. Married, resident Claremont, Perth.

HADFIELD, Lloyd Dyson. Technical services director. Born Sydney, NSW, Nov. 13, 1922. Three yrs TV development and research, EMI, Eng.; 3½ yrs guided missile development and testing; engaged in establishment of engineering services connected with national TV Studios, now dir. tech. services ABC. B.Sc., B. Engineering, (Hons), AMIEE. 3½ yrs AIF Radar officer, 1942-46. Married, 1 daughter, resident Lindfield, Sydney.

HAIG-MUIR, Ronald Francis. Media representative. Born Perth, WA, Aug. 22, 1916. Managing dir. Haig-Muir Pty Ltd; managing dir. Haig-Muir Investments Pty Ltd; managing partner, Southern Riverina Broadcasters. LIA (Aust); member TV Soc. (Aust); BCOP, Ft/Lt. RAAF, Pacific theatre. Married, resident North Balwyn, Melbourne.

HALL, David Maxwell Lyndsay. Radio-TV production unit assistant manager. Born Sydney, NSW, June 21, 1924. Advtg, publ. dept MGM, 1939; later asst. publ. dir MGM. Sales mngr Artransa, now asst. mngr. RAAF pilot SW Pacific. Married, resident Manly Vale, Sydney.

HALL, Kenneth George. TV station chief executive. Born Sydney, NSW, Feb. 22, 1906. Cadet journalist, then seven yrs advtg mngr Warner Bros.; three yrs advtg mngr State Theatre, Syd.; prod-dir. & gen. mngr Cinesound from foundation 1931; founded Cinesound Review Newsreel, 1931. Appt chief exec. TCN, 1957. Prod.-dir. 18 feature films and 2000 shorts. Married, resident Bellevue Hill, Sydney.

HALSE, Peter. Radio manager & director. Born Sydney, NSW, Oct. 2, 1922. With 2SM, 1938-50; joined A. L. Finn Pty Ltd, 1950; now radio mngr & director. Five yrs RAAF radar technician. Married, resident Pymble, Sydney.

HAMILTON, Walter Stuart. Radio news service editor-in-chief. Born Henty, NSW, April 5, 1906. Former sporting editor, chief sub-editor, Sydney Sun; now editor-in-chief, ABC News Service. BA (Syd.). Married, resident Rose Bay, Sydney.

HARDIE, Margery. Advertising director, TV film equipment supplier. Born Blackpool, Eng. Responsible for buying, arranging national advtg campaigns for large Eng. retail stores, incl. Selfridges (London), Affleck & Brown (Manchester), & Schofields (Leeds); since arrival in Aust. concentrated on advtg & sales promotion of Paillard Bolex motion picture equip. Director, Cineoptics Aust. Pty Ltd. Single, resident Seaforth, NSW.

HARDMAN, George William Campbell. Radio station studio manager and director of special events. Born Ingleburn, NSW, Dec. 28, 1905. Described for 2UW GPS Regatta from ferry roof, Parramatta River, 1931, first Aust. short-wave sporting description. Member Brisbane Royal tour announcing panel; AFCBS announcer, Olympic games, 1956. Well-known for show commentaries. Chief commentator Bris. shows since 1947, Sydney since 1950, Melb. since 1955. Married, resident Cooparoo, Brisbane.

HARDY, Douglas. TV film director—cameraman. Born Manly, NSW, Feb. 23, 1918. Matric. Joined Cinesound at 18; then with J. Arthur Rank Org.; Southern Cross Films; BBC; ABC TV. Produced 30, directed & filmed 860 productions. Holds Brit. Empire film award. Five yrs AIF, cameraman with 9th div., Middle East & Pacific Islands. Sails in Sydney-Hobart yacht races. Single, resident Seaforth, NSW.

HARNETT, Dominic Michael. Radio station studio manager. Born Sydney, NSW, Oct. 4, 1904. Singing & stage exp. before joining 2SM as announcer 25 yrs ago. Originator-compere 2SM's factory session Working to Music. Married, resident Darling Point, Sydney.

HARPER, Francis James. Radio station manager. Born Sydney, NSW, 10 yrs musical comedy exp. BCJW, and operatic companies; toured Australasia as tenor vocalist. Now station mngr 2LT. JF. Married, resident Lithgow, NSW.

HARRIS, Lyle James. Radio station manager. Born Kalgoorlie, WA, March 20, 1931. Joined Whitford network at 6KG, 1949; appt asst mngr, 1953. Transferred to and appt mngr 6GE 1955. Two yrs Goldfields jnr champ. swimmer. Gained fastest time two successive yrs at state inter-school lifesaving championships, Perth. Coached by Olympic champ. Ron Masters. Married, resident Kalgoorlie, WA.

HARRIS, Robert Keith. Radio network superintendent manager. Born Sydney, NSW, Jan. 20, 1911. Joined AWA 1927, graduated through various depts to superintendent mngr, AWA country broadcasting services. Qualified acct. Capt. Aust. Corps Signals AIF, 1940-45. Married, resident Ryde, NSW.

HARRIS, Ron. Radio-TV receiver manufacturer general sales manager. Born Melb., Vic., July 29, 1921. General sales mngr Radio Corp. Pty Ltd. Married, resident Moorabbin, Melbourne.

HARRIS, Toby. Actor. Born Brisbane, Qld, Nov. 19, 1910. Educated Grammar School, Bris. Stage-radio actor. With Little Theatre as actor-producer since 1927, entering radio 1934; has acted comm., ABC stations in documentaries, features & plays—straight & character roles. Written historical talks for radio, is also watercolour artist. Married, resident Indooroopilly, Brisbane.

HART, Marcia Rita. Actress. Born Wellington, NZ, 18 yrs exp. all types drama including ABC interstate tours. Leading lady three 1½ hour live TV plays originating WGKB-TV, Chicago, USA. Married, resident Melbourne, Vic.

HARTE, Harry. Agency managing director. Managing director George Patterson, Melb.

HARTE, Lewis Bernard. Radio station manager, chief engineer. Born Bundaberg, Qld, Sept. 10, 1918. Tech. 4BH, 1935-37; tech.-anncr 4SB, 1937-40, chief engr, 1946-48; tech. 2UW, 1948-50. Appt mngr, chief engr, 2KM. MIRE (Aust). 5½yrs. RAAF air crew, Truk, Rabaul, Solomons; staff officer Radio Trng Eastern Area and Moratal; (Fl/Lt). Reserve. Member Kempsey Rotary. Married, 2 children, resident Kempsey, NSW.

HARTLEY, Raymond Albert. Actor. Born Enmore, NSW, Jan. 5, 1927. Started career as tap dancer, numerous shows for JCW's; acting roles with Minerva theatre; returned & acted for JCW's, also radio; finally went full time into radio; last stage show White Horse Inn, Empire Theatre, 1955. Single, resident Marrickville, Sydney.

HARVE, Justin. Pianist. Born Manchester, Eng., Nov. 14, 1914. Holds diploma de virtuosite, Conservatoire de Musique, Lausanne, Switzerland. Studied two yrs pre-war, Berlin; appeared as soloist for JCW's, & in stage ensembles; lieder & opera, coach also accompanist at NSW state Conservatorium. Recently returned from world tour, visited music festivals 1956-57, Edinburgh, Paris, Zurich, Rome, Salisbury, Vienna, Milan, etc. Appeared on UK TV. Speaks French, German fluently. Single, resident Turramurra, Sydney.

HARVEY, Benita. Actress. Born Sydney, NSW, Aug. 11, 1932. Studied acting three yrs. Started pro. acting at age of 13; played many noteworthy roles on stage & radio; fully exp. in all types film work. Named one of best actresses, 1951. Single, resident Woollahra, NSW.

HATHAWAY, Marcia Nellie. Actress. Born Lorn, West Maitland, NSW, Feb. 8, 1929. First stage appearance age 3; dancer at 10; studied drama six yrs; first stage role at 14 in Lady Precious Stream. Chosen by Brit. C'wealth Theatre Co. for 1951 tour of NZ; toured Aust. in Sailor Beware, 1956; radio-TV exp. as well as stage. Specialises character-dialect roles. Plays violin, piano & sings. Fluent French speaker. Single, resident Milsons Point, Sydney.

HAWKINS, Eric Rowley Geoffrey. Agency managing director. Born Leicester, Eng., Sep. 23, 1911. Established, and has been managing dir of Hawkins Advtg since its inception 24 yrs ago. FOA. JP. Served AIF World War II. Married, resident Beauty Point, Sydney.

HAYCROFT, Vernon Ian. Radio station studio manager. Born Henty, NSW, Aug. 19, 1915. Joined 3YE, 1937; transferred to 3SR, and attached 3UL after war; now studio mngr 3UL. Official commentator during Royal visit. Six yrs 2nd AIF. Rank, Sergeant. Married, 3 children, resident Warragul, Vic.

HAYES, Douglas. Actor. Born London, Eng. 25yrs exp. theatre; 40 films, radio roles; BBC drama; TV, pantomime; character comedian. CSM, Europe and Middle East. Single, resident Elizabeth Bay, Sydney.

HAYSOM, William John. Agency governing director. Born Melbourne, Vic, April 16, 1907. Founded W. John Haysom Advertising 1937. FOA. Married, resident Toorak, Melbourne.

HEADING, Rex Gerald. TV station program manager. Born Adelaide, SA, Aug. 17, 1920. 11 years with 5KA. Former freelance actor and employee Shell Co. Appeared as actor in GMH Hour, Harry Dearth's Playhouse & many ABC drama shows. Now prog. mngr, NWS. Resident Royston Park, Adelaide.

HEATH, Roy L. Radio network branch sales manager. Born Geelong, Vic., Feb. 17, 1901. Qualified survey draughtsman. Was d/sman & civil engineer; then sales mngr, proprietor motor business; joined Melb. Age 1934; transferring Age broadcasting section 1935; station mngr 3HA; then joined MBS 1938. MBS Victorian manager. Signed first full network sponsorship deal for MBS. Married, resident Eltham, Vic.

HENSHAW, David Harvey. Radio station sales manager. Born Sydney, NSW, Dec. 19, 1937. Cadet anncr 2LF, 1955; b/fast anncr 2MG, 1956, program mngr 1957, sales mngr 1958. Single, resident Mudgee, NSW.

HEPWORTH, Reg C. Production company manager, Manager Hepworth Productions. Resident Killara, NSW.

HERMAN, Marcus. Record company co-director. Born Melb., Vic., 1931. Principal of Marco Recording studio, now technical dir. of Planet Records (Aust). Combined musical and technical knowledge to develop exclusive Marco Natural-sound recording process. Single, resident Glen Iris, Melb.

HIGGINS, Rex Anthony. Agency accountant. Born Junee, NSW, Dec. 2, 1925. Retail store & factory accounting; thence acct McClelland Advtg. AASA. First in Aust. final accounting, Aust. Assoc. of Accountants. Two yrs RAAF. Married, resident Chester Hill, Sydney.

HIGHFIELD, Robert William. Advertising representative. Born Sydney, NSW, Dec. 10, 1910. Eight yrs media mngr Weston Advtg; then into representation field. Post war joined the late Fred Thompson as media rep., taking over business in 1952. 5½ yrs AIF, RAAF. Married, 2 sons, resident Balgowlah, Sydney.

HILDER, George Frederick. TV-film production company director of facilities. Born Winnipeg, Canada, Sep. 4, 1912. Grad. Parkdale C.I. West Tech. School, comm. art. Royal Ontario College of Art. Comm. artist. Art dir. Design Craft Ltd, then mngr, Teknikraft Studios, Toronto, Canada. Dir. of facilities, Artransa, since 1956. Lieut. Royal Canad. Engineers NW Europe. Married, 2 children, resident Mona Vale, Sydney.

HILL, Alan Edwin. Trade newspaper advertising & sales manager. Born Sydney, NSW, June 25, 1923. Pre-war gen. business & accounting exp., post-war service with trade publications The Film Weekly, Broadcasting & Television and Advertising Magazine. One year AMF at home, three yrs RAAF North America & Europe. Married, resident Gordon, Sydney.

HILL, Mervyn James. Radio station chief copywriter, scriptwriter. Born Warnambool, Vic., May 10, 1923. Joined 5DN under rehab. scheme 1946; same year appt chief copywriter; now has own weekly disc jockey session. Won Macquarie script ideas award, 1948. Written three comedy routines weekly for Radio Canteen since 1949, and Under the Stars since 1948. Has written for Joe E. Brown, Spike Jones, Stan Freyberg. Married, 2 sons, resident Gofflands, Adelaide.

HILLMAN, Robert Younger. Agency TV manager. Born Sydney, NSW, Dec. 19, 1925. Two yrs advtg consultant, Fleet St., London; five yrs agency acct/exec; one yr retail advtg mngr. Now TV mngr Hugh Berry Advtg. BA (Syd). Married, resident West Ryde, Sydney.

HILLYER, Kenneth John. Agency accountant. Born Malvern, Vic. Post war acct/secy several companies. Joined Nichols Cumming 1957. B. Comm., AASA, ACAA. Married, resident Moorabbin, Melbourne.

HOGG, Ralph D. Film production company producer-director. Born Surrey, Eng., October 29, 1915. Asst dir. Gaumont-Brit., 1934, then MGM Ealing, Prod. mngr Ealing, 1946-54. Film dir. 1955-56. Dir., Aust. C'wealth Film Div., 1956. Prod. mngr The Shiralee. Deputy dir. Olympic Games film unit, mngr Southern Internat. Studios. Now with Supreme Sound Studios. Royal Artillery, Brit., India, Burma, Member Brit. Film Academy, Brit. Kinematograph Soc. Married, resident Potts Point, Sydney.

HOWDEN, Hubert Arthur. Agency director. Born Melb., Vic., Nov. 30, 1906. Pre-war, advtg mngr London Stores Ltd; snr acct-exec Claude Mooney Advtg 1945-53; then joined Rickards Advtg; now director. FIA (Aust). Five yrs commissioned RAF, RAAF, Middle East & Italy. Married, 2 children, resident Glen Waverley, Melb.

HOLMES, Douglas Edward. Radio station manager. Born Deniliquin, NSW, June 21, 1906. 7yrs archit. draftsman; 7yrs eng. draftsman. Mngr-engnr 2DU, 1934-41. Mngr Riverina Broadcasters, 2WG, since 1941. Qualified radio eng., arch and engr draftsman, Chamber of Commerce, Rotary. Married, resident Wagga Wagga, NSW.

HOLMES, William George. Radio station sales manager. Born Moama, NSW, Aug. 12, 1920. Entered radio 1936, with country stations as announcer-copywriter; two yrs mngr 2MG; 18 months sales mngr 2CH; past six yrs sales mngr 3UZ. Six yrs pilot, RAAF, Great Britain. Married, resident South Caulfield, Melbourne.

HOLT, Harold Gerrard. TV production unit director. Born Cheshire, Eng., March 9, 1909. Former SA sales mngr Electrolux; joined sales staff Val Morgan & Sons, 1941; rejoined after war; appt sales mngr 1947; appt a director 1957; also company director Morgan Cambridge Films Pty Ltd. With Dept of Army, Mechanisation 1942-45. Married, resident Hawthorn, Vic.

HOOD, Leslie Raymond. Radio station assistant manager. Born Perth WA, Oct. 19, 1902. Asst mngr 2UE, 1940-49; with 2KY since 1949. Now asst mngr. Married, resident Northbridge, Sydney.

HOOKE, Sir Lionel George Alfred. Electronics organisation managing director. Born Melb., Vic., Dec. 31, 1895. Joined AWA in 1913. In charge of wireless telegraph apparatus, Shackleton Polar Exped., 1914. Exec. of AWA since 1919. Chairman, Radar & Telecommunications Industry Advisory Committee, vice pres. Chamber of Manufactures and chairman, electronics and allied industries div. Member business advisory group Aust. Atomic Energy Commission. Lieut. Royal Naval Volunteer Reserve, later pilot RN Air Service, World War I. Received knighthood 1957 New Year's honor list. Married, 1 son, resident Killara, Sydney.

HOOPER, Edgar Maxwell. Radio station chief engineer. Born Pyramld Hill, Vic., March 19, 1905. Two yrs marine radio; two yrs 7ZL; 28 yrs 3DB. FIRE (Aust); AIRE. Instructor Central Signal School during war. Planned, supervised Herald & Weekly Times' broadcasting & communications activities. Married, resident Hawthorn, Melb.

HOPE, Justin Francis. Agency media director. Born Hobart, Tas., July 9, 1919. Three yrs acct-exec Cossey Advtg; two yrs press mngr Campbell Advtg; four yrs press & misc. mngr, then partner, Littleton Harvey Advtg. AAI. Diploma ICS. Five yrs army service. Married, resident Ashgrove, Brisbane.

HORGAN, Patrick Finnbarr. Actor. Born Hyson Green, Eng., May 26, 1923. Retired from St. Mary's Hosp. London, before sitting for final MB. Two yrs Germany, petroleum chemist, RASC. Stage, BBC, TV, comm. TV, Aust. TV. Aust. radio exp. Married, resident Bayswater, London.

HOUGHTON, Don. Writer-producer. Born Paris, France. Film, TV (UK), and radio exp.; author seven successful detective novels & many short stories; now freelance writer-producer. Writes Police File, Nightbeat, etc. Educated Barnard Castle, Co. Durham. Served RN.

HOUSLEY, Trevor Alfred. Telecommunications Commission general manager. Born Gympie, Qld, Oct., 1910. With PMG's dept. technical & engineering, 1926-46; DCA 1946-51, chief airways engineer since 1948; OTC (A) since 1951, appt gen. mngr 1956. Actively engaged post-war development aviation facilities, particularly communications & navigational aids. Led Aust. delegation Int. Aviation Convention, New Delhi, 1948. Member communications, broadcasting committee, & supervised international communications, Olympic games, 1956. B.Sc., MIE Aust. Married, resident Lindfield, Sydney.

HOWARD, Kenneth. Radio TV racing & sports commentator. Born Waverley, NSW, Dec. 2,

1913. 21 yrs race broadcasting & sporting exp.; six months TV exp. Comperes own TV sporting shows; major network race commentator. Married, resident Kensington, Sydney.

HOWELL, Edward Welsford Rowsell. Actor-author-producer. Born Bromley, Eng., July 15, 1902. First stage app. JCW Blue Bird Co., when 10; entered radio ABC 1929; featured roles BBC, 1949-50; toured UK, Stanley French Theatre Management, 1949-50; app. four Aust. films, ABC TV & first Aust. play televised. Played character, comedy, drama for comm. & ABC radio; stage exp. JCW, Minerva & Independent Theatres. Leading man Janus, 1957. Wrote, directed, played lead Fred & Maggie Everybody, 1932-53. Has written ABC spec. features, documentaries. Married, resident Darling Point, Sydney.

HOWES, Frederick Robert. Agency production manager. Born Sydney, NSW, June 9, 1920. One year Sun advtg dept.; three yrs Catts-Patterson Advtg; five yrs Hansen-Rubensohn Advtg; two yrs advtg mngr Brit. General Electric Co.; resident Bellevue Hill, Sydney.

HUDSON, John Moris. Radio station breakfast announcer. Born Sydney, NSW, Jan. 1, 1928. 2GZ, 1943-45. Annor 2CH, 1945-47. Freelance ancr 1947-49. B'fast annor 2CH, 1949-52. 2GB as b'fast annor since 1952. Married, 1 child, resident Lane Cove, Sydney.

HUGALL, John William. Radio station company secretary. Born Fremantle, WA, Aug. 9, 1912. Joined 6KY 1949. Member WA King's Cup crew, 1934. Four yrs AIF, NG & Balikpapan. Single, resident Nedlands, Perth.

HULL, Harold. Radio station sales executive. Born Melb., Vic., March 2, 1917. Former concert mngr, pub. director E. M. Greene; joined 3AW 1952, now sales exec. Theatre & radio exp. Tour manager of many celebrated artists. Married, 1 son, resident East Melbourne, Vic.

HUMPHREY, John Robert, JP. Agency organisation federal director. Born July 12, 1911. Began advtg career, Farmer & Co., 1928; with various retail stores to 1935; abroad, UK & South Africa, 1935-36; appt asst advtg mngr Berlei Ltd, on return, 1937; appt advtg & display mngr 1938. Appointed federal secretary 4As 1946, federal director 1956. Alderman Kuring-gai Municipal council, 1950-53. FAI (Aust). Served 2nd AIF, 1941-45. Married, 3 daughters, resident Pymble, Sydney.

HUNN, John Talbot. Radio network deputy manager. Born Perth, WA, Sep. 1, 1922. Educated Guildford Grammar School, WA, & Melb. Grammar School. Joined staff Nicholsons Ltd, 1946; acct Nicholsons Broadcasting Service (6PR-TZ-CI) 1952-55; appt asst mngr 1955; joined WA Broadcasters as personal asst to mngr, 1955; appt deputy mngr 1957. Served AIF World War II, instructor Aust. Jungle warfare school, Canungra, 1945. Married, 1 son, 1 daughter, resident Mosman Park, WA.

HUNT, Donal de Vere, Agency head. Educated Newington College, Syd., economics Syd. Uni. Former acct-exec. Lintas; product mngr

J. Kitchen & Sons; formerly WA mngr Fortune (Aust.) Pty Ltd. Now on own account as Don Hunt & Assocs. Resident Perth, WA.

HUNT, Victor Nelson. Agency director. Born London, Eng. July 9, 1915. Pre-war prop. point-of-sale display firm; advtg mngr of national advertiser; 1946 asst. advtg mngr (publishing Co). 1943 joined Nichols-Cumming. Commissioned officer AIF 1940-46. Married, resident Beaumaris, Melbourne.

HUNTLEY, Hamilton Reynolds. Radio station manager. Born Sydney, NSW, July 25, 1912. Educated Syd. Grammar School & Syd. Technical College. Former cadet engineer, AWA radio electrical works, 1932-33; technician-annor-salesman 2AY, 3BO 1933-34; acting manager 2GF 1935; asst mngr 4TO 1935-36, engineer-annor, secretary & director Fiji Broadcasting Co., ZJV Suva, VDP-2 Suva, 1936-52; asst mngr 3BO 1952-54; mngr 1954; appt 2CH station manager 1957. Married, 4 sons.

HUNTLEY, Geoffrey Herbert. Agency joint managing director. Born England, Sept. 6, 1916. Won 3yr scholarship Royal College of Art (London). Visualiser, Erwoods Ltd, S. T. Garland and Greenly's (London agencies). 5yrs art dir. Alan A. Martin (SA). Joint mng dir., Monahan Huntley & Co. since 1953. Lieut., Royal Artillery. Pilot & test pilot, RAF. Captain Twickenham A Rugby Club (England). Married, resident Brighton, SA.

HUTCHISON, Francis Ashton. Agency senior partner. Born London, Eng., July 27, 1899. 32 yrs exec. exp. in advtg; 13 yrs advtg mngr two major Brit. nat. advertisers; four yrs dep. asst dir. of pub. Ministry of Supply, London; seven yrs acct-exec. Alfred Bates & Sons, London. Founder and snr partner Hutchison Advtg, Hobart since 1952. Resident Hobart, Tas.

HUTCHISON, Neil. Director of drama & features ABC. Born Cheshire, Eng., April 8, 1912. BBC & ABC broadcasting & administrative exp. BA Oxon. Married, resident Potts Point, Sydney.

HUTTON, Richard (Ric). Radio-TV actor & narrator. Born Sydney, NSW, March 8, 1926. Former announcer MBS, 1947; three yrs announcing, 2CH; BBC, 1950-55; drama & TV newsreel commentaries; film commentating, Crown Film unit & others; freelance, radio and TV, Sydney, since 1955. Three yrs AIF, NG & New Brit. AEME and Army Broadcasting Service. Single, resident Cremorne, Sydney.

HYNES, Lincoln Caruthers. Radio network general manager. Born Balmain, NSW, April 14, 1912. Former sports exec. MBS, 1946; sales mngr, 1949; gen. mngr 4BC, 1951; gen mngr 4BC and Qld network (4GR-MB-RO) 1952; gen mngr ZUW & Qld network, 1956; member management committee AFCBS, 1955-57; sen. vice-pres 1957-58; pres, 1958-59. Represented NSW in Sheffield Shield cricket, 1934-39. Past officer RAAF, NG & Aust., 1942-46. Married, 3 daughters, resident Lindfield, Sydney. pres. & life member Contact Club. C'missioned

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IFIELD, Frank. Singer. Born Coventry, Eng., Nov. 30, 1937. Started singing at 14; appeared nearly all radio stations; first record & radio show, 1953. 12 month show on country station. First western singer to have 1hr Aust TV show. Single, resident Beecroft, NSW.

IRVINE, Malcolm McKinnon. Agency managing director. Born Lismore, NSW, Sept. 14, 1918. Seven yrs Theological College. Five yrs mngr 4ZR; five yrs radio mngr O'Brien Pub. Diploma in psychology. Managing director, Irvine Advtg. Single, resident East Ivanhoe, Melbourne.

IRVING, Wilson. Television station senior station supervisor. Born Kurrajong, NSW, May 2, 1912. Aust. & overseas theatre exp. Entered radio as compere-announcer 1938; prior to joining ATN, producer MBS Gladys Moncrieff Show, Quiz Kids, Pied Piper, etc. Served as officer with AIF in SW Pacific area. Married, 1 daughter, resident Rose Bay, Sydney.

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JACKSON, Geoffrey James Montgomery. Agency producer-director radio programs. Born Auckland, NZ. Former journalist; prod-program mngr 2GB; gen. mngr Jack Davey Productions; radio mngr Paton Advtg; radio dir. Lintas Advtg; exec. prod. MBS. Later with EMI. Now radio-TV dir., McClelland Advtg. RAAF. Married, 2 daughters, resident Croydon, Sydney.

JACQUES, Victor Arthur. Radio network advertising manager. Born Manchester, Eng., 1898. Educated Otago High School, Dunedin, NZ & London Uni. (School of Economics). With Kolyanos Co., London (sales merchandising & credit), 1920-28; Samson Clark Advtg, London, 1931-33. Also worked Paris, New York, Chicago, India. Joined 5AD copywriter-salesman, 1935; appt 5AD-PI-MU-SE advtg mngr 1945. Served AIF 1916-19. Co-founder Adelaide Contact Club, 1956. Married, resident Glenelg, SA.

JAMES, Donald Philip. Radio station manager. Born Melb., Vic., June 1, 1918. 20yrs radio & press exp; on snr literary staff of metrop. dailies. Now mngr 3HA. RAAF pilot. Married, resident Hamilton, Vic.

JAY, Tommy. Radio station copy manager. Born 1902, Ferndale, Wales. 14yrs JCW comedy roles in Gilbert & Sullivan operas. 20yrs 2SM. Now 2SM copy mngr. Married, resident Gordon, N.S.W.

JEFFCOAT, Francis Robert. Radio station sales manager. Born Sep. 18, 1922. Cadet annr, 4BH, 1939, then evening annr, sporting editor, specialty annr. Appt mngr 4VL 1951;

sales promotion exec. 2UW, 1957; asst sales mngr 2UW, 1958; sales mngr 1959. Four yrs AIF—demob rank WO II (Ord). Married, 1 son, resident Chatswood, Sydney.

JEFFREY, Edward Leslie. Media representative. Born Blackall, Qld, June 17, 1905. 21yrs broadcasting. Salesman 4BC, 1936; transferred 4BH, 1937; mngr 2CK (now 2NX) 1938, opened Melb. branch Oswald P. Sellers, selling agents for Columbia — G. Edwards Radio Prod. Sales mngr 3AW, 1945-47. Foundation member past pres., Melb. Time Club. Member board mngmt Advtg Club of Vic. Now prop. E. L. Jeffrey radio transcription service. Resident Brighton, Melbourne.

JENKINS, David Alexander. Media representation Co sales executive. Born Manly, NSW. Educ. Syd. Grammar School. Company principal 4yrs, then sales dept, BP Aust. Now sales exec., Noel Battye P/L. Single, resident Strathfield, Sydney.

JENKINSON, Creswick. Radio network executive producer. Born April 3, 1921, Adelaide, SA. ABC annr 1942-44; newsreader 1944; newsreader 2UE 1945-46; sales mngr 4KQ 1947; scripting for MBS 1945; own prod. unit 1948. Joined MBS Sunday Night Theatre as exec. prod. 1958. Now exec. prod. MBS. Resident Edgecliff, Sydney.

JENKYNs, Roy. Agency managing director. Born Perth, WA. Managing director Dampier Advertising. Married, resident Double Bay, Sydney.

JOBBS, Henry Edward. Film production unit manager. Born Sydney, NSW, Dec. 12, 1918. Advtg dept Farmers, Syd; then partner Lawrence & Jobbins (now W. B. Lawrence Advtg) dir. 1/c advtg California Prod., 1/c promotion Cole of California, Joyce Shoes, I. Miller Shoes. Acct/exec. (Ford Motor account) Warwick Advtg. Now mngr Filmads, dir. Cambridge Film & TV Prod. Served RANVR. Married, 3 children, resident Eltham, Melb.

JOEL, Asher Alexander. Agency managing director. Born Stanmore, NSW, May 4, 1912. Managing dir. Asher Joel Advtg. OBE, MLC, US Bronze Star. Married, resident East Lindfield, Sydney.

JOEL, Joe. TV film distribution company general manager. Born Sydney, NSW, April 20, 1915. Former dir. advtg & pub. Columbia Films & RKO. Studied advtg agency ops US, 1948. Chairman Motion Picture Export Assoc. America. Lieut RANVR, 1939-45. Now gen mngr Screen Gems (Aust.). Married, 2 sons, resident Pymble, Sydney.

JOHNS, Kenneth. Radio network recording manager. Born Sydney, NSW, Jan. 23, 1917. Beam messenger AWA, 1932; exp. Marconi School of Wireless, publicity & sales depts; transferred recording dept, AWA, 1937; now recording mngr. RAN 1941-46. Married, resident Hornsby, Sydney.

JOHNS, Marion Ida. Actress. Born Broken Hill, NSW. Radio, stage, film exp. All types of roles. BA Sydney Uni. Married, 2 sons, resident Lane Cove, Sydney.

JOHNSON, William John. Radio station managing director. Born Ipswich, Qld, Nov. 10, 1893. Estab. 4IP, 1935; now managing dir. First

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pres. Ipswich Legacy Club; past pres. Qld Auto. Chamber of Commerce, Ipswich Chamber of Comm., RSSAILA Ipswich sub-branch, Ipswich Bowling Club; patron-life member Ipswich Rifle Club; pres. Blackstone-Ipswich Cambrian Choir, Ipswich Intermediate Choral Soc. Served 25th Bn. Gallipoli & France, wounded 1917. Married, resident East Ipswich, Qld.

JOHNSTON, Roma Elizabeth. Actress. Born Melb., Vic., May 14, 1927. Stage, radio, TV exp. Specialises character roles. Single, resident Toorak, Melb.

JONES, Barry. Advertising agency radio producer. Born Oct. 13, 1937, Sydney. With 2UE publ. & prod. depts then to United Service Publicity. Now USP radio prod. Single, resident Toorak, Vic.

JONES, Donald Leonard. Agency account executive. Born Arncliffe, NSW, Feb. 22, 1926. 14yrs advtg exp.; nine yrs Sydney, Melb. & Bris agencies. Now acc/exec George Patterson Advtg. 2yrs RAAF. Married, 1 daughter, resident Balgowlah, Sydney.

JONES, Malcolm John. Director, media representation co. Born Manly, NSW, Aug. 14, 1917. Former NSW secretary AFCBS; sales mngr 2UE; sales superintendent Kelvinator (Aust); now dir. Barnes Chapman Pty Ltd. 5½ yrs RAAF pilot. Married, resident Mosman, Syd.

JOSE, Denis Adrian Arthur. Director program services, Aust. Broadcasting Control Board. Born Sydney, NSW, May 3, 1908. Anncr, program dir., acting mngr, Qld ABC, 1931-46; ABC federal program co-ordinator, head office, 1946-49; dir. program services div., ABCB, since 1949. Married, 1 son, 2 daughters, resident Box Hill, Melb.

JOYCE, Donovan Maxwell. Radio-TV production company managing director. Born Melb., Vic. 12yrs anncr, copy chief 3KZ, 3AW; 12yrs writing & directing radio drama; founded own unit 1945; now prod. radio-TV material. Won Federation Oscar, two sections, 1946, with Passing Parade. Married, 1 son, resident Blakehurst, Sydney.

JUDD, Dorothy. Media representative business manager. Born Sydney, NSW. Secretarial exp. Now business mngr Noel Battye Pty Ltd. Single, resident Cronulla, Sydney.

JUDD, Noel. Producer-actor. Born Melb., Vic. Feb. 8, 1916. 25yrs advtg, radio, stage. Opened radio div. Paton Advtg, Melb., 1932; anncr-copywriter 2GB, 1935; snr anncr. producer 2WL, 2CA, 2HR, 7LA. Post-war anncr, copy mngt, service mngr, scriptwriter, prod., program exec., 2GB. Now prod. musical & comedy shows, scripting & starring Bunkhouse show. During war organised Tas. AIF entertainment unit; awarded Cert. of Merit for work in forward areas, NG, Solomons. Written 30 songs, singing commercials, themes. Member AFRA. Married, 3 children, resident Balgowlah Heights, Sydney.

JUDGE, Ainslie Robert. Radio station chief engineer. Born NZ, Jan. 12, 1913. 13yrs 4BH, now chief engineer. Three yrs DCA. With G. J. Grice Music House, Bris. & Cairns until 1941. Assoc. member IRE. Married, resident Ashgrove, Brisbane.

JURY, Ronald Russell. Assistant to radio station general manager. Born Melb., Vic., Oct. 28, 1926. Matric. Melb. Boys' High School. With C'wealth Bank, 1942; 3SR as anncr, 1949; copywriter & sports commentator with 3XY then acct 3AW, 1951. AASA, assoc. Bankers Ins. Aust. Co-operated prod. Impact radio surveys 1951-52. Foundation member, treasurer TVS Soc. Aust. Single, resident Melb., Vic.

KAIN, Malcolm Ronald. Agency account executive. Born Sydney, NSW, Sep. 21, 1931. Acctt/exec. Hugh Berry Advtg; production mngr Warwick-Paton Advtg; asst acct & production exec., now acct/exec., McClelland Advtg. LAI Aust. Married, resident Bondi, NSW.

KAUFFMANN, Bettine Rosalind. Actress. Born Melb., Vic. Stage, radio & TV exp.; leading roles radio serials, plays. Appeared at Melb's Princess Theatre, National Theatre, Little Theatre. BA (hons) Melb. Uni. Married, resident Sth Yarra, Melb.

KEAVNEY, Kay. Radio-TV scriptwriter. Born Sydney, NSW, Feb. 2, 1921. ABC staffwriter, 1942; MBS, 1945-53; freelance since 1953. Studied TV Eng. & Europe, 1952. Worked with Joseph Kaufman, 1954 writing 1hr Long John Silver TV plays. BA (1st class hons) Syd. Uni., awarded James Coutts scholarship. Married, 2 daughters, resident Drummoyne, Sydney.

KEEGAN, Jack. Agency branch manager. Branch mngr Hawkins Advtg, Brisbane.

KEESING, Roy Selwyn. Agency account executive. Born Auckland, NZ, May 23, 1908. 30yrs advtg, journalistic exp.; now director, R & K Powell Advtg. FAI (Aust), 2nd AIF 1940-45. Married, resident Clifton Gardens, Sydney.

KELLOCK, Samuel James Frederick, OTC (A) chairman. Born Violet Town (Vic.), May 25, 1890. Joined PMG's dept, 1905; superintendent postal services, Vic., 1938-46; acting chief inspector, postal services, central admin, 1946-48; director, Posts & Telegraphs, NSW, 1948-54; appt chairman OTC (A), 1954. OBE. Vice pres. Royal Institute Public Admin (NSW) Married, resident Mosman, Sydney.

KELLY, Alan Richard. Agency director. Born Bondi, NSW, Aug. 9, 1926. Prod. mngr, O'Brien Publicity (Syd) 1946-47; acc. exec. 1948-50. Bris. repr. O'Brien Pub., 1951-52, Qld mngr, 1953-55. Apptt dir. 1956. FAI. Secy Qld div. 4As, 1956-58. Treas. Qld Motor Sporting Club, 1954. RAN and 1st Aust. Naval Beach Commando Unit (New Guinea, Molluccas) 1943-46. Married, 2 sons, 2 daughters, resident Lone Pine, Brisbane.

KELLY, Douglas William. Actor. Born Melbourne, Sept. 3, 1914. Exper. stage, radio and TV. Lieut. AIF, New Guinea and New Britain. Single, resident Flemington, Melbourne.

KELLY, Francis Timothy. Agency partner. Born England, May 24, 1900. Newspapers, journals London, America and the East. Later acct exec. Catts Patterson (Sydney); acct exec Hartford Adv. (Syd.); dir. Vincent Freeth Pty Ltd 1943-50; acct exec. Jackson Wain, dir Jackson Wain International, 1950-56. Joined Noble-Bartlett 1956; became partner when Steele, Kelly & Co acquired agency July 1958. Married, resident Potts Point, Sydney.

KEMP, Sidney Joseph Albert. Radio network managing director. Born Bexhill-on-Sea, Eng., Nov. 6, 1900. Advtg dept, Argus, 1926; sales promotion mngr, 1934; mngr 3SR, 1936; superintendent mngr 3SR-YB-UL, 1939. Appt. dir. & gen. mngr, Assoc. B'casting Services, 1957. Now mngr dir. Served RNVR 1917-19, wireless officer, Merc. Marine, 1920-26, Air Training

Corp., Vic. p/o, 1942-44. Country vice pres. AFCSB, 1943-44, chairman, founder, Vic. Country Broadcasters Publicity Committee. Married, resident Caulfield, Melb.

KENNEDY, Eric Thomson. Agency director. Born Albury, NSW, March 1, 1897. Chief exec. officer, Assoc. Newspapers and dir. Aust. Assoc. Press, 1942-53; pres. ANPA, 1947-49; chairman Audit Bureau of Circ., 1942-46; vp Aust.-American Assoc. since 1944; now dir. McClelland Advtg. Member Wartime Censorship Advisory Committee, Chairman, Fed. Pub. Committee, C'wealth Jubilee Celebs, 1951; present chairman Tutus Investments; dir. Petrol & Chemical Corp. (Aust.), & St. Luke's Hosp. 5th Aust. Field Arty Brig., 1915-19. Awarded MSM, MID. Married, resident Woollahra, Sydney.

KENNEDY, Patricia. Actress-producer. Born Queenscliff, Vic. Two yrs ABC, Melb., drama & variety; then freelance radio actress; overseas 1950, visiting 13 countries, & studying TV. Appeared BBC. On return produced for Hector Crawford Prod.; thence Syd., 1956. Single, resident Woollahra, Sydney.

KENYON, Alma. Actress. Born Aldershot, Eng. 30yrs stage, radio exp. Specialises character & dialect roles. Resident Perth, WA.

KERIN, Ronald James. Born Melbourne, Vic., August 3, 1926. CSIRO, 1942; 3AW, 1943-44. Joined United Service Publicity 1947, now acct exec. FAI, AISM, War service AIF, 1944-46. Married, resident East Brighton, Victoria.

KERR, Bernard Francis. ABC Federal sporting supervisor. Born Canowindra, NSW, Dec. 22, 1914. Commentator Helsinki Olympics, 1952; Aust. cricket tour, Eng., 1953; 1/c, ABC coverage, Melb. Olympics, 1956. With ABC since 1932. Army, 1941-46, Ordnance Corps, Pt Moresby, Dobodura, Lae, Bougainville. Sporting editor, amenities service, b'casting sect., 1945. Married, 2 daughters, resident Maroubra Bay, Sydney.

KERR, John Albert. Radio station proprietor. Owned 2BE since 1941. Resident Bega, NSW.

KIDD, Arthur Roy. Radio station manager. Born Sydney, NSW, Oct. 26, 1914. With AWA, 1928-38; then salesman-annor 4TO; mngr 2GN, later 3EO. Mngr 2AY since 1946. Country vp AFCSB 1952-53. RAAF, SW Pacific area. hq. Awarded Queen's Coronation Medal (Civil). Pres. Albury Rotary; past vp Albury Chamber of Commerce. Married, resident Albury.

KINANE, William Ower. Radio station manager. Born Lilydale, Vic., Jan 10, 1915. With Goodyear Tyre & Rubber Co., Melb. (1932-36), then with AWA's acnts, marine & b'casting depts. Now mngr 4WK. Holds 1st class comm. ops cert of proficiency. Radio officer, Merchant Navy. Member Rotary, Legacy and golf clubs. Married, 1 child, resident Warwick, Qld.

KING, Geoffrey Laurence. Film processing laboratory managing director. Born Sydney, NSW, Dec. 10, 1903. Former audit clerk, Peterson & R. King; refrig. sales mngr Aust. Gen. Elec. Founder & designing engineer, Kinelab Pty Ltd. Member Soc. Motion Picture TV Engineers, IRE, Brit. Kinematograph Soc. Films consultant TCN. Pilot, flying instructor. Married, resident Vaucluse, Sydney.

KING, Hon. Robert Arthur, MLC. Radio station general manager. Secretary NSW Trades & Labour Council; member NSW Legislative Council; now gen. mngr 2KY. Married, resident Bondi Junct., Sydney.

KINGSFORD-SMITH, John Wilfrid. Film production unit managing director & producer. Born Toowoomba, Qld, May 7, 1911. With Filmcraft Labs, 1930; Cinesound 1932-39. Formed Kingeroff Productions, 1946. Now managing dir. Held Aust. light plane altitude record, 1938-53. Two awards at film prod. C'wealth Jubilee Film comp., 1951. Six yrs RAAF, active service SW Pacific. Discharged Wing/Comdr. Married, 3 sons, 1 daughter, resident Lindfield, Sydney.

KINNEAR, A. Bryce. Agency branch manager. Branch mngr George Patterson Advtg, Adelaide.

KLEMM, Bertram William. Radio station advertising sales dept manager. Born Brisbane, Qld, March 24, 1917. With Courier-Mail, later advtg dept Chandlers. Entered radio as script-writer; later 4yrs radio mngr Noble-Barrett Advtg; joined 4BK-AK, 1952; apt sales mngr, 1953. Five yrs RAAF air crew (3½ in Eng.) ft./lieut. Married, 2 daughters, resident Wavell Heights, Brisbane.

KNIGHT, William Charles. Agency press director. Born Brisbane, Qld, Dec. 20, 1906. Former art editor-in-chief, Assoc. Newspapers; art director, Lintas Advtg; acct/exec. Lyle Davis Advtg; now press director, Canny, Paramor & Canny Advtg. Married, resident Vaucluse, Sydney.

KNOWLES, Bruce Julian. Agency account executive. Born Brisbane, Qld, Nov., 1936. Two years retail advtg, McWhirters Ltd. Now acct-exec. Australian Advertising Agency. Single, resident Ascot, Qld.

KOFFEL, David. TV production company governing director. Born London, 1914. Journalist, scenario writer, advtg exec, film prod. Founder and gov. dir., David Koffel Pty Ltd, Film & Television Productions, David Koffel (Enterprises) Pty Ltd, Featured Theatre Ads, Theatre Screen Contractors (Aust.). Resident Longueville, NSW.

KRUSE, James C. Agency branch manager. Apptd mngr 1958 Rickards Advtg, Adelaide.

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LAKE, Dawn. Vocalist, actress. Born Sydney, NSW, Jan. 20, 1929. Aust. & Eng. radio, TV, stage & cabaret exp.; appeared Say It With Stars, Tivoli Theatre, Melb. Chosen for top vocal spot with London BBC show band. Married, resident Clovelly, Sydney.

LAMB, Stewart. Radio station chairman, managing director & company director. Born Newcastle, NSW, March 6, 1917. Chairman, mnging dir., 2UE, and N'castle B'casting Co. Married, resident Bar Beach, Newcastle.

LAMMAS, Lorraine Hazel. Actress. Born Sydney, NSW. Freelance actress radio, stage, films, TV. Single, resident Croydon Park, Sydney.

LAMOND, Toni. Actress. Born Sydney, NSW, March 29, 1932. Appeared radio, stage, cabaret, TV shows. Leading lady to Tommy Trinder in Aust.; star Pajama Game. Specialises musical comedy, variety. Married, resident Potts Point, Sydney.

LAMPOR, Nellie. Radio-stage character actress. Born Southampton, Eng. Veteran star of Aust. radio & stage. Trained in Eng. initially musical comedy, concert parties, music hall sketches. Currently featured Aust. radio programs. Resident Sydney.

LANAGAN, Joseph Ronald. Radio station managing director. Born Bingera, NSW, Aug. 12, 1907. Managing dir. 4VL. Past pres. Charleville Show Soc. and Warrego Club; dir. Westernair Charter Service; trustee, Charleville showground & racecourse. Married, resident Charleville, Qld.

LANDELL-JONES, Charles Kenneth. Agency managing director. Educated Cranbrook, Sydney; pre-war jnr exec. Atlantic Union Oil; post-war founded Fortune Advtg, now managing dir. Served 2nd AIF. Resident Bellevue Hill, Sydney.

LANCASHIRE, Hal. Radio artist. Born Sydney, NSW, March 7, 1908. Radio, stage, TV exp., Eng., France, Germany, Aust. Also comedy vocalist. Married, 2 children, resident Rockdale, Sydney.

LANE, Reginald Ewart. Production company managing director. Born Tenterfield, NSW. Sales mngtr 2GB, 1938-45; general mngtr 2GB and Artransa, 1946-52; managing dir. CRT & ITS. Married, resident Cremorne, Sydney.

LANE, Richard Hamilton. Radio writer-producer. Born Sydney, NSW, Jan. 18, 1918. Began radio writing, 1937; with MBS, 1942-51; freelance since 1951. Scripted Laura Chilton and for Caltex Theatre; prod. Dr. Paul, Agatha Christie series. Widower, resident Newport, Sydney.

LARKIN, Joseph Stanley. Radio station general manager. Born Melb., Vic., Feb. 12, 1903. Journalist Melb. Herald, 1918; Sun-Pictorial, Evening Sun, 1923-25; editor Colac Herald, 1925-27, Bathurst Times, 1927-29; mngtr 3UZ, 1930-39. Studied radio USA, 1937; asst mngtr 5DN, 1939-43. Journalist, political writer Melb. Argus; returning 5DN as gen. mngtr, 1946. Pres. AFCSB, 1953-54. Visited Ceylon, India, Pakistan, SE Asia for MBS in 1950. Advised Ceylonese Govt on setting up radio SEAC. Married, resident Somerton Park, Adelaide.

LARKIN, Ronald Thomas. Radio station branch manager. Born Sydney, NSW, March 28, 1928. Acct. then prod. mngtr Visatone, two yrs; acct Thomas Meadows & Co., Syd. and C'wealth Wool, Dubbo. Joined 2DU as anncr 1955; appt Wellington branch mngtr, 1957. Single, resident Wellington, NSW.

LASHWOOD, Hal. Actor-producer. Born Sydney, NSW, Aug. 13, 1920. Specialty dancer, JCW, at 16; then vaudeville & panto, Tivoli Circuit. Toured NSW, Qld with Macks Vari-

ties, Barton's Follies, Sorlies; assoc. with the late Roy Rene (Mo). Exp. quiz master, compere, also radio prod. Appeared in dramas, comedies, films, cabaret shows. JP. Member UNESCO committee for films, press & radio, also UNESCO committee for drama, theatre & literature. Fed. pres. Actors & Anncrs Equity Assoc. Aust. Independent candidate, Blue Ribbon seat of Wentworth, 1955. Married.

LAURIE, John. Radio station program manager. Born Perth, WA, Sep. 22, 1926. Two yrs night anncr 6PR, five yrs program mngtr; program mngtr 6KY since 1957. Married.

LAWRENCE, Harold Austin. Agency director. Born Bristol, Eng., May 29, 1895. Advtg mngtr NZ Herald; London rep. NZ Assoc. Press, and West Australian; business mngtr, Perth Daily News, now dir. Canny, Paramor & Canny Advtg. Past pres. London Assoc. Brit. Empire Newspapers, O'seas. AIF 1914-18; civil defence org., London sect., world war II. Married, resident Melb., Vic.

LAWS, John. Radio station disc jockey. Born Sydney, NSW, 1935. One of Aust's highest paid djs. Melb. radio actor then 2GZ b'fast anncr; 2UE disc jockey. Then joined 2SM. Now with 2KO. Formed Miss Australia Club. Married, resident Newcastle, NSW.

LAZAR, Elizabeth Isabelle Caren. Agency account executive. Born Dubbo, NSW, Jan. 12, 1929. Former copywriter Goldberg Advtg; asst advtg mngtr Mark Foys, 1955; copywriter David Jones Ltd, acct/exec. Arthur L. Rosebery Advtg, now advtg dept, David Jones Ltd. Married, resident Willoughby, Sydney.

LE CLAIRE, Guy Mackay. Actor. Born Melb., Vic., May 31, 1929. Radio-TV exp. Single, resident Double Bay, Sydney.

LECKIE, Alwyn Rita. Vocalist-actress. Born Invercargill, NZ, April 9, 1932. Aust. stage, radio, cabaret & TV exp.; appeared Say It With Stars, Tivoli Theatre, Melb. Feature artist, Johnny O'Connor Show, TCN. Married, resident Double Bay, Sydney.

LEGG, Frank. Radio artist. Born Deal, Eng., June 26, 1906. Exp. journalist. Handled ABC Early Morning Session, 1938; own sessions, 1946-56. AIF (2/48 b'n) Middle East, 1940-44. ABC war correspondent, 1944-45. Married, resident Pymble, Sydney.

LEIGH, Keith. Electronics organisation branch manager. Born Melb., Vic., April 1, 1904. Telecommunications technician STC; mngtr, engineering sales dept; Vic. sales mngtr; now mngtr, Consumer Products div., STC, Melb. AMIRE (Aust), chairman Vic. div., AISM. Married, resident East St. Kilda, Melbourne.

LEONARD, Francis Patrick. Agency proprietor. Born Longueville, Syd. Six yrs with N. S. H. Catts & Co. & Catts-Patterson Co Ltd; founded F. P. Leonard Advtg, 1926. Diploma Economics & Commerce, Syd. Uni. 1936. Heavy Arty Brig., AIF. Married, resident, Balgowlah, Sydney.

LEVER, Rodney Edwin. Radio-TV viewer-listener magazine editor. Born Aug. 14, 1932, Bris. Qld. Journalism Syd. Telegraph 1948-52; Lister-In 1953; appt editor TV Week 1958. Now editor TV Week (Melb.) & TV-Radio Week (Syd.). Married, 3 children, resident, Ringwood East, Melbourne.

LEVY, Francis Edward. Radio station manager. Born Wellington, NZ, Feb 5, 1902. Educated Wellington College & Vic. Uni., NZ. Studied Law, Wellington, 1918-20. Joined Goldberg Advtg, Wellington, 1920; mngr Auckland office, 1924; asst mngr Wellington office, 1924, returned Auckland, 1925; appt dir. 1926; dir. hq Syd. 1930-34; service mngr 2UW, 1934; sales mngr 1935; asst mngr 2UW 1951; manager, 1958. Formed Goldberg's radio div., 1933. JP. Alderman Waverley council, 1953-56; pres. Auckland, NZ, Advtg Club, 1929; foundation member, pres. 21 Club, Syd. 1948-49; foundation member vice pres. Dover Heights Rowing Club, 1 son, resident Elizabeth Bay, Sydney.

LEVY, John. Radio artist. Born Sydney, NSW, Dec. 25, 1908. Radio, stage, TV exp., Eng., France, Germany, Aust. Also comedy vocalist. Married, 2 children, resident Waverton, Sydney.

LEWIS, Gordon Charles. Radio station manager. Born Melb., Vic., Aug. 5, 1920. Copywriter, Goldberg Advtg, Melb., 1936; chief anncr-copywriter 3UL, 1938-39; night anncr-program dept 3SR, 1939; chief anncr-studio mngr-salesman 7HO, 1939-41; studio mngr 3TR, 1941; mngr 3SH, 1946; part-time anncr 4BH & freelance ABC, Bris., 1944; mngr 3TR since 1952. Pres. Sale Chamber of Commerce, 1954; foundation secretary Latrobe Valley Football League, 1953, councillor. City of Sale, since 1954. Five yrs AIF, world war II, NT and New Brit., 2/108 AGT Coy, Central Bureau, Intel. Corps, GHQ, SWPA. Married, 3 sons, 1 daughter, resident Sale, Vic.

LEWIS, Leslie Markham. Agency director. Born Sept. 13, 1913, Melb. Acct exec, Geo. Patterson, 1937-40, 1946-47; Chapman Hendrie, 1947-48; pub. mngr, British Cwealth Pacific Airlines, 1948-55; ad-mngr Qantas, 1955-56; co-founder Russell Lewis & Assoc., 1956. AIF, 1940-45 (Lieut.). Placed advtg in 17 countries. Now dir. Russell Lewis & Assoc. Amalgamated PR, ACA Secretarial Service, Pharmaceutical & Medicine Advtg Service. Diploma of Advtg. Married, 3 children, resident Clovelly Vale, Sydney.

LIMB, Bobby. Comedian-band leader-TV compere. Born Adelaide, SA, Nov 10, 1926. Radio, stage, TV, cabaret exp. Appeared London BBC, TV, stage, cabaret, London Palladium, Albert Hall. Longest appearance, Club Pigalle, Picadilly, London. Married, resident Clovelly, Sydney.

LINDSAY, Colin S. Agency manager. Former advtg mngr group retail fashion stores; acct exec. Eric Edmunds and Noble Bartlett Advtg, Bris.; Bris. mngr & Sydney acct/exec. Rodgers Advtg, now mngr Fortune Advtg, NZ. Three years naval service. Resident Wellington, NZ.

LINDSAY Reg J. Singer-guitarist. Born Sydney, NSW. Educated Adelaide High School, studied wool classing, stock inspecting. Record artist last seven yrs; five yrs compere own radio show; five yrs regular artist Bunkhouse show; ABC, TV, night club exp.; promoter variety shows city & country. Toured with such top US stars as Hopalong Cassidy. Western advisor Coronet Records. Married, 1 daughter.

LISLE, Vernon. Radio station studio manager. Born Fremantle, WA, Sept. 26, 1908. Also actor, singer, pianist, composer. Dip. engineering course, Swinburne, Vic. Won singing scholarship; appeared variety, vaudeville, musical

comedy with Connors & Paul, Frank Neil, Tivoli Theatres, Ernest Rolls, JCW. Assoc. 3AR, 1924; full time radio 2KO, 1935; ABC National Breakfast, then 2UW, 1937, anncr, vocalist, pianist, producer, then production mngr. Post-war studio mngr 2UW. Four yrs RAAF, Flt/Lieut. Active Reserve. Married, 2 children, resident Sydney, NSW.

LITCHFIELD, Ainslie Roland. Film producer, director, consultant. Born Cooma, NSW. Educated SCEGS, North Sydney, leaving cert. Began film prod. as Litchfield Film Advtg, 1945; later formed Litchfield Film Productions Pty Ltd; Litchfield TV Pty, 1948. Holds amateur op's radio transmitting licence. C'missioned Aust. Spec. Wireless Group, then Adj. NG Air Warning Wireless Co. AIF; attached NG & US Fifth Army Air Force four yrs, Sth Pacific. Married, resident Darling Point, Sydney.

LITHGOW, Henry Nevill. Radio station manager. Born Hamley Bridge, SA, Sep. 30, 1913. Freelance radio work Adelaide; then 3MA; anncr, later appt mngr 3SH. Handles 3SH sport b'casts. Married, 1 son, 1 daughter, resident Swan Hill, Vic.

LITTLETON, Edgar George. Agency radio director. Born Berkshire, Eng., April 12, 1910. Journalist two yrs, then six yrs continuity chief, editor 4BC; six yrs radio mngr Noble Bartlett Advtg. Dir. own agency. Littleton-Harvey Advtg, since 1946. Awarded second prize Aust.-NZ short story contest, Authors & Artists Assoc. Written 100 radio plays. Vp Bris. Esperanto Soc.; hon. dip., Esperanto, Aust. Esperanto Assoc. Two yrs war service. Married, resident Holland Park, Brisbane.

LLEWELLEN, Leslie George. Agency secretary & accountant. Born Sydney, NSW, April 28, 1903. Financial acct Lever Bros.; joined Lintas Advtg 1931, now secretary and acct. Married, resident Bankstown, Sydney.

LLEWELLYNN, Leonard Richard. Agency account executive. Born London, Eng., Feb. 11, 1927. Acct/exec., L. B. Rennie Advtg (three yrs), Cossey-Waite Advtg (four yrs). Acct/exec. John Clemenger Advtg., Syd., since 1953. AIA (Aust); Oxford Uni. Schl cert. Fleet Air Arm (SEAC). Married, resident Jannali, Syd.

LLEWELYN, Norman. Radio station program manager. Born Brisbane, Qld, May 2, 1930. 12yrs with 4BH. Studied radio-TV prod. BBC staff training centre, 1954; comm. TV, London; radio-TV Canada, USA. Now program mngr 4BH. Married, 1 daughter, resident Gaythorne, Bris.

LLOYD, Kenneth Percival Garrick. Radio network Sydney representative. Born Aug. 13, 1917, Leongatha, Vic. ABS Gippsland unit 3UL 1938 as anncr, sport comm'tor, salesman; re-joined coy as Melb. rep. Appt mngr 3YB 1948. Sydney rep. ASB since 1958. Sqdn-Ldr RAAF. Married, 2 children, resident Woolwich, Sydney.

LOCK, Kingsley. Radio station Sydney representative. Sydney rep. 2KO.

LOCKLEY, William Arthur. Advertising agency general manager & director. Born Oct.

2, 1919, Sydney. 5yrs pre-war with Country Press and Gotham; 5yrs RAAF pilot, and with RN Fleet Air Arm; Hansen Rubensohn until 1952; senior acct-exec, Fortune; rejoined H&R, assoc. dir. & mngr 1954. Now dir. & gen. mngr. Married, resident, Concord, Sydney.

LOGAN, Kevin George. Radio station company secretary. Born Maryborough, Qld, Feb. 27, 1922. Acct. chief clerk, shire clerk local Qld. authorities; joined 4BH as acct. 1949, appt secretary 1954. AASA, ACIS. Local Govt. clerk. 1st prizes Qld, Aust. acctncy, secretarial papers. Married, 6 children, resident Banyo, Brisbane.

LONDON, Leonard. Producer-comper. Born Belmore NSW, July 31, 1922. With radio & prod. depts J. Walter Thompson Advtg; then prod.-annr 2UW; prod., annr, news reader, singer, actor, comper, 2UE for past five yrs. Now prod., co-comper Dick Fair Show, Aust. Nat. Hit Parade. LAI Aust. Lieut AIF Aust., NG, New Brit., 1941-46. Married, 1 son, 2 daughters, resident Castlecrag, Sydney.

LORD, Robert Thuell. Radio-TV production company director & manager. Born Tamworth, NSW, Aug. 12, 1920. Prod. dept, MBS, 1944, network service officer, 1945, personal asst to gen. mngr 2GB & MBS, 1946; asst mngr Artransa, 1947, mngr Artransa & World Bcsting System of Aust., 1950, Advisor SABC in estab. Springbok Radio, 1949-50. Now dir. & mngr Artransa, World Bcsting System, Capt AIF. Married, 1 son, 1 daughter, resident Artarmon, Sydney.

LORD, Tasman. Radio station general manager & director, network general manager. Born Sheffield, Tas., Jan. 20, 1916. Diploma elec. engineering. Educated Launceston Tech. College. Began radio career 7LA; chief engineer 7BU, 1936, asst mngr, 1945, mngr 1952, gen. mngr & dir., 1954; gen. mngr Tas. Coastal Network since 1953; gen. mngr 7AD, 1956. Pres Burnie Rotary Club. Married, 2 sons, resident Cocee, Burnie.

LOVEJOY, George B. Radio station assistant sales manager. Born Bundaberg, Qld, Dec. 15, 1923. Annr, copywriter, 4BU, 1946-49; i/c continuity, 4BH, 1949. Appt asst sales mngr, 1953. Also handles football, tennis descriptions. Served Anti-Aircraft Reg., 1942-45. Married, 3 children, resident Mt Gravatt, Bris.

LOVELL, Nigel Tasman. Freelance actor-producer. Born Sydney, NSW, Jan. 27, 1916. Radio acting since 1938; stage exp., appeared Minerva Theatre. Prod. since 1950, for Nat. Opera, Independent Theatre & radio. BA (Syd). Won Brit. Council Scholarship, studied, Eng., 1951-52. Lieut AIF, 1941-44. Married, 2 daughters, resident Newport, Sydney.

LOW, Maitland Esmond. Radio station general manager. Born 1915. 25yrs radio & allied industries; RAAF; 4yrs post-war exec. eng. & managerial posts in Syd. Joined 4MK 1957, now gen. mngr. Senior mem. IRE. assoc. fellow AIM; past secy & pres. Rotary (Mackay), hon. member & past chairman Elect. Contractors Assoc. (Mackay), member Red Cross and other appeal committees. Resident Mackay, Qld.

LUCAS, Charles Hugh. Agency principal. Joined Goldberg Advtg, Melb., 1931; dir. N. V. Nixon Advtg, 1946-49; now principal C. H. Lucas Advtg, Melbourne. Chairman 4As, Vic. div.; board member Advtg Club, Vic.; federal councillor, AIA, FAI (Aust.). RAAF, 1940-45. Married, resident Camberwell, Victoria.

LUGAR, Leonora. Actress. Born Eng. Member Perth Rep. Club; studied radio acting Central

School of Drama, London. Specialises character roles. Comper radio children's & shopping sessions. Wireless telegraphist WRANS. Single, resident Nedlands, Perth.

LUKE, John. Radio station studio manager feature announcer. Born Midland Junction, WA, Oct. 19, 1915. 16yrs radio exp.; two yrs drama ABC. Now studio mngr & comper (audience participation shows), Whitford Network. Won drama award, 1951. Married, resident Dalkeith, Perth.

LUTON, Lewis. Actor. Born Murwillumbah, NSW, June 22, 1933. Seven yrs radio exp., copywriter, annr, disc jockey. Toured Elizabethan Theatre Trust, 1956. One yr radio freelancing Bris., now freelancing Syd. Made international prize winning amateur movie. Resident Point Piper, Sydney.

LUXTON, Frederick. Agency copywriter. Born London, Jan. 6, 1920. Worked in London 1935-39, then 1941-47, coming to Aust. 1947. Copywriter, United Service Publicity. Married, resident South Yarra, Melbourne.

LYON, Hubert E. Alexander. Agency director. Born Melb., Vic., 1921. Four yrs Melb. Age; three yrs Bayne Mackay Advtg. Estab. own agency with F. D. Holl, 1949. Now dir. Lyon Advtg. LOA. Five yrs RAAF aircrew, three yrs UK, ME, SEAC. Married, 1 son, resident Hampton, Melbourne.

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MACDONALD, Keith Alexander. TV station general manager. Born Melbourne, Jan. 20, 1910. Educated St. Peters College Adel., St. Marks College, Adel. Uni., grad. LLB, 1932, admitted to Bar, 1933. Annr 5AD 1937, then prod. mngr, advtg mngr, acting mngr. Appt mngr, 1945. Later appt mngr Advertiser Network. Now manager ADS. Press. AFCBS, 1950; chairman SA Carols by Candlelight committee since 1945; member mngement Bd Somerton Crippled Children's Home, Adel. Children's Hosp., Crippled Children's Assoc. SA, prom. Bd, Diocese Adel., Adel. Rotary Club. Resident Walkerville, Adelaide.

MACKAY, Ian Keith. Radio network production manager. Born Nelson, NZ, Oct. 19, 1909. Educated Nelson College, Vic. Uni., NZ. 23yrs radio exp. Asst in estab. NZ comm. stations. With NZBS as spec. annr, station mngr, asst to controller, super. of nat. programs. Asst mngr 2GB, 1950. Now MBS prod. mngr. Written books on NZ & Aust. bcsting. Married, 1 child, resident Killara, Sydney.

MACKAY, J. Bayne. Agency governing director. Born Ballarat, Vic., July 26, 1882. Asst advtg mngr Argus; advtg mngr Melb. Star; pres. Vic. Advtg Assoc. & Vic Advtg Students Assoc.; life member Vic. Baseball Assoc. & Richmond Cricket Club. Widower, resident Brighton Beach, Victoria.

MACNAMARA, Lindsay John. Agency governing director. Born Sept. 13, 1916, Adel., SA. Entered advtg 1932 as copywriter then media mngr, prod. mngr, agency mngr, dir. Founded L. J. Macnamara Advtg Service 1949. Now gov. dir. FIA, senator, Junior Chamber in'national. AIF service. Married, resident Woodville, SA.

MACNICOL, Lindsay Robert. Agency director, account executive. Born Syd. NSW, Dec. 23, 1918. Gordon & Gotch, Syd.; acct/exec. Marsh

262 Macoboy—McCredie

Advtg; six yrs mngtr Gordon & Gotch, Bris.; 4yrs partner Gellatley Macnicol Advtg, Syd.; now dir. Canny, Paramor & Canny Advtg, FAL. 5yrs RAAF. Married, resident Seaforth, Sydney.

MACOBOY, Stirling. Agency director of radio-TV productions. Born Melbourne, Jan 4, 1927. Radio dept. J. Walter Thompson, 1942; assoc. with TV New York, 1952-54; comm. TV adviser London, 1954. Creative services chief J.W.T. Now director radio-TV prod. George Patterson Advtg. RAAF linguist. Single, resident Neutral Bay, Sydney.

MACONACHIE, Robert William Keith. Radio network company secretary. Born Jan 11, 1916. Joined WA Broadcasters Pty Ltd (61X-WB-MD-BY) 1938, now company secretary. War service 1941-45. AASA. Married, resident Nedlands, Perth.

MADDERN, James Ignatius. Agency media manager. Born Melb., Vic., Jan. 6, 1909. Advtg exp. since 1927. Now media mngtr Hugh Berry Advtg. FAIA. Four yrs Army, World War II. Married, resident Chatswood, Sydney.

MAGOFFIN, Richard David. Radio station studio manager. Born Charters Towers, Qld, June 13, 1917. Anncr ABC, 2CH, then seven yrs freelance actor, Syd. & Melb. Joined 4BK, 1953. Now studio mngtr. RAAF. Married, resident Windsor, Brisbane.

MAIR, Robert Bruce. Broadcasting Control Board member. Born Armadale, Vic., March 30, 1900. Snr demonstrator engineering, Melb. Uni. 1924-25; research engineer, radio sect., PMG's dept, 1925-30, chief radio designing engineer, 1931-43, supervising engineer radio development, 1944-48. Aust. delegate Internat. Radio Conf., Mexico City, 1948. Member, Broadcasting Control Bd since 1952. Dir. tech. services. 1949-52. B. Elec. Engineering. Assoc. member Ins. Engineers Aust.; snr member IRE Aust, IRE USA. Married, 1 daughter, resident Brighton Beach, Victoria.

MALCOLM, Harold Gladstone. Actor. Born Albany, WA, Dec. 10, 1904. Prod., actor, effects technician, also anncr. AMIE Aust. Also civil engineer. Married, 3 sons, resident Wembley, Perth.

MALIN, Robert Barry. Agency radio-TV director. Born Sheffield, Eng., Aug. 10, 1920. Journalist, London Daily Mirror, 1934-39. Joined Clem Taylor Advtg, Adelaide, 1947. Now radio-TV dir. LAI (Aust). RAF UK, France, Africa, Burma, SW Pacific as snr armament instructor, 1939-45. Editor service publications, 1945-47. Married, 1 son, 1 daughter, resident Nth Brighton, Adelaide.

MARCUS, Paul. Actor. Born London, Eng., July 25, 1937. US, NZ, Aust. radio acting exp. Also appeared films, TV, stage. Spec. juvenile roles. Single.

MARSDEN, William P. Radio station manager. Born Sydney, NSW, Aug. 12, 1924. Managing dir., furniture mfg & retail business, 1946-50. Cudgong Motors, Mudgee, 1950-52; asst mngtr 2MG, 1952-53, mngtr 1953-56. Mngtr 2LF since 1956. Engineer, RAAF, 1942-46. Married, 2 daughters, resident Young, NSW.

MARTIN, Henry Charles Lyle. Writer-producer. Born Sydney, NSW. Anncr-writer 7HO, resident actor, Theatre Royal, Hobart; several yrs MBS; assoc. Jack Davey Prod.; now freelance writer-

prod. Programs include Mantrap. Married, resident Cronulla, Sydney.

MAUGER, Leonard Albert. TV station assistant general manager. Born Newport, Vic., June 13, 1925. Anncr 1939, then radio roundsman, studio & prod. mngtr 2CA, 3AW. Studied TV, Melb. Tech. college, 1952-56. Joined ATN, 1956. Appt station mngtr. Now asst gen. mngtr. RAAF aircrew, Sth Pacific. Married, resident Epping, Sydney.

MAXWELL, Sidney Aubert. Agency managing director. Born 1900, Waverley, NSW. C'wealth dir. (contributed clothing div.) UNRRA (SWPA); CR NSW Motor Traders Assoc. & Chamber Automotive Indus., 1930; exec. & chairman, NSW Rationalisation & Indus. Analysis Dept.; foundation cr. Aust. Rowing Council 1923; repnted NSW Kings Cup Rowing team 1923; org. 1st inter-dom. 8-car Aust.-NZ race 1923. Mng dir., S.A. Maxwell & Staff since 1934. FOA. Married, resident, resident Pymble, NSW.

MAYES, Gregory David. Agency chairman & managing director. Born May 7, 1923, Sydney. 3yrs Richard Graves Pty Ltd. 1946 founded Graves, Mayes agency, 36 wartime ops, attached RAF Bomber Command 1944. Commissioned, Chman, mng dir. Graves Mayes P/L; formed Gregory Mayes & Associates Advtg, 1948. Married, resident Warrawee, NSW.

McCALLUM, Charles Moncrieff. Actor. Born May 19, 1904. Matric. Kings College, Auckland, NZ. 30yrs stage, films, radio exp. Joined Oscar Asmus Co. at 18, then Dion Bocciault, 1924. Three yrs, JCW. Toured India & Far East, 1929-30. Member VDC, World War II. Married, 2 children, resident Rose Bay, Sydney.

McCLELLAND, William Thomas. Agency chairman of directors. Born Gippsland, Vic., Sep. 4, 1892. 38yrs agency exp. Began London, 1919; then with Cape Times Sth Africa. Successful Advtg, Melb. J.Hott, NZ; Knox Co., Los Angeles; advtg mngtr Gordon & Gotch, A'sia; managing dir. Hartford Agency, New York, USA. Chairman, McClelland Advtg, since 1940. FOA. Lieut 6th Br. Arty AIF, 1914-18. Married, resident Darling Point, Sydney.

McCLENAUGHAN, Brian Darcy. Radio station sales manager and sporting director. Born Syd., NSW, Oct. 15, 1921. Sports commentator, ABC, 1949. Described Davis Cup tennis, rugby union & league, Melb. Olympic Games, Aust. swimming, athletic champs. Now sales mngtr and sporting dir. ZUE. Cronulla Surf Club swim champ. Served Pathfnde Force, RAF. Eng. Flt/Lt, DFC & Bar. Married, resident Miranda, NSW.

McCORMICK, Joe. Actor. Born Toronto, Canada, March 27, 1926. Internat. theatrical, film, radio & TV exp. Married, resident Sydney, NSW.

McCREDIE, Ronald Graham. Agency joint managing director. Born Sydney. Advtg mngtr several nat. companies; acctnt-exec, Hansen Rubensohn; advtg mngtr 2KO; David Jones & Farmers advtg depts; partnership with G. N. Chessell 1946-51 when Chessell & McCredie P/L formed. Now joint mng dir. Fellow of Advtg. Dip. Journalism, London. Two yrs with Dept of Trade Publ., London. Four yrs RAAF (Flt/Lt). Married, resident Killara, NSW.

McDONALD, Donald. Broadcasting Control Board technical services division director. Born Creswick, Vic., June 23, 1908. PMG's dept, 1924-50; rep. Aust. ITP conferences, 1947-53; joined Aust. Broadcasting Control Bd, 1950, dir. tech. services div. since 1952. B.Sc. Melb. Uni. Radar development during war. Married, resident Elwood, Vic.

McDERMOTT, Terence Patrick. Actor. Born Dec. 14, 1928, Sydney. Stage, radio, film & TV exper. 5yrs as professional. Toured 45 NSW towns with stage play. Spec. juv. & character roles. Many dialects. Married. resident Potts Point.

McFERRAN, Athol, Robert. Agency director. Dir. McFerran Advtg, Melbourne.

McFERRAN, William Robert. Agency managing director. Managing dir. McFerran Advtg, Melb.

McGREGOR, Ian Douglas. Radio & TV program service sales representative. Born 1935, Melbourne. With AWA, tech. & prod. exper. 1955-57, radio & TV prog. service sales rep. since 1956. Previously 5yrs hq Argus Broadcasting Net. Married, resident Neutral Bay, Sydney.

McGREGOR, Thomas Callender. Radio station program manager. Born Falkirk, Scotland, 1902. With ABC, 1930-34; 4BC, 1935; acting, announcing, writing, prod. exp. On official panels, Gloucester visit, 1934. Royal visit 1954. Olympic Games, 1956. Now program mngr 4BC. Four yrs RAAF, Flt/lt. World War II. Married, resident Brisbane, Qld.

McGUIRE, Harp. Writer-actor. Born Nov. 1, 1921, Tennessee, USA, Child radio actor 1931 in Chicago, then stage in US and stage and radio Aust. Currently starring many Aust. radio programs. US Marine Corps during war. Awarded US Navy Cross. Married, resident Vaucluse, NSW.

McINTYRE, Alan Lachlan. Agency account executive. Born Penrith, NSW, May 29, 1914. Research dept, J. Walter Thompson, 1945-47; media, W. E. Smith Advtg, 1947-49; sales & research MBS, 1950-53; mngr Rodgers & Assoc., 1953-54; acct/exec. Murray Evans Advtg since 1954. BA, Dip Com. ACIS. AIF, 1940-45. Married resident, Eastwood, Sydney.

McKAY, James William. TV station manager. Born Goulburn, NSW, March 25, 1916. 25yrs with 2UW. Five yrs program dept, four yrs annncr & assoc. sporting dept, two yrs mngr Fidelity Radio Pty Ltd, three yrs service mngr, six yrs sales mngr 2UW. Now mngr QTQ. 5½ yrs RAAF aircrew, served four yrs RAF sqdns 612 and 58. Awarded DFC 1943. Committee member 21 club. Married, 2 children, resident Lindfield, Sydney.

McLAREN, Alexander Arthur. Radio stations sales executive. Born May 24, 1920, Rockdale, NSW. Original staff member Country Broadcasting Services Ltd, joining 1935 as clerk. 6yrs AIF then to CBS's sales div. Now sales exec. Contact Club cteerman, secy, treas. 1954-57. Single, resident Sydney.

McLEAN, William John. Radio-TV program service manager. Born Sydney, NSW, 1923. 13 years with AWA. Several years relieving annncr, tech. AWA stations 2CH-GF-GN-AY, 3BO, 6TZ. I/c beasting, recording depts AWA, Melb., 1954-57. Now radio-TV program service mngr. Holds PMG's 1st class comm. ops. cert. Married, resident Epping, Sydney.

McMAHON, John Kennedy. Radio station program director. Born Hamilton, Vic., June 28, 1913. Entered radio as actor-singer; since worked on all Melb. stations. Former breakfast annncr,

now program dir. 3UZ. Deputy chairman Central Citizen's Appeal Committee, Red Cross; member gov. board, Green Room Club, Vic. Married, resident, Caulfield, Melbourne.

MacMAHON, PHIL. Advertising consultant, TV selling agent. Born Aug. 14, 1911. Educ. RMC Duntroon, MBHS (Darlinghurst). Acct-exec., Weston Co, 1937-40; Cpt. AIF, ME & NG; pub. & copy mngr 2SM, 1948-48; radio mngr Goldberg Advtg, 1948-49; now freelance advtg consult., selling agent for TV progs. Author How TV Works. Winner Goldberg Cup, School of Applied Advtg., 1936. Single, resident Vaucluse, NSW.

McMANUS, Francis Alexander. Radio station manager. Born Neutral Bay, NSW, Aug. 27, 1918. With AWA's works Ashfield; then salesman 2AY, 3BO, 1946-48, mngr 3BO, 1948-54. Sales mngr AWA country stations thence mngr 3BO. Member IRE Aust., PMG boast engineers cert. Army Aust, NG, communications instructor LHQ officers school, officer commanding heavy wireless & crystal grinding sects. Member Bendigo Bowling, Rotary Clubs, Sandhurst Jockey Club. Married, resident Bendigo, Victoria.

McNAIR, Ian Wallace. Market Research company office manager. Born Sydney, NSW. Educated Nth Syd. Boys' High School. Former audit clerk. Joined McNair Survey Pty Ltd. 1952. Gained exp. New York, Internat. Research Assoc. Inc. & Pulse Inc. Studied marketing & media research Canada, USA, UK & Europe. returned Aust. 1957, now office mngr McNair Survey. B.Ec. Syd. Uni (hons in statistics); M.Sc. Columbia Uni., New York. Single, resident Northbridge, Sydney.

McNAIR, William Allan. Market research company managing director. Born Auckland, NZ. Acct research officer, Wellington branch J. Walter Thompson, NZ, 1930. Transferred to JWT Syd., 1932 as dir. Founded McNair Survey as independent co., now managing dir. 28yrs Aust.-NZ marketing & pub. opinion survey. exp. Published Radio Advtg in Aust., 1936 & Starland of the South, Master of Commerce (NZ), hons economics & economic history; dip. soc. science; assoc. Chartered Inst. Secretaries, NZ Soc. Acnts. Married, resident Northbridge, Sydney.

McNEILL, Thomas Albert Edward. Radio station chief engineer. Born London, Eng., Feb. 13, 1901. Radio op., Marconi Co., London, 1918. Bcating exp. Calcutta, 1925. Tech. 2BL, 1927, supervisor, 1929-32; chief engineer 2CH, 1932-36; chief engineer, 2UW, since 1936. FIRE Aust. Married, 2 sons, resident Roseville, Sydney.

McRAE, Eric George, TV station man. dir. Born Vic., March 30, 1913. Sales rep. 3SR, 1937; sales mngr 7HO, 1940, mngr 1947-58; now man. dir TVT. Also dir MBS. Member AFCBS mngment committee. Trap shooting champ. C'wealth three times, State twice. 5½yrs' active service AIF, commissioned RAA, 1942. Married, resident Bellerive, Hobart.

McSPEERIN, Meg. Radio station women's league organiser. Born Yarrowonga, Vic., Jan. 25, 1906. 22yrs annncr and organiser 2CH Women's League. Married, resident Narrabeen, Syd.

McTAGGART, Donald David. Radio actor, agency account executive. Born Bris., Qld., Feb. 7, 1933. Six yrs amateur theatre exp., Bris., four yrs radio acting exp. Now acct/exec. Aust. Advtg Agency. Single, resident Ascot, Brisbane.

MEEKIN, Beryl Mavis. Actress-comedienne. Born March 29, 1917. Appeared nightclubs, theatres, 57 countries; worked with Tommy Trin-

der, Florence Desmond & in USA with Jinx Falkenberg. Appeared plays, serials, variety shows, drama, Aust. radio. Four yrs entertaining troops American USO, Aust. Army Amenities, CSEU Brit. Forces. Hon. rank Capt. Married, resident Kings Cross, Sydney.

MEIKLE, Richard. Actor. Born Sydney, NSW, Oct. 10, 1929. Appeared JCW, Elizabethan Theatre Trust, Sydney, Melb., radio-TV freelance actor. Married resident Neutral Bay, Sydney.

MEILLON, John. Actor. Born May 1, 1934. Leads Caltex, GMH, ABC hr plays, also serials. Starred radio version Death of a Salesman, On the Waterfront. Freelance radio, stage, film, TV actor. NSW jnr springboard champ, 1948-49. Contested Aust. springboard champs. Resident Mosman, Sydney.

MENDELSON, Henry David. Principal, Partner Pty Ltd. Creative & Admin. advtg exp. Toronto Canada & Sydney. Account/exec. Ruthrauff & Ryan Inc., USA, Commercial Advtg. N. V. Nixon Advtg. Sydney, now managing dir. & creative dir., Partner Pty. Ltd. BA (subsidi.) London Uni. TV radio prod. dip., Cal. Uni., USA, LIA dip., AIA. Resident Chatswood, Sydney.

MERCER, Robert John. Radio station manager. Born Perth, WA, Nov. 20, 1919. Mngtr 6KY-NA since 1954. Fighter pilot, RAAF, 1940-45. Married, 1 son, 2 daughters, resident Como, Perth.

MILESKY, Victor David. Association sales manager. Born May 25, 1901, Newcastle, NSW. 5yrs law; retail departmental mngtr; with Aust. Performing Right Assoc. 16yrs. Now APRA sales mngtr. 8th Div. AASC. Married (son & daughter), resident Waverley, Sydney.

MILLER, John. Agency principal. Born Melb., Vic, July 5, 1914. Principal John Miller Advtg. Married, resident Beecroft, Sydney.

MILLER, John William. Agency TV-radio manager. Born Rockhampton, Qld, June 22, 1923. Snr feature writer, 4BH. Prod. for Uni. Drama Soc., Rep. Theatres. Actor-feature writer, ABC. Now TV-radio mngtr, Geo. Patterson-Noble Bartlett Advtg, Bris. Four yrs RAAF. Married, 3 children, resident Coorparoo, Bris.

MILLINS, James Glen. Radio station publicity & production manager. Born London, Eng., May 4, 1912. Asst stage mngtr Drury Lane Theatre, London; rep. actor, York & Reading, Eng. Prod. Kiwi Revue, 1952; prod. mngtr 3DB 1953, 3XY 1954. Appt prod. & pub. mngtr, 3XY, 1957. 4yrs o'seas, 34th NZ Anti/Tank Battery, NZEF, Egypt, Syria, Malta, Crete, W. Desert. Married, resident East Brighton, Melbourne.

MITCHELL, Edward William. Agency Melb. manager. Born Brunswick, Melb. Began with 7EX, 1938; later 3BA; 1946, continuity writer 3XY; radio mngtr John Haysom Advtg, 1948; advtg mngtr United Distillers; now Melb. mngtr Traders Advtg. RAAF. Married, resident Brighton, Melbourne.

MOELLER, George William. Radio station representative. Born Mar. 5, 1895. Salesman & mngtr film exchanges, Paramount 1925-28; MGM 1928-31; Celebrity Films 1931-35; Warner Bros (Adel.) 1935; now Gold Coast rep., 4KQ. Married, resident Surfers Paradise, Qld.

MOFFATT, Thomas. Agency principal. Born Hertfordshire, Eng., May 11, 1919. Myer Advtg

dept., 1934; jnr copywriter, Richardson Advtg. 1935-37; jnr acct/exec. W. John Haysom Advtg. 1937-39; acct/exec. George Patterson, 1939-40, O'Brien Pub., 1941. Advtg mngtr Kelly & Lewis Ltd, 1946-48; acct/exec. Goldberg Advtg, 1949; dir., acct/exec Rickards Advtg, 1949-57. Estab. own agency, T. Moffatt Advtg, 1957 now principal. F.O.A. Married, resident Nth Caulfield, Melb.

MOGG, Francis Rowsley. Radio station general manager. Born Melb., Vic, Jan. 13, 1904. With 3XY since inception, 1935. Acct 1935-38, asst mngtr 1938-42, gen mngtr from 1945. Vic. vp AFCBS, 1950-51. A.A.S.A. Lieut. RANVR, Naval Intell. Div., 1942-45. Single, resident St. Kilda, Melbourne.

MONAHAN, Deryck James. Agency joint managing director. Born Mar. 20, 1920, Adelaide. Founder & joint mng dir., Monahan Huntley & Co (est. 1947). F.A.I. 2nd AIF. Winner many golf trophies. Member golf club & SA Jockey Club. Married, resident Glenelg, Adelaide.

MOORE, Red. Comedian-entertainer. Born Toronto, Canada, April 10, 1921. Member Kiwis, 1943-54. NZ, Aust, US, Canadian radio, stage, TV, cabaret exp. Caricaturist, Bulletin. 2nd NZ Exp. Forces, 1941-46, Egypt, Italy. Married, resident Dee Why, Sydney.

MOORE, Richard. Radio network studio manager. Born Sth Melb., Vic, April 13, 1918. Educated Christian Bros., Adel. Acting exp. Salesman-anncr 5SE, 1940; transferred 5AD, 1941, chief anncr, 1945, studio mngtr since 1955; compere 5AD live artist shows. Dir. 5AD Kangaroo Club. Member press, radio party toured Sth Is., NZ, 1955. Royal tour cmntr, 1954. Member SA Carols by Candlelight committee. Married, resident Netherby, Adelaide.

MOORE, Robert. Radio station chief announcer. Born Feb. 14, 1920. Three yrs breakfast anncr 5KA. Starred JCW's Oklahoma, 1949, Syd., Bris., Melb., NZ; six mnths 2UE, one yr breakfast anncr 2CH; lead Brigadono, Syd., NZ; asst stage mngtr, Sth Pacific, Melb. Syd., NZ. Chief anncr 5KA, since 1954. Five yrs AIF. Sgt. Married, resident Glenelg, SA.

MORGAN, Sydney. Radio station managing director. Born Sydney, NSW, Nov. 10, 1900. Managing dir. 3KZ since 1932, dir. Val Morgan & Sons, since 1924. Also assoc. with GTV, Cambridge Films. Married, 2 sons, resident East Malvern, Melbourne.

MORGAN, Valentine Charles. TV-film advertising production company director. Born Melb., Vic, 1926. Joined Val Morgan & Sons Pty Ltd, 1946, dir. since 1951, also secretary Val Morgan & Sons, 3KZ Advtg Service; dir. Morgan-Cambridge Films, Cambridge Film & TV Prod. Assoc. with Morgan Street Directory. B.Comm., Melb. Uni. Now smr vp Melb. Uni. Comm. Graduates Assoc. RANR 1945-46. Married, resident Kew, Melbourne.

MORGAN, William Valentine. Chairman film production company. Born Melb., Vic. Now managing dir. Val Morgan & Sons, 3KZ B'casting Co, 3KZ Advtg Service, Filmads

(SA), Tas. Publicity; chairman, Morgan-Cambridge Film & TV Prod; pres. Theatre Screen Advtg Assoc. Aust. A.A.S.A. Married, resident Nth Caulfield, Melbourne.

MORRISON, William Shorey. Radio station chief engineer. Born Hobart, Tas, Sep. 14th, 1920. Control op. 7HO, 1937, tech, 1938, Chief engineer 7HO since 1951. Installed Forces B'casting station, Jaquinto Bay, New Brit., 1946. Five yrs AIF, NG, New Brit. Married, resident Hobart West, Tasmania.

MOSES, Charles Joseph Alfred. Aust. B. Comm. general manager. Born Lancashire, Eng., Jan. 21, 1900. Educ., Oswestry Grammar School, R. M.C. Sandhurst. Fruitgrower, Bendigo, 1923-24; salesman-sales mngnr motor business, Melb., 1924-30; anncr ABC, 1930-32, NSW sporting editor, talks editor, 1933-34, Federal talks controller, 1934-35, general mngnr since 1935. Chairman C'wealth Jubilee Arts C'mittee, 1951; leader Aust. delegation UNESCO, Paris, 1952; councillor RAS, NSW; Trustee Remembrance Drive-way; member board of Aust. Elizabethan Theatre Trust & chairman NSW c'mittee. Pres., Rugby Union Club; State hon boxing, athletics, rugby football. Brit. Army, 1918-22, AIF 1940-43. CBE, 1945. Married, 1 son, 1 daughter, resident Double Bay, Sydney.

MOUNT, Ross Neils. Agency partner. Born StH Perth, WA. Partner N.C.S. Mount and Son. F/O, RAF Coastal Command. Past Pres. Perth Jnr Chamber of Commerce. Past pres WA Ins. Advtg (Inc), member Perth Rotary Club. AAI Aust. ASBM. Member Ins. Chartered Accnts. Married, 2 daughters, resident City Beach, Perth.

MUHLING, Clifford Hermann. Radio station assistant chief engineer. Born Claremont, WA, July 14, 1919. Anncr-copywriter 6PM-AM, 1938-40; jnr observer, Carnegie Inst. Washington, Watheroo Observatory, 1940-41; tech. 6ML 1941-42, 6IX 1943, asst chief engineer 6IX since 1949. Assoc. member IRE Aust. Lt., A.I.F. 1944-46. Married, 2 sons, resident Nedlands, WA.

MUIR, David Elliott. Radio network general manager. Born Kalgoolie, WA, 1904. Nwork setcy 17yrs, now gm Whitford Bcating Netw. Widower, resident Nedlands, Perth.

MURPHY, Lynne Marie. Actress. Born May 6, 1923, Melbourne. Extensive stage & radio acting exper. Feature & star roles in Macquarie. Lux, GMH & ABC plays. MBS award best supporting actress 1949. Married, 3 children, resident Arncliffe, NSW.

MURPHY, Mervyn Ross. Proprietor TV production unit. Prop. Supreme Sound Studios since 1935. Married, 1 daughter, resident Elizabeth Bay, Sydney.

MURPHY, Raymond James. Agency managing director. Born Sydney, NSW, June 22, 1914. With Hansen-Rubensohn, 1932-36; Harry Julius Advtg, 1936-38; sales prom. mngnr, Wormald Bros, 1938-40. Joined O'Brien Publicity 1945, now managing director. FAI Sqdrn leader, pilot, 230 sqdrn RAF, RAAF 1940-45. Married, 2 daughters, resident Pymble, Sydney.

MURRAY, Neil. Press secretary to Postmaster General. Born Cowra, NSW, May 15, 1911. Editorial staff, Sun, Sydney, 1929-53; press secretary to Postmaster General since 1953. Single, resident Sydney, NSW.

N

NASH, John Francis. Radio station chief news reader, radio roundsman, Born Nambour, Qld, May 25, 1920. With ABC, Syd., 1947-48; joined 4BC 1953, now chief news reader & radio roundsman. Major, Indian Army. Married, 2 sons, resident Highgate Hill, Brisbane.

NELSON, Gwen. Market research company director. Born Sydney, NSW. Research clerk, J. Walter Thompson, 1938, then personnel officer & asst research mngnr. Joined McNair Survey, 1952, now dir. Single, resident Cremorne, Sydney.

NELSON, Wynne Marion. Actress. Born Granville, NSW, March 4, 1934. Dip. Syd. College of Elocution. Four yrs radio exp., leading roles all Syd. stations, spec. accents, dramatic roles. One TV film Long John Silver series. Married, resident Sans Souci, Sydney.

NICHOL, Colin Carlyle. Radio station announcer. Born Dec 29, 1936, Cottesloe, WA. Insurance clerk 15mths, apprent. elec. installer 4yrs, radio anncr 18mths, 5yrs stage acting exper. Compered shows, demonstr. Now anncr 6PM-AM, also WA repr. Teleradio Productions (Aust.) of Syd. Single, resident West Perth, WA.

NILSEN, Oliver John. Electronics organisation governing director. Born Fitzroy, Vic, Aug. 17, 1884. Elec. engr. Founder and chairman Neon Electric Signs Ltd. Granted first commerc. rad. licence in Vic. Chairman, gov. dir. Oliver J. Nilsen (Aust.) Pty Ltd; mngnr dir. all State subsidiaries, incl. Nilsen's Broadcasting Service Pty Ltd (3UZ). Foundation dir. GTV, resigned 1957. Melb. Rotary since 1932; Melb. city councillor since 1934, Lord Mayor 1951-52; Vic. Civil Ambulance Board since 1937; Commissioner Melb. & Metro. Board of Works since 1939; Metro. Fire Brigades Board since 1954; Civic Comm. Royal Tour 1954, Org. Comm. Olympic Games 1956. AFCBS award 1944, CBE 1956. Widower, resident Elsternwick, Melbourne.

NORWOOD, Herbert William. Agency managing director. Born Camberwell, Vic, March 11, 1909. With Griffin, Shave Advtg, 1923; advtg staff Foy & Gibson, Perth, 1928; advtg mngnr Ahern's Ltd, dept. store, 1931-42; estab. own agency, H. W. Norwood Advtg, 1945, now managing dir. FAIA. Served AA Arty 1942-45. Married, resident Mahogany Creek, Perth.

O'CONNOR, Johnny. Vocalist-actor. Born Melb., Vic, Oct. 1, 1926. Aust. & Eng. radio, stage, TV, cabaret exp. 1st artist to appear Aust. TV, Johnny O'Connor Show, TCN. Appeared Palladium Theatre, Albert Hall, London. Married, resident Potts Point, Sydney.

O'DONOHUE, Kevin Brian Patrick. Radio station executive officer. Born Sydney, NSW, Oct. 1, 1934. Anncr-newsreader 2AD; 4yrs feature anncr 2DU; publ. mngnr 2BS-DU; compiled Monitor material western NSW. Joined 2SM 1957 as publ. mngnr; apptd exec. officer 1958. Lieut. 8yrs CMF (hq 3 Inf. Bde, Syd.), LAI (Aust.) Member Contact, ISC clubs. Single resident Strathfield, Sydney.

OGILVY, Olive. Radio network chairman. Born Sydney, NSW, 1908. Foundation dir. MBS;

now chairman MBS, 2WL, 2CA; dep. chairman 3AW, dir. B'casting Assocs, 2GB. Former member, B'casting Control Bd. Major AIF, Security Service Intell. Corps; spec. asst to Dir. Gen. Security. Married, resident Burradoo, NSW.

OGILVY, William David. Radio network sales executive. Born Manly, NSW, 1902. 13yrs Syd. mngr 2KA, 2KM; pub. mngr CWA; advtg mngr Aust. Medical Journal; advtg dept NSW Govt. Railways; joined MBS 1954; now sales exec. 11yrs AIF. Widower, resident Manly, NSW.

O'GORMAN, Kevin Bride. Radio station program supervisor. Born Melb., Vic, Nov. 12, 1923. Entered radio as ventriloquist, then breakfast, day & evening anncr, 3KZ. Now program supervisor, 3KZ. Married, resident Clayton, Melbourne.

O'KELLY, Joseph. Broadcasting Control Board secretary. Born Hamilton, Vic., March 19, 1897. Wireless branch PMG's dept, 1941-49. With Aust B'casting Control Bd since 1949. Married, 6 children, resident Sandringham, Melbourne.

O'REILLY, Dennis Hudson. Radio station manager. Born Bega, NSW, Oct. 20, 1920. Holds higher elec. trades cert Syd. Tech. College. Served apprenticeship AWA from 1937; asst in development, prod., Mobile transmitter Type J68 for US Army and lifeboat transmitter for Merc. Navy. Two yrs AWA beast transmitting test room, then service dept & pub. address sales; transferred 4CA, 1950; mngr 2GN from 1954. Vp Goulburn Chamber of Commerce; committee chairman Rotary Club. Married, 2 sons, resident Goulburn, NSW.

OSBORNE, Robert Gurnley. Chairman, Broadcasting Control Board. Born Hobart, Tas, June 18, 1903. Legal asst C'wealth Attny Gen's dept., 1929, asst Parly Dftsman, Tas, 1929-39, Parly Dftsman 1939-42, Chief Parly Dftsman, 1944-47, Registrar, Aust. Natnl Univ., Canberra, 1947-49; now chairman Aust. B'casting Control Board. Asst dir. (Admin) dept WOI, 1942-44. Chairman State Finance Committee, Tas.; former member Uni CL, lect. constitutional law, dean Faculty of Law, Uni. Tas. BA, LLB, CBE (1957 New Year's Hons. List). Married, resident Melb., Vic.

O'SHAUGHNESSY, Peter. Actor-producer. Born Kew, Vic., Oct. 5, 1923. Eng. rep., 1950-53; then Union Rep. Theatre, Melb. Radio, stage, TV exp. Introduced Lunch Hr Theatre, Melb. Assoc. prod. Independent Theatre, Nth Syd., 1956-57. Married, resident Kew, Melb.

OSWIN, James Henry Martin. TV station general manager. Born Lismore, NSW, Aug. 5, 1923. Sales promotion dept Assoc. Newspapers, 1940-49; pub. mngr, 2GB, 1949-51; sales mngr Artransa, 1951-53; gen. mngr 3AW, 1953-55; joined ATN, 1955, now general mngr. Flt/Lt., pilot RAAF, Aust., USA, Canada, UK. Married, resident Killara, Sydney.

P

PAECH, Robert Leonard. Radio station chief engineer. Born Norwood, SA, April 29, 1920. Techn 5DN, 1939; 2BH, 1940; 5KA, 1943; chief engineer 5KA since 1949. AMIRE. Radio officer, Merch. Navy, to 1943. Married, resident Seacombe Gardens, Adelaide.

PAGAN, David P. Director & manager raw film suppliers. Born Sydney, NSW, Feb. 23, 1917. Dir., mngr Rotex Agencies. Resident St. Ives, Sydney.

PAGE, James Raymond. Radio station sales manager. Born Oct. 17, 1917. Sales rep. Truth, Melb., 1936-49; sales exec. 3AW-Macquarie, 1949-53; sales mngr 3AW since 1953. RAAF, 1940-45, Milne Bay, Nadzab, Blak, Noemfoor Is., appt RAAF staff Aust. Joint Staff Mission, Washington, 1945. Married, 2 sons, resident Caulfield, Victoria.

PALETHORPE, Nigel. Agency copy chief. Born Auckland, NZ, Aug. 30, 1916. Former editor Woman's Day. Now copy chief, Canny, Paramor & Canny Advtg. War correspondent SE Asia, 1944-46. Married, resident Newport, Sydney.

PALMER, Arthur Rex. Radio station sales manager. Born Adelaide, SA, Dec. 23, 1930. Educated Queens College, Adel. With 5DN, 5KA; now sales mngr 2BH. Pres. Broken Hill Apex Club. Married, resident Broken Hill, NSW.

PALMER, Colin Lindsay. (Dexter the Magician). Born Oct. 11, 1922. Dip. Soc. Studies, Syd. Uni., part completed arts, economics courses. Two yrs educational therapist Yaralla Hosp. First magician Aust. TV, AEN children's hr. Oseas exp., USA, Eng. Feature artist Jack Davey Aust. tours, one Movietone Newsreel; mental telepathist. Wireless Op-Air Gunner, RAAF aircrew. Married, 2 children, resident Lomebush, NSW.

PALMER, Geoffrey Allen. Radio station advertising manager. Born St. Kilda, Vic., June 22, 1912. Educated Wesley College, Melb., 1918-29. Journalist Richmond Guardian, program, turntable duties, 3DB, 1931, then daytime, Sunday night anncr. O'seas trip then pub. officer, asst advtg mngr 3DB. Advtg mngr since 1946. Youngest member Soc. Aust. Authors. RAN. Married, 1 son, 1 daughter, resident Eaglemont, Vic.

PARAMOR, John Weston. Agency joint managing director. Born Casterton, Vic., April 5, 1904. Retail, wholesale salesman; gen. sales mngr Aust.-NZ div American co. Partner Canny, Paramor & Canny Advtg since 1954. Also marketing consultant. Single, resident Cremorne, Sydney.

PARHAM, Arthur. Actor. Born Enfield, Eng., Jan. 17, 1893. Actor, also employment officer. Stage, radio acting exp. Serm. 16 Bn AIF, 1914-18; chemical warfare training unit, WO 1, World War II. Married, resident Inglewood, WA.

PARISH, Hugh Radcliffe. Radio station assistant manager. Born Beaconsfield, Tas., Nov. 6, 1914. Chief anncr. engineer 7BU, 1935-37; mngr 7DY, 1938-50; studio mngr 7LA, 1951-56. Now 7LA asst mngr. Married, resident Trevallyn, Launceston.

PARKER, Kenneth John. Radio station manager. Born Burnley, Vic., June 7, 1917. Seven yrs tech.-anncr 3MA; 15yrs 3CV, now mngr. Holds beast stations ops, amateur radio ops, certs. Life gov. Maryborough, Daylesford, Maldon, Dunolly Hosps. Married, 2 sons, 1 daughter, resident Carisbrook, Vic.

PARKER, Richard Roy. Media representative company director. Born Mosman, NSW, Nov. 28, 1930. Eight yrs MBS, to service mngr, sales exec.; joined CRT 1955, now dir. Married, daughter, resident Carisbrook, Vic.

PARKINSON, Jimmy. Singer. Born Sydney, NSW, Dec. 19, 1930. Recording, variety, TV, radio, cabaret exp. Recorded soundtrack, J. Arthur Rank film, *The Secret Place*. Topped bill UK variety. Married, resident Eastlakes, Sydney.

PARRANT, Eric George. Radio station compere. Born Perth, WA, Nov. 26, 1920. Hale School, Perth. Juv. lead ABC (WA); studio mngr, chief anncr 6PR. 1947 2UE and Colgate-Palmolive radio unit. 1952 2GB-MBS feature anncr and compere. Handled first broadcast of War Crimes trials. AIF Darwin and New Guinea, later in charge army station 9AJ in Wewak. Married, 1 daughter, resident Hunters Hill, Sydney.

PARRY, Richard. Radio-TV producer, director. Born Bangor, Nth Wales, Nov. 23, 1907. English & Aust. acting & prod. exp. Aust. stage, radio, TV prod. exp. Single, resident Elizabeth Bay, Sydney.

PATIENCE, John Delmont. Radio network company director, TV station director. Born Sydney, NSW, May 4, 1910. Chairman of dirs. Broadcasting Associates 2GB, Artransa & World Broadcasting System A/sia. Dir. MBS, ATN, 5DN, 2CA, 2WL, 3AW, LLB Syd. Uni. admitted as barrister (NSW), 1958. Four yrs AIF, World War II. Married, resident Darling Point, Sydney.

PATON, John. Agency account executive. Born Melbourne, June 4, 1920. Pre-war agency & publishing exper. Post war, two years JWT (Melb). 1958 joined Nichols-Cumming. Now N-C acct-exec. Married, two children, resident Templestowe, Melbourne.

PATTERSON, George Herbert. Agency governing director. Born Melb., Vic., August 24, 1890. Advtg mngr McPhersons Pty Ltd, Melb., 1910-13. Estab. own advtg agency, Sydney, 1918; amalgamated to form Catts-Patterson Pty Ltd, 1921. Estab. George Patterson Advtg 1934, is now gov. dir.; also chairman Gillette (Aust.) Pty Ltd; dir. Colgate-Palmolive Pty Ltd; deputy chairman Austn Red Cross Socy (NSW); chairman, Red Cross Ex-Service Welfare Cmittee. Served AIF, Egypt & France 1915-18. Autobiography, *Life Has Been Wonderful* (1956); author several plays. Married, resident Double Bay, NSW.

PAUNCFORT, Rita Marie. Actress. Born Melb., Vic., March 5, 1899. Films, stage, radio exp. all types of roles. Veteran radio actress, star (Elsie) Ada & Elsie, Mrs. Bottomley, (Cadbury Show. Married, resident Potts Point, Sydney.

PEACH, Robert. Actor-managing director radio production company. Born Melb., Vic., Sep. 16, 1923. 22yrs actor-writer-prod. Prod. for Caltex Theatre, drama for ABC, AWA, MBS. Managing dir. Robert Peach Prod. Macquarie Award winner. Married, 2 sons, 1 daughter, resident Sandringham, Melbourne.

PEARCE, Frederick Reginald. Radio station manager. Born Petersham, NSW, Oct. 14, 1906. Grad. Marconi School of Wireless. Service, beasting depts AWA, 1921; tech., 2FC, 2BL; engineer-1/c 2AY, 1932; acting mngr 2GF, 3BO; engineer-mngr 2GN, 1934, 4CA, 1936, 2GN,

1946. Mngr 2GF since 1954. Member IRE Aust. Signals unit, 2/6th Aust. Armoured Reg., 1941-45. Married, 1 son, resident Grafton, NSW.

PEARCE, John Kingston. TV production company executive producer. Born Sydney, NSW, Jan. 3, 1923. Anncr 2KM, 2CA, 2QN, 3SH, 7HO; four yrs studio mngr, 7HO; three yrs org. secretary, prod. Hobart Carols by Candlelight; anncr 2GB. Exec. prod. Monitor, 1956. Now exec. prod. Fortune film & TV productions. Recordist, chief reader Blind Book Soc. Pilot RAAF. Married, resident Artarmon, Sydney.

PEDDER, Royce Sinclair. TV station business manager. Born Sydney, NSW, Sep. 26, 1915. Acnts dept NRMA, 1933, asst acct, 1937; acct, 1951; chief acct, ATN, 1956-58. Now business mngr. AASA, ACIS, JP. Five yrs pilot RAAF (Flt/Lt) Nth Aust., Pacific Islands. Married, resident Mosman, Sydney.

PERCIVAL, June Beryl. Actress, singer. Born Camberwell, Vic., July 16, 1925. Sth African, Aust. comedy, drama exp. Also dramatic soprano. ALCM, LLCM. Gold Medal, Witwatersrand University, Sth. Africa. Married, resident Floreat Park, Perth.

PETT, Alfred Vernon Marchant. Agency owner-manager. Born Armadale, Vic., Feb. 28, 1899. Five yrs anncr 3AW; co-compere quizzes, later sales rep. Now mngr own agency, Vernon Pett Advtg. Educated Melb. Grammar School. Played football, cricket, pennant squash, golf, Aust. Flying Corps, 1918. RANVR, bomb disposal, 1942-45. Married, 1 son, 1 daughter, resident Toorak, Melbourne.

PETTETT, John Henry Stephen. Radio station recording dept manager. Born Chatswood, NSW, Oct. 31, 1917. Engineering dept, 2UE, 1934, then prod. dept, studio mngr. Appt mngr, recording dept, 1955. Pilot, 75 sqdrn, RAAF, Pt Moresby, Milne Bay, 1940-45, disch., Flt/Lt. Married, resident Seaforth, Sydney.

PHILLIPS, Hazel Julia. Comedienne. Born London, Eng., Nov. 29, 1932. Scholarship Royal College of Music, London, Camberwell School of Arts & Crafts. Singing, acting exp. England. Arrived Sydney 1951. Scripts and arranges own comedy acts. Miss St England, 1949, grand finalist Aust. Miss TV quest. Married, 2 children, resident Arncliffe, Sydney.

PHILLIPS, Isaac William. Radio station representative. Born Vic. Advtg mngr, Age, Melb., 1922-37; Sydney rep. MBS, 1937-56; now Sydney rep. 3DB-LK, 4BK-AK, 5AD. AASA, 5th Inf. Bn, 1st AIF, 1915-19. Original member of first daily Aust. newspaper accreditation bureau. Married, resident Rose Bay, Sydney

PHILLIS, Roy Frederick. TV station business manager. Born Temora, NSW, Feb. 8, 1906. 20 yrs acct Consolidated Press Ltd. Now business mngr TCN. Member Ins. Chartered Acnts, Aust. Vice pres. NSWLTA. Married, resident Waitara, Sydney.

POHLMAN, Reginald. Agency principal. Born Ipswich, Qld, Nov. 16, 1917. Five yrs advtg mngr Bayards Pty Ltd Ipswich; four yrs managing dir. Pohman-Patrick Advtg, Ipswich; seven yrs principal Pohman & Assocs Advtg, Maryborough. AAI (Aust) AISM. Married, resident Maryborough, Qld.

PORTER, Eric Ernest. TV production unit animation director. Prod. animated films, documentary cartoons, feature films, advtg films, TV material. Now principal Eric Porter Prod. Married, resident Castlecrag, Sydney.

POULTER, Stanley Thomas. Agency director. Born Sydney, NSW, Oct. 18, 1926. 15yrs agency exp. (Goldbergs, Hansen Rubensohn, Jackson, Wain). Aust. advtg mngr Wormald Bros. Opened own agency, Slatter & Poulter Advtg, in partnership with E. C. Slatter, AIF. Single, resident Ashbury, NSW.

POWELL, Moray. Actor. Born London, Eng. Actor, announcer, compere, commentator, Perth, until 1939. After war radio acting exp., Sydney, Melb. Macquarie award winner. AIF, Middle East. Married, resident Sydney, NSW.

POWELL, Reginald. Agency managing director. Born Invercargill, NZ, Jan. 12, 1887. Advtg mngr Perdriau Rubber Co., 1919-23; managing dir., Filmads, 1924-25. Founded own agency, R. & K. Powell Advtg, 1930, now managing dir. FAL Captain, MC, AIF, 1914-18; Aust. Intell. Corps, 1939-42, snr staff officer Intell. Eastern Command, 1940-42, Lt/Col. Married, resident Cremorne, NSW.

POWER, Maurice David. Radio-TV production unit producer-director. Born Sydney, NSW, June 30, 1915. Assoc. 2GB, 2UE, NZBS, 17 yrs. Now dir. Power-Horner Prod. Asst dir Aust. film Long John Silver; asst prod. & dir. 1st series Aust. TV color films for USA. Grad. RAAF Pt Cook, Vic., 1935; pilot RNZAF UK, World War II. Married, resident Rose Bay, Sydney.

POWERS, William Joseph. TV station Sydney advertising manager. Born Philadelphia, Penn., USA, July 23, 1917. Retail, classified rep. US newspaper; joined Melb. Herald, 1947, retail, nat. rep. Appt spec. sects advtg mngr, 1954; Melb rep. HSV, 1956, now Sydney advtg mngr. US Army, Sth West Pacific area, 1942-45. Married, resident St. Ives, NSW.

PRENTICE, John Murdoch. Radio commentator, international affairs expert. Born Bunagar, Vic., March 10, 1886. Fed. Pub. Service, 1921-24; bcasting since 1924; first person to present news analysis session; travelled world, two trips Far East; now commentator, internat. affairs, 2UW. 4½yrs AIF, World War I; wounded, mentioned in despatches. 7½yrs 2nd AIF, Intell Corps, General Staff, World War II. Visited Europe, US 1919-20. Awarded, Belgium, Chevalier de l'Ordre de la Couronne, Croix de Guerre; Lebanon, Officer of Order of Nat. Cedar; Korea, medal for educational, cultural services. Single, resident Nth Sydney, NSW.

PRIDE, George Harold William. Association secretary. Born Balmain, NSW, July 20, 1912. Chief clerk Assoc. Newspapers 1952; secy 2UE 1952-57. Now secy Aust. Performing Right Assoc. Ltd. AASA. 4yrs 2nd AIF. Married, 2 sons, resident Gladesville, Sydney.

PRIDER, John William. Radio station manager. Born Kalangadoo, SA, Feb. 14, 1908. Educated Prince Alfred College, Adel. acting, musical comedy exp. Anncr 5DN; then 17yrs 2BH, now mngr. Member Rotary Club, soloist Quartette Club, vp Bowling Club, Broken Hill. Married, resident Broken Hill, NSW.

PROVVIS, Brian Leslie. Radio station sales executive. Born Adelaide, SA, July 27, 1930. Five yrs advtg dept, Adelaide News & Mail, then press, radio rep. Joined 3AW 1953, now sales exec. Married, 2 children, resident Beaumaris, Melbourne.

PYM, Walter. Radio producer and actor. Born Sydney, NSW, April 7, 1905. Anncr ABC and commercial stations in Qld, NSW & Vic since 1930. Stage exper. comedy, drama. Official quizmaster for C'w'lth Govt. Army 1940-46. Married, resident Potts Point, Sydney.

QUARRELL, Reginald Alfred. Radio station accountant. Born Rose Park, SA, Oct. 9, 1919. Six yrs banking exp.; 4½yrs with chartered acnts; acnt 12yrs 5KA. FASA, ACIS. Single, resident Lower Mitcham, Adelaide.

QUICK, Edwin John. Agency general manager-director. Born Apr. 14, 1910, Melb. Advtg & sales mngr, Clinton Williams P/L. Now gen. mngr-dir., Goldberg Advertising (Aust.) P/L. Major AIF, 1940-45. Married 2 children, resident Pymble, NSW.

QUINN, Robert. Radio station production manager. Born Melb. Vic., March 16, 1919. Joined 3AW, 1934. Librarian, program exec., now prod. mngr. Four yrs AIF — Armoured Div. Signals. Married, 2 children, resident Nth Balwyn, Melbourne.

RAFFERTY, Chips. Film producer-actor. Born Broken Hill, NSW, March 26, 1909. 20yrs film industry. Appeared in 21 films, incl. Eureka Stockade, Desert Rats, Walk into Paradise, Smiley, Smiley Gets a Gun. Prod. five films. Chairman of dirs. Southern Internat. Studios. Four yrs RAAF. Married, resident King's Cross, Sydney.

RAINE, Natalie. Actress. Born Melb., Vic., March 18, 1921. Eight yrs comedy exp., JCW, Tivoli, Aust; 10yrs Eng. radio, TV, stage. Now freelance radio & TV; actress and TV acting tutor. Single, resident Mooroolbark, Vic.

RAMSDEN, Michael. TV station news director. Born Auckland, NZ. With Daily Telegraph; reported from Washington, New York, 1951-52 war corres. in Korea. 1955 to TV. Trained, Columbia Uni., NBC Network (USA) & in Eng. Now news dir. TCN. Prod. 1st TV prog. in Australia. Married, resident Clontarf, Sydney.

RATCLIFFE, Gordon James. Radio station service manager. Born Lithgow, NSW, April 3, 1916. One yr agency exp., J. Walter Thompson & Country Press. Copywriter 2GZ, 1935, then anncr, control op., salesman. Now service mngr. Secretary Orange Field Day Org. LIA. Captain, AIF, NG, Borneo. Married, 1 daughter, resident Orange, NSW.

RAVENS-CROFT, Lloyd Edward. TV production executive A. J. Camp & Assoc. (TV consultants). Born Mosman, NSW, Feb. 1, 1921. Unit prod. mngr Aust. feature films, Smithy & Bush Christmas. Studio mngr, Avondale Studios. Co-founder, Kingcroft Prod. NSW sales mngr, Sixteen Millimetre Aust. Pty Ltd, now with A. J. Camp & Assoc. AIF, World War II; Dept Infor. ran Rota Newsreels, war effort films. Married, resident Mosman, Sydney.

REES, William Syme. Theatrical producer. Born Wallsend, NSW, Aug. 16, 1910. 10yrs USA stage, radio, film, TV exp. Prod. for JCW, Garnett H. Carroll, Doris Fitton. Toured Aust. John Alden Shakespeare Co. Aust. radio exp. Single, resident Sydney, NSW.

REID, John Orniston. Director, Hector Crawford Productions. Author and script writer radio dramas, musicals. Married, resident Melbourne.

REILLY, Athol. Agency radio manager. Radio mngr George Patterson Advtg, Melbourne.

RICHARDS, George Elliott. Radio-TV production company branch manager. Born Sydney, NSW, Oct. 19, 1926. With 2GB, Macquarie, 1942-49; own printing, pub. business; sales exec. ART 1955. Appt Sydney mngr 1955. RAAF. Married, 2 children, resident Merrylands, Sydney.

RICHARDSON, Barton Robert. Agency managing director. Born Wycheproof, Vic., Oct. 30, 1900. Formed Richardson-Cox Advtg, 1924, now managing dir. Also dir. Sydney Snow Pty Ltd, Syd. & Poy & Gibson stores. RAAF, 1941-45. Married, resident Mt Eliza, Vic.

RICHARDSON, Lyal. Announcer-compere. Born Mudgee, NSW, Feb. 17, 1920. With 2TM, 1944-47, 2UW, 1947-51. Now compere 2KY's Talk of the Town and Toast of the Town programs. Also disc jockey and former sport commentator. AIF, 1941-44. Married, resident Burwood, NSW.

RICKARDS, Francis Samuel Broome. Agency managing director. Born Qld, Dec. 7, 1887. Studied advtg, London, 1919; then with Aust. agencies Vincent H. Freeth, Catts Patterson. Formed own agency, Rickards Advtg Service, 1937, now managing director. Four yrs 1st AIF. Dir. Vic. Golf Club. Widower, resident Burwood, Melbourne.

RIDLEY, Alan. Radio station general manager. Born Gulargambone, NSW, July 18, 1910. Country rep. 2GZ, 1935, then sales mngr, asst mngr. Gen mngr 2GZ-2NZ since 1952. Mayor of Orange, 1956-57, ald. & deputy mayor, 1954-55; past pres. Orange Golf, Legacy Clubs. Ex-internat. rugby footballer, 1929-36, toured Eng. 1929-33, NZ 1934. Holds coast ops cert. Married, 2 children, resident Orange, NSW.

RIDLEY, John Edward. Chairman of directors radio stations. Born Stanmore, NSW, Sept. 4, 1902. Mngr 3HA, 1930-35; asst mngr 2GZ, 1935-38; gen. mngr 2GZ-NZ, 1938-50, 2UE, 1950-57; chairman of dirs 2GZ, 2NZ since 1950. Appt mng dir., 1958. Pres. AFCBS, 1946-50, 1956-57. Married, resident Gordon, NSW.

RIED, Kenneth John. Radio station publicity manager. Born Werribee, Vic., Jan. 17, 1926. Educated Sunshine Tech. College. Prod. asst 3AW, 1940-45; then with Colgate Palmolive Radio Unit, Donovan Joyce Prod. Theatre mngr Hoyts, Greater Union Theatres, 1947-53; anncr 3AW, 1954. Appt pub. mngr 1955. Married, resident Camberwell, Vic.

RILEY, Ereach. Concert tenor. Born Sydney, NSW, Nov. 19, 1920. Educated St. Andrew's Cathedral Choir School, Syd. Ecasting, concert, opera exp. Sang at Coronation, Queen Elizabeth II. Toured Eng., Aust.; principal tenor Sadler's Wells Opera, Eng., Elizabethan Opera, Aust. ARCM (London). Married, resident Haberfield, Sydney.

RING, Eric Desmond. Agency managing director. Born Adelaide, SA, 1917. Mercantile, selling, retail advtg exp. Now managing dir., Ring Stacy & Assoc. FIA (Aust.). AIF. Married, resident Grosvenor Park, Adelaide.

ROBERTS, Alan Murray. Radio station publicity manager. Born Jan. 31, 1929. 13yrs advtg exp., Myer Emporium, Alex. Moulton Advtg. Asst advtg mngr Maples, then agency prod. mngr. Now pub. mngr 3KZ. Holds advtg dip. Married, resident Nunawading, Vic.

ROBERTS, Margaret. Actress. Born Brisbane, Qld. Stage, radio, film exp., all types of roles. Resident Kings Cross, Sydney.

ROBERTS, R. M. (Bill). Director, Aust. Prod. Unit. Born Sydney, May 11, 1918. BA Melb. Uni. From 1937 with 2NZ, 2CA, 2UE, 2WL, 3AW, 9PA. Radio Aust. 1950 specialised radio documentaries. 1956 founded APU, now concentrating TV prod. Married, resident Beaumaris, Melbourne.

ROBINSON, Kenneth Caswell. Radio station general manager. Born Singleton, NSW, 1908. Served AIF 1942-46. Now gen. mngr 2NX. Married, resident Lorn, NSW.

ROBINSON, Lee. Film producer-director. Born Sydney, NSW, Feb. 22, 1923. Dir. documentaries for C'wealth Govt Film Div., 1946-52; assoc. with Chips Rafferty, 1952. Dir. Aust. films including Walk into Paradise, Dust in the Sun. Now joint managing dir. Southern Internat-Studios. Five yrs Royal Aust. Arty. Married, resident Googee, Sydney.

ROBINSON, William Harrie Reed. Radio station chief engineer. Born Parkes, NSW, March 1, 1905. Engineering & wireless branches PMG's dept, 1921-34; asst chief engineer, 2UE, 1934-56, chief engineer since 1956. Member IRE, 1945; assoc. member IRE (Aust) since 1932; ald. since 1953; dep. Mayor, Municipality Kogarah, 1957; dir. St. George Hosp., Kogarah, since 1952; JP. Wireless branch RANR, 1919-29; Aust. Signals Corps, AIF, Major, 1940-46; Royal Aust. Signals Corps, CMF, 1948-52. Married, two daughters, resident Penshurst, Sydney.

ROGERS, Gaby. Composer, pianist, musical director. Born London, Eng., Dec. 30, 1908. Musical adviser Philips Records, TCN. In Eng. conductor, BBC TV; musical adviser Petula Clarke. Wrote part, Time to Dance, & spec. material for London Palladium Shows. Own Aust. radio-TV agency, 1948. Appeared before Queen Elizabeth II. Married, 1 daughter, resident Potts Point, Sydney.

ROSEBERY, Arthur Lionel. Agency principal. Born Edinburgh, Scotland, May 29, 1915. Advtg exp. since 1934. Snr exec. Goldberg Advtg 1938-40; estab. own agency, Arthur Rosebery Advtg, 1945, now principal. AIF 1940-45. FAI Aust. Married, resident Roseville, NSW.

RUSSACK, Harry Lancelot. Agency managing director. Born Adelaide, SA, Aug. 23, 1907. Engineer, anncr, 5DN; Brit. Colonial Service, radio engineer attached Brit. residency Vila, New Hebrides; editorial staff Adelaide News; staff officer, pub., sales promotion, advtg AWA. Now managing dir., Lance Russack Advtg. Married, resident Lindfield, Sydney.

RUSSELL, Frederick William. Radio network representative. Born Auckland, NZ. Active in commercial radio since 1931. Assoc. with 3KZ & 3AW. 1957 opened Sydney office VBN, now VBN Syd., rep. Married, resident Edgecliff, Sydney.

RUSSELL, Roy McCowan. Radio station manager. Born Melb., Vic., Jan. 2, 1898. Snr exec.

Price-Berry Pty Ltd (later Samson-Clarke Price Berry), 1922-30, asst mngr 3DB, mngr 3DB Transcriptions, since 1930. Now 6PR manager. Served both wars, rank Major. Married, 1 daughter.

RUSSELL, Robert Blackwood. Agency director. Born Victoria, June 28, 1913. Sales & advtg mngr Rorke Tompsitt (Melb.); factory mngr Warner Lambert (Syd.); gen. mngr Aust. & NZ Fassett & Johnson (Syd.). Now dir. Russell Lewis Advtg. Pharmaceutical chemist, MPS, Fellow ISM. Ass. Fellow IM. Married, 2 children, resident Mosman, Sydney.

RYAN, John William. Radio station chief engineer. Born Oct. 2, 1898. Chief engineer several radio stations, now chief engineer 3AW. MIRE. RAN, 1914-18, Lt/Col. AIF, 1939-45. Married, resident Alphington, Melbourne.

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SALTER, June Marie. Actress. Born Sydney, NSW, June 22, 1932. Radio and stage exper. in drama, comedy and revue. Married, resident Woollahra, Sydney.

SAMUEL, Bryn. Radio network general manager. Born Ebbw Vale, Wales, June 30, 1901. Mngr 6ML, 1930-33; mngr 6IX-WB-MD-BY since 1933; dir. MBS. Capt. AIF. AFCBS pres., 1956. Married, resident Nedlands, WA.

SAMUELS, Lewis. Agency director. Born Sydney, NSW, Dec. 31, 1911. Media mngr George Patterson Advtg, 13yrs; nine yrs media mngr, asst mngr, dir. Goldbergs, Melb.; nine yrs dir. Rickards Advtg. FIA Aust. 4yrs RAAF, NG, Morotai, Borneo. Married, 3 children, resident East Malvern, Melb.

SAUL, John. Radio-TV production unit director. Born Orange, NSW, May 2, 1915. Stage, radio actor-dir. Dir. Grace Gibson Radio-TV Prod. Pty Ltd. Married, resident Newport, Sydney.

SCETLINE, Bert. Radio station manager and chief engineer. Born Zeehan (Tas.), November 26, 1916. Ed. Burnie High School; Marconi School, Sydney; i/c test room, Zenith Radio, Sydney (1935), 2CA announcer-engineer (1937); 1937-54, engineer, later senior tech. 3BA. Appointed manager 7SD May, 1954. Married (3 children), resident Scottsdale, Tas.

SCHAUMLOFFEL, Johann Ludwig. Radio network chief engineer. Born June 29, 1918, Adelaide. Educ. Unley High School, SA. Jun. tech. 5AD 1937; chief eng. 2BH 1942-47; maintenance eng. 5AD 1948, assist eng. 1956, chief eng. Advertiser Net. 1958. IRE, Radio consultant, Royal Auto. Assoc. of SA. Married, resident Panorama, Adelaide.

SCHULTZ, Leonard Nelson. Radio station technical director. Joined 2GB, 1927, chief engineer 1928. Designed 2GB transmitters, studios; designed, installed transmitters 2CA, 4BH, 2MG, 5DN. Consultant Artransa. Assoc. with design of film studios, radio & TV stations. Studied broadcasting overseas. Now tech. dir. 2GB-Macquarie, assoc. dir. Artransa. Past pres. Royal Flying Doctor Service; past pres. IRE; 20yrs flying instructor Royal Aero Club. Holds Aust. gliding records. Married, 1 son, resident Clifton Gardens, Sydney.

SCOTT, Eric. Writer. Born Manila, Philippines, Aug. 26, 1909. 22yrs writing-prod. George Edwards Pty Ltd, then Columbia, HMV. Wrote 2500 eps Martins Corner, also other serials. Radio acting exp. Single, resident Darling Point, Sydney.

SCOTT, Robert Barrington. Director TV & radio unit. Born Melb. Oct. 8, 1916. Melb. Uni. 1946-48. Acct. exec JWT (Melb.), 1948-50 mng dir. Southern Films; 1950-54 Asst Trade Comm., New York; 1954-56 JWT exec. (Montreal & New York) 1956-57 mng dir. Goldberg Advtg (Melb.). Now dir. of NCTVRU, Nichols-Cumming. Seconded from AIF as PR to Federal Minister for Commerce (1944-46). Married, two children, resident Toorak, Melbourne.

SCRUBY, Charles. Agency radio-TV director. Born Edinburgh, Scotland, 1916. Stewart Films 1934-36; BBC 1936-46; British Foreign Office 1946-48. Joined Hansen-Rubensohn Advtg 1948, now radio-TV dir. 1st airborne div. (Brit. army) 1939-45. Married, 3 children, resident Mosman, NSW.

SCURR, Hilda. Radio producer. Born Dunedin, NZ, July 29, 1911. Acting exp., Shakespearian co., also radio. Prod. for HMV-Hilda Scurr Prod. Married, resident Northbridge, Sydney.

SEMPLE, Francis Grenfell. Radio station senior announcer. 18yrs radio anncr, actor, commentator. Studied radio, TV, Europe, USA, 1956, collected radio material SE Asia, 1957. With 2CH grad. Syd. Conservatorium (A Mus. A). Single, resident Mosman, Sydney.

SERPELL, Noel. Radio station maintenance engineer. Born Melb., Vic., Dec. 26, 1917. Tech. 3BA, 1938-40, broadcast tech. ABC Melb. studios, 1945-46. Maintenance engineer, 3AW, since 1946. Member TV Soc. Aust. RAAF signals, 1940-45. Married, resident Camberwell, Melb.

SESIN, Serge. TV film production unit animation manager. Born Europe, Sep. 18, 1909. Grad. Art Academy, Munich. Animator, cameraman DIFA, Figura Films, Paul N. Peroff from 1932-47. I/c entertainment, animation studio, animation school, UFA. Art teacher Berlin Art Academy. Arrived Aust. 1950. Now animation mngr Cambridge Film, TV Prod. Married, resident Surrey Hills, Melbourne.

SEWELL, Sheila. Radio actress. Born Sydney Early exp. with SUDS, Sydney; Film, London. Returned Aust. 1939. Then lead roles radio shows incl. Lux, Caltex, Harry Dearth Playhouse. Current lead roles nine serials incl. This Is My Son, We Love and Learn, Rev. Matthew. MBS award, best actress, 1948. Married, resident Forestville, Sydney.

SHARMAN, Leonard John. Agency general manager & director. Born Goulburn, NSW. Sept. 9, 1923. Joined J. Walter Thompson 1941; media mngr 1949; dir. 1954. Now sen. mngr, dir. JWT. Four years AIF. Married, resident Denistone, NSW.

SHEARING, Dinah. Actress. Born Sydney, NSW. 10yrs radio, stage, TV exp. Macquarie Award, 1952. Toured Elizabethan Theatre Trust. Visited France, Eng., USA. A Mus. A. (singing). Single, resident Woollahra, Sydney.

SHEEKEY, Rosemary. TV-radio production unit production director. Born Wagga, NSW, April 5, 1928. Five yrs anncr-copywriter 2WG; radio dept, Hansen Rubensohn Advtg; freelance radio actress. Now prod. dir. Ron R. Beck prod. AASA. Resident Rose Bay, Sydney.

SIEVERS, Kenneth Roy. Market research company general manager and director. Born Pahiataua, NZ, Sep. 23, 1925. Acctnt, NZ; asst to secretary Nat. Cash Register Co. Aust., later sales div. & accounting machine div.; gen. mgr and director Anderson Analysis Pty Ltd; Acctncy & secretarial exams NZ. Single, resident Kirribilli, Sydney.

SIMMONS, Henry Trethowan. Radio network chief engineer. Born Perth, WA, Oct. 28, 1905. Joined Musgroves Ltd, 1930; asst installation 6ML; assembled, installed 6IX, 1933, 6WB, 1936, 6MD, 1940, 6BY, 1952. Now chief engineer, 6IX, 6WB, 6MD, 6BY. Snr member IRE Aust. Resident Mt. Pleasant, WA.

SIMPSON, James Quintin. Agency media manager. Born Sydney, NSW, July 15, 1928. Economics Sydney Uni. Media Dept, Lintas, 1947; media mngr L. V. Bartlett, 1949, O'Brien Pub., 1950; advtg sales rep. Truth & Sportsman, 1951-52; media mngr J. Clemenger Pty Ltd, 1952-56. Media mngr (press, radio, TV), E. C. Slatter & Poulter Pty Ltd, 1957. Married, resident Greenacre, Sydney.

SIMS, Leslie Francis. Agency branch manager. Deputy musical dir., arranger, original Shell Show; radio div. United Service Pub.; acctnt/exec., radio mngr Richardson Cox Advtg; mngr Carden Advtg. Now Vic. mngr Fortune (Aust.) Pty Ltd. Army, RAAF service. Resident Sth Yarra, Melb.

SIMS, Irene. Actress. Born Sydney, NSW, Jan. 19, 1934. Stage, film, radio, TV exp. in Italy, Eng., Aust. Miss Rome 1954. Single, resident Elizabeth Bay, Sydney.

SKIRVING, Alex. Agency account executive, Brisbane manager. Copywriter, Noble Bartlett Advtg, Bris.; acctnt/exec. Johnston Jones Advtg, Bris.; prod. mngr, Maxwell Rosebery & Staff, Syd. Now acctnt/exec. i/c Berger, Qld, & mngr Fortune, Brisbane. Resident Bris., Qld.

SLATTER, Eric Charles. Agency managing director. Born Sydney, NSW, Sep. 26, 1910. Gen. sales mngr, bldg materials div., CSR, 1950-53, George Hudson, 1953; assoc. dir., prom., Wormald Bros., 1954-56. Managing dir., E. C. Slatter & Poulter Advtg, since 1957. RAAF, Navigator-B 459 Sqdrn. Married, resident Greenwich, Sydney.

SLEDGE, Kenneth Gibbs. TV production company managing director. Born Sydney, NSW, March 31, 1920. Founded Visatone (comm. photographers), 1946, & Visatone TV, 1956. Now managing dir. of both. Capt. AIF, Middle East, 1939-45. Married, resident Castlecrag, Sydney.

SMITH, Edward Keith. National radio-TV compere & actor. Born Northcote, Vic., Sept. 4, 1917. Comedy writer, 1938; radio actor, 1939; annrc, 1940; radio interviewer 1947. Originator, A Word From Children, Pied Piper. Five yrs AIF, two yrs NG, Solomons. Married, 2 sons, resident Mosman, NSW.

SMITH, Lyndon Betteridge. Radio station continuity manager. Born Adelaide, SA, March 29, 1914. Theatrical prod. & advtg; cinema management & advtg. Radio writing. Now continuity mngr, 5KA. LAI. RAAF. Married, 2 children, resident Westbourne Park, SA.

SMITH, Robert Thomas. Agency principal. Born July 14, 1922. Principal, Comm. & Industrial Advtg Agency. AIA Aust. RSA London. Six yrs RAAF, Europe. Married, 2 daughters, resident Annerley, Brisbane.

SMITH, Walter Ranfurly. Radio network sales manager. Born Maitland, NSW, Feb. 20, 1904. Educated Syd. High School. Five yrs agency; clerk, travelling inspector Atlantic, field super., Ampol. Joined Country Bcating Services Ltd, 1942. Now sales mngr. Four yrs RAAF. Capt. Long Reef Golf Club, 1950-56, handicapper, 1946-56; represented NSW (golf) 1928-29. Married, resident Manly, Sydney.

SMOLICZ, R. A. Agency art director. Born Poland, Nov. 10, 1922. Advtg exp. with London agencies, 1952-57; arrived Aust. 1957. With Cossey-Waite Advtg, Brisbane; now art director, Rodgers & Associates. Nat. Design Dip. Married, resident Cremore, Sydney.

SOLOMON, Eric Saxby. Trade paper managing director. Born Cootamundra, NSW, June 27, 1907. Managing dir. Greater Publications Pty Ltd. (Bcating & TV, Advertising Magazine) & The Film Weekly Pty Ltd. Life gov. Dalwood Health Homes, Food for Babies Fund; MLA for Petersham, NSW, 1932-41; ald Ku-Ring-Gai Municipal Council, 1948-53, mayor, 1951-52. Married, 2 daughters, resident East Roseville, NSW.

SOUTHEY, Reginald Vincent. Recording division director. Born London, Eng., Aug. 4, 1903. With Gen. Elec. Co., Eng.; Columbia England (1922); recording work, Europe; Aust., 1926. I/c radio set prod., Columbia, 1934. Recording mngr 1947. Now dir., recording div., EMI. Installed 1st elec. recording equip., Egypt, Italy, Aust. FIRE. Married, 2 children, resident Killara, Sydney.

SPENCER, Norman. TV station program manager. Born Brunswick, Vic. 19yrs 3DB; prod. Happy Gang Series. Program mngr GTV, since 1956. 5yrs WO 1, 2/24 Aust. Inf. Brig. Married, 2 children, resident Sandringham, Vic.

SPICER, Frank William. Radio station chairman, managing director. Born Parkes, NSW. Dir. MBS. Chairman & managing dir., 2PK. Ald. Parkes Municipal Council, 30yrs, 12 times mayor; chairman of dirs Parkes Dist. Hosp. Bd. MLC, NSW, since 1925. Married, resident Parkes, NSW.

SPICER, Norman Thomas West. Radio station manager. Born Parkes, NSW, May 30, 1925. Seven yrs Rural Bank, NSW. Mngr 2PK, since 1948. WO, RAAF aircrew. Married, resident Parkes, NSW.

SPORLE, Desmond Mervyn. Agency executive. Born Melb., Vic. 18 mnths family business. One yr East Syd. Tech. Joined Traders Advtg, 1954, prod. layout & design artist. Now with Goldberg, Melb. Six mnths navy. Single, resident Brighton, Melbourne.

STACY, Albert E. Agency director. Born Adelaide, SA, 1911. Mercantile, selling, retail store advtg. Now dir. Ring, Stacy Assocs Ltd. FIA Aust. RAAF. Married, resident Hazelwood Park, Adelaide.

STANDEN, Anthony Desmond. Actor. Born Sydney, NSW, April 3, 1931. Five yrs copywriter, Syd.; four yrs transcriptions mngr, 2UE. Radio, stage exp. Also singer. Single, resident Neutral Bay, Sydney.

ST. CLAIR, Michael. Ventriloquist. Born Lismore, NSW, Dec. 20, 1922. Aust. US, Eng., radio, TV, cabaret exp. Toured Europe. Former l-hweight boxer, wrestler, painter, short story & scriptwriter, judo exp. AIF, 2/7th Bn, 6th Div., Middle East, NG, 1940-45. Waratah, Tasmania Entertainment Units, 1945-46. Married, resident Bondi, NSW.

STEELE, Richard. Agency partner. Born London, Eng., Feb. 3, 1911. With T. B. Browne Ltd., London; copywriter, Catts Patterson, Syd.; prod. mngr, Patons, Melb.; copywriter, George Patterson, Melb.; joined Noble Bartlett Advtg, Brisbane, 1938. Became partner 1947. Opened Sydney branch 1954. Bought out Sydney business 1958, establishing new company, Steele Kelly Advtg. FAI Capt. 7th, 9th Div. AIF, Middle East, NG, Borneo, Celebes. Married, 3 children, resident Seaforth, Sydney.

STEINBECK, Muriel Myee. Actress. Born Broken Hill, NSW. Sydney, Melb., stage, film, radio exp. Married, resident Croydon, Sydney.

STENNER, David Raymond. Agency production executive. Born Sydney, NSW, 1936. Layout and creative, now prod. mngr, F. P. Leonard Advtg. Single, resident Clovelly, NSW.

STEPHENSON, William Humphrey. Radio station general manager. Born Sydney, NSW, April 24, 1909. Nine yrs office mngr, 2UE, four yrs sales exec. Now station mngr 2SM. Married, resident Balgowlah, Sydney.

STEVENS, Donald Lawson. Agency company secretary. Born Sydney, NSW, April 6, 1918. Five yrs GMH; five yrs Stack & Co.; nine yrs Willmotts Advtg. Now company secretary & public officer. FCI (Aust.), FSBM. Four yrs RAAF, Flt/Lt. Past pres. Roseville, RSL. Married, 3 children, resident Roseville, NSW.

STEVENS, Edward John. Radio station assistant sales manager. Born Dunedin, NZ, Aug. 7, 1917. Joined 2CA, 1938; mngr 2LF, 1946-50; service mngr MBS, 1951; dir. Comm. Service Radio Ceylon 1952-53; sales mngr 4BC, 1954-56. Joined 2UE, 1956, now asst sales mngr. Married, 1 son, resident Marrickville, Sydney.

STEVENS, Keith Courtney. Manager, radio program and commercial recording dept. Born Sydney, NSW, Feb. 23, 1917. Accts dept, 2GB, 1933, transcriptions dept, 1940, sales rep, 1946; sales mngr 3AW, 1949; Vic. mngr MBS, 1952. Asst formation Sellers, Lane Stevens Pty Ltd, 1953. Joined EMI Aust Jan., 1958, as mgr, radio program and comm'l recdng dept. Five yrs 2/12 Fld Coy, RAE, 8th Div. AIF. 3½ yrs Jap. POW. Resident Cremorne, Sydney.

STEVENS, William Ronald. Radio station sales promotion manager. Born Syd. May 2, 1916. Anncr 4SB (1947), 4BH (1949), 4BC (1950). Later Brisbane rep. for NSW, Qld stations. Now 4BC sales prom. mngr. 4½yrs RAAF. Married, 2 daughters, resident Kedron, Brisbane.

STEVENSON, Albert Victor Gordon. Agency managing director. Member FIA (Aust.), 4A's, London Advtg Assoc., Inst of Secretaries. Mng dir. Stevenson Advtg Service. Resident Hawthorn, Melbourne.

STEVENSON, Murray H. TV station chief engineer. Born Sydney, NSW, April 17, 1906. Chief engineer 2UE, 1931, appt hd dirs, 1947. Chief engineer, ATN Pty Ltd, 1955. FIRE; snr member IRE; member Soc. Motion Picture & TV Engineers. Married, resident Neutral Bay, Sydney.

STEWART, Darryl. Vocalist-actor. Born Sydney, NSW, May 15, 1931. Radio, stage, TV, cabaret exp. Compete, vocalist, Syd. Bob Hope Stadium Show. Recorded hit song, A Man Called Peter. Married, resident Coogee, Sydney.

STOCKS, Geoffrey. Agency junior partner. Born Yorkshire, Eng., June 6, 1930. Two yrs stage dir., scenic designer Rex Deering Prod. TV, theatrical design; tech. illustrator De Havilland Aircraft. Now jnr partner. Hutchison Advtg. Awarded Nat. dip. (design) Leeds Uni., Eng., 1950. Resident Mt Nelson, Hobart.

STONE, Kenneth Walter. Radio station program manager. Born Hong Kong, June 22, 1926. Anncr 2CH, 1942-44; radio engineer, Hong Kong Govt., 1945-46; anncr, 2GZ, 1947-50, 2UE, 1950-57. Program mngr 2UE since 1957. Holds 1st class PMG comm. radio ops cert. Commentator Royal Tour, Aust. 1954, NG, 1956. Helped instal transmitter, Hong Kong radio. Merchant Navy, 1944-45. Married, 2 daughters, resident Blacktown, Sydney.

STORY, Oliver James. Radio station general manager. Born Eng., June 1909. Actor, 1933; joined 2WG, 1934; estab., 2BS, 1936; studio mngr 4MB, 1939. Appt mngr Airsales Beasting Co, 1944, opened 2HD, 1945. Now gen. mngr 2HD. AIF Gunner, Heavy Arty. RAAF, AC2, aircrew training. Married, resident Bolwarra, NSW.

STRADWICK, Mervyn Richard Charles. Director-General, Posts & Telegraphs, PMG's department. Born Freemantle, WA, July 24, 1905. PMG's dept, Perth, 1920, then WA, Vic., NSW, hq admin., in engineering personnel, telecommunications divs. Asst dir.-gen. personnel, 1948-51, telephones, 1951. Asst dir.-gen., telecommunications, 1954-58; now dir.-gen. posts & telegraphs. Chairman, communications committee, Royal visit, 1954, communications & b'casting committee, Olympic games, 1956; member bd dirs YMCA, Melb., OBE, FAIM. Married, resident Croydon, Vic.

STUART, Robert Edward. Actor-scriptwriter. Born Isle of Skye, Scotland, Feb. 26, 1914. Eng., Aust. stage exp. Old Vic. Aust. tour, 1955. BA (Cantab.). Navigator, RAF. Single, resident Whale Beach, NSW.

SULLIVAN, Ronald William. Radio station program director. Born Sth Melb., Vic., April 26, 1916. Educated Dorcas St. Central School, Bradshaw Business College, Melb. Joined 3AW, 1932, 5DN, 1936, 3UZ, 1937, 5DN until 1942. Breakfast anncr, 5AD, 1942, program mngr since 1946. Commentator Royal tour, 1954. Married, resident Burnside, Adelaide.

SULLIVAN, Walter. Actor-scriptwriter. Born Sydney, NSW. Stage, radio, TV exp. Also radio columnist Truth, Syd. Six yrs RAAF. Single, resident Mosman, NSW.

SURREY, Peter. Radio station production manager. Born London, Eng., June 2, 1928. Scriptwriter; anncr 3XY, 3DB, 3TR, 3CV, 3AK; radio media mngr, Paton Advtg. Five yrs 1/c 3DB's Smileaway Club, prod. Happy Gang since 1956. Married, 2 sons, resident Blackburn, Melbourne.

SUTTOR, Betty. Actress. Born Sydney, NSW, Nov., 1918. Radio, stage, film exp. since 16. Conducted radio children's session. Appeared Lux Radio Theatre, Hollywood, USA; and in Aust. film Jedda. Married, 5 children, resident Vaulcluse, Sydney.

SYME, David Farnell. Radio network chairman, managing director. Born Melb., Vic., 1906. Asst works mngr, The Age, then into bcasting. Pastoralist. Now managing dir., chairman, Victorian Broadcasting Network. Also managing dir. daily newspapers. Married, resident Kooyong, Vic.

T

TAPP, Matthew. Radio station studio manager. Born Kurri Kurri, NSW, Sept. 26, 1923. Program dept, control op., anncr, 2KO. Studio mngr since 1955. Served with 12 Sqdrn RAAF. Married, resident Eleebana, Lake Macquarie, NSW.

TATE, John. Actor. Born Sydney, NSW, Jan. 27, 1915. Radio, stage, film exp. since 1937. Won Jane Wyman Lux Radio Theatre Award, Macquarie Male Support Award. 1949. Toured NZ, 1944, Japan, six mnths, 1948. 10 mnths trip Central Aust., 1956, six months Gulf country, Aust., 1954. Single, resident Edgecliff, Sydney.

TAYLOR, Cecil Randel. Radio station manager. Born Gympie, Qld, March 24, 1927. Matric. 1945. Qld Uni., Faculty of Engineering, 1946-47. With 4GR, 1947-48. Received BOCP, 1948 Tech. 4ZR, 1948. Chief engineer 1950-58; now mngr Single, resident Roma.

TAYLOR, Clem Richard. Agency governing director. Born Adelaide, SA, 1886. Educated Pulteney Grammar School, Adel. Asian sales mngr, United Paint Co. Founded Clem Taylor Advtg, 1923. Now governing director. Assted founding Aust. Advtg assoc's AIA & NZ, 4As. Pres. Rotary Club, Adel, BREIF club, SA, Boy Scouts' Assoc. (Fed. & state). FAI (Aust.). Married, 1 son, resident Glenelg, Adelaide.

TAYLOR, Ernest James. Radio station managing director. Born Cambridge, Eng. Estab. 2LT. Now managing dir. 2LT and a newspaper & dir. MBS. Active interest in Lithgow civic activities. Married, resident Lithgow, NSW. Lithgow civic activities, MBE, FSTC. Married, resident Lithgow, NSW.

TAYLOR, Frank. Actor. Born Berwickshire, Scotland, Feb. 22, 1921. 20yrs exper. stage, radio. Also exper. films & TV in Scotland, Eng., Ger., Sth Africa, Aust. & NZ, incl. appearances Seagulls Over Sorrento, Reluctant Heroes, Dear Delinquent & Point of Return (ABN); star roles, Under Milk Wood & The Way Back (TCN). 1940-45 RAF; POW 3yrs. Member Vic. Lawn Tennis Umpires' Assn. Married, one daughter, resident Burwood, Sydney.

TAYLOR, Grant Ronald. Actor. Born Hebburn-on-Tyne, Eng., Dec. 6, 1917. Wide film, stage & radio exp. Five yrs AIF. Resident Sydney, NSW.

TAYLOR, Henry Arthur. Radio network chief engineer. Born Caterham, Eng., March 23, 1907. Early licenced amateur op., telegraphy and telephony. Mngr 6KG, 1941. Chief engineer, Whitfords Bcasting Network, since 1947. Estab. radio service, East Goldfields, Royal Flying Doctor Service, 1937, tech. advisor, 1937-47. Founded Goldfields Radio Soc., 1935. Designed four WA coast transmitters. Trade cert. competency, WA, 1927; AMIRE, 1935; radio op. air survey. Married, resident Nedlands, Perth.

TAYLOR, William Rickwood. Agency manager, director. Born Melb., Vic., June 27, 1927. Educated Prince Alfred College, studied economics, stat. Adel. Uni. Sydney, Adelaide, advtg exp., since 1944; market research, 1955. Now mngr & dir., Clem Taylor Advtg, Adelaide. Lecturer, marketing management, market research, Adel. School. of Mines. 1958 pres. Adelaide Contact Club. Married, 3 children, resident Woodley, Adelaide.

TEALE, Leonard. Born Brisbane, Sept. 26, 1922. Stage, screen, TV & radio work. With Elizabethan (Shakespearean tour); appeared Smiley Gets a Gun; radio leads; Superman, Seahound, Nestle's Show. Made LP discs on Patterson's and Lawson's works. F/lt RAAF. Married, resident Woolwich, Sydney.

THAU, Leon. Actor. Born Jaffa, Israel, April 8, 1926. Certified school teacher. Exp. radio, TV, films, stage, all roles. Also singer, specialises character roles. Married, resident Sydney, NSW.

THOM, John David. Radio representative. Born Sydney, Sept. 10, 1906. Sun-News Pictorial advtg dept; Ben Jordan (Melb.) sales; George Patterson Adv. (Melb.), prod mngr. Cptn, infantry & RAAOC, served Pacific Area. Now Melb. media rep. Married, 5 children, resident Kew, Melbourne.

THOMAS, Charles Alfred. Actor. Born Glasgow, Scotland, Sept. 13, 1915. Exp., Eng., Aust., stage, radio, TV, films, Married, resident Seaforth, Sydney.

THOMAS, Edward Franklin. Radio station service manager. Born Wagga, NSW, Apr. 14, 1928. 1942 AWA Beam wireless dept. (1st class CWOC); 1944 2WG eng. anncr; 1946 copy dept., later copy mngr, news editor, appt service mngr 1957. Married; 3 children, resident Wagga, NSW.

THOMAS, Mervyn Albert. Radio station program director. Born Adelaide, SA, Aug. 16, 1922. Office duties, 5DN, 1937-41, prod., transcription depts, 1945-49; asst program dir., 1949. Program dir. since 1951. Torpedo Op., RAN, 1941-45. Pres. Woodville RSL, 1957. Married. 2 children, resident Woodville West, SA.

THOMSON, T. W. Donald. Agency managing director. Born Sydney, Oct. 25, 1920. Agency exper. JWT, Marsh, O'Brien, Rodgers, Cwath Adv. Div.; formed Don Thomson Adv.; FAI (Aust.). Army. ME. Married, resident Wahroonga, Sydney.

THOMPSON, Allan Walton. Radio station manager. Born Bondi, NSW, April 8, 1927. Annr, program arranger, 2GB, then annr, copywriter, tech. several country stations. Two yrs asst mngr 2LT. Now station mngr 2RE. Holds PMG 1st class COP. Married, resident Taree, NSW.

THOMPSON, Geoffrey George. TV film production company director & producer. Born Melb., Vic., Feb. 25, 1911. Journalist, then sound recording engineer Aust. Sound Film Co., 1931; motion picture cameraman. Melb. mngr Cine-sound, 1940-53. Estab. Films Advisory Bureau & TV Prod., 1953. Also prod. supervisor, dir., Cine Service Pty Ltd. War correspondent. Filmed air combat, Korea, 1950. Married, 3 children, resident Hawthorn, Melbourne.

THOMSON, Ngajre. Actress. Born Wellington, NZ, Apr. 17, 1930. Appeared radio & TV; storyteller ABN's Children's Hour; 1955 with BBC, London. Single, resident Potts Point, Sydney.

TOOHEY, Allan Gregory. Radio station specialty announcer. Born Sydney, NSW, Nov. 22, 1911. 20yrs radio exp. Originator disc Hit Parades, 17 years. Now spec. annr, compere, disc jockey, 2UW. Married, resident Vaucluse, Sydney.

TOZER, John Hubert. Radio network sales manager. Born Melb., Vic., sales mngr Whitford Network for 23yrs. Three yrs AIF, CMF, (MC, MM, ED). Married, resident Nedlands, Perth.

TREGONNING, James Edward. TV-Radio production unit general manager. Born Melb., Vic., Jan. 29, 1923. Former freelance actor, playwright, annr. Chief annr, 3AW. Nat. compere, narrator Now gen. mngr Ron R. Beck Prod. LTCL. Married, resident Wool-lahra, Sydney.

TRENCHARD SMITH, Edgar. TV station sales manager. Born Sydney, NSW, Sept. 25, 1914. With New Century Press, 1931-34; prod., media mngr, J. Walter Thompson, 1935-48; secretary, ANC, 1948-49; Syd. mngr, Sun News Pictorial, 1949-56. Now sales mngr, HSV. Four yrs pilot RAAF, RAF. Married, 3 children, resident Nth Balwyn, Melbourne.

TRETHEWEY, Clifford Henry. Radio station assistant manager, chief engineer. Born Burnie, Tas., Dec. 3, 1920. Educated Burnie High School. With 7BU, 1936, designed, constructed, studio & transmitting equip. Asst mngr, chief engineer, 7BU since 1952. Holds Ops cert. 3½yrs pilot, RAAF, Darwin, NG. O/c Burnie Flight, ATC. Married, 2 sons, 1 daughter, resident Burnie, Tasmania.

TREVOR, Alan. Actor-writer. Born London, Eng., April 11, 1923. Radio, stage exp., 2yrs JCW, Phillip St. Theatre. Won Macquarie Award, 1950, Rola Show Award, 1953. Married, resident Kogarah, Sydney.

TRUELOVE, Philip Herbert. Agency director, senior account executive. Born Glenhaven, NSW, Nov. 27, 1915. 25yrs R. & K. Powell Advtg, now dir. & snr account/exec. FAI (Aust). Aust. Signals Corps, 1941-46. Married, resident West Ryde, NSW.

TURNER, Geoffrey Colin. Agency radio-TV manager. Born Melb., Vic. Joined 3XY, 1945, asst program mngr, 1951; then snr record librarian, prod. mngr, personal asst to gen.

mngr, 3UZ. Radio div. mngr Cossey-Walke Advtg, Bris., appt media, radio-TV mngr, 1956. Now radio-TV mngr O'Brien Pub., Bris. Pres. Moreton Lions Club, 1957. Married, 1 daughter, resident Bowen Hills, Brisbane.

TURNER, Rev. Vernon Keith. Radio-TV religious program production unit managing director. Born Oct. 2, 1917. Minister Presbyterian Church of Aust. 20yrs exper. religious broadcasting. Rep on NSW Council of Churches; member beasting comm, 2CH; 1953 founded Christian Beasting Assoc., manag. dir.; 1956 founded Christian TV Assoc. (hon. secy). Minister Abbotsford-Fivedock Presbyterian Church. Married, 4 children, resident Abbotsford, Sydney.

TUTTELL, John James. Radio network production executive. Born Queanbeyan, NSW, Jan. 2, 1911. With 2FC, then 6yrs 2SM; 2yrs mngr 4AY, 4yrs 4BH. 10yrs prod. Aust. Amateur Hr. Now prod. exec. MBS. Married, resident Cremorne, Sydney.

TWYFORD, John William. Radio station manager. Born Camperdown, NSW, May 18, 1904. 18yrs 2NZ, salesman, copywriter. Now mngr 2NZ. Former costing clerk, ledger keeper, shipping, customs exp., interstate salesman. Four yrs ald. Dir. Inverell Hosp.; East-West Communication Committee member. Promoted 1st syndicate to obtain Whaling Licence (Byron Bay Whaling), 1st chairman. Married, resident Inverell, NSW.

TYSON, William Russell. Radio network compere. Born Bris., Qld, April 20, 1920. Children's sessions, 1927; 6yrs 4BH; ABC, 1939. Now conducts breakfast, hosp. sessions, Radio Aust. AIF, World War II, Morotai, Balikpapan, SE Borneo. Life member NSW Ins. Deaf, Dumb & Blind. Married, 2 sons, resident Albion, Brisbane.

U

UNDERWOOD, Edward. Agency manager. Born Hertfordshire, Eng. Six yrs asst editor and infmn officer, London hq. Brit. Society. Written for Brit. French, political academic personalities; compiled surveys & articles on most countries for lecturers, bcasters & comm. firms. Three yrs exec. Stevenson Advtg. Appt gen. mngr 1957. Dip. Int. Aff. (London). Resident St. Kilda, Melbourne.

UNICOMB, John Robert. Actor. Born July 4, 1923, Sydney. Began as child radio actor (aged 7) with ABC, then stage exper., feature role Aust. film Sons of Matthew, toured NZ 1951, stage, film radio, TV exper., in England 1952-58. Returned Aust. 1958. Married, resident Nth Avalon, NSW.

V

VERTIGAN, Rich Mills. Radio station manager. Born Kindred, Tas., Aug. 24, 1910. Writer-publisher, 3AW, 1935; mngr 7QT, 1937; salesman-annr, 7HT, 1938, then chief annr, studio mngr, sales dept, prod., scripting. Eight yrs copy chief. Mngr, 7HT, since 1953. Married, 2 sons, 1 daughter, resident Mt. Wellington, Hobart.

VINNICOMBE, Harold. Agency managing director. Born Brisbane, Qld, 1925. Joined Vinnicombe Advtg, 1949, now managing dir. RAAF, 1947. Married, resident Newfarm, Bris.

VINNICOMBE, Herbert. Agency chairman of directors. Born Eng., Aug. 30, 1891. Mngr. sugar plantation, Jamaica; foundation dir., committee of dir. of fruit marketing, Qld. Rep. Nth Qld Bd Business Admin. C'wealth Govt., 1947. Founded Vinnicombe Advtg, 1932, now chairman of dirs. Five yrs 1st AIF. Married, resident Manly, Brisbane.

VIOLET, Victor Claude Patrick. Agency account executive. Born Belmore, NSW, March 17, 1934. Snr account/exec., Gellatley Advtg. Married, resident French's Forest, Sydney.

VIRGONA, Vincent. Radio station chief engineer. Born Fitzroy, Vic., Oct. 2, 1911. 29yrs with 3UZ, now chief engineer. Designed equip. for Fed. Central Control, Olympic Games, 1956. B'cast Ticket of Proficiency. Married, resident Hawthorn, Melbourne.

W

WADE-FERRELL, Ronald Montgomery. Radio station sales manager. Born Narrandera, NSW, March 22, 1928. Comm. artist. Lintas Advtg, 1946; copy mngr Hansen Rubensohn, 1948; Syd. rep. Trade Press Pty Ltd, 1949; advtg mngr, 3CV, 1951. Sales mngr 3CV since 1953. CMP 30 Inf. Bn (NSW Scottish) 1948-51; 38 Inf. Bn (Nth Vic. Reg.) 1951-56, then 8/7 Inf. Bn (Nth West Vic. Reg.); Capt. Company commander, Maryborough Rifle Co. Married, 1 child, resident Maryborough, Vic.

WAGSTAFF, Vernon Frederick. TV production company manager & director. Born Golden Square, Vic., Oct. 23, 1909. 10yrs engineering. Designed, built, installed prod. unit, Vic. Dept Agriculture. Estab. Cine Service, 1947, now mng dir., also a principal, Film Records Pty Ltd. Married, 4 children, resident Brighton, Melbourne.

WAITE, Thomas Hilken. Agency director. Born Eng. Snr. advtg rep. Bris., Truth, 1932-38. advtg mngr, 1938-50. Dir. Cossey-Waite Advtg since 1950. Grad. ICS Advtg course. Lt RANVR, Brit, US Fleets 1941-46. Holds Philippines Liberation Medal. Married, resident Hamilton, Brisbane.

WALCH, Garnet Max Fletcher. TV film production company general sales manager. Born Malvern, Vic., Dec. 13, 1912. 15yrs Melb. agency exp. Asst sales mngr MBS, assist mngr 2GB. Now gen. sales mngr, Artransa. Five yrs RAAF. Married, resident Clareville, Sydney.

WALKER, Alan John. Agency media director. Born Sydney, NSW, Sept. 11, 1904. Statistician & industrial officer, Atlantic Union Oil. Now media dir. Lintas Advtg. Member marketing panel ACM; research committee, 4As; committee, CARA. B.Ec., Dip.Com. (Syd.). Acting sqdrn leader, RAAF. Married, resident Killara, NSW.

WALKER, Hugh Richard. Agency executive. Born Sydney, NSW, May 10, 1913. With George Patterson Advtg; joined Willmotts Advtg, 1947. Resigned 1957. Lieut. RAN, also with RN in England. Single, resident Rose Bay, Sydney.

WALKER, Robert R. Agency deputy managing dir., radio-TV dir., George Patterson Advtg, Melbourne.

WALLACE, Thomas Bevan. Agency managing director. Born Sydney, April 1, 1915. 1931-45 Lever Bros. salesman, asst. sales mngr. 1946 Lintas, jnr acc. exec. 1949 mngr, 1950 advtg & gm, Lever Bros. NZ. 1952 gm J. Kitchen & Sons. 1952 attended Admin. Staff College, Henley, UK. 1955 acc. dir. Lintas, now mng dir. AIF Middle East, RAAF Italy. Married, 4 children, resident Mosman, Sydney.

WALLENS, John Noel Stanley. Agency managing director. Born Chester, Eng., Dec. 25, 1910. Managing dir., Wallens & Co. Sqdrn Leader, RAAF, 1941-46. Member Brit. Rugby Team, toured Sth America, 1930. Married, resident Mt. Eliza, Vic.

WALSHE, Keith Douglas. Radio-TV compere & comedian. Born Ballarat, Vic., March 28, 1924. Appeared with 5AD age of 8. Joined 2GB/Macquarie, 1941, ATN, 1956. Also stage exp. Married, 1 daughter, resident Rose Bay, Sydney.

WANLESS, Joseph Thomas. Agency managing director. Born Sydney, NSW, June 2, 1914. Former freelance writer, stage, radio entertainer. With Campbell Advtg, Vinnicombe Advtg. Estab. own agency, J.T. Publicity, 1953, now mng dir. LAI. Dale Carnegie Grad. 5 1/2 yrs RAAF. Married, 4 children, resident Carina, Brisbane.

WARBURTON, Leicester. Agency account executive. Born Christchurch, NZ, Jan. 8, 1921. Journalist, Assoc. Newspapers; press liaison officer, Liberal Party; account/exec., press relations officer Brit. C'wealth Pacific Airlines. MBS publicity officer 1952-58. Now with Goldberg Advtg. Won Goldberg Cup for advtg, 1948. 4yrs RAAF. Married, 2 children, resident Nth Curl Curl, Sydney.

WARD, Alfred George Crewdson. Radio production company manager. Born Ashfield, NSW, 1906. Engineering exp., then into selling, thence salesman 2GB, rep., MBS; asst sales mngr, 2UW, 1947-50. Sales mngr Fidelity Radio Co., 1950-58. Now manager. Member Aust. v. NZ rugby union team, 1929. RAAF. Married, 3 children, resident Cremorne, Sydney.

WARD, Ronald Egbert. Radio station manager. Born Adel., SA, May 7, 1905. Mngr 7QT, 1938, 7AD, 1939, assist mngr 7LA. Mngr 7LA since 1951. Flt/Lt. RAAF, awarded US Bronze Star. Rep. state cricket, Aust. Rules football. Married, 2 daughters, resident Kings Meadows, Launceston.

WARRICK, Leslie Thomas. Radio station general manager. Born Kalgoorlie, WA, March 2, 1907. North Qld Newspaper Co. Ltd, Townsville, 1924; mngr, Charters Towers office, 1933. Gen. mngr Northern Star Ltd and Richmond River Bcters (2LM) since 1948. RAAF 1944-46. AASA, ACIS. Married, 3 children, resident Lismore, NSW.

WATERS, Arthur Russell. Radio station sales manager. Born Melb., Vic., April 25, 1923. Studied industrial mngmt, Melb., Adel., three yrs; now taking B.Ec. course, Tas. Uni. Comm. printing sales, then radio sales staff. Now sales mngnr 7HT. 4½yrs war service. Married, resident Lindisfarne, Hobart.

WATERS, Clive Sylvester. Radio station studio & recording manager. Born Richmond, Vic., Oct. 1, 1913. Mngnr comm. printing org.; chief anncr, 3XY. Now studio & recording mngnr 3UZ. AFCBS Dir. ops, Olympic games. AIF, O.C. Radio St'n 9AB, Lae. Married, resident Cheltenham, Melbourne.

WATERS, Frank Leonard. Actor. Born Broken Hill, NSW, May 26, 1915. 25yrs stage, radio, films exp. all roles, also UK experience. Won Critic's Award, 1956. Five yrs Army. Married, resident Mosman, Sydney.

WATSON, Thomas David. Governing director, film-TV lens manufacturer. Born London, Eng., Nov. 5, 1910. 30yrs motion picture exp. Gen. sales mngnr, Gaumont Brit. Equip., London. Now gov. dir. Cineoptics, Snr exec. Ministry Aircraft Prod., during war. Married, 2 children, resident Manly, NSW.

WEBB, Edward James. Agency managing executive. Born Melbourne, Aug. 21, 1912. 1929, Price Berry Adv. 1930-31, asst. ad-mngnr Ackmans. 1931 formed Mooney-Webb Pty Ltd, 1956, Webb Publicity, 1957 Mooney-Webb TV. FAI. Chairman Advtg Education Board, AIA.

WEBSTER, Graham Douglas Stewart. Radio announcer. Born Christchurch, NZ, Dec. 20, 1923. Anncr, ABC, 1942; later Qld Nat. news-reader. Did Royal Tour broadcasts, NSW, Qld, Pt Moresby, MA (Qld Uni.). AIF Signals, Finschhafen, Lae, 1942-46. Married, 1 son, resident Taringa, Brisbane.

WEEKES, Brian. Agency production director. Born Sydney, NSW, April 6, 1906. Joined Lintas, London, 1934, transferred Syd., 1937. Prod. dir. Lintas Advtg, since 1947. Armed forces, 1942-45. Married, resident Balmoral, Sydney.

WEEKES, Francis Edwin. Agency executive director. Born London, Eng. Retail advtg, 1929-33, then with Jas. Hardie Pty Ltd, Frederick Stearns. 20yrs, Willmott Agency. Now exec. dir. FIA. 2½yrs hq 3rd Armoured Div. Single, resident Woollahra, Sydney.

WEIR, William Borland. Radio newsreel editor, radio program service executive producer. Born Glasgow, Scotland, Nov. 18, 1917. Former jour. World Newspaper, Country Press; with 2AD, then 2TM until 1940; chief anncr 2CH 1943-49; joined MBS 1949, now editor Macquarie Newsreel, exec. prod. Evening Monitor. Army service 1940-43, war corres. Korea, 1952. Married, resident Fivedock, NSW.

WELCH, Bettina. Actress. Born NZ, March 15, 1927. Stage, radio, TV exp. all roles. Married, resident Potts Point, Sydney.

WELCH, Roger. Agency principal. Born Palmerston Nth, NZ. Former copywriter. Estab. Roger Welch Advtg, 1942, FAIA. Resident Greenwich, NSW.

WEST, Keith Leslie. Agency manager. Traders Advtg, Sydney.

WHEELER, Joan I. Agency media manager. Born Sydney, NSW, Dec. 13, 1918. With Lintas Paton Advtg, Syd. Media mngnr, Coudrey-Gotham. Media mngnr, O'Brien Pub. 1951-1957. neville Corbett Advtg 1958; now media mngnr, Best & Swift Advtg, Sydney, Aust. Women's Army Service, 33 mths NCO. Resident, Milson's Point, Sydney.

WHELAN, Ronald. Actor. TV-feature film production executive. Born London, Eng., Nov. 2, 1905. Radio, stage acting exp. with Brit. films, 1922-24, 1929-33; asst dir. Cinesound Prod., 1935-40; prod., location mngnr, associated with Aust. feature films, 1935-57. Married, 2 daughters, 1 son, resident Coogee, Sydney.

WHITE, Jerome James. Actor, narrator. Born Weymouth, Dorset, England, June 2, 1933. 5yrs exper. radio, Aust. & NZ. Film and TV roles. Stage exper., Ralph Richardson Co, JCW and Elizabethan. Married, resident Cremorne, Sydney.

WHITE, Randal Merrick. Broadcasting Control Board member. Born Dublin, Ireland, Sept. 15, 1896. Gen. mngnr 5DN, 1939-46, 3AW, 1946-54. Vp AFCBS, 1940, 1942, 1943-46. Now member Aust. Beasting Control Bd, MA (TCDD). Lieut., Leinster Reg., France, Belgium, Germany, 1915-19. Married, 2 sons, 2 daughters, resident Blackburn, Vic.

WHITEMAN, Delore. Actress-singer. Born Sydney, NSW, Oct. 26, 1928. Stage since 10. Three yrs New Theatre League; two yrs John Alden Shakespearean Co.; two yrs Palace Theatre; toured Ngaio Marsh's Brit. Cwealth Theatre Co.; three mnths NZ; four yrs Eng., also Aust., stage, radio, TV, nightclub exp. Single, resident Kings Cross, Sydney.

WHITFORD, David John. Chief executive, director screen-TV slide service, Born Sydney, NSW, June 20, 1928. Educated King's School, Parramatta. Chief exec. officer & dr. Whitford's Theatre Ads Pty Ltd. Married, 2 sons, resident Bellevue Hill, Sydney.

WHYKES, Ernest John Wasley. Radio station manager. Born Ballarat, Vic. Secretary, 3BA, 1930, mngnr since 1955. ACIA, ACIS, Licensed co. auditor. Married, 3 sons, 1 daughter, resident Ballarat, Vic.

WILKINSON, John Desailly. Agency director of media. Born St. Kilda, Vic., April 26, 1921. Claude Mooney Advtg; ad-mngnr A. G. Healing; acc. exec. Warwick Advtg; acc. exec. JWT 1956 joined Nichols-Cumming, now dir. of media. FAI (Aust.) Changi, Korea. 1942-45. Married, resident Ashwood, Melbourne.

WILLIAMS, Basil A. Radio network manager. Born Oct. 22, 1912. Educ. Scotch College and Townsville Grammar School. First with Advertiser newspaper 1932, rejoining in 1945 after 4½yrs RAAF 10 Sqd. Awarded DFC. Appt deputy chief-of-staff 1950, chief of staff 1952. Appt mngnr Advertiser Network (5AD-PI-MU-SE) 1958. Married, resident Unley Park, Adelaide.

WILLIAMS, Edmund Netterville. Radio station managing director. Born Perth, WA. Apprentice engineer; then vaudeville exp. Tivoli, Sorlies. Org. vaudeville shows for artists incl. Jack Davey, Bob Dyer. With 2LT, later 2BS, 2DU. Now mng dir. 2BS. Helped estab. speedway, motor racing. Bathurst. Org., dir., troops entertainment unit. Ald. Bathurst City Council, nine yrs. Married, 1 son, resident Bathurst, NSW.

WILLIAMS, Ronald A. Radio station manager. Born Melb., Vic., Dec. 11, 1916. Asst acct, Argus & A'sia Ltd.; acct Argus. Now mng 3UL. AASA, ACTS. Five yrs Lieut. Army, signals. Married, 2 children, resident Warragul, Vic.

WILLIAMSON, Michael Francis. Radio station newsreel editor and feature compere. Born Melbourne, June 1928. 8yrs Herald & Weekly Times; feature anncr 3AK (1951-52), 3AW (1953). With 3AW Radio Newsreel and as compere since 1954. F'lance actor. First radio reported to becast from altitude over 40,000ft. AFCBS repr Olympic Games 1956 (athletics). Married, 3 children, resident West Coburg, Vic.

WILLIS, Grahame. TV station publicity officer. Born London, Eng., Dec. 26, 1912. With Evening News, Syd., 1928-30; advtg, pub., MGM, 1930-56. Now pub. mng 2ATN, Coast Arty, Aust. Army Amcnities, AIF, 1943-46. Married, 3 children, resident Dee Why, Sydney.

WILLMOTT, Ronald. Agency managing director. Born Sydney, NSW, April 19, 1911. Stock Exchange, 1930-34. Now managing dir. Willmott's Advtg. Service 2/1st Bn, 2nd AIF. Married, 3 children, resident Point Piper, Sydney.

WILSON, Harper Robert. Agency director and general manager. Born Melb., Vic., Dec. 31, 1912. 3UZ anncr, prod. writer, prog. dir., 1933-40. Now dir. & gen. mng, United Service Publicity. AIF. New Guinea. Married, resident South Yarra, Vic.

WING, Elizabeth Mary. Actress. Born Melb., Vic., March 15, 1920. Radio actress since 1939. Also stage, TV exp. Two yrs Aust. Women's Army Service. Married, resident Toorak, Melb.

WINTER, Lorna M. Agency media manager. Born Sydney, Nov. 27, 1924. 1945-56 with Goldberg's (Syd.), Aldwych (Melb.), Lintas, Thompson & Ass. (Syd.). Joined Nichols-Cumming 1956. now media mng. Married, resident Manly, Sydney.

WITHERS, Anthony John. Radio station disc jockey. Born Melb. Duntroon graduate, AIF, discharged capt. Salesman; 7yrs 2SM dj, now with 2UE. Compered Big Shows, Sydney Stadium, pres. BPA. Single, resident Maroubra, Sydney.

WOOD, Eric Albert. Radio representative and PR officer. Born London, Oct. 4, 1902. 1930-44 radio station mng. 1944 joined 3UZ, 1946 appt. Syd. mng. 1952 opened Bris. repr. business. Married, 2 children, resident Indooroopilly, Brisbane.

WOOD, Evelyn Victor Mason. Executive radio producer. Born West County, Eng. With London architect. Eng. Aust. radio, stage exp. Anncr 3LO, 3UZ, 3AW. Many years with Macquarie, now freelance radio prod. Somerset Reg., France, 1914-19. MC, 1916, bar, 1917, mentioned in despatches, 1916-17. Married, resident Vaucluse, Sydney.

WOODBIDGE, Thomas Stanislaus. General manager APRA. Born Gundagai, Apr. 9, 1900. 1918-31 Insp. Cwllth Audit Office. 1931-39 political secty to Sir E. Page. Now APRA gm. Assoc. Aust. Society Accountants. Married, 2 daughters, 1 son, resident Coogee, Sydney.

WOODS, Raymond William. Radio station program director. Born Melb., Vic., Sept. 9, 1919. Control op. 3XY, 1935-37, program arranger, 1937-41, program mng. 1946, then studio mng. Now program dir. 3XY. Five yrs, 14/32nd Bn AIF, NG. Married, resident Carnegie, Vic.

WOODWARD, John M. Radio-TV production company manager. Born Sydney, 1922. Recording, AWA, nine yrs; six yrs studio engineer, snr control op., ARC. Mng, chief engineer, Brit. Aust. Programs Pty Ltd, since 1951. MIRE (Aust). Radio officer Merch. Navy, 1941-43. Married, resident Blakehurst, Sydney.

WOOLF, Harry. Agency managing director. Born Perth, WA, May 14, 1917. Joined Goldberg Advtg, rose copy dept. to acct-exec.; appt. to Board, 1947; chief exec. until 1951. Appt. dir., Goldberg Advtg, 1951. Estab. Frank Goldberg Advtg, Melb., 1957. Married, 2 sons, 1 daughter, resident Bellevue Hill, NSW.

WORKMAN, James. Author, actor, producer. Born Scotland, Feb. 4, 1912. In Eng. seaman, salesman, policeman, actor, TV & film writer; in Africa, factory work, AA scout, touring clerk, mng, storeman, actor, anncr, scripiter, prod., effects man, record lib. (SABC). In Aust. actor, scripiter, novelist, prod. Married, resident Woollahra, Sydney.

WORRALL, David Thomas. Radio station chairman of board of management. Born Parramatta, NSW, June 18, 1894. Journalist, Newcastle Sun, 1919-22, Sun News Pictorial, Melb., 1922-25; New York rep. Melb. Herald, Syd. Sun and Sth American papers, 1925-28. Mng 3DB, 1928-58, 3LK, 1937-58. Appt chmn board of mngmnt 1958. 1st div. FA, 1915-19. Married, resident Donvale, Melbourne.

WRIGHT, Myles Fortunatus Evelyn. Radio station general manager. Born Christchurch, NZ, July 9, 1915. Educated Wellington College, NZ. Cadet reporter, The Dominion; journalist, Nat. Magazines Ltd; assoc. editor NZ Radio Record. Writer-actor-prod. Radio Features, 1938. Prod. NZ stage, radio plays. Toured Aust, JCW, 1945. Prod. 3AW, 1947. Prod. mng 3AW, 1950, asst mng, 1954, acting mng, 1955. Mng 3CV 1955. Gen. mng 3AW, since 1957. Served 2NZEF, later NZ Temp. Staff, Army Education Service. Married, resident Kew, Vic.

WYNNE, Alfred Percy. Radio station manager-director. Born Warwick, Qld., April 24, 1885. 1901-1918 Palings Qld. apr. tuner, salesman. 1918-19 dairy farmer. 1919 estab. music business, Maryborough. 1931 estab. radio stat, 1932 beasting from own home. Ex-pres. RACQ Chamber of Commerce; Elsteddof of Qld., now life member and trustee, also mng dir. 4MB. 1945-50 gov. of Rotary district 31—Cairns to Grafton. Vice Chairman SWL. Married, resident Maryborough, Qld.

WYNNE, Leonard de Vere. Radio station sales manager. Born Leura, Aug. 24, 1921. 22yrs radio. 1937 2BS. Anncr-compere 2KA, 4BH. Studio mngr 2NZ, 9yrs. Now sales mngr 2WG. 6yrs RAAF, Pacific area. BOCP (radio engin.). JP. Former alderman, hosp. dir 4yrs. Married, resident Wagga, NSW.

Y

YEO, Reginald Arthur. Member, Broadcasting Control Board. Born Portsmouth, Eng., Aug. 15, 1904. Joined scientific service of Royal Navy, Jan., 1928; resrch and dvlpmnt in tele-comms until 1948. Member, hq planng orgn until 1953, thence member, ordnce bd and head of its electronics dvn. Apptd member, Aust. Broadcasting Control Bd, Jan., 1957. B.Sc., ACGI, DIC. Married, 1 son, 2 daughters, resident Melbourne.

YOUNG, Arthur T. W. Agency director. Born Coventry, Eng., Dec. 17, 1919. Trained as comm. artist. Private advtg consultant; creative exec. Eng. motor mfg. Mngr, Canny, Paramor & Canny Advtg, Melb., now a dir. FAIA. Vic.

exec. 4As. Publications Section, War Office, London; five yrs war service. Married, resident East Malvern, Melbourne.

YOUNG, John Edward. Radio network sales representative. Born Toogoolawah, Qld, Sept. 21, 1923. Joined 4CA, 1940, transferred 4TO, 1949. Sales rep., AWA Bris., since 1954. RAAF, 1942-46. Married, resident Alderley, Bris.

Z

ZARACOSTA, Melpo. Actress. Born Athens, Greece, May 7, 1933. Radio, stage, TV exp. Dramatic, continental roles. Married, resident Kings Cross, Sydney.

ZWART, Hank. Film producer. Born Holland, May 7, 1923. Comm. artist, cartoonist, 1941. Arrived Aust., 1952. Freelance comm. artist, now film prod., spec. advtg films, animation. Married, resident Hawthorn, Melbourne.

Legislation, regulations and standards

- ***Main provisions, Broadcasting and Television Act 1942-1956 — Pages 280-282***
- ***AFCBS Standards of Broadcasting Practice, including advertising and wordage — Pages 283-285***
- ***Broadcasting Control Board's TV program standards — Pages 286-292***
- ***Notes on medical advertising — Pages 293-295, 296***
- ***AFCBS rules of accreditation — Pages 297-298***



BROADCASTING AND TELEVISION ACT 1942-1956

THE following is a brief summary of the provisions of the Act affecting commercial broadcasting and commercial television stations.

Those provisions dealing solely with the national service have not been included.

AUSTRALIAN BROADCASTING CONTROL BOARD

CONSTITUTION (SECTIONS 7 AND 8)

The Act is administered by the Australian Broadcasting Control Board which consists of three full-time and two part-time members.

FUNCTIONS (SECTION 16)

(a) To ensure the provision of services by broadcasting stations and television stations in accordance with plans from time to time prepared by the Board and approved by the Minister;

(b) to ensure that the technical equipment and operation of such stations are in accordance with such standards and practices as the Board considers to be appropriate; and

(c) to ensure that adequate and comprehensive programs are provided by broadcasting stations and commercial television stations to serve the best interests of the general public; and shall include such other functions in relation to broadcasting stations and television stations as are prescribed.

POWERS (SECTION 16)

(a) Subject to any direction of the Minister, to determine the situation and operating power of a broadcasting station or television station;

(b) subject to any direction of the Minister, to determine the frequency of a broadcasting station and the frequencies of a television station, within bands of frequencies notified to the Board by the Postmaster-General as being available;

(c) to determine the hours during which programs may be broadcast or televised;

(d) to determine the conditions subject to which advertisements may be broadcast or televised by licensees;

(e) subject to any direction of the Minister, to regulate the establishment and operation of networks of commercial broadcasting stations or of commercial television stations and the making of arrangements by licensees for the provision of programs or the broadcasting or televising of advertisements; and

(f) to conduct examinations as to the competency of persons to operate the technical equipment of broadcasting stations and television stations and to charge fees in respect of those examinations.

In exercising its functions and powers under this section in relation to commercial broadcasting stations and commercial television stations, the Board shall consult representatives of those stations.

The Board shall have power, subject to the approval of the Minister and of the Treasurer, to provide financial assistance and other assistance to commercial broadcasting stations, for the purpose of ensuring that programs of adequate extent, standard and variety are provided in the areas served by those stations.

INQUIRIES BY BOARD (SECTIONS 18-25)

The Board may conduct inquiries in relation to matters covered by the Act if it thinks fit, and is obliged to conduct inquiries if so directed by the Minister or where the Act so provides.

STATION LICENCES (SECTIONS 80-89)

The Minister has power to grant licences for commercial broadcasting or commercial television stations. Before granting a licence the Minister must invite applications and refer

the applications received to the Board for its recommendation. Before making a recommendation, the Board must hold a public inquiry.

When a licence is granted it continues in force for a period of five years, and thereafter is renewed on an annual basis.

If the Minister thinks there may be grounds for refusing to renew a licence, he must direct the Board to hold an inquiry, specifying the grounds in the direction.

The Minister has power to suspend or revoke a licence under certain conditions; but, with the exception of a station which fails to pay its licence fee, a licence cannot be revoked unless an inquiry has first been held by the Board.

Licences may not be transferred nor may the ownership or control of a licence be changed without the consent in writing of the Minister.

LIMITATION ON RADIO STATION OWNERSHIP OR CONTROL (SECTION 90)

A person shall not own, or be in a position to exercise control, either directly or indirectly of more than:—

- (a) One capital city station in any State.
- (b) Four capital city stations in Australia.
- (c) Four stations in any one State; or
- (d) Eight stations in Australia.

For this purpose the Australian Capital Territory is deemed to form part of the State of New South Wales.

LIMITATION ON TV STATION OWNERSHIP OR CONTROL (SECTIONS 91-92)

A person shall not own, or be in a position to exercise control, either directly or indirectly, of more than one television station within the ACT or a State capital city or two stations in Australia. Where a television station licence is held by a company having a share capital, at least 80pc of the shares must be held by Australian residents and not more than 15pc may be held by non-residents.

TECHNICAL CONDITIONS (SECTIONS 93-98)

The technical equipment of a broadcasting or television station must comply with standards laid down by the Board, and the Board has power to fix the location, power, frequency and hours of operation of all stations.

PROGRAMS (SECTIONS 99-105)

The Board has power to fix standards for programs and advertising, to censor matter which it has reason to believe is of an objectionable nature and to determine the periods during which religious broadcasts shall be made.

A licensee must publish particulars of his advertising charges and must not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

Advertisements relating to medicines must be approved by the Director-General of Health before they can be broadcast.

Copyright works must not be broadcast or televised without the consent of the owners of the copyright and news obtained from newspapers must not be broadcast or televised except in accordance with the terms of an agreement between the licensee and the newspaper or newspaper association.

The Minister may require a licensee to broadcast or televise without charge items of national interest but such items are limited to a period of 30 minutes in any period of 24 consecutive hours.

A licensee is required to make program details available on equal terms to the publishers (including the ABC) of any newspaper, magazine or journal published in Australia.

ENCOURAGEMENT OF AUSTRALIAN TALENT (SECTION 114)

The services of Australians are to be used as much as possible in the production and presentation of radio and television programs.

Not less than 5pc of the time occupied in the broadcasting of music by commercial broadcasting stations is to be devoted to the works of Australian composers.

TELEVISION OF SPORT AND ENTERTAINMENT (SECTION 115)

Television stations are not permitted to televise sporting events or other entertainment held in a place to which a charge is made for admission, from outside that place.

POLITICAL OR CONTROVERSIAL MATTER (SECTION 116)

Neither broadcasting nor television stations are permitted to broadcast or televise a dramatisation of any political matter which is current or was current during the last five preceding years.

If during an election period, election matter is broadcast or televised all political parties represented in Parliament at its last sitting must be given reasonable opportunities of expressing their views.

No election matter can be broadcast between midnight of the Wednesday preceding the poll and the close of the poll.

NAMES OF SPEAKERS TO BE GIVEN (SECTION 117)

Where an address or statement relating to a political subject or current affairs is broadcast or televised the name of the speaker and the name of the author must be announced.

OBJECTIONABLE ITEMS (SECTION 118)

No matter shall be broadcast or televised which is blasphemous, indecent or obscene.

PUBLICATION OF BROADCAST MATTER (SECTION 120)

The text of an item broadcast or televised is not to be published without the consent of the owner or licensee of the station.

BROADCASTING PROGRAMS OF OTHER STATIONS PROHIBITED (SECTION 121)

A broadcasting station may not broadcast another station's program without the consent of the owner or licensee of that station, and in the case of a re-broadcast, without the permission of the Board.

MEDICAL TALKS (SECTION 122)

A talk on a medical subject must not be broadcast or televised without the approval of the Director-General of Health.

CODES FORBIDDEN (SECTION 123)

The text of any matter broadcast or televised shall not, without the permission of the Board or an authorized officer, be in code.

DEFAMATORY BROADCASTS (SECTION 124)

For the purposes of the law of defamation, the transmission of words or other matter by a broadcasting station or a television station shall be deemed to be publication in permanent form.

RADIO-TV RECEIVER LICENCES (SECTIONS 125-128)

The annual fee for a broadcast listeners' licence is £2 15s if the listener is within a radius of 250 miles of a broadcasting station specified by the Board, and £1 8s otherwise.

The annual fee for a television viewers' licence is £5.

Special conditions apply to schools, blind people and pensioners.

CONTROL IN EMERGENCY (SECTION 131)

The Governor-General may, whenever, in his opinion, any emergency has arisen, which renders it desirable in the public interest so to do, authorise the Minister to exercise, during the emergency, complete control over the matter to be broadcast from broadcasting stations or televised from television stations.

AFCBS STANDARDS OF BROADCASTING PRACTICE

Following are revised Standards of Broadcasting Practice, drawn up by the Federation and approved by the 1958 AFCBS convention at Mildura.

Standards are listed under the eleven general headings set out below.

PART (1) GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCAST MATERIAL,

(2) STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER,

(3) ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING,

(4) SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS,

(5) PROCEDURE IN RESPECT OF RECORDED COMMERCIALS,

(6) COMMERCIAL ANNOUNCEMENTS INCORPORATED IN TRANSCRIBED PROGRAMS,

(7) ACCURATE INDICATION OF PLAYING TIME — TRANSCRIBED PROGRAMS,

(8) MEDICAL ADVERTISEMENTS OR TALKS FOR LIVE PRESENTATION,

(9) WORDAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS,

(10) PRESENTATION OF ADVERTISING COPY,

(11) STANDARD SCHEDULE FORM.

PART I: GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCAST MATERIAL

COMMERCIAL broadcasting stations are bound not to accept any script, continuity or program matter for broadcasting, recorded or otherwise, which introduces or incorporates:—

- (a) Matter which is contrary to the Broadcasting Program Standards determined by the Australian Broadcasting Control Board in pursuance of the Broadcasting and Television Act 1942-1956.
- (b) Any statement that comments upon, ridicules, or incorporates the name of a member of any Royal Family, or any Australian or overseas personality in a derogatory manner, or in relation to advertising, other than advertising placed on behalf of a publisher of a periodical concerning any article published or to be published in such periodical.
- (c) Matter of such a nature as would destroy or tend to destroy public confidence, or

create any feeling of insecurity in the community.

- (d) Medical advertisements or talks on medical subjects which have not been approved by the director-general of Health pursuant to sections 100 and 122 of the Broadcasting and Television Act.
In addition to the words and phrases prohibited by the director-general of Health in his Notes on Censorship of Matters of a Medical Nature, the use of the word "constipation" will not be permitted.

PART II: STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER

When approval is required to an advertisement relating to any medicine or to a talk on a medical subject as required under the Broadcasting and Television Act, or to any advertisement or talk under any legislation or authority, the obtaining of such approval shall be the responsibility of the advertiser or the advertising agency.

PART III: ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING

In addition to complying with the conditions set out in clause 1 above, advertising copy must not incorporate:—

- Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency.
Stations must not be requested to "fade out" any undesirable sound effects in recordings owing to the margin for error.
Undesirable sound effects present in recordings must be eliminated beforehand by practical methods by the advertiser or advertising agency to obviate any possibility of broadcasting.

- "Dramatised testimonials". For example, it should not be inferred that the testimonial being read is being broadcast by the person who wrote it, and in order that this should be made clear in copy it will be necessary to indicate that the testimonial is a written one from the person concerned, and it shall be broadcast in the normal voice of the announcer.

- The simulated voice of a real person unless bona fide evidence is available that such person has given permission for the simulation of his or her voice and it is clearly understood that stations broadcasting such simulated voice are indemnified by the advertiser or advertising agency against any possible legal action.

- Testimonials which do not reflect the genuine experience or opinion of a competent witness.

Testimonials shall be produced where required to the Secretary of the Federation for verification.

Anonymous advertising testimonials shall not be permitted.

Any advertisements incorporating a testimonial shall contain the name and address of the author of the testimonial.

- Advertisements publicising named television programs.

PART IV: SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS

All scripts, continuities, advertising copy, recorded commercials, talks or addresses, entertainment discs, etc., intended for broadcasting, must be supplied to commercial stations in accordance with the following schedule:—

● Not less than thirty-six (36) hours before the time of broadcast if such broadcast is to take place on any day from Tuesday to Saturday, both inclusive.

● By twelve (12) noon on the previous Friday in respect of broadcasts intended during the following Sunday or Monday.

A clearance of scripts, recorded commercial announcements, etc., given by the Federation as provided herein may be accepted by commercial stations in any State.

PART V: PROCEDURE IN RESPECT OF RECORDED COMMERCIALS

The following procedure will apply in respect to recorded commercial announcements for broadcasting by commercial stations.

● Prior to recording, two copies of the script shall be submitted to the Office of the Federation.

The script shall indicate the name of the advertiser or advertising agency, the name of the product advertised, sound effects to be used, the category of the announcement and the actual word count.

If the script is in order, one copy, duly stamped, will be returned and the other retained in the Federation Office.

● After recording a copy of the disc shall be submitted to the Federation office for approval, with a list of the stations among which it is intended the recording will be distributed for broadcasting.

If approved, the required number of Federation approval stamps will be issued, and these must be affixed to disc labels prior to distribution to stations.

● When recordings approved by the Federation are forwarded to stations there must be endorsed on the label the name of the client and the product for each track or such details must be listed on an accompanying schedule.

● All recorded commercials containing music should be identified by the letter M on the disc label and should, when submitted for Federation approval:—

- (i) bear a mechanical copyright stamp or facsimile of a stamp on the disc label or
- (ii) if the music is an original composition owned by a non-member of the Copyright Owners' Reproduction Society be accompanied by a written notification to that effect from the agency advising the name of the copyright owner and the fact that approval for recording has been granted or
- (iii) if the number is non-copyright by being in the public domain, be accompanied by a letter from the agency to that effect and naming the number.

● In order to facilitate cueing and ensure proper presentation of advertisements, a reasonable space should be left between each track on commercial discs.

NOTE:—The AFCBS engineering committee has been asked to determine a standard minimum space between tracks. When this has been done the standards will be amended accordingly.

● Unless positive instructions to the contrary are issued by the agency or the advertiser, stations will be at liberty to destroy commercial discs at the end of a period of twelve months from the last day of broadcast.

● Recordings which contravene the provisions of the Control Board's Standards or the provisions contained herein shall neither be approved by the Federation nor accepted by stations, and the responsibility for unacceptable recordings shall rest solely with the advertiser or advertising agency.

PART VI: COMMERCIAL ANNOUNCEMENTS INCORPORATED IN TRANSCRIBED PROGRAMS

The provisions contained in clause 4 above shall also apply to commercial announcements incorporated in recorded entertainment programs or features.

In cases where large numbers of recorded entertainment programs are involved, this ruling will be met if the advertiser or advertising agency prior to recording submits to the Federation two copies of the text of commercials including sound effects that will be incorporated in such recordings.

If the text of such commercials is approved by the Federation one copy will be returned duly stamped to that effect, together with the required number of stamps for the discs involved which the advertiser or advertising agency must ensure are properly fixed to each recording before despatch to stations subject to the condition that an undertaking is given that the recorded commercial will be identical with the approved text.

These special provisions, however, may be amended at any time should it be deemed necessary.

PART VII: ACCURATE INDICATION OF PLAYING TIME — TRANSCRIBED PROGRAMS

In the case of transcribed programs an accurate indication of the playing time of the program shall be included on the disc label, and where the program contains commercials the exact timing of the advertising matter shall also be included.

"Advertising Matter" is defined by the Australian Broadcasting Control Board as including all words relating to goods or services, whether in the form of a direct announcement, a slogan, a description, or any other identifiable reference, together with all music and sound effects associated with such words.

PART VIII: MEDICAL ADVERTISEMENTS OR TALKS FOR LIVE PRESENTATION

Where it is desired to issue to stations copy for live presentation of medical advertisements or talks, the original script stamped by the director-general of Health should be submitted to the Federation office, together with the required number of station copies.

After verifying that the copy has been approved by the director-general, the Federation office will stamp each station copy to serve as an indication to stations that the necessary legal requirements have been observed.

PART IX: WORDAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS

(a) The following table sets out the maximum permissible wordage and/or duration of each category of advertising announcement.

	Maximum no. of words	Maximum duration including all music and/or sound effects Seconds
Spot Announcements		
Slogans	15	10
	Maximum no. of words	Maximum duration including all music and/or sound effects Seconds
Spot Announcements		
25-words	25	15
50-words	50	25
100-words	100	45
1-minute	140	60

Sponsored Sessions	Sundays		Weekdays	
	Christmas Day and Good Friday	Minutes	Maximum No. of Words	Maximum Duration including all music and/or sound effects Minutes
		5	150	1
		7½	225	1½
		10	300	2
		15	375	2½
		30	600	4
		45	900	6
		60	1200	8

(b) Counting of Words

- (i) A telephone number counts as one word, eg,
 BW 3121 } Both equal one word.
 Epping 789 }
- (ii) Place names count as one word, eg,
 Double Bay } All equal one word.
 South Australia }
 New South Wales }
- (iii) Figures when relating to addresses or quantities count as one word, eg,

- 11 George Street — equals three words.
- 150 years — equals two words.
- (iv) Prices count as two words, eg,
 £99 11s 6d } Both equal two words.

• Any excess of the prescribed limits of wordage or time will be charged for at the next highest rate.

• Any recorded announcements that require the addition of live copy spoken by station personnel will be charged in accordance with the above, provided that the wordage in the recorded announcement is reduced to permit of the addition of the spoken tag line, without exceeding the total wordage and/or time ordered, ie, a 25-word announcement requiring the addition of a tag line of 5 words must be limited to 20 words in the recorded portion of the announcement nor must the complete advertisement exceed 15 seconds.

PART X: PRESENTATION OF ADVERTISING COPY

Advertising copy submitted to stations should show the following information at the top of each page.

- Client: Key:
- Product: Category:
- Station: Actual Count:

Each page should contain one announcement only.

PART XI: STANDARD SCHEDULE FORM

The Standard Schedule Form shall be used for instructing stations of broadcasts required.

The form is made out in triplicate, the original and duplicate being sent to the station and the triplicate retained by the agency.

The original serves as the Instruction Order to the Station.

The duplicate is completed by the station and returned to the agency, thus serving as a Broadcast Advisory Report.

NOTE: Standards governing the following matters have yet to be determined:—

- Minimum Standards of Technical Quality of Tape Recordings
- Labelling of Tapes
- Despatch and Receipt Advice Notes for Transcriptions, etc.

NOTE: In addition to these Standards of Broadcasting Practice, adhered to by every commercial station, the Broadcasting Control Board as at October 1958 issued Broadcasting Program Standards, which in the main follow closely its Television Program Standards, page 286.

TELEVISION PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from July 1, 1956.

GENERAL PROGRAM STANDARDS

PARS 1-5, which have not been included, comprise the Board's general introduction to these standards.

6. Fundamentally these Standards require the observance in television programs of—

Ordinary good taste and common sense; respect for the individual opinions of the public; proper regard for the special needs of children; and respect for the law and social institutions.

7. In the presentation of television programs, certain basic requirements must always be observed. They are—

No program may contain any matter which is—blasphemous, indecent, obscene, vulgar or suggestive; or likely to encourage crime or public disorder.

Likely to be injurious to community well-being or morality; or contrary to law.

Or undesirable in the public interest because it includes matter of the same general nature as that referred to in the preceding paragraphs.

To preserve decency and decorum in production, and so avoid embarrassment or offence to viewers at home; the presentation of all performers must be within the bounds of propriety.

Special care must be taken as regards costuming, movements of dancers and others, and selection of camera angles.

Programs which contain matter that is not generally suitable for viewing by children must not be broadcast at times when large numbers of children are likely to have access to television receivers (see paragraphs 10 to 16).

8. The following particular applications of the preceding standards refer to a number of aspects of programs on which great care is needed in production:

No program should contain matter which, if imitated, could be harmful to the well-being of individuals or of the community; this includes such sequences as those which—

Demonstrate any techniques of crime in such a way as to invite imitation; or likely to incite any person to crime, violence, or anti-social behaviour; deride or otherwise discredit the law and its enforcement, or significant social institutions; or display in detail any form of violence or brutality.

Dramatic productions should not simulate the presentation of news or special events in such a way as to mislead viewers.

While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

Any program which includes a portrayal of religious rites should ensure the accurate presentation of those rites and correct and dignified treatment of the religious dignitaries and officers in their various callings.

Respect should be maintained for the sanctity of marriage and the importance of the home. Divorce should not be treated casually or as a convenient solution to marital problems.

The use of intoxicating liquor should not be displayed prominently in programs, and should generally be avoided except when necessary for the development of plot or characterization.

The portrayal of, or reference to, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot or characterization.

Reference to mental or physical afflictions

should be treated with great care, to avoid offence to sufferers of similar ailments.

While certain forms of gambling may form an accepted part of the social structure, it is undesirable to transmit scenes or sequences which unduly emphasize betting or might tend directly to promote interest in gambling.

The presentation of superstitious or pseudo-scientific beliefs associated with the foretelling of the future is not desirable, except as required for development of plot, when it must be treated with discretion.

Reference to sex relations should be treated with discretion; reference to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.

The presentation of cruelty, greed, selfishness, unfair exploitation of others, and similar unworthy motivations should not be made in a favorable light.

The condoning of crime and the treatment of the commission of crime in a frivolous, cynical, or callous manner should not be permitted.

The deliberate use of horror for its own sake, and sound or visual effects likely to cause unnecessary alarm should not be permitted.

9. The use of correct English in all programs is important; but appropriate idiom and colloquialism may be employed sparingly when necessary for special characterization.

Care should be taken to avoid the use of objectionable words or words which though originally acceptable have acquired undesirable or offensive implications.

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMS

10. At certain times of day, particularly in the late afternoon and early evening, and during week-ends and holidays, the television audience is likely to contain large numbers of children and young people.

Programs to be televised at these times should therefore be wholly suitable for viewing by children though not necessarily directed exclusively to them. There are special problems to be faced and special responsibilities to be discharged in the production and presentation of programs during these periods.

11. It is therefore necessary to make special provisions in these Standards in respect of programs to be televised between 5-7.30pm week days, and at any time before 7.30pm on Saturday and Sunday. Programs to be televised during these times must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:

- Family programs, which are suitable for viewing by persons of all ages, and which will not produce any undesirable effects on children;

- Children's programs, which are specially designed for children in various age groups.

As large numbers of young persons are likely to be viewing television programs on public holidays and during other holiday periods it is important that care be exercised in the selection of programs for transmission at any time before 7.30pm on all such days.

12. Family Programs.—These must be selected with great care.

It is imperative that parents feel secure in allowing children to see these programs with supervision, and that family groups of all ages may view them with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing general standards to be scrupulously observed, and in addition for the following special provisions to be complied with:

The selection of subject-matter and treatment of themes should be wholesome and fresh in outlook. On no account should the more sordid aspects of life be presented in such a way that they appear to play a greater part in life than they actually do.

The following in particular should be avoided:

- Torture or suggestion of torture; horror or undue suspense; the use of the supernatural or superstition so as to arouse anxiety or fear; or other matter likely to lead to emotional or traumatic disturbances in children (e.g., hysteria and nightmares).

Dramatic action should not be over-accentuated, particularly by suggestions of excessive violence. Morbid sound effects intended to anticipate or stimulate death or injury should not be used.

Particular attention should be paid to the treatment of child or animal characters, as children's imaginations can be readily over-stimulated by suggestions of ill-treatment of such characters.

Children readily imitate speech and pronunciations heard in sound broadcasting and television programs. They should be encouraged in the art of correct speech and pronunciations, and slang and incorrect English should be avoided, except when necessary for characterization, when a minimum amount of appropriate vernacular may be employed.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins.

13. Children's Programs.—It is desirable that each station which proposes to originate children's programs should provide for these programs to be supervised by a person who is specially qualified for this type of work and who would be directly responsible for the meticulous supervision necessary in the preparation and presentation of all such programs.

14. Programs specially directed to children must comply not only with the general standards and the standards for family programs, but also with the following special standards:—

All scripts must be carefully written, having in mind the needs of the particular age groups for which the programs are intended;

All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability

of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to "show off" in front of the studio or home audience.

Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

15. It is recommended that there be regular sessions for children designed—

To impart a broader knowledge of the history and potentialities of our country and of current affairs;

To foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature.

To encourage interest and active participation in simple scientific investigations such as botanical, geological and other pursuits; and

By the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honour and integrity which are essential to the full development of the individual, and of national greatness.

It is further recommended that programs be designed to cater for children's propensities for sport and for hobbies such as handicrafts and the care of animals.

16. Programs Unsuitable for Adolescents.—Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in older children and adolescents a false or distorted view of life.

These programs, which because they deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment, should not be televised before 8.30 p.m.

FILMS USED IN TELEVISION

17. It is the responsibility of the Commonwealth Film Censorship Board to examine all films imported into Australia.

The classifications to be applied will be as follows:—

- Unrestricted for television. (Symbol 'G');
- Not suitable for children. (Symbol 'A');
- Not to be televised before 8.30pm. (Symbol 'AO');
- Not suitable for television.

Programs classified as "Not suitable for children" ('A') are those which do not comply with the special standards for family and children's programs, and must not be televised during periods to which those standards apply. Programs classified as "Not to be televised before 8.30pm" ('AO') are those to which reference is made in paragraph 16.

TELEVISION OF RELIGIOUS MATTER

18. Section 103 of the Broadcasting and Television Act 1942-1956 provides that—

A licensee shall . . . televise from his station divine worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge.

19. The following principles should be applied in the allocating of time for the televising of religious matter (other than sponsored religious matter):—

Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent. of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programs on one or more days of the week, with a minimum of 5 minutes for each program;

Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for televising of the services or other religious matter proposed to be televised.

Religious programs should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.

TELEVISION OF POLITICAL MATTER

20. Sections 116 and 117 of the Broadcasting and Television Act 1942-1956 provide, in relation to commercial television stations, that:—

116.—(2) . . . a licensee shall not . . . televise a dramatisation of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee . . . televises election matter, he shall afford reasonable opportunities for the . . . televising of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is being held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held . . . televise election matter.

(5) Nothing in this section requires a licensee to . . . televise any matter free of charge.

(6) In this section—"election" means an election of a member or members of either House of the Parliament of the Commonwealth

or of a State while "election matter" means matter of any of the following kinds, namely:—

● Matter commenting on, or soliciting votes for a candidate at an election;

● Matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;

● Matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and

● Matter referring to meetings held or to be held in connection with an election.

"Election period" means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117.—(1) . . . the licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for . . . televising.

(2) If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

(3) If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1956 provides that a licensee shall not televise a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for television purposes. (See pages 264-266 of this section.)

NEWS AND NEWSREEL PROGRAMS

22. A station which undertakes to provide

a news or newsreel service should observe the following principles:—

News should be presented accurately and impartially.

Each news session should be well-balanced and reasonably comprehensive;

Commentary and analysis should be clearly distinguished from news;

Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be televised in such a manner as to avoid panic and unnecessary alarm;

Pictorial representation of news should be carefully selected to ensure fairness, and should not be misleading or sensational;

No advertising matter should be offered as news, or included in the contents of a news bulletin or newsreel.

This does not prevent the televising of short advertisements during natural breaks between recognised sections of a news program; but no advertisement in the form of a "story", or which could be mistaken by viewers for a news item, should be accepted.

TELEVISION OF SPORTING EVENTS

23. Section 115 of the Broadcasting and Television Act 1942-1956 provides that:—

The holder of a licence for a commercial television station shall not televise, either directly by means of any recording, film or other material or device or otherwise, the whole or a part of a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a charge is made for admission, if the images of the sporting event or other entertainment originate from the use of equipment outside that place.

The following rules should also be observed in relation to the televising of sporting events:—

All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should also be observed;

Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be televised prior to the conclusion of the last event on the program of that meeting;

Advertisements soliciting business concerning forecasts of results of sporting events should not be televised. This rule does not prevent the televising of programs containing forecasts and summaries of sporting events.

TRANSMISSION OF TELEPHONE CONVERSATIONS

24. The privacy of telephone conversations is protected by the telephone regulations made under the Post and Telegraph Act 1901-1950, and such conversations, whether on wire or radio circuits or both, may not be included in any television program unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department.

TRANSMISSION OF PERSONAL MESSAGES

25. Messages intended primarily for individual listeners should not normally be included in television programs (see section 112 of the Broadcasting and Television Act 1942-1956). It is, however, permissible to transmit certain messages, under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:—

Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, may be transmitted; provided that such messages are verified and approved by a senior officer of the Police Force, or his deputy;

In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission;

Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a television station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of the above paragraphs.

26. Programs which are based on the exchange of letters, or include answers to correspondents do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

USE OF FOREIGN LANGUAGES

27. Because Australia is an English-speaking country, and because it is desirable that those persons who have migrated from other countries be assimilated into Australian life as quickly as possible, the use of foreign languages should be kept to a minimum. The following rules should therefore be observed:—

Programs should be in English, except in the following special circumstances:

Where it is unavoidable to use one or more foreign languages in the course of a program, the matter conveyed in foreign language should be preceded or followed by an adequate translation into English;

Special programs designed for use in schools, or for other educational purposes, may include matter in foreign languages where necessary;

Brief incidental dialogue in dramatised or similar programs may be permitted where development of the program demands the use of a language other than English;

In periods of local emergency, foreign languages appropriate to the occasion may be used where it is considered to be in the interests of a reasonable proportion of viewers of the station concerned;

Programs of a religious nature which are televised on special occasions may be in a foreign language without being followed by a translation;

The use of foreign languages should be avoided in advertisements;

Pictorial matter, scenery, or backcloths containing words in any foreign language should be used only where necessary for establishment of scene or for development of plot.

These rules do not apply to the performance of musical items.

CONTESTS

28. Any contest included in a program or in an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

29. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarized on each occasion. The names of winners should be released as soon as possible after the close of the contest. The conditions of all contests must meet the requirements of Federal and State laws.

30. All spoken or visual references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organizations, should be regarded as part of, and included in, the total time allowances for advertising set out in paragraphs 37-46 of these Standards.

31. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person viewing the program to send in an entry to the contest before that date.

In the case of a continuing contest which closes immediately on receipt of the correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by viewers in the submission of entries which no longer have any chance of winning.

32. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

ADVERTISING

33. Section 100 of the Broadcasting and Television Act 1942-1956 provides that:—

Subject to this Act, a licensee may televise advertisements.

A licensee intending to televise advertisements shall publish particulars of his advertising charges.

A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

A licensee shall comply with such standards as the Board determines in relation to the televising of advertisements.

A licensee shall not televise advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As television will reach persons with widely varying interests and opinions in the privacy of their homes, it is most important that, in

addition to being honest and truthful, all advertising matter which is televised should comply with the general program standards set out in preceding paragraphs and be generally acceptable for viewing in the home.

Methods suitable for other media may be quite unsuitable for television, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these Standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

34. It is therefore the responsibility of licensees to ensure that the following practices are observed in the preparation and televising of all advertising matter:—

The content, presentation and placement of all advertising matter must comply with the general program standards. Very great care and judgment should be exercised in respect of advertisements to be televised during times when large numbers of children or adolescents may be likely to be viewing.

All advertisements televised during such periods must conform to the principles stated in paragraphs 10, 11, 12, 14 and 16, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children;

Advertising matter should be presented with courtesy and good taste, disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency should be avoided; every effort should be made to keep the advertisement in harmony with the content and general tone of program in which it appears;

Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions;

Advertisements on Sundays must comply with the foregoing standards and are also subject to special conditions set out in paragraphs 45 and 46 of these Standards.

Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1956 (see paragraph 20).

35. In the application of section 100 of the Act licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:—

All advertising matter must comply with the laws of the Commonwealth and the States relating thereto;

A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser;

A licensee may refuse to permit the use of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the television audience may be expected to include a large proportion of young people.

Such advertisements should not be televised between 5pm and 7.30pm, Monday to Saturday inclusive, nor at any time on Sunday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be

viewing) is presented in good taste and with restraint;

Because some products (especially those of a personal nature) are unsuitable for inclusion in programs which may be viewed in the family circle, great discretion and care should be applied in the acceptance and presentation of advertisements of such products. Products which are generally regarded as unsuitable for conversation in mixed groups should not be advertised;

Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be televised. Such advertisements should not be televised in proximity to children's sessions, at times when the audience may be expected to include a large proportion of young people, between 5pm and 7.30pm, Monday to Saturday, or at any time on Sunday; and when transmitted at other times should be presented in good taste and with restraint.

Advertisements soliciting business concerning forecasts of results of sporting events should not be televised;

Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted;

The advertising of firearms and associated equipment should be treated with discretion and all such advertisement should make reference to the legal conditions under which firearms may be acquired or owned;

Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses should be avoided;

Advertisements for moneylenders should be avoided; and advertisements for any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

ADVERTISING TIME STANDARDS

36. For the purpose of calculating the time occupied by advertising matter, this expression includes:—

All advertisements for goods and services whether by means of words or of visual presentation or both, and whether in the form of direct announcements, slogans, descriptions or otherwise, as well as any identifiable reference in the course of the program to any goods or services, whether of the advertiser or not; and

All visual and sound effects (including music) associated with such advertisements.

WEEK-DAY ADVERTISING

37. The following time standards apply to the televising of advertising matter by a commercial television station on any day except Sundays, Christmas Day, and Good Friday.

38. In programs which are sponsored either by one advertiser or by several advertisers jointly, the time devoted to advertising matter should not exceed the following periods:—

In programs exceeding 15 minutes in duration, a period calculated at the rate of one

and a half minutes in each 15 minutes of program, or part thereof;

In programs not exceeding 15 minutes in duration, the following periods:—

In a 5 minute program, 1 minute.

In a 10 minute program, 1½ minutes.

In a 15 minute program, 2 minutes.

39. In each sponsored program the periods available for advertising, as set out in the preceding sub-paragraphs, may be used either for a single advertising announcement occupying the full period, or for several shorter advertisements, at the discretion of the licensee.

40. A period equal to 30 seconds in each 30 minutes of program transmission time should be reserved for station identification and items of national interest or importance; under normal conditions not more than one minute should be so occupied at any one time.

If not required for items of national interest or importance these periods may be used for spot advertisements subject to the provisions of paragraph 42.

41. Spot advertisements may be included in "announcement programs", which are designed to contain individual advertisements, at the rate of one minute of advertising matter in each period of five minutes. Such advertisements should be so spaced that no period of consecutive advertising exceeds two minutes. Spot advertisements may be of any duration up to two minutes.

42. Programs should be so arranged that no more than three advertisements occur consecutively, either within a single program unit, or at the break between two programs. (For the purposes of this paragraph the brief announcement or visual presentation of a sponsor's name and business at the beginning or end of a program is not regarded as an advertisement).

43. Backgrounds, scenery, or properties which show the sponsor's name, or his product, or the name of his product, or his trade mark or slogan, should be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of this nature should be brief and not too frequent, having regard to the need for maintaining a proper program balance.

44. Paragraphs 38, 41 and 42 do not apply to programs which take the form of a shopping guide, market information, or similar material and so provide a special service to viewers in which advertisements provide an informative and integral part of the program content: but—

Such programs should not be televised between 7.30pm and 9pm;

The time occupied by any such program should not exceed 30 minutes at any one time;

The time occupied by an advertisement for any article should not exceed two minutes;

An interval of at least one hour should separate each such program;

Not more than three hours should be occupied by such programs in any period of seven days.

SUNDAY ADVERTISING

45. In addition to the general provisions of these Standards the following special provisions apply to the televising of advertisements on Sundays:—

(a) In the application of this paragraph, the expression "advertising matter" does not include a brief announcement or visual presenta-

tion of a sponsor's name and business at the beginning and end of sponsored programs;

(b) Advertising matter in sponsored programs shall be calculated at the rate of, and may not exceed in the aggregate, one minute in each ten minutes of sponsored program time; but no advertisement shall exceed three minutes in length, and the number of advertisements shall not exceed two in any period of 15 minutes;

(c) The total time occupied by spot advertisements shall not exceed six minutes in any period of one hour, and the time occupied by such advertisements shall not exceed two minutes in any period of 15 minutes;

(d) The interval between advertisements, whether within the framework of one program or in adjacent programs or periods shall not be less than three minutes;

(e) The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service;

(f) No advertisements relating to alcoholic liquor shall be televised;

(g) Sub-paragraphs (c) and (d) do not apply to a session containing a group of advertisements in the form of a shopping guide. Such programs may be televised in conformity with the principles specified in paragraph 44.

46. Special care should be taken to ensure that advertisements are presented in good taste and with discretion. Sensational presentation and prolonged emphasis on the goods or services advertised should be avoided.

Advertisements relating to medicines and medical or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating

to personal hygiene, underclothing and the like should be avoided.

ADVERTISING ON CHRISTMAS DAY AND GOOD FRIDAY

47. If advertisements are televised on Christmas Day or Good Friday they should be selected and presented with discretion and in a manner suitable to the occasion. No advertisements should be televised before 6pm and thereafter the standards for advertising on Sundays should not be exceeded.

MEDICINE ADVERTISEMENTS

48. Section 100 of the Broadcasting and Television Act 1942-1956 provides that a licensee shall not televise an advertisement relating to medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer in a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorized delegates.

49. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject.

**BROADCASTING CONTROL BOARD'S
BROADCASTING AND TELEVISION PROGRAM STANDARDS**

MEDICAL ADVERTISING

Notes issued by the Commonwealth Director-General of Health for guidance on the preparation of medical advertisements or talks on medical subjects for broadcasting and television purposes.

THE control of advertising matters and talks on medical subjects is provided for in the following sections of the Broadcasting and Television Act 1942-1956:—

Section 100.—(1) Subject to this Act, a licensee may broadcast or televise advertisements.

(6) A licensee shall not broadcast or televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(7) The Director-General of Health may delegate to a medical officer of a State his power under this section to approve the text of an advertisement.

(8) Any such delegation is revocable in writing at will and does not prevent the exercise of a power by the Director-General of Health.

(9) A person may appeal to the Minister from any decision of the Director-General of Health or of a delegate of the Director-General of Health under this section.

Section 121.—(1) Except as prescribed, a person shall not broadcast or televise a talk on a medical subject unless the text thereof has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(4) Any person may appeal to the Minister from any refusal of the Director-General of Health or a delegate of the Director-General of Health to approve of the text of a talk on a medical subject.

It should be noted that the Act does not indicate any standards upon which the Director-General of Health is to give or withhold his approval. The Act leaves the decision to the absolute discretion of the Director-General.

Experience has shown that considerable difficulties will be avoided by the publication of a guide to standards which will help in the preparation of advertisements and talks on medical subjects. These standards are offered for the guidance of those interested and do not limit the absolute discretion vested by the Broadcasting and Television Act in the Director-General.

It is also to be noted that the approval of the Director-General of Health does not remove the requirement that the General Program Standards laid down by the Australian Broadcasting Control Board must be observed.

**CENSORSHIP OF ADVERTISEMENTS BY
DIRECTOR-GENERAL OF HEALTH**

- Censorship is required for —
Mixtures, powders, tablets, lozenges or any

product to be taken by mouth for therapeutic use.

Drops or paints, such as eye, ear or nose drops, throat paint, etc.

Ointment, cream, pastes or powders for therapeutic use externally.

Liniments or any product to be rubbed on.

Injections.

Tooth paste or any type of dentifrices claiming cure of decay or mouth conditions.

Hair restorers.

Antiseptic or disinfecting tablets, lotions, gargles or dressings — as applied to the human patient.

Slimming or weight reducing measures.

Foods which claim to assist "regularity" or other health problems.

● But is not required for —

Beauty creams.

Depilatories.

Baby powders or talc powders.

Sterilizing agents for false teeth.

Antiseptics or disinfectants, as applied to floors, walls, etc.

Deodorants.

Foods which claim only to provide a balanced diet or to give calorific value.

GUIDE TO STANDARDS

(A) TRUTH GENERALLY

1. No matter shall be included which in any way departs from truth as to the composition, character, or action of a product or method of treatment or its suitability for the purposes for which it is recommended. No untruthful implications should be imported into any advertising matter.

2. When any testimonial is used, it must have been honestly obtained and must be limited to the actual views of the user. No testimonial should be used which has been paid for.

No testimonial given by a foreign doctor should be in any way used so as to imply that the doctor is a British doctor.

No testimonial given by a person holding the title of "doctor", who is not a doctor in medicine should be used without a definite statement of the profession or cult in which this person holds the title.

In the case of any testimonial, the person using it may be called upon to furnish the original.

3. Any statement or testimonial given by a doctor in medicine should be accompanied in the advertising matter by the reference to the original publication in which the statement appeared.

4. Where any reference to a published statement is used the person using it may be called upon to furnish the original reference.

Any reference to a published statement will be disallowed if the passage has been removed from its context so that its original sense is distorted, or so that it is applied to support the advertiser's interests in a manner not contemplated by the original author.

5. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

6. No manufacturer or distributor of proprietary medicines should without authority use any title, description or address which may lead persons to believe that the product recommended emanates from any hospital or official source, or is otherwise than a proprietary medicine advertised by a particular manufacturer for the purpose specified.

(B) DECENCY AND ETHICS

7. No spoken or pictorial representation may be used which dramatizes distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the medicine not being used. No spoken nor pictorial representation of vivisection will be allowed.

8. No advertisement should contain any matter which would lead persons to believe from the symptoms described that they are suffering from any serious ailment.

9. No description of any proprietary medicine should be used which describes graphically or repellantly any bodily functions or matters which are generally not considered acceptable topics of conversation in mixed social groups.

For example, and without limiting the scope, the use of the following words or expressions will not be permitted:

Bad breath, bladder disorders, bowels, diarrhoea, excreta, flushing the kidneys, festers, scabs, intestines, piles, urine, body odour, sour stomach.

Advertisements relating to contraceptives will not be permitted.

10. No advertisement should contain any intimation that—

(a) The person advertising is prepared to diagnose by correspondence diseased conditions or any particular diseased condition in a human being;

(b) The person advertising is prepared to receive from any person a statement of his or any other person's ill health with a view to advising as to, or providing for, the treatment of such ill health by correspondence.

11. No person should issue any advertisement claiming to cure chronic or incurable ailments or for use in conditions in which self-medication presents a risk.

12. No person should advertise any preparation which contains drugs in dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

13. An advertisement should not contain any guarantee of "money back".

14. No advertisement should contain any matter which could be regarded as claiming that any course of treatment or proprietary medicine is efficacious for the prevention or cure of a serious disease which properly should be under the care of a medical man, and, in particular, no person should advertise or offer for sale to the public any course of treatment or proprietary medicine which is directly or by implication held out as being effective:

(a) For the treatment of diseases of the kidneys, cancer, tuberculosis, diabetes, epilepsy, fits, locomotor ataxia, lupus, paralysis, hernia or rupture, gastric ulcer, varicose veins, gallstones, high or low blood pressure or diseased arteries, apoplexy or "stroke";

(b) For the cure of amenorrhoea, blindness, or any structural or organic ailment of the auditory system;

(c) For developing the bust or raising the height;

(d) For removing sexual weakness or impotence or increasing virility or reproductive power;

For procuring miscarriage or abortion;

For the treatment of conditions or habits associated with sexual excess or indulgence or of any ailment associated with those habits.

15. In the case of any preparation stated to contain vitamins, the advertiser may be requested to furnish information as to the name of each vitamin present in the preparation and the quantity (expressed in international units or milligrammes) of each vitamin in a stated quantity of the preparation.

16. Reference to alcohol as a medicine will not be permitted either by direct advertisement or by implication.

17. No derogatory reference whether spoken or visual will be allowed for advertising purposes to any physical or mental affliction or deformity. Any reference to such infirmities must avoid bringing ridicule or offence to the sufferers or their families.

18. Advertising material should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.

19. Actual methods of treatment shall not be depicted as part of an advertisement relating to any course of treatment or proprietary medicine.

20. The appearance of a patient receiving treatment, or under the influence of a drug or hypnotism will not be approved for advertising purposes.

21. The appearance of a patient implying or testifying to cure of any condition will not be approved.

(C) TRUTH IN RELATION TO MEDICAL ADVERTISING

22. The word "cure" or any visual implica-

tion that the proprietary medicine will definitely cure the condition described, will very rarely be justified. The use of this word and such pictorial matter will be critically examined.

23. Advertisements should not contain—

(a) General statements not properly qualified;

(b) Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;

● Statements directly stating or implying that "all" diseases are due to a particular cause.

For example—

(a) "All skin rashes and blotches, not overlooking rheumatism, neuritis and other similar functional disorders. All these complaints are the direct result of improper eating of foods and the improper combination of foods".

(b) "If your body has the right food, and digests that food properly, then you will be perfectly healthy".

24. Statements should not be used in respect of any preparation that is "the best", "the most successful", "safest", "quickest", or containing any similar use of superlative adjectives involving comparison with other remedies, or departures from strict truth.

Examples of expressions which should not be used are—

"The only preparation" which will achieve a certain result; "A certain" or "unfailing" remedy for any particular purpose; "Nature's own remedy"; "Australia's national remedy"; "One dose will immediately . . ."; "Never fails"; "You can always depend on . . ."; "Used by more persons than any other preparation of its kind"; "There's nothing better than . . ."; "There's nothing like . . ."; "The ideal remedy". One particular form of advertising should not be used. This form attempts to convey the impression that the preparation is a secret held by the manufacturers as a result of years of devoted and persistent research on the part of eminent scientists who are at last able to present the nation with wonderful results.

An alternative method of conveying the same ideas and equally to be avoided is that the formula is one that is "centuries old", "was known to the ancients"—and it is occasionally suggested that it has been lost for centuries and only just now rediscovered.

Variants of this kind of advertising are—

". . . is a new scientific preparation perfected by over 50 years' scientific research"; ". . . men of science have for years searched for . . . At last they have found it".

". . . unique formula adopted after years of research by highly skilled chemists"; ". . . originated in a centuries-old oriental formula".

25. Certain words, such as "vitality", which are capable of an interpretation possibly not intended by the advertiser should not be used.

26. There shall be no implication that the announcer is a doctor or dentist nor shall the background or set imply in any way that the announcement is being made from the professional rooms of a doctor or dentist or from a hospital.

**MEDICAL ADVERTISING
ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF
ADVERTISERS AND BROADCASTERS**

A: BROADCASTING

(i) All approvals for broadcasting scripts will be for a definite period only. The period will be indicated by the Director-General of Health in his approval.

(ii) Broadcasting scripts should reach the Director-General at least ten days before the projected date of broadcasting.

(iii) Broadcasting script must be sent in duplicate so that an approved copy may be returned to the sponsor while the original is held by the Director-General.

(iv) Extra copies should not be sent.

(v) Space should be left at the bottom of each page of script in order that any written approval or stamp by the Director-General may be inserted without covering the actual script.

B: TELEVISION

All material proposed for medical advertising by television will require to be submitted in a manner that allows the relationship of

the visual and sound contents one to the other to be clearly understood.

A large proportion of television advertising will be by "stills" or by films.

For "stills", approval may be sought when the preliminary sketches have been drawn or when the slides or art work are complete.

For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that the advertisers might consult the Director-General at the commencement, when little expenditure has been incurred but when the treatment has been decided on and at one or both of the following intermediate stages in the preparation of material if required:—

(i) When the screen play, shooting script or story board has been finalised.

(ii) When the film has been completed but before the sound track has been added.

Films which have been imported into Australia in completed form will of necessity require to be submitted to the Director-General in that form. These films will have been subject to censorship by the Commonwealth Film Censorship Board on importation.

The approval by that Board for the use on television of films which deal with matters of a medical nature, whether for advertising or other purposes, will be given subject to the subsequent approval of the Director-General of Health in the terms of this authority under the Act.

Australian Federation of Commercial Broadcasting Stations

Rules for Accreditation of Advertising Service Agencies. (Amended October, 1956 and February, 1957)

1. For the purpose of these rules—

(a) "Federation" means Australian Federation of Commercial Broadcasting Stations.

(b) "Management committee" means the management committee of the Australian Federation of Commercial Broadcasting Stations.

(c) "Secretary" means the secretary of the Australian Federation of Commercial Broadcasting Stations.

(d) An "agency" is for the purpose of these rules an advertising service agency who has applied for or has obtained accreditation from the management committee.

(e) A "member" of the Australian Association of Advertising Agencies means a member of any of the bodies affiliated with that Association.

(f) "Station" means a commercial broadcasting station.

2. For the purpose of these rules full powers on behalf of the Federation to issue, withhold and cancel accreditation certificates are vested in the management committee.

3. All applications for accreditation or renewal of accreditation shall be made to the secretary on the form prescribed in the schedule hereto accompanied by a fee of £5 5s, and agencies seeking renewal shall make application not later than the 31st October of each year. Such applications shall be supported by whatever evidence may be required by the management committee that the applicant maintains a properly equipped office, has the necessary financial standing and ability to carry out the undertakings involved in the granting of accreditation under these rules and in respect of an agency established after the 1st January, 1938, is independent of any financial control by or arrangement with any advertiser or station whereby the latter obtains any interest in the commissions paid to the applicant.

4. Applications for accreditations shall be made individually by agencies whether trading as individuals, partners or incorporated companies. In the case of partnerships the application must be signed by all of the partners, and in the case of corporations the application must be signed in conformity with the company's articles of association.

5. (a) The period of accreditation shall be as determined by the management subject to no accreditations exceeding 12 months from the first day of January in each year.

(b) All accreditations in force on the 31st December of each year shall terminate on that date.

6. The management committee may determine that any accreditation shall be of a provisional nature only.

7. A certificate shall be issued by the secretary to the agency accredited.

8. The management committee shall consult with the Australian Association of Advertising Agencies upon all matters affecting the interest of their members under these rules.

9. Before dis-accreditation, any agency, in the event of a direct infringement of these rules, has the right to state its case to the management committee.

10. Accreditation may be withdrawn or withheld by the management committee in the case of an agency:—

(a) any principal of which is a salaried employee of an advertiser or

(b) which was created for and is dependent on the advertising and publicity activities of any particular firm or individual.

11. Every accredited agency shall keep the usual books of account, and punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the said books on the premises and permit at all times the Federation, its auditors, servants or agents authorised thereto in writing to examine and report on the said books, and to inspect all contracts and other documents of the accredited agent, and the accredited agency shall at all times furnish all such information as the Federation or the said auditors, servants or agents may require for the purpose of verifying the same or otherwise.

12. No agency shall offer to any advertiser or seek from any station an advantage or concession in its rates, station time or other advantage not included in the station's schedule of rates and conditions upon which advertising agencies are authorised to quote.

13. Stations shall pay accredited agencies commission on air time and features at the ruling rates fixed from time to time by the Federation. Not less than two months notice shall be given to the accredited agencies of any variation in the rate of commission. In the event of any variation of commission rates or any variation in advertising rates, such variation shall not apply to existing orders or to bona fide quotations already made by an agency to an overseas client; this arrangement to be subject to the production of evidence satisfactory to the station concerned.

14. Only such agencies as are accredited in

accordance with these Rules shall be eligible or entitled to receive commission.

15. Full commission allowed by the stations shall be retained by the agency and shall not be shared with or rebated to any person, firm or company directly or indirectly and shall be apart from any service fees that may be charged by the agency to the client.

16. The agency shall accept full responsibility for the payment of its clients' accounts in respect of all orders placed by the agency, or on which commission is paid or payable in accordance with the standard terms and conditions of the form of advertising contract issued by the Federation and in addition will be liable jointly and severally with the advertiser in respect of all other moneys that may become payable by the advertiser to the station in accordance with the said standard terms and conditions.

17. No commission shall be payable or deducted by an agency unless payment of accounts is received by the station within forty-five (45) days of the end of the month following broadcast.

18. In the case of a transfer of an advertising account from one agency to another during the currency of an order, both agencies shall inform the station or stations in writing of the transfer, and the fulfilment of all obligations of the order shall rest with the agency to whom the contract has been transferred, and all monies payable under the order for which the transferring agency is or could thereafter become liable to the station or stations shall be payable by the agency to whom the contract has been transferred without, however, releasing the transferring agency from its liability to the station or stations under the terms of the contract.

19. No commission shall be payable on landlines and other out-of-pocket expenses.

20. An agency shall not sub-let station time of its principal in any form nor shall time be made the subject of a rebate of goods, indirectly or otherwise. Distributing agencies or others are not permitted to advertise the goods of several manufacturing or business houses under one order without the approval of the station.

21. The agency shall conform strictly to the Federation's Standards of Broadcasting Practice and to the standards laid down from time to time by the Australian Broadcasting Control Board, and the individual station's conditions respecting:

- (a) Program standards
- (b) Policy
- (c) Receipt of copy
- (d) Amount of wordage

and shall ensure that all advertising submitted is clean, honest and truthful advertising.

22. Should an agency retire from business as an agency, its right of accreditation shall forthwith lapse but it shall be responsible for all obligations under current contracts with stations.

23. In the event of an agency reconstructing its business or effecting any changes in its proprietary, the secretary shall immediately be advised and its accreditation shall be subject to review by the management committee in the light of the information tendered, and unless continuance be approved, shall lapse and a fresh application for accreditation shall be necessary.

24. The management committee shall be the sole arbiter upon the interpretation of these rules and regulations, and any question or questions arising from or not covered by them, and its decisions shall be final, but neither the management committee nor any member thereof shall be liable to be sued by reason or in respect thereof.

25. All orders shall be deemed to include the terms and conditions prescribed by the Federation, providing any variation thereof may, at the option of either party, be subject to the approval of the Federation prior to acceptance of the order. Such conditions shall operate irrespective of whether or not an order is issued on the official order form of the agency, and such conditions shall supersede anything to the contrary which may appear on the order issued by the agency.

26. An agency may require from any station a declaration certifying that announcements scheduled have been duly made in terms of the order on the Standard Broadcast Advisory Reports.

27. An agency shall not undertake to represent exclusively any station or group of stations.

28. Nothing in these rules shall impair the right of a station of direct access to the advertiser on all questions affecting the latter's business with the station.

29. Subject to observance in all respects of the foregoing rules, the rate of commission to be paid by stations to agencies shall be:

(i) $7\frac{1}{2}$ pc of the amount of station time involved if the agency negotiates and signs the contract but does not prepare the copy and service the account.

(ii) $12\frac{1}{2}$ pc of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) $12\frac{1}{2}$ pc of the value of the features purchased from a station on behalf of a client but which excludes landlines, prize money, or other out of pocket expenses.

Late Listings

Following are editorial entries received after their respective sections in this Year Book had gone to press, and also late additions to existing entries.

RADIO PRODUCTION UNITS

(Pages 105-110)

PATTEN, RON, PUBLICITY PTY LTD,
421 Sussex-st, Sydney. Phone BA2098-9.

Managing Director: Ron Patten.

Company Operations: Specialises in devising and recording radio jingles and singing commercials.

TELEVISION STATIONS

(Pages 127-130)

BRISBANE TV LTD (BTQ CHANNEL 7).

Provisional rates: (26 times): 10sec ann'mts, £15 10s (A time, 6.30-10.15pm), £13 10s (B time, 5-6.30pm); 20sec, £30 (A time), £26 (B time); 15mins, £56 (A time), £48 (B time); 30mins, £84 (A time), £71 (B time).

QUEENSLAND TELEVISION LIMITED (QTQ-9).

Interests repr.: 68 Queensland shareholders, NBC International (NY), Associated TV (London), Truth & Sportsman Ltd, Amalgamated Television Services Pty Ltd.

Directors: Douglas Wadley (chairman), Allan James Campbell, Rupert Albert Henderson, James Henry Oswin, Clive Ogilvy, Ernest Oliver, Tim Osborne, Mackay Ross, Verdun Stephens, Warwick Whatmore.

Executive: J. W. McKay, manager.

Transmitter site: Mt. Coot-tha, Brisbane.

Antenna: EPT Pty Ltd, Tower, RCA Supergain Antenna.

Facilities and equipment: Offices, studios and transmitter will be combined in a single building which will initially house one studio

50 x 70ft, with provision for the later addition of a second larger studio. A separate master control room with associated centralised telecine and transmitter equipment will be located on a lower ground floor, the administrative offices will be on the first floor. Four cameras suitable for either studio or mobile use. One complete mobile unit. Two telecine chains.

Technical facilities: Channel 9 (195-202 megs). Vision 196.25 megs. Sound 201.75 megs. 100kw ERP visual, 20kw ERP sound (FM).

Provisional rates (26 times): 1 hour AA time (6.30pm-10pm), £137; A time (5pm-6.30pm and 10pm-11pm), £116 10s; B time (all other) £99; ½hr AA time £84, A time £71 10s; B time, £60 10s. 10sec spots range from £15 10s day to £13 night; 20sec from £30 day to £25 night. Part. spots from £48 AA time, £41 A time to £35 B time.

TV PRODUCTION UNITS

(Pages 135-148)

KINETONE PRODUCTIONS PTY LTD,
144-146 Main-ave, Windsor, Brisbane. Phone M1297. Assoc. Co. Telecraft.

Directors: L. S. Burne (chairman), G. A. Burne (mng dir.), A. W. Burne (secty), Mrs. L. Burne.

Services: Producers of all types of films (16mm, 35mm. color & B&W).

CAMERACRAFT PTY LTD, 20 Ivory-st, Brisbane. Phone L-2131-2. Telegrams Camera-craft Brisbane.

Directors: H. W. Poulsen (mng dir.), K. F. Hall (dir. of film div.), E. W. G. Hutton, G. A. Black, A. S. Luckman.

Services: Advtg illustration and comm. photo. (still), film prod. Documentary, PR, TV commercials.

Late Listings

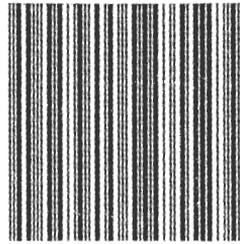
Corrigenda

Memoranda

Vertical line separator

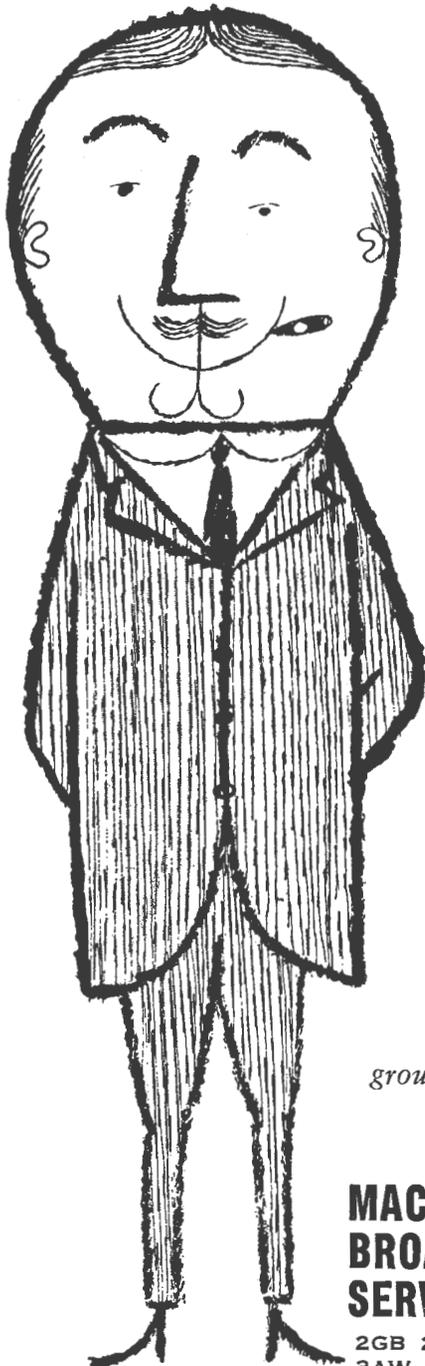
Memoranda





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Memoranda



PEOPLE COME IN ALL SIZES ON MBS . . .

*MBS stations
everywhere
bring enter-
tainment for
all the family
and influence
more people in
every income
group, for more of
the time.*



MACQUARIE BROADCASTING SERVICE

2GB 2CA 2LF 2LT 2MW 2NX 2NM 2PK 2WL
3AW 4BH 4BU 4GY 5DN 6IX 6WB 6MD 6BY
7HO 7LA AND REPRESENTING 2BS 2DU 2MG 3BA.
2BH (IN N.S.W.). 2RG (IN MELBOURNE).

1959

BROADCASTING & TELEVISION YEAR BOOK



IN MELBOURNE