The Broadcasting and Television Year Book

Who, What, Where in . . .

Broadcasting

Television

Advertising
54% is more than $\frac{1}{2}$

We don't mean to sound boastful, but we think we have something special to be proud about. Each week, 54% — more than half — of the total audience to all commercial stations between 7 p.m. and 9 p.m. listen to the Macquarie Radio Network. This, we believe, is strong evidence that advertisers like the useful ideas we have developed to meet modern advertising needs. Big or small, you can find what you need in the way of efficient, effective, high-impact advertising on the stations which are the

MACQUARIE RADIO NETWORK

2GB 2CA 2LF 2LT 2MW 2NX/NM 2PK 2WL 3AW 4BH 4BU 4GY
5DN 6IX/WB/MD/BY 7HO 7LA

DOUBLE PLAY  LONG PLAY  STANDARD

IN NINE MODERN PACKS

<table>
<thead>
<tr>
<th></th>
<th>4500 FT</th>
<th>3000 FT</th>
<th>2400 FT</th>
<th>1700 FT</th>
<th>1200 FT</th>
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<tr>
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<td>850 FT</td>
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</tbody>
</table>

SWIVEL BOXES  SAFETY CLIPS

Australian Distributors:

MAURICE CHAPMAN COMPANY PTY. LTD.

Head Office: 31 Macquarie Place, Sydney. 27-6857 (3 lines).
Showrooms: 158 Clarence Street, Sydney. BX 5127.
Cables and Telegrams: "CHAPPY".
"Cover yourself, man! Keep out of water — hot and cold!"

"Fluffed" live show or commercial . . . Hot water with sponsor . . . Cold deluge on normally high enthusiasm . . .

Dodge this chain reaction by putting your productions on film. On film there's no risk of actors "fluffing" their lines . . . no risk of mistakes being seen by thousands of viewers. In fact, film gives you complete control of your message, wherever and whenever it appears. More economical, too, for repeats and interstate use. Put your T.V. show or commercials economically, easily and safely on film . . .

EASTMAN MOTION-PICTURE FILM

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

Above: A view of GTV9 Melbourne Studio General Room showing, extreme left and right, the two Rola Professional "100" Series Machines which the station uses to record commercials, musical programmes and master mixes for film and commercial discs.

MAGNETIC TAPE RECORDING EQUIPMENT

On acquiring the Byer interests, Rola brought its full technical and manufacturing resources to bear in the development of new magnetic recording equipment.

This, plus the refinement of already highly regarded Byer designed models, has meant that Australian Recording Engineers now have a choice of equipment of unsurpassed performance and versatility.

ELECTRONIC DIVISION
ROLA COMPANY (AUST.) PTY. LTD.
The Boulevard
Richmond, E.I
VICTORIA, AUSTRALIA
Since its introduction last year, the Rola Professional "100" Series Console has attracted considerable attention amongst TV, Broadcast and Recording Company engineers who have found its performance and operational flexibility ideal for their needs.

Following are some of the features of the Rola Professional "100" Series Console:

**FREQUENCY RANGE**

The Rola "100" Series standards for frequency range are far higher than those set down for any other professional-type recorder. Compensation controls are provided on both "Record" and "Replay" channels to cover the characteristics of individual tapes at both operating speeds.

**SIGNAL TO NOISE RATIO**

The Rola "100" Series has a much better signal to noise ratio than that generally specified for top-grade recorders. Below 2% Total Harmonic Distortion, it is not less than 60 dB. "Wow" and "Flutter" characteristics are also excellent and much superior to those hitherto achieved in this type of recorder.

**PRESS BUTTON OPERATION**

The control system on the Rola "100" Series is normally supplied as a full Track "Record" and "Replay" unit, but can also be made available as a Half Track unit or as a Dual Track "Record" and "Replay" machine for Stereophonic Sound.

**OPERATIONAL FLEXIBILITY**

The "Record" and "Replay" characteristics of the Rola "100" Series are in accordance with C.C.I.R. specifications, but provision has also been made for replay of tapes recorded to N.A.B. standards. The control circuits employ electrically operated solenoids and relays. These can be remotely controlled if desired. The interlocking is such that accidental tape spillage is impossible.

**FULL CUEING FACILITIES**

Provision has been made in the Rola "100" Series for access to the tape over the "Replay" head during operation. This provides full cueing facilities, enabling the tape to be positioned on, or adjacent to, the "Replay" head during spooling, thus making the machine particularly suitable for tape editing.

---

### MODEL 66

For outside or in, the Rola Model 66 is a heavy-duty, all-purpose machine. It combines high fidelity, accurate timing, durability and freedom from noise to a degree never before available at the price. For stations presently equipped with the more expensive models, the Model 66 provides a "fool-proof" portable of matching quality.

### MODEL 77

The fact that this model is standard equipment in every major broadcasting station in the Commonwealth speaks for itself. Model 77 has been designed to provide the highest degree of operational flexibility possible in a machine of its type and to afford the greatest scope in the planning and production of all types of recorded material.

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### REPLAY, DUPLICATING AND SPECIAL EQUIPMENT

In locations where normal record facilities are not required, Rola "Replay Only" machines can be installed. For the small studio set-up, the Model 33C replay unit offers 600 ohm output level, the use of up to 7 inch spools, together with all the editing and cueing facilities of the Mk II series equipment.

The Model 31B Mk. II Professional replay machine will accommodate 10½ inch spools, incorporates an accurate time and footage indicator, and offers "Replay" characteristics equal to the finest Console-type equipment available. Remote control is available for both units and each model is equipped with its own power supply.

A range of Tape Duplicating Equipment has been developed for the economical production of multiple copies from a master tape. Various combinations of tape speeds and head structures on both master and slave units are available to provide an installation suitable for any specific purpose.

Equipment is also available for the insertion of pre-recorded announcements into previously selected slots of programme material. At the end of each announcement, the equipment automatically stops in a pre-cued position ready for the next announcement. A more elaborate equipment offers fully automatic unattended operation for up to 12 hours.
Rola magnetic recording tape is the production of Research and Development carried out with the thoroughness which has made the Rola name synonymous with the world's finest loudspeakers.

Rolatape is equal in performance to any and superior to most imported tapes. Rolatape is made in two grades, 1 1/2 mil PVC base General Purpose and 1 mil Polyester L.P.

Below are the performance figures for both grades:

- Frequency response beyond 15,000 c.p.s. at a speed of 7 1/2 inches per second.
- Background noise more than 65 dB below recording level.
- Modulation noise more than 50 dB below recording level.
- Distortion less than 2%.
- Variation in output less than 1 dB over any spool and less than 2 dB between spools.

<table>
<thead>
<tr>
<th>Base</th>
<th>Spool Size</th>
<th>Footage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PVC</td>
<td>5&quot;</td>
<td>600 ft.</td>
</tr>
<tr>
<td></td>
<td>5&quot;</td>
<td>900 ft.</td>
</tr>
<tr>
<td>Polyester</td>
<td>7&quot;</td>
<td>1,200 ft.</td>
</tr>
<tr>
<td>Polyester</td>
<td>7&quot;</td>
<td>1,800 ft.</td>
</tr>
</tbody>
</table>

This new Rola “Professional” turntable sets new standards of quality and performance. It is fitted with a powerful synchronous motor dynamically balanced for smooth, free running.

A cleverly designed actuating cam permits exceptionally free and easy change to any of the unit’s four speeds, i.e., 16 2/3, 33 1/3, 45, and 78 r.p.m., and at the same time ensures that the motor is switched off and the idler roller disengaged during the change from one speed to another.

In the Rola “professional”, turntable rumble is almost non-existent, and the total flutter and wow is less than 0.1%.

ACCESSORIES

Regular use of the well designed and conveniently dimensioned Rola Head Demagnetiser will ensure maximum Record and Replay performance from your equipment.

Rola 7 in. and 5 in. empty spools are available. These are fabricated from tough, shock-resistant plastic and have perfectly smooth inner surfaces — there are no sharp edges to catch or roughen the tape.

Other Rola accessories include:

- Remote Control Units
- Auxiliary Spooling Mechanisms
- Simultaneous Replay Monitors
- Bulk Demagnetisers
- Tape Splicing Equipment
- Spool Containers
Allocation of Phase 3 country TV station when the Broadcasting Control Board has made its recommendations.
**TURNTABLES**

This new Rola "Professional" turntable sets new standards of quality and performance. It is fitted with a powerful synchronous motor dynamically balanced for smooth, free running.

A cleverly designed actuating cam permits exceptionally free and easy change to any of the unit's four speeds, i.e., 16½, 33½, 45 and 78 r.p.m., and at the same time ensures that the motor is switched off and the idler roller disengaged during the change from one speed to another.

In the Rola "professional" turntable, flutter and wow is less than 0.1%.

**ACCESSORIES**

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- Remote Control Units
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- Spool Splicing Equipment
- Spool Containers

**NOTE:** For complete details of radio and TV stations, refer to individual station entries in this Year Book. Allocation of Phase 3 country TV station licences (for areas shown in red) will be announced by the Postmaster-General when the Broadcasting Control Board has made its recommendations following the public hearings of the applications (listed on page 44).
MOVIOLO
EDITING MACHINES

The world's No.1 Editor.

Printing machines for all types of film production.

ARRICORD 35mm.

Combined image & sound cameras.

ARRIFLEX 16mm & 35mm.

Versatile through the lens focusing cameras.

PREMIER

deluxe

397 KENT ST.,
SYDNEY

241 WILLIAM ST.,
MELBOURNE

42 HILTON ROAD,
ADELAIDE

92-6 COMMERCIAL RD.,
VALLEY, BRISBANE

FILM JOINER & SCRAPER

MAGNASYNC
SOUND SYSTEM

Recorders, dubbers & mixing consoles.

optical magnetic TRACK READER

AURICON

"CINE-VOICE"

PREMIER

AUSTRALIAN DISTRIBUTORS

BLEAKLEY PHOTOGRAPHICS

PTY. LTD.

HOLLYWOOD
EDITING EQUIPMENT

Full range meets any requirements.
The Broadcasting and Television Year Book is produced by the company and personnel responsible for the weekly appearance of Broadcasting and Television, now in its 10th 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, condenses into handbook form all the most-needed information concerning the spectacularly-developing commercial and national air media and the industries serving them.


Managing Director: Eric Solomon
Managing editor: Leonard Blanket
Advertising manager: Alan Hill
Assistant editor: Donald Frost
Production manager: Julie Baird

(Copies, Australia, 45s. Foreign, 50s)
STILL AHEAD OF OTHERS IN THE FIELD IN OUR 31ST YEAR OF BROADCASTING

3DB-LK is first in News Services, Sports, Promotions, Women’s Services, Breakfast Session, Ideas and RATINGS

*This is confirmed by the latest Anderson Survey.

HEAD OFFICE: 36 Flinders St, Melbourne. (MFS541). Sales Manager: Darrel Brewin.
SYDNEY REP: I. N. Phillips, 29 Bligh St. (B0329).
ADELAIDE REP: Keith K. Coles, 32 Currie St. (LA4030).

It gives me considerable pleasure to write a foreword to this Broadcasting and Television Year Book.

Broadcasting has made tremendous strides in recent years and television is now a major medium of entertainment and instruction.

The Broadcasting and Television Year Book has established itself as the most comprehensive collection of radio and television data yet brought between two covers in Australia and is a standard reference book for everybody connected in any way with this vitally important and expanding industry.

The accurate details assembled under the score or more chapter headings answer practically any query likely to arise in the minds of the public, advertisers, broadcasters or telecasters.

I congratulate Greater Publications Pty. Ltd. and the editors of this Year Book on their enterprise and diligence in producing another edition of this outstanding publication.

(C. W. DAVIDSON)
Postmaster-General
A CLEAR CHANNEL

means Wider Coverage

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 — in rural districts stations must have believability, the capacity to win the complete goodwill of listeners. Both 2GZ and 2NZ have believability.

- 2GZ Orange has 193,000 listeners within its I/MV service area — a mighty market in a free-spending district. These people spend £56 million each year in Central West retail stores — and you can reach them more easily, more economically, by using 2GZ.

- 2NZ Inverell brings you in direct contact with nearly 100,000 listeners in the North-West Slopes, New England Tablelands and Southern Queensland. Their spending power — £23 million annually in local retail stores alone — makes 2NZ a "must" in your next appropriation.

The stations with stature

2GZ AND 2NZ

ORANGE INVERELL

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.
The Most Versatile Range of Cameras In The Television Industry

The E.M.I. VIDICON RANGE

Every Camera interchangeable for Film or Studio Use.

Now! Small country stations can be equipped practically and economically!

Less staff and technical worries! The Vidicon range provides the perfect solution for satisfactorily equipping small television stations.

The five Vidicon cameras are completely interchangeable. The "one-type" circuit is common to the entire range. Less spare parts need to be carried. To facilitate repairs, a printed circuit board is used throughout. For price, versatility and picture quality these cameras are hard to beat.

E.M.I. GUARANTEES YOU

EXPERT INSTALLATION

The very best! Entire installation is carried out by E.M.I.'s own team of overseas-trained engineers — controlled by a man who has supervised the installation and equipping of many television studios.

For more details phone, write or call ELECTRONICS DIVISION

E.M.I. (AUSTRALIA) LIMITED

N.S.W.: 301 Castlereagh Street, Sydney.

Victoria: 167 Flinders Lane, Melbourne.

Western Australia: 72 King Street, Perth.

South Australia: 166 Hindley Street, Adelaide.

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## ALPHABETICAL INDEX OF ADVERTISERS

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<th>A</th>
<th>B</th>
<th>C</th>
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</thead>
<tbody>
<tr>
<td>Advertising Magazine</td>
<td>Baards</td>
<td>Cambridge Film &amp; TV Productions Pty. Ltd.</td>
</tr>
<tr>
<td>Amalgamated Wireless (Australasia) Limited</td>
<td>Blackley, H. Photographics Pty. Ltd.</td>
<td>Central Video Film Service Pty. Ltd.</td>
</tr>
<tr>
<td>Ampex International</td>
<td>Bonded Film Services</td>
<td>Chapman, Maurice &amp; Company Pty. Ltd.</td>
</tr>
<tr>
<td>Artisanne Pty. Ltd.</td>
<td>Broadcasting and Television</td>
<td>Cine Service Pty. Ltd.</td>
</tr>
<tr>
<td>Associated Broadcasting Services Ltd.</td>
<td></td>
<td>Cineoptics Australia Pty. Ltd.</td>
</tr>
<tr>
<td>Associated Film Printers</td>
<td></td>
<td>Citisound Productions Pty. Ltd.</td>
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<tr>
<td>Australasian Performing Right Association Ltd.</td>
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<td>Circulations Audit Board</td>
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<tr>
<td>Automatic &amp; Electronic Control Co. Pty. Ltd.</td>
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<td>Avondale Studios Pty. Ltd.</td>
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<tr>
<td>Baards</td>
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<tr>
<td>Beglin, Douglass Pty. Ltd.</td>
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<tr>
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<tr>
<td>Bonded Film Services</td>
<td></td>
<td></td>
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<tr>
<td>Broadcasting and Television</td>
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</tr>
</tbody>
</table>

### Statistics

- Advertising & market facts
- Radio facts
- Television facts
ESTIMATED population of Australian States and Territories at June 30, 1959.

NEW SOUTH WALES, 3,756,375; VICTORIA, 2,814,823; QUEENSLAND, 1,440,998; SOUTH AUSTRALIA, 920,835; WESTERN AUSTRALIA, 719,164; NORTHERN TERRITORY, 342,315; AUSTRALIAN CAPITAL TERRITORY, 20,942.

Total for Australia: 9,846,140.

Breakdown of population of capital cities:
At June 30, 1959:
SYDNEY, 2,054,800; MELBOURNE, 1,777,700; BRISBANE, (1954) 543,000 (1959 census not available); ADELAIDE, 562,500; PERTH, 389,000; HOBART, 109,200; CANBERRA, 43,973; DARWIN (1954) 9395 (1959 census not available).

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

NEW SOUTH WALES (at June 30, 1959): Newcastle Urban Area, 199,080 (statistical division, Hunter & Manning-Central Coast); Municipality of Cessnock, 38,420 (licences for Cessnock area dropped considerably due to transfer of several townships from greater Cessnock districts to other municipalities and shires); Wollongong Greater, 118,000 (Sth Coast); Broken Hill, 33,620 (Western); Blue Mountains, 23,870 (Central Tableland); Maitland, 28,640 (Hunter & Manning-Central Coast); Wagga Wagga, 21,250 (Sth Western Slope); Goulburn, 21,015 (Southern Tableland); Orange, 16,250 (Central Tableland); Penrith, 23,670 (Cumberland); Lismore, 19,250 (Nth Coast); Albury, 18,550 (Sth Western Slope); Bathurst, 17,060 (Central Tableland); Griffith, 15,400; Lithgow, 14,750 (Central Tableland); Tamworth, 18,400 (Nth Western Slope); Dubbo, 15,100 (Central Western Slope).

VICTORIA (at June 30, 1959): Geelong, 88,160 (statistical division, Central); Ballarat, 53,000 (Western); Bendigo, 41,140 (Northern); Mildura, 12,520 (Maryborough); Maryborough, 14,530 (Western); Shepparton, 12,820 (Northern); Wangaratta, 12,640 (Nth Eastern).

QUEENSLAND (at June 30, 1959): Toowoomba, 46,600 (statistical division, Downs); Rockhampton, 43,400 (Rockhampton); Townsville, 43,800 (Townsville); Ipswich, 42,500 (Morton); Cairns, 23,400 (Cairns); Bundaberg, 22,200 (Maryborough); South Coast, 22,800 (Moreton); Maryborough, 18,900 (Maryborough); Mackay, 15,100 (Mackay); Redcliffe, 16,730 (Moreton).

SOUTH AUSTRALIA: (1958 census): Port Pirie, 15,150 (statistical division, Lower Northern); Mount Gambier, 15,500 (Mt Gambier).

WESTERN AUSTRALIA: (1958 census): Kalgoorlie, 22,837; Bumbury, 12,254.

TASMANIA: (June 30, 1959): Launceston, 57,120 (Launceston); Burnie, 11,195 (1954 figure, 1959 not available) (Nth Western); Devonport, 10,997 (1954 figure, 1959 not available) (Nth Eastern).

Following statistics show the estimated increase of population in Australian States and Territories between June 1958 and June 1959.

<table>
<thead>
<tr>
<th>Area</th>
<th>1958 (June)</th>
<th>Pc of total</th>
<th>1959 (June)</th>
<th>Pc of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>1,417</td>
<td>14.2</td>
<td>1,440</td>
<td>14.3</td>
</tr>
<tr>
<td>New South Wales</td>
<td>3,689</td>
<td>38.1</td>
<td>3,756</td>
<td>37.5</td>
</tr>
<tr>
<td>Victoria</td>
<td>2,741</td>
<td>27.3</td>
<td>2,814</td>
<td>28.0</td>
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<tr>
<td>Tasmania</td>
<td>535</td>
<td>3.4</td>
<td>543</td>
<td>3.4</td>
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<tr>
<td>South Australia</td>
<td>896</td>
<td>8.9</td>
<td>920</td>
<td>9.1</td>
</tr>
<tr>
<td>Western Australia</td>
<td>709</td>
<td>7.1</td>
<td>719</td>
<td>7.2</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>10</td>
<td>0.2</td>
<td>542</td>
<td>2.2</td>
</tr>
<tr>
<td>Australian Capital Territory</td>
<td>41</td>
<td>0.5</td>
<td>20</td>
<td>0.5</td>
</tr>
<tr>
<td>Total Australia</td>
<td>9,846</td>
<td>100.0</td>
<td>10,011</td>
<td>100.0</td>
</tr>
</tbody>
</table>

(Source: Commonwealth Statistician)
ESTIMATED TOTAL ADVERTISING BILLINGS

LAST year figures were available from Australian Association of Advertising Agencies ones concerning advertising billings, and estimated proportion of total billings spent in the various media, but this information was not available this year.

There are no official detailed national billings compiled for all media in Australia. However, the Year Book editorial staff, in consultation with various research and advertising group estimates from information available that total advertising billings increased approximately 11pc during 1959, a significant rise indeed.

Thus, estimated combined expenditure of all Australian accredited advertising agencies for 1959 would be:

Approximately £47.91 million.

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

£11 million.

A further £12 million could well come from advertising placed direct by manufacturers.

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

£70.9 million a year.

1959 ADVERTISING & MEDIA HIGHLIGHTS

INVESTMENT of overseas capital in Australian manufacture and distribution continued at a steady pace during 1959.

This, together with the expansion of the domestic market through homebuilding and migration are major factors behind the considerable increase in estimated total advertising billings of 11pc on 1958.

In the advertising agency field, the trend has been towards extension of service to the client by the opening of interstate offices, which several of the larger Sydney, Melbourne and Adelaide agencies have done.

One of the events of the year was the visit of the president of the American Association of Advertising Agencies, Frederic R. Gamble, as a guest at the 1959 4As convention, along with a representative of the NZAAA.

Year's most important agency development was the opening here of giant worldwide US agency McCann Erickson through a merger with Jansen Rubensohn.

An important local agency merger was between Canny, Paramor & Canny of Sydney and Melbourne and Briggs & James of Melbourne under the new title of Briggs, Canny, James & Paramor. United Service Publicity (Melbourne & Sydney) entered the Queensland scene by acquiring an interest in Vinnicombe Advertising, Melbourne.

A co-operative agency development of great interest was the pooling of resources by McClelland in Sydney, Walker-Robertson-Maguire in Melbourne, Macnamara in Adelaide and Duffie in Brisbane under the title of National Advertising Services.

One of the early developments of 1959 was the extension of the Jackson Wain agency to Brisbane by a merger with Johnston Jones Advertising.

In all media development, TV services opened in Brisbane, Adelaide and Perth, providing advertisers with a five-capital coverage; while by mid-1960 Hobart will also have commercial TV.

Radio usage tended more and more towards short spot saturation campaigns in specified areas.

ROLATAPE
The Tape with the Famous Name
Available from Distributors Throughout Australia
## WHERE THE PERSONAL AND FAMILY BUDGET GOES

Analysis of consumption, expenditure and personal savings, Australia, 1949 to 1959.

<table>
<thead>
<tr>
<th>Years ending June</th>
<th>Food</th>
<th>Clothing (1)</th>
<th>Rent (2)</th>
<th>Gas, electricity, etc.</th>
<th>Total (3)</th>
<th>All other expenditure (4)</th>
<th>Total consumption expenditure</th>
<th>All other expenditure as % of total spending</th>
<th>Personal Savings (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>381</td>
<td>239</td>
<td>123</td>
<td>76</td>
<td>619</td>
<td>658</td>
<td>1,477</td>
<td>44.5%</td>
<td>327</td>
</tr>
<tr>
<td>1950</td>
<td>430</td>
<td>265</td>
<td>129</td>
<td>84</td>
<td>708</td>
<td>775</td>
<td>1,683</td>
<td>46.0%</td>
<td>345</td>
</tr>
<tr>
<td>1951</td>
<td>512</td>
<td>330</td>
<td>142</td>
<td>96</td>
<td>1,060</td>
<td>963</td>
<td>3,042</td>
<td>47.1%</td>
<td>526</td>
</tr>
<tr>
<td>1952</td>
<td>635</td>
<td>353</td>
<td>158</td>
<td>117</td>
<td>1,263</td>
<td>1,137</td>
<td>2,400</td>
<td>47.4%</td>
<td>451</td>
</tr>
<tr>
<td>1953</td>
<td>690</td>
<td>356</td>
<td>186</td>
<td>131</td>
<td>1,371</td>
<td>1,169</td>
<td>2,540</td>
<td>46.0%</td>
<td>589</td>
</tr>
<tr>
<td>1954</td>
<td>740</td>
<td>390</td>
<td>211</td>
<td>129</td>
<td>1,487</td>
<td>1,319</td>
<td>2,806</td>
<td>47.0%</td>
<td>469</td>
</tr>
<tr>
<td>1955</td>
<td>807</td>
<td>433</td>
<td>236</td>
<td>147</td>
<td>1,613</td>
<td>1,495</td>
<td>3,108</td>
<td>48.1%</td>
<td>436</td>
</tr>
<tr>
<td>1956</td>
<td>876</td>
<td>437</td>
<td>264</td>
<td>157</td>
<td>1,734</td>
<td>1,595</td>
<td>3,329</td>
<td>47.9%</td>
<td>479</td>
</tr>
<tr>
<td>1957</td>
<td>935</td>
<td>442</td>
<td>293</td>
<td>174</td>
<td>1,834</td>
<td>1,674</td>
<td>3,508</td>
<td>47.7%</td>
<td>563</td>
</tr>
<tr>
<td>1958</td>
<td>970</td>
<td>458</td>
<td>322</td>
<td>180</td>
<td>1,930</td>
<td>1,843</td>
<td>3,773</td>
<td>48.8%</td>
<td>277</td>
</tr>
<tr>
<td>1959</td>
<td>1,015</td>
<td>470</td>
<td>356</td>
<td>189</td>
<td>2,009</td>
<td>1,965</td>
<td>3,975</td>
<td>49.7%</td>
<td>393</td>
</tr>
</tbody>
</table>

Figures in brackets are tentative estimates subject to revision.

(1) Includes footwear, drapery, etc.
(2) Gross rent of dwellings, actual and owner-occupied (imputed).
(3) Includes spending on foreign travel, hardware, electrical goods, furniture, etc.; tobacco, cigarettes, beer, etc.; other purchases in retail stores; motor cars, petrol, etc.; and all other expenditure on personal consumption.
(4) Includes savings through assurance funds, other personal savings and private remittances to overseas.


## AGE DISTRIBUTION OF POPULATION

### Australia, 1952 and 1957 (est.) and 1962 (projected)

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>1952 ESTIMATE (Age last birthday)</th>
<th>1957 ESTIMATE</th>
<th>1962 PROJECTION (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>% of Total Population</td>
<td>% Increase on 1952</td>
<td>% of Total Population</td>
</tr>
<tr>
<td>0-4</td>
<td>800</td>
<td>10.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>5-9</td>
<td>927</td>
<td>10.9%</td>
<td>10.4%</td>
</tr>
<tr>
<td>10-14</td>
<td>1,108</td>
<td>11.0%</td>
<td>10.4%</td>
</tr>
<tr>
<td>15-19</td>
<td>1,344</td>
<td>14.1%</td>
<td>11.0%</td>
</tr>
<tr>
<td>20-24</td>
<td>1,659</td>
<td>15.7%</td>
<td>12.7%</td>
</tr>
<tr>
<td>25-29</td>
<td>1,872</td>
<td>16.3%</td>
<td>12.7%</td>
</tr>
<tr>
<td>30-34</td>
<td>2,082</td>
<td>18.4%</td>
<td>18.4%</td>
</tr>
<tr>
<td>35-39</td>
<td>1,775</td>
<td>20.3%</td>
<td>19.3%</td>
</tr>
<tr>
<td>40-49</td>
<td>1,326</td>
<td>26.2%</td>
<td>26.2%</td>
</tr>
<tr>
<td>50-54</td>
<td>608</td>
<td>33.5%</td>
<td>33.5%</td>
</tr>
<tr>
<td>55-59</td>
<td>658</td>
<td>46.5%</td>
<td>46.5%</td>
</tr>
<tr>
<td>60-64</td>
<td>608</td>
<td>33.5%</td>
<td>33.5%</td>
</tr>
<tr>
<td>65 &amp; over</td>
<td>935</td>
<td>56.4%</td>
<td>56.4%</td>
</tr>
<tr>
<td>Total</td>
<td>6,854</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

(1) Assumed net immigration of 80,000 p.a.; 1955-56 fertility rates; mortality rates based on 1946-48 Australia Life tables, adjusted.

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

## NUMBER OF RETAIL ESTABLISHMENTS WHICH SOLD GOODS IN FIVE COMMODITY GROUPS AND VALUE OF RETAIL SALES OF GOODS IN EACH GROUP

### Areas of Australia, 1956-57

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Establishments</th>
<th>Sales (kgs)</th>
<th>Sales (Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>4,166</td>
<td>3,779</td>
<td>3,779</td>
</tr>
<tr>
<td>New South Wales</td>
<td>3,206</td>
<td>2,904</td>
<td>2,904</td>
</tr>
<tr>
<td>Victoria</td>
<td>2,835</td>
<td>3,058</td>
<td>3,058</td>
</tr>
<tr>
<td>South Australia</td>
<td>1,970</td>
<td>2,131</td>
<td>2,131</td>
</tr>
<tr>
<td>Western Australia</td>
<td>1,342</td>
<td>1,463</td>
<td>1,463</td>
</tr>
</tbody>
</table>

### Summary Sales

- Total number of retail establishments: 11,654
- Total sales (kgs): 29,238
- Total sales (Value): 32,582

### Areas of Australia, 1956-57

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Establishments</th>
<th>Sales (kgs)</th>
<th>Sales (Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>4,166</td>
<td>3,779</td>
<td>3,779</td>
</tr>
<tr>
<td>New South Wales</td>
<td>3,206</td>
<td>2,904</td>
<td>2,904</td>
</tr>
<tr>
<td>Victoria</td>
<td>2,835</td>
<td>3,058</td>
<td>3,058</td>
</tr>
<tr>
<td>South Australia</td>
<td>1,970</td>
<td>2,131</td>
<td>2,131</td>
</tr>
<tr>
<td>Western Australia</td>
<td>1,342</td>
<td>1,463</td>
<td>1,463</td>
</tr>
</tbody>
</table>

### Notes

1. C = City areas of Capital Cities (Metropolitan).
2. S = Suburban areas of Capital Cities (Metropolitan).
3. M = Metropolitan areas.
4. R = Rest of the States.
5. a) Almost all television receiver sales in that year were made in New South Wales and Victoria. Information about the number of stores selling radio and/or television sets is not available.

Sources: Census of Retail Establishments, 1956-57.
NEW MARKET OPPORTUNITIES ARE CREATED BY THE TOTALS OF THE VARIOUS AGE GROUPS OF POPULATION INCREASING AT DIFFERENT RATES

WESTERN AUSTRALIA

RADIO LICENCES - CITIES AND TOWNS

QUEENSLAND

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Popn. to Licences</th>
<th>Pc of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>148,277</td>
<td>555,600</td>
<td>26.72</td>
</tr>
<tr>
<td>Country</td>
<td>189,483</td>
<td>852,404</td>
<td>21.97</td>
</tr>
<tr>
<td>State</td>
<td>357,760</td>
<td>1,417,404</td>
<td>25.85</td>
</tr>
<tr>
<td>Brisbane</td>
<td>184,163</td>
<td>795,762</td>
<td>22.89</td>
</tr>
<tr>
<td>Atherton</td>
<td>15,883</td>
<td>73,270</td>
<td>21.68</td>
</tr>
<tr>
<td>Ayr</td>
<td>15,984</td>
<td>62,491</td>
<td>25.61</td>
</tr>
<tr>
<td>Bundaberg</td>
<td>16,941</td>
<td>63,572</td>
<td>26.60</td>
</tr>
<tr>
<td>Cairns</td>
<td>15,240</td>
<td>71,175</td>
<td>21.42</td>
</tr>
<tr>
<td>Charleville</td>
<td>1,282</td>
<td>7,236</td>
<td>17.72</td>
</tr>
<tr>
<td>Charters Towers</td>
<td>1,510</td>
<td>8,181</td>
<td>25.49</td>
</tr>
<tr>
<td>Clevedon</td>
<td>15,053</td>
<td>62,643</td>
<td>25.28</td>
</tr>
<tr>
<td>Dalby</td>
<td>21,271</td>
<td>88,155</td>
<td>24.14</td>
</tr>
<tr>
<td>Emerald</td>
<td>819</td>
<td>5,051</td>
<td>16.21</td>
</tr>
<tr>
<td>Gympie</td>
<td>18,927</td>
<td>84,060</td>
<td>22.32</td>
</tr>
<tr>
<td>Hugilltandra</td>
<td>552</td>
<td>2,728</td>
<td>20.23</td>
</tr>
<tr>
<td>Ipswich</td>
<td>47,896</td>
<td>185,080</td>
<td>26.11</td>
</tr>
<tr>
<td>Kingaroy</td>
<td>7,376</td>
<td>37,900</td>
<td>19.57</td>
</tr>
<tr>
<td>Longreach</td>
<td>1,073</td>
<td>5,025</td>
<td>21.35</td>
</tr>
<tr>
<td>Mackay</td>
<td>8,865</td>
<td>40,329</td>
<td>21.83</td>
</tr>
<tr>
<td>Maryborough</td>
<td>20,866</td>
<td>76,791</td>
<td>27.17</td>
</tr>
<tr>
<td>Oakley</td>
<td>24,385</td>
<td>104,251</td>
<td>23.20</td>
</tr>
<tr>
<td>Pialba</td>
<td>16,589</td>
<td>65,957</td>
<td>25.95</td>
</tr>
<tr>
<td>Rockhampton</td>
<td>14,589</td>
<td>61,656</td>
<td>23.66</td>
</tr>
<tr>
<td>Roma</td>
<td>2,785</td>
<td>10,641</td>
<td>27.74</td>
</tr>
<tr>
<td>Southport</td>
<td>37,478</td>
<td>157,856</td>
<td>22.84</td>
</tr>
<tr>
<td>Toowoomba</td>
<td>38,991</td>
<td>149,018</td>
<td>25.90</td>
</tr>
<tr>
<td>Townsville</td>
<td>14,893</td>
<td>61,032</td>
<td>24.40</td>
</tr>
<tr>
<td>Warwick</td>
<td>26,203</td>
<td>107,057</td>
<td>25.35</td>
</tr>
</tbody>
</table>

TASMANIA

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Popn. to Licences</th>
<th>Pc of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>27,767</td>
<td>105,110</td>
<td>26.62</td>
</tr>
<tr>
<td>State</td>
<td>76,419</td>
<td>355,418</td>
<td>21.78</td>
</tr>
<tr>
<td>Hobart</td>
<td>46,624</td>
<td>190,561</td>
<td>23.81</td>
</tr>
<tr>
<td>Burnie</td>
<td>66,169</td>
<td>79,385</td>
<td>21.76</td>
</tr>
<tr>
<td>Devonport</td>
<td>51,385</td>
<td>138,752</td>
<td>27.92</td>
</tr>
<tr>
<td>Kelso</td>
<td>31,358</td>
<td>136,853</td>
<td>23.31</td>
</tr>
<tr>
<td>Launceston</td>
<td>25,361</td>
<td>117,269</td>
<td>22.67</td>
</tr>
<tr>
<td>Queenton</td>
<td>2,446</td>
<td>11,411</td>
<td>21.44</td>
</tr>
<tr>
<td>Ulverstone</td>
<td>17,179</td>
<td>77,756</td>
<td>22.09</td>
</tr>
<tr>
<td>Scotstoun</td>
<td>26,577</td>
<td>98,899</td>
<td>22.29</td>
</tr>
</tbody>
</table>

Broadcast listeners' licences in force as at 31st October, 1959, showing the percentage of licences to population by States as at 31st March, 1959.

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Population</th>
<th>Percent. of Licences to Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales (incl. ACT)</td>
<td>820,145</td>
<td>2,789,081</td>
<td>30.16</td>
</tr>
<tr>
<td>Victoria</td>
<td>594,024</td>
<td>2,796,859</td>
<td>21.23</td>
</tr>
<tr>
<td>Queensland</td>
<td>336,189</td>
<td>1,426,616</td>
<td>23.55</td>
</tr>
<tr>
<td>South Australia (incl. NT)</td>
<td>240,358</td>
<td>934,510</td>
<td>25.67</td>
</tr>
<tr>
<td>Western Australia</td>
<td>175,017</td>
<td>720,367</td>
<td>24.38</td>
</tr>
<tr>
<td>Tasmania</td>
<td>77,661</td>
<td>345,990</td>
<td>22.57</td>
</tr>
<tr>
<td>Commonwealth</td>
<td>2,247,510</td>
<td>9,998,665</td>
<td>22.47</td>
</tr>
</tbody>
</table>

To October 31, 1959, there was an increase of 75,131 licences over the total at September 30, 1958.

Population were: 1957, 9,643,079 (with 21.90pc of licences to population); 1958, 9,747,671 (with 22.28pc of licences to population); and 1959, 9,998,665 (with 24.47pc of licences to population).
RADIO FACTS

STATION BREAKDOWN

Australia at January, 1960, there were 108 commercial and 57 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. Applications have been invited for new commercial station licences for Mt Isa, Qld, and Darwin, NT.

<table>
<thead>
<tr>
<th>State</th>
<th>Capital Cities</th>
<th>Country</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>6</td>
<td>51</td>
<td>57</td>
</tr>
<tr>
<td>ACT</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Victoria</td>
<td>6</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Queensland</td>
<td>4</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>South Australia</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>West Australia</td>
<td>4</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Tasmania</td>
<td>2</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

Total 108

INDUSTRY REVENUE SINCE 1941-42

<table>
<thead>
<tr>
<th>Year</th>
<th>Stations operating</th>
<th>Showing profit</th>
<th>Revenue</th>
<th>Expenditure</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1941-42</td>
<td>97</td>
<td>55</td>
<td>1,330,000</td>
<td>1,248,188</td>
<td>81,812</td>
</tr>
<tr>
<td>1942-43</td>
<td>96</td>
<td>66</td>
<td>1,298,037</td>
<td>1,157,294</td>
<td>140,743</td>
</tr>
<tr>
<td>1943-44</td>
<td>98</td>
<td>87</td>
<td>1,871,351</td>
<td>1,491,067</td>
<td>379,885</td>
</tr>
<tr>
<td>1944-45</td>
<td>100</td>
<td>89</td>
<td>2,184,686</td>
<td>1,758,965</td>
<td>425,421</td>
</tr>
<tr>
<td>1945-46</td>
<td>100</td>
<td>86</td>
<td>2,279,110</td>
<td>1,851,942</td>
<td>428,528</td>
</tr>
<tr>
<td>1946-47</td>
<td>101</td>
<td>85</td>
<td>2,388,567</td>
<td>2,013,563</td>
<td>375,224</td>
</tr>
<tr>
<td>1947-48</td>
<td>102</td>
<td>86</td>
<td>2,274,571</td>
<td>2,278,319</td>
<td>496,863</td>
</tr>
<tr>
<td>1948-49</td>
<td>102</td>
<td>90</td>
<td>3,212,653</td>
<td>2,619,474</td>
<td>593,179</td>
</tr>
<tr>
<td>1949-50</td>
<td>102</td>
<td>84</td>
<td>3,178,950</td>
<td>2,748,594</td>
<td>429,756</td>
</tr>
<tr>
<td>1950-51</td>
<td>102</td>
<td>88</td>
<td>3,607,408</td>
<td>3,688,259</td>
<td>515,842</td>
</tr>
<tr>
<td>1951-52</td>
<td>103</td>
<td>87</td>
<td>4,266,057</td>
<td>3,720,554</td>
<td>545,503</td>
</tr>
<tr>
<td>1952-53</td>
<td>103</td>
<td>93</td>
<td>4,916,557</td>
<td>4,688,415</td>
<td>528,142</td>
</tr>
<tr>
<td>1953-54</td>
<td>106</td>
<td>94</td>
<td>5,647,494</td>
<td>4,876,252</td>
<td>1,666,242</td>
</tr>
<tr>
<td>1954-55</td>
<td>106</td>
<td>95</td>
<td>6,060,924</td>
<td>5,252,831</td>
<td>1,573,313</td>
</tr>
<tr>
<td>1955-56</td>
<td>107</td>
<td>104</td>
<td>7,382,410</td>
<td>5,910,784</td>
<td>1,461,626</td>
</tr>
<tr>
<td>1956-57</td>
<td>108</td>
<td>104</td>
<td>7,457,135</td>
<td>5,958,650</td>
<td>1,498,525</td>
</tr>
<tr>
<td>1957-58</td>
<td>108</td>
<td>103</td>
<td>8,547,724</td>
<td>6,572,880</td>
<td>1,974,844</td>
</tr>
</tbody>
</table>

STATION OWNERSHIP

<table>
<thead>
<tr>
<th>Licences</th>
<th>Number of Licences held</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW Visc. Qld</td>
<td>32</td>
</tr>
<tr>
<td>SA WA Tas.</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>93</td>
</tr>
</tbody>
</table>

Private & public companies

<table>
<thead>
<tr>
<th>Church Bodies</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Newspapers</td>
<td>4</td>
</tr>
<tr>
<td>Labor Party</td>
<td>1</td>
</tr>
</tbody>
</table>

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

ROLATAPE

The Tape with the Famous Name

Available from Distributors Throughout Australia

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 63,074.

Following statistics show the growth of the radio audience to 1959.

<table>
<thead>
<tr>
<th>Year</th>
<th>National stations</th>
<th>Commercial stations</th>
<th>Licensed receivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1926</td>
<td>8</td>
<td>9</td>
<td>128,660</td>
</tr>
<tr>
<td>1927</td>
<td>12</td>
<td>12</td>
<td>22,240</td>
</tr>
<tr>
<td>1929</td>
<td>8</td>
<td>12</td>
<td>361,199</td>
</tr>
<tr>
<td>1931</td>
<td>9</td>
<td>27</td>
<td>331,869</td>
</tr>
<tr>
<td>1933</td>
<td>12</td>
<td>49</td>
<td>469,477</td>
</tr>
<tr>
<td>1935</td>
<td>12</td>
<td>57</td>
<td>721,822</td>
</tr>
<tr>
<td>1937</td>
<td>20</td>
<td>80</td>
<td>940,608</td>
</tr>
<tr>
<td>1939</td>
<td>24</td>
<td>98</td>
<td>1,131,861</td>
</tr>
<tr>
<td>1941</td>
<td>27</td>
<td>96</td>
<td>1,283,266</td>
</tr>
<tr>
<td>1943</td>
<td>27</td>
<td>96</td>
<td>1,370,600</td>
</tr>
<tr>
<td>1945</td>
<td>29</td>
<td>100</td>
<td>1,415,229</td>
</tr>
<tr>
<td>1947</td>
<td>32</td>
<td>101</td>
<td>1,678,276</td>
</tr>
<tr>
<td>1949</td>
<td>37</td>
<td>102</td>
<td>1,762,675</td>
</tr>
<tr>
<td>1950</td>
<td>39</td>
<td>102</td>
<td>1,841,211</td>
</tr>
<tr>
<td>1951</td>
<td>41</td>
<td>103</td>
<td>1,884,934</td>
</tr>
<tr>
<td>1952</td>
<td>42</td>
<td>103</td>
<td>1,901,441</td>
</tr>
<tr>
<td>1953</td>
<td>44</td>
<td>103</td>
<td>1,985,655</td>
</tr>
<tr>
<td>1954</td>
<td>46</td>
<td>106</td>
<td>2,011,615</td>
</tr>
<tr>
<td>1955</td>
<td>50</td>
<td>106</td>
<td>2,091,675</td>
</tr>
<tr>
<td>1956</td>
<td>53</td>
<td>107</td>
<td>2,088,911</td>
</tr>
<tr>
<td>1957</td>
<td>55</td>
<td>108</td>
<td>2,107,233</td>
</tr>
<tr>
<td>1958</td>
<td>56</td>
<td>108</td>
<td>2,172,349</td>
</tr>
<tr>
<td>1959</td>
<td>57</td>
<td>108</td>
<td>2,203,712</td>
</tr>
</tbody>
</table>

RECEIVER PRODUCTION

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

Figures, giving yearly production for all models from 1956-57 to 1959, and monthly totals from January, 1959 to September, 1959, are:

<table>
<thead>
<tr>
<th>Period</th>
<th>Tape and Wire Recorders</th>
<th>Car</th>
<th>Portable</th>
<th>Mantel, Table and Console</th>
<th>Radiograms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1956-57</td>
<td>(a)</td>
<td>62,097</td>
<td>89,327</td>
<td>134,818</td>
<td>88,240</td>
</tr>
<tr>
<td>1957-58</td>
<td>5,129</td>
<td>85,352</td>
<td>77,498</td>
<td>116,336</td>
<td>101,808</td>
</tr>
<tr>
<td>1958-59</td>
<td>5,707</td>
<td>89,742</td>
<td>121,463</td>
<td>98,906</td>
<td>75,541</td>
</tr>
<tr>
<td>Month, 1959:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>106</td>
<td>5,827</td>
<td>11,936</td>
<td>4,114</td>
<td>2,867</td>
</tr>
<tr>
<td>February</td>
<td>351</td>
<td>7,669</td>
<td>17,496</td>
<td>6,670</td>
<td>6,018</td>
</tr>
<tr>
<td>March</td>
<td>296</td>
<td>6,197</td>
<td>12,944</td>
<td>6,236</td>
<td>6,157</td>
</tr>
<tr>
<td>April</td>
<td>214</td>
<td>7,271</td>
<td>19,205</td>
<td>6,715</td>
<td>8,621</td>
</tr>
<tr>
<td>May</td>
<td>142</td>
<td>4,323</td>
<td>6,927</td>
<td>3,109</td>
<td>5,949</td>
</tr>
<tr>
<td>June</td>
<td>180</td>
<td>3,820</td>
<td>5,571</td>
<td>5,952</td>
<td>5,359</td>
</tr>
<tr>
<td>July</td>
<td>259</td>
<td>5,355</td>
<td>5,759</td>
<td>4,596</td>
<td>4,705</td>
</tr>
<tr>
<td>August</td>
<td>469</td>
<td>5,166</td>
<td>6,649</td>
<td>4,719</td>
<td>4,582</td>
</tr>
<tr>
<td>September</td>
<td>554</td>
<td>9,302</td>
<td>7,204</td>
<td>7,172</td>
<td>4,526</td>
</tr>
</tbody>
</table>
### Radio programming trends — 1958-1959

**FOLLOWING** is the Broadcasting Control Board's breakdown (in percentages) of the types of radio programs and the amount of time they are on the air during an average week in Sydney and Melbourne, together with a comparison of programming in 1958 and 1959:

**Types of Programs: 1958 1959**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Sydney</th>
<th>Melbourne</th>
<th>Sydney</th>
<th>Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>pc</td>
<td>pc</td>
<td>pc</td>
<td>pc</td>
</tr>
<tr>
<td>Serious</td>
<td>2.00</td>
<td>2.76</td>
<td>1.8</td>
<td>2.11</td>
</tr>
<tr>
<td>Light</td>
<td>14.82</td>
<td>12.22</td>
<td>11.5</td>
<td>12.66</td>
</tr>
<tr>
<td>Popular</td>
<td>42.94</td>
<td>36.65</td>
<td>44.8</td>
<td>39.86</td>
</tr>
<tr>
<td>Hilibility</td>
<td>0.69</td>
<td>1.39</td>
<td>0.61</td>
<td>1.00</td>
</tr>
<tr>
<td>Total music</td>
<td>59.35</td>
<td>53.93</td>
<td>58.0</td>
<td>54.89</td>
</tr>
<tr>
<td>Drama</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventure, crime</td>
<td>3.72</td>
<td>3.36</td>
<td>3.8</td>
<td>3.2</td>
</tr>
<tr>
<td>Human interest</td>
<td>4.23</td>
<td>5.09</td>
<td>4.5</td>
<td>5.5</td>
</tr>
<tr>
<td>General</td>
<td>0.71</td>
<td>0.80</td>
<td>1.4</td>
<td>0.6</td>
</tr>
<tr>
<td>Total drama</td>
<td>8.66</td>
<td>9.25</td>
<td>9.7</td>
<td>9.1</td>
</tr>
<tr>
<td>Comedy</td>
<td>0.15</td>
<td>0.31</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Variety, talent</td>
<td>1.86</td>
<td>1.50</td>
<td>0.8</td>
<td>1.8</td>
</tr>
<tr>
<td>Quiz, game, panel</td>
<td>0.76</td>
<td>1.02</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Women's</td>
<td>1.34</td>
<td>2.78</td>
<td>1.3</td>
<td>2.8</td>
</tr>
<tr>
<td>Children's</td>
<td>1.44</td>
<td>2.16</td>
<td>1.8</td>
<td>1.5</td>
</tr>
<tr>
<td>Sport</td>
<td>2.78</td>
<td>4.10</td>
<td>3.5</td>
<td>4.8</td>
</tr>
<tr>
<td>Talks, interviews, documentaries</td>
<td>2.19</td>
<td>3.91</td>
<td>1.7</td>
<td>3.3</td>
</tr>
<tr>
<td>News, weather, community service</td>
<td>5.93</td>
<td>6.15</td>
<td>6.1</td>
<td>6.1</td>
</tr>
<tr>
<td>Religious matter</td>
<td>3.76</td>
<td>2.09</td>
<td>4.2</td>
<td>3.1</td>
</tr>
<tr>
<td>Total program matter</td>
<td>88.22</td>
<td>87.20</td>
<td>87.7</td>
<td>88.1</td>
</tr>
<tr>
<td>Advertisements:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored programs</td>
<td>4.57</td>
<td>5.41</td>
<td>4.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Spot advertisements</td>
<td>7.21</td>
<td>7.39</td>
<td>8.3</td>
<td>6.9</td>
</tr>
<tr>
<td>Total advertisements</td>
<td>11.78</td>
<td>12.80</td>
<td>12.3</td>
<td>11.9</td>
</tr>
</tbody>
</table>

**BAARDS FOR 1960-61**

(Broadcasting and TV) Australian Advertising Rates & Data Service published — March 1960

The most comprehensive Radio/TV Media Service available in Australia. All Radio/TV rates and data kept up to date by Weekly Supplements. Also contains Production Company's Rates, all regulations and much valuable information.

AARDS Pty. Ltd., G.P.O. Box 3765, SYDNEY

See Mingay's WEEKLY for trade news

Mingay Publishing Co. Pty. Ltd., G.P.O. Box 3765, SYDNEY. Branch offices in all mainland capitals.

### TELEVISION FACTS

**ROYAL Commission on Television (1953-54) met to consider and report on inaugurating TV in Australia.**

Subsequent to public hearings of applications for Sydney and Melbourne (Phase One), the Federal Government allocated two commercial stations licences in each centre plus one non-commercial station, announced in April, 1955, TCN (first commercial station on the air) began transmitting in July 1956, and opened on September 16, 1956.

Phase Two applications (for other capital cities) were then called, and following Broadcasting Control Board hearings, commercial station permits were granted for Brisbane and Adelaide (two each), Hobart and Perth (one each), plus one non-commercial in each capital.

Hearings of Phase Three applications for 15 major country centres TV (see color map at front) began in Melbourne on November 10, 1959 (see list of applicants on page 44). Phase Four will comprise other country centres and is unlikely to be considered before 1962.

**SIXTEEN STATIONS**

As at January 1, 1960, there were nine commercial television stations in operation — ATN, TCN (Sydney), HSV, GTV (Melbourne), ADS, NWS (Adelaide), BTQ, QTQ (Brisbane) and TWV (Perth) with the 10th TVT (Hobart) scheduled to open in May.

There are also three ABC (non-commercial), ABC Sydney, ABC Melbourne and ABC Brisbane operating. ABS Adelaide and ABW Perth are expected to be on the air by March 1960, while ABT Hobart is expected to open in May.

**REVENUE FIGURES**

First revenue and expenditure figures for Australian TV were for 1956-57, when stations were operating for periods varying from five and a half months to 11 months.

<table>
<thead>
<tr>
<th>Station</th>
<th>Revenue</th>
<th>Expenditure</th>
<th>Gross Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>£892,744</td>
<td>£892,744</td>
<td>£500,000</td>
</tr>
<tr>
<td>Melbourne</td>
<td>£742,744</td>
<td>£742,744</td>
<td>£500,000</td>
</tr>
<tr>
<td>Brisbane</td>
<td>£742,744</td>
<td>£742,744</td>
<td>£500,000</td>
</tr>
<tr>
<td>Adelaide</td>
<td>£742,744</td>
<td>£742,744</td>
<td>£500,000</td>
</tr>
<tr>
<td>Hobart</td>
<td>£742,744</td>
<td>£742,744</td>
<td>£500,000</td>
</tr>
</tbody>
</table>

**120-STATION PLAN**

The Broadcasting Control Board has prepared a provisional frequency assignment plan envisaging a minimum of 120 VHF TV stations throughout the country (see page 45). Following are the ten channels available for television in Australia:

- Channel 1, (49-56megs p/s)
- Channel 2, (56-63megs p/s)
- Channel 3, (63-70megs p/s)
- Channel 4, (65-73megs p/s)
- Channel 5, (68-75megs p/s)
- Channel 6, (70-77megs p/s)
- Channel 7, (73-80megs p/s)
- Channel 8, (75-82megs p/s)
- Channel 9, (77-84megs p/s)
- Channel 10, (79-86megs p/s)

**PRODUCTION INDUSTRY**

Production of commercials is at the moment concentrated in Sydney mainly, and Melbourne.

Sydney facilities include Arranana's £500,000 studio, Cinesound, Supreme Sound, Aardenale, Southern International, Solochrome and Visatone, plus a growing specialist animation industry in which prominent names are Eric Porter and Rowl Greenhalgh.

Melbourne has several efficient, highly regarded and technically up-to-date units such as Cambridge Film and TV Productions, Herrnchell's, Cine Service, Central Video, Artrama and Hector Crawford Productions while its animators are led by such names as Owen Bros and John Wilson Productions.

Production units have also started in Brisbane and Adelaide and one is also planned for Perth.

**GOVERNMENT POLICY ON PROGRAM IMPORTS**

In August, 1955, the Federal Government permitted all TV stations £60,000 a year each (estimated restricted to stations, two thirds of it in dollars) to buy programs abroad, which restrictions were later lifted.

As from August 1957 there have been no restrictions, dollars or sterling, to import of programs and anybody can apply for an import licence through the Commonwealth Bank. TV commercials, however, can be normally only imported for study purposes, and not for telecasting as advertising matter.
THE NEW AMPEX VR-1000B IDEOTAPE TELEVISION RECORDER
AVAILABLE IN ANY OF THE WORLD'S 4 TELEVISION STANDARDS
AVAILABLE WITH INTERSWITCH* Provides Switching between 3 Standards

GROWTH OF THE TV AUDIENCE
NUMBER OF TV RECEIVER LICENCES

These statistics show the rate of increase in Sydney and Melbourne of television licences from December 1958 to November 1959.

<table>
<thead>
<tr>
<th>Month Ended</th>
<th>NSW</th>
<th>Vic.</th>
<th>Qld</th>
<th>SA</th>
<th>WA</th>
<th>Tas.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1958)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>231,157</td>
<td>222,272</td>
<td></td>
<td></td>
<td></td>
<td>51</td>
<td>453,480</td>
</tr>
<tr>
<td>(1959)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>240,378</td>
<td>227,267</td>
<td></td>
<td></td>
<td></td>
<td>51</td>
<td>476,996</td>
</tr>
<tr>
<td>February</td>
<td>245,620</td>
<td>234,276</td>
<td></td>
<td></td>
<td></td>
<td>65</td>
<td>484,526</td>
</tr>
<tr>
<td>March</td>
<td>262,666</td>
<td>243,000</td>
<td></td>
<td></td>
<td></td>
<td>79</td>
<td>555,676</td>
</tr>
<tr>
<td>April</td>
<td>276,645</td>
<td>255,170</td>
<td></td>
<td></td>
<td>1,145</td>
<td>79</td>
<td>553,932</td>
</tr>
<tr>
<td>May</td>
<td>289,537</td>
<td>261,328</td>
<td></td>
<td>8,801</td>
<td></td>
<td>79</td>
<td>554,686</td>
</tr>
<tr>
<td>June</td>
<td>300,871</td>
<td>270,673</td>
<td>360</td>
<td>6,124</td>
<td></td>
<td>74</td>
<td>577,092</td>
</tr>
<tr>
<td>July</td>
<td>312,639</td>
<td>276,612</td>
<td>1,284</td>
<td>8,090</td>
<td>2</td>
<td>81</td>
<td>599,218</td>
</tr>
<tr>
<td>August</td>
<td>324,270</td>
<td>284,187</td>
<td>6,202</td>
<td>11,656</td>
<td>335</td>
<td>82</td>
<td>620,732</td>
</tr>
<tr>
<td>September</td>
<td>335,135</td>
<td>289,569</td>
<td>11,647</td>
<td>17,277</td>
<td>2,712</td>
<td>87</td>
<td>654,424</td>
</tr>
<tr>
<td>October</td>
<td>340,993</td>
<td>296,262</td>
<td>16,617</td>
<td>23,021</td>
<td>4,971</td>
<td>88</td>
<td>681,922</td>
</tr>
<tr>
<td>November</td>
<td>350,536</td>
<td>311,138</td>
<td>22,660</td>
<td>28,995</td>
<td>7,231</td>
<td>90</td>
<td>710,847</td>
</tr>
<tr>
<td>December</td>
<td>358,544</td>
<td>307,950</td>
<td>27,590</td>
<td>31,060</td>
<td>9,621</td>
<td>90</td>
<td>737,855</td>
</tr>
</tbody>
</table>

Following is broad, statistical information on television viewing in Sydney, Melbourne, Brisbane and Adelaide compiled by the BRC Television Audience Rating Service.

Hours of telecasting on any channel and time tuned in per average set (in private homes with TV sets) — 1959.

<table>
<thead>
<tr>
<th>Day</th>
<th>Sydney</th>
<th>Melbourne</th>
<th>Brisbane</th>
<th>Adelaide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun.</td>
<td>11.3</td>
<td>11.2</td>
<td>7.2</td>
<td>6.7</td>
</tr>
<tr>
<td>Mon.</td>
<td>14.4</td>
<td>10.6</td>
<td>6.8</td>
<td>6.0</td>
</tr>
<tr>
<td>Tues.</td>
<td>16.8</td>
<td>10.6</td>
<td>9.2</td>
<td>8.6</td>
</tr>
<tr>
<td>Wed.</td>
<td>14.4</td>
<td>11.7</td>
<td>6.7</td>
<td>6.2</td>
</tr>
<tr>
<td>Thurs.</td>
<td>14.3</td>
<td>10.6</td>
<td>6.7</td>
<td>8.6</td>
</tr>
<tr>
<td>Fri.</td>
<td>15.0</td>
<td>10.2</td>
<td>7.0</td>
<td>7.2</td>
</tr>
<tr>
<td>Sat.</td>
<td>14.3</td>
<td>10.4</td>
<td>9.8</td>
<td>8.3</td>
</tr>
<tr>
<td>Total Week</td>
<td>98.5</td>
<td>75.3</td>
<td>55.7</td>
<td>39.8</td>
</tr>
</tbody>
</table>

Estimated maximum number of viewers in Sydney, Melbourne, Brisbane and Adelaide during November/December, 1959:

1. Maximum Audience All Channels:

<table>
<thead>
<tr>
<th>Sydney</th>
<th>Melbourne</th>
<th>Brisbane</th>
<th>Adelaide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>324,000</td>
<td>376,000</td>
<td>32,000</td>
</tr>
<tr>
<td>Women</td>
<td>469,000</td>
<td>392,000</td>
<td>35,000</td>
</tr>
<tr>
<td>Children Under 16</td>
<td>280,000</td>
<td>285,000</td>
<td>44,000</td>
</tr>
<tr>
<td>Total</td>
<td>915,000</td>
<td>909,000</td>
<td>102,000</td>
</tr>
</tbody>
</table>

2. Best Ranking Programs:

<table>
<thead>
<tr>
<th>Sydney</th>
<th>Melbourne</th>
<th>Brisbane</th>
<th>Adelaide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>198,000</td>
<td>273,000</td>
<td>24,000</td>
</tr>
<tr>
<td>Women</td>
<td>291,000</td>
<td>259,000</td>
<td>26,000</td>
</tr>
<tr>
<td>Children Under 16</td>
<td>174,000</td>
<td>193,000</td>
<td>39,000</td>
</tr>
<tr>
<td>Total</td>
<td>625,000</td>
<td>654,000</td>
<td>84,000</td>
</tr>
</tbody>
</table>

TV RECEIVER PRODUCTION

<table>
<thead>
<tr>
<th>Period</th>
<th>Over 17inch</th>
<th>17inch and under</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1957-58</td>
<td>194,773</td>
<td>87,657</td>
<td>282,430</td>
</tr>
<tr>
<td>1958-59</td>
<td>276,049</td>
<td>42,600</td>
<td>318,899</td>
</tr>
<tr>
<td>1959-April</td>
<td>321,666</td>
<td>1,743</td>
<td>323,409</td>
</tr>
<tr>
<td>May</td>
<td>29,619</td>
<td>2,500</td>
<td>31,029</td>
</tr>
<tr>
<td>June</td>
<td>37,646</td>
<td>3,095</td>
<td>40,741</td>
</tr>
<tr>
<td>July</td>
<td>42,654</td>
<td>3,571</td>
<td>46,225</td>
</tr>
<tr>
<td>August</td>
<td>39,352</td>
<td>3,906</td>
<td>42,658</td>
</tr>
<tr>
<td>September</td>
<td>38,736</td>
<td>5,680</td>
<td>44,416</td>
</tr>
</tbody>
</table>

TV RECEIVER PRODUCTION

GROWTH OF THE TV AUDIENCE
NUMBER OF TV RECEIVER LICENCES

These statistics show the rate of increase in Sydney and Melbourne of television licences from December 1958 to November 1959.

<table>
<thead>
<tr>
<th>Month Ended</th>
<th>NSW</th>
<th>Vic.</th>
<th>Qld</th>
<th>SA</th>
<th>WA</th>
<th>Tas.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1958)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>231,157</td>
<td>222,272</td>
<td></td>
<td></td>
<td></td>
<td>51</td>
<td>453,480</td>
</tr>
<tr>
<td>(1959)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>240,378</td>
<td>227,267</td>
<td></td>
<td></td>
<td></td>
<td>51</td>
<td>476,996</td>
</tr>
<tr>
<td>February</td>
<td>245,620</td>
<td>234,276</td>
<td></td>
<td></td>
<td></td>
<td>65</td>
<td>484,526</td>
</tr>
<tr>
<td>March</td>
<td>262,666</td>
<td>243,000</td>
<td></td>
<td></td>
<td></td>
<td>79</td>
<td>555,676</td>
</tr>
<tr>
<td>April</td>
<td>276,645</td>
<td>255,170</td>
<td></td>
<td></td>
<td>1,145</td>
<td>79</td>
<td>553,932</td>
</tr>
<tr>
<td>May</td>
<td>289,537</td>
<td>261,328</td>
<td></td>
<td>8,801</td>
<td></td>
<td>79</td>
<td>554,686</td>
</tr>
<tr>
<td>June</td>
<td>300,871</td>
<td>270,673</td>
<td>360</td>
<td>6,124</td>
<td></td>
<td>74</td>
<td>577,092</td>
</tr>
<tr>
<td>July</td>
<td>312,639</td>
<td>276,612</td>
<td>1,284</td>
<td>8,090</td>
<td>2</td>
<td>81</td>
<td>599,218</td>
</tr>
<tr>
<td>August</td>
<td>324,270</td>
<td>284,187</td>
<td>6,202</td>
<td>11,656</td>
<td>335</td>
<td>82</td>
<td>620,732</td>
</tr>
<tr>
<td>September</td>
<td>335,135</td>
<td>289,569</td>
<td>11,647</td>
<td>17,277</td>
<td>2,712</td>
<td>87</td>
<td>654,424</td>
</tr>
<tr>
<td>October</td>
<td>340,993</td>
<td>296,262</td>
<td>16,617</td>
<td>23,021</td>
<td>4,971</td>
<td>88</td>
<td>681,922</td>
</tr>
<tr>
<td>November</td>
<td>350,536</td>
<td>311,138</td>
<td>22,660</td>
<td>28,995</td>
<td>7,231</td>
<td>90</td>
<td>710,847</td>
</tr>
<tr>
<td>December</td>
<td>358,544</td>
<td>307,950</td>
<td>27,590</td>
<td>31,060</td>
<td>9,621</td>
<td>90</td>
<td>737,855</td>
</tr>
</tbody>
</table>
COUNTRY TELEVISION PLANS

Following the establishment of commercial and national television stations in six capital cities, the Australian Broadcasting Control Board on November 10, 1959, began public hearings of applications for commercial TV station licences for the 15 country areas in Phase 3 as shown in the map at the front of this Year Book.

The applications, heard at South Melbourne Town Hall, began with those for the Canberra area and will continue in the order shown on this page.

When all the applications have been heard, the Broadcasting Control Board will make its recommendations to the Government, which could then conceivably allocate the licences before the end of the year.

A total of 45 applications for the licences were originally listed, but a number of these subsequently merged with others to make joint applications.

The following list was correct to publication time:

Canberra: Community TV (Canberra) Ltd, Canberra Television Ltd, Australian Capital Television Ltd, Television Australia Ltd.

Newcastle-Hunter River: Newcastle Broadcasting and Television Ltd, T.P.N. Ltd, Commercial Television Newcastle Ltd, Northumberland Telecasters Ltd.

Illawarra: L.T.N. Ltd, Television Wollongong Transmissions Ltd, Television Corporation Ltd.

Central Tablelands: Country Television Services Ltd, P. A. Yeomans, Pan-Australian Television Australia Ltd, Television Australia Ltd.

Ballarat: Western Victoria Television Pty Ltd, General Television Corporation Pty Ltd, Ballarat Telecasters Ltd and R. H. Wilson. As this application would be withdrawn. Application in the name of the new Ballarat Telecasters Ltd and R. H. Wilson. As this

Central Tablelands: Country Television Services Ltd, P. A. Yeomans, Pan-Australian Television Australia Ltd, Television Australia Ltd.

The applications, heard at South Melbourne Town Hall, began with those for the

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.

<table>
<thead>
<tr>
<th>Area</th>
<th>Channel Nos. (a)</th>
<th>Population</th>
<th>Main towns served, Grade of service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>2,7,9, 10</td>
<td></td>
<td>Penrith, Palm Bch, Gosford (S) to Muswellbrook (N)</td>
</tr>
<tr>
<td>Melbourne</td>
<td>2, 7, 9, 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newcastle-Hunter River</td>
<td>6, 8, 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue Mount.</td>
<td>6, 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illawarra</td>
<td>1, 5</td>
<td></td>
<td>Illawong</td>
</tr>
<tr>
<td>Central Tablelands</td>
<td>1, 5</td>
<td></td>
<td>Bathurst</td>
</tr>
<tr>
<td>Richmond-Tweed</td>
<td>1, 5</td>
<td></td>
<td>Kyogle</td>
</tr>
<tr>
<td>5th W. Slopes</td>
<td>2, 9</td>
<td></td>
<td>Wagga</td>
</tr>
<tr>
<td>Blue Mountains</td>
<td>2, 9</td>
<td></td>
<td>Bathurst</td>
</tr>
<tr>
<td>E. Riverina</td>
<td>4, 6</td>
<td></td>
<td>Lenton</td>
</tr>
<tr>
<td>Maclean-Hasle</td>
<td>9, 10</td>
<td></td>
<td>Barrigo</td>
</tr>
<tr>
<td>Upper Namoi River</td>
<td>5, 5</td>
<td></td>
<td>Barraba</td>
</tr>
<tr>
<td>ACT</td>
<td>7, 10</td>
<td></td>
<td>Yass</td>
</tr>
<tr>
<td>New England</td>
<td>6, 8</td>
<td></td>
<td>Bowral</td>
</tr>
<tr>
<td>Clarence</td>
<td>2, 7</td>
<td></td>
<td>Barraba</td>
</tr>
<tr>
<td>Manning River</td>
<td>1, 4</td>
<td></td>
<td>Co H Harp</td>
</tr>
<tr>
<td>Central W. Slopes</td>
<td>7, 9</td>
<td></td>
<td>Pt Maquarie</td>
</tr>
<tr>
<td>Murrumbidgee</td>
<td>7, 10</td>
<td></td>
<td>Gilgandra</td>
</tr>
<tr>
<td>Broken Hill</td>
<td>4, 7</td>
<td></td>
<td>Narrandera</td>
</tr>
<tr>
<td>Bathurst</td>
<td>2, 10</td>
<td></td>
<td>Woyonga</td>
</tr>
<tr>
<td>Gympie River</td>
<td>2, 10</td>
<td></td>
<td>Woyonga</td>
</tr>
<tr>
<td>Armidale</td>
<td>1, 4</td>
<td></td>
<td>Woyonga</td>
</tr>
<tr>
<td>VICTORIA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melbourne</td>
<td>2, 7, 9, 10</td>
<td>1,600,000</td>
<td>Casterton</td>
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<tr>
<td>Ballarat</td>
<td>5, 8</td>
<td>107,000</td>
<td>Geelong</td>
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<td>Latrobe</td>
<td>4, 6</td>
<td>192,000</td>
<td>Cobar</td>
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<td>Bendigo</td>
<td>1, 5</td>
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<td>Central Tablelands</td>
<td>1, 5</td>
<td>102,000</td>
<td>Geelong</td>
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<tr>
<td>Regional</td>
<td>6, 8</td>
<td>97,000</td>
<td>Bathurst</td>
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<tr>
<td>W. Dist.</td>
<td>2, 9</td>
<td>75,000</td>
<td>Bathurst</td>
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<tr>
<td>Wirrina</td>
<td>7, 10</td>
<td>48,000</td>
<td>Bathurst</td>
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<tr>
<td>Mildura</td>
<td>8, 10</td>
<td>32,000</td>
<td>Bathurst</td>
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<tr>
<td>Murray Valley</td>
<td>7, 9</td>
<td>20,000</td>
<td>Bathurst</td>
</tr>
<tr>
<td>Colac</td>
<td>7, 10</td>
<td>25,000</td>
<td>Colac</td>
</tr>
<tr>
<td>QUEENSLAND</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Brisbane</td>
<td>2, 7, 9, 10</td>
<td>600,000</td>
<td>Caloundra</td>
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<tr>
<td>Darling Downs</td>
<td>6, 8</td>
<td>107,000</td>
<td>Dalby</td>
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<tr>
<td>Wide Bay</td>
<td>1, 4</td>
<td>77,000</td>
<td>Bundaberg</td>
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<tr>
<td>Rockhampton</td>
<td>6, 8</td>
<td>65,000</td>
<td>Gladstone</td>
</tr>
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<td>Townsville</td>
<td>7, 9</td>
<td>61,000</td>
<td>Gladstone</td>
</tr>
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<td>Illawarra</td>
<td>2, 6</td>
<td>56,000</td>
<td>Gladstone</td>
</tr>
<tr>
<td>Sh. Downs, Nth New</td>
<td>3, 4</td>
<td>44,000</td>
<td>Gladstone</td>
</tr>
<tr>
<td>Mackay</td>
<td>2, 9</td>
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<td>Gladstone</td>
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<td>Bundaberg</td>
<td>7, 9</td>
<td>35,000</td>
<td>Gladstone</td>
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<tr>
<td>SOUTH AUSTRALIA</td>
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<tr>
<td>Adelaide</td>
<td>2, 7, 9, 10</td>
<td>600,000</td>
<td>Murray Bridge</td>
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<td>Spencer Gulf</td>
<td>4, 8</td>
<td>67,000</td>
<td>Woyonga</td>
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<td>Sh. East</td>
<td>1, 8</td>
<td>37,000</td>
<td>Casteron</td>
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<td>Renmark</td>
<td>1, 5</td>
<td>22,000</td>
<td>Walkerie</td>
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<td>WESTERN AUSTRALIA</td>
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<tr>
<td>Perth</td>
<td>2, 7, 9, 10</td>
<td>400,000</td>
<td>Coates</td>
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<td>Bunbury</td>
<td>4, 8</td>
<td>39,000</td>
<td>Bunnellon</td>
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<td>Kalgoorlie</td>
<td>3, 8</td>
<td>24,000</td>
<td>Coolgardle</td>
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<td>2, 7</td>
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<td>Denmark</td>
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<td>Hobart</td>
<td>2, 3, 6</td>
<td>200,000</td>
<td>Geoveston</td>
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<tr>
<td>Nth-E. Tas.</td>
<td>7, 10</td>
<td>85,000</td>
<td>Geoveston</td>
</tr>
<tr>
<td>Burnie-Davenport</td>
<td>5, 9</td>
<td>95,000</td>
<td>Geoveston</td>
</tr>
</tbody>
</table>

(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 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; appointed for seven years from March 15, 1955; R. R. Mair, BBE, AMIE (Aust.), SMIRE (Aust.), SMIRE (USA), appointed for five years from March 15, 1955; and R. A. Yeoo, BSc, AGI, 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. C1, Phone 62.0131. Telegrams, Consboard. Board is represented in all States by the Superintendent, Radio Branch, 485 Wellington St, Perth.

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

Victoria, J. E. de Cure, C/O Superintendent, Radio Branch, GPO, Melbourne.

Western Australia, E. L. Greig, C/O Superintendent, Radio Branch, 425 St. Kilda Rd, Melbourne.

South Australia, P. B. Traynor, C/O Superintendent, Radio Branch, 221 King William St, Adelaide.

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

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most talked about
radio station
in sydney

2UE

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

2CH
Transmitter Site: Pennant Hills, Power: 3kw. 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, car Cordelia & Melbourne-st.
Rates Resume—standard rates for all time channels (26 times): Slogans £1 10s; 25wds £2 30s; 50wds £2 19s; 100wds £3 19s; 30mins £1 6s; 45mins £2 13s; 60mins £3 18s; 90mins £4 15s; 10mins £5 13s; 15mins £6 18s; 20mins £7 11s; 30mins £8 14s; 45mins £9 13s; 60mins £10 18s; 90mins £11 13s; 120mins £12 18s; 2hrs £13 18s; 3hrs £14 13s; 4hrs £15 18s; 5hrs £16 13s; 6hrs £17 18s; 7hrs £18 13s; 8hrs £19 18s; 9hrs £20 13s; 10hrs £21 18s.

2KY
Licensee: Labor Council of NSW, 52 Orwell-st, Pott's Point, Sydney. Phone FL951-2S.
Opened: Oct. 31, 1925.
Transmitter Site: Haslaun's Creek, Lidcombe. Power: 3kw. Frequency: 1020kcs. Operating Hours: 5.30am-midnight daily.
Directors: N. Thom, MLC, R. A. King, MLC, J. D. Patience, MLC, R. Jackson, MLC, F. Bowen, E. Wright, G. Blayney.
Executives: R. A. King (general mngr), L. R. Hood (asst gm), L. spinler (chf eng.), F. Witt (program mngr).
Network Affiliation: Associated with 2HN.
Rates Resume: (base rate): From 5.30am-3pm, £1 4s; 3-6pm, £1 13s 6d; 6-9pm, £3 19s 6d; 9pm-2am, £5 19s 6d; 2-3am, £6 10s 6d; 3-6am, £8 10s 6d; 6am-8am, £9 19s 6d; 8-11am, £11 19s 6d.

2SM
Licensee: Broadcasting Station 2SM Pty Ltd, 257 Clarence-st, Sydney. Phone BX5581.
Telegram, Town. 
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.
Executives: W. H. Stephenson (mngr), K. B. O'Donohue (exec. officer), R. N. Aylitt (sales mngr), D. M. Harnett (program mngr), John Brennan (studio mngr).
2UE
Licensee: Radio 2UE Sydney Pty Ltd, 29 Bligh St, Sydney. Phone 30829. Telegrams Twouee.
Opened: Jan. 20, 1925.
Transmitter Site: Homebush. Power: 5kw.
Frequency: 950kcs. Operating Hours: 24 hour service.
Directors: J. Lamb, J. P. Lamb, S. P. P. Lamb (chairman & managing director), M. D. Stevenson, C. V. Stevenson, A. D. Faulkner (alternate dir. to J. Lamb).
Network Affiliation: Major. Interstate Representation: H. Anderson, 150 Exhibition St, Melbourne (M8374); K. Cole, 32 Carriag St, Adelaide (LA4286).
Rates resume (26 times): 50wds, £1 15s (10.30am-10.30pm), £1 7s (10.30pm-5.30am), £10 6ds, £7 1s (6am-2pm), £4 15s (2-6pm), £1 10s (6pm-10.30pm), £10 6ds, £7 1s (10.30pm-5.30am), £15 10s, £1 10s (5.30am-10.30am), £18 10s, £15 15s (5.30am-10.30am), £18 10s, £15 15s (5.30am-10.30am).
For details of ABC stations 2FC and 2BL see special ABC section page 113.

2AY Albury
Opened: Dec. 17, 1930.
Transmitter Site: Tharpoong Power: 2kw.
Frequency: 1490kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Sat 6am-11.30pm, Sun 8am-11pm.
Director: Sir Lionel Hook.
Network Affiliation: AWA. Interstate, Overseas Representation: See 2CH.
Rates resume (26 times): 50wds, £1 0 6d (6am-2pm, 10pm-6am), £1 10s 6d (6-10pm), 100wds, £1 10s 6d (6-10pm), £1 10s 6d (6am-2pm), 100wds, £1 10s 6d (6am-2pm).

2BE Bega
Licensee: J. A. Kerr, Box 77, Bega. Phones: Bega 663 (office), Bega 192 (studio).
Opened: 1937.

2BH Broken Hill
Opened: June 30, 1934.
Executives: W. J. Pfeiffer (mgm), R. Raimer (sales mgm), W. Wilson (program mgm), R. Ormoby (program mgm).
Network Affiliation: Macquarie. 1/State Reps: MBS, 201-205 Young St, North Adelaide (M8461); MBS, 362 Lutrobene, Melbourne (T3867); Macquarie, 136 Phillip St, Sydney (8060).
Rates resume (base rate): 6.30am-9am, 15 wds, 10a, 25wds, 15s, 50wds, 17, 100wds, £1 6s, £7 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s, £1 10s.
Consequently B&T, MOST-READ, MOST-USED AND MOST-QUOTED is the best advertising medium in Australia for commercial broadcasting and television stations. A member of C.A.B.
HOUR AFTER HOUR in Victoria — in fact for 24 selling hours of every day — 3XY reaches a selective audience of listeners who really listen day after day.

DAY AFTER DAY more local and more national advertisers choose Victoria's only 24 Hour Station because 3XY holds its Radio audience, and guarantees bigger sales results year after year.

YEAR AFTER YEAR more and more Victorians are sold on 3XY because of its high quality programming and awareness of the desires and needs of listeners!

IN MELBOURNE THE TREND IS TO

3XY

Radio stations

• Victoria (Melbourne)
3AK
Opened: 8th Feb., 1931.
Frequency: 1569kcs. Operating Hours: Mon. - Sun., 6am-6pm; Mon. - Sat., 7am-5pm; Oct. 16-Feb. 15, Mon. - Sat., 6am-7pm.
Executives: W. Bowie (mng), A. Henry (chief engineer), P. Cavanagh (program mng).

3AW
Transmitter Site: Heidelberg. Power: 5kw.
Frequency: 1280kcs. Operating Hours: Mon. - Sun., 6am-11.30pm; Sat. 6am-1am (Sunday); Sun. 7am-11pm.
Executives: M. F. E. Wright (general mng), J. R. Page (mng mng), J. W. Ryan (chief engineer), R. H. Quinn (program mng), H. Harris (secy).
Network Affiliation: Macquarie. Sydney Representation: See 2GB.
Rates resume (base rate): 50wds, £10 (blast & night), £4 (day & 10.30-11pm); 100wds, £7 (blast & night), £5 (day & 10.30-11pm); 100mins, £10 (day & 10.30-11pm); £18 (night); 50mins, £18 (day & 10.30-11pm); £35 10s (night).

3KZ
Licensee: 3KZ Broadcasting Company Pty Ltd, 34 Elizabeth-st, Melbourne. Phone MF6511. Telegrams Threezk.
Transmitter Site: Lower Plenty. Power: 5kw. Frequency: 1180 kcs. Operating Hours: Mon. - Fri. 6am-11.30pm; Sat. 6am-1am (Sunday); Sun. 8am-11pm.
Directors: S. Morgan (mng dir.), W. V. Morgan, M. G. Stoman.
Executives: N. E. Balmer (mng), Arthur S. Banks (sales mng), D. A. Grace (chief engineer), K. O'Gorman (program mng).
Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX6161).
Rates resume (26 times): 50wds, £4 5s (blast), £5 1s 6d (day), £4 7s (night); 100wds, £6 (blast), £4 1s 8d (day), £6 5s (night); 100mins, £12 6s 4d (day), £15 10s 9d (night); 50mins, £22 7s 4d (day), £30 10s (night).

3ZU
Licensee: Nikken's Broadcasting Service Pty Ltd, 45 Bourke-st, Melbourne. Phone MF4141. Telegrams Threezu.
Opened: Mar. 8, 1925.
Transmitter Site: Heidelberg. Power: 5kw. Frequency: 590kcs. Operating Hours: Mon. - Fri. 5.30am-mid.; Sat. 5.30am-1am (Sunday); Sun. 7.30am-11.30pm.
Executives: L. Bennett (general mng), W. Holmes (sales mng), V. Virginia (chief engineer), J. McMahon (program mng).
Interstate Representation: Noel Battye Pty Ltd, 52 Phillip-st, Sydney (27-4515).
Rates resume (26 times): 50wds, £4 1s (blast), £4 4s (day), £4 16s (night); 100wds, £5 1s 6d (blast), £5 (day), £6 10s (night); 15 mins, £12 10s (day), £19 5s (night); 50mins, £24 1s (night).
70

It seems only yesterday...

BUT ON DECEMBER 30, 1960

3KZ WILL HAVE BEEN
"THE BRIGHTER BROADCASTING SERVICE"
FOR THIRTY YEARS...

30 YEARS OF ENTERTAINING—SELLING

3XY
Licensee: Efftee Broadcasters Pty Ltd, 103 Spring-st, Melbourne. Phone FB3511. Telegrams Threexy.

Opened: Sept. 8, 1935.


Directors: V. G. H. Harrison, G. A. McPhee.

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

Rates resume (26 times): 50wds, £3 14s (bfast), £3 6s (day), £3 15s (night); 100wds, £5 13s (bfast), £4 5s (day), £5 13s (night); 15mins, £11 6s (day), £15 15s (night); 30mins, £19 8s (day), £27 15s (night).

For details of ABC stations 3AR and 3LO see special ABC section, page 113.
it pays to buy... the giant economy size!

Get MORE for your money with the V.B.N. IN COUNTRY VICTORIA!

In all directions, the V.B.N. team will cover the territory for you more speedily, effectively, AND economically! So "gear up" with this grand 5 in 1 buy — the V.B.N. combined rate, and enjoy the full cycle of results! Head for value — via V.B.N.

Encircles Victoria

Radio stations

- Victoria (Country)
3BTA Ballarat
Licensee: Ballarat Broadcasters Pty Ltd, 56 Lodiard-st, North Ballarat. Phone 9056.
Telegrams Threeba.
Opened: July 31, 1930.
Executives: J. W. Whitty (mng.), K. R. Ridgway (chief engineer), T. W. Negri (sales mng.).
Network Affiliation: Marquarie Coop.
Interstate Representation: See 2GB.
Rates resume (26 times): 50wds, 19s 6d (6am-2pm), 10s 6d (opening-2pm), 15s 6d (2pm-6pm), £1 15s 6d (6-10.30pm). £1 16s 6d (10.30pm-11.30pm), £1 18s 6d (night); 15mins, £3 3s 6d (morn. & aft.), £3 5s 6d (night); 30mins, £5 3s 4d (morn. & aft.), £5 8s (night).

3BO Bendigo
Opened: June 4, 1931.
Transmitter Site: Kangaroo Flat. Power: 1kw. Frequency: 960kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 6am-12mid.; Sat. 6am-1am (Sun.), Sun. 7am-11.30pm.
Director: Sir Lionel Hooke.
Network Affiliation: AWA. Interstate, Overseas Representation: See 2CH.
Rates resume (26 times): 50wds, £1 0s 6d (6am-2pm; 10pm-close), £1 10s 6d (6pm-8pm); 100wds, £1 7s 6d (6am-2pm; 10pm-close), £1 18s 6d (6pm-10pm); 15mins, £4 1s 3d (6am-2pm; 10pm-close), £6 15s 6d (6pm-10pm); 30mins, £7 6s 5d (6am-2pm; 10pm-close), £10 2s 6d (6pm-10pm).

3CS Colac
Transmitter Site: Corioookerd, West Colac. Power: 1kw. Frequency: 1150kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 8.30am-11pm.
Executives: C. S. Faulkner (gen. mng.), Neil Reeman (sales mng.), C. A. Cullinan (chief engineer), C. Woodland (studio mng.).
Interstate Representation: D. N. Scott, O'Brian Hse, 56 Young-st, Sydney (68-2763).
Rates resume (26 times): 50wds, 8s 6d (bfast & lunch), 8s 5d (morn. & aft.), 15s (night); 100wds, 12s 6d (bfast & lunch), 11s 6d (morn. & aft.), 17s (night); 15mins, £2 3s 9d (bfast & lunch), £2 6s 1d (morn. & aft.), £3 5s (night); 30mins, £5 3s 9d (bfast & lunch), £5 8s 2d (morn. & aft.), £5 8s (night).

3CV Maryborough
Licensee: Central Victoria Broadcasters Pty Ltd, Burke-st, Maryborough, Vic. Phone Maryborough 650-1. Telegraphs Threeve.
Opened: Mar. 31, 1938.
Transmitter Site: Carathook. Power: 1kw. Frequency: 1640kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Sat. 6am-11pm; Sun. 8.30am-10.30pm.
Network Affiliation: Interstate Representation: See VB3.
Rates resume (26 times): 50wds, 14s (bfast & day), 15s 6d (night); 100wds, 17s (bfast & day), £1 5s (night); 15mins, £2 1s 6d (day), £4 14s (night); 30mins, £5 4s 8d (day), £8 2s (night).

3GL Geelong
Licensee: Geelong Broadcasters Pty Ltd, 4 James-st, Geelong. Phone 34131.
Opened: Dec. 5, 1930.
Transmitter Site: Geelong. Power: 1kw. Frequency: 1530kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 6am-11pm; Sat. 6am-11.30pm; Sun. 8am-10.30pm.
Directors: W. G. Jones (chairman), R. A. Cook, E. E. Wilson, J. A. McKenzie.

377 VIC. COUNTRY RADIO IN YOUR PLAN?
FIRST CONTACT THE LURSBY MAN!

Yes, you got it — 3YB, 3SR, 3UL! The trio that has 66 one-thousand-or-more-population towns and 410,000 people within its S.O.I. (Sphere of Influence).
That's coverage — and in the richest, best-buying parts of the State! Cost per impact with the LURSBY group, within the S.O.I., is only 1.7 pence per 1,000. Check it! You won't find any lower-priced way of getting to this market!
Call the LURSBY man! Let him show you the facts and figures that bear out these statements.

The LURSBY man is:
MELBOURNE — Rob Ellenby, Associated Broadcasting Services Ltd. 365 Elizabeth St, ET4937.
SYDNEY — Ken Lloyd, 76 Clarence Street, Telephone BX 1267.
3HA Hamilton
Licensee: Western Province Radio Pty Ltd. 37 Grey St., Hamilton. Phone Hamilton 5167. Telegrams: Threelam.
Rates: Monday to Friday, 10s (first half hour); 15s (half hour); 30s (full hour); 60s (two hours); £1 £s 6d (night). Saturday, 15s (half hour); 30s (full hour); 60s (two hours); £1 10s 6d (night). Sunday, 15s (half hour); 30s (full hour); 60s (two hours); £1 15s (night).

3LK Lubeck
Opened: Dec. 24, 1936.
Rates: Monday to Friday, £3 15s (first half hour); 40s (half hour); 80s (full hour); £1 5s (night). Saturday, £3 30s (first half hour); 60s (half hour); £1 15s (full hour); £3 15s (night). Sunday, £3 30s (first half hour); 60s (half hour); £1 15s (full hour); £3 15s (night).

3MA Mildura
Licensee: Sunrayia Broadcasters Pty Ltd. TAC Bldg, Mildura. Box 539, Mildura. Phone 25.

3NE Wangaratta
Rates: Monday to Friday, 15s (first half hour); 30s (half hour); £1 5s (full hour); £3 30s (night). Saturday, 15s (first half hour); 30s (half hour); £1 5s (full hour); £3 30s (night). Sunday, 15s (first half hour); 30s (half hour); £1 5s (full hour); £3 30s (night).

3SH Swan Hill
Licensee: Central Murray Broadcasters Pty Ltd, 749 Campbell-st, Swan Hill. Phone Swan Hill 226. Telegrams: Threelam.
Opened: Aug. 27, 1931.
Rates: Monday to Friday, 15s (first half hour); 30s (half hour); £1 5s (full hour); £3 30s (night). Saturday, 15s (first half hour); 30s (half hour); £1 5s (full hour); £3 30s (night). Sunday, 15s (first half hour); 30s (half hour); £1 5s (full hour); £3 30s (night).

Rates resume (26 times): 50wds, 12s (bfast & day), 11s 6d (night); 100wds, 15s (bfast & day), £1 3s 6d (night); £2 2s 6d (night); 15mins, £4 8s 6d (day); £5 5s (night); 30mins, £7 5s 6d (day), £11 (night).

3UL Warragul
Opened: May 18, 1937.
Frequency: 1480kcs. District Covered: Rural.
Operating Hours: Mon.-Fri. 5.30am-11.30pm; Sat. 5.30am-12mid. Sun. 7am-11pm.
Executives: E. M. Clyne (mngr), J. B. Walker (sales mngr), R. Jenkins (chief engineer), K. L. Austin (program mngr).
Network Affiliation: Associated with 3YB.
Rates resume (26 times): 50wds, £1 7s (day to 2.30pm), £1 3s 6d (night); 100wds, £1 14s 6d (day to 2.30pm), £1 8s 6d (night), £2 6s (night); 15mins, £3 10s (day to 2.30pm). £3 9s (night), 30mins, £7 5s 6d (day to 2.30pm), £6 8s 6d (night), £10 9s (night).

3TR Sale
Opened: Jan. 5, 1931.
Transmitter Site: Shepparton. Power: 2kw.
Frequency: 1420kcs. District Covered: Rural.
Operating Hours: Mon.-Fri. 5.30am-11.30pm, Sat. 5.30am-12mid. Sun. 7am-11pm.
Executives: E. M. Clyne (mngr), J. B. Walker (sales mngr), R. Jenkins (chief engineer), K. L. Austin (program mngr).
Network Affiliation: Associated with 3YB.
Rates resume (26 times): 50wds, £1 7s (day to 2.30pm), £1 3s 6d (night); 100wds, £1 14s 6d (day to 2.30pm), £1 8s 6d (night), £2 6s (night); 15mins, £3 10s (day to 2.30pm). £3 9s (night), 30mins, £7 5s 6d (day to 2.30pm), £6 8s 6d (night), £10 9s (night).

3UL Warragul
Opened: May 18, 1937.
Frequency: 1480kcs. District Covered: Rural.
Operating Hours: Mon.-Fri. 5.30am-11.30pm; Sat. 5.30am-12mid. Sun. 7am-11pm.
Executives: E. M. Clyne (mngr), J. B. Walker (sales mngr), R. Jenkins (chief engineer), K. L. Austin (program mngr).
Network Affiliation: Associated with 3YB.
Rates resume (26 times): 50wds, £1 7s (day to 2.30pm), £1 3s 6d (night); 100wds, £1 14s 6d (day to 2.30pm), £1 8s 6d (night), £2 6s (night); 15mins, £3 10s (day to 2.30pm). £3 9s (night), 30mins, £7 5s 6d (day to 2.30pm), £6 8s 6d (night), £10 9s (night).

3YB Warrnambool
Opened: Jan. 18, 1936.
Transmitter Site: Bushfield. Power: 1kw.
Frequency: 1260kcs. District Covered: Rural.
Operating Hours: Mon.-Fri. 6am-12mid. Sat. 6am-12mid. Sun. 7am-11pm.
Executives: E. M. Clyne (mngr), J. B. Walker (sales mngr), R. Jenkins (chief engineer), K. L. Austin (program mngr).
Network Affiliation: Associated with 3YB.
Rates resume (26 times): 50wds, £1 7s (day to 2.30pm & 6pm-close), £1 6s (day to 6pm-close), £10 6s 6d (day to 2.30pm). £10 6s (night), £14 6s (night), £21 6s (night), £22 6s (night), £30 6s 6d (night), £40 6s 6d (night).

For details of ABC stations 4QG and 4QR see special ABC section, page 113.
Audited circulation is foolproof protection...

In an appeal to advertiser members, A. Gilbert Pike, secretary of the Audit Bureau of Circulations, implores advertisers to join with the bureau in protecting their own interests.

"Surely," states Pike, "it must be obvious that a refusal to join the Audit Bureau of Circulations or Circulations Audit Board by publishers can only mean they are making fictitious circulation claims; and, of course, their rate structure is in accordance with these claims.

"Advertisers can assist themselves and, of course, the ABC or CAB, by refusing advertising support to any publication not listed in the circulation summaries.

"If every advertiser and advertising agency religiously adopted this measure it would not be long before these publishers either ceased publication, or submitted their publication to audit, thus revealing their true circulation figures."

ABC and CAB formula is foolproof, and circulation figures certified by these independent audit authorities are beyond doubt.

Astute space buyers in trade and business publications safeguard their advertising expenditure by refusing to do business with publications which do not submit their circulation claims to ABC or CAB audit.
5.30pm; 10pm close). £1 5s (5.30pm-10pm).
100 wds, £1 3s 5d (6am-8.30am). £1 5s (6.30pm-8pm). £1 6s 6d (7pm-5.30pm).
10pm close. £1 1s 6d (5.30pm-10pm). £1 5s (5.30pm-10pm). £1 5s (5.30pm-10pm).
30 mins, £1 6s (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 354, 609.
Opened: Nov. 3, 1941.
Operating Hours: Mon-Sat. 6am-10pm; Sun. 8am-10pm.
Director: S. L. Fittell (managing director).
Executive: A. H. Bazzott (mngt).
Network Affiliation: Macquarie coop.
Interstate Representation: 4BH, 43 Adelaide-st, Brisbane (2900); for Sydney & Melbourne see 2GB.
Rates resume: 50 wds, 13s (blat), 8s (day).
15s 6d (night). 100 wds, 18s (satur). 11s (day).
£1 2s (night). 15mins, £2 (day), £3 7s (night).
30mins, £1 5s (5.30pm), £5 6s (night).

4IP Ipswich
Licensee: Ipswich Broadcasting Co Pty Ltd, Brisbane-st, Ipswich. Phone Ipswich 287.
Telegrams Foursh.
Transmitter Site: Balalavasta. Power: 1kw.
Frequency: 1160kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Sat. 6am-10.30pm; Sun. 8am-10.30pm.
Director: W. J. Johnson, Mrs M. A. B. Johnson, W. S. Parkinson (chairman), G. S. O’Connor.
Executives: W. J. Johnson (mngt), K. Fairweather (ast. mngt).
Interstate Representation: Barnes Chapman Co, 1 Macquarie Place, Sydney (27687); John Havre, 422 Collins-st, Melbourne (C1). (MU6131).
Rates resume (26 times): 50 wds, 12s (6am-8.30am). 10s 6d (8.30am-2pm). 8s (2pm-5.30pm). 14s 6d (5.30pm-close). 100 wds, 16s 6d (6am-8.30am). 15s 6d (8.30am-2pm). 11.5s 6d (2pm-5.30pm). £1 4s 6d (5.30pm-close). 30 mins, £1 8s 6d (night).

4MB Maryborough
Opened: Aug. 16, 1932.
Transmitter Site: Riverview. Power: 2kw.
Frequency: 1060kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Sat. 6am-10.30pm; Sun. 7am-10.30pm.
Directors: A. P. Wynn (mngt), G. W. Robertson (sales mngt), R. J. Beaton (chief engineer).
Network Affiliation: Queensland Net.
Interstate Representation: R. Anwin, C/- 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 45 York-st, Sydney (BX277); E. L. Jeffrey, 370 Little Collins-st, Melbourne (53-9129); Charles F. Brown & Assoc., Adelaide (W5394).
Rates resume (26 times): 50 wds, 12s (6am-8.30am). 10s 6d (8.30am-2pm). 8s (2pm-5.30pm). 14s 6d (5.30pm-close). 100 wds, 16s 6d (6am-8.30am). 15s 6d (8.30am-2pm). 11.5s 6d (2pm-5.30pm). £1 4s 6d (5.30pm-close). 30 mins, £1 6s 3d (5.30pm-close).£2 4s (8.30am-2pm). £2 10s (2pm-5.30pm). £4 1s 6d (5.30pm-close). £6 5s (8.30am-2pm). £9 4s (8.30am-2pm). £9 7s 2s (5.30pm-close). £9 7s 6d (5.30pm-close). Saturation schedule on application.

4MO Rockhampton
Opened: July 2, 1932.
Transmitter Site: Flink Lilly. Power: 2kw.
Frequency: 1000kcs. District Covered: Primary, mineral. Operating Hours: Mon-Sat. 5.30am-11pm; Sun. 7am-10.30pm.
Network Affiliation: In association with 4BC, 4GR, 4MB. Interstate Representation: R. W. Highfield, 45 York-st, Sydney (BX277); E. L. Jeffrey, 370 Little Collins-st, Melbourne (53-9129); 4BC, Adelaide & Wharf-st, Brisbane (31-1311); Charles F. Brown & Assoc., Seaburne Chambers, 49 Pirie-st, Adelaide (W5394).
Rates resume (26 times): 50 wds, 16s (6am 8.30am). 14s 6d (8.30am-2pm). 10s 6d (2pm-5.30pm). £1 4s 6d (5.30pm-close). 100 wds, 16s 6d (6am-8.30am). 15s 6d (8.30am-2pm). 11.5s 6d (2pm-5.30pm). £1 7s 4d (5.30pm-close). 30 mins, £2 8s 2d (night). £3 6s (8.30am-2pm). £2 10s (2pm-5.30pm). £4 1s 6d (5.30pm-close). £6 5s (8.30am-2pm). £9 4s (8.30am-2pm). £9 7s 2s (5.30pm-close). £9 7s 6d (5.30pm-close).
4TO Townsville
Transmitter Site: Charters. Power: 1-kw Frequency: 790kcs. District Covered: Industrial, pastoral. Operating Hours: Mon-Sat. 6.30am-10.30pm; Sun. 7am-10am.
Network Affiliation: AWA. Interstate Representation: See 2CH.
Rates resume (26 times): 50wds, £1 6s (day), £1 10s 6d (night); 10wds, £1 7s 6d (day), £1 13s (night); £1 18s (day), £2 4s (night); £1 2s 6d (day), £2 12s (night); £1 4s 6d (day), £2 16s 6d (night). £1 6s (all night).

4VI Charleville
Transmitter Site: Charleville. Power: 1kw. Frequency: 9290kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Sat. 6.30am-10.30pm; Sun. 7.30am-10am.

4WK Warwick
Transmitter Site: East Warwick. Power: 2-kw, Frequency 880kcs. District Covered: Rural. Operating Hours: Mon-Sat. 6am-10.30pm; Sun. 7am-10am.
Network Affiliation: AWA. Interstate, Overseas Representation: See 2CH.
Rates resume (26 times): 50wds, £1 11s 6d (day), £1 15s 6d (night); 10wds, £1 19s (day), £2 4s (night); £1 2s 6d (day), £2 12s (night); £1 4s 6d (day), £2 16s 6d (night). £1 6s (all night).

4ZR Roma
Transmitter Site: Bungooran. Power: 1-kw, Frequency 1480kcs. District Covered: Pastoral, rural. Operating Hours Mon-Sat. 6.30am-10.30pm; Sun. 8am-10.30pm.
Director: W. M. Ewan (chairman), E. E. Gold (managing director), A. Dean, A. Sillitoe, A. Carter, R. V. Johnson.
Executives: C. R. Horner, R. C. Power (chief engr.), C. Jeeves (engineer), N. M. Davidson (chief mg engr.).
Network Affiliation: AWA. Interstate & Overseas Representation: See Roma.
Rates resume: 50wds, £2 10s (bfast), £1 15s (day), £1 20s (night); 10wds, £2 13s (bfast), £1 2s 5s (day), £2 10s (night); 5m, £1 6s (all night).

5AD Adelaide
Transmitter Site: Cavan. Power: 2kw. Frequency 1200kcs. District Covered: Industrial, rural. Operating Hours: 24hr service. Relays to 5AD-SA-M.
Network Affiliation: AWA. Interstate Representation: See 5AD.
Rates resume (26 times): 50wds, £2 10s (bfast), £1 15s (day), £1 20s (night); 10wds, £2 13s (bfast), £1 2s 5s (day), £2 10s (night); 5m, £1 6s (all night).

5AU Port Augusta
Licensee: Port Augusta Broadcasting Co Ltd, 66 King-st, Port Augusta. Phone Port 5A. (All enquiries are to be sent to 5KA.)
Opened: May 25, 1938.
Transmitter Site: Port Augusta. Power: 50wds. Frequency: 150kcs. District Covered: Industrial, pastoral. Operating Hours: Sun-Fri. 5.45am-11pm; Sat. 5.45am-12 mid. in relay with 5KA.
Interstate Representation: See 5KA.
Rates resume (26 times): 50wds, £1 9s (day), £1 8s 6d (night); 10wds, £1 15s (day), £1 14s (night); 5m, £1 6s 3d (day), £1 5s 9d (night).

5DN Adelaide
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. in relay with 5KA.
Executives: J. S. Larkin (general engr.), F. E. Andersen (sales engr.), S. G. Barber (chief engr.), M. A. Thomas (program engr.).
Rates resume: 50wds, £2 10s (bfast), £1 15s (day), £1 20s (night); 10wds, £2 13s (bfast), £1 2s 5s (day), £2 10s (night); 5m, £1 6s (all night).

5KA Murray Bridge
Licensee: 5KA Broadcasting Co Ltd, C. P. 5AD, Box 392, GPO, Adelaide. Phone LA 0143. Telegrams Freer.
Opened: Sept. 16, 1934.
Transmitter Site: Murray Bridge. Power: 50wds. Frequency: 1490kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Fri. 5.30am-11.15pm; Sat. 5.30am-mid night. In relay with 5AD.
Director: Executives, Interstate & Overseas Representation: See 5AD.
Network Affiliation: Major.

ABC Indus - Brisbane
Station: 2CH. Frequency: 970kcs. District Covered: Major. Operating Hours: Mon-Fri. 5.30am-11.15pm; Sat. 5.30am-mid night. In relay with 5AD.
IN SOUTH AUSTRALIA
THE STATIONS
FOR SATURATIONS

5AD
PI-MU-SE

For maximum STATEWIDE
penetration at
minimum cost... 
covering 860,000 people...
You must use

5PI Crystal Brook
Licence: Midlands Broadcasting Services Ltd, C/O 5AD, Box 392, GPO, Adelaide.
Phone: 86.
Opened: Jan. 7, 1932.
Transmitter Site: Crystal Brook. Power: 2kW. Frequency: 1040kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11.15pm, Sat. 5.30am-midnight, Sun. 7.45am-10.45pm.
Directors, Executives, Interstate & O'vars Representation: See 5AD.
Network Affiliation: Major.

5SE Mt. Gambier
Licence: South Eastern Broadcasting Co Ltd. Address and Phone number same as 5AD.
Opened: July 3, 1937.
Transmitter Site: Mt Gambier. Power: 500kts. Frequency: 1370kcs. District Covered: Pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11.15pm, Sat. 5.30am-midnight, Sun. 7.45am-10.45pm. In relay with 5AD except between 12.15pm-1pm and 2.15pm-5pm Mon.-Fri.
Directors, Executives, Interstate & O'vars Representation: See 5AD.
Network Affiliation: Major.

5RM Murray Valley
Licence: Iver Murray Broadcasters Ltd, Box 118, GPO, Berri, SA. Phone Berri 80.
All enquiries to 5KA.
Opened: Sept. 30, 1937.
Transmitter Site: Berri. Power: 2kW. Frequency: 800kcs. District Covered: Pastoral, rural. Operating Hours: In relay with 5KA.
Executives: H. F. Lloyd (resident engineer).

For South Australian stations of the ABC see special ABC section, page 113.
Over 1,000 sponsors of radio or TV programs, or buyers of radio or TV spots, are subscribers to “Broadcasting and Television”. They wisely rely on it to keep them up-to-date with all new developments in radio and TV advertising.

"Broadcasting and Television", every Thursday, not only informs in terms of news, but provides a constant source of guidance for those making daily use of air media — advertising and merchandising techniques — and is in its specific field the publication...

**MOST-READ, MOST-USED AND MOST-QUOTED**

ANNUAL SUBSCRIPTION: £4.15.0 PER YEAR IN AUSTRALASIA.

£5.5.0 EMPIRE COUNTRIES, £5.15.0 FOREIGN.
6KG Kalgoorlie
Opened: Sept. 16, 1931.
Transmitter Site: Parkeston. Power: 2kw.
Frequency: 690kcs. District Covered: Rural.
Operating Hours: Mon.-Fri. 6am-2pm; Sat. 6.30am-5.30pm; Sun. 11am-2.30pm, then 5-10pm.
General Manager: D. F. Moir.
Network Affiliation: Widows Broadcasting Network. Interstate Representation: See 6PR.
Opened: Oct. 11, 1939.
Transmitter Site: Waterloo. Power: 2kw.
Frequency: 315 metres, 960kcs. District Covered: Industrial, rural, pastoral, rural. Operating Hours: Mon.-Fri. 6am-10.15pm; Sat. 6am-11pm; Sun. 7am-10.30pm.
Directors, Executives, Network Affiliation, Interstate Representation: See 6PR.
Opened: Aug. 13, 1930.
Transmitter Site: Mt Nelson. Power: 2kw.
Operating Hours: Mon.-Fri. 5.30am-11.30pm, Sat. 5.30am-midnight, Sun. 7am-11pm.
Directors: B. A. McCann (chairman), L. E. Benjamin, L. C. McCann, R. J. Morris.
Executives: R. M. Verragio (mnger), F. B. Klein (chief engineer), M. McCann (record mgr).
Rates: Licensee: Commercial Broadcasters Pty Ltd, 8084 Elizabeth-st, Hobart, GPO Box 542F, Phone 35071, Telegrams Seveeho.
Opened: Apr. 19, 1937.
Transmitter Site: Droughty Point, Derwent River Shores. Power: 2kw. Frequency: 100kcs.
District Covered: Industrial, fruitgrowing, rural. Operating Hours: Mon.-Fri. 5.30am-11.30pm, Sat. 5.30am-12midnight, Sun. 7am-11pm.
Directors: B. A. McCann (chairman), L. E. Benjamin, L. C. McCann, R. J. Morris.
Executives: R. M. Verragio (mnger), F. B. Klein (chief engineer), M. McCann (record mgr).
Rates: Licensee: Commercial Broadcasters Pty Ltd, 8084 Elizabeth-st, Hobart, GPO Box 542F.

6TV Bunbury

70H Hobart
Licensee: Metropolitan Broadcasters Pty Ltd, 141 Elizabeth-st, Hobart, GPO Box 575F.

7AD Devonport
Licensee: Northern Tasmania Broadcasters Pty Ltd, 50 Kookst, Devonport, PO Box 18. Phone 457, Telegrams Seveeho.
Opened: Aug. 6, 1932.
Transmitter Site: Don Heads. Power: 500wts. Frequency: 900kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11.30pm, Sat. 5.30am-midnight, Sun. 7am-11pm.
Directors: B. A. McCann (chairman), L. E. Benjamin, L. C. McCann, R. J. Morris.
Executives: R. M. Verragio (mnger), F. B. Klein (chief engineer), M. McCann (record mgr).
Rates: Licensee: Commercial Broadcasters Pty Ltd, 8084 Elizabeth-st, Hobart, GPO Box 542F, Phone 35071, Telegrams Seveeho.
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District Covered: Industrial, fruitgrowing, rural. Operating Hours: Mon.-Fri. 5.30am-11.30pm, Sat. 5.30am-12midnight, Sun. 7am-11pm.
Directors: B. A. McCann (chairman), L. E. Benjamin, L. C. McCann, R. J. Morris.
Executives: R. M. Verragio (mnger), F. B. Klein (chief engineer), M. McCann (record mgr).
Rates: Licensee: Commercial Broadcasters Pty Ltd, 8084 Elizabeth-st, Hobart, GPO Box 542F.
Industrial, rural. Operating Hours: Mon.-Sat. 7am-11pm; Sun. 10am-10.30pm.


Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, Southaill, 54 Queens-st, Melbourne (BM3641); MBS, 201 Tynte-st, Adelaide (M8461).

Rates resume (26 times): 50wds, £2 12s (day), £2 12s (night); 30mins, £2 12s (night); £2 9s (day).

7PB Burnie

Licensee: Burnie Broadcasting Service Pty Ltd. Mountst, Burnie. PO Box 125, Phone Burnie 125. Telegrams Sevenbu.


Transmitter Site: Covee. Power: 500wts. Frequency: 560kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri. 6.30am-10.30pm; Sat. 6.30am-10am.


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

Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, Southaill, 54 Queens-st, Melbourne (BM3641); MBS, 201 Tynte-st, Adelaide (M8461).

Rates resume (26 times): 50wds, 9s 6d (day to 5.45pm), 14s 6d (night); 100wds, 12s 6d (day), 15s 6d (night).

7LA Launceston

Licensee: Findlay & Wills Broadcasters Pty Ltd. Broadcast Hse, Quadrant. Phone 2-1551, 2-1552. Telegrams Sevenbu.


Executives: R. E. Ward (mngt), B. Barliss (sales mngt), R. B. McLaurin (chief engineer), H. R. Parish (assist. mngt).

Network Affiliation: Macquarie. Interstate Representation: Sydney and Melbourne, see Macquarie.

Rates resume (base rate): 50wds, £1.10s (bfast), £1.16s (day), £1.16s (evening); 15mins, £1 6s (day), £1 6s (evening).

7SD Scottsdale


Transmitter Site: North Scottsdale. Power: 50wts. Frequency: 540kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri. 7am-10.15pm; Sat. 7-9am, then 4.50-10.15pm; Sun. 10am-1pm, then 5-10.15 pm.


Executives: B. Servine (mngt & engineer).

7ST Queenstown

Licensee: West Coast Broadcasters Pty Ltd. PO Box 215, Queenstown. Phone 124.

Opened: May 29, 1957.

Transmitter Site: South Queenstown. Power: 750wts. Frequency: 732kcs. District Covered: Mining, pastoral. Operating Hours: Mon.-Fri. 7am-1pm, then 4pm-10.30pm; Sat. 7-9am, then 12noon-10.30pm; Sun. 6.30-10.30pm.


Executives: H. Ebrall (mngt & chief engineer), V. Finn (sales mngt), P. Haigh (program mngt).

Interstate Representation: MBS, 136 Philip-st, Sydney (861995); MBS, 382 Launceston, Tasmania (FJ671); MBS, 201-205 Tynte-st, North Adelaide (201-205).

Rates resume (base rate): 50wds, 9s 6d (day to 5.45pm), 10s (night); 100wds, 10s (day to 5.30pm), 10s (night); 15mins, £1 15s (day to 5.30pm), £2 12s (night); 30mins, £3 25s (day to 5.30pm).

For Tasmanian stations of the ABC see special ABC section, page 113.
IS THE FIRST CHOICE OF ADVERTISING AGENCIES

BECAUSE it was the FIRST publication in its field to come to them in a streamlined magazine format containing the widest, most up-to-date, easiest-to-read condensed coverage of all the industry news that matters.

BECAUSE B&T was the FIRST to go in for the specialised, authoritative treatment, the how-to-use-advertising, the get-down-to-cases approach that today's advertising men want, and have a right to expect.
when you think of
NATIONAL COVERAGE

Think of major

THE MAJOR BROADCASTING NETWORK
2UE · 2KO · 3DB · 3LK · 4BK
4AK · 5AD · 5MU · 5SE · 5PI
6PR · 6TZ · 6CI · 7HT · 7EX

NATIONAL


Member Stations: 2GB, 2CA, 2LF, 2LT, 2MY, 2NX, 2PM, 2PK, 4BK-AK, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA.

Co-operating: 2AD, 2AY, 2BE, 2BH, 2GL, 2GU, 2GF, 2GN, 2KM, 2MO, 2NQ, 2RG, 2SU, 2TL, 2WG, 2XL, 3AM, 3BA, 3BP, 3GL, 3JB, 3UL, 3YB, 4AC, 4AL, 4MB, 4RO, 4TO, 4VL, 4WK, 6AM, 6AL, 6KG, 7AD, 7BU, 7SD, 7QT.

Interstate Representation: Branch offices, Melbourne (FJ3671); 201-205 Pirie-st, North Adelaide (M4641). 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 B0500.

Member Stations: 2UE, 2KO, 3DB-LK, 3LK-AK, 5AD-P1-MU-SE, 6PR-TZ-CI, 7EX, 7HT.

I/State Reps: Hugh Anderson, 150 Exhibition-st, Melbourne (MF6674). Member stations all other States.

Network, formed in 1938, offers national coverage. Its stations, in capital cities and regional centres, are long-established and highly-rated.


Executives: M. F. Albert (chairman), A. F. Albert (vice-chairman), L. C. Hynes (general manager, also general manager, 2UB), F. E. Levy (2UB), M. E. Baker (IBC), A. P. Wynne (IBM), E. J. Kneeben (4KO), E. E. Gold (4GR).

Member Stations: 2GB, 2CA, 4MB, 4RO, 4GR, 2UB.

I/State Reps: R. Anwim, c/o Wharf & Adelaide-sts, Brisbane (20355); R. W. Highfield, Asbestos Hse, York-st, Sydney (BX2737); E. L. Jeffery (all stations excepting 2UB), 150 Little Collins-st, Melbourne (MX3115); 2UB, D. Gilder, 18 Queen-st, Melbourne (G2709); Charles F. Brown (all stations), 46 Pirie-st, Adelaide (W3529).

Network established March, 1937. Stations offer Sydney, Brisbane and Queensland regional coverage. Although all the stations are under 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.

NATIONAL


Executives: Sir Lionel A. Hooke (manag. dir.), A. E. R. Fox (assist. general manager), R. R. Harris (country broadcasting service superintend.)

Regional

ADVERTISER NETWORK, Box 592, GPO, Adelaide. Phone LA0421.

Member Stations: 5AD, 5PI, 5MU, 5SE.


Network offers Adelaide and SA rural coverage.

Regional
ASSOCIATED BROADCASTING SERVICES LTD, 365 Elizabeth-st, Melbourne. Phone FJ 9357.
Executives: S. J. A. Kemp (mng dir), R. W. Ellenby (sales mnger).
Member Stations: 3SR, 3YB, 3UL.

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 Pty Ltd, Radio Centre Calala, Tamworth. Phone Tamworth ME74. Telegrams Twotmn.
Executives: E. Higginbotham (manag. dir), S. Emerton (2TM and Network supervisor), D. Charlton (chief engineer), R. V. Bridson (2AD), A. Thompson (2RE), L. Worms (2MO), B. F. Watson (Net. secretary).
Member Stations: 4BH, 43 Adelaide-st, Brisbane, Phone 2-2002; Country Radio & Television Pty Ltd, 30 Carrington-st, Sydney (BX3380); John Harve, 422 Collins-st, Melbourne (MU3011).

Network offers NSW regional coverage.

Executives: R. McC. Russell (mng), W. Arwell (ass to mng & program dir), W. Fuhrmann (sales mng).
Member Stations: 6PR, 6TZ, 6C1.

Stations offer Perth and SW regional coverage.

NATIONAL NETWORK, Box 120, PO, Burnie. Phone Burnie 125. Telegrams, Sevenbu.
Executives: Tas Lord (gen. mng & gen. mnger, 7BF), M. T. Evans (mnger, 7AD), B. Scetline (mnger, 7SD).

Member Stations: 7BF, 7AD, 7SD.
I/State Repr: A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, 34 Queen-st, Melbourne (BM3641); MBS, 201 Tynte-st, Adelaide (M4641).

Network offers Tasmanian regional coverage with estimated 100,000 listeners.

Member Stations: 3HA, 3TR, 3SH, 3NE, 3CV.

Executives: Nevill Dixon (general mng), Bob Baek (sales mng), David de la Rie (mng dir & mnger, 3NE), Donald P. James (mnger 3HA), Harry Lithgow (mnger 3SH), Gordon Lewis (mnger 3TR), Ken Parker (mnger 3CV).

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-ryd, Perth. Phone 23-2521.
Executives: B. Samuel (general mng).
Member Stations: 6IX, 6WB, 6MD, 6BY.
I/State Repr: C. Gorley, 239 Collins-st, Melbourne, 63-7131.

Network offers Perth and WA rural coverage.

WHITFORD BROADCASTING NETWORK, 115 St George's Terrace, Perth. Phone 21-2201.
Member Stations: 6FM, 6AM, 6KG, 6GE.
I/State Repr: D. N. Scott, 56 Young-st, Sydney (BU2275); E. L. Jeffrey, 790 Little Collins-st, Melbourne (MU3115).

Network offers Perth and WA regional coverage.
SYDNEY

AMALGAMATED WIRELESS (AUSTRALIA) LIMITED, 47 York-st, Sydney. Box 2516, GPO (B0228). (2AY, 2CN, 2GF, 2BO, 4TO, 4CA, 4WKS). David Crawford (country stations' sales mgr).


LOCK, KINGSLEY, 60 Hunter-st, BW9570. (2KO).

MACQUARIE BROADCASTING SERVICE, 156 Phillip-st, B0560. (2CA, 21F, 2LT, 2MT, 4XY-NA, 2PR, 2X1, 2AW, 2BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, 2DU, 2BS, 2MG, 3BA, 2BH1). S. R. L. Hark (mng dir), F. J. Coombes (manag dir). McGOWEN, E. E., C/o TCN advertising-sales division, 249 George-st, Sydney. BU2881. (ADB7, BTQ9).


PHILLIPS, I. W., 29 Bligh-st, BW948. (3DB-LK, 4BK-AK, 5AD-PI-MUSE).

POWERS, HILL, 76 Clarence-st, Sydney. BX1222. (HSV).

RICHARDSON, PETER, 5 Plunkett-st, East Sydney. FA0511. (GTV).

RIVERINA BROADCASTERS PTY LTD, 30 Carrington-st, BX3502 (2WG, 2QN). Rep: David Kerrigan.


SCOTT, D. N., 56 Young-st, BU2783. Telegrams: Donnycott Sydney. (7EN, 6PM-AM-KG-GE, 6VA, 3CS).


MELBOURNE

ALLAN, STANFORD, 247 Collinest, 65-7081. (2BE).

AMALGAMATED WIRELESS (AUSTRALIA) LIMITED, 107 Queen-st, Melbourne (M1961). (2CH, 2AY, 2GN, 2BO, 4TO, 4CA, 4WK). J. L. Finch (sales mng).

ANDERSON, HUGH, 130 Exhibition-sts, FM1744. (2UE, 2KO, 2GZ, 2NZ, 2LM, 3GL, 3BA-AK, 5AD-PI-MUSE, 7EX, 7HT).


GARDINER, D., C/o HSV, c/o Dorcas & Watson, 5th Melbourne. FX5311. (ADB7, BTQ9).

GILDER, D. G., 18 Queen-st, Telegraphs: Twome Melbourne. MU3819. (2UW).


HAVRE, JOHN, 42 Collins-st, MU3011. (2UW).

JEFFREY, E. L. Box 1914R, GPO, Melbourne. 65-1051. Telegrams: Jeffra Mid-Melbourne. (BHCSB, 4GR, 4MB, 4RO, 4AY, 4ZB, 4YL, 2KM, 2KA, 3CS, 5KA-AMURM, 6PM-AM-KG-GE, 6VA.). E. L. Jeffrey (princ.).

MACQUARIE BROADCASTING SERVICE, 32 Lutrost, FJ3761. (2GR, 2CA, 2DU, 2BS, 2GR, 2LF, 2LT, 2MG, 2MW, 2XN-AM, 2PF, 2WL, 2BA, 4BU, 4GC, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT). Roy Heath (Mng). OATEN, WARD, 57 Collins-st, MU4725. (JMA).

THOM, J. D., 395 Collins-st, MB1792. (2EL).

BRISBANE

AMALGAMATED WIRELESS (AUSTRALIA) LIMITED, cnr Cordelia & Melbourne-sts. Brisbane (14631). (2CH, 2AY, 2GN, 2BO, 4TO, 4CA, 4WK). J. F. Banney (sales mng).

ANWIN, RON, 50-58 Wharf-st, 31-1811. (2UW, 4AY, 4GR, 4MG, 4VL, 4ZB, 4RO, 4MK, 4SB, 2MMW).

WOOD, ERIC, 329 Adelaidest, 27375. (2HD, 5KA-AMURM).

ADELAIDE

BROWN, CHARLES F., Selborne Chambers, 4 Pitt-st, Adelaide. W5595. (2UW, 4BC, 4GR, 4RO, 4MB).


MURPHY, K., C/o ADS7, 125 Strange-wy Terrace, Nth Adelaide. M8591(BTQ9).

OVERSEAS RADIO-TV REPS IN AUSTRALIA


IS THE FIRST CHOICE OF AUSTRALIAN TIMEBUYERS

BROADCASTING AND TELEVISION

MEMBER CIRCULATIONS AUDIT BOARD

IS
THE FIRST CHOICE OF
AUSTRALIAN TIMEBUYERS

BUT FOR EVERY TIMEBUYER
THERE ARE OTHER DECISION
MAKERS BEHIND THE SCENES
WHO READ B&T AS WELL

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message, because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in BROADCASTING AND TELEVISION. B&T reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other air media publication.
Radio Australia, the Australian shortwave service for the Northern Pacific region and the world was established in Queensland, Townsville
in March 1958.

The Second World War.

Radio Australia was established in Townsville, Queensland in August 1958.

Far North, Alice Springs (1000kcs, 10kw). Regional.

Central Queensland, Rockhampton (660kcs, 10kw).

4QY Far North, Cairns (900kcs, 2kw); 6MO Southport (1300kcs, 200kw).

Queensland, Longreach (5040kcs, 1kw);

Cairns, Queensland, Townsville. (635kcs, 50kw); 4Q Darling Downs, Toowoomba (690kcs, 5kw); 4PM Mount Morgan, Rockhampton (690kcs, 10kw); 4QY Far North, Cairns (900kcs, 2kw); 6MO Southport (1300kcs, 200kw).

SOUTH AUSTRALIA:

5AN (800kcs, 2kw); 5CL (700kcs, 5kw). Regional.

5CK Lower North, Port Pirie (690kcs, 10kw); 5LN Port Lincoln (1550kcs, 20kw); 5WM Woomera (1300kcs, 50kw); 5MG South East, Mt Gambier (1000kcs, 200kw); 5PA South East, Penola (1100kcs, 2kw); 5MV 5th Aust. Upper Murray Service, Renmark (1300kcs, 20kw).

WESTERN AUSTRALIA:

6VF (600kcs, 3kw), 6WN (810kcs, 10kw).

6GF Goldfields, Kalgoolie (700kcs, 2kw); 6GN Geraldton (800kcs, 50kw), 6WA Wagan (560kcs, 50kw); 6NM Northam (600kcs, 200kw); 6AL Albany (650kcs, 400w).

NORTHERN TERRITORY:

5AL Alice Springs (1300kcs, 50kw), 5DR Darwin (600kcs, 20kw).

PAPUA:

9PA Port Moresby (1250kcs, 500w).

In addition, it is expected that the following stations will come into operation during 1960-4: M1 Mount Isa, SNN Katherine (SA) and 5TC Tennant Creek (SA).

SHORT WAVE SERVICES:

VLF, VLH VLR (all Leighs, Via, LG-LH, 10kw, LR. 3kw), VLI (Sydney, NSW, 2kw), VLM VLO (Brisbane, Qld, 10kw), VLT (Port Moresby, Papua, 2kw), VLY-VLX (Perrth, WA, LW 2kw, LX 10kw).

(Note: Frequencies on which these short wave stations transmit are varied as required for best results).

EM SERVICES (see page 192)

TELEVISION STATIONS

ABN Sydney

Transmitter and Site: Macquarie St, Sydney.

Facilities: Telecine channels and one Fernseh telecording unit with two Siemens magnetic tape sound recorders.

Operating hours: Mon.-Fri., 6-10:15pm; Sat., 10:30-10:15pm; Sun., 11:45-12:15pm; Twice
phone CLIVE WATERS

He will look after your recording problems

3UZ MF 4141

Since the recording of the first experimental radio program by Columbia (now EMI) in 1929, the Australian transcription industry has made giant strides, and today the yearly value of transcribed radio program productions is between £750,000-£1,000,000.

Studios and recording equipment now in use by Australian program recording companies — showing immense technical advances on the improved facilities of the early 1930s — are valued at £250,000. Overall, the industry is recording about 155 quarter hours per week.

Possibly the best known pioneer of the Australian program production industry, and one of radio's greatest and best loved dramaticists and personalities was the late George Edwards and his wife, Nell Stirling, who teamed with Columbia to record under the new famous title of Columbia-George Edwards Productions.

In 1959, 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 stabilizing 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 new powerful industry organisation the Australian Radio Producers Association.

Its members, representing almost the entire Australian program production industry, are: EMI (Australia) Pty Ltd, Australian Radio (Music) Productions, Ron R. Beck Productions, Hector Crawford Productions, Donovan Joyce Productions, and Artransa.

President is R. V. Southey, vice-president, H. Crawford, and secretary, J. Graham (Holt, Graham and Newman — solicitors).

Association b/q is in Melbourne, 178 Collins-st (MF1093). 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.

AMALGAMATED WIRELESS (AUSTRALIA) LIMITED: Recording Department, 47 York-st, Sydney (B0233) and 167 Queen-st, Melbourne (MF1941). Cables: Expanse. Producers of transcriptions, commercials and records.

Executives: A. E. R. Fox (AWA assistant general manager, in charge of broadcasting division); K. Johns (recording manager); J. Colin Craigin, J. Spicer (studio manager, Melbourne).

Facilities: Three Sydney and one Melbourne studios specially designed and equipped for all dramatic, oral and musical recording. Extensive sound effects library. Mobile OB equipment.


ARTRANSA PTY LTD: 132 Phillip-st, Sydney, (B 0560).

Executives: R. T. Lord (mngr), S. Baker (radio sales mngr), J. Bradley (radio prod. mngr), R. Lyster (sales exec.).

Studios: Both studios have Emitape recording equipment. Mobile OB equipment.


AUSTRALIAN PRODUCTION UNIT, 504 Little Collins-st, Melbourne. (61-2139). Radio and TV feature and commercial producers.

Directors: R. M. Roberts.

Executives: Barbara McIntosh and John Cooper (staff prod).


Executive: B. Westwood (prod).

Studios: Two studios equipped with latest American and European equipment for
recording programs, musical items, commercials, sound sequences for documentaries and TV commercials. Other facilities include multiple dubbing, tape-to-disc transfer, tape duplicating and complete sound and musical library.

AUSTRALIAN RADIO & TELEVISION PRODUCTIONS PTY LTD. Head office, 352 Collins-st, Melbourne (MY1188), Studio & Despatch, 65 Palmerston-cres., S'H Mel­bourne. Cable address: (Head office) Display, (Studio) Fanfare. Feature program producers.

Directors: Noel Dickson (chairman and man. dir.), P. M. Daniel, J. Joyce (secy).

Chief Producer: Roly Barley.

Repr: EMI (Aust.) Ltd, 301 Castlereagh­st, Sydney; 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, 10 East 53rd St, at Madison Ave, New York, USA; All Canada Radio Facilities Ltd, 80 Richmond-st West, Toronto, Canada.


Studios: Custom built equip., plus AWA, MBH pickups, AWA transcription units. Specialities in OB production. Has £35,000 worth of OB equipment, including two vans, PA system, recorders, microphones, pan & edit equipment, and stereophonic sound recording equipment.

BRITISH AUSTRALIAN PROGRAMMES PTY LTD, 60 Hunter-st, Sydney (BW 4661).

Recording studio.


Advertising specialists, producers of radio and sound film.

Directors: Guy Drew (gen. mgng).


Directors: Hector Crawford (man. dir). Dorothy Crawford, John Ormiston Reid, A. Leo Finn, Ian Crawford.


. . . of course, this will never happen. The lifeblood of radio (recorded music, features) is constantly flowing. And E.M.I. are proud of their major contribution to this flow—helping to keep radio on the air with labels like: H.M.V., DECCA, CAPITOL, LONDON, VOGUE, M.G.M., DISNEYLAND, etc, featuring stars of the caliber of Maria Callas, Frank Sinatra, Gieseking, Borbirolli, Winifred Atwell, Beecham, Gigli, Callas, Julie London, Victoria de las Angeles, Carman Dragon, Joan Hammend, Van Karajan and Klemperer.

DIRECTOR OF PROGRAMMING

EMI (AUSTRALIA) LIMITED
301 CASTLEREAGH STREET, SYDNEY
TEL. 20912

TR.54.4P

E.M.I. (AUSTRALIA) LIMITED have the most comprehensive service for radio stations and advertising agencies. E.M.I. will write, record and produce radio commercials for you. E.M.I. recording studios are the finest available with the world’s largest library of theme music and sound effects.


Executive: Norval W. Scott (secy), R. V. Sowerby (recording dir.), K. Stevens (sales mgr.), P. E. Hind (transcriptions & comical recordings).

Studios: Three recording studios, each with own control room fitted with special consoles equipped with six turntables and eight microphone channels.

Largest studio used for orchestral and instrumental recordings, second for dramatic and serial presentations and third for recording talks, commercials or auditioning. Equipped with one electronic echo chamber, eight tape recorders, including OB equipment and facilities for recording from landline to tape.

Reps: John Havre, 422 Collins-st, Melbourne (MU3011); EMI (Aust.) Ltd, 167 Flinders-st, Melbourne (MF2211); EMI, 301 Rundle-st, Adelaide (W4741); EMI, 73 King-st, Perth. O'Kea Electric & Musical Industries, Hayes, Middlesex, UK (parent co.).


Executive: Alfred G. C. Ward (mgm). Studios: Equipped with all disc and tape recording equipment.


Reps: Hai-Muir, 34 Queen-st, Melb. (BM 5641); Eric Wood, box W1918, GPO,Bronx (22735); Noel Batty (sales rep.), 51 Philliip-st, Sydney (274515). O'Kea Charles Michelson, 45 West 45th-st, New York, USA.


Directors & Interstate & O'Kea: Reps. See Grace Gibson Radio & TV Prod. (this page).


Director: R. C. Heffewart.


Directors: Donovan Joyce, Nance Joyce. Usually deals direct with stations and networks in Australia and abroad.

MBS RECORDING DEPARTMENT, 136 Phillip-st, Sydney (B 0590).

Executives: L. N. Schultz (tech. services dir.), K. Freeman (facil. mgm).

Studios: Four recording studios, four Emitape and six Ampex machines, five disc recorders, complete sound effects library including electronic gunshot machine, reverberation equip.

Reps: See 2GB Macquarie.


Executive: A. Winston (prod.).

ROBERT PEACH PRODUCTIONS PTY LTD, 65 Palmerston-court, South Melbourne. Phone MX1462, MX5147.

Directors: Robert Peach (mgm dir.), Helen Peach (secy).

Executives: Sheila Brethery (office mgm), Ken Richards (senior eng.).

Studios: Full facilities for production and recording of dramatic and musical transcriptions; complete service for recorded commercials and sound for film; projection and audition rooms; comprehensive music and sound effects libraries, also many unique electronic effects devices; mobile unit for recording on location.


Reps: See 3DB.

2SM RECORDED COMMERCIAL PRODUCTION UNIT, 257 Clarence-st, Sydney. Phone BX3881.

J. W. Brindle, in charge of 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. Three studios, full range of equipment.

T.G. BROADCASTS, 45 Victoria-st, Waverley, NSW. Phone 89-2255.

Manager: Rev. Kiernan O'Connell. Religious transcription service and also Australian representative for The Hour of St Francis, Los Angeles, U.S.A.; (non-profit organisation which provides religious material for world radio airing).

2UE RECORDING DEPARTMENT, 4th Floor, 29 Bligh-st, Sydney (B0329).

Executives: Jock Petney (mgm).

Studios: Extensive tape and disc recording facilities, multiple tape dubbing, full sound effects and music library, Hammond organ and Solovox. Specialises in planning and prod., straight and singing radio commercials.

Reps: See 2UE radio station entry.

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 studio, 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 (TF 5180).

Directors: Frank Cayley, Maree 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 for press, radio & TV.

OLGA DEANE, Flat 7, Baradine, King-st, Randwick, NSW. Phone FX5551.

Unique service to sporting, theatrical, radio, television and social personalities. Compiles and illustrates press, scrap and memory books.
AUSTRALIA'S FILM INDUSTRY
AT A GLANCE . . .

An indispensable office aid for every radio and television executive. Used as the standard authority on every question pertaining to the Australian motion picture industry and its allied fields . . . covers theatre lists . . . comprehensive history of Australian production . . . theatre licensing . . . easy reference figures on the trade in Australia . . . etc.

10'-
(POST FREE)

THE FILM WEEKLY
BOX 2608, SYDNEY

Record companies and labels

• Production statistics
BIGGEST boost to disc sales during 1959 was the initial marketing of stereophonic recordings. Wide publicity — centred mainly around stereo broadcasts — created exceptional early demand and led to production of 68,024 stereo discs in three months. Production of all types of discs was on a high level, although figures for the third quarter of 1959 were below those for the corresponding period the previous year.

<table>
<thead>
<tr>
<th>Number</th>
<th>Single</th>
<th>Extended</th>
<th>Long</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78 rpm</td>
<td>45 rpm</td>
<td>12-inch</td>
</tr>
<tr>
<td>Year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1959-58</td>
<td>1,416,260</td>
<td>1,125,550</td>
<td>301,545</td>
</tr>
<tr>
<td>1958-59</td>
<td>1,726,470</td>
<td>1,287,821</td>
<td>391,852</td>
</tr>
<tr>
<td>3 months</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September, 1959</td>
<td>911,954</td>
<td>936,730</td>
<td>74,467</td>
</tr>
<tr>
<td>September, 1958</td>
<td>1,154,517</td>
<td>850,604</td>
<td>87,717</td>
</tr>
<tr>
<td>Month, 1959</td>
<td>309,809</td>
<td>115,099</td>
<td>125,649</td>
</tr>
<tr>
<td>October</td>
<td>399,328</td>
<td>156,013</td>
<td>38,932</td>
</tr>
<tr>
<td>December</td>
<td>326,592</td>
<td>146,960</td>
<td>32,877</td>
</tr>
<tr>
<td>1959: January</td>
<td>229,705</td>
<td>88,448</td>
<td>28,302</td>
</tr>
<tr>
<td>February</td>
<td>234,913</td>
<td>122,822</td>
<td>38,572</td>
</tr>
<tr>
<td>March</td>
<td>298,505</td>
<td>88,448</td>
<td>75,202</td>
</tr>
<tr>
<td>April</td>
<td>261,300</td>
<td>83,812</td>
<td>21,893</td>
</tr>
<tr>
<td>May</td>
<td>299,443</td>
<td>122,822</td>
<td>38,572</td>
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<tr>
<td>June</td>
<td>237,081</td>
<td>68,828</td>
<td>16,646</td>
</tr>
<tr>
<td>July</td>
<td>292,158</td>
<td>107,551</td>
<td>22,264</td>
</tr>
<tr>
<td>August</td>
<td>281,965</td>
<td>108,453</td>
<td>22,391</td>
</tr>
<tr>
<td>September</td>
<td>295,891</td>
<td>110,628</td>
<td>24,842</td>
</tr>
</tbody>
</table>

(a) Mainly 33 1/3 rpm 12-inch; (b) Not collected separately.

**RECORD COMPANIES AND THEIR LABELS**

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD., 47 York-st, Sydney, Phone 0023.**
Director: Sir Lionel Hooke (mng dir).
Executive: A. E. R. Fox (art dir).
R. Wills (recording mgr).
Labels: Radiola, Radiola-Telechinen.
The Sydney Studio is capable of processing 16" discs. Any type of studio turntable is fitted — including stereo heads.

**CORONET RECORDS PTY LTD, 11-19 Hargrave-st, Sydney, GPO Box 4630, Phone FA 4111, Telegrams: Coronet, Sydney.**
Executive: M. Kulakowski (mng dir).
Labels: Elke, Classic, Hack, Carina.
I/State Repr.: Agents All States.

**CORINNECOO, Duking Hse, Rawson Place, Sydney, Phone MA3254, BA1093.**
Executive: M. Kulakowski (mng dir).
Labels: Carina, EMI.
I/State Repr.: Agents All States.

**BELL RECORDS PTY LTD, 81 York-st, Sydney.**
Director: J. A. Laing-Peach (mng dir).
Executive: R. L. Walker (also secy).
Labels: Bell.
I/State Repr.: Agents All States. Overseas: Bell Records Inc., 430 5th Avenue, New York, USA.

**EMI (AUSTRALIA) LTD, Emitron Hse, 501 Castlecraght, Sydney, Phone BA2901.**
Executive: R. V. Southey (recording studio mgr.).
Executive: R. E. Atkinson (promotion mgr.).
I/State Repr.: 167 Flinders Lane, Melbourne (MF2211); 255 Rundle-st, East Adelaide (W1741); 75 King-st, Perth (31-1444).

**EUROPA RECORDS PTY LTD, 4th floor, Adams Chambers, 484 George-st, Sydney, Phone BM9355, MU4966.**
Executive: J. A. Laing-Peach (mng dir).
Executive: R. E. Atkinson (promotion mgr.).
I/State Repr.: James Balfour & Co Ltd, 11 Market-st, Sydney (BX629); Stanley-st, South Brisbane (J248); A. F. Sykes, 204 Flinders Lane, Melbourne (MF371); Clarkson Ltd, 150 Grenfell-st, Adelaide (W9494); Lyora Pty Ltd, 62 Hay-st, Perth (41-6045); Amso Agencies, 24 Wellington-st, Launceston (B1797); O'Keefe, C. G. Wolter, & Co Ltd, Chantry-Lane, Auckland (45-970).

GORDON, LEE, RECORDS PTY LTD, 151 Baywater-st, Rushcutters Bay, NSW. Phone FA9647, Telegrams: Leedon.
Directors: A. A. Heffernan (mng dir), M. R. Moore (also sales mgr), L. Geddon.
Agency: Fortune.
Distributor: Festival Records, 223-229 Harries-st, Fremantle, Phone MW4021.
Intestate distribution handled through...

Collaro

For Fidelity Reproduction in Studio or Home!

4 SPEED TRANSCRIPTION UNIT

Also available in STEREO

which takes the total thrust of the turntable resulting in correct speed with no detectable "wow" or "flutter." The 'Studio' transcription arm is of tubular metal which has a very low resonance and is so designed as to be capable of playing 16" discs. Any type of "Studio" turnover crystal cartridge can be fitted — including stereo heads.

NEVER BEFORE SUCH HIGH QUALITY—AT SUCH A LOW COST

Electronic Industries Imports Pty Ltd.


ROEX RECORDS PTY LTD. See entry under Late Listings, page 341.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA 8541. Telegrams, 1capp, Sydney.


Suppliers of recorded background, theme and mood music for radio and TV

ALBERT, J. & SON PTY LTD, mood music library department, 139 King-st Sydney, NSW. Phone BW2714. Library manager: Henry Adler. Recorded library of background, mood and theme music for radio, record and television use.


CHAPPELL & CO. LTD, 250 Pitt-st, Sydney, NSW. Phone MA7520. Telegrams

ROLATE THE TAPE WITH THE FAMOUS NAME Available from Distributors Throughout Australia

A THEME TO FIT EVERY MOOD

Write for Catalogues to:

THE MANAGER,
MOOD MUSIC LIBRARY,

J. ALBERT & SON PTY. LTD.
139 King Street, Sydney.

Music Publishers

and Distributor of the world-famous

FDH MOOD MUSIC

offer you now the

KP MUSIC LIBRARY

of

RECORDED BACKGROUND MUSIC

for

Radio — Television — Films

Write for Catalogues to:

THE MANAGER,
MOOD MUSIC LIBRARY,
ESSEX MUSIC OF AUSTRALIA PTY LTD, 6th Floor, Griff Hse, 324 Pitt-st, Sydney. Phone 61 8523.


Complete catalogue of background, mood and music for radio and television. Also Paxton electrical recordings for radio and TV.

SYDNEY

AMALGAMATED WIRELESS (AUSTRALASIA) LTD, 47 York-st, Sydney. Phone 2316 CPD. Phone B233.

All types broadcast, transmission, studio and recording equip. (Interstate, overseas repr. see AWA entry services to TV Stations.)


National distributors (except Vic.) Elenon tape recorders.


DEECO CONSTRUCTIONS PTY LIMITED, 45 Day-st, Lidcombe North, NSW. Phone 27-6857. Maurice D. Chapman (dir.). BASF Magnetophon recording tape, BASF perforated magnetic tape.


All types broadcasting and studio recording equipment, plus Emitape and Emifilm.

FALK, FRED A. & CO PTY LTD, 28 King-st, Rockdale, NSW. Phone, BX 4783. Magnetic and recording tape. All types recording equipment.

HEROFON ENGINEERING, 510 King-st, Newtown, NSW. Phone LA 4703.

Manufacturers of Filmag sound unit. Syncsound perforated tape recorder, magnetic sound readers, Bulkerasers.

MAGNECORD AUSTRALASIA PTY LTD, Kyle Hse, 31 Macquarie Place, Sydney.

Phone 27-6857. Maurice D. Chapman (dir.). Magnetocord magnetic recording equipment.

PHILIPS ELECTRICAL INDUSTRIES PTY LTD, head office, 69 Clarence-st, Sydney. Phone BX1661. Telephone, Argenta. Branches: 507 Kent-st, Sydney (BX3671); 192-194 Parramatta West; Commercial Banking Company of Sydney Building, Percy-st, Civic Centre, Canberra (J4698); 590 Bourke-st, Melbourne (MD691); 148 Edward-st, Brisbane (B2666); 113 Green-felt-st, Adelaide (W2241); 391-5 Murray-st, Perth (21311-2); 2212210, Hobart (22120).

All types recording equipment.

PYE INDUSTRIES LTD, Carrington-rd, Marrickville, NSW. Phone (LL 9411). Tele­

grams Tecnico Sydney. P. M. Threlfall (manag dir.).

Pye Tecnico tape recorders.
RECORDING PRODUCTS, 150 Booth-st, Amandailt, NSW. Phone MW2160, C. L. Lane (mng).
Andex Royal recording blanks, playback and master discs. AWA sole Aust. distributor.

SKILFAST PTY LTD, 5 Bermill-st, Rockdale, NSW. Phone LXS655. Telegraphs, Skilfast, F. J. Watson (mng).
Radio-TV masts.


LEAK OF AUSTRALIA PTY LTD, 28 Elizabeth-st, Artarmon, NSW. Phone 3926.

MELBOURNE

BROWN & WATSON ELECTRONICS PTY LTD, 281-283 Latrobe-st, Melbourne, C1, Vic. Phone MU3286, Telegraphs, Brown.
Recording equipment.

GRAY, SIMON, PTY LTD, 28 Elizabeth-st, Melbourne, C1, Vic. Phone MF921, MF1066, Aust. Distr. Grampian 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, Harcourt sapphire recording cutters, Tandberg tape recorders, EMT studio equipment.

JOHNS & WAYGOOD LIMITED, City Rd, & Clic-dst, 5th Melbourne, SC5, Phone MX1231, Telegrams Johnway.
Supply and erection of steel radio masts, television towers and allied equip.

PYROX LIMITED, 97 Queensland & Drummond-sts, Melbourne, NS, GPO Box 4926. Phone FJ9122, FJ9123, Telegrams Pyrox, G. W. Sharwood (general mng). Pyrox Magnet tape recorders.

Manufacturers of loudspeakers, TV components, winding wires, permanent magnets, tape recorders & recording tape, tape duplicating equip., PVC and polyester recording tapes, Enigma tape cassettes.

VELCO SOUND SYSTEMS PTY LTD, 520 Bridge-st, Richmond, Vic. Phone JB2511, Telegrams Velco, B. A. Durand (mng).
Elcon TRG tape recorders, TRG8 radio recorders (combined radio receiver/tape recorders).

PERTH

ELECTRONICS (AUST.) PTY LTD, Perth, WA. Phone 3-4802, 6-2001, Telegrams, Tapes.
Recording equipment.

See also Services to Television Stations page 171.

time selling is sound selling!
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.

That's why the most successful companies have standardised on the recording and reproduction equipment sold, installed and serviced in all capital cities by Simon Gray Pty. Ltd. . . . the specialists as far as sound is concerned.

NEUMANN Condenser Microphones and Automatic Disc Recording Machines

GRAMPIAN Disc Recording Cutterheads and associated Amplifiers

LEAK World-famous Audio Amplifiers

WHARFEDALE Loudspeakers

ORTOFON Transcription Pickups

TANDBERG Tape Recorders

E.M.T. Studio Equipment, such as Reverberation Generators,
Wow and Flutter Meters, and Miniature Transistor Tape Recorders

... and many other famous products

Australian National Distributors: Simon Gray Pty, Ltd.
28 ELIZABETH ST., MELBOURNE, C.1, VIC. Telephones: MF221, 8166
1959
Completes another year of exclusives on Channel Nine

Ballarat Races
24th June, 1959.

Mr. R. G. Menzies
Report to the Nation

In Bendigo Tonight
29th July, 1959.

Melbourne to Sydney
TV Link
9th January, 1959.

* In just over three years of telecasting we have proved to Advertisers, Agencies and the viewing audience that our technical production and programming equals that of any country in the world. As we are now averaging 10 hours telecasting daily, the years ahead will see more and more of our technical advancement.

Victoria's Top TV Station

Television stations

- Sydney
- Melbourne
- Brisbane
- Adelaide
- Perth
- Hobart
When it comes to Television in Australia, ATN leads in every facet. The most complete, modern studio facilities, the largest staff — production and technical — naturally lead to the tops in high-rating live and film programmes.

Prove it for yourself . . . ask your ATN Sales Rep. to show you how . . . and why . . . ATN has always been on top!

ATN TELEVISION CENTRE . . .
EPPING, N.S.W. - TEL: 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

Licensee: Amalgamated Television Services Pty Limited, Head Office and Studios, Television Centre, Epping, NSW. Phone Wl.0111. Offices also at Sydney Morning Herald Bldg, Wazyle & Jones-sts, Ultimo (9994).

Facilities: Three large studios, administrative and maintenance depots, all air-cond. Studio A, 60 x 70ft, equipped with revolving and elevated stage, B, 70 x 50ft, C, presentation studios, video tape and kinescope recording, negative processing, direct positive processing and cutting facilities. Automatic console-operated incandescent lighting both studios. Studios located on 30 acre site at Meadows Lane, Epping, about 12 miles from city.

Equipment: Air-cond. Marconi remote bcast unit, with three camera chains, three microwave links and own generator; Six additional studio cameras plus usual studio equip., including crane dollies and four projectors, Telecine equip., taking in three Vidicon chains, three Multiplexers, three slide projectors, two Gray four-stage opaque projectors, two Bell & Howell 16mm TV projectors, two RCA projectors, two Ampex video tape recorders.

Technical facilities: Channel 7 (181-188 mgs), Vision 182.25 mgs, Sound 187.25 mgs, 100kw ERP 20kw audio.

Antenna: 80ft abve sea level.


Operating Hours: Mon.-Wed.-Fri., 7-9am., 11.45am-11.50pm; Tues.-Thurs., 9-7am., 11-11.50pm; Sat., 10am-12 midnight; Sun., 12noon-1pm.

Interstate Reps: Harry Hughes, C/o GTV, 22-46 Bendigo St, Richmond, Vic. (B.421).
Rates: Home (base rate): 10sec, £45 (night), £90 (day); 20sec SB, £75 (night), £40 (day); 60sec, £175 (night); from £120 to £175 at AAA times; £110, from £105 to £120.

ATN Channel 9 Sydney

Opened: Sept. 16, 1956. Licensee: Television Corporation Ltd. (registered office), 168 Castlereagh St Sydney (B 1666).
Interests represented: Australian Consolidated Press Ltd, Associated Newspapers (UK), Phillips Electrical Industries, 25M, Paramount Film Service Ltd, 2KY, Church of England Property Trust, Diocese of Sydney.


Transmitter and site: Philips, located at Artraroon-rd, Willoughby, about 45 miles from city.

Studio: Located with transmitter on 35 acre site, JF0444.

Facilities: Two studios, 50 x 50ft and 60 x 60ft.

Equipment: Includes remote broadcast unit, with provision for three image orthicon cameras, equipped with three microwave links each with 50 mile range. Studio equip. includes six image orthicon cameras. Telecine comprises two 55mm and two 16mm film scanners, one slide scanner and a multi-
plexed vidicon chain, 16mm kinemadore, plus 16mm magnetic sound recorders capable of being synchronised with kinemadore or 16mm film scanners. (Video equip. French, German; audio, Philips.)

Technical facilities: Channel 9 (165-202 mcs), Vision 190.23 mcs, Sound 201.75 mcs, 100kw ERP visual, 20kw ERP sound (FM).

Antenna: Philips three-stage helical, 80ft above sea level.

Executives: K. G. Hall (chief executive), Alex Baz (mngr), John Britton (chief engineer), Jan Faircloth (sales mngr), Bruce Gynell (program director), Les Free (assist. chief engineer), R. F. Phillips (aux. mngr), Philip Rutledge (publicity manager).

Opening Hours: Sun., 2pm-11pm; Mon., 2pm-11.45pm; Tues., 2pm-midnight; Wed.-Thurs., 1.30-11.30pm; Fri., 1.30pm-midnight; Sat., 9.30am-midnight.


Rates resume (26 times): 15mins, from £157 (7pm-10pm) to £224 (10pm-11pm) to £43 (Zone 2); 30mins, £81 (Zone 1), £43 (Zone 2); 60secs, £103 (Zone 1), £43 (Zone 2) to £60sec participations, from £157 (7pm-10pm Sun.-Sat.) to £45 (daytime-afternoon films).

GTY Channel 9 Melbourne


Licensee: General Television Corporation Pty Ltd, Studios and offices, 22-46 Bendigo Street, Richmond. Phone JB 4121.

Interests represented: Electronic Industries Ltd, David Syne & Co. Ltd, Hoyts Theatres Ltd, Greater Union Theatres, Nikon's Broadcasting Service Ltd, EJBe Broadcasters Pty Ltd, Val Morgan and Sons, Radio Corp. Pty Ltd.


Executives: Colin Bednall (gen. mngr), Norman Spencer (prog. mngr), Rodney Bird (chef engineer), Nigel Dick (sales mngr), Peter Richardson (Sydney mngr).

Transmitter and site: Senecio & Halbke, 10/25kw, located Observatory Lookout, Mount Dandenong (approximately 20 miles from city).

Standby sound and vision transmitter: Pre 5/1kw with provision to increase to 50/25kw. Emergency power generator on the site.

Facilities: Two studios, 5000kw, ft and 2000kw, ft, large carpentry and scenery workshops, extensive storage area for properties, and dressing areas for artists. Studios fitted with Pre equipment. Rehearsal studio 700kw, ft. Ballet rehearsal room 1500kw, ft.

Facilities under constructions: Three additional studios — a sound-recording studio with associated projection and sound transfer equipment; film commercial and featurette studio, audience participation, variety and live drama studio.

Equipment: Ten Pre image orthicon cameras, four available to outside broadcast unit. Tri-relate telecine systems for 16mm motion picture film and 35mm slides, and duplicate equipment for 16mm motion picture film; duplicate General Precision Laboratory 16mm Kinescope recording systems with variable density or variable area sound recording, one-hour magazine and Stansall Hoffman synchronised magnetic tape.

Still and motion picture rear projection equipment and two screens; two Mole Richardson large microphone booms, Pre outside broadcast units with portable diesel generator; duplicate Raytheon studio to transmitter microwave links and five Raytheon portable microwave relay links for outside broadcasts; Ampex videotape recorder with erase head and footage counting.

Technical facilities: Channel 9 (165-202 mcs Vision, 190.25 mcs. Sound, 201.75 mcs), 100kw visual, 20kw sound (FM).

Antenna: 2290ft above sea level.

Operating hours: Mon.-Tues., 2pm to midnight; Wed.-Thurs., 1.30pm to midnight; Fri., 2pm to 12.30am; Sat., 2pm to midnight; Sun., 1pm to 11.30 pm.

Interstate Reps.: Peter Richardson, 5 Flinders St. East Sydney (FA 0311), Oceans.

HS7, 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 newspaper — and Listener In-TV. Write or telephone MX 4731 in Melbourne, or BU 5451 in Sydney for full information on how you can profit now by using HS7.

STUDIOS: The corner of Dorcas and Wells Streets, South Melbourne. Telephone MX 4731.

Herald-Sun TV PTY. LTD.: Registered Office: 44-74 Flinders Street, Melbourne, C.1, Victoria.
HSV Channel 7 Melbourne

Opened: Nov. 4, 1956.
Licensee: Sun TV Pty Ltd, Studios and offices, cnr Dorcas & Wells-sts, South Melbourne, Phone: MX 0731, Telegraphs: Herten.

Facilities: No. 1 studio, 60ft x 50ft; No. 2, 60ft 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, 224ft. Antenna 16 stack high gain.


Operating Hours: Sun., 1.30pm-2.30pm, then 4pm-11pm; Mon., 2.30pm-11pm; Tues., 2.30pm-11pm; Thurs., 2.30pm-11.15pm; Fri., 2.15pm-midnight; Sat., 3.15pm-11.30pm.


Rates: (26 times - rotational basis): 10sec, £122 (night), £153 (day); 20sec, £245 (night), £305 (day); 40sec, £490 (night), £590 (day); 60sec, £86 (night), £115 (day); 1min, £140 to £153; 3mins, from £272 to £295; and 60mins from £520 to £585.

BTQ Channel 7 Brisbane

Opened: Nov. 1, 1959.
Licensee: Brisbane TV Limited, temporarily at Victory Chambers, Adelaide-st, Brisbane. Phone: 31-9111.

Facilities: Two studios, OB van, Technology: Channel 7 (181-188 megs), vision 182.25 megs, sound 187.75 megs. 100kW ERP visual.

Studio equipment: Four cameras, three in main studio using 4-inch image orthicon camera tubes, fourth (vidicon) in presentation studio. Two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors. Optical or magnetic sound tracks can be reproduced. Third vidicon chain for opaques. OB unit uses single 4-inch image orthicon camera, with provision to operate two additional cameras of this type (transferred from studio use).

Operating Hours: Sun., 4pm-10.40pm; Mon. & Wed., 4.45pm-10.40pm; Tues., 1pm-3.30pm, then 4.45pm-10.40pm; Thurs., 1pm-3.30pm, then 4.45pm-10.35pm; Fri., 4.45pm-11.15pm; Sat., 4.45pm-10.40pm.

Signal Reps: McGowen, E. E., c/o TCN advertising-sales division, 240 George-st, Sydney (R3881); Melbourne, Gardner, D., c/o HSV, cnr Dorcas & Wells-sts, 5th Melbourne (MX457); Brisbane, Murphy, R., c/o ADS7, 125 St Georges-terrace, Nth Adelaide (MR59).

Rates: (26 times): 10sec ann’mnts, £15 10s (A time), £20 10s (B time); 60sec, £30 (A time), £40 (B time); 1min, £50 (A time), £60 (B time); 3mins, £81 (A time), £91 (B time).

QTQ Channel 9 Brisbane


Facilities: Nine cameras, three in main studio, four 16mm film projectors, one slide projector, four 4-inch image orthicon cameras. Four cameras of this type transferred from studio use.

Operating Hours: Sun., 4pm-10.15pm; Mon. & Wed., 4.45pm-10.15pm; Tues., 1pm-3.30pm, then 4.45pm-10.15pm; Thurs., 1pm-3.30pm, then 4.45pm-10.35pm; Fri., 4.45pm-11.15pm; Sat., 4.45pm-10.40pm.


Rates: (26 times): 10sec ann’mnts, £15 10s (A time), £20 10s (B time); 40sec, £30 (A time), £40 (B time); 60sec, £50 (A time), £60 (B time); 1min, £70 (A time), £80 (B time); 2mins, £101 (A time), £111 (B time).
6.30pm and 10pm-11pm, £116 10s; Hughes, c/o Associated Television Services Pty Ltd.


Executives: J. W. McKay (gen. mng), Bede Williams (sales mng).

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 710, 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.


Studio equipment: Four three-inch image orthicon cameras, three in the main studio, one in the presentation studio, all transferable to the OB van if required. Two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors. Optical or magnetic sound tracks can be reproduced. Vidicon scanner provided for opaque slides. Video tape for telecording.

Operating Hours: Sun., 3.30pm-10pm; Mon.-Fri., 5pm-10.30pm; Sat., 2pm-10.30pm.

1-State Repr.: Stafford Warner. Television Centre, Epping (WLO111); Melbourne, Harry Hughes, c/o GTV9, 22 Beresford-st, Richmond (18412).

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; 1hr AA time £81. A time £71.10s; B time, £60.10s. 10sec spots range from £11.10s day to £13 night; 20sec from £30 day to £25 night. Part spots from £48 AA time, £44 A time to £35 B time.

ADS Channel 7 Adelaide

Opened: Nov. 1, 1959.


Interests repr.: Advertiser Newspaper Ltd, Midlands Broadcasting Service Ltd, SKA Broadcasting Company Limited, Philips Electrical Industries Pty Ltd, Associated Newspapers Ltd.


Executives: K. A. Macdonald (gen. mng), D. M. Gooding (chief engr), W. K. Murphy (sales mng), Neville Thomson (program mng), B. L. Sallis (secy).

Transmitter & Site: Philips, Summit-st, Mt. Lofty. Facilities: Two studios, 16mm telecine, video blimps, OB van. Tech. channels channel 7 (181-188 mcs, vision, 182.25 mcs, sound 187.75 mcs), 100kw ERP visual, 20kw ERP sound. Antenna: Philips Helix, 50ft.

Studio & OB equipment: Two three-inch-image orthicon cameras in two studios, two transferable to the OB van if required. Two vidicon telecine chains used in conjunction with four 16mm film projectors and a slide projector. Optical and magnetic sound tracks can be reproduced. Provision made for video tape recorder.

Operating Hours: Sun., 5.15pm-11.05pm; Mon. & Thurs., 4.30pm-10.40pm; Tues., 12noon-8.30pm, then 4.30pm-10.40pm; Wed., 4.30pm-11.10pm; Fri., 4.30pm-11.10pm; Sat., 5pm-10.40pm.

1-State Repr.: E. E. McGowen, c/o TCN advertising-sales division, 249 George-st, Sydney (BU2881); B. Gardiner, c/o HSV, c/o Dorcas & Wellssta, 5th Melbourne (MX1471).

Rates: (26 times): 10sec ann'ts, £15 10s (A time), £13 10s (B time), £11 10s (C time), £9 10s; 20sec £25; 30sec, £30 (A time), £25 (B time); 45sec, £36 (A time), £30 (B time), £24 (C time); 60sec, £44 (A time), £37 (B time).
NWS Channel 9 Adelaide

Executives: W. L. C. Davies (gen mngr), T. McCarthy (personal ass't to gen mngr), John Batchelor (chief engr), Rex G. Head (prog. mngr), John Hatcher (film mngr), Colin Bainger (secy).

Transmitters & sites: Pte, Mt. Lofty. Facils: Main studio 4800 sq ft at Nth Adel. Full range OB equip., studio facils. Tech. facils: Channel 9 (196-202 mgs, vision, 196.25 mgs, sound, 201.75 mgs), 100kw ERP visual, 20kw ERP sound.

Studio and OB equipment: Four 4½inch image orthicon type cameras, two permanently installed in the large studio, other two for use where required and for OB telecasts. Two vidicon telecine chains used in conjunction with 16mm film projectors and slide projector. Optical or magnetic sound tracks can be reproduced. Third vidicon as scanner for opaque.

Video control in the large studio, with two telecine chains to be used in conjunction with 16mm film projectors and two slide scanners. Optical or magnetic sound tracks can be reproduced. Third vidicon as scanner for opaque.

Operating Hours: Mon. & Tues, 5.30pm-10.40pm; Wed., 2pm-8pm, then 5.30pm-11.10pm; Thurs., 5.30pm-10.55pm; Fri., 5.30pm-11.10pm; Sat., 5.45pm-11.40pm; Sun., 5.45pm-10.40pm.


Rates resume (spot advertising only): 60sec, £12 (5pm-6.59pm), £17 (6.59pm-10pm), £24 (10pm-close); 10sec, £5 (5pm-6.59pm), £9 (6.59pm-10pm), £12 (10pm-close).

It all adds up to the fact that in Adelaide Channel 7 has the facilities, technical know-how and enthusiasm to help you give your commercials the maximum selling impact.

TVT Channel 6 Hobart

Projected full transmission: May, 1960.
Licensee: Tasmanian Television Limited. Temporary offices, 84 Elizabeth St, Hobart. Phone 3 8021. Telegrams Tveetee, Hobart.

Facils: Channel 6 (181-188 mgs). 100kw ERP.

Studio and OB equipment: One studio equipped with three 4½inch image orthicon cameras, two vidicon telecine chains (used in conjunction with four 16mm film projectors and two slide scanners). Optical or magnetic sound tracks can be reproduced. Third vidicon as scanner for opaque.

Video tape for telerecordings.

Operating Hours: Mon. & Tues, 5.30pm-10.40pm; Wed., 2pm-8pm, then 5.30pm-11.10pm; Thurs., 5.30pm-10.55pm; Fri., 5.30pm-11.10pm; Sat., 5.45pm-11.40pm; Sun., 5.45pm-10.40pm.


Rates resume (spot advertising only): 60sec, £12 (5pm-6.59pm), £17 (6.59pm-10pm), £24 (10pm-close); 10sec, £5 (5pm-6.59pm), £9 (6.59pm-10pm), £12 (10pm-close).

They're a good team to work with - nothing is too much trouble.
Hand it here... whatever the requirement, your films will be made better, with more imagination, and much less bother. IN MELBOURNE!

No nonsense! Seen our reel?

CAMBRIDGE FILM and T.V. Productions Pty. Ltd.

221 Pelham Street, Carlton, Melbourne
FJ 2204, FJ 4678

Join the band of happy clients:
Nicholas, Kodak, Pope Products, Crosby,
Van Coot, K.G., Brockhoff, Heinz, B.P.,
Ford Motor Company, Rowntrees.

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TV production and film units

- Sydney—Melbourne (pages 153-166)
- Brisbane—Adelaide (pages 166-167)
- Perth (page 167)

- TV advertising specialists (page 167)
- Casting agencies (pages 167-168)
- TV film distributors (pages 168-169)
- Costume hire (page 169)
Here are complete film facilities

AT ARTRANSA PARK STUDIOS YOU WILL FIND:

★ 3 Sound Stages . . . two 75 x 50 and one 60 x 40.
★ B.N.C. Standard Mitchell and Arriflex 35mm. Camera Units.
★ Full 16mm. Camera Units.
★ Complete location production facilities.
★ Sound recording 35, 16mm, 3" tape and disc.
★ 3 theatres with full projection facilities for 16 and 16mm.
★ Editing and cutting in 35, 16mm, 17ft, 50ft, and 60ft.
★ Special Effects Department, including Oxberry Optical Printer.
★ A large animation and Graphics Department.
★ Set design and construction workshops.
★ Wardrobe, make-up, dressing-rooms, canteen, couriers.
★ Temperature controlled film vaults and library storage.
★ Camera and darkroom for stills in black-and-white or colour.
★ Administration and office facilities.

Artransa

Head Office: 132 Phillip Street, Sydney, N.S.W. (B0340).
Melbourne Office: 22 Bendigo Street, Richmond, Vic. JB 1149.

See Directory for full list of facilities.

SYDNEY

AIR PROGRAMS OF AUSTRALIA, 12 Castlereagh St, Sydney (B0271). Teleg. Air programs.

Directors: W. J. Hacker, Mrs. W. J. Hacker.
Uses outside studio; own production equipment, including tape duplicating recording unit.

AJAX FILMS PTY LTD, Grace Bros Bldg, Broadway, Sydney. Phone MA8582, MA5744.

Directors: Brian Chirlian (mg dir.), Susan Chirlian.

Equipment and Facilities: Studio, theatrette, cutting room for 16 and 35mm films, 16 and 55mm camera equipment.

Documentary, commercial film producers.

AJAX-SYD MILLER ANIMATED FILMS (address and reps. see Ajax Films entry).

Directors: Brian Chirlian (mg dir.), Syd Miller (dir. and animator).

Specializes in creative animation.

Equipment and facilities same as Ajax Films, plus animation crates, tables and 16 and 55mm camera equip.

AMERICAN PROGRAMS OF AUSTRALIA, 206 York Lanterns, 130 Castlereagh St, Sydney.


AMERICAN INSTRUCTIONAL FILMS PTY LTD: TV Studios and offices, 6 Underwood St, Sydney (BU 6557). Cables Amerfil.

Directors: Lex Halliday, Jean Halliday.
Staff: Philip J. Pike (prod. mngr. and chief cameraman), Donald B. Stranger (chief cameraman), W. J. Rucker.

Equipment and Facilities: Full range 16 and 35mm cine production equipment, sync. tape recording in studios or on location; mobile generator; control panel; theatre for 16-35mm screenings.

Also has documentary, industrial and educational divisions.

Producer of Desert Conquest, which represented Australia at the Venice, Berlin and Edinburgh Film Festivals in 1958.

ARTRANSA PTY LTD, Head office, 152 Phillip-st, Sydney (B0286). Studios, Artransa Park, French's Forest, NSW (JY9311).


AUSTRALIAN INSTRUCTIONAL FILMS PTY LTD, 566 Madison-ave, New York, USA; John Walker, Artransa Pty Ltd, Box 10676 PO, Johannesburg, South Africa; Fremantle Overseas Radio & TV, Inc, Warwick st, London, UK.
Here are filmfare

BAGLIN, DOUGLASS PTY LTD: Studios and offices, 100 Pacific Highway, St Leonards. Phone JF 6311.

Directors: Douglass Baglin, Pat Purcell, John Early.

Executives: K. Clarke (studio manager), R. Israel (cameraman and dir), B. Cummins, J. South and M. Sheather (laboratory).

Studios - Equipment and Facilities: 2 studios (40ft x 30ft) (45ft x 25ft), 2-16mm cutting and editing rooms, BTH magnetic recording system, zoom lenses, complete 16mm equipment for feature productions - 6 cameras including 16mm special effects

BLANKS, CHAS E, PTY LTD: Head office and studios, 28-30 Foveaux-st, Sydney (MA 8500).

Directors: Charles E. Blanks (mg dir), Clarence R. Blanks, Charles E. Blanks Jnr.


Studios: Recording and sound units, theatrette. Produces TV films, slides, records, cinema films.

State branches: 281 Collins-st, Melb. (MF8850); 9 McLachlan-st, Valley, Bris. (LI926); Watt-st, Newcastle (B1868); 1074 Hay-st, Perth (RA2167); Monks & Banks Ltd, 261-263 Halifax-st, Adel. (W2549); and Chas.

RING FA 5447 or FA 2897

For Special Services to Advertising Agencies on all Television Production

35mm and 16mm

- Camera
- Sound
- Lighting
- Studio
- Processing
- Editing
- Optical Effects
- Animation & Cartoons


Telegrams: "Artransa, Sydney".

SOUND STUDIOS

ST., PADDINGTON, N.S.W.

BONDED
FILM SERVICES

Specialists in
FILM HANDLING FOR
TV. & MOTION PICTURES
CUSTOMS - CENSORSHIP
STORAGE - SHIPPING
LIBRARY SERVICING
- SCREENINGS

FA4131/5
43-47 PROSPECT STREET
MOORE PARK, SYDNEY

Directors: The Most Rev. H. R. Gough (pres.), (Archbishop of Sydney); Rev. R. C. Coleman (chmn.), E. H. Gifford (sec.), H. Howlett (prod. dir.).

Uses outside facilities and produces religious programs for Protestant churches.

CINESOUND PRODUCTIONS PTY LTD. Studios and offices, 541 Darling-st, Rozelle, NSW. (02-0611). Branches: Melb., Bris., Adel., Perth. Tel.: LX 8246

Staff: Peter Batts (edit-in-chief), Lloyd Oxberry (gen. mngr), Richard Allport (dir.), Allyn Barnes (sound eng.). Studios: (40ftx50ft and 60ftx40ft). Equipped with two sound stages and three theatres for 16 and 35mm screenings.

Equipment and Facilities: Mitchell and Western (sound system). Uses outside studios and production facilities as required.

Has produced TV commercials for Penfold's, Lindemans and Tintara Wines, British Paints, Hillman, Ford and Borgward cars, Paramount, Iza, Continental and Skyway Shirts, Ampol and Total petroleum products.

FEATURED THEATRE ADS: (See entry under Koffel, David Film & Television Productions and Filmads Pty Ltd.)

FORTUNE FILM & TV PRODUCTIONS PTY LTD: 2 Wentworth-ave (BA2969), and 30 Queens-st, Melbourne (RM2904). Tel.: 92-3815

Managers: C. R. Landell-Jones, J. E. Hansen.

Staff: R. D. Hansen (prod. dir.), J. E. Hansen (narr.). B. Hawkins (Meth. TV prod.). Equipment & Facilities: Cine-Kodak 16mm special camera, one 16mm Bolex with zoom lens, complete cutting, editing, matching equip., Faith, for animation and special effects.

Clients include Lincoln Electric, Compaq with Interactive, Electr., Comm., Ansett Airways, Chamber of Mfrs.

FOSTER, GEORGE, TV PRODUCTIONS PTY LTD, 980 Oxford-st, Bondi Junction. Tel.: 92-8760. Also at Suite 7, Porter-Villa Centre, Dee Why (XW860).

Directors: Maurice Camber (narr. dir.), George Foster (gen. mng). Specializes in devising and producing TV programs and commercials.

Gives handle several TV programs, including Tell the Truth (in which Foster stars as compere), The Big Bear Show and The Lucky Show.

Ginesound, claim one of the world's longest-established newsware production companies, produces weekly theatrical newswere, live TV newswere, 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.


Consultant to advertising agencies, specializing in scripts and production service covering film and live TV commercials and programs. Uses outside studios and production facilities as required.

Has produced TV commercials for Penfold's, Lindemans and Tintara Wines, British Paints, Hillman, Ford and Borgward cars, Paramount, Iza, Continental and Skyway Shirts, Ampol and Total petroleum products.

TV Slides

Perfect Density

Accuracy & Legibility

...and the fastest service in the TV industry.

WHITFORDS THEATRE ADS. PTY. LTD.

102 Sussex St., Sydney — 8X2255

David John Whittford, Chief Executive Officer.
Staff: Includes seven animators, background artist and layout man. Titling section, inking and painting dept.
Equipment and Facilities: Arriflex 35mm, Debric 35mm, Bolex H16. Special animation camera table.
Concentrates on TV animation and TV titling. Has produced TV commercials for leading clients in all States.

HAMILTON, PETER, PRODUCTIONS
131 Cathedral St, Sydney (FA7969).
Director: Peter Hamilton.
Studio: One studio (16x20), animation and titling and editing rooms.
Equipment & Facilities: Cameras include 16mm reflex Bolex with 100mm Town lens, 35mm Anastasia 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.

HUIE ANIMATION INCORPORATED PTY LTD, 85 Regent St., Sydney. Phone MX2568.
Directors: J. Z. Huie, J. B. Huie, F. G. Huie.
Equipment and Facilities: Full animation equipment.
Produces animated films for TV, cinema and industry.
Most recent clients include Simpson Productions. Kool cigarettes, White Wings and Sydney Morning Herald.

INTERNATIONAL TELEVISION SERVICES PTY LTD, 28 Martin Place, Sydney (BW3008, BW3285). Independent producer of animation, TV commercials, film advertising and documentaries. Uses outside facilities.
Represents Greenhalgh animation studios.
Directors: R. E. Lane (chronm and mg dir.), John Watson, W. S. Newton.

Directors: Donovan Joyce, Nance Joyce.
Staff: Donovan Joyce (man. dir. and dir. of prod.), Nance Joyce (project editor), Joy Nittles (casting dir.).
Uses outside facilities.

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.-photing-editing), Peter Menzies (camera-cutting), David Wakeley (animation).
Equipment & Facilities: Eight late model 16 and 35mm cameras, Magnascan recorder, 16 and 35mm projectors, complete lighting, Bell & Howell continuous printing machine, 35mm optical printer, animation and titling jig.
Studios: One (40x26ft).

Staff includes directors, script-writers, editors and research personnel.
Company has operated since 1939.
Produces all types of 16 and 35mm product, including advertising films for cinema and TV, documentaries, public relations films, TV slides, theatre slides.
Equipment and facilities: Prod. and cutting rooms, Bell & Howell, Debric, Arifflex and Bolex cameras, sync. magnetic tape recorders. Complete lighting equipment, titling booth, theatre seating 50 persons equipped for 16-35mm screenings including Cinemascope.
Offices all States.
Controlling company, David Koffel Pty Ltd, is sole Australian member of the International Screen Advertising Services whose members include Pearl & Dean (overseas) Limited, London, and companies in 35 countries.

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.

ANIMATION INCORPORATED
20 HILL ST, NORTH SYDNEY
XB8042 - XB6292 - XB9465

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.

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.-photing-editing), Peter Menzies (camera-cutting), David Wakeley (animation).
Equipment & Facilities: Eight late model 16 and 35mm cameras, Magnascan recorder, 16 and 35mm projectors, complete lighting, Bell & Howell continuous printing machine, 35mm optical printer, animation and titling jig.
Studios: One (40x26ft).

Staff includes directors, script-writers, editors and research personnel.
Company has operated since 1939.
Produces all types of 16 and 35mm product, including advertising films for cinema and TV, documentaries, public relations films, TV slides, theatre slides.
Equipment and facilities: Prod. and cutting rooms, Bell & Howell, Debric, Arifflex and Bolex cameras, sync. magnetic tape recorders. Complete lighting equipment, titling booth, theatre seating 50 persons equipped for 16-35mm screenings including Cinemascope.
Offices all States.
Controlling company, David Koffel Pty Ltd, is sole Australian member of the International Screen Advertising Services whose members include Pearl & Dean (overseas) Limited, London, and companies in 35 countries.

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.

MELLOTRON FILM PRODUCTIONS: 590 George St, Sydney. Phones BM 5029, BM 5052, MA 4209.

Director: Frank Buchert, Martin Poeszeus and Rex Shaw (also musical dir. and scey). Produces all types of TV films and commercials, documentary type programs and has a specialised animation service. Also handles still photography.

MSA PRODUCTIONS (TV subsidiary of MSA (Overseas) Pty Ltd, Beauchaire Hse, 105 York-st, Sydney. Phone BX2119.


OVERLAND FILM PRODUCTIONS: 590 George St, Sydney. Phones BM 3029, BM 5052, MA 4209.

Director: Heinz Salkow.

Secretary: Rex Shaw. Specialises in educational, documentary and commercial TV films in 16mm black and white and color.

PERIER PRODUCTIONS PTY LTD & PERIER FILMS PTY LTD: Studio and offices, 24 Jamison-st, Sydney (BU 6927, BU 4049).

Directors: R. E. Perier (mg dir.), S. E. Murdoch (also scribe). Mrs. M. Flynn (also bus. mng).

Equipment & Facilities: Full camera range, sound recording, time lapse, 16mm and 35mm still camera range. Specialises 16mm color transparencies, strip and slide film production, also in documentary, instructional, entertainment films, TV features. Over 25yrs film prod.

PORTER, ERIC, PRODUCTIONS: Avondale Studios, 11 Henderson-st, Turrella, NSW. Phone LX8246.


SOLARCHROME COLOR PRODUCTIONS PTY LTD: St. John's Rd, Glebe, NSW. Phone MV3759.

Director: N. R. Fletcher, A. E. Higgins.

Equipment & Facilities: Complete studio equipment including four 50mm and two 16mm cameras and lighting.

SOUTHERN CROSS FILMS PTY LTD: 54 Bourke-st, Seaforth, NSW (XJ 2747). Phone LU 4778.

Director: Douglas Hardy (tech. and creative dir.), G. Cande (chart. accnt.).


Directors: Chips Rafferty, Lee Robinson, Reginald Lynam.

Staff: George Hughes (studio mngr), J. Cavill (sery), Keith Loane (camera), D. Connolly (snd). Equipment & Facilities: Specialises in educational, documentary and for television feature films, sound stages, theatres, dubbing theatres, cutting rooms, stills division.

SOUTHERN CROSS FILMS PTY LTD.

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Complete laboratory service and now... 0 mm EASTMAN COLOR

ASSOCIATED FILM PRINTERS PTY LTD.

43-47 Prospect Street, Moore Park, Sydney.

---

M. R. Murphy; chief cameraman; John Leake.

Equipment & Facilities: Mitchell and Arriflex cameras, Starch-Hoffman recording system, Westrex editor, mobile generating plants, complete lighting, production vehicles, sound stages, theatres, dubbing theatres, cutting rooms, stills division.

Produces all types of feature films, documentaries, TV commercials and programs.


Studios: Large studios complete with sound stages, and various departments, including costume, make-up, storage, workshop.

Equipment & Facilities: Includes complete lighting and sound equip., 35mm RCA, 16mm Maurer, Bell & Howell, Arriflex, ArriFlex and Newall cameras. Company is concentrating on prod. of TV commercials and documentary films and half-hour series.

TELECRATF STUDIOS, also WEBSTER PRODUCTIONS and PETER DABBS PTY LTD: Webster Hse, Riley and Devonshire Sts, Sydney. Phone: FA4447.

Directors: Studio, Peter Dabbs (mg dir.); Webster Prod., Anthony Simpson, Peter Dabbs, Albert Webster.

Equipment & Facilities: Specialises in 35mm Bell & Howell and Mitchell cameras, 16mm Bolex.

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HUIE ANIMATION INC. PTY LTD.

83 REGENT ST., SYDNEY, MX 2648

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camera, 16 and 17mm sound rec. units; sound stage 50ft x 60ft, full lighting, prod. and rec. facilities.
Currently prod. TV commercials, Eastman color theatre commercials, industrial color films.

TELERADIO PRODUCTIONS (AUST.) PTY LIMITED, 550 Kent-st, Sydney. Phone 29-21028.
Director: Thomas Johnson Gurr (mgr dir), V. Chapman, R. J. Gurr.
Uses outside facilities as required.
Operation: Creative scripting and production of TV commercial films documentary films, live TV programs, TV spectaculars, packaged TV programs, recorded radio announcements.
Acts as television and radio consultants to advertising agencies in all States.
See also MALCOLM-GURR ASSOC., Late Listings, P. 341.

VISATONE TELEVISION PTY LTD.

WETZEL-VISATONE PRODUCTIONS PTY LTD, 32 Hill-st, North Sydney. Phone XB9565.
Director: Hans Wetzel, K. G. Sledge. Producers of motion pictures for feature and TV release and documentary films. Full facilities for 35 and 16mm filming. Also mobile field unit for operation anywhere in Australia and South Pacific area, as well as studio facilities of Visatone Television Pty Ltd.

WHITFORDS THEATRE ADS PTY LTD, Studios and offices, 102 Sussex-st, Sydney. (BX2255).
Equipment & Facilities: Whitford's is equipped with all latest facilities for production of all types of slides. Clients include Consolidated Press, Jann-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 (call prods.).
Producers of radio and TV features and commercials. Clients include United Service Publicity and James McEwan & Co.

Director: Noel Dickson (chairman, man dir.), P. M. Daniell (partner, Kent, Brierley & Fisher, accountants), and J. Joyce (secr, Frank Mason & Co. Aust).
Equipment & Facilities: Cameras: 35mm Bell & Howell; Cinema: 16mm colour, de Vry; de Blie in sound blimp; 16mm Bell & Howell: two cartoon cameras; 16mm sprocketed tape recorder; 16 and 35mm film sound recorders; electric sound projector for direct sound onto prints. Complete sound stage, full processing equipment and optical printer.
and lyrics specially composed, orchestrated, perforated tape recorder for post recording. Specially licensed up to date musical stock produced and recorded. Many nationally and produced by BEA.

Equipment and facilities: Two sound studios, eleven tape recorders, some battery operated. Neumann condenser microphones. Neumann disc recorders. Echo chamber and comprehensive library of sound effects. Specialising licensed up to date musical stock recordings for film use. Siemens series 2000 Hoon projector, with 8mm synchronised perforated tape recorder for post recording. Jingles or singing commercials: Melody and lyrics specially composed, orchestrated, produced and recorded. Many nationally used singing commercials already written and produced by BEA.

CINEMA SERVICE PTY. LTD.
Producers of 35 mm and 16 mm . . .

INDUSTRIAL FILMS
EDUCATIONAL FILMS
TELEVISION COMMERCIALS

12th year of service to the industry

Australian Agents for all Union Laboratory Equipment

CINEMA SERVICE PTY. LTD.
368 Post Office Place, Melbourne. MU 1373, MU 1917, MU 3623

CAMBRIDGE FILM & TV PRODUCTIONS PTY LTD, 221 Petham-st, Carlton, N.3. Vic. (FJ 1678). Director: W. V. Morgan (chairman), Val Morgan Jnr, E. V. Gleeson, D. J. Bilcock, N. Duncan. Staff includes George Moreom (gen. mgnt). D. J. Bilcock (prod. dir.), D. S. Sherriff (secy), Len Heitman (chief cameraman), Dennis Trewn (dir.), Serge Sebest (head animator), and John Scheffer (puppeteer). Facilities: Fully geared to handle all types of motion picture, cartoon, stop motion puppet animation and TV slide production.

Facilities: Complete sound studio for 25 and 16mm production, sound recording and mixing on either 17mm or 16mm sprocked tape. Also sprocketed tape, 8mm standard tape, all speeds. Full animation and editing facilities, dolly, zoom lens, projection equipment for 25 or 16mm, synchronised for either 24 or 25 frames per second.

Also operates Central Video TV School, 6 Rundle-st, Adelaide, SA. LAS 940, (Gloria Jarvis) and at Melbourne headquarters (Zoe Kasinowski).

CINEMASOUND PRODUCTIONS PTY LIMITED, Majestic Theatre Building, 178a Flinders-st, Melbourne. Phone MF8658. Head office offices, laboratories, 518 Post Office Place, Melbourne. (MU1373).


CINE SERVICE PTY LTD., Studios, offices and laboratories, 568 Post Office Place, Melbourne. (MU1373).

Directors: Vernon F. Waghstaff (man. dir.).

Staff: Includes Geoffrey G. Thompson (production supervisor), Producers and processes all types 16 and 55mm films and commercials, specialises in distribution of Kodachrome sound films. At present equipping complete floor for TV commercial production. (See Films Advisory Bureau).


Equipment and facilities: Comprehensive range of modern equipment. Producers of all types of 35mm and 16mm productions, including advertising films for cinema and television, documentaries, public relations films, TV slides, theatre slides.

David Koffel Pty Ltd is Australian member of the International Screen Advertising Services, whose members include Pearl & Dean (Overseas) Limited, London, and companies in 52 countries.

FILMS ADVISORY BUREAU (TV PRODUCTIONS), 518 Post Office Place, Melbourne (MU1719).

Directors: Geoffrey G. Thompson (principal), Vernon F. Waghstaff (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. G. Sleigh, APFM, Dept of Supply, PMG.

**Equipment & Facilities:** Modern animation and 35mm equipment. Backed by years of animation experience. Produces TV commercials, graphics and general artwork.


**VISATONE TELEVISION PTY LTD.** Represented by EM1 (Australia) Limited, 285 Rundle-st, Adelaide. Phone W4741. For facilities, see Visatone's Sydney entry this section.

**PERSHIO TELEVISION PTY LTD.** Represented by Kevin W. Radford, 143 William-st, Perth. Phone 21-2071. For facilities, see Visatone's Sydney entry this section.


**DoUGLAS BAGIN PTY. LTD.** 100 Pacific Highway, St. Leonards, 1961 (near Medical Centre).
Sydney. Phone MA 6576. Stanley Redfern (mngr).

N.B.C. International (Aust.) Pty. Ltd.

HELENIC HOUSE
251 ELIZABETH ST.
SYDNEY - N.S.W.

Telephone: MA 694

Inc., Ambassador Films, European Film Producers.

BLAKE FILMS PTY LTD, Adams Chambers, 5th Floor, 482-484 George-st, Sydney, Telegraphs Blakefilms Sydney. Phone MA 8756.


FILM ENTERPRISES PTY LTD, 16 Barrack-st, Sydney. Phone BX1158.


Directors: Harold J. Dennis, Mark L. Hopkinson. Distribution of TV series and full length features for leading independent producers.

LONDON FILMS AUSTRALASIA PTY LTD, Universal Bldg, Pelican-st, Sydney. Phone BM2081.


Interstate Reps.: Universal Pictures (all States); Oceana London Films International Ltd.


Directors: A. R. Stern (chrmn), T. S. O'Brien (mngr dir), F. W. Millar. Distributors and selling agents of kine-

scopes and filmed TV programs covering major news events, public service and entertainment.

Associated with National Broadcasting Company, RCA Bldg, New York City, USA.


Oceana Reps.: Screen Gems, Inc. (parent company), 711 Fifth Ave, New York 22, USA (Pdla 1432), Ralph M. Cohn (pres), James W. Dodd (foreign co-ordinator).

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney, Phone B 6650. Branches, 178a Flinders-st, Melbourne (MF2011); 206 Boundary-st, Brisbane (24156); 315a King William-st, Adelaide (LA 1085); 59 Stirling-st, Perth (B 2809); 44 Charles-st, Llanecston. Distributors of 35 and 16mm films produced by the Department of Interior and Australian War Memorial. Handles Australian Dairy series.


SYDNEY

BELLS & BOWS (general and fancy): 75 The Boulevard, Strathfield, (UM6900).

BUTTONHOLE THEATRE SUPPLIES (general): 177 George-st, Sydney, BU3611.

CANN'S BRIDAL SALON (wedding and evening gowns, dress suits, tailcoats, for sale and hire): 103-107 Liverpool-st, Sydney (MA7485).


JENNIS (children's): 112 Darlinghurst-st, Kings Cross (FA5182).


MOTLEY: 12 Comber-st, Paddington. (FA5399).


EDITH SMITH (dress suits): 1743 King-st, Sydney (BW2929).


MELBOURNE


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We have products available for the TV Markets of the World. Let's hear from YOU!

TRANS AUSTRALIA TELEVISION PTY LTD.

51-57 Goulburn St, Sydney, Australia.
Services to TV stations

- Cameras, photographic and projection equipment (pages 173-178)
- Film processing laboratories (pages 178-182)
- Film stock (pages 182-184)
- Lenses and optical needs (page 184)
- Recording equipment (pages 185-186)
- Studio lighting (pages 186-187)
- Steel towers (page 187)
- Transmission lines and equipment (pages 187-188)
- Miscellaneous (page 188)
- Antenna manufacturers (page 188)
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

SIXTEEN MILLIMETRE AUSTRALIA Pty. Ltd.
SYDNEY MELBOURNE BRISBANE ADELAIDE PERTH

CAMERAS, PHOTOGRAPHIC AND PROJECTION EQUIPMENT


Directors: W. J. Hucker, Mrs W. J. Hucker. Handles wide range of TV equipment. Aust. representative for Gates Radio Co. of America. Also export distributor for Australian equipment companies, including Rola Co.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD, Sydney, Melbourne, Brisbane, Perth, Wellington (NZ). (See entry under Recording Equipment).


All TV & film production equipment, 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 specialized photography, industrial motion analysis cameras, Auricon, Magnasync, Zoomer & Hollywood Film Company equip.


All TV & film production equipment, 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 specialized photography, industrial motion analysis cameras, Auricon, Magnasync, Zoomer & Hollywood Film Company equip.

HERSCHELLS FILMS Pty Ltd, 31 Argyle-st, East Melbourne. Phone MP1956. Studio, Television City, 22 Bendigo-st, Richmond, Vic. (BJ6189). Directors Roy A. Driver (managing director), F. F. Knight (chairman), A. L. King. Secretary: W. F. Thomas. Service Engineer: Tony Agapitos. Australian agents for Debrie 16mm incandescent and arc sound projectors; Robot automatic film splicing machines; Debrie camera and laboratory equipment; N.V. & Leometech laboratory equipment; Houston Fearless laboratory equipment; Moviola editing equipment; Lewal Day Dual 16/35mm film processor; film racks; film measurers.

Distributors of Waterworth film strip projectors; Aldis film strip projectors; Premier into splicers; 16mm instructional films—Brent Laboratory, Topical Films, Gateway Films and Pathe Pictorials.

16mm and 35mm preview theatre; portable screen service; projector sales; accessories, spare parts and service department.

NEW YORK.

Manufacturers of 16mm and 35mm still cameras and projectors, Cinevox 16mm projectors, 35mm still cameras and projectors; also range of still cameras and studio and dark-room equipment, sensitised photographic materials and chemicals for professional use.


Manufacturers and suppliers of 16mm and 35mm spools and containers. (See advertisement page 178.)

NATIONAL THEATRE SUPPLY CO PTY LTD, Sydney, Brisbane, Adelaide, Geelong Kalite Theatre Supplies, Melbourne, Perth. (See entry under Studio Lighting.)


Branches: 367 Kent-st, Sydney (BX3471); 192 Parry-st, Newcastle West; Commercial Banking Company of Sydney Bldg, Percey-st, Civic Centre, Canberra (F4669); 590 Bourke-st, Melbourne (MU6009); 148 Edward-st, Brisbane (BU3669); 119 Grenfell-st, Adelaide (W2241); 915 Murray-st, Perth (21-3135-2); c/o Brisbane and Elizabeth-st, Hobart (2-2120).

Oceans Reps: Philips' offices throughout the world.

Suppliers all types of TV equipment, including cameras, sound and complete range of TV test equipment and valves.


Agent: Coronet Instructional Films. Cinevox 16mm projectors (Prefect & Premier models), allied projection and magnetic tape recording equip.

PYROX LIMITED, 14-36 Queensberry-st, Melbourne, N3. Phone FJ9121. Telegrams Pyrexol.

Agent: Coronet Instructional Films. Cinevox 16mm projectors (Prefect & Premier models), allied projection and magnetic tape recording equip.


Manufacturers of Rotolape, magnetic recording tape, studio and portable type monophonic and stereophonic tape recorders, tape duplicators, remote control equipment, and professional type turntables.

TELEVISION ENGINEERING PTY. LTD.

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, with Maurer direct optical sound, Stancil-Hoffman interlock system magnetic sound.

A complete and proven engineering service for TV station planning, installation, training and maintenance.

Contractors to — GTV 9, NWS 9, HSV 7, TVW 7, TTV 6, ABY 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.
FOR TV AND FILM STUDIOS —
Full range of
PAN CINOR
LENSES
for 16 mm. and 35 mm.
Motion Picture and television cameras.

Illustrated above is the new Pan Cinor "85" fitted to the Bolex H16 Reflex camera.

Also Sole Australasian Distributors for Kern Lenses
Continuously variable focal length from 17.5 mm. to 85 mm. Maximum aperture f.2 Wide range finder built in to viewfinder, Bolex H16 Reflex camera has continuous through-the-lens view finding and focusing, variable shutter, back-wind, 3-lens turret.

Also represents: Mitchell Camera Corporation; Filmline Corporation; Reeves Corporation; SOS Cinema Supply Corporation; Akeley Camera & Instrument Co.; Producers Sales Corporation (Acme Camera Co. — PhotoSonics Inc.); PrestoSeal Manufacturing Corp.


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.


Technical director: C. L. Faudell.
Consulting engineers, station planning.

One of the many TV Towers designed, fabricated and erected by Electric Power Transmission Pty. Ltd. in all capital cities of Australia.

Accuracy of design, perfection in manufacture and rapidity of erection are the reasons for E.P.T.'s success in this field.

Proud of their past achievements, E.P.T. is in a position to take a large part in spreading TV services throughout the Commonwealth.

ELECTRIC POWER TRANSMISSION PTY. LTD.
226-228 Sussex Street,
Sydney, N.S.W.
Telephone: BX 5491
and film equipment to ABN, ABV. Film and other items to ABQ, ABS, ABW, ABT. Complete station equipment to NWS, TVW and TVT.

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 BX 5051. Telegrams Westrex Sydney.
Managing director: W. E. Kollmyer.
Executives: Robert Hill (dir.), F. S. McKay (secretary), D. H. McDonald (sales mng.), H. L. Sigal (merchandise mng.).
Suppliers of a complete range of sound, projection and studio equip., including Westrex 16-35mm recording equip., Mitchell & Wall cameras, Houston developing machines & Westrex densitometers, Westrex 16 and 35mm film editors.

ASSOCIATED FILM PRINTERS,
43-47 Prospect Street, Moore Park, NSW. Phone FA 4151 and at 8 Campbell-st, Artarmon, NSW. Phone JF 6875.
Directors: P. H. Budden, J. Evans, R. Vaughan, J. Goulston.
Manager: T. R. Wildic.
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 FA 4151.
Executives: D. V. Dove (general mng.).

FILM PROCESSING LABORATORIES ASSOCIATED FILM PRINTERS, 43-47
Prospect Street, Moore Park, NSW. Phone
FA 4151 and at 8 Campbell-st, Artarmon,
NSW. Phone JF 6875.
Directors: P. H. Budden, J. Evans, R
Vaughan, J. Goulston.
Manager: T. R. Wildic.
Processors and printers, 16 and 35mm film,
negative, positive, reversal and color; mfrs
16mm film equipment.

Motion Picture
& Television
Technical Services

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.

MASPRO INDUSTRIES PTY. LTD.
23-29 ADDISON ROAD, MARRICKVILLE, N.S.W.
Cables: "Massproduction". Telephone: LA 4351 (3 lines).

MASPRO
16 mm
SPOOLS & CANISTERS
Protect Valuable FILM
with Constant Balance and "Trueness"

Available throughout Australia and New Zealand from recognised wholesale suppliers.

The choice of leading film distributors, laboratories, government departments —and now TV!

Now MASPRO provides a full range of 16 mm. spools and canisters, wholly manufactured in Australia. They accord with the latest specifications of the American Standards Association, and are approved by the Standards Association of Australia. This means that MASPRO spools are made of high-grade spring steel; won’t warp, won’t buckle ... absence of sharp edges protects film from damage . . . accurate footage calibration on both sides . . . simpler threading because of more accessible slots . . . perfect balance for true, smooth running . . . easier handling.

MASPRO cans will please you, too . . . not only the handsome design, but their film-protecting ruggedness that’s safe in store or in transit.
K. H. Moremon (secretary), P. Markham (feature production), A. James (local & TV production).

Film processing laboratory.


KINELAB PTY LTD, Offices, recording studios and processing laboratory, 2 Cadogan-st, Sydenham (LA504-Cont. P. 182).

THE SUPERC NEW SIEMENS "2000" 16mm SOUND PROJECTOR

The totally new Siemens "2000" 16mm Sound Projector is truly a great engineering achievement. It embodies every worthwhile feature a motion picture projector can have, and is built to last a lifetime.

Perhaps the most important new feature in the latest model of the Siemens "2000" is the fact that both the Optical and the Optical/magnetic projectors are of single case design. This means lighter weight and greater portability.

Other important modifications are the new push-pull amplifier for greater efficiency, provision for adding complete magnetic recording and replay facilities and provision for adding complete Optical recording and replay facilities. All of these modifications are designed to retain the original cost and add to the machine's versatility without changing the basic amplifier and at considerably reduced cost. The new twin-cone speaker housed in the projector carrying case makes it an ideal unit for silent and optical sound films.

The new Siemens "2000" is the only Optical sound projector available which can be later converted to provide full magnetic recording and reproducing facilities. The cost of this conversion, added to the cost of the Optical Sound projector, is no more with the gate of the mixer unit and special bias control. SIEMENS "2000" is the automatic choice for those who demand the best.

1. Variable screen and reproduce optical sound films.
2. Variable optical recording head.
3. Variable optical sound recording head.
4. Variable optical sound recording head.
5. Variable optical sound recording head.
6. Variable optical sound recording head.
7. Variable optical sound recording head.
8. Variable speed control by strobe.
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100. Variable optical sound recording head.

THE AUTOMATIC & ELECTRONIC CONTROL COMPANY LTD

HANIMEX Distributors and manufacturers of fine cine equipment. 14 King Street, Sydney.

Phone BX 7287

THE NEW SIEMENS "2000" 16mm SOUND PROJECTOR

The totally new Siemens "2000" 16mm Sound Projector is truly a great engineering achievement. It embodies every worthwhile feature a motion picture projector can have, and is built to last a lifetime.

Perhaps the most important new feature in the latest model of the Siemens "2000" is the fact that both the Optical and the Optical/magnetic projectors are of single case design. This means lighter weight and greater portability.

Other important modifications are the new push-pull amplifier for greater efficiency, provision for adding complete magnetic recording and replay facilities and provision for adding complete Optical recording and replay facilities. All of these modifications are designed to retain the original cost and add to the machine's versatility without changing the basic amplifier and at considerably reduced cost. The new twin-cone speaker housed in the projector carrying case makes it an ideal unit for silent and optical sound films.

The new Siemens "2000" is the only Optical sound projector available which can be later converted to provide full magnetic recording and reproducing facilities. The cost of this conversion, added to the cost of the Optical Sound projector, is no more than the cost of the Optical Sound projector. Also supplies Gavaret raw films.

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Staff of 50 includes G. Barnes (sales mng), 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 F3447, F3289.

Proprietor: M. R. Murphy.

Service includes 16-35mm negative & positive developing, contact printing, reduction printing, enlarging, optical effects, animation & stop motion. Cutting equip., includes editolias & moviolas, 16-35mm Bell & Howell foot splicers, synchronisers, and edge numbering 16-17x55mm.

SOUND SERVICE CO PTY LTD, 6 Alameda-st, Parkdale, SII. Phone X7100.

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.

State repr.: Australian Instructional Films Pty Ltd, 6 Underwood-st, Sydney. (BU 6357).

FILM STOCK

EMI (AUSTRALIA) LTD, Emitron Hse. 301 Castlereagh-st, Sydney. Phone 26912.

Telegrams Emitron, Sydney.

EMI standard sprocketed 35, 17½ and 16mm cine film coated with magnetic oxide; also video recording tape.

R. GUNZ (PHOTOGRAPHIC) PTY LTD, 24 Wentworth-ave, Sydney (MA9781).

Aust. mngzr: J. Savage.

Branches: 107 Collins-st, Melbourne (MF 9781), Melb. repr., R. Baumann.

YOU CAN RELY ON Ferrania The Dependable Film!

FERRANIA

PANCHROMATIC REVERSAL FILM

Sole Cine Distributor...

SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.

SYDNEY MELBOURNE BRISBANE ADELAIDE PERTH

Agents in Australia for Ferrania; Rotex Agencies Pty. Ltd., Sydney.
Vic. bane (4-2581); Whitehorse-rd, Nunawading, Sydney managing director, D. Pagan.

Photographic and Projection Equipment

SIXTEEN MILLIMETRE A

Manufacturers of 16-35mm lenses, mirrors, filters. Lens resurfacing, repolishing, re-cementing, re-blooming, removal of fungus, damaged blooming. All mechanical repairs to lenses and allied equipment.


Branches: 17 Breerton-st, West End, Brisbane (B1112); Whitehorse-rd, Narre-warne, Vic. (WU6414); 456 Port rd, Hindmarsh, SA. (LW6570); 2 Harwood-place, Perth (28-1606).

WATERWORTH & BESSELL, Park-st, Hobart, Tasmania. GPO Box 113D. Phone B2696.

Manufacturers of Waterworth strip film projectors, also camera and projector lens.
NATIONAL THEATRE STUDIO EQUIPMENT (Australia) Pty Ltd.

1205/State Theatre, Melbourne, Victoria.

-managing dir), J. A. Welch (sales eng.).

Photographic and Projection Equipment.


ROLA COMPANY (AUS) PTY LTD, The Boulevard, Richmond, E.1., Victoria.

Phone 43922.

Automatic and Electronic Control Company Pty Ltd, 94 Mon­


Director: John S. Wilson, Eric N. John­

ston.

Lighting control equipment. Supplied control units for TCN-CTV-Artrana.

State Repre.: EMI (Aust) Ltd, all States.

STUDIO LIGHTING AND LIGHTING CONTROL EQUIPMENT

BARTON, R. H., PHOTOGRAphic LIGHTING PRODUCTS, 17 Prospect st, Erskineville. Phone L1224, R. H. Barron (proprietor). Specialises in manufacture of all types of TV studio photographic lighting equipment and facilities. Has supplied equipment to ATN, TCN, QTQ and other TV stations, Artrana, Avondale Studios, ATEL, Visionex, Fox­

Movie one, Dept of Interior Films, NSW Dept of Technical Education.


Manufacturers of all types of TV studio stage lighting equipment including Fresnel and condenser lens type spots and Boods, scoops, stands and dollies for floor lamps. C clamps, scaffold clamps, Hi Lo Bars, dimmers, film rewinders, film measurers.

H&B lighting is used by TCN and other Australian TV stations.


LOWRY & HENNESSY PTY LTD, Sydney. Phone B1063.

Branches: 154 Elizabeth-st, Sydney (09098); 847-851 Hayst, Perth (219461); Cnr Adelaide & Creek-sts, Bris­

bane (31-1151); O'Seans Metters of London, Ebury Chambers, 74 High-st, Rickmans­

worth, Herts, Eng.


T. N. Bore (managing dir.), A. H. Cameron (general mngr), E. K. Reddell (secretary). C. A. Rutter (dir. of manufac­

tory), L/Gen. Sir Vernon Sturdee (dir.). Suppliers of radio and telephone com­
munications, industrial rectifiers and high frequency heating equip­

ments.

LOVLEY & CO PTY LTD, Sydney, Melbourne, Brisbane. Ad­

elaide. Perh. (See entry under Film Stock.)

16 MILLIMETRE STUDIO LIGHTING.

mitter, Lt/Gen. Sir Vernon Barton, I/State.

The Boulevard, Richmond, E.1., Victoria.

Photographic and Projection Equipment.

GOLDCERG.

Comprehensive range professional tape re­

SIXTEEN MILLIMETRE STUDIO LIGHTING.


Australian agent for Gaumont-Kalee products, including sound systems & pro­

jectors. Heitwe studio lighting, Bell & Howell cameras and studio equipment, and magnetic film & magnetic tape record­

ers. Cinemeccanica 70/35, ToddAO equip.

BRITISH INSULATED CALLENDER'S CABLES (AUST) PTY LTD, 551 Edgecliff-­

eight, Edgecliff, NSW, Phone FB5326.

Steel towers.

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney, Phone BXS492.

Mr. F. Orisolo (mng dir.), Steel towers and allied equip.

STEEL TOWERS

METTERS LTD, Southport, Greenslopes, Brisbane, factory & offices, 101 Henley Beach-rd, Mile End, SA, Phone LJ10241. Telegrams Metters, Adelaide, J. B. Clarkson (mng dir).

Radio-TV masts.

1/State Repre.: Branches, 154 Elizabeth-st, Sydney (09098); 847-851 Hayst, Perth (219461); Cnr Adelaide & Creek-sts, Bris­

bane (31-1151); O'Seans Metters of London, Ebury Chambers, 74 High-st, Rickmans­

worth, Herts, Eng.

TRANSMISSION LINES AND EQUIPMENT


TV load-in cables, high frequency cables, equip­

ment wires, coaxial cables, multi­

channel carrier cables, Multivay and switch­

board wires and cables.

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney, Phone BXS492. Telegrams Tramelectric. Dr. E. Orisolo (mng dir).

Transmission lines, construction of steel masts.

1/State Repre.: Branches, 9 McLachlan-st, Valley, Qld (4-5553); 171 Fitzroy-st, St. Kilda, Vic. (N9117).


Supply and erection of TV towers and supply of allied equip.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany Rd, Alexandria, NSW. Phone MX9444. Teleg. Relay. Also at Moorabank Ave, Liverpool, NSW (UB7531). A. H. Cameron (gen. mngr), T. N. Bore (mng dir.)

Radio-telephone communications equip., TV studio transmission equip., incl. cameras, transmission lines, OB vans and links, studio control and monitoring equip.

TELECOMMUNICATION COMPANY OF AUSTRALIA PTY LIMITED, PO Box 7, Alberton, SA.

Branches: 590 Bourke-st, Melbourne, (MU6091); 20 Herbert-st, Armadale, NSW (JJ211).

Suppliers of TV transmitters and associated equipment.

Agency: Hansen Rubensohn - Agency for MOTION PICTURE & TV INDUSTRY.

MISCELLANEOUS SERVICES

BONDED FILM SERVICES, 45 Prospect-st, Moor Park, NSW. FA4151.


Bond storage, censorship in bond arranged for all TV films. Customs clearance and servicing to motion picture and TV industries screenings. Specialists in waxing 16 and 35mm film.

TV ANTENNA MNFRS

AERIAL MANUFACTURERS PTY LTD, 20 Tebbutt-st, Leichhardt, NSW. Phone LM6789. J. W. Maple, W. B. Oliver (dirs.)

TV aerials, all types mountings and fittings.


Channel Master TV antenna & accessories.

Agency: Murray & Ogle.

DICKSON PRIMER TELEVISION SERVICES PTY LTD, 73 Darley-st, Sydney (CPO Box 5880), Phone B 0275, BX 5791. Teleg. Primercoy Sydney. G. H. Howard (dir), F. Kirkham (chief engineer).

Television antenna and accessories, TV installations and servicing.

Agency: Repeaters Distributors all States.

HILLS TELEVISION SERVICE (member of Hills group of companies), 296-305 Princes Highway, St. Peters, NSW. LA5513 NSW mngr, R. A. Souter.

State branches: 189-197 Burwood-rd, Hawthorn, Vic. (WA1251); R. A. F. Sledge (mngr); 1065 Anzac-way, Brisbane (SA2176); J. J. Dean (Qld sales mngr); 58-60 South-nr, Edwardstown, SA (LLS591), G. Thomas (SA sales mngr).

Mtrs Hills TV antennae electronic equipment, installation and set service.

MAPLE LEAF TV SERVICES, 6 King-st, Balmain, NSW. Phone WH 6735. J. W. Maple (dir), TV aerial installations, TV receiver service.

WATERFORD, R. J. & SON PTY LTD, 2a Milton-st, Bexley, NSW. Phone LW3011, LW3035. R. J. Waterford, R. F. Waterford (dirs.).

NSW distributor, Matchmaster (TV Sales) Pty Ltd (antennae and accessories); Vic. distr. Jasper Coote Pty Ltd, Melb.
ADVERTISERS

CUSTOM TELEVISION PTY LIMITED, Phillipstet, Kogarah, NSW. Phone L13907. Telegrams, Melbournic, Sydney.

KIRBY, JAMES N., SALES PTY LTD, 205 Salisbury-rd, Campdellown. NSW. Phone L10455. Telegrams, Nickertone, Sydney.
Agency: Nickertone TV receivers.


**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 in this section.

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 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, 97.7megs, 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 emphasized 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-listener reached basis.

Appearance were: Sydney: Sir Richard Boyer (chairman) and Charles Moses (general manager, ABC); S. R. I. Clark (managing director 2GB-Macquarie) and L. N. Schwartz (technical director, 2GB); George Barlin (manager, Canberra Broadcasters); E. W. MacAlpine (director and assistant managing director, Consolidated Press); W. Silby 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 Humphreys (federal director, AAB). Melbourne: J. Campbell (PMG's Dept), J. E. Ridle and Arthur Cowan (president and executive officer respectively of the AFCBS); J. P. Salado (engineer, Electronic Industries); E. H. Horner (electronics and allied div., Chamber of Manufactures); D. Worrall (3DB-LK); L. Bennett (general manager SUT, also representing SKY and SKE); C. Derham (Melbourne Broadcasters, 5AK); R. Haig-Muir (Haig-Muir Pty Ltd); L. G. Mathers, retired manager of TWL.

Witnesses who indicated at the inquiries that their organisations sought FM licences were: Sydney: Truth and Fair Play (private and Consolidated Press (newspaper groups) Christian Broadcasting Association (religious group), ABC, Melbourne; Melbourne Broadcasters (5AK), Electronic Industries Ltd (manufacturing group).

Many broadcasting industry witnesses had FM licence applications before the Broadcasting Control Board for several years.
Original storyboard ... USP.
Studio ... Supreme Sound.
Director ... Peter Dimond
Animation and additional ideas ... Jean Tych

Could we afford not to mention that USP won First Prize, Silver Medallion, in the Advertising Section of the Australian Film Institute's awards for 1959?
The judge's comments were: "This in our view is a more effective and more entertaining piece of salesmanship (using simple cell animation) than any of the other advertising entries, up to 30 times as long." The film in question is a 60-second animated commercial made for the Shell Company of Australia Limited; the result of creative and technical effort by a number of people both inside and outside the Agency. We take this opportunity of congratulating all concerned.

UNITED SERVICE PUBLICITY PTY. LTD.
420 St. Kilda Road, Melbourne.
33 York Street, Sydney.
326 Elizabeth Street, Brisbane

COMPLETE ADVERTISING AND MARKETING SERVICE IN EVERY STATE OF AUSTRALIA

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- Tasmania (pages 226-227)
NEW SOUTH WALES

Directors: C. M. Quirke, M. M. Small (manag. dir, Sydney company).
Accreditations: AFCBS, ANC, PPAB, TAB, AAB.
I/State Reps: See Melbourne entry.

ALDWYCH ADVERTISING (NSW) PTY LTD, 27-6452 (3 lines).

AMALGAMATED ADVERTISING PTY LTD, Caltex Hse, 167 Kent-st, Sydney. Phone 276452 (3 lines).
Directors: E. D. Widock, T. Wrightson.
Executives: P. Harris (gen. mngr), R. G. Francis (copy), M. G. Dyer (accnt-execs), M. G. Pearce (acct-execs).
Accreditations: ANP, PPAB, AFCBS.

ANIVITTI ADVERTISING PTY LTD, 74 Castlereagh-st, Sydney. Phone BW2128.
Accreditations: ANP, ANA, NAAB, AFCBS, TAB.

BARTLETT MURPHY & MACKENZIE PTY LTD, 33 York-st, Sydney. Phone BU2724 (4 lines).
I/State Reps: See Melbourne entry.

Directors: S. E. Bauer (manag. dir), Dan Thomson.

BAUER & COMPANY PTY LTD, 276 KENT STREET, SYDNEY MA 5461

All typefaces used throughout this production were supplied by...

J. SYDNEY HORTON PTY. LTD.
526 KENT STREET, SYDNEY MA 5461

Typesetters to the Trade for over 40 years


MAIN RADIO-TV CLIENTS: Australian Electrical Industries Pty Limited, Australian Wine Board, Boydell Pty Ltd, Cadbury Productions Limited, Jeldwen Manufacturing Pty Ltd.


member Affiliated Advertising Agencies' Network, C. Chicago, Robertson (secy).

Accreditations: ANC, AFCBS, PPAB, TAB, ABC.


Director: H. R. Gellatley

Executives: V. C. P. Violet (mngr), C. M. Brown (radio-TV mngr & acct-exec).

Accreditations: ANC, AFCBS, PPAB.

Main Clients: War Veterans, Smith, Copland & Co Ptd Ltd, Empire Speedways Pty Ltd, Chrisies Ptd Ltd, Chevrons Motorco, Mutual Trading Co.

GOLDBERG ADVERTISING (AUSTRALIA) PTD. LTD, 188 Georges, Sydney. Phone BU3891. Telegrams Goldads.

Directors: A. Goldberg, H. Woolf (managing), E. J. Quick, W. J. Brooks, H. MacLeod, N. A. K-chairsman.

Executives: E. J. Quick (general mngr), W. J. Brooks (secretary), H. MacLeod (production mngr), A. Richardson (chief acct-exec). I. Bickman (media mngr), B. Gilchrist (copy chief).

(State Representation: Frank Goldberg Advertising (Aust.) Pty Ltd, 5 Smith-st, Albert-st, Sydney. Telegrams Rubadco.)

Accreditations: ANC, AFGBS, PPAB, ABC, TAB.


Branch: Melbourne.

Executives: S. Rubensohn (gov. dir), J. Bristow (mngr dir), A. Grimes (dir), W. A. Lockley (gen. mngr), W. Diamond (group dir). D. Coop (group dir), P. Harvey (group dir), Peter C. Stephenson (senior exec), A. J. Whitmore (art dir), C. R. Scruby (radio and tv dir), Miss J. Kerr (media mngr), Miss D. Davis (secy).

Accreditations: AFCBS, ABC, PPAB, TAB.


Branch: Melbourne.

Executives: S. Rubensohn (gov. dir), J. Bristow (mngr dir), A. Grimes (dir), W. A. Lockley (gen. mngr), W. Diamond (group dir), D. Coop (group dir), P. Harvey (group dir), Peter C. Stephenson (senior exec), A. J. Whitmore (art dir), C. R. Scruby (radio and tv dir), Miss J. Kerr (media mngr), Miss D. Davis (secy).

Accreditations: AFCBS, ABC, PPAB, TAB.


Branch: Melbourne.

Executives: S. Rubensohn (gov. dir), J. Bristow (mngr dir), A. Grimes (dir), W. A. Lockley (gen. mngr), W. Diamond (group dir), D. Coop (group dir), P. Harvey (group dir), Peter C. Stephenson (senior exec), A. J. Whitmore (art dir), C. R. Scruby (radio and tv dir), Miss J. Kerr (media mngr), Miss D. Davis (secy).

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Accreditations: AFCBS, ABC, PPAB, TAB.
over the waves...

Ride the crest of the airwaves and cover your growing markets in the Asian Continent and the S. E. Asian territories.

If you cannot read, they can still acknowledge the spoken word, warm and persuasive . . .

that's one very good reason why you need to advertise over the Commercial Service of Radio Ceylon, for the most extensive coverage, and in the languages of the market.

Address your enquiries to:

The Director, Commercial Services of Radio Ceylon, P. O. Box 1510 Colombo, Ceylon.


Associate Directors: A. P. Stevens, R. J. Kerin, M. H. Ingamells.


Accreditations: ANC, PPAB, AFCBS.


Directors: R. Willmott, B. C. Ogilvie, F. E. Weecks.


Oscar Reps: Associate houses throughout the world.

Accreditations: ANC, NPA of NZ, AFCBS, PPAB, TAB.

WELCH, ROGER, ADVERTISING, 50 Carrington-st, Sydney. Phone: 29 6662-A.

Executives: Roger Welch, Lars Knudsen, Gary F. Bird. Accreditation: ANC, AFCBS, PPAB, TAB.


Executives: J. Gifford (acct exec), E. Reade (mgnt dir), J. W. Mansfield, B. Bennett.


Accreditations: ANC, PPAB, AFCBS, TAB.

Main-Job Clients: Shadwell Pen Co, Major 8, Holland Cycles, Mutual Store, Cadell (Aust) Pty Ltd, Fractional Fitting Shoe Stores.


Production: R. Long.

Accreditations: ANC, PPAB, AFCBS, TAB, ABC.

Main Clients: Helena Rubinstein, Associated Beauty Aids Pty Ltd, Rockett & Colman (Australia) Ltd, Canadian Pacific Railway Co., Canadian Pacific Airlines Ltd, Smith Keith & French Laboratories, AMF Stirling Ltd.


Directors: R. Willmott, B. C. Ogilvie, F. E. Weecks.


Oscar Reps: Associate houses throughout the world.

Accreditations: ANC, NPA of NZ, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Elem =& French Laboratories, AMF Stirling Ltd.


Directors: R. Willmott, B. C. Ogilvie, F. E. Weecks.


Oscar Reps: Associate houses throughout the world.

Accreditations: ANC, NPA of NZ, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Elem =& French Laboratories, AMF Stirling Ltd.

VICTORIA

ADVERTISING ASSOCIATES PTY LTD (formerly R. E. Malhook Advertising), 109 York-st, Melbourne.

Directors: R. E. Malhook, Mrs R. E. Malhook.


Accreditations: ANC, ACB, TAB, AFCBS.

Main Radio-TV Clients: Shadwell Pen Co, Major 8, Holland Cycles, Mutual Store, Cadell (Aust) Pty Ltd, Fractional Fitting Shoe Stores.

ALEXANDRA ADVERTISING, 9th floor, 622 Collins-st, Melbourne. Phone: 47 8405.

Director: G. G. Alexander (mg dir).

Executives: Miss R. Dobson (prod), J. Cohen (acct-exec), Miss G. Moran (media).

Accreditations: ANC, TAB, AFCBS.


ALDWYCH ADVERTISING PTY LTD, 450 St Kilda-rd, Melbourne. Phone: BM5921.

Telegrams: Aldwych.

Branches: Sydney, Adelaide.

Directors: G. L. Bridle (mg dir), L. Glick, H. J. Holmes, W. Murphy, J. S. Munro.

Executives: P. Yates (SA mgnt), F. Small (NSW mgnt).

Accreditations: ANC, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Dunlop, Godfrey Phillips (Albany), Yvka, Actii, Massey-Ferguson, Hoplewood, M. A. Gibson (Hoover).

AM SERVICES PTY LTD, 83 Exhibition-st, Melbourne. Phone: MF5168, MF3153.

Executives: Max L. Goowinson (mgnt dir), Robert A. Francis.

Accreditations: AAB, ANC, PPAB, AFCBS, TAB.

ANSELL & ASSOCIATES, Ampol Hse, cnr Elizabeth & Grattansts, Melbourne. Phone: FJ9001.


Accreditations: ANC, AFCBS, PPAB, TAB.


BELL ADVERTISING PTY LTD, 18 Queen-st, Melbourne. MB5612.

Directors: B. V. Bell (mg dir), R. C. Hinge (art dir).

Executives: J. E. Dowey (acct/exec), Mrs McCarthy (media).

Accreditations: ANC, 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., Simplex Distributing Co., (Matador Knitting Machines), Wiltshire Cutlery Co. Pty Ltd, Surety Television Services Pty Ltd.


Directors: F. State, Oeas Repc: See Sydney entry.

BAINE MACKAY ADVERTISING PTY LTD, 405 Collins-st, Melbourne, C1. Phone: MB5087.

Directors: Baine Mackay (govt dir), Jean Mackay (acct dir).


Accreditations: ANC, PPAB, AFCBS, TAB, AAB.

Main Radio-TV Clients: Beaurepaire Tyre Service Pty Ltd, Malcolm Reid & Co. (Vic), Eric Weber & Co. Pty Ltd, Maryvale Motors, Eclipse Motors, Barronister Products, Vic. Institute of Launderers, Cameron & Sutherland (Sales) Pty Ltd, Ormonde Chemical Co., Knittmaster Pty Ltd, Unkech Sash Balance Pty Ltd, Found Motors Pty Ltd.

BECKET - THOMSON ADVERTISING PTY LTD, Stanhill, 34 Queens-rd, SCZ, Melbourne. Phone: BM2591-5.

Branches: Sydney.

Directors: A. W. Thomson (mg dir), H. R. Thomson.

Accreditations: ANC, AFCBS, PPAB, TAB.


Main Radio-TV Clients: R. W. Fyatt Pty Ltd (shoe), Seppelt & Sons Ltd, H. R. Thomson, Sons Pty Ltd, Tee Vee Drinks Pty Ltd, Ameal Chemists.

Accreditations: ANC, ANPA, TAB, Main Radio-TV Clients: See Sydney entry.

BEST AND COMPANY PTY LTD, 86-88 Johnston-st, East Melbourne, VIC 3002.

Directors: E. W. Bratt (mg dir), G. A. Bond (mg dir). Executives: ANC, ANPA, TAP, AFCBS, Main Clients: Davies, Coop & Co., Limited, Repco Limited, Patons Brake Replacements Pty Ltd, Imperial Chemical Industries of Aust. & NZ Ltd


Director: John F. Hendrick (principal), Executive: Bruce Heron, (2/3 principal John Hendrick), A. Jenkinson (acct exec), E. Tindley (prod), Mrs N. Hosie (media mgmt).

Accreditations: ACC, AFCBS, TAB, Main Radio-TV Clients: Robert Watson Ltd, Hunters Products Pty Ltd, Business Equipment Pty Ltd.


Executive: K. R. Laurie (acct & mgmt). Accreditations: FPAB.

CROFT, REX, ADVERTISING, 4 The Boulevard, Ivanhoe, Melbourne. Phone JX5603. Director: Rex Croft (proprietor).

Executives: Neil Smith (acct-exec), Mrs R. Croft (media), Miss P. Edwards (acct), B. Beynon (prod).

Accreditations: TAB, ANC, Main Clients: Frederick L. Cook & Williams, R. N. Everard, Daniel Harvey Ltd, Moonah Timber Co., Paul Straw Ltd, Art Training Institute.

CURTIS STEVENS ADVERTISING PTY LTD, 15 Temple Court, 622 Collins-st, Melbourne, MU6101, ME4629. Director: M. Curtis (mg dir), D. A. Stevens, C. M. Curtis, K. M. Stevens.

Accreditations: ACC, AFCBS, TAB.

DE CRESPIGNY, JOHN, ADVERTISING, 116 Wellington-pde, East Melbourne, JA1682. Director: Mrs. J. C. C. de Crespiogny (mg ptnrs), Margaret C. de Crespiogny (medth dir).

Accreditations: ACC, AFCBS, TAB, Main Radio-TV Clients: Ballarat Products Ltd (Sunshine Biscuits Dept), United Biscuits Pty Ltd, Griffiths & Co. Pty Ltd, Pty Ltd, Air Travel Dept), New Holland (Asia) Pty Ltd, British United Dairies Pty Ltd (Toorakac Milk Products).


Accreditations: ANC, AFCBS, TAB, Main Radio-TV Clients: Ballarat Products Ltd (Sunshine Biscuits Dept), United Biscuits Pty Ltd, Griffiths & Co. Pty Ltd, Pty Ltd, Air Travel Dept), New Holland (Asia) Pty Ltd, British United Dairies Pty Ltd (Toorakac Milk Products).


Owens Repr.: London, Canada, USA, Sth Africa.

Accreditations: ANC, FPAB, AFCBS, TAB.
HAYES PUBLICITY SERVICE, 197 King st, Melbourne. Phone 67 6341-2-3-4. Tele­
grams Hapun. 

Proprietor: George Hayes. 

Directors: Miss F. Power (media mgr), M. W. Davies, G. P. Hayes (accnt/exec), Gordon Massey (TV-radio mgr), R. Enslow (accopt). 


Accreditations: ANC, PPAB, AFCS, TAB. 


DIRECTORS: W. John Haysom, Mabel Haywood (I/State Repr.), Alan A. Martin. 

Accreditations: AAB, AFCBS, ANC, PPAB, TAB. 

Main Radio-TV Clients: Bowater-Scott Australias Pty Limited, Mildura Winery Ltd, Valvoline Oil Co., International Vending Machines Pty Ltd. 

IRVINE ADVERTISING PTY LTD, 235 Toorak-rd, St. Kilda, Vic. Phone B1249. 

Managing Director: Malcolm Irvine. 

Manager: Geoff Young. 

Accreditations: ANC, AAB, AFCS, PPAB, TAB. 

Main Radio-TV Clients: Swallow’s Biscuits Pty Ltd, Swanson-st, Melbourne. 

Managing Director: Malcolm Irvine. 

Director: N. R. Delbridge (copy dir), N. E. Satchwell, L. H. Hughes. 

Accreditations: ABCFS, ANC, PPAB, TAB. 

Main Radio-TV Clients: Chocolates, Victorian mngr), Miss Fisher’s Wax, Newman’s (accnt/execs), Miss B. Norris (media mngr). 

HUGHES, ROBERT ADVERTISING PTY LTD, 7 Latrobe Court, rear, 151 Larcro­
est, Melbourne. Phone B1775. Telegrams Husad Melbourne. 

Directors: R. L. Hughes, N. E. Satchwell, I. M. Hughes. 

Executive: N. D. Delbridge (copy dir), G. Goldon (media mngr), G. Bland (prod. mngr), K. Hounslow (radio/tv mngr). 

Accreditations: TAB, ABCFS, ANC, PPAB. 

Main Radio-TV Clients: Campbell Davies Pty Ltd, Simpson Manufacturing Pty Ltd, Tarax Drinks Pty Ltd, Potter & Moore (Aust) Pty Ltd, Lavertys Pty Ltd. 

I/State Representation: R. Johnston, B. Digby (prod. mngr). 

Accreditations: ANC, PPAB, AFCS, TAB. 


Directors: W. John Hayosn, Mabel V. Hay­son. 


I/State Repr.: A. N. White Advertising, AGA Bldg, 66 King-st, Sydney (BX2477). 

Accreditations: ANC, PPAB, AFCS, TAB. 


HIGGINS, JOHN PUBLICITY, 17 Queen­st, Melbourne. MB1224, MB1189. 

Directors: John Higgins, N. M. Higgins. 

Executives: John Caughey, K. C. Hume (accnt exec), Peter Dunne (art dir), Miss L. Patteraon (media mngr), Paul Shaw (prod. mngr), Miss V. Orford (accopt). 

I/State Repr.: Webb-Roberts-McClelland, SA. 

Accreditations: ANC, AFCS, TAB, PPAB. 


Accreditations: TAB, NPA of Aust., AAB, AFCS, ANC, PPAB. 

JENNINGS-LEE ADVERTISING PTY LTD, Century Bldg, 125 Swanton-st, Mel­bourne. C. Phone 67 7051. 


Executive: Miss V. Lee (exec-director), J. P. Thompson (mngr), R. Lingard (media mngr). 

Accreditations: ANC, PPAB, AFCS, TAB. 

Main Radio-TV Clients: Floor Coverings Pty Ltd, Leviathan Ltd, H. R. Varley & Sons, Finlay Bros, Roots Rural Products, Silhouette Figure Form, Lloyd Harnett Motors. 

LAWSON, LAURIE ADVERTISING PTY LTD, 85 Rathdowne-st, Carlton, Vic. Phone F5601, F5655. 

Directors: L. O. Lawson (mngr dir), I. M. Niblet (finance dir), Mrs L. Lawson, Russell Jackson (assoc. dir). 

Accreditations: ABCFS, TAB, ANC. 

Main Radio-TV Clients: Don-Do Tablets and A. R. Tabs). 

LUCAS, C. H., ADVERTISING, 57 Eliza­st, Melbourne, C.1. Phone MB5081. 


Executives: S. Fuller, R. Hart, M. Hur­rell (accopt/exec), Miss B. Norris (media mngr). 

Accreditations: ABCFS, TAB, ANC, PPAB. 

Main Radio-TV Clients: Harvey-Nudex Pty Ltd, William’s Sons, J. W. Handy, Bell­ing & Lee (Aust.), J. R. Hall Machinery Pty Ltd, Pasken’s Bottling Co (Melb.), Ltd, R. Johnston & Co Pty Ltd, Western Dist­ric Co Op Co Ltd, Bran Ross Pty Ltd. 

MOFFATT, T., ADVERTISING SERV­ICES, Rutland Court, 409 St. Kilda-rd, Mel­bourne S.C.2, Phone 26-2501. 

Principal: Thomas Moffatt. 

Executives: T. Moffatt, Barry R. West, Harry Deuch (accopt/exec), Margaret Pavan­no (media mngr), Harry Hertz (prod. mngr). 

Accreditations: ANC, AAB, AFCS, TAB, PPAB. 

Main Radio-TV Clients: Armstrong York Engineering Pty Ltd, Smith & Sons (Aust.) Pty Ltd, Min-’n-Vit Pty Ltd, Melbourne’s Radio Pty Ltd, Southern Construction Co Pty Ltd. 

MOONEY, CLAULE ADVERTISING PTY LTD, 993 Lonsdale-st, Melbourne. Tele­grams Clauleda. 


MOONEY, CLAULE ADVERTISING PTY LTD, 993 Lonsdale-st, Melbourne. Telegrams Clauleda. 


I/State Representation: R. S. Maynard Advert­ising, 50 Park-st, Sydney (M5721), and AMP Bldg, Edward-st, Brisbane (B0579); Glenn Taylor Advertising, 151 George’s Terrace, Adelaide (LA1421); Airline Collective Advertising, 194 St. George’s Terrace, Perth. 


Accreditations: ANC, PPAB, AFCS, NPA of NZ, ABC, TAB. 

MCMAHON, ADVERTISING, 42 William st, Melbourne, MB1856. 

Accreditations: AFCS. 

MERCANTILE EXCHANGE ADVERTISING AGENCY, THE, 380 Collins-st, Mel­bourne. Phone MU2944. 

Managing Proprietor: T. C. Gardner. 

Accreditations: AAB, ANC, PPAB, NPA of NZ. 

MOFFATT, T., ADVERTISING SERV­ICES, Rutland Court, 409 St. Kilda-rd, Mel­bourne S.C.2, Phone 26-2501. 

Principal: Thomas Moffatt. 

Executives: T. Moffatt, Barry R. West, Harry Deuch (accopt/exec), Margaret Pavan­no (media mngr), Harry Hertz (prod. mngr). 

Accreditations: ANC, AAB, AFCS, TAB, PPAB. 

Main Radio-TV Clients: Armstrong York Engineering Pty Ltd, Smith & Sons (Aust.) Pty Ltd, Min-’n-Vit Pty Ltd, Melbourne’s Radio Pty Ltd, Southern Construction Co Pty Ltd. 

MOONEY, CLAULE ADVERTISING PTY LTD, 993 Lonsdale-st, Melbourne. Tele­grams Clauleda. 


MOONEY-WEBB PTY LTD (associated with Webb Publicity Pty Ltd, retail advertising service), 549 Collins-st, Melbourne. Phone 62-6971.

Directors: E. J. Webb (also mngr), I. Gorman (also fashion dir.), L. H. Webb.


Accreditations: ANC, PPAB, AFCBS, TAB.

Main Clients: The Metropolitan, 27a Royal Arcade, Melbourne. Phone 62-6971.

Branches: 506-514 Pacific Highway, St. Leonards, NSW; Strand Buildings, 130 Queen-st, Brisbane; 108 Gawler-place, Adelaide.

Accreditations: ANC, PPAB, AFCBS, TAB, NPA of NZ.

Main Radio-TV Clients: A. W. Allen Ltd, Black & Decker, Queen's Bridge Motors, J. P. Seniuti, Victoria Hotel, Glass Laborato-


I/State Representation: O'Brien Publicity, 56 Young-st, Sydney (BU155), and Empire Hse, cnr Wharf & Queen-sts, Brisbane (BU55).

Accreditations: ANC, AFCBS, PPAB, NPA of NZ, TAB.


Accreditations: AFCBS, ANC, NPA of NZ, PPAB, TAB.

NIXON, N. V. & C. PTY LTD, 466 Col-

lins-st, Melbourne, C1. Phone 67-6091. Tele-

grams Nixonads Melbourne.

Directors (Melbourne), N. V. Nixon (mg dir.), A. D. Gibson (TV & admin), R. A. South (copy), L. Cole (art), (Sydney), C. W. Judd, B. Gapes.

EXECUTIVES: B. P. Morris (acct super.), K. McDonald (acct), W. Martin (media) and D. Yool (prod.).

Branches: 506-514 Pacific Highway, St. Leonards, NSW; Strand Buildings, 130 Queen-st, Brisbane; 108 Gawler-place, Adelaide.

Accreditations: ANC, PPAB, AFCBS, TAB, NPA of NZ.

Main Radio-TV Clients: A. W. Allen Ltd, Black & Decker, Queen's Bridge Motors, J. P. Seniuti, Victoria Hotel, Glass Laborato-


LUBBBROOK, A. J., 2 Sprot-ave, Tournak Gardens, SA, 5065. Part time PRO to the Wine Industry of SA, correx and advtg repr. for trade jour-


HALLOCK, JOHN, PTY LTD, MLC Building, 171 St George’s Terrace, Perth (0-0202). W. Austin, mng. Directors & head office: See Sydney entry.
IS THE FIRST CHOICE OF ADVERTISING EXECUTIVES

BECAUSE B&T was the FIRST to go in for the specialised, authoritative treatment, the how-to-use-advertising, the get-down-to-cases approach that today's advertising men want, and have a right to expect.

BECAUSE only in B&T has this practical viewpoint been scientifically developed for its readers' needs, so that its material can be used for the promotion of air media and improvements of its standards.

Consequently B&T, MOST-READ, MOST-USED AND MOST-QUOTED is the best advertising medium in Australia for commercial broadcasting and television stations.
Commercial photographers listed here have established specialised photographic publicity services for radio, television, agencies and advertisers and are fully geared to cover all industry events from social functions and dinners to contract signings, stunts and promotions. They are equipped to make photographic records of special radio and TV programs, to take general publicity pictures, and to cater to those requiring studio stills.

SYDNEY

BAGLIN, DOUGLASS PTY LTD, 100 Pacific Highway, St Leonards, JF6311.
Directors: Douglass Baglin, Pat Purcell, John Early.
Handles all types of PR, trade and press photography, with own photographic studio and processing and enlarging facilities, and also advertising illustrations in color and B&W and trick illustrative photography. Color processing facilities.

BIERRE, ERIC W., 132 William-st, Sydney. Phone FAS111.
Handles all types of PR and trade photography, with own studio and printing facilities.

FULLARTON, JOHN STUDIOS, 21 Macquarie Place, Sydney. Phone BU 3514.
Directors: John Paul Fullarton, Leon Marcia Fullarton.
Executive: Brian Lancaster-Sutcliffe.
All types of PR, trade and press photography, with own studio and full processing and enlarging facilities.

SCOTT POLKINGHORNE & OWEN STEVENS PTY LTD, 24 Jamison-st, Sydney. Phone BU 5081-BU 5082.
Directors (and cameramen): Scott Polkinghorne, Owen Stevens.
Handles all types of PR, trade and press photography, with own photographic studio and full processing and printing facilities.
Main clients include Sydney radio and TV stations, agencies and advertisers.

MELBOURNE

RICHARDS, LAURIE, 4 Tower-ave, Alphington, Victoria. Phone JW 1528.
Principals: Laurie Richards, Constance Lesley Richards.
Specialises in PR, trade and press photography, with own processing and printing facilities.

WE TAKE PRIDE IN BEING THE

Leading Photographers
FOR THE BROADCASTING AND TELEVISION INDUSTRY

SCOTT OWEN POLKINGHORNE & STEVENS
24 Jamison Street, Sydney
Phone: BU 5081-2


Products:  Nitrogen, oxygen, carbon dioxide, argon, helium, hydrogen, water, ice.

Agency: Allied A/C Advig.


BOOTS PURE DRUG CO. (AUSTRALIA) PTY LTD, 570 Eastern Valley Way, Box H111, Adelaide. Phone YJ1212. Telegrams Boots-River, Adelaide.


BONNINGTON & COY PTY LTD, 179 Harris-st, Pyrmont, NSW. Phone W 1709.

Directors: L. Bonnington (manag. dir.), G. C. Bonnington (works mng dir.), G. Bonnington (mng dir.).

Agent: Proprietary medicines, throat jubes, poultry food.


BONNINGTON & COY PTY LTD, 179 Harris-st, Pyrmont, NSW. Phone W 1709.

Directors: L. Bonnington (manag. dir.), G. C. Bonnington (works mng dir.), G. Bonnington (mng dir.).

Agent: Proprietary medicines, throat jubes, poultry food.


BOPC AUSTRALIA LTD, 131 Queen-st, Melbourne, C1. Phone 60-0551. Tele- 

Executive: R. R. Taylor (advtg dept mngr).


BP AUSTRALIA LIMITED, 131 Queen-st, Melbourne, C1. Phone 60-0551. Tele- 

Executive: R. R. Taylor (advtg dept mngr).


BOPC AUSTRALIA LTD, 131 Queen-st, Melbourne, C1. Phone 60-0551. Tele- 

Director: R. J. Hughes.
petrols, Energol lubricants and full range of greases and oils.

Agency: Civil Engineering and

petrols, Energol lubricants and full range of greases and oils.

Agency: Civil Engineering and


SERVICE: Life assurance, fire, accident & marine insurances.
Agency: New York Gothenberg Assoc, Pty Ltd.

PYE INDUSTRIES LTD, P.O. Box 12, Marrickville, Telagrams Prind, Sydney, Phone LL041.
Agencies: McClelland Advert, Co Pty Ltd. 1/State Repr.: Branch offices in all States. O'Keefe Member of the Pye Ltd Organ., England.


REMINGTON RAND (AUSTRALIA) PTY LIMITED, 80 Parnham-street, Lidcombe, NSW. Phone VX1662. Telegraphs Remrand, Sydney.

Agencies: United Service Publicity, Amell & others. 1/State Repr.: Branches & agents, all States.

RALEIGH PRESERVING CO. LTD, 50 Albion-st, Brunswick West, N12, Vic. Phone FM2811. Telegrams Raleighpex, Melb.
1/State Repr.: All States. O'Keefe: Christchurch, Dunedin, Auckland & Wellington, NZ; Cape Town & Johannesburg, Sth Africa; Colombo, Ceylon, Singapore, Lebanon, Hong Kong, Kyoto, Fiji, Portuguese East Africa, Ceylon, Portuguese India, Greece, Tinidad, BWI, Philippines.

Agency: George Patterson Pty Ltd.

SAMUEL TAYLOR PTY LTD, 239 Pacific Hwy, Artarmon, NSW. Phone JF3326. Telegraphs Samtaylor.
Agency: Hansen & Roebornson-McCann, Erickson.
1/State Repr.: All States.


SCHWEPPES (AUSTRALIA) PTY LIMITED, 43 0'Ricard-st, Alexandria, NSW. Phone MU4721. Teleog. Schweppes Sydney.
Executives: A. L. Rannister (prod. mng), R. A. Delohery (sales dir.). Products: Arctic waters and fruit juice cordials, milk bar syrups.

SCOTT & BOWNE (AUSTRALASIA) LIMITED, 120-126 Rothschild-ave, Rosebery, Phone MU4558. Telegrams Emumis, Sydney.


J. E. M. Telegrams Taubind, J. Bayer’s Asprin.
MJ251 l. Telegrams, Swallowbisc.
Directors: John L. Kemp (mngr, advtg div.), R. Evans (vice-chmn),
A. A. N. B., (asst manag. dir), G. Ingham (Aust. sales mngr,
Vincent's APC Powders & Tablets.
Products: Star whisky.
TURNER MANUFACTURING CO PTY LIMITED, 59 Whitehorse-rd, Nunawading,
V.B. Phone WU2811. Teleg. Turnco.
Director: R. W. A. Dickson (chmn), W. W. Turner (mngr dir), E. T. Les (police
Products: Products: Tom Piper canned meats, puddings, fruits, sauces, cordials.
Agency: Noel Paton.
TODD BROADHURST LEE CO LTD, 45 Market-st, Sydney. Phone MAS252.
Executive: A. J. S. Dickson (sales & advtg mng).
Director: A. E. Fairclough (chairman), N. Hillsworth (vice-chairman), G. A. H.
M. V. S., (distillery mngr), R. Fist (distillery mgr), A. M. Beck (quality con­trol mgr),
VICTORIAN INDUSTRIAL SALES and SERVICE PTY LTD, Car Kewangh &
Director: R. A. Hegarty (manag dir), M. R. Probert (sales & merch dir), R. J. Kilgour (advig mng), R. Laughlin (Asst advig mng).
Director: W. J. Thompson.
Director: H. H. Moore (chairman), H. J. Lewarne (asst Aust. gen. mngr),
Director: N. M. Reichenbach.
Director: T. A. Fairclough (chairman), N. Hillsworth (vice-chairman), G. A. H.
Cabinet & builders' hardware, screwdrivers, backsaws, washing machines.
Agency: O'Brien Publicity.
Executive: A. J. S. Dickson (sales & advtg mng).
Director: W. B. Thompson.
Director: T. A. Fairclough (chairman), N. Hillsworth (vice-chairman), G. A. H.
Director: A. W. Spooner (chairman), N. H. Spooner (manag. dir.), A. E. Jamison,
Director: R. W. A. Dickson (chmn), W. W. Turner (mngr dir), E. T. Les (police
Products: Products: Tom Piper canned meats, puddings, fruits, sauces, cordials.
Director: A. W. Spooner (chairman), N. H. Spooner (manag. dir.), A. E. Jamison,
Director: W. J. Thompson.
Director: Sir Rupert Bart., M.E.E., R.C.A.
Director: H. N. Reichenbach.
Director: H. J. Lewarne (asst Aust. gen. mngr),
Director: R. W. A. Dickson (chmn), W. W. Turner (mngr dir), E. T. Les (police
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Director: A. W. Spooner (chairman), N. H. Spooner (manag. dir.), A. E. Jamison,
Director: H. N. Reichenbach.
Director: W. J. Thompson.

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-McCann, J. Walter Thompson, Briggs, Candy, James & Paramor.

Products: Capstan, Ardath, Garrick, Craven A, Turf, Ascot, Temple Bar, Lucky Strike, Koh cigarette papers; Grosvenor Club, Monopole, Villeneuve sigars.


ACTORS & ANONCERS' EQUITY OF AUSTRALIA

ASSOCIATION OF AUSTRALIAN RECORD MANUFACTURERS, 30 Adist, Sydney,

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Box 4150, GPO Sydney, Phone MA 4857.

Officers: J. M. Burnett (president), D. Fe-
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Radio and television listener-viewer and trade publications

ADVERTISING [Greater Publications Pty Ltd], Liverpool House, 257 Castlereagh-st, Sydney (Box 2008 GPO), Phone MA8163. Teleg. Broadcast, Sydney. Directors: Eric Solomon (mng dir.). Executives: Bill Bercham (editor), Alan Hill (adv & sales mng). National business and marketing magazine, published monthly and embracing all recognised advertising-merchandising media. Subscription rates: £1 15s per year (in Aust.), £1 15s (Empire countries), £2 10s (other countries), or 2s 6d per single copy.


TELEVISION ADVERTISING BOARD: E. Trenchard-Smith (secy.), c/- Herald-Sun Television, One Dorcas & Wells-sts, South Melbourne. Phone MX4731. 1960 Executive chairman, Ian Faircloth (TCN), Secretary, Ken Brown (ATN). Member Stations: ATN, GTV, HSV, TCN, ADS, NWS, BTV, QTV, TVW. Formed early 1957 to accredit agencies, to negotiate on an industry basis with other organisations including the AAs and AANA, and to promote the sale of television time.

TELEVISION SOCIETY OF AUSTRALIA: Council, J. H. T. Fisher (pres.), 15 Albert Hse, King George Square, Brisbane (2-9685); A. Robinson (Qld secy.), 188 Little Collins-st, Sydney. Phone 63-0341. 1960 Executives: President, George Andrew (SUZ); vice-pres., Ray Heath (MBB); secy., Gene Mann (MBS); treas., Stan Fawcett (SUZ); committee, Hugh Anderson, Bill Holmes (SUZ), Fred Rowley (TNX), Jack Finch (AWA), Brian Provis (SAW), Jack Thom (SMA); Rob Ellenby (public relations officer).


Leading advertisers and advertising personnel are entertained at Club luncheons. Membership comprises persons connected with commercial radio.

VICTORIAN COUNTRY BROADCASTERS’ PUBLICITY COMMITTEE, 505 Elizabeth-st, Melbourne, C.I. PO Box 20275, Melbourne. Phone FP9357. Officers: S. J. A. Kemp (chairman, also mng dir Associated Broadcasting Services Ltd), N. F. Dixon (vice-chairman, also gen. mgr, Victorian Broadcasting Network), R. W. Ellenby (secretary, also of ABS), E. J. W. Whykes (IRA), J. L. Finch (SBO), C. S. Faulkner (CCN), J. A. Mackenzie (GCM), C. D. Lanyon (SMA), F. A. McManus (SBO), C. Crawford (JLK).

Committee was established in 1956 to publicise the story of country radio in Victoria, and of the State’s rural wealth and vast potential.


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TEMPO & TELEVISION, 350 George-st, Sydney. Phone BL 2442.
Frank Johnson (editor).
National monthly magazine, priced at Is 6d, and covering all fields of entertainment.

TV TIMES (published by the Australian Broadcasting Commission), 250 Pitt-st, Sydney. Phone B0657.
John G. Paton (mng editor).
Weekly viewer magazine, priced at Is a copy and circulated in Broadcasting Commission), money.

TV WEEK (published in NSW, Victoria, and South Australia by Sounddown Press Pty Ltd, and incorporating Sydney Television Preview), 250-256 Stanley-st, West Melbourne. Phone FY1306.
Rod Lever (editor).
Weekly magazine priced at Is. All editions give local TV programs, together with articles on artists and programs. Pocket size, average 72 pages.

Directors: George H. Anderson (govtning dir.), K. R. Sievers (also gen. mng), M. G. Eve (also secy), W. M. Oldman (also office mng).
Service: Media research, including measurement of radio listening, TV viewing, newspaper & magazine readership.
1/State Reptr: Branches all capital cities.

ASHBY RESEARCH SERVICE, 19 Bridge-st, Sydney. Phone BU3161-2, BU1851. Miss Sylvia Ashby (dir.).
Service: Radio-TV audience measurement, market research. Own consumer panel (est. 14 years).

AUSTRALIAN SALES RESEARCH BUREAU PTY LTD, 95-95 Roy-st, Melbourne, SC2 BM2810.
Directors: David Botomley (mng dir), O. Gawler, A. H. Cheetham.
Executives: Irving Saulwick (economist), Mrs Nan Lusett (chief of field staff), David Jones (media).
Service: Media and market research, product tests, economic studies.

Service: Consumer market surveys, media research (incl. TV rating & advertment testing), psychological research, product testing, test markets, retail store research, economic & statistical research.

LINTAS PTY LTD (research department). See Beacon Research Company entry, this page.

Service: Market research (consumers, retailer levels).

Service: Market research consultants, consumer and market surveys, specialists in data collection, processing and analysis.

Service: Market research for all sections of industry.

Directors: William A. McNair (managing director), Gwen Nelson (dir).
Executive: Ian W. McNair (technical dir).
Service: Marketing research, media research, business consultants.
Agency: Shortridge Advertising.

Consumer, dealer, TV viewing surveys.

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, 50 Miller-st, North Sydney, NSW. Phone 92-6197. Telegrams Ntilande, J. R. Dickson (mng dir.).
Service: Nielsen Aust. food & drug indices, grocery & pharmacy retail auditor technique.

Service: Consumer, dealer surveys & consumer panel.


TV MONITORING SERVICE


1/State Repr.: Victorian TV Monitors, 90 Bonanza-rd, Beaumaris, S.10, Vic. (XF1831); TV Monitors (SA), 36 Franklin-st, Adelaide (LA1336); TV Monitors (Qld), 276 Wynnum-rd, Tingalpa. Brisbane (90-4662).


1/State Repr.: TV Monitors, 70 Boundary-rd, Wahroonga, Sydney (JW4128); TV Monitors (SA), 56 Franklin-st, Adelaide (LA1336); TV Monitors (Qld), 276 Wynnum-rd, Tingalpa. Brisbane (90-4662).


1/State Repr.: TV Monitors, 70 Boundary-rd, Wahroonga, Sydney (JW4128); Victorian TV Monitors, 90 Bonanza-rd, Beaumaris, S.10, Vic. (XF1831); TV Monitors (Qld), Brisbane division, 276 Wynnum-rd, Tingalpa (90-4662).


1/State Repr.: TV Monitors, 70 Boundary-rd, Wahroonga, Sydney (JW4128); Victorian TV Monitors, 90 Bonanza-rd, Beaumaris, S.10 (XF1831); TV Monitors (SA), 36 Franklin-st, Adelaide (LA1336).
ADAMS, Harvey, Actor, producer, entertaineur. Born Warrington, Lancs., England. Operatic tenor, 12 years with the asterism. Has appeared in various radio serials in the United States. Currently appearing in several radio serials in Australia. Married, resident Sydney, N.S.W.


ALEXANDRA, Gerald George. Agency producer and a well known Sydney TV exec. was born in Sydney on July 11, 1912, and is now advic executive, incl. adverising & merchandising sales work. Married, resident Canley Vale, Sydney.


ALLAN, Roy, Motion picture radio and TV consultant. Born Randwick, NSW, March 11, 1910. Associated start of Australian


ANGLES, Cyril Joseph, Racing and sport commentator. Born Sydney, October, 1904. One of best-known names in Australian sport, broadcasting particularly racing, boxing, wrestling, One of the best known names in Australian sport. His voice is well-known previously on 2GB, 2URB, and 2UE. Widely acclaimed as a commentator and radio personality. A radio commentator 28 yrs. Currently with 2TAW but well-known previously on 2GB, Queensland and New South Wales. A former member, Broadcaster's Club of Australia, and American Society and Radio and Television. Has won several awards for his work. Currently with 2TAW, USA. Assignments have ranged from Walter Lindeman playing billiards in a 2GB studio, plus 20,000 hounds, trotting and greyhound races in one test. Among names claimed to have been called by W. Lindeman was the dead heat coinciding with photo finish camera; handling calls for sports and 港 channel of TV, ABC, and radio station, in which Vic. Pari Race Club opposed broadcast, 1963). On Sunday B.C. Privy Council dismissed race club's application to broadcast. "Nothing in life is as great. (Keith Dunbier) goes on holidays, Married, (3 children), 3 grand children, resident Lindfield, Sydney.


ARCHER, Kenneth Lindsay. Radio station sales manager. Born Mandurah ( Vic.), November 17, 1922, Called to the Australian Navy, 1941, to produce on closed circuit Publicity service manager. Married, resident Doubleview, Perth.

ARMSTRONG, David Reed. Radio network executive. Showboat Sydney (Qld), December, 1938, 5 years APLC 1941-19, RAF 1939-41, RAF 1939-41, RAF 1939-41, RAF 1939-41. Married, resident Sydney,


BAKER, Philip. Actor. Born Australia, 1925. Worked with commercial radio and ABC. 19-20 yrs age group. Film commercials, Comedians and Audiences and advertising. Stage exp. Included two tours for Arts Council, and了些st recent role), Five of the Best, at the Playhouse, Marian, Melbourne. Married, resident Burwood, Vic.


BARRON, Lyndall. Actress, Born Cairns, Qld, Australia. Formerly Australia's leading Soprano. Joined ABC radio 1926. Married, 1 son, 1 daughter, resident Sydney.


BARKER, Beverley. Radio station news manager, Married, 4 children, resident Kew, Melbourne.


BARRY, John. Advertising sales manger, 2ZB, ABC. Married, resident Macquarie Park, Sydney.


BARTON, Richard Henry. Proprietor, film and TV studio equipment suppliers, Born Sydney, Nov. 1, 1914, 31 yrs old, married, 8 yrs film & photo equipment, 1934, 1 1/2 yrs radio & 30 yrs ASF. Married, 2 children, resident Dee Why, Sydney.


BEECHAM, James. Director, telecommunication director, former director television. Married, 1 daughter, resident Balmain, Sydney.


CHRISTENSEN, R. G. McCredie 1946-51. Now joint mg dir, Sydney. Married (1 son), resident Ryde, NSW.


CHRISTOFF, John Leopold, PB 2/3, 1947. Married, resident Sydney, NSW.

CHRISTOPHERS, John Leopold, PB 2/3, 1947. Married, resident Sydney, NSW.

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<tr>
<th>Name</th>
<th>Occupation</th>
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<tr>
<td>CROOKS, Billy</td>
<td>Motorcycle stuntman</td>
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<tr>
<td>CROOKS, Charlie</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Peter</td>
<td>Actor</td>
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<td>CROOKS,5. J. (Ben)</td>
<td>Radio network sales executive, lawyer</td>
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<tr>
<td>CROOKS,CH. R.</td>
<td>Actor</td>
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<td>CROOKS,CH. W.</td>
<td>Actor</td>
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<td>CROOKS, E. L.</td>
<td>Actor</td>
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<td>CROOKS, Edward</td>
<td>Actor</td>
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<td>Actor</td>
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<td>CROOKS, Howard</td>
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<td>CROOKS, John R.</td>
<td>Actor</td>
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<td>CROOKS, John W.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, José</td>
<td>Actor</td>
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<tr>
<td>CROOKS, K. B.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Kyle</td>
<td>Actor</td>
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<td>CROOKS, Luke</td>
<td>Actor</td>
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<td>CROOKS, Mark</td>
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<td>CROOKS, Michael</td>
<td>Actor</td>
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<td>CROOKS, Michael J.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Mike</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Mona</td>
<td>Actor</td>
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<td>CROOKS, Mr.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Nick</td>
<td>Actor</td>
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<td>CROOKS, Norm</td>
<td>Actor</td>
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<td>CROOKS, Paul</td>
<td>Actor</td>
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<td>CROOKS, Peter</td>
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<td>CROOKS, Peter J.</td>
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<td>CROOKS, Peter R.</td>
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<td>CROOKS, Peter W.</td>
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<td>CROOKS, Richard</td>
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<td>CROOKS, Rod</td>
<td>Actor</td>
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<td>CROOKS, Roger</td>
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<td>CROOKS, Ronald</td>
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<td>CROOKS, Robert</td>
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<td>CROOKS, Robert F.</td>
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<td>CROOKS, Roman</td>
<td>Actor</td>
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<td>CROOKS, Sam</td>
<td>Actor</td>
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<td>CROOKS, Sarah</td>
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<td>CROOKS, Scott</td>
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<td>CROOKS, Stephen</td>
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<td>CROOKS, Steve</td>
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<td>CROOKS, Steve J.</td>
<td>Actor</td>
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<td>CROOKS, Tom</td>
<td>Actor</td>
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<td>CROOKS, William</td>
<td>Actor</td>
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<td>CROOKS, William J.</td>
<td>Actor</td>
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<td>CROOKS, Will</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Wm.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Wm. G.</td>
<td>Actor</td>
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<td>CROOKS, Wm. H.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Wm. J.</td>
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<td>CROOKS, Wm. K.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Wm. M.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Wm. W.</td>
<td>Actor</td>
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<tr>
<td>CROOKS, Wm. Wm.</td>
<td>Actor</td>
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</tbody>
</table>

Note: The above list is not exhaustive and includes various actors and others involved in the entertainment industry.

DAVY, James Henry. Radio station managing director. Managing director of HRA since 1942. Born 1921, Amad, and NE Thai mountain experience; awarded OBE for services to the RFA. Married, 2 daughters, resident Ballarat, Vic.

DAVIDSON, Marion, Actress. Born Sydney, NSW, May 19, 1928. Member of ABC 1945-47. Married, resident, Sydney, NSW.


DIXON, Neville Floyd. Radio network general manager and director. Born Heidelberg, Melb., general mg. for 7HFL, HFA, during war; second prize RAAF. Former managing director of Broadcasting, Radio Australia Ltd. Widow, resident St. Kilda, Melbourne.


ELLENBY, Joseph. Agency principal. Born Sydney, NSW, May 9, 1913. Now executive with ABC as on-air copywriter. Married, resident Roseville, NSW.


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FILLMORE, Fox.

FIELD, Ronald. Agency account executive, McCann-Erickson, Melbourne. Born Flinders, Vic., March 8, 1924. Educated Flinders Grammar School, the University of Melbourne. Married, 1 son; resident Northcote, Melbourne.


GILDEW, Donahl. B. Nov. 25, 1925, Sydney, NSW. Educated Port Pirie High School. SIGMEC (Aus.). Married, 1 daughter, resident Alexandria, Sydney.


GILLOPL, Harold. Actor. Born Sydney, Nov. 7, 1925. For three yrs assoc. mg at ABC' s central studio and 2CH, then mg in ABC's radio dept. in Melbourne. In charge of ABC's radio dept. in Darwin and Fostoria, 1942-45. Now mg of ABC' s radio dept. in Sidney. Married, 1 daughter, Toorak, Melbourne.


JOHNSON, Louise. Advtg assistant. Former sales manager, 2UB, sales manager, 2UG; sales manager, Radio City Ltd. Now assistant to Dip, 2UG. Married, 1 daughter, resident Terrigal, N.S.W.


JONES, Denis Adrian Arthur. Director program service. Formerly with ABC; founded Central Sound. Born Sydney, NSW. May 1, 1915. Married, resident Qld. 1945-46; sales mgmr 4KQ. Married, resident Toorak, Melbourne.


JOHNSON, Louise. Advtg assistant. Former sales manager, 2UB, sales manager, 2UG; sales manager, Radio City Ltd. Now assistant to Dip, 2UG. Married, resident Toorak, Melbourne.


JOHNSON, Louise. Advtg assistant. Former sales manager, 2UB, sales manager, 2UG; sales manager, Radio City Ltd. Now assistant to Dip, 2UG. Married, resident Toorak, Melbourne.
LEWIS, Leslie Markham. Agency director. Born Parramatta, NSW. Educated Sydney University. Joined ABC, 1930; sec. of ABC Sydney office, 1930-35; mngt. of ABC Sydney TV stations, 1936-38; chief eng. of ABC Sydney TV stations, 1938-41; major sale of ABC Sydney TV stations, 1941-42; major sale of ABC Sydney TV stations, 1942-43; chief eng. of ABC Sydney TV stations, 1943-44; major sale of ABC Sydney TV stations, 1944-45; Mgr. Married, resident Double Bay, Sydney.


LEVY, Henry. Radio station manager. Born Banyo, Qld. Accnt, chief clerk, shire clerk local Qld. author­


LEVY, Francis Patrick. Radio station manager. Born Banyo, Qld. Accnt, chief clerk, shire clerk local Qld. author­

LINDSAY, Colin S. Agency chief account executive. Former mgm. group retail fashion stores; acct. exec. Edmonds advtng and Noble-Bart­

LINDSAY, Reg J. Singer-guitarist. Born Syd­

LLEWELLYN, Leonard Richard. Agency ac­

LLEWELLYN, Norman. Radio station program manager. Born Brisbane, Qld, May 1, 1925. Hrs. with 4BH. Studied radio-TV prod. BBC staff training centre. 1944; comm. TV, London radio­

LORD, Robert. Radio station program manager. Born Maryborough, Qld, 1923. AIF. Married, resident Beaufort, Qld.


LOVELL, Nigel. Tamson. Freelance actor-pro­

LOW, Michael. Radio station general manager. Born 1904. Hrs. radio & allied in­


LUICE, Leon. Actor. Born Maryborough, Qld., June 30, 1925. Seven yrs radio exp. copy.;


MACK, J. Accuracy directing. Born Adel., S.A., Jan. 9, 1884; Adel. 1902-10. Staff since 1916. Married, 1 child, resident Unley, S.A.


MARSH, Thomas Callender. Radio station program manager. Born Melbourne, Nov. 28, 1890; Adel. 1909-13; St. Andrews, N.S.W. Staff since 1946. Married, resident Brunswick, Vic.


MAYES, Gregory David. Agency chairman & managing director. Born May 7, 1925. Sydney. Staff member, ABC, 1941-51; joined ABC, 1951; now Melbourne. Married, resident Pymble, N.S.W.


MCLELLAND, William Thomas. Advertising agency chairman of directors, Born Oppingquina, V.I., Sept. 4, 1892. Staff since 1922. Married, resident Perth.


MACLEAUGHA, Brian Darcy. Radio station sales manager and general manager, Born Sydney, 1899; Adel. 1925-35; Now. Married, resident Bowral, N.S.W.


MCDONALD, Donald. Broadcasting Control Board member. Born Melbourne, Aug. 12, 1897; Adel. 1925-31; Staff since 1931. Married, resident Churchtown, Sydney.


MCGRATH, Thomas Callender. Radio station program manager. Born Melbourne, Nov. 28, 1890; Adel. 1909-13; St. Andrews, N.S.W. Staff since 1946. Married, resident Brunswick, Vic.


MCGREGOR, Thomas Callender. Radio station program manager. Born Melbourne, Nov. 28, 1890; Adel. 1909-13; St. Andrews, N.S.W. Staff since 1946. Married, resident Brunswick, Vic.


MCINTYRE, Alsoch Australia. Agency director, account executive. Born Deepfield, N.S.W., May 29, 1914. Staff since 1937. Married, resident St. Leonards, N.S.W.

MCNAB, William. Actor. Born Tooronga, Canada, March 27, 1897. Staff member, ABC, 1927. Married, resident Sydney, N.S.W.

MCCLELLAND, Donald. Broadcasting Control Board member. Born Melbourne, Aug. 12, 1897; Adel. 1925-31; Staff since 1931. Married, resident Churchtown, Sydney.


MCCORKELL, Joe. Actor. Born Toronto, Canada, March 3, 1919. Staff member, ABC, radio & TV exp. Married, resident Sydney, N.S.W.

MCMINN, Brian. Agency producer. Born Sydney, N.S.W., 1906. Staff since 1924. Married, resident Kew, N.S.W.


MEADOWS, (Eveline) Doris


PATENCE—POWELL


PATON, John, Agency account executive, Born Melbourne, June 4, 1925. Pre-war agency rep. and publishing company. Post war, two years JWT (Melb); 1946 to present. Controlling account. Now managing several children, resident Templestowe, Melbourne.


RAINE, Natalie, Advtag, Born Melbourne, Vic., March 14, 1921. Eight yrs comedy exp. 3DB, 4DB, 5AD. Resident Sydney, TV, stage, radio, TV, stage. Now freelance radio & TV, actress and TV acting tutor. Married, resident Mooroolbark, Vic.


RAYMOND, George Hammond, USA. Film producer. Married, resident Balwyn, Melbourne.


REILLY, Athol, Advtag radio manager. Radio George Patterson Adtvmg, Melbourne.


ROBERTSON, George Wilfred. Radio station manager. Born, Morphetville, South-}


ROONEY, Elizabeth II. Lined Eng., Aust.; principal Cathedral Choir School, Sydney.


SAWYER, Lewis. Agency manager-director, Born, Sydney, N.S.W., Dec. 21, 1911. Media minder RNZ-2NZ, 1936, moderator, ABC Radio, Sydney, disc jockey and former sport commen-}

SAWYER, Lewis. Agency mananger-director. Born, Sydney, N.S.W., Dec. 21, 1911. Media minder RNZ-2NZ, 1936, moderator, ABC Radio, Sydney, disc jockey and former sport commen-}


SCHULTZ, George. Radio station manager. Born, Townsville, N.S.W., Oct. 6, 1949. Former Jas Chamber of Commerce committee mem-}


**SENNER, Donald.** Radio station announcer, 1940; son of Mr. and Mrs. D. M. Sennett, 72, E. 9th Div., AIF. 1938, married, resident Castlecrag, N.S.W., two children, resident Roseville, N.S.W.

**SCHNEIDER, Bernadette.** Radio station announcer, 1952; daughter of Mr. and Mrs. J. F. Schneider, 65, 8th Div., AIF. 1937, married, resident West Ryde, N.S.W., one child, resident Ryde, N.S.W.

**SEYFRIED, Louis.** Radio station announcer, 1940; son of Mr. and Mrs. J. W. Seyfried, 36, 8th Div., AIF. 1941, married, resident Neutral Bay, Sydney, three children, resident Neutral Bay, Sydney.

**SHARP, Victor.** Radio station announcer, 1940; son of Mr. and Mrs. P. Sharp, 65, 8th Div., AIF. 1938, married, resident West Ryde, N.S.W., two children, resident Ryde, N.S.W.

Yeo-Zaracosta


Legislation, regulations and standards

- Main provisions, Broadcasting and Television Act 1942-1956—Pages 320-322
- AFCBS Standards of Broadcasting Practice, including advertising and wordage—Pages 323-326
- Broadcasting Control Board’s TV program standards—Pages 327-333
- Notes on medical advertising—Pages 334-337
- AFCBS rules of accreditation—Pages 338-340
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 80per cent of the share must be held by Australian residents and not more than 15per cent 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 services.

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 owner 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 associations.

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 50 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.

OBJECTIBLE ITEMS (SECTION 118)

No matter shall be broadcast or televised which is blasphemous, indecent or obscene.

PUBLIC ACTION 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 the public 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.

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.

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 Commonwealth, the conditions applying 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, or of any religious or political body, or in relation to advertising, or other material, or is placed on behalf of a publisher of a periodical concerning any matter established 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 240 and 242 of the Broadcasting and Television Act. In addition to the words and phrases prohibited by the director-general of health in the notes on censorship of matters of a medical nature as contravene the 'Medical Practitioners' Act 1938, the start of such material must be preceded by the words "Medical advertisement" or "Medical talk on medical subject", as the case may be.

Medical material which is broadcast or televised shall be provided with the name and address of the publisher of the periodical or the broadcaster in the nature of an advertisement.

PART II: STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER

When approval is required to an advertisement relating to any medicine or to a medical subject as required under the conditions set out in clause 1 above, advertising copy must not incorporate—

(a) Disturbing or annoying material such as blatant sound effects, persistent repetitions, and words and phrases implying urgency.

(b) Stations broadcasting such simulated voice advertisements are bound not to broadcast or televise such advertisements without the prior approval of the Board, and in records showing to the margin for error. Undernot rated sound effects present in recordings must be eliminated beforehand by practical methods by the advertiser or advertising agency to ensure any possibility of broadcasting.

(c) Testimonials which would be considered the personal experience or opinion of a competent witness.

Testimonials shall be produced where required to the Secretary of the Federation for verification. Any advertising testimonials shall not be broadcast. Any advertisements incorporating a testimonial shall contain the name and address of the author of the testimonial.

(d) Advertisements publishing named television programmes
PART IV: SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS

All scripts, continuities, advertising copy, recorded commercials, talk or addresses, entertainment programmes, etc., required for broadcasting purposes shall be supplied to stations in accordance with the following schedule:-

(a) All scripts, continuities, advertising copy for recording, etc., shall be forwarded to stations in triplicate.

(b) If a script is in order, one copy, duly stamped, will be returned, and the other return.

(c) All recorded commercials must be listed on an accompanying schedule.

(d) A schedule must be supplied to commercial stations in accordance with the following schedule:-

<table>
<thead>
<tr>
<th>Minimum wordage</th>
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<td>30</td>
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(e) If a script is not in order, one copy, duly stamped, will be returned, and the other return.

(f) All commercial announcements submitted to the Federation for approval shall be recorded on 78 rpm discs, and submitted to the Federation office, together with the required number of station copies.

(g) Where number of recorded commercials exceeds the minimum wordage or wordcount for the size of the script, the Federation reserves the right to approve or disapprove the total number of recorded commercials in size of the script.

(h) The length of commercials on any one side must not exceed:- 1 x 25-words or less; 2 x 50-words; 3 x 250-words; 4 x 100-words; or 5 x 500-words.

(i) The length of commercials on any one side must not exceed:- (i) 3/4 hour, for 25-words announcements or less; (ii) 1 hour, for 50-words announcements or more.

(j) Each track must include two grooves before commencement of modulation and one groove at the conclusion of modulation plus side must be uniform and not mixed.

(k) The space between tracks must be not less than:--6 x 25-words or less; or 5 x 50-words or more.

(l) The disc shall be cut so as to accommodate the required number of grooves.

(m) The disc shall be cut so as to accommodate the required number of grooves.

(n) The disc shall be cut so as to accommodate the required number of grooves.

(o) The disc shall be cut so as to accommodate the required number of grooves.

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(v) The disc shall be cut so as to accommodate the required number of grooves.

(w) The disc shall be cut so as to accommodate the required number of grooves.

(x) The disc shall be cut so as to accommodate the required number of grooves.

(y) The disc shall be cut so as to accommodate the required number of grooves.

(z) The disc shall be cut so as to accommodate the required number of grooves.

Where a complaint has been made to the Federation office by a broadcasting station regarding the improper recording of any disc, the Federation may request the offending station to record a duplicate disc to the Federation office, together with the original disc.

Advertising copy submitted to stations should show the following information at the top of each page.-

Key: Product: Category: Station: Actual Count:

P.V.A. FOR TAPING AND RECORDED COMMERCIALS

All taped recordings supplied to broadcasting stations must:-

(a) be of good quality;

(b) be recorded on a single track;

(c) be recorded at 15 or 1/2 ips;

(d) be mixed with appropriate sound effects where necessary;

(e) be recorded in mono.

P.V.A. FOR RECORDED ADVERTISING COPY

All recorded announcements which require the addition of live copy spoken by station personnel will be charged at a rate of 1 L. 10s. per word, and any word exceeding in length 5 words shall be charged at the rate of 10 s. per word.

P.V.A. FOR RECORDED ADVERTISING COPY

All recorded announcements which require the addition of live copy spoken by station personnel will be charged at a rate of 1 L. 10s. per word, and any word exceeding in length 5 words shall be charged at the rate of 10 s. per word.
10. (f) The frequency response of tape recording and reproducing equipmen shall be such that the reproduction of music shall be within plus or minus 2 decibels of the 1900 cycles/sec. and 7500 cycles/sec.

(c) be recorded on equipment aligned by tape means attached to the box containing the tape.

(7) No program may contain any matter which is—

36. (a) [Further text]

PART XIV: LABELLING OF TAPE RECORDINGS

A label in the following form shall be attached to the box containing the tape recording and the identification number shown in the top left-hand corner of the form shall also be placed on the tape spindle.

Tape No. Owner Speed Type

Size Program Episode Playing Starts End Ad. Rem. No. Time

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 227.

TELEVISION PROGRAM STANDARDS

Drafted by the Broadcasting Control Board and in force as from July 1, 1956.

GENERAL PROGRAM STANDARDS

PART I-A, which have not been included, comprise the Board's general introduction to these standards.

2. Fundamentally these Standards require the observance of the following principles:

(a) Good taste and common sense: respect for individual opinions of the public; proper regard for the special needs of children, and respect for the law and social institutions.

(b) In the presentation of television programs, ordinary technical requirements must always be observed. They are—

- No programs may contain any matter which is—

34. (b) [Further text]

PART II, which comprise the Board's general introduction to these standards.

4. The portrayal of drunkenness or the use of alcoholic beverages shall be limited to the needs of the plot, when it must be treated with discretion.

5. Reference to any subject which is—

43. (b) [Further text]

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 who are not necessarily directed exclusively to them. There are special problems to be faced and special responsibility 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 5:30 p.m. week days, and at any time before 5:30 p.m. on Saturday and Sunday. Programs to be televised during these times must be of one or other of the following categories, in respect 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;

- Special programs, which may not be suitable for viewing by children.
Children's programs, which are specially designed for children in various age groups. As large numbers of young persons are likely to be reached by television programs on public holidays and during other holiday periods it is important that measures be exercised in the selection of programs for transmission at any time between the hours of 7 a.m. and 9 p.m. except on Sundays.

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 approval. A family group of all ages should be preferred, and the theme must be able to be expressed in some way, however simple, in the understanding of the younger children, being somewhat more advanced than that which he is able to understand himself. The theme must be able to be expressed in some way, however simple, in the understanding of the younger children, being somewhat more advanced than that which he is able to understand himself. The selection of this theme must be such as to show the importance of the subject and attention should be given to the fact that the information given must be in harmony with the child's own age group. This should be remembered in the selection of programs for transmission at any time between the hours of 7 a.m. and 9 p.m. except on Sundays.

13. Children's Programs.—It is desirable that the programs be specially designed for children in each age group. The programs should be selected with great care. It is desirable that the programs be specially designed for children in each age group. The programs should be selected with great care. It is desirable that the programs be specially designed for children in each age group. The programs should be selected with great care. It is desirable that the programs be specially designed for children in each age group. The programs should be selected with great care. It is desirable that the programs be specially designed for children in each age group. The programs should be selected with great care. It is desirable that the programs be specially designed for children in each age group. The programs should be selected with great care.


TRANSMISSION OF PERSONAL MESSAGES

22. Messages intended primarily for broadcasting (including television) should not normally be included in the schedules of programs. See sections 1942-1953. It is, however, permissible to transmit such messages under special circumstances, but only where the permission has been granted by the Board in consultation with the Postmaster-General's Department, has determined that such messages are an urgent and essential nature which he considers to be in the public interest. A licensee should be required to notify the Board in writing, for his approval, the subject matter and timing of any such messages proposed to be transmitted.

Emergency messages to persons whose present whereabouts are unknown should be transmitted without delay and, if technically feasible, transmitted where it is considered to be in the interests of safety, the public, or the individual concerned.

23. Urgent messages of a personal nature including those concerning situations where there is, or there is reason to suppose there would be, a danger or evil affecting the health or safety of the public should be transmitted by telephone without delay. The Board and the Postmaster-General's Department are responsible for special arrangements for the telephonic transmission of messages during times of civil emergency.

24. Any context included in a program or an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

25. All rules and conditions of contests, including commentaries 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 published in general newspapers within three working days after the close of the contest. The conditions of all contests must comply with the requirements of Federal and State laws.

CONTESTS

26. All programs should be designed to attract suitably qualified contestants. A program planned to draw audience solely in the hope of individual gain or reward is unacceptable.

ADVERTISING

27. All advertising matter must comply with the spirit and purpose of the Broadcasting and Television Act 1942-1956 as well as with the standards prescribed by the Board. The Board has the power to ensure that all programs are presented in accordance with instructions given for the acceptance of advertising matter.

28. A licensee should refuse the facilities of his station for the purpose of the transmission of advertising matter which, in the opinion of the Board, is not acceptable to the public or is in the public interest. It should be noted, however, that the Board or the Postmaster-General's Department are responsible for special arrangements for the telephonic transmission of messages during times of civil emergency.

29. A program should not, without reasonable cause, discriminate against any person applying for the use of the particular advertising service. The following rules are applicable in the presentation of broadcasting and television advertisements:

a. A licensee should observe the national and local standards prescribed by the Board for the acceptance of advertising matter.

b. A licensee should observe the national standards prescribed by the Board for the acceptance of advertising matter.

The use of foreign languages should be avoided where possible.

Pictorial matter, scenery, or background music should be of such quality that the use of any foreign language should be used only where necessary for establishment of a point of meaning or to enhance the dramatic effect of a program.

These rules do not apply to the performance of musical items.

TELEVISION OF SPORTING EVENTS

30. All programs should be designed to attract suitably qualified contestants. A program planned to draw audience solely in the hope of individual gain or reward is unacceptable.

ADVERTISING

31. All advertising matter must comply with the spirit and purpose of the Broadcasting and Television Act 1942-1956 as well as with the standards prescribed by the Board. The Board has the power to ensure that all programs are presented in accordance with instructions given for the acceptance of advertising matter.

32. A licensee should refuse the facilities of his station for the purpose of the transmission of advertising matter which, in the opinion of the Board, is not acceptable to the public or is in the public interest. It should be noted, however, that the Board or the Postmaster-General's Department are responsible for special arrangements for the telephonic transmission of messages during times of civil emergency.

33. A program should not, without reasonable cause, discriminate against any person applying for the use of the particular advertising service. The following rules are applicable in the presentation of broadcasting and television advertisements:

a. A licensee should observe the national and local standards prescribed by the Board for the acceptance of advertising matter.

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The use of foreign languages should be avoided where possible.

Pictorial matter, scenery, or background music should be of such quality that the use of any foreign language should be used only where necessary for establishment of a point of meaning or to enhance the dramatic effect of a program.

These rules do not apply to the performance of musical items.

TRANSMISSION OF TELEPHONE CONVERSATIONS

34. All programs should be designed to attract suitably qualified contestants. A program planned to draw audience solely in the hope of individual gain or reward is unacceptable.

ADVERTISING

35. All advertising matter must comply with the spirit and purpose of the Broadcasting and Television Act 1942-1956 as well as with the standards prescribed by the Board. The Board has the power to ensure that all programs are presented in accordance with instructions given for the acceptance of advertising matter.

36. A licensee should refuse the facilities of his station for the purpose of the transmission of advertising matter which, in the opinion of the Board, is not acceptable to the public or is in the public interest. It should be noted, however, that the Board or the Postmaster-General's Department are responsible for special arrangements for the telephonic transmission of messages during times of civil emergency.

37. A program should not, without reasonable cause, discriminate against any person applying for the use of the particular advertising service. The following rules are applicable in the presentation of broadcasting and television advertisements:

a. A licensee should observe the national and local standards prescribed by the Board for the acceptance of advertising matter.

b. A licensee should observe the national standards prescribed by the Board for the acceptance of advertising matter.

The use of foreign languages should be avoided where possible.

Pictorial matter, scenery, or background music should be of such quality that the use of any foreign language should be used only where necessary for establishment of a point of meaning or to enhance the dramatic effect of a program.

These rules do not apply to the performance of musical items.
ADVERTISING TIME STANDARDS

36. For the purpose of calculating the time occupied by advertising matter, this expression includes—

(a) all advertisements for goods and services, except such as are of a news or general informative character, or as are mere announcements of sales, prices, 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

(b) all visual and sound effects (including music) associated with such advertisements.

37. 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, not exceeding 15 minutes in duration, the following periods—

(a) In a 5 minute program, 1 minute.

(b) In a 10 minute program, 2 minutes.

38. In each sponsored program the periods available for advertising, as set out in the preceding sub-paragraphs, may be used either jointly, or successively, or for several shorter advertisements, by one or more advertisers; the number of minutes of program transmission time should be reserved for advertisements whether within the framework of one program or in adjacent programs or periods shall not exceed one minute at any one time.

39. If not required for items of national interest such advertisements may be used for advertisement of programs, and (d) do not apply to a similar 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.

40. Special care should be taken to ensure that advertisements are presented in good taste and with discretion, emotional presentation and prolonged emphasis on the goods advertised should be avoided.

41. Programs should be so arranged that no more than three advertisements are consecutive, either within a single program unit, or at short intervals between two programs. For the purpose of this paragraph the brief announcement or visual presentation of a sponsor's name and address at the beginning or end of a program is not regarded as an advertisement. As a general guide, the advertisement should not exceed 15 seconds in length, and the number of advertisements may be of any duration so long as the total time occupied by such advertisements does not exceed two minutes.

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43. If advertisements are televised on Christmas Day or Good Friday, they should be self-contained and presented with discretion and in a manner suitable to the occasion. No advertisements should be televised before 4 p.m. on Christmas Day or Good Friday.

ADVERTISING ON GOOD FRIDAY

44. Paragraphs 38, 41 and 42 do not apply to a period when advertising, either in the form of a shopping guide or in the form of a program, containing a group of advertisements, is being televised. Such programs may be televised in conformity with the principles specified in paragraph 44.

45. Special care should be taken to ensure that advertisements are presented in good taste and with discretion, emotional presentation and prolonged emphasis on the goods advertised should be avoided.

46. Advertisements relating to medicines and medical or dental preparations should be kept strictly within the bounds of good taste, and demonstration of goods and services relative to personal hygiene, underclothing and the like should be avoided.

MEDICINE ADVERTISEMENTS

47. An advertisement relating to medicines and medical or dental preparations should be kept strictly within the bounds of good taste, and demonstration of goods and services relative to personal hygiene, underclothing and the like should be avoided.
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, 1932-1933:

Section 106. (1) Subject to this Act, a licence 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 powers under this section to approve the text of such advertisements.

(8) Any delegation is revocable in writing at any time.

Section 121. (1) No person shall appear in writing or on the screen to represent himself as a medical practitioner unless he holds the title of Doctor of Medicine or its equivalent.

(2) Any 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.

The Act leaves the decision to the Director-General of Health to approve of the text of a talk on any subject. Should it be noted that the Act does not provide any decision of the Director-General of Health or of a delegate of the Director-General in this respect.

Any advertisement containing a statement which could be regarded as claiming that any course of treatment or proprietary medicine is effective for the prevention or cure of a serious disease which should be under the care of a medical practitioner, and, in particular, no person should advertise or offer for sale in the public any medicine or proprietary medicine which is directly or by implication held out as being effective.

For the treatment of diseases of the kidney, uterus, anal disease, diabetes, epilepsy, apoplexy, rickets, consumption, eye, ear, nose or throat, etc., 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.

The guide to standards of the Director-General of Health does not contain any matter which would lead persons to believe that the symptoms described, or the person using it, may be called upon to furnish the indicative text of the original.

In the case of any testimonial, the person using the testimonial should be approved through the correspondence department of the medical practitioner in which self-medication presents a risk.

Any advertisement containing a statement which contains in doubt, dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

Any advertisement contains a statement which contains in doubt, dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

The guide to standards of the Director-General of Health does not contain any guarantee of "money back if not satisfied." No person should issue any advertisement containing a statement or information which is not supported by the evidence that the product is effective.

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fails. •

The only preparation which will achieve a certain result: "A certain" or "unfailing" remedy of the "Nature's own remedy"; "Australia's national remedy"; "You can always depend on..."; "Cured by more persons than any other preparation of its kind". "There's nothing better than..."; "There's a cure..."; "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 approach is to stress the success in treating the same illness 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.

Varieties of this kind of advertising are—
(a) "It is the result of improper eating of foods and the improper combination of foods".
(b) "If your body has the right food, and digestes that food properly, then you will be perfectly healthy."
(c) "Statements should not be used in respect of a disease which can be cured by a doctor or dentist nor shall the use of the words... such as "nature's..."

Statements directly stating or implying that "all" of a certain group of disease will be cured by the preparation;
• Statements directly stating or implying that "all" disease are due to a particular cause.

For example—
(a) "All skin rashes and blisters, too over-looking athlete's foot, neuritis and the direct result of improper eating of foods."
(b) "...cured by the preparation; statements not properly qualified..."
(c) "...stating...". "...stating..."

All material proposed for medical advertising by television will require to be submitted to the Director-General of television.

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) A copy of each script approved should 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 stamps 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.
Australian Federation of Commercial Broadcasting Stations

Rules for Accreditation of Advertising Service Agencies.

(Amended October, 1959)

1. For the purpose of these rules—
(a) "Federation" means Australian Federation of Commercial Broadcasting Stations.
(b) The 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 which 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 or renew 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 rules, signed by the managing director of a station, and shall be accompanied by a fee of £5.0s., and agencies seeking renewal shall make application not later than the 31st December of each year. Such applications shall be supported by whatever evidence may be required by the management committee that the applicant maintains a properly equipted office for the necessary financial standing and ability to carry out the undertaking involved in the granting of accreditation under these rules and in respect of an agency established after the 1st January, 1938, is independently controlled by an arrangement with any advertiser or station where the latter obtains any interest in the commissions paid to the applicant.

4. Applications for accreditation shall be made individually by agencies whether reading as individuals, partners or incorporated companies. In the case of corporations 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. The period of accreditation shall be as determined by the management subject to no accreditations exceeding 12 months from the date of application each year.

6. A certificate shall be issued by the secretary to the agency accredited.

7. The management committee shall consult with the Australian Association of Advertising Agencies upon all matters affecting the interest of the members under these rules.

8. 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.

9. 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.

10. Every accredited agency shall keep the usual books of account and usually post up the same as to be a complete record of the transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the said books of the premises and permit at all times the Federation, its auditors, servants or agents appointed to 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 discharging the same or otherwise.

11. No agency shall offer to any advertiser or seek from any station an advantage in its rates, or in any other way advantage not included in the station's master order as from any service fees that may be charged by the agency to the client.

12. Stations shall pay accredited agencies commission on air time and features at the ruling rates fixed from time to time by the Federation. Notwithstanding the foregoing, a station at its option may 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 the agency to its overseas clients; this arrangement to be subject to the deduction of evidence satisfactory to the station concerned.

13. Only such agencies as are accredited in accordance with these Rules shall be eligible or entitled to receive commission.

14. Full commission allowed by the station shall be retained by the agency and shall not be shared or rebated to any person, firm or company directly or indirectly and shall not be shared from any service fees that may be charged by the agency to the client.

15. The agency shall accept full responsibility for the payment of its clients' accounts, and for the giving of advice concerning and the publication of a form of order the 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.

16. No commission shall be payable to 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.

17. 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 the terms 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; however, releasing the transferring agency from its liability to the station or stations under the terms of the contract.

18. No commission shall be payable on landlines and other out-of-pocket expenses.

19. An agency shall not sub-let station time of its principal in any form nor shall it make the subject of a rebate of goods, indirectly or otherwise.

20. (a) Application for the issuing of a commissionable master order shall be made to the secretary.

(b) For the purpose of these rules a commissionable master order shall be deemed to be a contract of which—
(i) The advertising principal is the registered proprietor of two or more brands being advertised; or
(ii) The advertising principal whilst not the registered supplier supplies satisfactory evidence that the product or brands being advertised have a common ownership; or
(iii) The advertising principal certifies in writing that he holds directly or indirectly shares to which he is attaching more than half the voting power in the company or holds directly or indirectly a controlling interest in firms owning the brands of which advertising is being placed; or
(iv) The advertising principal is the registered proprietor of Australian rights to the brands to be advertised, and controls the manufacture within the Commonwealth of Australia and is able to furnish satisfactory evidence that he is detaining entirely the cost of the advertising; and
(v) The agent giving the order for advertising discloses the principal for whom the advertising is being carried out and the names of the other agents carrying out such advertising at the same time specifying the products or brands for which each agent is carrying out the advertising.

(c) Several agencies may operate under a master order but the master order must be signed by one agency which shall be responsible for all rate adjustments. Authority for any other agent to operate under a master order must be issued in writing by the agent signing such order and such other agent shall be responsible for any payment in respect of orders placed by his agency pursuant to such authority.

(d) Authority to operate under a master order may be issued by an accredited agent only to another accredited agent and notification of the appointment or revocation of such appointment must be promptly made to the secretary.

(e) The granting, withholding or canceling of a master order is vested in the management committee.

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 Federation, the Australian Commercial Broadcasting Control Board, and the individual station's conditions respecting—
(a) Program standards
(b) Policy
(c) Receipt of copy
(d) Amount of wording

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.

26. An agency shall not undertake to represent exclusively any station or group of stations.

27. 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.

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) 72½% 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) 12½% of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) 12½% 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.

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) 7½% 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) 12½% of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) 12½% 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.

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(i) 7½% 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) 12½% of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) 12½% 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.

30. 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) 7½% 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) 12½% of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) 12½% 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.
2GB “sells” through Promotions

For example . . .

The biggest Speedboat Carnival ever held in Australia. Conducted by the St. George Motorboat Club and the 2GB Macquarie Racing and Sporting Service. Sponsored by Swallow’s Biscuits.

An all-time record crowd of 30,000 attended Sydney’s Taronga Park Zoo when Eric Baume was locked in a cage overnight. Sir Edward Hallstrom, well-known philanthropist, agreed to pay the Cancer Council £300 as a tribute to Baume.

If it’s "big" you need 2GB

Sydney: 136 Phillip Street. Phone B 0260.
Melbourne: 382 Latrobe Street. Phone FJ 3671.