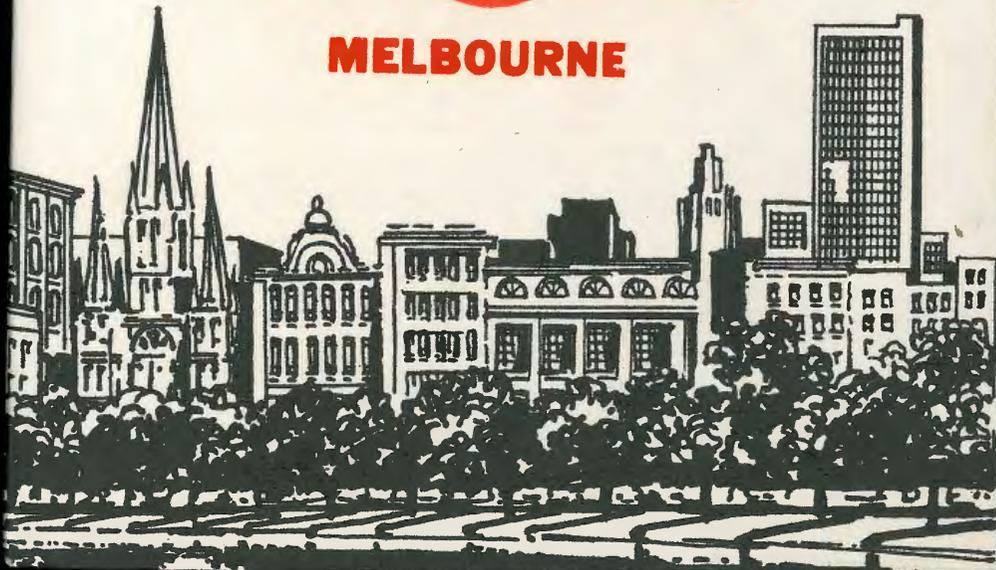


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1965

BROADCASTING & TELEVISION YEAR

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1965
Eighth Edition

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YEAR BOOK

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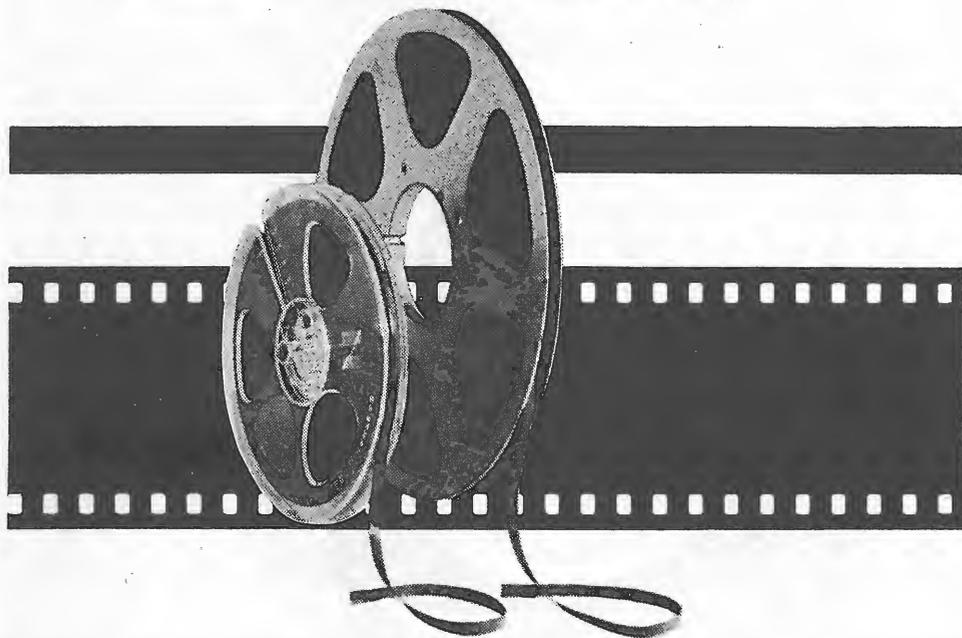
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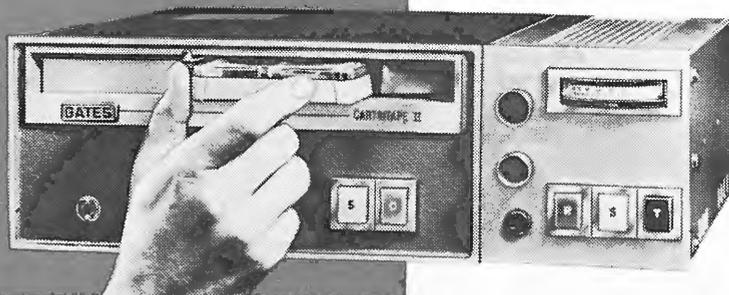
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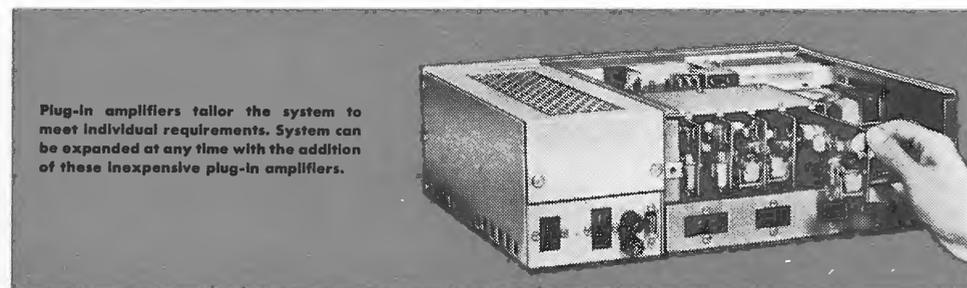
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1965
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The BROADCASTING and TELEVISION YEAR BOOK

THE Broadcasting and Television Year Book is produced by the company and personnel responsible for the weekly appearance of B&T, now in its 15th year and which 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.

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POSTMASTER GENERAL.

I would like to thank Broadcasting and Television for once again affording me the opportunity to supply a foreword to this year's edition of the Year Book.

I studied the previous issue with great interest and was impressed by the comprehensive information it contained on broadcasting and television services in this country.

There is no doubt that developments in the radio and television fields over the last several years have been spectacular and it is a service to both industries that their progress is being put on record year by year.

I extend once again to Greater Publications Pty. Ltd. and the Editors and others responsible for compiling and printing the Year Book my congratulations on their enterprise.

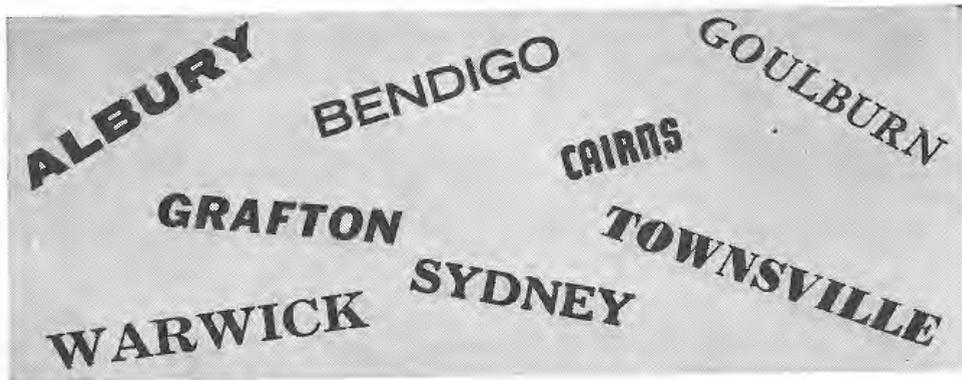
Alan S. Hulme
(Alan S. Hulme)
Postmaster-General



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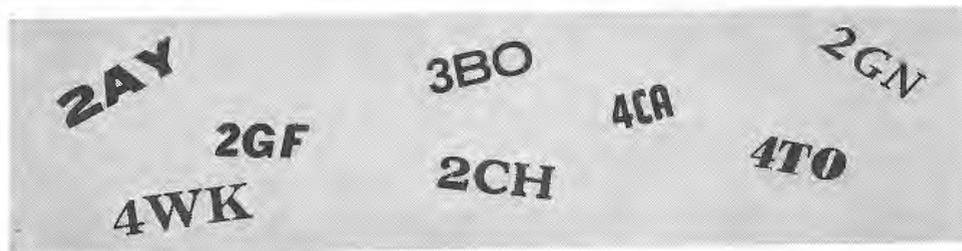
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this is the NEW

MODEL 500 B



AUTOMATIC CARTRIDGE TAPE RECORDER



All over the world the swing is to Spotmaster . . . and with the release of the new Model 500 B in Australia Spotmaster is better than ever! New features include: ● 100% solid state design ● separate record and play-back heads provide AB monitoring ● one, two or three automatic electronic cueing tones ● wide range response ● delayed programming option. Leading engineers report no loss of quality even when transcribed and cartridge dubbed spots have been played over and over again! Send today for illustrated technical data . . .

Australian National Distributors:

Simon Gray Pty. Ltd.

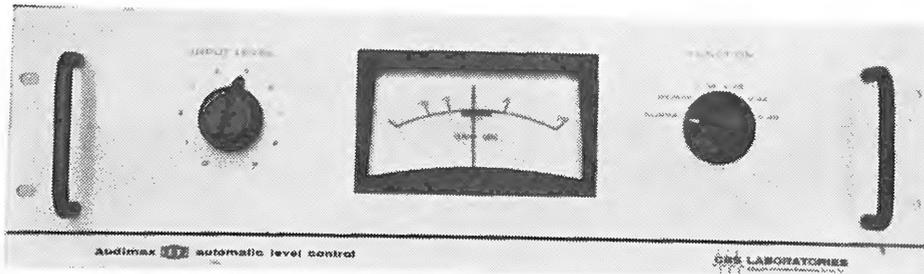
Head Office: 28 Elizabeth Street, Melbourne. Tel. 63-8211, 63-8166
 Sydney Office: 26 Ridge Street, North Sydney. Tel. 92-3890
 Offices and representatives throughout Australia

CBS LABORATORIES
 High Ridge Road, Stamford, Connecticut
 A Division of Columbia Broadcasting System, Inc.

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These two recent releases from the famous CBS laboratories in the United States assure you of maximum broadcasting efficiency. Never before has the Australian broadcasting industry found it so simple to step up effective radiated power; and with CBS Audimax and Volumax the signal sounds louder and clearer all the time! Audimax controls the average program level, preserving dynamic fidelity and maintaining appropriate volume levels for program and background material. Volumax analyses all program material and automatically selects the most suitable regulation speed. When used together these two remarkable units have demonstrated their capability for increasing program power by the astonishing factor of nearly eight to one (over conventional methods)!



C.B.S. International U.S.A. have appointed Simon Gray Pty. Ltd. as Australian National Distributors for all C.B.S. products. Contact us now for technical data and other information.

Simon Gray Pty. Ltd.

Head Office: 28 Elizabeth Street, Melbourne, Vic. Tel. 63 8211, 63 8166

Sydney Office: N.R.M.A. House, 26 Ridge Street, North Sydney, N.S.W. Tel. 92 3890

Offices and representatives throughout Australia.

LOCATION MAPS

AND

ESSENTIAL MARKET FACTS

Showing geographical positions of all Australian broadcasting and television stations (commercial and national). Note: For complete details of radio and television stations, refer to individual station entries in this Year Book. Radio stations, pages 67-125, television stations, pages 161-194.

(Statistical breakdown of market facts for each State by courtesy of J. Walter Thompson Australia Pty Ltd.)

VICTORIAN MARKET STATISTICS

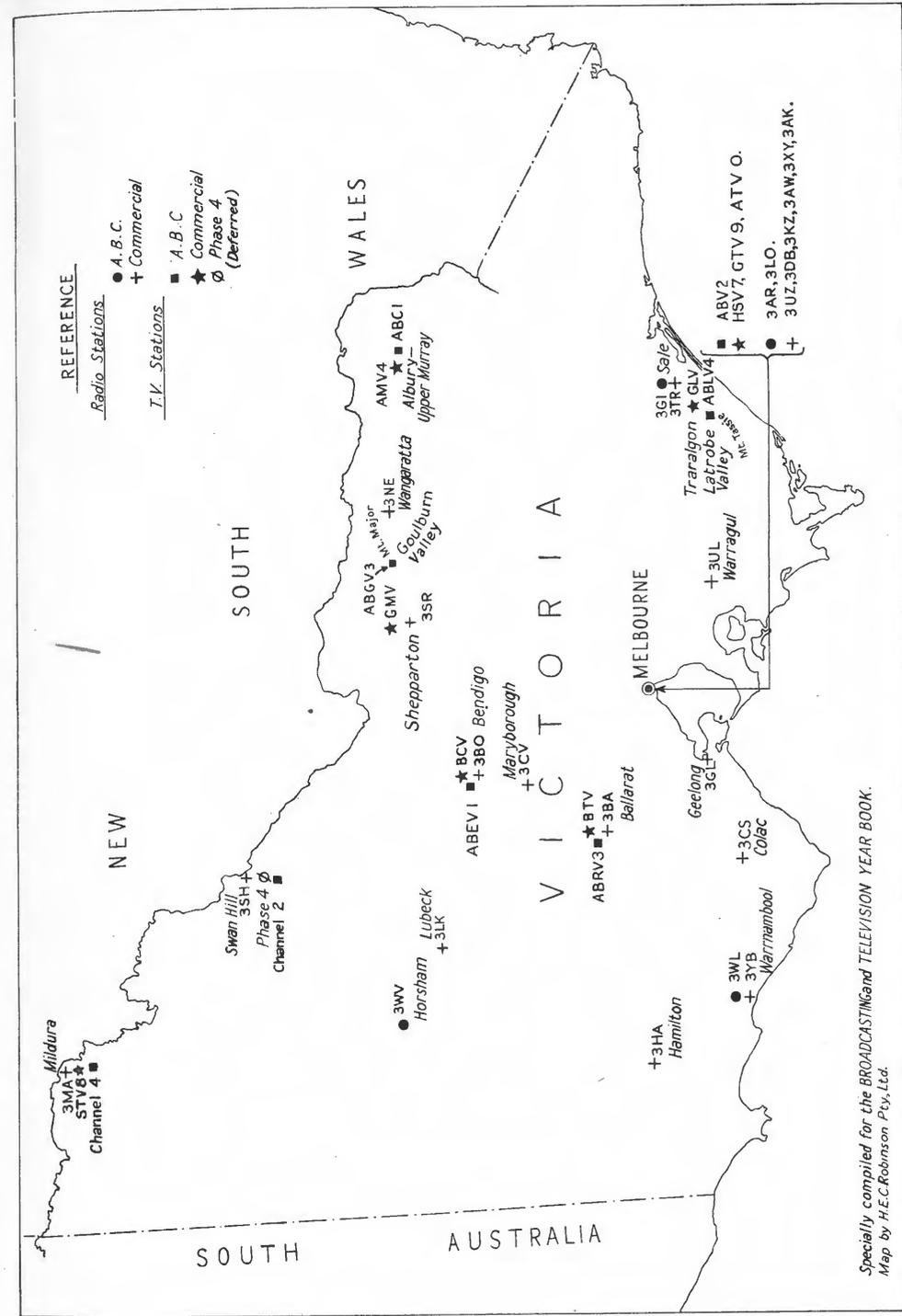
Value of total new buildings completed, year ended June, 1964	£167,415,000
Number of new houses completed, year ended June, 1964	22,799
Number of new flats completed, year ended June, 1964	4,270
Registration of new motor cars, year ended June, 1964	67,825
Registration of new motor vehicles, year ended June, 1964 (excludes motor cycles)	106,892
Total value of retail sales, year ended June, 1964 (excluding motor vehicles, parts, petrol, etc.)	£829.2million (1)
Total production of all meat, year ended June, 1964	468,104tons (1)
Savings bank deposits, at end of June, 1964	£739.5million
Occupied private dwellings, as at June, 1961	781,533
Number of factories, year ended June, 1963	17,500 (1)
Value of factory production, year ended June, 1963	£801,468,000 (2)
Value of factory output, year ended June, 1963	£1,842,114,000 (3)
Wage and salary earners in civilian employment, as at June, 1964	1,002,600 (1)(4)
Gross value of agricultural production, year ended June, 1963	£126,755,000 (1)
Gross value of pastoral production, year ended June, 1963	£157,739,000 (1)

For footnotes, see page 40.

POPULATION

Population as at June 30, 1964:
 Victoria: 3,130,960 (1,573,118 males, 1,557,842 females).
 From the June 30, 1961, Census:
 Melbourne and Suburbs, 1,911,895.
 Geelong Urban Area 91,777, Ballarat

Urban Area 54,880, Latrobe Valley Urban: Yallourn Works Area 5,010, Yallourn North 1,867, Moe 15,463, Morwell 14,833, Traralgon 12,300, Total Latrobe Valley — Urban 49,473. Bendigo Urban Area 40,327, Warrnambool 15,702, Wangaratta 13,784, Shepparton 13,580, Mildura 12,279.



Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK. Map by H.E.C. Robinson Pty. Ltd.

NOTE: Application for the commercial licence for Phase Four TV area Murray Valley (Swan Hill) was submitted, but later withdrawn. Fresh applications were called by the Postmaster-General November 26, 1964. Channel allocations arc: ABC national station (Channel 2), commercial station (Channel 10).

SOUTH AUSTRALIAN MARKET STATISTICS

Value of total new buildings completed, year ended June, 1964	£59,151,000
Number of new houses completed, year ended June, 1964	10,488
Number of new flats completed, year ended June, 1964	989
Registration of new motor cars, year ended June, 1964	25,807
Registration of new motor vehicles, year ended June, 1964 (excludes motor cycles)	40,232
Total value of retail sales, year ended June, 1964 (excluding motor vehicles, parts, petrol, etc.)	£255.9million (1)
Total production of all meat, year ended June, 1964	104,044tons (1)
Savings bank deposits at end of June, 1964	£237.9million
Occupied private dwellings, as at June, 1961	259,344
Number of factories, year ended June, 1963	5,766 (1)
Value of factory production, year ended June, 1963	£189,571,000 (2)
Value of factory output, year ended June, 1963	£459,037,000 (3)
Wage and salary earners in civilian employment as at June, 1964	315,100 (1)(4)
Gross value of agricultural production, year ended June, 1963	£64,236,000 (1)
Gross value of pastoral production, year ended June, 1963	£63,693,000 (1)

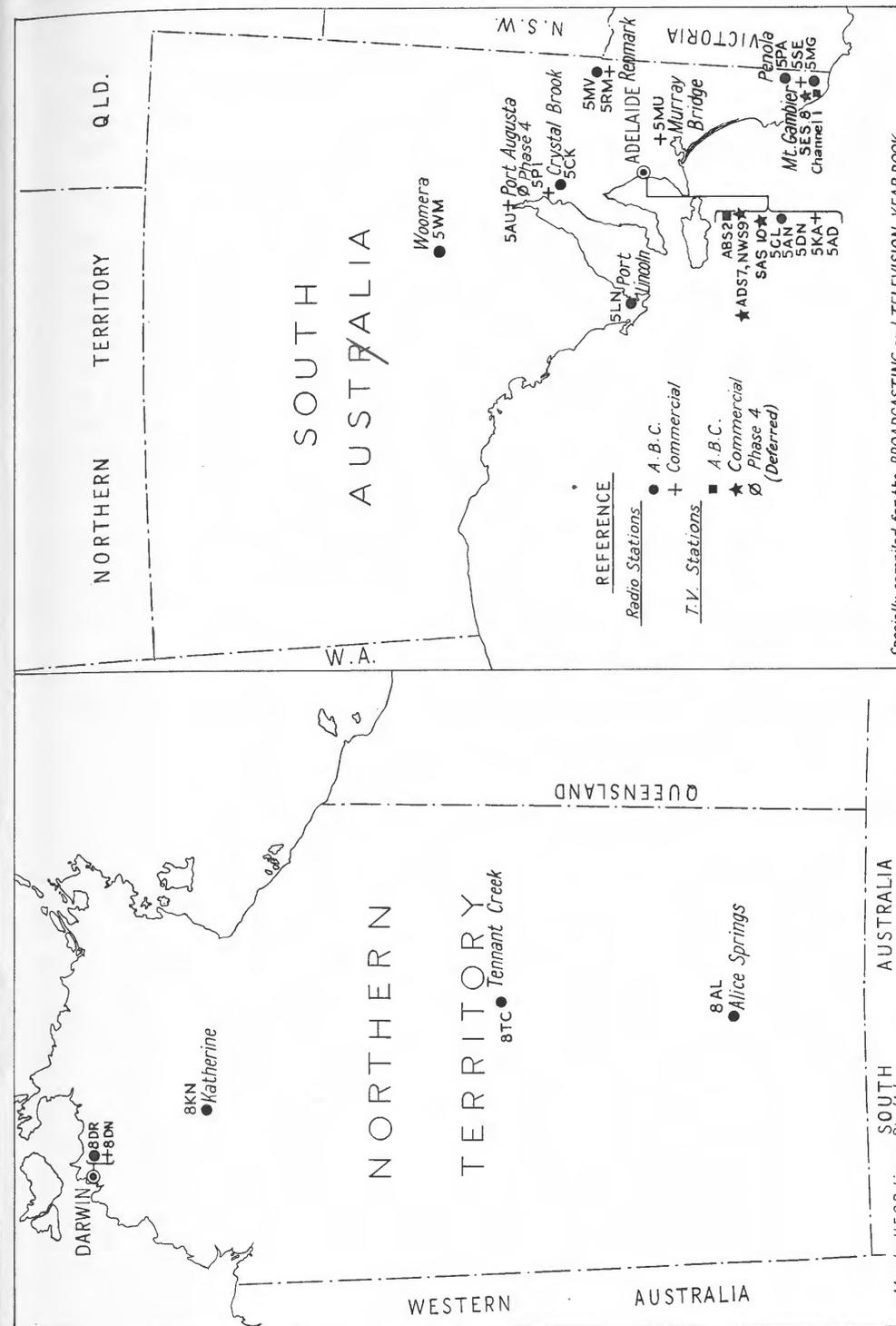
For footnotes, see page 40.

POPULATION — SA, NT

Population as at June 30, 1964:	From the June 30, 1961, Census:
South Australia: 1,031,619 (520,440 males, 511,179 females).	Adelaide and Suburbs 587,957, Elizabeth 23,326, Mt Gambier 15,388, Port Pirie 14,003, Whyalla 13,711, Port Augusta 9,711, Salisbury 9,349, Pt Lincoln 7,508, Darwin 12,326, Alice Springs, 4,648.
Northern Territory: 32,317 (18,779 males, 13,538 females).	

NORTHERN TERRITORY MARKET STATISTICS

Value of total new buildings completed, year ended June, 1964	£3,981,000
Number of new houses completed, year ended June, 1964	310
Number of new flats completed, year ended June, 1964	26
Registration of new motor cars, year ended June, 1964	606
Registration of new motor vehicles, year ended June, 1964 (excludes motor cycles)	1,692
Savings bank deposits, at end of June, 1964	£4.0million
Occupied private dwellings, as at June, 1961	5,146
Wage and salary earners in civilian employment as at June, 1964	11,900 (1)(4)
Gross value of agricultural production, year ended June, 1963	£84,000 (1)
Gross value of pastoral production, year ended June, 1963	£3,478,000 (1)



Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK

Map by H.E.C. Robinson Pty. Ltd.
NOTE: Application for the commercial licence for Phase Four TV area Spencer Gulf North was submitted, but later withdrawn. Fresh applications were called by the Postmaster-General November 26, 1964. Channel allocations are: ABC national station (Channel 1), commercial station (Channel 3).

WESTERN AUSTRALIAN MARKET STATISTICS

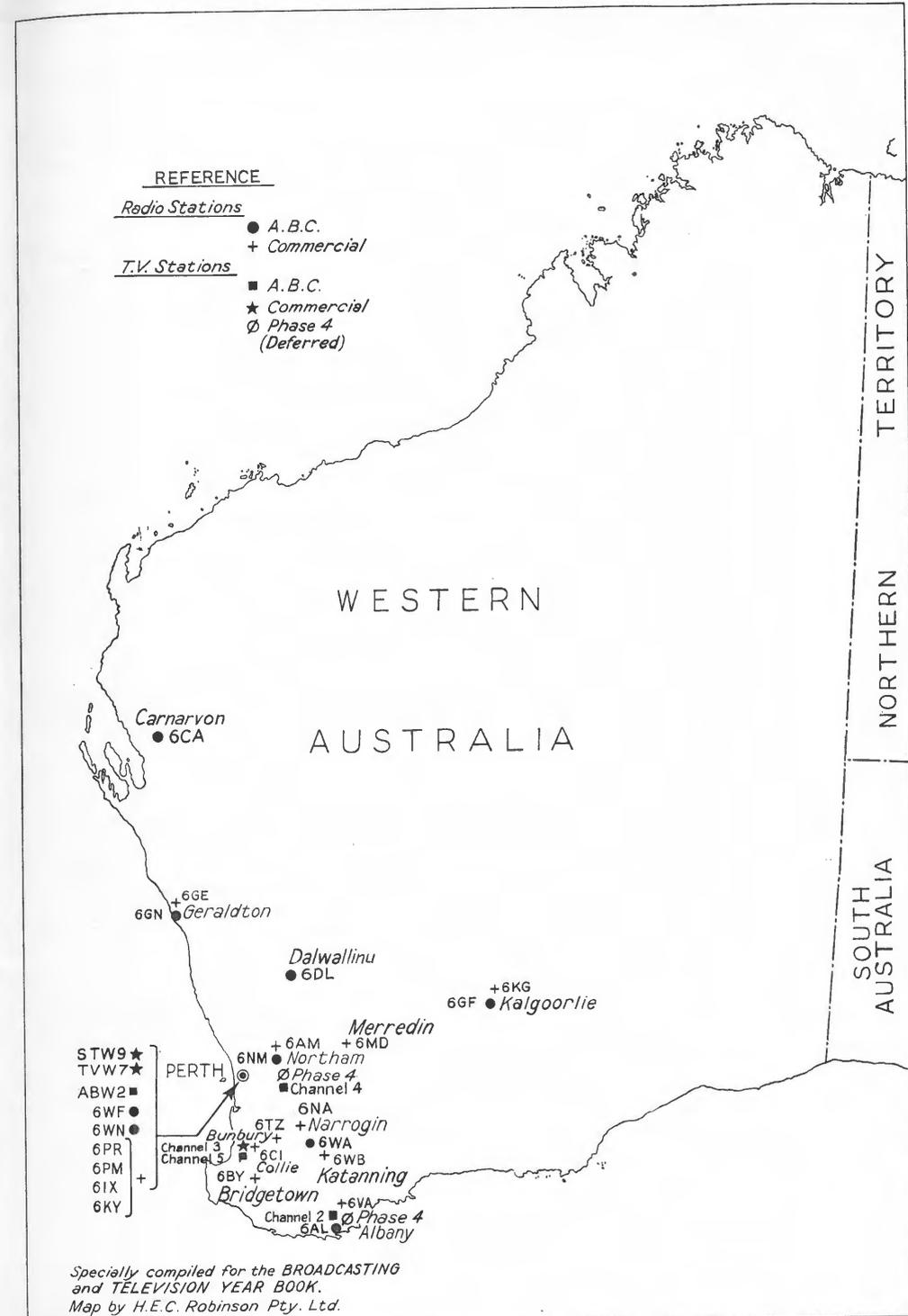
Value of total new buildings completed, year ended June, 1964	£46,434,000
Number of new houses completed, year ended June, 1964	7,276
Number of new flats completed, year ended June, 1964	1,295
Registration of new motor cars, year ended June, 1964	18,729
Registration of new motor vehicles, year ended June, 1964 (excludes motor cycles)	31,948
Total value of retail sales, year ended June, 1964 (excluding motor vehicles, parts, petrol, etc.)	£198.2million (1)
Total production of all meat, year ended June, 1964	111,420tons (1)
Savings bank deposits at end of June, 1964	£119.9million
Occupied private dwellings, as at June, 1961	191,616
Number of factories, year ended June, 1963	4,492 (1)
Value of factory production, year ended June, 1963	£108,211,000 (2)
Value of factory output, year ended June, 1963	£258,949,000 (3)
Wage and salary earners in civilian employment as at June, 1964	222,400 (1)(4)
Gross value of agricultural production, year ended June, 1963	£79,023,000 (1)
Gross value of pastoral production, year ended June, 1963	£53,640,000 (1)

For footnotes, see page 40.

POPULATION

Population as at June 30, 1964:
 Western Australia: 789,917 (401,102 males, 388,815 females).
 From the June 30, 1961, Census:

Perth and Suburbs 420,133.
Kalgoorlie and Suburbs 21,773, Bunbury 13,186, Geraldton 10,894, Albany 10,526, Collie 7,547, Northam 7,200.



Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK. Map by H.E.C. Robinson Pty. Ltd.

NOTE: No applications were received for commercial licences in Phase Four TV areas Southern Agricultural (Albany-Katanning) and Central Agricultural (Northam-York) and fresh applications were called by the Postmaster-General November 26, 1964. Channel allocations are: Albany: Channel 2 (ABC station), Channel 9 (commercial); Northam: Channel 4 (ABC), Channel 10 (commercial).

TASMANIAN MARKET STATISTICS

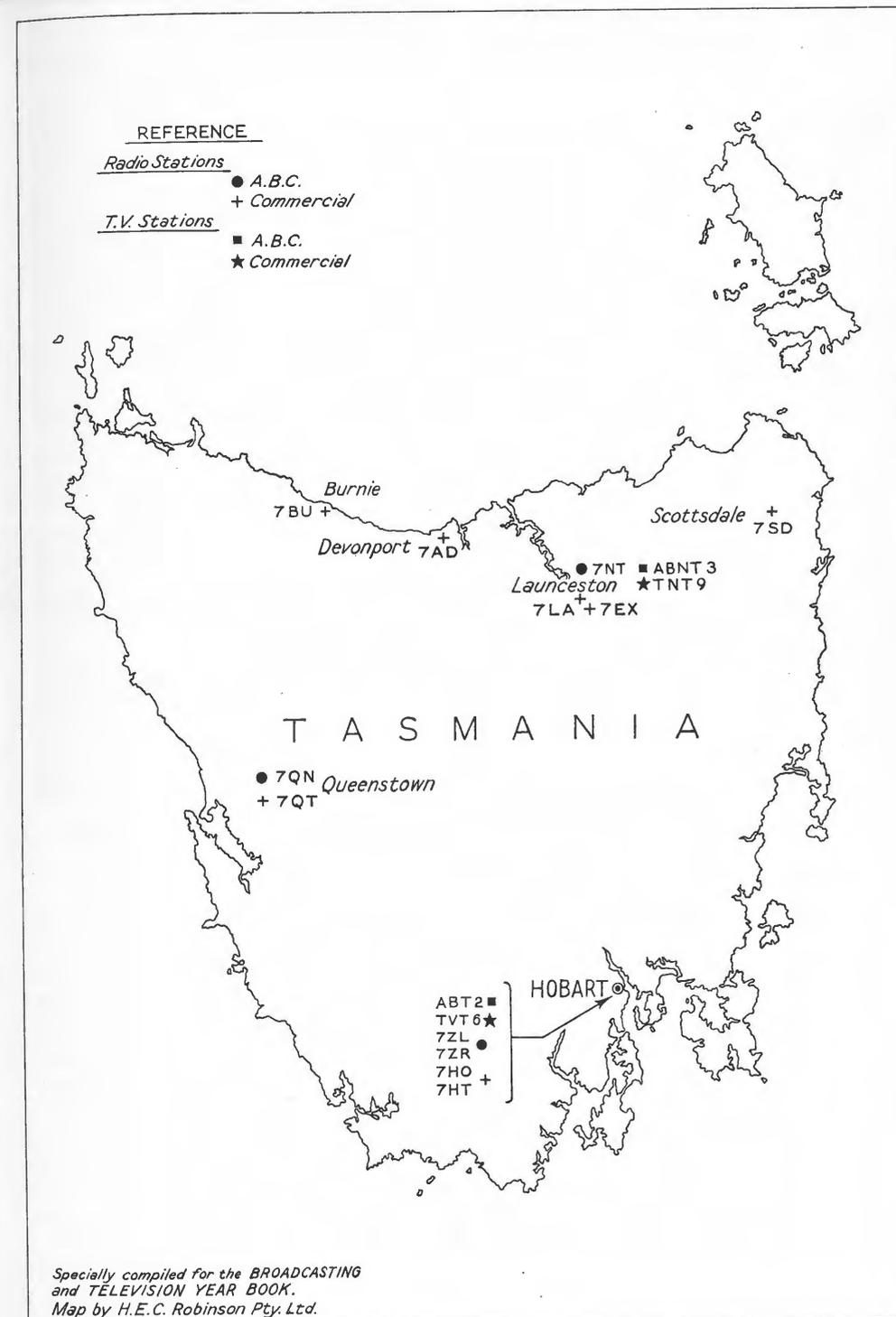
Value of total new buildings completed, year ended June, 1964	£16,988,000
Number of new houses completed, year ended June, 1964	2,511
Number of new flats completed, year ended June, 1964	164
Registration of new motor cars, year ended June, 1964	8,029
Registration of new motor vehicles, year ended June, 1964 (excludes motor cycles)	12,611
Total value of retail sales, year ended June, 1964 (excluding motor vehicles, parts, petrol, etc.)	£89.2million (1)
Total production of all meat, year ended June, 1964	51,919 tons (1)
Savings bank deposits at end of June, 1964	£62.4million
Occupied private dwellings as at June, 1961	90,198
Number of factories, year ended June, 1963	1,764 (1)
Value of factory production, year ended June, 1963	£71,016,000 (2)
Value of factory output, year ended June, 1963	£156,272,000 (3)
Wage and salary earners in civilian employment as at June, 1964	104,400 (1)(4)
Gross value of agricultural production, year ended June, 1963	£17,775,000 (1)
Gross value of pastoral production, year ended June, 1963	£13,768,000 (1)

POPULATION

Population as at June 30, 1964:	Hobart and Suburbs 115,932.
Tasmania: 364,566 (184,384 males, 180,182 females).	Launceston and Suburbs 56,721, Burnie 14,201, Devonport 13,068, Ulverstone 5,962, New Norfolk 5,445.
From the June 30, 1961, Census:	

NOTE: All statistics on these pages have been derived from data published by the Commonwealth Statistician.

- (1) Preliminary estimates, subject to revision.
- (2) 'Value of factory production' is the value added to raw materials by the process of manufacture.
- (3) 'Value of factory output' is the value of the goods manufactured or their value after passing through the particular process of manufacture and includes the amount received for repair work, work done on commission and receipts for other factory work.
- (4) Includes Government employees, excludes wage earners in rural industry, female private domestics and the defence forces.





The video recorder that sets a new standard: The Ampex VR-2000

Ampex's newest Videotape* Television Recorder, the VR-2000, is expressly designed to operate on new high band standards. It utilizes a new high band carrier/deviation frequency (7.16 to 9.3 mc), which permits a single standard for both color and monochrome. The VR-2000's performance specifications are impressive: a S/N ratio up to 45 db; basic frequency response to six megacycles; excellent transient response and virtually non-existent moire. Performance is so good, in fact, that multiple generation copies made on the VR-2000 equal original tapes made on present equipment. Although it possesses all this upper range ability, the VR-2000 is

instantly switchable to present low band standards in either 625 or 525 lines. And for all its sophistication, it is the most reliable and easy to operate recorder ever built. A complete line of VTR accessories is available now for the VR-2000: Intersync* (standard on all VR-2000s); Amtec*; Electronic Editor; Colortec*; and Editec*. The VR-2000 and its accessories are products, not promises. The VR-2000 is presently being installed at one major European network. Please write today for complete information. Ampex Australia Pty. Ltd., 8th Floor, NRMA House, North Sydney, New South Wales, Australia. Term leasing and term financing available.

*TM Ampex Corp.

AMPEX

Statistics

- *Advertising & market facts*
- *Radio facts*
- *Television facts*
- *World radio-TV receiver licenses*



ADVERTISING AND MARKET FACTS

HIGHLIGHTS OF 1964

THE advertising industry faced a series of re-occurring problems in 1964, mostly related to production and advertising costs and media buying, particularly with the expansion of commercial television.

It was a profitable year, however, with increased business turnover stimulating advertising usage and bringing about marked increases in media revenues.

Total national advertising outlay during 1964 is expected to be well in excess of 1963's expenditure figure of £111,831,000.

This figure (covering expenditure in Australia's main consumer media only) was released in September, 1964, by the 4As.

Media spending breakdown was: Press (£65,399,000), television (£20,992,000), radio (£12,815,000), cinema (£3,112,000) and outdoor (£9,513,000).

During the past year there was a continuation of criticism of advertising by private persons, sectional groups, and a number of politicians. Although much of this criticism was widely publicised, it was invariably left unanswered by the industry.

Moves are afoot for the 4As and AANA, in conjunction with other advertising and media bodies to publicly answer critics and to disseminate information pointing up advertising as a profession and as a necessary tool in fostering economic stability and higher standards of living.

CODE OF ADVERTISING ETHICS

4As president Harper Wilson, at the close of 1964, called for immediate joint industry action on criticisms.

A significant 1964 development, brought about by Victoria's controversy on advertising and truth in advertising, was the AANA's Code of Advertising Ethics.

A voluntary code calling for self regulation by advertisers, it met with immediate acceptance in advertising and media fields and proved instrumental in forestalling moves for Victorian government legislation involving advertising practices.

Another AANA move — announcement of its plan to create an index of agencies (based on services rendered) — greatly perturbed agencies, which indicated they would vigorously oppose it.

At Year Book presstime there had been no further announcement, subsequent to the AANA's October convention, concerning the index, or how or when it would be introduced.

AANA also announced in 1964, it was considering a more flexible membership policy, which, for the first time, would make leading retail organisations eligible for admittance.

From the advertising agency viewpoint, the two most pressing problems in 1964 were how to gain maximum mileage for each advertising £, and added complications in media buying brought about by the expansion of TV and media generally, rising rates, and lack of availabilities in some essential media.

CLOSER LOOK AT MEDIA

Agencies could see no immediate solutions to these problems, but stressed that the starting point would be closer examination of media values on a cost-per-thousand impacts basis.

Particular attention would be paid to capital city TV where new stations according to agencies were creating further splits of the audience while each station's rates remained basically the same.

Agencies in 1965 will also pay particular attention to consumer attitude studies.

These, retiring president T. R. Carruthers told the 4As October convention, would be to determine attitudes towards products, services and brands and would embrace testing of communication of appeals, testing of selling appeals and research into the effects of advertising campaigns.

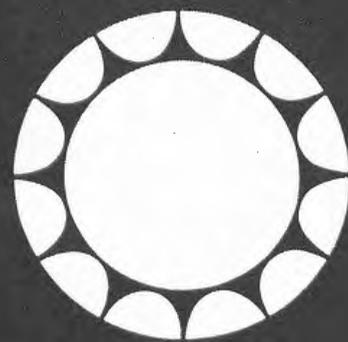
Another of 1964's most significant developments was the continued expression of American agency interest in the Australian field.

With the arrival of Foote Cone & Belding, through merger with Briggs Canny James & Paramor, the majority of Australia's top agencies are now controlled or associated closely with overseas interests, mostly American and English.

Earlier in the year the Ted Bates agency, one of USA's top 10 in total annual billings, bought out the George Patterson agency interests in Australia for over £2million, while at Year Book presstime, Grey Advertising of New York was known to be seeking Australian entry through affiliation with an established agency.

Grey's international billings are estimated at \$110million and its domestic (US) billings at over \$96million.

Of America's top 10 agencies in 1964, five are represented in Australia—J. Walter Thompson, McCann-Erickson, Ted Bates, Foote, Cone & Belding and Compton.



2GB NUMBER ONE IN SYDNEY

SUMMARY OF ESTIMATED ADVERTISING EXPENDITURE FOR CALENDAR YEAR 1962

As estimated by the Australian Association of Advertising Agencies

Medium	Category £'000						P.C. of total
	National	Retail &/or local	Amusement	Classified	Semi display	Total	
Metrop. Dailies ...	13,853	9,648	1,393	8,823	1,592	35,309	33
Sundays ...	2,373	2,499	104	76	118	5,170	5
Womens & General	5,435	97	4	6	—	5,542	5
All Metrop. Press ...	21,661	12,244	1,501	8,905	1,710	46,021	43
Country Press ...	1,407	—	4,223	—	—	5,630	5
Rural ...	516	—	1,032	—	—	1,548	1
Trade ...	4,659	—	1,165	—	—	5,824	6
Other Publications...	1,180	—	2,360	—	—	3,540	3
Total Press ...	29,423	—	33,140	—	—	62,563	58
Metrop. TV ...	16,561	—	1,607	—	—	18,168	17
Country TV ...	1,113	—	237	—	—	1,350	1
Total TV ...	17,674	—	1,844	—	—	19,518	18
Metrop. Radio ...	3,658	—	3,655	—	—	7,313	7
Country Radio ...	2,567	—	2,418	—	—	4,985	5
Total Radio ...	6,225	—	6,073	—	—	12,298	12
Cinema ...	2,625	875	—	—	—	3,500	3
Outdoors ...	7,364	1,636	—	—	—	9,000	9
Grand Total ...	63,311	—	43,568	—	—	106,879	100

AGE DISTRIBUTION OF POPULATION
Australia, 1954 and 1961 (est.) and 1968 (projected)

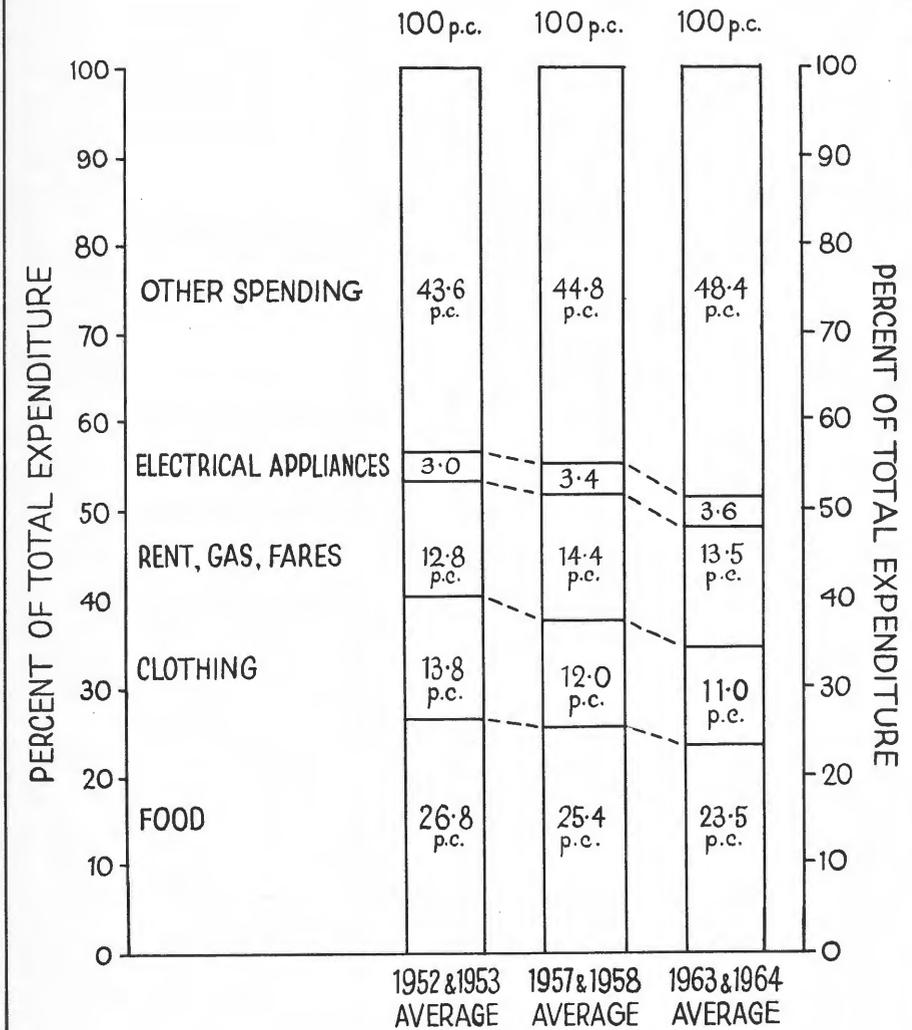
AGE GROUP (age last birthday)	1954 CENSUS		1961 CENSUS (2)			1968 PROJECTION (1)		
	Total	p.c. of total population	Total	p.c. Increase on 1954	p.c. of total population	Total	p.c. Increase on 1961	p.c. of total population
	'000		'000			'000		
0—4	966	10.8	1,110	+14.9	10.6	1,274	+14.8	10.6
5—9	903	10.0	1,047	+15.9	10.0	1,181	+12.8	9.8
10—14	694	7.7	1,020	+47.0	9.7	1,104	+ 8.2	9.2
15—19	592	6.6	809	+36.7	7.7	1,046	+29.3	8.7
20—34	2,013	22.4	2,092	+ 3.9	19.9	2,457	+17.4	20.5
35—49	1,818	20.2	2,104	+15.7	20.0	2,244	+ 6.7	18.7
50—64	1,254	14.0	1,432	+14.2	13.6	1,702	+18.9	14.2
65 & over	746	8.3	894	+19.8	8.5	1,000	+11.9	8.3
TOTAL	8,986	100.0	10,508	+16.9	100.0	12,008	+14.3	100.0

(1) Assuming net immigration falling from 90,000 in 1960-61 by 10,000 per year to 50,000 in 1964-65 and thereafter remaining at 50,000 a year; fertility rising slightly immediately after 1960, then falling slightly to 1970 and thereafter remaining constant. 1957-9 mortality levels. (2) May be subject to minor amendment.

Sources: Commonwealth Statistician; Australian Population Projections, by W. D. Borrie and Ruth Rodgers The Department of Demography. Tables and charts supplied by courtesy of the Marketing Research Department, J. Walter Thompson Aust. Pty. Ltd.

TRENDS IN CONSUMER SPENDING, AUSTRALIA

1952 53 AV. 1957 58 AV. AND 1963-64 AV.



SOURCE: COMMONWEALTH STATISTICIAN

WHERE THE PERSONAL AND FAMILY BUDGET GOES

Analysis of consumption, expenditure and personal savings, Australia, 1955 to 1964.

Years ended June	Food	Clothing (1)	Rent, fares, gas, etc. (2)	Total 'basic' spending	Electrical appliances	All other consumption expenditure (3)	Total expenditure	All other expenditure as p.c. of total expenditure	Disposable income (4)
	£m.	£m.	£m.	£m.	£m.	£m.	£m.	p.c.	£m.
1955	817	421	427	1,665	99	1,397	3,161	44.2	3,529
1956	880	435	469	1,784	105	1,510	3,399	44.4	3,851
1957	935	442	519	1,896	114	1,622	3,632	44.7	4,101
1958	951	454	552	1,957	139	1,714	3,810	45.0	4,092
1959	994	465	587	2,046	156	1,794	3,996	44.9	4,404
1960	1,053	509	633	2,195	188	1,985	4,368	45.4	4,813
1961	1,121	530	689	2,340	179	2,092	4,611	45.4	5,006
1962	1,156	531	733	2,420	176	2,152	4,748	45.3	5,164
1963	1,187	545	678	2,410	182	2,402	4,994	48.1	5,523
1964	(1,237)	(587)	(715)	(2,539)	(189)	(2,585)	(5,313)	48.7	(6,053)

Figures in brackets are tentative estimates, subject to revision.

- (1) Includes footwear, drapery, etc.
 (2) Gross rent of dwellings includes actual and owner-occupied (imputed). Fares include rail, tram and bus fares; airline, shipping, ferry and taxi revenue, less the estimated amount charged as business and public authority expense. Gas, etc., includes household expenditure on electricity and gas.
 (3) Includes spending on tobacco, cigarettes, beer, etc.; hardware, furniture, etc.; other purchases in retail stores; motor cars, petrol, etc.; and all other expenditure on personal consumption (except food, clothing, rent, etc.).
 (4) Total personal income less income tax payable, and estate and gift duties.

Source: National Income and Expenditure—Australian National Accounts.

OWNERSHIP OF MAJOR CONSUMER APPLIANCES IN 12 COUNTRIES

(P.c. of households owning)

Country	Television set (end of 1960)	Radio set (end of 1959)	Electric stove, cooker, etc.	Refrigerator	Washing machine	Vacuum cleaner
Australia ...	62 (a)	97 (1,b)	na (2)	95 (1)	73 (1)	na (3)
U.S.A. ...	89	94	29 (4)	98 (4)	95 (4)	74 (4)
United Kingdom ...	69	80	22 (5)	25 (5)	40 (6)	71 (6)
Belgium ...	21	82	7 (7)	16 (7)	54 (7)	42 (7)
Denmark ...	38	100	9 (7)	21 (7)	na	78 (9)
Finland ...	8	96	14 (5)	15 (5)	26 (5)	32 (5)
France ...	12	77	12 (8)	26 (5)	25 (5)	25 (5)
Germany (F.R.) ...	25	88	36 (6)	32 (6)	25 (6)	58 (6)
Italy ...	17	49	na	na	na	na
Netherlands ...	26	100	4 (9)	3 (9)	31 (9)	67 (9)
Sweden ...	38	100	na	57 (8)	13 (8)	74 (8)
Switzerland ...	9	100	na	45 (5)	61 (8)	74 (8)

- (a) Based on Licence Figures Aug., 1964.
 (b) Source: Australian Radio, Advtg Bureau.
 (1) Refers to mid-1963.
 (2) Estimated at about 30 p.c. in 1959.
 (3) N.S.W. penetration 74 p.c. to mid-1960. Estimated at about 70 p.c. for Australia in 1959.
 (4) Refers to end of 1960.
 (5) Refers to mid-1960.
 (6) Refers to end of 1959.
 (7) Refers to 1955.
 (8) Refers to 1958.
 (9) Refers to January 1957

Source: J. Walter Thompson Aust. Pty. Ltd.

RETAIL SALES BY STATES, 1960 TO 1964 (1)
(£ million)

Years ended June	Groceries	Other foods	Beer, wine & spirits (2)	Clothing & drapery	Footwear	Electrical goods (3)	Chemists' goods	Total goods excl. motor vehicles, etc.	Motor vehicles, parts, petrol, etc.
Q'LD.—									
1960	58.1	70.3	35.2	54.2	8.5	28.9	14.9	332.6	121.9
1961	62.7	74.8	36.3	56.0	9.0	26.6	16.6	347.6	111.3
1962	62.4	77.0	37.4	56.6	9.2	24.1	18.5	351.1	109.2
1963	64.0	80.1	38.1	57.1	9.9	25.6	19.7	364.2	137.1
1964	66.8	84.0	42.5	63.6	10.2	30.4	21.5	395.1	157.0
N.S.W.—									
1960	152.8	206.6	107.1	171.3	27.2	69.5	44.9	969.2	309.0
1961	157.4	218.0	107.5	180.6	29.9	66.4	49.9	1,010.2	318.6
1962	168.0	221.1	106.9	179.1	30.0	68.2	54.7	1,032.1	313.1
1963	176.3	225.6	115.2	178.4	31.1	70.3	56.0	1,062.1	373.6
1964	178.8	230.0	111.7	196.1	32.6	72.1	61.1	1,100.5	389.4
VIC.—									
1960	105.9	156.5	72.3	127.0	22.5	49.9	29.9	714.3	231.6
1961	116.9	169.1	75.9	131.0	23.6	47.0	34.3	751.9	230.1
1962	116.3	175.4	75.9	129.4	23.6	47.2	36.9	759.4	215.0
1963	117.6	181.9	77.9	132.8	23.8	48.3	39.6	780.1	252.2
1964	127.3	188.6	82.3	144.0	25.8	50.9	41.6	830.3	280.4
TAS.—									
1960	12.6	14.7	8.1	14.7	2.4	4.3	3.0	75.2	25.9
1961	14.0	16.7	8.3	14.9	2.5	5.4	3.4	81.8	26.7
1962	14.3	17.0	8.5	15.1	2.6	5.3	3.7	83.1	26.9
1963	14.7	18.3	8.4	15.3	2.7	5.8	3.8	86.3	31.6
1964	15.7	17.9	9.3	15.8	2.7	5.6	4.1	89.1	34.2
S.A.—									
1960	32.0	47.7	21.2	39.4	6.8	21.0	9.0	218.6	80.2
1961	34.5	50.9	22.1	39.8	6.9	17.1	10.3	224.8	78.3
1962	35.5	50.4	23.6	40.4	7.0	15.2	11.3	226.2	71.8
1963	36.7	51.9	24.7	43.3	7.0	17.3	11.9	237.2	89.9
1964	39.5	55.7	26.4	47.0	7.4	19.2	12.9	256.1	99.6
W.A.—									
1960	29.6	33.5	18.9	27.1	4.7	13.4	6.3	164.8	59.5
1961	30.9	35.5	20.3	27.4	4.9	14.8	7.0	173.2	61.2
1962	32.6	37.3	20.7	28.7	5.1	14.0	7.8	180.4	67.1
1963	33.4	39.3	21.6	29.6	5.4	12.9	8.4	186.4	77.0
1964	37.5	41.7	22.7	31.4	5.4	11.9	9.2	198.3	84.4
AUST.—									
1960	391.0	529.4	262.8	433.7	72.1	187.0	108.0	2,474.7	828.1
1961	416.4	565.0	270.4	449.7	76.8	177.3	121.5	2,589.5	826.2
1962	429.1	578.2	273.0	449.3	77.5	174.0	132.9	2,632.3	803.1
1963	442.7	597.1	285.9	456.5	79.9	180.2	139.4	2,716.3	961.4
1964	465.6	617.9	294.9	497.9	84.1	190.1	150.4	2,869.4	1,045.0

- (1) Excludes Northern Territory and Australian Capital Territory—1964 data is subject to revision.
 (2) Excludes sales made by licensed clubs.
 (3) Includes radios, television and accessories, musical instruments, domestic refrigerators, etc.

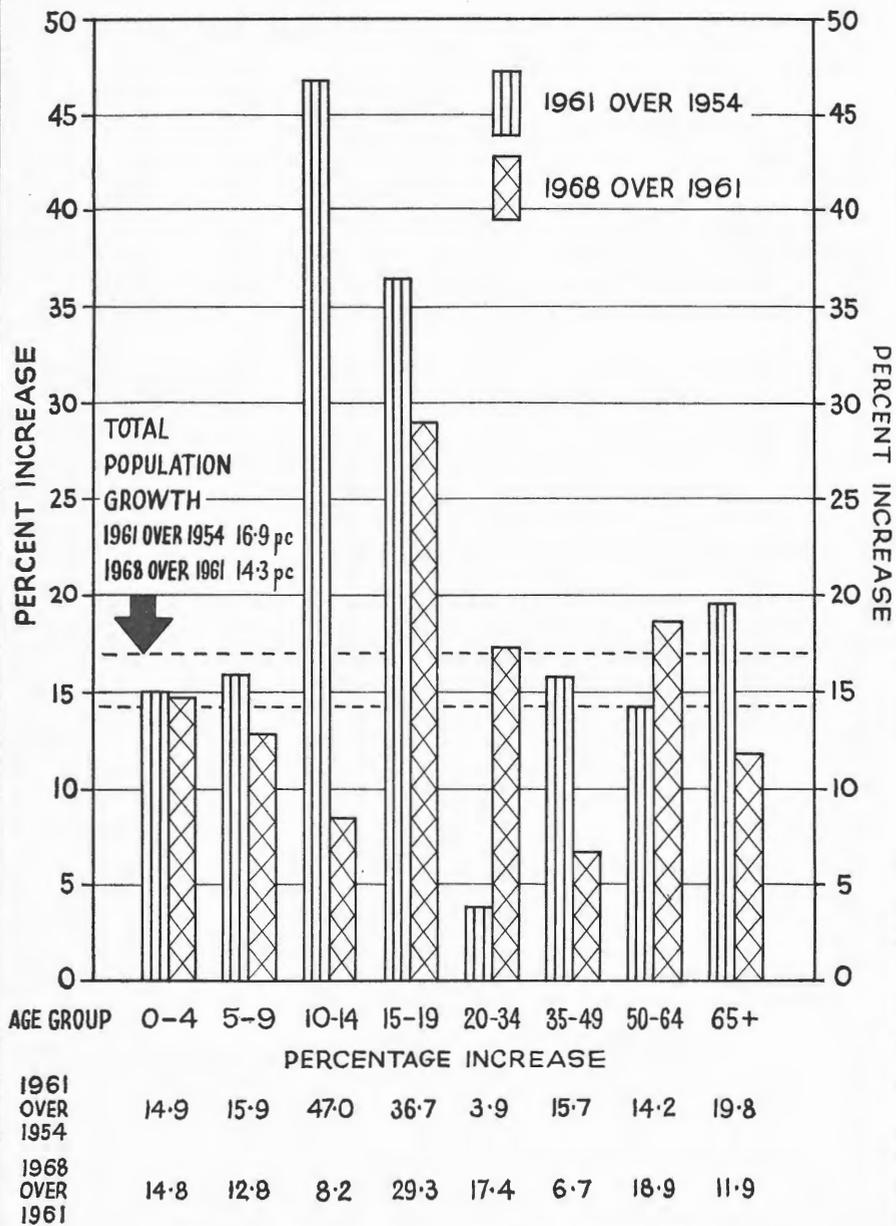
Source: Commonwealth Statistician.

1960 POPULATION AND PROJECTED 1965 POPULATION FIGURES

Figures compiled and presented in booklet form (NAS Marketing Guide, 1960-1965) by the Central Research Bureau of National Advertising Services.

City	Estimated population		Increase	Pr
	June 30, 1960	June 30, 1965		
Sydney	2,098,490	2,318,000	219,510	10.5
Melbourne	1,831,100	2,044,000	212,900	11.6
Brisbane	578,000	649,000	71,000	12.3
Adelaide	577,000	630,700	53,700	9.3
Perth	395,000	448,000	53,000	13.4
Newcastle	144,300	151,150	6,850	4.7
Greater Wollongong	125,090	161,000	35,910	28.7
Hobart	111,250	128,000	16,750	15.1
Geelong	90,380	105,000	14,620	16.2
Launceston	58,600	67,000	8,400	14.3
Ballarat	54,800	61,000	6,200	11.3
Canberra	50,237	75,000	24,763	49.3
Toowoomba	50,000	56,000	6,000	12.0
Townsville	47,000	54,000	7,000	15.0
Ipswich	45,500	51,000	5,500	12.1
Rockhampton	45,000	48,500	3,500	7.8
Bendigo	42,120	47,000	4,880	11.6

NEW MARKET OPPORTUNITIES ARE CREATED BY VARIOUS AGE GROUPS INCREASING AT DIFFERENT RATES



SOURCE : COMMONWEALTH STATISTICIAN

AUSTRALIAN PRODUCTION OF ELECTRICAL APPLIANCES

Period	Electric Clothes Washing Machines (Domestic)		Bath Heaters, Electric	Sink Heaters, Electric	Wash Boilers, Electric
	Automatic Fully	Semi Automatic & All Other			
Year 1961-62	45,659	174,443	14,828	12,507	13,188
1962-63	64,638	151,206	11,783	11,619	10,385
1963-64	76,505	147,803	14,461	11,333	10,259
Mnths 1964-65					
July	8,530	15,847	1,433	1,644	1,046
Aug.	7,257	16,715	1,559	1,135	1,231
2 mnths ended Aug., 1964	15,787	32,562	2,992	2,779	2,277
2 mnths ended Aug., 1963	13,565	27,361	2,593	2,459	1,908

r: REVISED.

Period	Toasters	Vacuum Cleaners (a)	Floor Polishers	Domestic Refrigerators (Electric, Gas and Kerosene)
				Year 1961-62
1962-63	289,063	127,348	101,983	206,349
1963-64	305,065	140,708	91,917	207,070
Mnths 1964-65				
July	35,525	14,857	11,337	17,508
Aug.	22,399	13,145	9,139	18,315
2 mnths ended Aug., 1964	57,924	28,002	20,476	35,823
2 mnths ended Aug., 1963	53,232	22,836	15,014	36,776

(a) Included combination Vacuum Cleaners and Floor Polishers, Scrubbers, etc.

Period	Stoves (Domestic) Electric				
	Fixed Ranges Wall Ovens	Cooking Tops	All Other	Other Ranges	Grill Boilers
Year 1961-62	3,817	3,886	72,134	22,014	21,529
1962-63	5,827	6,501	94,938	17,911	20,593
1963-64	10,443	9,691	108,539	25,710	20,104
Mnths 1964-65					
July	1,104	1,265	11,156	(na)	313
Aug.	1,507	1,080	10,559	2,396	2,714
2 mnths ended Aug., 1964	2,611	2,345	21,715	(na)	3,027
2 mnths ended Aug., 1963	1,649	1,612	17,607	6,149	5,560

(na): NOT AVAILABLE.

RADIO FACTS

STATION BREAKDOWN

AS at December, 1964, there were 111 commercial and 65 national broadcasting stations in the medium frequency band in Australia.

Majority of the 111 commercial stations are affiliated or belong to two national, two interstate or eight regional networks.

State	Capital Cities	Country	Total
NSW	6	31	37
ACT	1	—	1
Victoria	6	14	20
Queensland	4	18	22
South Australia	3	5	8
West Australia	4	10	14
Tasmania	2	6	8
Northern Territory	1	—	1
Total			111

INDUSTRY REVENUE SINCE 1941-42

Year	Stations operating	Showing profit	Revenue £	Expenditure £	Profit £
1941-42	97	53	1,330,000	1,248,188	81,689
1942-43	96	66	1,298,197	1,157,294	141,003
1943-44	98	87	1,871,851	1,491,967	379,885
1944-45	100	89	2,184,686	1,758,905	425,781
1945-46	100	86	2,279,719	1,851,042	428,678
1946-47	101	85	2,388,567	2,013,363	375,224
1947-48	102	86	2,774,371	2,278,319	496,053
1948-49	102	90	3,212,253	2,619,474	592,779
1949-50	102	84	3,178,360	2,748,594	429,766
1950-51	102	88	3,607,498	3,092,259	515,239
1951-52	103	87	4,329,675	3,729,554	600,121
1952-53	105	93	4,916,557	4,138,013	778,544
1953-54	106	94	5,647,494	4,587,234	1,060,260
1954-55	106	95	6,686,924	5,252,831	1,434,093
1955-56	107	104	7,382,476	5,870,794	1,511,682
1956-57	108	104	7,457,155	5,958,630	1,498,525
1957-58	108	103	8,547,724	6,572,080	1,975,644
1958-59	108	107	9,475,265	7,103,201	2,372,064
1959-60	108	107	10,251,345	7,656,997	2,594,348
1960-61	110	107	10,979,453	8,332,815	2,646,638
1961-62	110	109	11,012,260	8,588,597	2,423,663
1962-63	110	108	11,359,197	8,904,156	2,455,041

STATION OWNERSHIP

Licensees	Number of Licences held						Total
	NSW (incl. ACT)	Vic.	Qld	SA & NT	WA	Tas.	
Private & public companies	35	16	19	5	10	7	92
Church Bodies	1						1
(a) Newspapers	1	4	2	4	4	1	16
Labor Party	1		1				2
Total							111

(a) Newspapers directly own and operate 16 stations, while newspaper groups either have controlling interest or shareholding in 23 other stations.

RADIO KEEPS GOING



DURING 1963-1964 MORE RADIOS WERE SOLD THAN IN ANY OTHER PERIOD IN BROADCASTING HISTORY — 686,800 NEW SETS.

In every way Radio is going up: Since the introduction of Television, Radio has increased its overall listening audience, expanded the number of advertisers using radio and significantly increased its advertising revenue.

RADIO — The GROWTH medium.

1956-57
376,000
SETS
SOLD

1959-60
526,000
SETS
SOLD

1962-63
660,000
SETS
SOLD

1963
1964
686,
800
SETS
SOLD

GROWTH OF THE RECEIVER TOTAL

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

Following statistics show the licenced receiver position at November 30, 1964.

Year	National stations	Commercial stations	Licensed receivers
1926	8	9	128,060
1937	20	80	940,068
1939	24	98	1,131,861
1941	27	96	1,293,266
1945	29	100	1,415,229
1947	32	101	1,678,276
1950	39	102	1,841,211
1951	41	103	1,884,834
1952	42	103	1,961,044
1953	44	105	1,985,655
1954	46	106	2,041,615
1955	50	106	2,034,676
1956	53	107	2,088,793
1957	55	108	2,107,253
1958	56	108	2,172,349
1959	57	108	2,263,712
1960	57	108	2,289,562
1961	60	110	2,255,842
1962	60	110	2,219,067
1963	62	110	2,239,786
1964	65	111	2,287,533

RECEIVER PRODUCTION

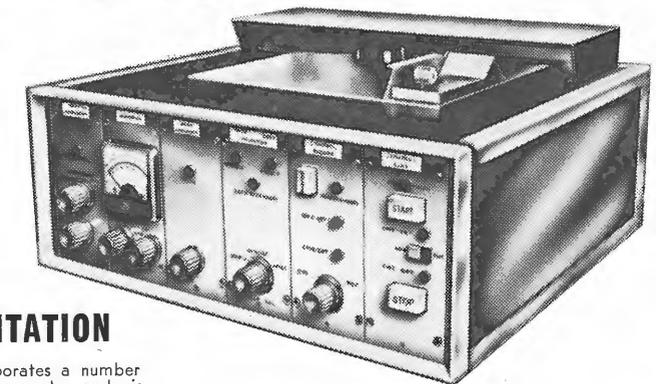
Radios and Radiograms

Following breakdown shows production of radio receivers (by classification — car, portable, mantel, portable-console, and radiograms) from 1961-62 to the end of July, 1964. Figures for 1963-64 showed substantial increases over totals for previous years in the car and portable categories and decreases in mantel-table-console and radiogram categories.

Period	Car	Portable	Mantel, Table and Console Cordless & Other	Radio-grams	Total
			— thousands —		
Year 1961-62	57.7	178.0	78.4	53.1	367
1962-63	123.0	206.0	106.3	64.2	500
1963-64	131.1	208.0	65.0	63.6	468
Mnths 1964-65					
June	9.11	6.94	3.83	5.69	25.6
July	11.13	8.79	6.28	7.36	33.6
3 mnths ended July, 1964	28.0	25.5	13.6	19.6	86.7
3 mnths ended July, 1963	32.8	33.9	14.5	13.5	94.7

SOURCE: Commonwealth Statistician.

Cue-master SERIES 700



- Simplifies
- Improves
- Economises

PROGRAM PRESENTATION

The Series 700 Cue-Master incorporates a number of important technical improvements and is available in the following forms:

1. Full Record/Playback, expandable to Multi-deck operation using the one basic Cue-master.
2. Basic Playback Unit which can be expanded to Full Record/Playback with erase facilities and for Multi-deck operation by addition of further modules.
3. Economy Playback Unit — not designed for expansion.

BATTERY-OPERATED AUDITIONERS for convenient auditioning of cassettes are available. **PLUG-IN MODULAR CONSTRUCTION** designed and made in Australia provides great versatility and economy. A special Custom Engineering Service is available to meet your requirements — also Mobile Trolleys and Storage Racks for cartridges.

TECHNICAL SPECIFICATIONS include:

All silicon solid state circuitry. Inbuilt 3 Watt Monitor Amplifier and speaker, provision for external speaker. Multiple cueing facilities. 2 operating DPCO switch for external use. NAB or CCIR characteristics giving full compatibility with other machines. Signal to noise ratio better than 53 DB. Max. output to 600 OHM line + 20 DBM. Distortion less than 3% at max. output. Frequency response 40-12,000 cycles per second ± 2DB. Three dimensional head adjustment. Remote control facilities. Erase facilities available. Multi-deck operation available with one set electronics. 19" Rack mounting facilities available.



Cue-master Mark 1

This popular automatic cartridge tape recorder tested and proved by many Radio stations throughout Australia, has contributed greatly towards smooth work flow and presentation. Cue-master is compatible with all other cartridge machines.

TECHNICAL SPECIFICATIONS include:

Up to 64 minutes running time — using Moebius loop 240 AC 50 cps. operation. Fully transistorised. One-button operation. Sequential operation system. 100 milli-seconds Cue system. Frequency response 50-12,000 cps. ± 2 db. Two speeds avail. — 7½ ips and 3½ ips. Tested and proven in the field.

Details of your nearest Cue-master Distributor will be forwarded on request to:

CONSOLIDATED **E**LECTRONICS PTY. LTD.

505 Lygon Street, East Brunswick, N.17, Victoria. 36-3711

RADIO RECEIVER LICENCES — CITIES & TOWNS

BROADCAST listeners' licences, compiled by the Postmaster-General's Department and in force in metropolitan and country areas within 50 miles of provincial cities and towns as at June 30, 1964, showing percentage of licences to population.

Number of licences were compiled from records of Post Offices within the areas mentioned. Population figures given are as estimated by the Commonwealth Statistician, Canberra, for the specified areas in each State as at June 30, 1963.

Details shown for New South Wales, Victoria and Tasmania relate to the new boundaries adopted for the purpose of population statistics from July 1, 1954.

Receiver licence totals (June 30, 1964): NSW, 822,178; Victoria, 622,586; Queensland, 342,167; South Australia, 265,180; Western Australia, 174,121; Tasmania, 74,159. Total Australia: 2,300,391 (or 61,953 more than at June 30 1963).

NEW SOUTH WALES

Locality	Licences	Popu- lation	Pc of licences to pop.
Metropolitan	485,419	2,256,110	21.52
Country	336,759	1,792,488	18.79
State	822,178	4,048,598	20.31
Sydney	544,593	2,615,668	20.82
Albury	17,494	97,920	17.87
Armidale	7,583	39,055	19.42
Bathurst	18,995	106,631	17.81
Bega	5,251	29,254	17.95
Bourke	545	4,336	12.57
Broken Hill	7,011	31,021	22.60
Canberra	17,491	124,967	14.00
Casino	19,323	100,242	19.28
Cessnock	84,711	407,208	20.80
Cobar	477	3,111	15.33
Cooma	4,651	31,031	14.99
Cootamundra	15,664	83,696	18.72
Corowa	21,167	116,367	18.19
Cowra	13,482	79,071	17.05
Cummock	15,437	83,997	18.38
Dunlicquin	9,247	53,398	17.32
Dubbo	8,061	46,017	17.52
Glen Innes	6,960	34,386	20.24
Goulburn	12,868	148,277	8.68
Grafton	10,018	50,903	19.68
Griffith	6,378	40,582	15.72
Gunnedah	11,042	60,455	18.26
Inverell	7,835	36,562	21.43
Katoomba	33,463	219,521	15.24
Kempsey	10,328	49,529	20.85
Lawrence	15,338	77,701	19.74
Lismore	22,371	115,550	19.36
Lithgow	20,789	185,110	11.23
Lochinvar	75,943	408,929	18.57
Maitland (Bolwarra)	78,966	373,459	21.14

VICTORIA

Locality	Licences	Popu- lation	Pc of licences to pop.
Manilla	11,846	55,923	21.18
Moree	2,279	16,645	13.69
Moss Vale	43,035	275,582	15.62
Mudgee	5,615	34,503	16.27
Murwillumbah	29,429	150,445	19.56
Muswellbrook	18,864	88,382	21.34
Narrabri	3,088	25,577	12.07
Newcastle	81,152	396,012	20.49
Orange	16,659	88,166	18.90
Parkes	7,516	43,983	17.09
Singleton	73,155	355,725	20.57
Tamworth	12,373	59,368	20.84
Taree	9,499	52,901	17.96
Wagga Wagga	14,540	76,172	19.09
Wollongong	49,667	317,587	15.64
Young	10,662	58,301	18.29

Locality	Licences	Popu- lation	Pc of licences to pop.
Metropolitan	408,104	2,003,100	20.37
Country	214,482	1,052,631	20.38
State	622,586	3,055,731	20.37
Melbourne	447,433	2,248,368	19.90
Ballarat	43,974	235,839	18.65
Bendigo	28,207	134,844	20.92
Colac	28,514	169,085	16.86
Geelong	45,264	256,048	17.68
Hamilton	14,954	74,495	20.07
Horsham	10,767	46,670	23.07
Lubeck	13,628	54,118	25.18
Maryborough	40,779	184,071	22.15
Mildura	7,341	38,564	19.04
Sale	18,463	110,341	16.73
Shepparton	25,048	133,088	18.82
Swan Hill	6,949	38,623	17.99

Locality	Licences	Popu- lation	Pc of licences to pop.
Maryborough	23,607	78,876	29.93
Mt. Isa	3,279	—	—
Oakey	23,991	110,965	21.62
Pialba	17,599	65,917	26.70
Rockhampton	15,438	62,917	24.54
Roma	2,680	10,922	24.54
Southport	28,353	165,083	17.17
Toowoomba	38,389	157,282	24.41
Townsville	16,421	72,937	22.51
Warwick	25,822	113,939	22.66

SOUTH AUSTRALIA

Locality	Licences	Popu- lation	Pc of licences to pop.
Metropolitan	169,477	600,200	28.24
Country	95,703	408,794	23.41
State	265,180	1,008,994	26.28
Adelaide	203,405	759,943	26.77
Crystal Brook	16,922	64,533	26.22
Mannum	32,299	153,872	20.99
Mount Gambier	10,473	44,813	23.37
Murray Bridge	32,453	154,477	21.01
Port Augusta	7,974	35,112	22.71
Port Lincoln	3,508	13,812	25.40
Renmark	6,311	25,982	24.29
Whyalla	13,719	54,500	25.17

QUEENSLAND

Locality	Licences	Popu- lation	Pc of licences to pop.
Metropolitan	148,259	649,500	22.83
Country	193,908	916,718	21.15
State	342,167	1,566,218	21.85
Brisbane	178,533	807,731	22.10
Atherton	16,817	79,622	21.12
Ayr	17,581	73,336	23.97
Bundaberg	18,053	67,609	26.70
Cairns	16,213	75,755	21.40
Charleville	1,402	7,163	19.57
Charters Towers	1,997	9,485	21.05
Clevedon	17,572	73,611	23.87
Dalby	21,078	95,036	22.18
Emerald	878	5,425	16.18
Gympie	20,847	84,215	24.75
Hughenden	557	3,317	16.79
Ipswich	41,891	187,701	22.32
Kingaroy	9,038	38,470	23.49
Longreach	1,060	5,655	18.74
Mackay	9,499	42,451	22.38

TASMANIA

Locality	Licences	Popu- lation	Pc of licences to pop.
Metropolitan	122,724	445,000	27.58
Country	51,397	327,511	15.69
State	174,121	772,511	22.54
Perth	128,615	517,139	24.87
Albany	4,688	20,310	23.08
Bridgetown	5,922	38,104	15.54
Bunbury	10,011	51,003	19.63
Collie	11,053	51,554	21.44
Geraldton	2,971	16,811	17.67
Kalgoorlie	4,987	22,894	21.78
Katanning	3,715	18,445	20.14
Merredin	2,619	14,893	17.59
Narrogin	3,765	20,005	18.82
Northam	27,540	146,713	18.77
Wagin	4,803	23,456	20.48

TELEVISION FACTS

HIGHLIGHTS OF 1964

FOLLOWING the Federal Treasurer's announcement in the Budget (August, 1964) of a new basis of assessing radio and TV station licence fees on all revenue from advertising, including payments for station time and programs, the Postmaster-General introduced the necessary legislation in November, 1964.

The new fees will be based on the former flat annual rate of £100 a station.

However, instead of the previous rate of 1pc of gross earnings of each station additionally from advertising, the new legislation provides for a sliding percentage of up to 4pc of gross advertising receipts from advertising and program sales.

PMG Mr Hulme commented that the new legislation had been instituted because although the Government had set the sale of station time as the basis of assessing fees in the first year of TV, it was now virtually impossible to assess the licence fees on that basis.

Stations, he said, had adopted the practice in determining gross earnings of excluding the amounts advertisers paid for programs, particularly in relation to spot advertising.

Strongly critical of the new legislation, FACTS submitted that the annual figures on which the Government's new licence fee decision was based were for 1962-63, and they took no account of steep increases in program costs allied with a more competitive business situation arising from new capital city stations.

New licence fee basis on earnings in addition to £100 a year per station is 1pc up to £500,000; 2pc, £500,001-£1million; 3pc, £1,000,001-£2million; over £2million, 4pc.

TV IN 2 MILLION HOMES

From the gross revenue viewpoint, commercial television is doing particularly well. Total expenditure in 1963 stood at over £21million, and according to reliable sources at Year Book press time, 1964 figures should be well above this.

Capital city TV billings for the six months to December, 1963, compiled by the Bruce Tart Research Service, stood at £10,423,618, with highest billings from foodstuffs, cigarettes and tobaccos, petrol and oil, women's toiletries and cleaners and detergents.

A survey of television viewing, outlined by FACTS general manager A. S. Cowan late 1964, showed that during every week, the TV set is switched on to a commercial channel in more than two million homes throughout Australia for an average of 27½ hours, with 92pc of all occupants each watching for an average of 18¾ hours.

Cowan said: "Taking an average day, we find in the five mainland capital cities alone that almost 4 million people, representing

74pc of all those living in the 1½ million capital city TV homes, each view commercial TV for an average of 3¼ hours."

Of those TV homes, 85pc viewed commercial programs for approximately 4½ hours during the day.

During 1964, three new commercial stations began regular transmission — RVN Wagga (June 19), ATV-0 Melbourne (August 1) and AMV Albury (September 7).

Year also saw a continuation of TV share-buying activity by newspaper groups and other private enterprises.

Most spectacular of all was the Ansett Group's capture of 49pc interest in TVQ, which gave it TV shareholdings in four States.

Group is the sole licensee of ATV-0 Melbourne and has large holdings in SAS Adelaide and STW Perth.

ACT AMENDMENTS

The TVQ share buying coup, widely publicised and the subject of Ministerial concern, was one of several similar instances which prompted the government to draw up amendments to the Broadcasting and Television Act, particularly in relation to shareholding, voting rights and station control generally.

Outlined by the Postmaster-General Mr Davidson and scheduled for submission at the 1965 autumn session of Parliament, these retain the clause providing for control, by one person or company, of not more than two licences, but will limit shareholding or voting rights in any additional licence company to 5pc.

The John Fairfax group also spread its TV wings, acquiring a 15pc interest in CTC Canberra (through acquisition of the Canberra Times newspaper); and subsequently taking over the multi-State radio and TV interests of ATV (London) for a purchase price in the vicinity of £2,600,000.

Although the vendor has been paid, the PMG announced the government was still considering the complex nature of the transaction, and at presstime, official approval of the sale had not been given.

The two Sydney stations, ATN and TCN, were in the news in 1964, reducing on-air time by 18 hours weekly apiece and, together with TEN, beginning work on 1000ft transmission towers.

With the establishment of ATV-0 and planned opening of second and third commercial stations in Perth, Sydney, Adelaide and Brisbane, there are now three distinct network affiliations.

They are: National Television Network (TCN, GTV, NWS, QTQ, NBN and WIN), Australian Television Network (ATN, HSV, ADS, BTQ), and Independent Television System (ATV-0, TEN, TVQ, SAS, STW).

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

Subsequent to public hearing of applications for Melbourne and Sydney (Phase One) the Federal Government allocated two commercial station 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 public hearings, commercial station permits were granted for Brisbane and Adelaide (two each), Hobart and Perth (one each) plus one non-commercial in each capital.

Phase Three licences for 13 major country centres were announced on November 8, 1960, two days short of a year since public hearings of the applications opened.

Decision to implement Phase Four of the TV development plan was announced late 1961 by the then Postmaster-General, Mr. C. W. Davidson, who named 20 country areas which would be involved in the plan.

Applications were called for the 20 areas and following initial hearings six licences were granted. At the sole applicant's request, Control Board deferred its decision concerning South Australia's Spencer Gulf North area.

Applications for the remaining areas were heard in 1963 and subsequently licences were granted for all areas except the Southern and Central Agricultural areas of WA (no applications lodged), and Bega-Cooma in NSW, Murray Valley in Victoria and Spencer Gulf North in SA (applications having been submitted but later withdrawn). Fresh applications for all five areas were called by the Postmaster-General November 26, 1964.

Following the government's 1962 decision to establish additional commercial stations in each of the mainland capitals, licences were granted for Sydney and Melbourne in 1963.

Successful applicants for the Brisbane, Adelaide and Perth licences were announced in 1964.

For location of areas and all established and proposed TV stations see maps, pages 31-41.

REVENUE STATISTICS

Broadcasting Control Board figures (Sydney and Melbourne only):					
Year	Stations	Revenue £	Expenditure £	Profit £	Loss £
1956-57	4	1,190,950	1,742,164		
1957-58	4	2,978,502	3,035,399		56,897
1958-59	4	5,932,973	4,973,280	959,693	
1959-60	10	10,319,218	8,754,492	1,564,726	
1960-61	10	14,618,073	11,778,846	2,839,227	
1961-62	20	15,058,706	12,591,937	2,466,769	
1962-63	22	18,785,974	15,789,197	2,996,625	

13 CHANNELS FOR VHF STATIONS

The Broadcasting Control Board originally prepared a provisional frequency assignment plan for 120 VHF television stations using ten frequencies, but at the end of December, 1960, the Postmaster-General announced that it was practicable to make available 13 frequencies in the VHF band for TV.

They are: 45-52mcs, 56-63mcs, 63-70mcs (existing Channel 2); 85-92mcs, 94-101mcs, 101-108mcs, 147-144mcs, 174-181mcs, 181-188mcs (existing Channel 7); 188-195mcs, 195-202mcs (existing Channel 9), 208-215mcs, 215-222mcs.

BAN ON IMPORTED TV COMMERCIALS

As from August, 1957, there have been no restrictions on imports of TV programs from dollar or sterling areas.

Commercials, however, can only be imported for study purposes and not for telecasting as advertising matter. In December, 1960, the Broadcasting Control Board prohibited the televising of commercials produced elsewhere than in Australia from January 1, 1961, although such commercials can contain a maximum of 20pc of overseas sound and pictorial matter (excluding animation) portraying persons, places or events which could not be recorded or photographed in Australia.

BREAKDOWN OF VIEWING TRENDS

Total hours during which one or more channels were telecasting during 1964.

	Sydney (Nov.)	Melbourne (Nov./Dec.)	Brisbane (Sept.)	Adelaide (Aug.)
Monday	11	13	12½	10½
Tuesday	11¼	13	12¾	10½
Wednesday	11	13	12½	10½
Thursday	11¾	15	12½	10½
Friday	11¼	15	13	11
Saturday	12	16½	10	10½
Sunday	12¾	12½	12¼	11
Total — 7 days	81	98	85½	74½

Average Time Tuned In Per TV Home Per Day

	Sydney (Nov.)	Melbourne (Nov./Dec.)	Brisbane (Sept.)	Adelaide (Aug.)
Average day,				
Monday to Sunday	3hrs. 58mins.	3hrs. 47mins.	4hrs. 18mins.	3hrs. 48mins.

Average week-day audience size and composition in metropolitan areas, at peak viewing times, based on occupied private dwellings.

	Sydney (Nov.)	Melbourne (Nov./Dec.)	Brisbane (Sept.)	Adelaide (Aug.)
Men over 35	233,000	181,000	71,000	68,000
Men 20-35	100,000	81,000	26,000	22,000
Women over 35	305,000	215,000	93,000	86,000
Women 20-35	116,000	83,000	36,000	23,000
Teenagers (12-19)	173,000	140,000	47,000	40,000
Children (0-11)	175,000	108,000	54,000	47,000
TOTAL PERSONS	1,102,000	808,000	327,000	286,000
Total Households	412,000	322,000	120,000	107,000
Viewers Per TV Home	2.7	2.5	2.7	2.7

Cumulative audiences, metropolitan areas, on an average week-day, that is, households (occupied private dwellings) tuned in at some time during an average day.

	Sydney (Nov.)	Melbourne (Nov./Dec.)	Brisbane (Sept.)	Adelaide (Aug.)
Households Tuned in Some Time During Day	470,000	406,000	137,000	127,000
Households Viewing at Peak Viewing Time	412,000	322,000	120,000	107,000
Gain by Accumulation	58,000	84,000	17,000	20,000

- NOTES: (1) For these analyses the peak viewing time has been taken as the time when the greatest number of households, rather than the greatest number of persons, were tuned in.
- (2) The peak viewing times in the four capital cities were as follows: Sydney, 7-7.30pm; Melbourne, 8-8.30pm; Brisbane, 7.30-8pm; Adelaide, 7.30-8pm.
- (3) Gain by accumulation here means the excess of the cumulative audiences in households, over the peak time audience.
- (4) All the above references are to metropolitan areas as defined by the Commonwealth Statistician. Viewing outside the metropolitan boundaries would add to these figures considerably.

SOURCE: The McNair Survey Pty. Ltd.

GROWTH OF THE AUDIENCE

TV RECEIVER LICENCES

	Total licences	Short-term Hirers' licences
1963:		
November	1,680,701	81,643
December	1,698,130	80,058
1964:		
January	1,710,151	82,373
February	1,725,936	82,686
March	1,724,923	79,465
April	1,755,775	98,089
May	1,750,445	89,551
June	1,788,670	93,429
July	1,794,116	97,657
August	1,817,783	89,608
September	1,844,717	100,025
October	1,860,324	91,227

November, 1964, totals and monthly increases:

	Total	Short-term licences	Long-term licences
NSW	723,332	6,059	27,995
Vic.	587,952	2,773	16,246
Qld	217,092	1,736	10,219
SA	179,444	609	18,891
WA	108,719	687	6,842
Tas.	55,504	-145	1,755
Total	1,872,043	11,719	81,948

Combined total, owners' and short-term hirers' licences, 1,953,991.

TV RECEIVER PRODUCTION

Period	Television Sets		Total
	With Radio and/or Record Player	Tele- vision Only	
Year 1961-62	'000 7.2	'000 282	'000 289.2
1962-63	11.1	281	292.1
1963-64	14.0	257	271
Mnths 1964-65			
June	1.39	26.5	27.89
July	2.00	32.6	34.6
3 mnths ended July, 1964	4.56	88.7	93.26
3 mnths ended July, 1963	2.86	74.8	77.66

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AGENTS ALL AUSTRALIAN STATES,
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PROGRAMMING TRENDS 1962-1963-1964

FOLLOWING tables from the Australian Broadcasting Control Board's 1964 16th annual report, show the percentage of time occupied by various types of programs on commercial stations, and the percentage of programs (by types) televised in peak viewing times.

Program classifications are:

Drama — Serious; adventure, crime and suspense; domestic and comedy; western; other.
Light Entertainment — Cartoons; light music; personalities and oddities; quiz and panel programs; talent programs; variety.

Sport — Events; other.

News — News, newsreels, weather and other services.

Family — For children; family living and shopping.

Information — Agriculture and industry; foreign lands and people; nature and science; miscellaneous.

Current Affairs — Australian activities; political matter; religious matter; social and human relations; controversial matter.

The Arts — Fine arts; dance and ballet; serious music and opera.

Educational — School and youth educational matter.

Following tables show, by capital cities and country areas, the percentage of time occupied by various types of commercial television programs, and the types of programs televised in peak viewing times for 1962, 1962-63 and 1963-64.

Percentage of time occupied by various types of program, commercial television stations

Program type	Capital City Stations			Country Stations		
	1962	1962-63	1963-64	1962	1962-63	1963-64
	pc	pc	pc	pc	pc	pc
Drama	55.5	54.5	50.4	61.0	56.9	55.5
Light Entertainment	19.7	22.8	24.3	12.7	11.2	13.7
Sport	3.9	4.8	5.3	1.6	3.3	3.8
News	4.5	4.2	4.8	8.2	8.2	7.8
Family	10.2	7.7	7.8	10.7	12.1	11.9
Information	1.6	1.5	0.8	2.9	4.1	3.1
Current Affairs	3.6	3.4	4.1	2.5	4.1	4.0
The Arts	0.4	0.3	0.3	0.4	0.1	0.2
Education	0.6	0.8	2.2	—	—	—

During the period 7.30pm - 9.30pm, which is regarded as peak viewing time, distribution of programs is as follows:—

Programs televised in peak viewing time, commercial television stations

Program type	Capital City Stations			Country Stations		
	1962	1962-63	1963-64	1962	1962-63	1963-64
	pc	pc	pc	pc	pc	pc
Drama	85.6	84.5	79.8	83.2	86.3	83.2
Light Entertainment	12.6	13.7	18.3	12.0	8.9	11.1
Sport	—	0.2	0.2	0.5	0.9	1.1
News	0.3	—	0.2	—	0.1	0.5
Family	—	—	—	—	0.1	0.3
Information	0.1	0.2	0.3	2.1	1.7	1.2
Current Affairs	1.2	1.0	0.9	1.2	1.9	2.3
The Arts	0.2	0.4	0.3	—	0.1	0.3
Education	—	—	—	—	—	—

WORLD RADIO-TV RECEIVER FIGURES

FOLLOWING population and latest radio and TV receiver figures for 159 countries throughout the world were supplied by courtesy of World Radio-TV Handbook of Denmark.

Country and Population	Radio Receivers	TV Receivers	Country and Population	Radio Receivers	TV Receivers
Afghanistan (12,100,000)	35,000	—	Czechoslovakia (14,030,000)	3,705,087	1,800,000
Albania (1,820,000)	100,000	—	Dahomey (2,300,000)	30,000	—
Algeria (12,000,000)	1,000,000	67,000	Denmark (4,600,000)	822,335	975,712
Andorra (12,500)	3,200	—	Dominican Rep. (4,000,000)	115,000	35,000
Angola (4,850,000)	62,500	—	Ecuador (4,560,000)	510,000	8,000
Argentina (21,926,900)	5,800,000	1,600,000	El Salvador (2,811,000)	394,620	25,120
*Australia (11,103,192)	2,287,533	1,953,991	Ethiopia (20,100,000)	325,000	—
Austria (7,100,000)	2,120,703	500,000	Faro Isl. (36,200)	8,700	—
Azores (350,000)	30,000	—	Fiji (441,000)	30,000	—
Bahamas (140,000)	35,000	—	Finland (4,546,616)	1,446,690	571,467
Bahrain (168,493)	35,000	—	France (46,242,514)	9,783,382	5,133,577
Barbados (250,000)	33,000	2,000	Gabon (600,000)	35,000	1,000
Basutoland (900,000)	22,500	—	Germany, Fed. Rep. (57,670,000)	17,329,635	9,443,209
Bechuanaland (543,000)	3,000	—	Germany, Dem. Rep. (17,136,000)	3,782,500	2,145,000
Belgium (9,300,000)	2,934,779	1,206,322	Ghana (7,000,000)	500,000	500
Bermuda (55,000)	22,000	11,600	Gibraltar (25,000)	4,901	3,500
Bolivia (3,300,000)	500,000	—	Gilbert & Ellice Isl. (50,000)	800	—
Brazil (80,000,000)	7,500,000	2,200,000	Great Britain (53,301,000)	18,936,600	14,616,200
Brunei (86,350)	7,600	—	Greece (8,410,000)	800,000	200
Bulgaria (8,111,400)	1,926,719	87,274	Greenland (35,500)	6,000	—
Burma (24,200,000)	147,525	—	Guadeloupe (330,000)	10,000	—
Burundi (2,300,000)	100,000	—	Guatemala (4,000,000)	55,000	50,000
Cambodia (6,000,000)	300,000	1,100	Guiana, Br. (620,000)	85,000	—
Cameroon (4,500,000)	110,000	—	Guiana, Fr. (42,000)	2,000	—
Canada (19,000,000)	10,000,000	4,800,000	Guinea, Rep. (4,010,000)	50,000	—
Canary Islands (1,250,000)	125,000	1,000	Guinea, P. (510,000)	4,343	—
Cape Verde Isl. (201,549)	3,003	—	Guinea, Sp. (220,000)	3,000	—
C. African Rep. (1,250,000)	25,000	—	Haiti (4,235,000)	60,000	5,000
Ceylon (10,000,000)	420,000	—	Hawaii (694,000)	141,000	119,000
Chad (3,000,000)	18,500	—	Holland (12,044,000)	3,097,307	1,574,395
Chile (8,515,023)	1,300,000	40,500	Honduras, Br. (100,000)	6,500	—
Colombia (15,000,000)	1,500,000	230,000	Honduras, Rep. (2,000,000)	128,000	6,500
Comores Islands (180,000)	3,600	—	Hong Kong (3,642,500)	144,922	24,000
Congo (Brazzaville) (1,000,000)	80,000	1,500	Hungary (10,000,000)	2,480,870	471,377
Congo Rep. (14,000,000)	200,000	—	Iceland (186,912)	50,563	—
Costa Rica (1,336,274)	122,740	18,500	India (440,000,000)	3,736,688	1,000
Cuba (7,000,000)	1,275,000	550,000	Indonesia (96,000,000)	600,000	26,011
Cyprus (590,000)	110,000	8,000			

* Australian population, radio and TV receiver figures to November, 1964.

WORLD RADIO-TV RECEIVER FIGURES (cont.)

Country and Population	Radio Receivers	TV Receivers	Country and Population	Radio Receivers	TV Receivers
Iran (22,523,039)	1,600,000	100,000	Rumania (18,600,000)	2,644,152	320,000
Iraq (7,100,000)	550,000	150,000	Ryukyu Isl. (900,000)	200,000	81,000
Ireland (2,815,000)	705,000	264,000	Sabah (Malaysia) (454,421)	26,500	—
Israel (2,443,600)	414,000	—	Samoa (144,000)	13,000	300
Italy (52,125,000)	9,915,233	4,993,318	Sarawak (Malaysia) (799,246)	43,750	—
Ivory Coast (3,600,000)	50,000	1,500	Saudia Arabia (7,000,000)	35,000	29,000
Jamaica (1,706,318)	242,500	13,000	Senegal (3,100,000)	200,000	—
Japan (94,000,000)	19,534,309	16,112,798	Seychelles (46,000)	1,200	—
Jordan (1,869,493)	191,000	500	Sierra Leone (2,250,000)	80,000	500
Kenya (8,900,000)	300,000	10,000	Singapore (Malaysia) (1,800,000)	88,011	45,869
Korea Rep. (27,763,000)	1,379,934	32,790	Solomon Isl. (130,000)	1,000	—
Kuwait (325,000)	175,000	42,500	Somaliland, Fr. (80,000)	3,500	—
Laos (4,000,000)	50,000	—	Somali (2,200,000)	30,000	—
Lebanon (2,000,000)	275,000	120,000	So. Africa (16,500,000)	6,500,000	—
Leeward Isl. (13,600)	3,000	—	So. Rhodesia (4,136,800)	80,000	26,398
Liberia (2,000,000)	125,000	2,000	Spain (31,500,000)	4,550,000	900,000
Libya (1,500,000)	45,000	—	Sudan (12,150,000)	225,000	—
Luxembourg (350,000)	110,104	21,202	Surinam (310,000)	35,000	—
Macau (200,000)	5,637	—	Sweden (7,627,000)	2,944,480	1,892,000
Malagasy Rep. (6,000,000)	250,000	—	Switzerland (5,700,000)	1,608,593	454,586
Malaya (8,500,000)	1,000,000	20,000	Syria (5,000,000)	260,000	40,000
Mali (4,500,000)	45,000	—	Tahiti (80,000)	20,000	—
Malta (330,000)	27,760	27,140	Taiwan (12,000,000)	1,025,000	25,000
Marianas Isl. (70,000)	30,000	18,000	Tanganyika (9,500,000)	110,000	—
Martinique (315,000)	17,500	—	Thailand (30,000,000)	1,610,000	180,000
Mauritania (800,000)	15,000	—	Timor (517,079)	1,286	—
Mauritius (700,000)	80,000	500	Trinidad (894,000)	163,500	17,500
Mexico (39,000,000)	4,600,000	630,000	Togo (1,600,000)	20,000	—
Monaco (20,500)	6,250	13,000	Tunisia (4,100,000)	306,000	—
Morocco (12,000,000)	650,000	16,000	Turk & Caicos Isl. (6,000)	1,000	—
Mozambique (6,600,000)	100,000	—	Turkey (29,000,000)	1,700,000	1,500
Nepal (9,500,000)	30,000	—	Uganda (6,800,000)	105,000	1,000
Neth. Antilles (204,000)	90,000	24,500	United Arab Rep. (Egypt) (30,000,000)	3,000,000	300,000
New Caledonia (80,000)	12,000	—	United States (incl. Alaska) (199,248,000)	63,053,000	50,951,000*
New Zealand (2,574,588)	617,000	167,744	Upper Volta (4,500,000)	50,000	500
Nicaragua (1,600,000)	90,000	10,000	Uruguay (2,870,000)	900,000	175,000
Niger (3,000,000)	40,000	—	USSR (220,000,000)	61,500,000	10,000,000
Nigeria (52,000,000)	600,000	15,000	Venezuela (8,255,456)	1,651,000	740,000
Norway (3,700,000)	1,062,474	360,273	Vietnam Rep. (14,000,000)	150,000	—
Pakistan (93,851,556)	432,255	200	Windward Isl. (335,000)	17,500	—
Panama (1,193,712)	496,329	65,000	Yugoslavia (19,800,000)	2,400,941	299,212
Paraguay (1,700,000)	105,000	—	Zambia (3,550,000)	75,000	8,000
P. R. of China (650,000,000)	8,000,000	100,000	Zanzibar (300,000)	4,500	—
Peru (10,364,620)	2,000,000	160,000			
Philippines (29,000,000)	1,225,000	75,000			
Poland (31,056,700)	5,755,820	1,500,000			
Portugal (8,410,800)	1,074,956	136,455			
Puerto Rico (2,529,000)	379,812	175,956			
Reunion (380,000)	40,000	—			

* incl. 915,000 color sets.

The Broadcasting Control Board

THE Board was constituted on March 15, 1949. The principal powers and functions of the Board as set out in the Broadcasting and Television Act 1942-1964 are:

- To ensure the provision of services by broadcasting and television stations in accordance with plans prepared by the Board and approved by the Minister.

- To ensure that technical equipment and operation of these stations are in accordance with standards and practices considered appropriate by the Board.

- To ensure that adequate and comprehensive programs are provided by commercial broadcasting and television stations to serve the best interests of the general public.

- To determine, subject to any direction of the Minister, the situation, operating power, and operating frequencies of broadcasting and television stations.

- To determine hours of operation and conditions relating to the broadcasting and televising of advertisements by commercial stations.

- To detect sources of interference and to furnish advice and assistance in connection with the prevention of interference with the transmission or reception of the programs of broadcasting and television 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 commercial broadcasting 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.

The Board consists of five members appointed by the Governor-General, two of whom are part-time members. Present members are:

Full time: **R. G. Osborne**, CBE, BA, LLB, chairman, re-appointed for two years from March 15, 1964; **R. B. Mair**, BEE, AMIE (Aust.), FIRE (Aust.), SMIRE (USA), re-appointed for the period March 16, 1963 to March 29, 1965, and **J. M. Donovan**, appointed for three years from March 15, 1963.

Part time: **Dr W. C. Radford**, MBE, MA, M.Ed., Ph.D, appointed for three years from November 6, 1961; **Sir Tasman Heyes**, CBE, appointed for two years from February 24, 1964.

Control Board's head office and Victorian State office are at 373 Elizabeth-st, Melbourne, Cl. Phone 30-4321. Telegrams, Conboard (all States).

Following are the State offices of the Board:

Sydney: Commercial Union Hse, 109 Pitt-st (25-3964).

Brisbane: Mercantile Hse, 262 Adelaide-st (2-5270).

Adelaide: Savings Bank Building, 97 King William-st (51-1076).

Perth: 254 Adelaide Terrace (23-4609).

Hobart: Medical Benefits Bldg, 29 Elizabeth-st (2-1939).

IN AN
EVER-CHANGING
SYDNEY
THERE IS ALWAYS
ONE CONSTANT
THE
EXPERIENCED
LEADERSHIP
OF

BRIGHTER
2UE
CHANNEL 95

Radio stations

- NSW (Sydney)





NEW 2UW

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

2CH

Licensee: The Council of Churches in NSW. Operated by Amalgamated Wireless (A'sia), AWA Bldg. 47 York-st, Sydney. Phone 29-3322. Telegrams, Expanse. (An AWA station.)

Opened: Feb. 15, 1932.

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

Director: Sir Lionel Hooke.

Executives: H. R. Huntley (mng'r), P. See (sales mng'r), R. R. Davis (chief engineer), P. L. Geeves (program dir.).

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

Rates Resume—standard rates for all time channels (26 times): Slogans £1 10s; 25wds £2 10s; 50wds £3 17s 6d; 100wds £5 5s; 1min £6; 15mins £12; 30mins £20 18s; 60mins £37 16s.

2GB

Licensee: Broadcasting Station 2GB Pty. Ltd, 136 Phillip-st, Sydney. Phone 2-0360. Telegrams Twogb.

Opened: Aug. 23, 1926.

Transmitter Site: Homebush. **Power:** 5kw. **Frequency:** 870kcs. **Operating Hours:** 24-hour service.

Directors: D. G. Woodrow (chrn), S. R. I. Clark (mng dir), R. A. G. Henderson, R. P. Falkingham, A. T. Shakespeare, C. Ogilvy, R. E. Denison.

Executives: D. L. Foster (mng'r), L. N. Schultz (tech. dir.), P. de Noskowski (chief eng.), K. Taylor (station mng'r).

Network Affiliation: Macquarie (key station). **Interstate Representation:** MBS, 382 Latrobe-st, Melbourne (FJ3671); MBS, 201

Tynte-st, North Adelaide (M8461); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002); W.A. Broadcasters Pty Ltd, PO Box 21, Perth (23-2321); Commercial Broadcasters Pty Ltd, 52 New Town Rd, Hobart (Hobart 8-0321).

Rates resume (base rate): 15secs, Mon.-Fri. (5.30am-2pm) £6, (2-5pm) £5, (5-7pm) £6, Mon.-Sun. (7-10.30pm) £5, Sat.-Sun. (5.30am-7pm) £6; 30secs, Mon.-Fri. (5.30am-2pm) £8 10s, (2-5pm) £7, (5-7pm) £8 10s, Mon.-Sun. (7-10.30pm) £7, Sat.-Sun. (5.30am-7pm) £8 10s; 45secs, Mon.-Fri. (5.30am-2pm) £9 10s, (2-5pm) £8, (5-7pm) £9 10s, Mon.-Sun. (7-10.30pm) £8, Sat.-Sun. (5.30am-7pm) £9 10s; 60secs, Mon.-Fri. (5.30am-2pm) £10 10s, (2-5pm) £9, (5-7pm) £10 10s, Mon.-Sun. (7-10.30pm) £9, Sat.-Sun. (5.30am-7pm) £10 10s; 15mins, Mon.-Fri. (5.30am-2pm) £20, (2-5pm) £20, (5-7pm) £20, Mon.-Sun. (7-10.30pm) £10, Sat.-Sun. (5.30am-7pm) £20; 30mins, Mon.-Fri. (5.30am-2pm) £40, (2-5pm) £40, (5-7pm) £40, Mon.-Sun. (7-10.30pm) £20, Sat.-Sun. (5.30am-7pm) £40. **News, 10secs, Mon.-Fri. (5.30am-2pm) £6, (2-5pm) £4 15s, (5-7pm) £6, Mon.-Sun. (7-10.30pm) £4 15s, Sat.-Sun. (5.30am-7pm) £6; 15secs, Mon.-Fri. (5.30am-2pm) £7 5s, (2-5pm) £6, (5-7pm) £7 5s, Mon.-Sun. (7-10.30pm) £6, Sat.-Sun. (5.30am-7pm) £7 5s; 25secs, Mon.-Fri. (5.30am-2pm) £9 10s, (2-5pm) £7 5s, (5-7pm) £9 10s, Mon.-Sun. (7-10.30pm) £7 5s, Sat.-Sun. (5.30am-7pm) £9 10s.**

2KY

Licensee: Labor Council of NSW, 32 Orwell-st, Pott's Point, Sydney. Phone 35-3051 2-3.

Opened: Oct. 31, 1925.

Transmitter Site: Haslam's Creek, Lidcombe. **Power:** 5kw. **Frequency:** 1020kcs. **Operating Hours:** 24-hour service.

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

Executives: J. D. Kenny, MLC (general mng'r), L. R. Hood (mng'r), A. D. Kenny (exec. officer), L. Spinner (chief eng.), Hugh Hay (studio mng'r).

Network Affiliation: Associated with 2HD.

Rates resume (base rate): 30secs, £3 15s 5d (day, 5.30am-6pm), £3 8s 6d (night, 6pm-11.30pm); 60secs, £5 5s (day), £4 15s (night); 15mins, £13 2s 3d (day and night); 30mins, £22 9s 3d (day and night); 60mins, £43 1s 3d (day and night).

2SM

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

Opened: Dec. 24, 1931.

Transmitter Site: Pennant Hills. **Power:**



ADD THIS NUMBER TO YOUR SALES FIGURES..

35-3051—More sales are made through this phone number, each time it's mentioned on the air, than any in Sydney. It is the number at 2KY where results are positive and immediate.



FOR REAL "PHONE RINGING" RESULTS.

5kw. Frequency: 1270kcs. Operating Hours: 24-hour service.

Directors: Rev. R. B. Coughlan (chairman), T. G. Murray, MLC, H. Morrissey, Most Rev. T. Muldoon, Rev. M. R. Prendergast.

Executives: W. H. Stephenson (general mngr), K. B. O'Donohue (station mngr), L. Hay (sales mngr), D. M. Harnett (mngr, creative merch. div.), John Brennan (prog. mngr), Gerry Connolly (publ. & proms mngr).

Interstate Representation: Ron Haig-Muir Pty Ltd, Stanhill, 34 Queen's Rd, Melbourne. S.C.2; J. N. Penglis, O'Connor Hse, 170a Albert-st, Bris.

Rates resume (base rate): AAA (Mon.-Fri. 5.30am-1pm, Sat.-Sun. 5.30am-6pm); AA (Mon.-Fri. 1pm-7pm); A (Mon.-Fri. 7pm-12 mid., Sat., 6pm-12mid.); (12mid.-5.30am 50pc Rate A). 10secs, £3 (AAA), £2 10s (AA), £1 5s (A); 15secs, £4 10s (AAA), £3 10s (AA), £1 15s (A); 20secs, £5 10s (AAA), £4 10s (AA), £2 5s (A); 25secs, £6 10s (AAA), £5 10s (AA), £2 15s (A); 30secs, £8 (AAA), £6 10s (AA), £3 5s (A); 60secs, £11 10s (AAA), £10 (AA), £5 (A); 27mins, £34 (AAA), £34 (AA), £20 (A).

2UE

Licensee: Radio 2UE Sydney Pty Ltd, 29 Bligh-st, Sydney. Phone 2-0329. Telegrams Twoue.

Opened: Jan. 26, 1925.

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

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

Executives: A. D. Faulkner (gen. mngr), B. D. McClenaghan (station mngr), W. H. Robinson (chief engineer), B. Rogerson

(sales mngr).

Network Affiliation: Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674), K. Coles, 95 Currie-st, Adelaide (LA4926).

Rates resume (base rate): 25secs £8 5s (breakfast), £7 10s (morn. & early even.), £5 (aft. & even.); **Half hour music shows,** £35 (morn.), £30 (aft.), £25 (even.).

2UW

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

Opened: Feb. 13, 1925.

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

Directors: A. F. Albert (chrnm), R. O. Albert, E. F. Albert.

Executives: L. C. Hynes (general mngr), F. R. Jeffcoat (mngr), R. M. Bumpstead (network merchandising mngr), T. A. E. McNeill (chief engineer), R. Archer (sales mngr), E. de Voss (sales promotion mngr).

Network Affiliation: Commonwealth Broadcasting Net. **Interstate Representation:** I. D. McGregor, 18 Queen-st, Melbourne (62-5793); W. R. Stevens, c/- 4BC, 30-38 Wharf-st, Brisbane (31-1311); 5KA Adelaide, LA 5511.

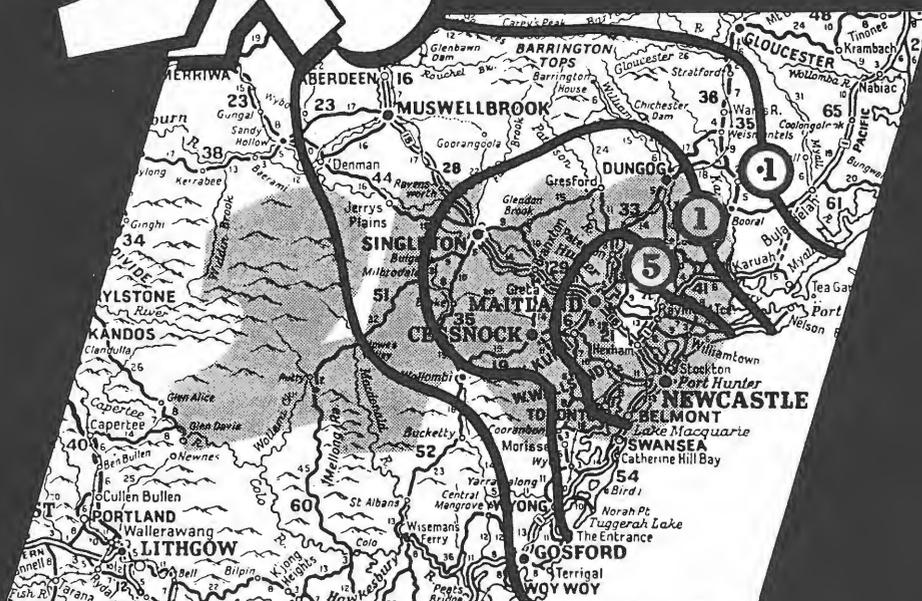
Rate resume (base rate); 50wds, £6 10s (5.30am-2pm), £5 (2pm-10pm), £1 6s (10pm-5.30am); 100wds, £8 (5.30am-2pm), £6 (2pm-10pm), £1 8s (10pm-5.30am); 15mins, £15 (5.30am-2pm), £12 10s (2pm-10pm), £5 (10pm-5.30am); 30mins, £30 (5.30am-2pm), £25 (2pm-10pm), £7 10s (10pm-5.30am); 60mins, £60 (5.30am-2pm), £50 (2pm-10pm), £14 10s (10pm-5.30am).

For details of ABC stations 2FC and 2BL, see special ABC section, pages 135-138.

Radio stations

- NSW (Country)

2KO



COMPLETE YEAR-ROUND COVERAGE

2KO has the grip on the Newcastle Market.
Get **COMPLETE COVERAGE** in **ONE BUY** by
using **ONLY 2KO ALL YEAR ROUND**. It's
the most efficient way to saturate the New-
castle . . Hunter Valley (including Upper
Hunter and Lakeside areas) with **COMPLETE
COVERAGE IN ONE BUY ON 2KO**.

Newcastle . . . 2-3836
Sydney 28-9370
Melbourne . . 63-3674
Adelaide . . . 51-4926

BROADCASTING 24 HOURS A DAY



2BS and 2DU

lead the way in

Western N.S.W.with **209,000****loyal listeners**

**Fastest off the mark with
your result-getting sales
message.**

Go modern . . .

**the Stations with the
latest in modern auto-
matic equipment.**

*Australia's best known
twins —*

2BS and 2DU**2AD Armidale**

Licensee: New England Broadcasters Pty Limited, Broadcast Hse, Rusden-st., Armidale. Phone Armidale 2424. Telegrams Twoad. Member, New England Network.

Opened: Feb. 5, 1936.

Transmitter Site: Armidale. **Power:** 2kw. **Frequency:** 1130kcs. **District Covered:** Industrial, pastoral, rural, timber industry. **Operating Hours:** Mon.-Sat. 6am-11.30pm, Sun. 7am-10.30pm.

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

Executives: R. V. Brislan (mngtr), Hugh McCrindle (asst mngtr).

Interstate Representation: Country Radio & Television, 131 Clarence-st, Sydney (29-6021); J. Havre, 422 Collins-st, Melbourne (67-3011); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane, B4 (2-2002); MBS, 201 Tynte-st, Nth Adelaide (6-8461).

Rates resume (base rate): 25secs, £1; 45secs, £1 8s; 15mins, £3 10s; 30mins, £6.

2AY Albury

Licensee: Amalgamated Wireless (A'sia) Ltd, cnr Dean & MacAuley-sts, Albury. Telephone Albury 289. Telegrams Twoay. All correspondence to Box 57, P.O., Albury. Network affiliation, AWA.

Opened: Dec. 17, 1930.

Transmitter Site: Thurgoona. **Power:** 2kw. **Frequency:** 1490kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-11.30pm; Sat. 6am-12mid.; Sun. 7am-11pm; Women's Session 9am-12.30pm.

Director: Sir Lionel Hooke.

Executives: E. J. Pattison (mngtr), G. Bunton (sales mngtr), J. James (chief eng.).

Interstate, O'seas Representation: See 2CH.

Rates resume (base rates): 25secs, £1 5s; 45secs, £1 15s; 60secs, £2; 5mins, £4; 15mins, £6; 30mins, £10.

2BE Bega

Licensee: Radio 2BE Pty Limited, Box 77, Bega. Phones, Bega 663 (offices), Bega 192 (studios).

Opened: 1937.

Transmitter Site: Bega. **Power:** 1kw. **Frequency:** 1480kcs. **District Covered:** Dairying, pastoral, fishing. **Operating Hours:** Mon.-Sat. 6am-10pm; Sun. 8.30am-12.45pm, then 6-10pm.

Executive: J. A. Kerr (mngtr, sales mngtr, chief engineer).

Network Affiliation: Macquarie co-op. **Interstate Representatives:** F. L. Wilson & Co, 30 Carrington-st, Sydney (29-3358); Stanford Allan Pty Ltd, 247 Collins-st, Melbourne (63-7081); MBS, 201 Tynte-st, Nth Adelaide (6-8461).

Rates resume (base rate): 50wds, 16s (6-10pm), 14s (7-9am), 12s (9am-6pm); 100wds, 19s (6-10pm), 16s (7-9am), 14s (9am-6pm); 15mins, £3 10s (6-10pm), £2 15s (7-9am), £2 7s 6d (9am-6pm); 30mins, £6 (6-10pm), £3 18s (7-9am), £3 11s (9am-6pm).

2BH Broken Hill

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

Opened: June 30, 1934.

Transmitter Site: Broken Hill. **Power:** 200 wts. **Frequency:** 660kcs. **District Covered:** Pastoral, mining. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 8am-10pm.

Directors: W. L. C. Davies (chairman), K. R. May, P. Wynne, R. Murdoch, C. R. Bainger (secy).

Executives: J. W. Prider (mngtr), N. McPhee (sales mngtr and asst mngtr), R. Wight (chief engineer), Miss M. Whetters (program supervisor).

Network Affiliation: Macquarie. **I/State Repr.:** MBS, 201-205 Tynte-st, North Adelaide (6-8461); MBS, 382 Latrobe-st, Melbourne (35-3671); Macquarie, 136 Phillip-st, Sydney (B0360).

Rates resume (base rate): (6am-9am, 5.30 pm-close), 25secs, £1 2s; 45secs, £1 12s; (9am-5.30pm), 25secs, 18s 6d; 45secs, £1 5s; 15mins, £3 15s; 30mins, £5 10s; (5.30pm-close), 15 mins, £5 10s; 30mins, £9.

2BS Bathurst

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

Opened: Jan. 1, 1937.

Transmitter Site: Eglinton. **Power:** 2kw. **Frequency:** 1500kcs (200 metres). **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-11.30pm; Sat. 6am-midnight; Sun. 7am-11pm.

*Which Tourist Centre has
the greatest influx of
visitors annually, in
relation to its population?*

**ROME? LONDON?
PARIS? CANBERRA?**

**CANBERRA has the highest
influx with a ratio of SIX to
ONE.**



VISITORS

POPULATION



**and the odds are better than
that that they'll be listening
at least some of the time to
2CA**

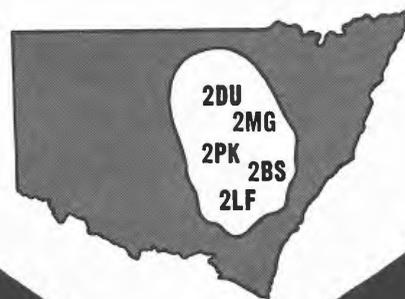
**Add to this 2CA's loyal
percentage of the
100,000 people (in-
creasing by approxi-
mately 8% per annum)
within its immediate
coverage area . . . Con-
sider 2CA's low rate
structure . . . and
you'll want to see your
nearest Macquarie
representative about a
campaign to sell your
products through**

2 C A

NO WONDER ADVERTISERS
CALL MID-STATE THE
SWEETHEART OF
NEW SOUTH WALES!



Listeners to the Mid-State Network own 40% of the State's sheep, 41% of shearing machines, 45% of grain harvesters; they grow 48% of the State's wheat and spend over £111,700,000 annually. Advertisers can reach this rich, widespread market with just *one* order, *one* set of instructions through the Mid-State Network.



MID-STATE RADIO NETWORK
sweet
the heart of New South Wales

2BS BATHURST • 2DU DUBBO • 2LF YOUNG • 2MG MUDGEES • 2PK PARKES

Represented by Macquarie Broadcasting Service

Executives: E. N. Williams (mng dir), W. P. Tuohey (mng), J. H. Robinson, J. Wright (sales), R. S. Lambert (prog. mng).
Network Affiliation: Macquarie, Mid-State.
Interstate Representation: See 2GB-Macquarie.

Rates resume (base rate): 25secs, £1 8s (6am-9am, 12noon-2pm, 5.30pm-close), £1 5s (9am-12noon, 2pm-5.30pm); 45secs, £2 (6am-9am, 12noon-2pm, 5.30pm-close), £1 18s, (9am-12noon, 2pm-5.30pm); 15mins, £5 10s (5.30pm-close), £5 (9am-12noon, 2pm-5.30pm); 30mins, £9 10s (5.30pm-close), £8 10s (9am-12noon, 2pm-5.30pm).

2CA Canberra

Licensee: Canberra Broadcasters Pty Ltd, Broadcasting Hse, Northbourne-ave, Canberra. Phone 4-1234. Telegrams Twoca.

Opened: Nov. 14, 1931.

Transmitter Site: Belconnen. **Power:** 2kw. **Frequency:** 1050kcs. **District Covered:** Federal Capital, pastoral. **Operating Hours:** 5.30am-midnight daily.

Directors: R. A. G. Henderson, G. Barlin, S. R. I. Clark (mng).

Executive: P. R. Carrodus (mng).

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

Rates resume (base rate): 50wds, £2 5s (bfast & early even.), £1 15s (day and night); 100wds, £3 (bfast & early even.), £2 10s (day and night); 15mins, £8 (day & early even.), £4 10s (night); 30mins, £16 (day & early even.), £9 (night).

2DU Dubbo

Licensee: Western Broadcasters Pty Ltd. PO Box 44, Dubbo; Lee-st, Wellington. Phones Dubbo 3214-5, Wellington 991.

Opened: July 3, 1936.

Transmitter Site: Eulomogo. **Power:** 2kw. **Frequency:** 1250kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 5.30am-midnight; Sat. 5.30am-1am; Sun. 6am-11.30pm.

Executives: Mrs C. Grant (mng dir), Reg Ferguson (mng), Ray Moore (sales mng), Max Wieland (chief eng.).

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

Rates resume (base rate): 15secs, £1 (A Time, open-9am, 12noon-2pm, sporting and Sunday), 18s (B Time, 9am-12noon, 2pm-5.30pm excluding Sun.), £1 (evening, 5.30pm-close); 30secs, £1 13s (A), £1 10s (B), £1 13s (evening); 60secs, £2 7s (A), £2 5s (B), £2 7s

(evening); 15mins, £5 10s (A), £5 (B), £5 10s (evening); 30mins, £9 10s (A), £8 10s (B), £9 10s (evening). Frequency discounts applicable. News spots (10 and 25secs) special rate.

2GF Grafton

Licensee: Grafton Broadcasting Co Pty Ltd, Prince-st, Grafton. Phone Grafton 946. Telegrams, Twogf. Network affiliation AWA.

Opened: Dec. 15, 1933.

Transmitter Site: Grafton. **Power:** 2kw. **Frequency:** 1210kcs. **District Covered:** Rural. **Operating Hours:** Mon-Sat, 5.30am-11pm; Sun, 7am-11pm.

Directors: Sir Lionel Hooke, R. K. Harris, Ken Armour (mng).

Executives: J. R. Stewart (sales mng), W. Rowe (chief eng.).

Interstate, O'seas Representation: See 2CH. **Rates resume (base rate):** 25secs, £1; 45secs, £1 8s; 60secs, £1 12s; 15mins, £5; 30mins, £8.

2GN Goulburn

Licensee: Goulburn Broadcasting Co Pty Ltd, McKell Place, Goulburn. Phone 21-3377.

No! You DON'T tell the world —

But you DO get your message out to 70,000 people (That's in a 25 mile radius) when you advertise with

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Make your enquiry by phone to

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BRISBANE
B'casters (Aust.) P/Ltd.
Phone 2 2002

ADELAIDE
Keith Coles
Phone 51 4926

2LM LISMORE

Telegrams, Twogn. Network affiliation AWA.

Opened: Dec. 17, 1931.

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

Directors: Sir Lionel Hooke, R. K. Harris. Executives: D. H. O'Reilly (mnggr), A. E. Cook (sales mnggr), G. Sangster (chief eng.).

Interstate, O'seas Representation: See 2CH.

Rates resume (base rate): 10secs, 12s 6d; 15secs, 15s 6d; 20secs, 19s; 25secs, £1 2s 6d; 30secs, £1 6s; 45secs, £1 10s; 60secs, £1 15s; 5mins, £3 10s; 10mins, £4 10s; 15mins, £5 5s; 30mins, £9. Special AWA network discounts available.

2GZ Orange

Licensee: Country Broadcasting Services Ltd. Phone Orange 5474, P.O. Box 465, Orange, Sydney office, 187-191 Macquarie-st (28-1428). Telegrams, Twogz Sydney. Associated with 2NZ.

Opened: Oct. 31, 1935.

Transmitter Site: Amaroo. Power: 2kw. Frequency: 990kcs. District Covered: Industrial, rural. Operating Hours: Mon-Fri,

6am-11.30pm; Sat., 6am-12mid.; Sun., 7am-11pm.

Directors: J. E. Ridley (chairman & manag. dir.), R. C. Wilson, J. W. Allen, S. S. Ick-Hewins, C. H. Neville, T. G. Carter.

Executives: A. Ridley (gen. mnggr), E. C. Crouch (chief eng.), G. Ratcliffe (station mnggr), W. R. Smith and A. McLaren (sales reps).

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (63-3671); Keith Coles, 95 Currie-st, Adelaide (51-4926).

2HD Newcastle

Licensee: Airsales Broadcasting Co Pty Ltd, Maitland-rd, Sandgate. Phone 68-3611-2-3. Telegrams, 2HD Newcastle. Sydney Office, R. R. Parker, 131 Clarence-st. 29-3380.

Opened: Jan. 27, 1924.

Transmitter Site: Sandgate. Power: 2kw. Frequency: 1140kcs. District Covered: Industrial, Rural. Operating Hours: 24 hour service.

Directors: F. Bowen, C. Oliver, J. Bale, R. B. Marsh, J. Kenny, W. R. Colbourne.

Executives: O. J. Story (secy & gen. mnggr), P. O'Sullivan (tech.-in-charge), T. J. Delaney (publ., promotion mnggr), P. Bradley (studio mnggr), T. Story (prog. dir.).

Repr.: Parker Associated Representations Pty Ltd, 131 Clarence-st, Sydney (29-6021, 29-4850); R. Haig-Muir, Stanhill, 34 Queens Rd, Melbourne (26-3641); Eric Wood, 329 Adelaide-st, Brisbane (2-2735).

Rates resume (base rate): 50wds or 25secs, £2 12s (5am-7pm), other rates on application.

2KA Katoomba

Licensee: Transcontinental Broadcasting Corporation, Stanway House, 3rd floor, 77 King-st, Sydney. Phone 29-4091. Telegrams Twoka Sydney. Studios and office, 1st floor, Rural Bank Bldg, Katoomba-st, Katoomba. Phone Katoomba 945 and 1322.

Opened: Sept. 7, 1935.

Transmitter site: Wentworth Falls. Power: 2kw day and night. Frequency: 780kcs. District Covered: Residential, tourist, rural, light industrial. Operating Hours: Mon-Fri., 5am-10.30pm; Sat., 6am-10.30pm; Sun., 7am-10.30pm.

Executives: A. C. Paddison (gen. mnggr), A. J. Gibson (station mnggr), G. E. Davis (Sydney office sales mnggr).

Network affiliation: Macquarie Co-op. Interstate Representation: E. L. Jeffrey, Albany Court, 230 Collins-st, Melbourne (63-9192).

Rates Resume (base rate): 25secs, £1 (A—5.45am-2pm), 16s (B—2pm-6pm), £1 8s (C—6pm-close); 45secs, £1 5s (A), 18s (B), £1 15s (C); 15mins, £3 15s (A), £2 10s (B), £5 10s (C); 30mins, £7 (A), £4 15s (B), £10 10s (C); 60mins, £13 10s (A), £9 (B), £20 (C).

2KM Kempsey

Licensee: Radio Kempsey Limited, PO Box 136, Kempsey. Phone 2236-7 (newsroom, 3000). Telegrams, Twokm. Sydney office, 3rd floor, 77 King-st, Sydney. Phone 29-4091.

Opened: Sept. 20, 1936.

Studios: West Kempsey, Port Macquarie, Wauchope and Greenhill. Transmitter site: Greenhill. Power: 2kw. Frequency: 530kcs. District covered: Rural, pastoral, industrial. Operating Hours: Mon-Sat., 5.30am-11.30pm; Sun., 7am-10.15pm.

Directors: J. P. O'Neill (chrnm), G. E. McCauley (mng dir), A. C. Paddison (dir & gen. mnggr), C. A. Ryan, A. L. McCauley.

Executives: L. B. Harte (mnggr & chief eng.), G. E. Davis (Sydney sales rep.), G. McBrien (studio mnggr).

Network Affiliation: Macquarie Co-operating.

Interstate Repr.: E. L. Jeffrey, Albany Court, 230 Collins-st, Melbourne, (63-9192). Broadcasters (Aust.) Pty Ltd — 4BH, 43 Adelaide-st, Brisbane (2-2002).

Rates Resume (base rate): 50wds, 17s (day), £1 3s (night); 100wds, £1 (day), £1 10s (night); 15mins, £3 5s (day), £5 (night); 30mins, £6 5s (day), £8 (night).

2KO Newcastle

Licensee: Radio 2KO Newcastle Pty Ltd, C.M.L. Bldg, 110 Hunter-st, Newcastle. Phone 2-3836. Telegrams, Twoko.

Opened: Aug. 1, 1931.

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

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

Executives: C. J. Derwin (gen mnggr), G. M. Hood (station mnggr), M. Spitzkowsky (chief engineer), P. Barton (prog. mnggr), H. H. Clark (advtg mnggr), R. Gibson (studio mnggr).

Network Affiliation: Major. PState Repr.: Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); David News, Jack Gleeson, Radio 2KO Newcastle Pty Ltd, 29 Bligh st, Sydney; Keith Coles, 95 Currie-st, Adelaide (51-4926).

Rates resume (base rate): 25secs, £3 5s (5.30am-2pm), £2 5s (2-11pm); 30secs, £3 15s

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A Solus Station which has the ear of 30,000 people.

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(5.30am-2pm), £2 10s (2-11pm); 15mins, £7 10s (5.30am-11pm); 30mins, £13 (5.30am-11pm).

2LF Young

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

Opened: Feb. 16, 1938.

Transmitter Site: Young. Power: 2kw. Frequency: 1340kcs. District Covered: Rural, pastoral, industrial. Operating Hours: 6am-11.05pm daily.

Directors: S. R. I. Clark, Dr L. M. Jones, E. J. Taylor, G. S. Jennings.

Executives: J. Finlayson (mngr), S. A. Ward (service mngr), E. Eastley (chief tech.), D. Henshaw (Cowra studio mngr).

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

Rates resume (base rate): 25secs, £1 5s (6-9am, 5-7pm), £1 (9am-5pm, 7-10.30pm); 45secs, £1 15s (6-9am, 5-7pm), £1 10s (9am-5pm, 7-10.30pm); 15mins, £6 (5-7pm), £4 10s (9am-5pm, 7-10.30pm); 30mins, £12 (5-7pm), £9 (9am-5pm, 7-10.30pm).

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WIDELY LISTENED-TO
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HEART OF NEW SOUTH WALES.

Member Station of the Macquarie
Network

2LM Lismore

Licensee: Richmond River Broadcasters Pty Ltd, Bruxner Highway, Goonellabah, via Lismore. Phone Lismore 2351. Telegrams, Twolm.

Opened: Sept. 21, 1936.

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

Directors: L. T. Warrick (managing), C. M. Robertson, J. C. McIntosh, J. M. McLean, Dr A. J. Opie, A. E. Brand.

Executives: L. T. Warrick (mng dir.), P. Le Brun (station mngr), K. Knapp (advtg mngr), Hector Green (chief engineer), M. Kennedy (program mngr).

Interstate Representation: Country Broadcasting Services, 187-191 Macquarie-st, Sydney (28-1428); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002); K. Coles, 95 Currie-st, Adelaide (51-4926).

Rates resume (base rate): day and night, 15secs, 18s; 25secs, £1 5s; 45secs, £1 12s; 60secs, £1 18s; 5mins, £3 5s; 15mins, £6 10s; 30mins, £11.

2LT Lithgow

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

Opened: June 30, 1939.

Transmitter Site: Bowenfels. Power: 500 wts. Frequency: 1370kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 5.30am-10.30pm; Sun. 7.30am-10pm.

Directors: E. J. Taylor, S. R. I. Clark, Dr L. M. Jones.

Executives: Frank Harper (mngr), Ron Lincoln (studio mngr).

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

Rates resume (base rate): 50wds, 17s (6-9am), 15s (9am-5.30pm), £1 2s (5.30-10.30pm); 100wds, £1 2s (6-9am), £1 (9am-5.30pm), £1 7s (5.30-10.30pm); 15mins £3 (9am-5.30pm), £3 10s (5.30-10.30pm); 30mins, £5 (9am-5.30pm), £6 (5.30-10.30pm).

2MG Mudgee

Licensee: Mudgee Broadcasting Co Pty Ltd, Wellington-rd, Mudgee. Phone Mudgee 21159, 21777. Telegrams Twomg.

Opened: July 2, 1938.

Transmitter Site: Mudgee. Power: 2kw, directional aerial. Frequency: 1450kcs. Dis-

trict Covered: Industrial, rural, pastoral. Operating Hours: Mon.-Sat., 6am-11pm; Sun., 7am-10.30pm.

Directors: D. V. Rhodes (chairman), A. R. Walters (secy), K. W. McCully, R. B. Camplin (mng dir), C. W. Blowes, A. S. Roth. Executives: R. B. Camplin (mngr), J. Sullivan (chief technician).

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

Rates resume (base rate): 25secs, 18s (bfast, lunch, even.), 15s (a'noon, morn.); 45secs, £1 2s (bfast, lunch, even.), 18s (a'noon, morn.); 15mins, £4 (bfast, lunch, even.), £3 10s (a'noon, morn.); 30mins, £7 (bfast, lunch, even.), £5 10s (a'noon, morn.).

2MO Gunnedah

Licensee: 2MO Gunnedah Pty Ltd, 3 Rodney-st, Gunnedah. Phone Gunnedah 236, 276. PO Box 62. Member, New England Network.

Opened: June 16, 1930.

Transmitter Site: Gunnedah. Power: 1kw night, 2kw day. Frequency: 1080kcs. District Covered: Pastoral, rural. Operating Hours: 5.30am-11pm Mon.-Sat. 6.30am-11pm Sun.

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

Executives: L. Worms (mngr), O. Bartle (engineer).

Interstate Representation: See 2TM.

Rates resume (base rate): 10secs, 8s, 15secs, 11s, 20secs, 14s, 25secs, 17s, 30secs, £1, 45secs, £1 2s, 60secs, £1 7s, 3mins, £1 15s, 5mins, £2, 10mins, £2 15s, 15mins, £3 10s, 30mins, £6, 60mins, £11.

2MW Murwillumbah

Licensee: Tweed Radio and Broadcasting Co Pty Ltd, C.B.S. Chambers, Main St, Murwillumbah, PO Box 53. Phone 888.

Opened: Sept. 2, 1937.

Transmitter Site: Tumbulgum. Power: 2kw. Frequency: 1440kcs. District Covered: rural. Operating Hours: Mon.-Sat. 6am-11pm; Sun., 8am-10pm.

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

Executives: W. G. Diamond (mngr), C. A. Woodland (sales mngr), N. D. Carpenter (chief engineer), A. Schmidt (Southport studio mngr).

Network Affiliation: Macquarie. Interstate Representation: 4BC, Wharf-st, Brisbane (31-1311). For Sydney, Melbourne and Adelaide see 2GB.

Rates resume (26times): Open-9am, 5-7pm; 25secs, £1 5s; 45secs, £1 15s; 15mins, £4 10s 3d; 30mins, £9 0s 6d, 9am-5pm, 7pm-close; 25secs, £1; 45secs, £1 5s; 15mins, £3 10s; 30mins, £6 13s.

2NM Muswellbrook

Licensee: Hunter Broadcasters Pty Limited, Bridge-st, Muswellbrook. Phone Muswellbrook 565. Business address: 56 Hunter-st, Newcastle. Associated with 2NX.

Opened: Jan. 1, 1954.

Transmitter Site: Muswellbrook. Power: 500wts. Frequency: 1460kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 5.30am-12mid.; Sun. 6am-12mid.

Directors: R. E. Smith, E. W. Robinson, O. H. Robinson, K. C. Robinson, A. S. Mather, J. J. Myers, J. H. K. Flower, T. G. Taylor.

Executives: K. C. Robinson (gen. mngr), S. T. O'Shea (mngr), H. D. Morgan (sales mngr), K. J. Wood (prod. mngr), A. S. Mather (chief eng.).

Network Affiliation, Interstate Representation: See Macquarie.

Rates resume — 2NM: 25secs, £1 2s 6d

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income?

You can, because 2MW has:—

- Dominating coverage of the "Gold Coast".
- A bonus tourist audience of 400,000 per year.
- 155 Newscasts per week.
- Radio-active "air" salesmen to promote your product.

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2MW
MURWILLUMBAH
THE 2-STATE STATION

(bfast & even.), £1 (day & night); 45secs, £1 7s 6d (bfast & even.), £1 5s (day & night); 15 mins, £3 15s (all times), 30mins, £6 10s (all times).

Combined rate—2NX-2NM (base rate): 25secs, £3 (bfast & even.), £2 10s (day & night); 45secs, £3 13s (bfast & even.), £3 (day & night); 15mins, £7 10s (all times); 30mins, £15 (all times).

2NX Bolwarra

Licensee: Hunter Broadcasters Pty Limited, 56 Hunter-st, Newcastle. Phone 2-1573-4. Telegrams, Twonx. Associated with 2NM.

Opened: Jan. 1, 1954.

Transmitter Site: Bolwarra. Power: 2kw. Frequency: 1360kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 5.30am-12mid.; Sun. 6am-12mid.

Directors: R. E. Smith, E. W. Robinson, O. H. Robinson, K. C. Robinson, A. S. Mather, J. J. Myers, J. H. K. Flower, T. G. Taylor.

Executives: K. C. Robinson (gen. mngr), H. D. Morgan (sales mngr), A. S. Mather (chief engineer), K. J. Wood (production mngr).

Network Affiliation, Melbourne Representation: See Macquarie.

Rates resume (base rate): 25secs, £2 10s (bfast & even.), £2 (day & night); 45secs, £3 1s (bfast & even.), £2 10s (day & night); 15mins, £6 (all times); 30mins, £12 (all times).

Combined rate — 2NX-2NM (base rate): 25secs, £3 (bfast & even.), £2 10s (day & night); 45secs, £3 13s (bfast & even.), £3 (day & night); 15mins, £7 10s (all times); 30mins, £15 (all times).

2NZ Inverell

Licensee: Northern Broadcasters Pty Limited. Phone Inverell 1102. Telegrams Twonz. 187-191 Macquarie-st, Sydney (28-1428). Associated with 2GZ.

Opened: Jan. 25, 1937.

Transmitter Site: Long Plain. Power: 2kw. Frequency: 1190kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri., 5.30am-11pm; Sat., 5.30am-12mid.; Sun., 7am-10.30pm.

Directors: J. E. Ridley (chairman & manag. dir.), R. C. Wilson, J. W. Allen, S. S. Ick-Hewins, A. Ridley, T. G. Carter, C. H. Neville.

Executives: A. Ridley (general mngr), J. W. Twyford (mngr), E. C. Crouch (tech. consultant), W. R. Smith and A. McLaren (Sydney sales reps).

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Keith Coles, 95 Currie-st, Adelaide (51-4926).

2PK Parkes

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

Opened: Oct. 5, 1937.

Transmitter Site: Parkes. Power: 2000wts. Frequency: 1400kcs (214metres). District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 6am-11pm; Sun. 7am-10pm.

Directors: F. W. Spicer, MLC (chairman & managing director), L. S. Snider, MLC, D. W. Watt, J. W. Wall, Mrs H. M. Wall, N. T. Spicer.

Executives: N. T. W. Spicer (mngr), G. F. Carter (chief engineer), Mrs F. E. Muzyczuk (social editress).

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

2QN Deniliquin

Licensee: Haig-Muir Broadcasting Pty Ltd, 368 George-st, Deniliquin. Phone Deniliquin

260, 501. Telegrams Twoqn.

Opened: Nov. 2, 1935.

Transmitter Site: Deniliquin. Power: 2kw. Frequency: 1520kcs. District Covered: Pastoral, rural, irrigation area. Operating Hours: Mon.-Fri., 6am-10.30pm; Sat., 6am-11pm; Sun., 7.30am-10pm.

Directors: R. F. Haig-Muir, K. M. Haig-Muir.

Executives: P. N. Charley (mngr), A. G. Shaw (sales mngr), C. Lowney (asst mngr), E. E. Scoones (chief eng.).

Interstate Representation: Haig-Muir Pty Ltd, 30 Carrington-st, Sydney (29-3202); Stanhill, 34 Queens-rd, Melbourne (26-3641).

Rates resume (52 times): 50wds, 15s (day), 19s 3d (night); 100wds, £1 1s (day), £1 3s 9d (night); 15mins, £2 19s 5d (day), £3 18s 9d (night); 30mins, £5 2s (day), £6 13s 10d (night).

2RE Taree

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

Opened: Feb. 21, 1953.

Transmitter Site: Taree. Power: 2kw. Frequency: 1560kcs. District Covered: Rural (dairying, timber). Operating Hours: Sun.-Fri., 5.30am-10.30pm; Sat., 5.30am-11pm.

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

Executive: A. Thompson (mngr).

Interstate Representation: John Havre, 422 Collins-st, Melbourne (67-3011); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002); Country Radio & Television, 131 Clarence-st, Sydney (29-6021).

Rates resume (26 times): 50wds, 17s 3d (6am-2pm, 6-9.30pm), 11s 3d (2pm-6pm, 9.30pm-close); 100wds, £1 2s (6am-2-9.30pm), 14s 9d (2-6pm, 9.30pm-close); 15mins, £3 15s (6am-2pm, 6-9.30pm), £2 10s 9d (2-6pm, 9.30pm-close); 30mins, £6 6s 9d (6am-2pm, 6-9.30pm), £3 18s (2-6pm, 9.30pm-close).

2RG Griffith

Licensee: 2RG Broadcasters Pty Ltd, Ulong-st, Griffith. Phone Griffith 877-1877. Branch studio, Kurrajong Ave, Leeton.

Opened: Sept. 14, 1936.

Transmitter Site: Widgelli. Power: 2kw. Frequency: 1070kcs. District Covered: Irrigation, pastoral, rural. Operating Hours: Mon.-Fri., 6am-11pm; Sat., 6am-11pm; Sun., 7am-11pm.

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

Executive: R. Gamble (mngr & sales mngr).

Network Affiliation: Macquarie. Interstate Representation: Noel Batty, 126 Arthur-st, North Sydney; MBS, 201-5 Tynte-st, Adelaide (6-8461); Melbourne see 2GB entry; 4BH, 43 Adelaide-st, Brisbane.

Rates resume (52 times): 50wds, 16s (day), £1 2s 10d (night); 100wds, £1 0s 11d (day), £1 4s 9d (night); 15 mins, £3 3s (day), £4 10s (night); 30mins, £4 19s (day), £7 13s (night).

2TM Tamworth

Licensee: Tamworth Radio Development Co. Pty Ltd, Radio Centre, Calala, Tamworth. PO Box 21, Sth Tamworth. Phone 5-9274. Telegrams Twotm. Member, New England Network, Macquarie Co-op.

Opened: Feb. 27, 1935.

Transmitter Site: Goonoo Goonoo Rd. Power: 2kw. Frequency: 1290kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sun., 5.30am-11.30pm.

Directors: E. Higginbotham (manag. dir.), T. Whitcomb, H. Joseph, L. D. Higginbotham.

Interstate Representation: Country Radio & Television, 131 Clarence-st, Sydney (29-6021); John Havre, 422 Collins-st, Melbourne (67-3011); 4BH, 43 Adelaide-st, Brisbane (2-2002); Macquarie, 201-205 Tynte-st, North Adelaide.

2VM Moree

Licensee: Moree Broadcasting and Development Co. Ltd. Phone Moree 101 & 421. Studios: Balo-st, Moree.

Opened: Jan. 12, 1957.

Transmitter Site: Moree. Power: 500-2000wts. Frequency: 1530kcs. District Covered: Pastoral. Operating Hours: Mon.-Fri. 5am-midnight; Sat., 5-1am; Sun., 6.30am-11pm.

Directors: H. J. Sullivan (chairman & mng dir.), R. G. Heath, B. O. Roberts (secy), H. Logan, W. Tait, F. Watson, R. K. Hunter, A. E. Nicholson.

Executives: Rex Morrisby (mngr), R. Lasker (engineer).

I/State Repr.: Country Radio & Television, 131 Clarence-st, Sydney; J. L. Havre, 422 Collins-st, Melbourne; MBS, 201 Tynte-st, Adelaide; Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane.

Rates resume (base rate): 10secs, 7s 6d (A, 5.30am-2pm, 6-9.30pm), 5s 3d (B, 2-6pm, 9.30pm-close); 25secs, 17s 3d (A), 11s 3d

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RURAL MARKET

IN N.S.W.

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2 R G

CENTRE MURRUMBIDGEE
IRRIGATION AREA

(B); 30secs, 19s 9d (A), 13s (B); 45secs, £1 2s (A), 14s 9d (B); 60secs, £1 6s 9d (A), 16s 9d (B); 15mins, £3 15s (A, 5.30-9am, 6-9.30pm), £2 10s 9d (B, 9am-6pm, 9.30-close); 30mins, £6 6s 9d (A), £3 18s (B).

2WG Wagga

Licensee: Riverina Broadcasters, 16 Fitzmaurice-st, Wagga Wagga. Phone 2124. Telegrams Twowg.

Opened: June 29, 1932.

Transmitter Site: Brucedale. **Power:** 2kw. **Frequency:** 1150kcs. **District Covered:** Rural.

Operating Hours: Mon.-Sat., 5.30am-11.30pm; Sun., 7am-11pm.

Directors: Mrs A. Linden, Mrs W. J. Hucker, J. d'Apice.

Executives: J. L. McCormick, (gen. mngr), J. Whitford (sales mngr), R. Abraham (chief eng.), M. Brentnall (prog. mngr), Brian McMullen (Sydney sales mngr).

Interstate Representation: Riverina Broadcasters, 30 Carrington-st, Sydney (29-3202); Haig-Muir Pty Ltd, 34 Queens-rd, Melbourne (26-3641).

Rates resume (26 times): 50wds, £1 12s 6d (day), £1 18s 6d (night); 100wds, £2 5s (day), £2 10s (night); 15mins, £6 10s 6d (day), £8 6s 3d (night); 30mins, £11 5s (day), £14 3s 6d (night).

2WL Wollongong

Licensee: Wollongong Broadcasting Pty Ltd, Edward-st, Wollongong. Phone 2-4203-4. Telegrams Twowl.

Opened: July 18, 1931.

Transmitter Site: Windang. **Power:** 2kw. **Frequency:** 1430kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 5am-midnight; Sun. 6am-11pm.

Executives: R. Jackson (mngr), W. Gibson (sec.—acc't), A. J. Yeldon (station engineer), B. Surtees (program mngr).

Network Affiliation, Interstate Representation: See 2GB.

Rates resume: 50wds, £2 15s (bfast), £2 (day), £2 15s (5-7pm), £2 10s (7-10pm); 100wds, £3 10s (bfast), £2 10s (day), £3 10s (5-7pm), £3 5s (7-10pm); 15mins, £7 (all times); 30mins, £14 (all times); 60mins, £28 (all times).

2XL Cooma

Licensee: Cooma Broadcasters Pty Ltd, 132 Sharp-st, Cooma. Phone Cooma 1234. PO box 58.



The only time
2WL
is not selling is
between
midnight and
dawn

Represented by Macquarie

Opened: Aug. 30, 1937.

Transmitter Site: Cooma. **Power:** 2kw. **Frequency:** 920kcs. **District Covered:** Industrial (covering Snowy Mountains Scheme), pastoral, rural. **Operating Hours:** 24hr service.

Directors: R. Z. King (chairman), J. S. Scott (mng dir.), Maxwell J. Edwards.

Executive: James McLean (studio mngr).

State Repr.: Max Edwards, suite 15, Assembly Bldg, Margaret-st, Sydney (29-7008); Oaten-Ward, 379 Collins-st, Melbourne

(62-5723).

Rates resume (base rate): 25secs, £1 10s (bfast & night), 18s (day); 45secs, £1 15s (bfast & night), £1 1s (day); 15mins, £4 (day), £5 10s (night); 30mins, £9 (day), £10 (night).

For New South Wales stations of the ABC see special ABC section, pages 135-138.

**TSW
THD?**

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MELB: 3XY SALES DEPT., 345191. SYDNEY: HAIG MUIR PTY. LTD., 29 3202.

4503

Radio stations

- *Victoria (Melbourne)*



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Italian patents 'wireless'
SOCRATES ARRESTED
BARDOT GRANDMOTHER
Bolte opens great new bridge
Czar scoffs at Bolshevnik threat
Mutiny on the Bounty
Mao wins Nobel Peace Prize
Kangaroo extinct
<i>Magna Carta signed</i>

When news happens you hear it first on 3AW. Ours is the only independent radio news-gathering organisation in Australia. We actually supply news to radio and television stations around the nation. And AW's telephone news service just got its 2,000,000th call, in two years!

3AW

the station whose listeners really listen.

3AK

Licensee: Melbourne Broadcasters Pty Ltd. Studios and offices, 22 46 Bendigo-st, Richmond, Victoria.

Opened: Nov. 29, 1931.

Transmitter Site: Lower Plenty. Power: 5kw. Frequency: 1500kcs. Operating Hours: Oct. 16-Feb. 15, Mon.-Sun., 6am-9.15pm; Feb. 16-Apr. 15, Mon.-Sun., 6am-6pm; Apr. 16-Aug. 15, Mon.-Sun., 7am-5pm; Aug. 16-Oct. 15, Mon.-Sun., 7am-6pm.

Directors: Sir Frank Packer, C. B. Bednall, J. F. Kitto, A. J. Moir.

Executives: Colin B. Bednall (mngr dir.), David Joseph (mngr), Rodney J. Biddle (chief eng.), Henry Gay (prog. mngr).

State Repr.: Gary Day, 254 George-st, Sydney (27-2881).

Rates resume (base rate): 25secs, £4 15s (bfast), £4 5s (day); 45secs, £6 5s (bfast), £5 5s (day); 60secs, £8 (bfast), £6 15s (day). Day-time orbit package — 21 x 25secs, £50.

3AW

Licensee: 3AW Broadcasting Co Pty Ltd, 382-384 Latrobe-st, Melbourne. Phone (34-3671). Telegrams Threewaw.

Opened: Feb. 22, 1932.

Transmitter Site: Heidelberg. Power: 5kw. Frequency: 1280kcs. Operating Hours: Mon.-Sat. 4.30am-1am; Sun. 6am-1am.

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

Executives: M. F. E. Wright (gen. mngr), H. Harris (secty), R. B. Quinn (prog. mngr), N. Serpell (chief eng.), A. H. Wakeling (acct), Shirley Venn (publ).

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

Rates resume (base rate): A, Mon-Fri., 5.30am-2pm, 5-7pm; Sat.-Sun., 5.30am-7pm; 10secs, £3; 25secs, £6 10s; 30secs, £7 10s; 45secs, £8 10s; 60secs, £9 10s; 15mins, £18; 30mins, £30; B, Mon.-Fri., 2-5pm; Sat.-Sun., 7-8pm; 10secs, £2; 25secs, £5; 30secs, £6; 45secs, £7; 60secs, £8; 15mins, £15; 30mins, £25. Special rates for news spots and sponsorships.

3DB

Licensee: The Herald & Weekly Times Ltd, 36 Flinders-st, Melbourne. Phone 63-5451. Telegrams Threedb. In part relay to 3LK.

Opened: Feb. 21, 1927.

Transmitter Site: Heidelberg. Power: 5kw. Frequency: 1030kcs. Operating Hours: 24 hour service.

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

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SYDNEY:
P. HALSE, 125 BATHURST STREET. 61 6833



Waters, B. K. Donaldson.

Executives: R. C. Crawford (manager), Max Elmer (exec. officer), G. C. McComas (merchandising mgr), D. J. S. Brewin (sales mgr), E. M. Hooper (chief engineer), D. W. Entwisle (prog. mgr).

Network Affiliation: Major. **Interstate Representation:** Geoff Fookes, 29 Bligh-st, Sydney (B 0329); Keith Coles, 95 Currie-st, Adelaide (51-4926). **O'ceas Representation:** Joshua B. Powers Inc., 551 Fifth-ave, New York; The Melbourne Herald, 110 Fleet-st, London.

3KZ

Licensee: 3KZ Broadcasting Company Pty Ltd, 64 Elizabeth-st, Melbourne. Phone 63-6311. Telegrams Threekz.

Opened: Dec. 8, 1930.

Transmitter Site: Lower Plenty. **Power:** 5kw. **Frequency:** 1180 kcs. **Operating Hours:** Mon.-Fri., 5.30am-11.30pm; Sat., 5.30am-1am (Sun.); Sun., 7.30am-11.30pm.

Directors: S. Morgan (mng dir.), W. V. Morgan, M. G. Sloman.

Executives: N. E. Balmer (mng), D. A. Grace (chief engineer), K. O'Gorman (sales promotion mgr).

Interstate Representation: Peter Halse, 125 Bathurst-st, Sydney, 61-6833.

Rates resume (base rate): 25secs, £5 (bfast, morn., even.), £3 (afternoon); 45secs, £7 10s, (bfast, morn., even.), £5 (afternoon); 15mins, £17 (bfast, morn., even.), £12 (afternoon); 30mins, £30 (bfast, morn., even.), £22 10s (afternoon).

3UZ

Licensee: Nilsen's Broadcasting Service Pty Ltd, 45 Bourke St, Melbourne. Phone 63-3511, telegrams Threuez.

Opened: Mar. 8, 1925.

Transmitter Site: Heidelberg. **Power:** 5kw.

Frequency: 930kcs. **Operating Hours:** 24hrs service.

Directors: Cr. O. J. Nilsen (chmn), O. V. A. Nilsen, W. J. King, C. Hooper.

Executives: Lewis Bennett (gen. mgr), W. Holmes (sales mgr), V. Virgona (chief eng.), J. McMahon (prog. dir).

Interstate Representation: Parker Associated Representations, 131 Clarence-st, Sydney (29-6021); W. R. Stevens, CBC (Q'ld) Ltd., CBC Hse, Adelaide-st, Brisbane (31-1311).

Rates resume (base rate): 25secs, £7 10s (5.30am-2pm, 4.30-9pm), £6 10s (2-4.30pm, 9pm-midnight); 45secs, £9 10s (5.30am-2pm, 4.30-9pm), £8 2-4.30pm, 9pm-midnight); 15mins, £20 (5.30am-2pm, 4.30-9pm), £18 (2-4.30pm, 9pm-midnight); 30mins, £35 (5.30-2pm, 4.30-9pm), £30 (2-4.30pm, 9pm-12 mid-night).

3XY

Licensee: Efttec Broadcasters Pty Ltd, 222 Faraday-st, Carlton, N3. Phone 34-5191. Telegrams Threexy.

Opened: Sept. 8, 1935.

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

Directors: V. G. H. Harrison, Dale Turnbull, H. Armstrong.

Executives: R. J. Baeck (gen. mgr), J. G. F. Rowley (snr sales exec.), Jim Stuart (sales mgr), W. A. Chamberlain (chief engineer), R. Woods (program director).

I'state Repr.: Haig-Muir Pty Ltd, 30 Carrington-st, Sydney (29-3202).

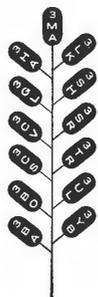
Rates resume (26 times): 50 wds, £4 5s (bfast and night), £4 (day); 100wds, £6 (bfast and night), £5 (day); 15mins, £11 14s (day), £16 1s 9d (night); 30mins, £20 18s (day), £28 13s 6d (night).

For details of ABC stations 3AR and 3LO see special ABC section, pages 135-138.



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3BA, 3BO, 3CS, 3CV, 3GL, 3HA, 3LK, 3MA, 3SH, 3SR, 3TR, 3UL, 3YB

Radio stations

- *Victoria (Country)*



3BA Ballarat

Licensee: Ballarat Broadcasters Pty Ltd, 56 Lydiard-st. North, Ballarat. Phone 2-5068. Telegrams Threeba.

Opened: July 31, 1930.

Transmitter Site: Cardigan. Power: 2kw. Frequency: 1320kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Sat., 5.30 am-12mid.; Sun., 8am-11pm.

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

Executives: E. J. W. Whykes (mgr), E. K. Ridgway (chief engineer), T. W. Negri (program mgr), J. W. Prowd (sales mgr).

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

Rates resume (base rate): 25secs, £1 10s (A time, 5.30am-2pm, then 5-7pm, Sun. to Fri., 5.30am-7pm Sat.); £1 2s 6d (B time, 2-5pm, then 7pm-12mid., Sun. to Fri.; 7pm-12mid. Sat.); 45secs, £2 (A), £1 10s (B); 60secs, £2 10s (A), £1 17s 6d (B); 15mins, £6 (A), £4 10s (B); 30mins, £11 (A), £8 5s (B); 60mins, £20 (A), £15 (B).

3BO Bendigo

Licensee: Amalgamated Wireless (Australia) Ltd, Beehive Chambers, Pall Mall, Bendigo. Phone Bendigo 3-0661. Telegrams Threebo. An AWA station.

Opened: June 4, 1931.

Transmitter Site: Myers Flat. Power: 2kw. Frequency: 960kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 5.30am-12mid. Sun. 7am-11.30pm.

Director: Sir Lionel Hooke.

Executives: A. P. Scown (mgr), W. Moore (chief engineer).

Interstate, O'seas Representation: See 2CH.

Rates resume (base rate): 25secs, £1 5s; 45secs, £1 15s; 1min, £2; 15mins, £6; 30mins, £10.

3CS Colac

Licensee: Colac Broadcasting Company Pty Ltd, 241 Murray-st, Colac. Phone Colac 9061. Opened: Oct. 7, 1939.

Transmitter Site: Cororoake-rd, West Colac. Power: 2kw. Frequency: 1130kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 8am-10.30pm.

Directors: N. M. Wallace, R. O. Williams, C. S. Faulkner, E. L. Jeffrey.

Executives: C. S. Faulkner (gen. mgr), D.

T. Jennings (studio mgr), F. H. Baird (sales mgr), C. A. Cullinan (chief eng.).

Interstate Representation: D. N. Scott, O'Brien Hse, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, Albany Court, 230 Collins-st, Melbourne (63-9192-3).

Rates resume (base rate): Day, open-6pm, 10secs, 12s; 25secs, 18s; 45secs, £1 3s; 60secs, £1 7s; 15mins, £4 8s; 30mins, £6 15s; evening, 6pm-close, 10secs, 10s; 25secs, 14s; 30secs, 15s; 45secs, 17s; 60secs, £1; 15mins, £3; 30mins, £5 10s.

3CV Maryborough

Licensee: Central Victoria Broadcasters Pty Ltd, 76 Burke-st, Maryborough, Vic. Phone Maryborough 650-651. Telegrams Threecv. Member, Victorian Broadcasting Network, 3TR, 3HA, 3SH, 3NE, 6PR, 6TZ, 6CI.

Opened: March 31, 1938.

Transmitter Site: Carisbrook. Power: 2kw. Frequency: 1440kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri. 5am-11pm; Sat. 5am-midnight; Sun. 7.30am-11pm.

Directors: D. F. Syme (chairman), N. F. Dixon (mng dir.), H. R. Syme, J. S. B. Davis, R. I. Lowenstern, W. J. Stephenson, T. B. Green, J. F. Herring.

Executives: Max Baker (gen. mgr), K. J. Parker (mgr), W. Harper (snr tech.), P. Caligari, M. Meade and C. Spain (district sales reps).

Istate Repr.: VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (28-7603); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044).

Rates resume (26 times): 25secs, 19s (bfast), 16s 9d (day), 16s 9d (night); 45secs, £1 5s (bfast), £1 2s (day), £1 2s (night); 15mins, £4 1s (day and night); 30mins, £6 16s 6d (day and night).

3GL Geelong

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

Opened: Dec. 3, 1930.

Transmitter Site: Geelong. Power: 2kw. Frequency: 1350kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11pm, Sat. 5.30am-11.30pm, Sun. 8am-10.30pm.

Directors: W. G. Jones (chairman), R. A. Cook (mng dir.), J. Cruickshank.

Executives: J. Morwood (gen. mgr), Reg Gray (sales & studio mgr), J. C. Mathews (chief engineer).

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

Sydney (92-7642), Keith Coles, 95 Currie-st, Adelaide, SA (51-4926).

Rates resume (26 times): 50wds, £1 5s (5.30am-2pm, 5pm-7pm), 19s (2-5pm, 7.30-11pm); 100wds, £1 13s (5.30am-2pm, 5-7.30pm), £1 6s (2-5pm, 7.30-11pm); 15mins, £4 15s (5.30am-2pm, 5-7.30pm), £4 0s 9d (2-5pm, 7.30-11pm); 30mins, £9 10s (5.30am-2pm, 5-7.30pm), £8 1s 6d (2-5pm, 7.30pm-11pm).

3HA Hamilton

Licensee: Western Province Radio Pty Ltd, 37 Gray-st, Hamilton. Phone Hamilton 316-7. Telegrams Threeha. Member, Victorian Broadcasting Network, 3TR, 3SH, 3NE, 3CV, 6PR, 6TZ, 6CI.

Opened: October 24, 1931.

Transmitter Site: Mt. Bainbridge. Power: 2kw. Frequency: 1000kcs. District Covered: Pastoral. Operating Hours: Mon.-Fri. 5am-11.30pm; Sat. 5am-midnight; Sun. 7.45am-11pm.

Directors: D. F. Syme (chairman), N. F. Dixon (mng dir.), H. R. Syme, J. S. B. Davis, R. I. Lowenstern, W. J. Stephenson, T. B. Green, J. F. Herring.

Executives: Max Baker (gen mgr), K. Barnes (mgr), E. Cunningham (chief eng.), W. Mullin (studio mgr), K. Stewart (service mgr).

Istate Repr.: VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (28-7603); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044).

Rates resume (26 times): 25secs, £1 12s (bfast), £1 8s (day), £1 8s (night); 45secs, £2 5s (bfast), £2 (day), £2 (night); 15mins, £5 7s 3d (day and night); 30mins, £9 10s (day and night).

3LK Lubeck

Licensee: The Herald & Weekly Times Ltd, 36 Flinders-st, Melbourne. Phone 63-5451. Telegrams Threedb. In part relay with 3DB.

Opened: Dec. 24, 1936.

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

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

3MA Mildura

Licensee: Sunraysia Broadcasters Pty Ltd, T&G Bldg, Mildura. Box 539, Mildura. Phone Mildura 30-231.

Opened: May 25, 1933.

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Transmitter Site: Mildura. **Power:** 2kw. **Frequency:** 1470kcs. **District Covered:** Horticultural & pastoral. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 8.30am-10.30pm.

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

Executive: M. Folie (mngnr). **Network Affiliation:** Macquarie. **Interstate Representation:** Country Radio & Television, 131 Clarence-st, Sydney (29-6021, 29-4850); J. D. Thom, 290 Latrobe-st, Melbourne (30-4002); Keith Coles, 95 Currie-st, Adelaide (51-4926).

Rates resume (base rate): Rate A, open-2pm, 5.45pm-close; 50wds, £1 0s 6d; 100wds, £1 8s 6d; 15mins, £3 12s 9d; 30mins, £8 9s; Rate B, 2pm-5.45pm, 50wds, 14s 6d; 100wds, 18s 9d; 15mins, £3 8s 3d; 30mins, £5 19s 6d.

3NE Wangaratta

Licensee: Wangaratta Broadcasting Co Pty Ltd, Templeton-st, Wangaratta. Phone Wangaratta 2051-2. Telegrams Threene. Member, Victorian Broadcasting Network. 3HA, 3TR, 3SH, 3CV, 6PR, 6TZ, 6CI.

Opened: Mar. 27, 1954.

Transmitter Site: Bowser. **Power:** 1.2kw **Frequency:** 1600kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat. 5am-mid., Sun. 7am-11pm.

Directors: R. M. Clayton (chairman). D. C. De La Rue (managing director), K. T. Gleeson, H. P. Barr, D. B. Ferguson.

Executives: D. C. De La Rue (mngnr), K. T. Gleeson (chief engineer), R. Euling (asst mngnr).

Interstate Representation: VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (28-7603).

Rates resume (base rate): 25secs, £1 5s (bfast), £1 2s (day and night); 45secs, £1 11s (bfast), £1 7s (day and night); 15mins, £4 15s (day and night); 30mins, £8 (day and night).

3SH Swan Hill

Licensee: Central Murray Broadcasters Pty Ltd, 77 McCallum-st, Swan Hill. Phone Swan Hill 2-2768. Telegrams Threesh. Member, Victorian Broadcasting Network, 3TR, 3HA, 3CV, 3NE, 6PR, 6TZ, 6CI.

Opened: August 27, 1931.

Transmitter Site: Murray Valley Highway. **Power:** 2kw. **Frequency:** 1330kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat. 6am-11.05pm; Sun. 7am-11.05pm.

Directors: D. F. Syme (chairman). N. F. Dixon (mng dir), H. R. Syme, J. S. B. Davis, R. I. Lowenstern, W. J. Stephenson, T. B. Green, J. F. Herring.

Executives: Max Baker (gen. mngnr), H. Lithgow (mngnr), L. Tuohy (studio mngnr), B.

Walsh (tech. in charge).

Pstate Repr.: VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (28-7603); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044).

Rates resume (26 times): 25secs, 19s (bfast), 16s 9d (day and night); 45secs, £1 5s (bfast), £1 2s (day and night); 15mins, £4 1s (day and night); 30mins, £6 16s 6d (day and night).

3SR Shepparton

Licensee: Associated Broadcasting Services Ltd, Wyndham-st, Shepparton. Melbourne office, 290 Latrobe-st (FJ9357). Member, Associated Broadcasting Services, 3UL, 3YB.

Opened: Jan. 5, 1931.

Transmitter Site: Shepparton. **Power:** 2kw. **Frequency:** 1260kcs. **District Covered:** Rural. **Operating Hours:** Mon-Sat. 5am-midnight, Sun. 7am-11pm.

Directors: G. Knox (chmn), Sir Wm. Bridgeford, H. Pacini, L. E. Friend, S. J. A. Kemp (mng dir), F. O. Cameron.

Executives: E. M. Clyne (mngnr), J. B. Walker (sales mngnr), K. Austin (sales), R. Jenks (chief eng.), B. Lynch (chief anncr).

Interstate Representation: K. P. G. Lloyd, 76 Clarence-st, Sydney (29-1267).

Rates resume (base rate): Open to 3pm (Sat. open to 6pm); 10secs, £1 5s; 25secs, £2; 30secs, £2 5s; 45secs, £2 15s; 60secs, £3 5s; 3pm-close; 10secs, £1; 25secs, £1 15s; 30secs, £2; 45secs, £2 10s; 60secs, £3. 9am-close, 15 mins, £7; 30mins, £12.

3TR Sale

Licensee: Latrobe Valley & Gippsland Broadcasters Pty Ltd, Stawell-st, Sale. Phone Sale 2222-3. Telegrams Threetr. Member, Victorian Broadcasting Network, 3HA, 3SH, 3NE, 3CV, 6PR, 6TZ, 6CI.

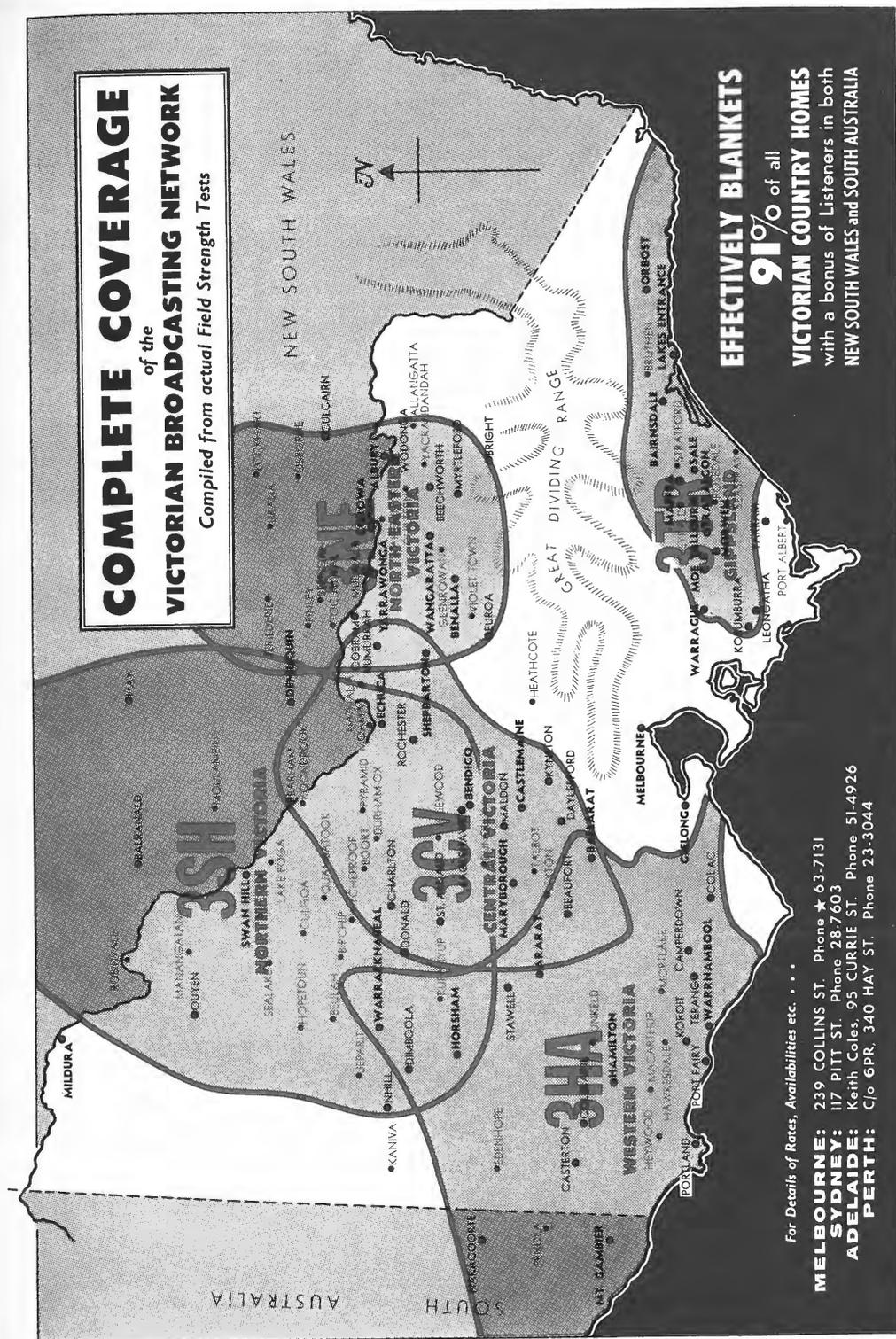
Opened: Sept. 29, 1930.

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

Directors: D. F. Syme (chairman), N. F. Dixon (mng dir), H. R. Syme, J. S. B. Davis, R. I. Lowenstern, W. J. Stephenson, T. B. Green, J. F. Herring.

Executives: Max Baker (gen. mngnr), M. S. Service (asst mngnr), E. W. Evans (mngnr & chief eng.), J. H. Woods (chief anncr), M. D. Sclater (service mngnr).

Pstate Repr.: VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (28-7603); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044).



For Details of Rates, Availabilities etc. . . .

MELBOURNE: 239 COLLINS ST. Phone ★ 63-7131
SYDNEY: 117 PITT ST. Phone 28-7603
ADELAIDE: Keith Coles, 95 CURRIE ST. Phone 51-4926
PERTH: C/o GPR, 340 HAY ST. Phone 23-3044

Rates resume (26 times): 25secs, £2 (bfast), £1 15s (day and night); 45secs, £2 10s (bfast), £2 5s (day and night); 15mins, £5 17s (day and night); 30mins, £10 4s 3d (day and night).

3UL Warragul

Licensee: Associated Broadcasting Services Ltd, Victoria-st, Warragul. Melbourne office, 290 Latrobe-st (FJ9357). Member, Associated Broadcasting Services, 3YB, 3SR.

Opened: May 18, 1937.

Transmitter Site: Warragul. Power: 1-2kw. Frequency: 530kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 5.30am-11.30pm. Sat. 5.30am-midnight, Sun. 7am-11pm.

Directors: G. E. Knox (chairman), F. O. Cameron, H. Pacini, L. E. Friend, R. V. Philpott, S. J. A. Kemp (mng dir).

Executives: C. McL. Cameron (mngtr), J. R. Jennings (sales mngtr), A. K. McLennan (chief engineer), V. Haycroft (program mngtr).

Interstate Representation: K. P. G. Lloyd, 76 Clarence-st, Sydney (29-1267).

Rates resume (base rate-open to close): 15secs, 15s; 25secs, £1 5s; 45secs, £1 15s; 15mins, £4 10s; 30mins, £7.

3YB Warrnambool

Licensee: Associated Broadcasting Services Ltd, Cnr Liebig and Lava-sts, Warrnambool. Phone 8088. Melb. office: 290 Latrobe-st. (34-9357). Member, Associated Broadcasting Services, 3SR, 3UL.

Opened: Jan. 18, 1936.

Transmitter Site: Bushfield. Power: 2kw. Frequency: 1210kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 5.30am-11.30pm. Sat. 5.30am-12mid.; Sun. 7am-11pm.

Directors: George Knox (chmn), Sir William Bridgeford, H. Pacini, L. E. Friend, S. J. A. Kemp (manag. dir), F. O. Cameron.

Executives: Eric Collings (mngtr), O. V. Henry (sales mngtr), H. S. Fuller (chief engineer).

Interstate Representation: K. P. G. Lloyd, 76 Clarence-st, Sydney (29-1267).

Rates resume (base rate): Open to 3pm, 15secs, £1; 25secs, £1 10s; 45secs, £2 5s; 15mins, £6; 30mins, £9. 3pm to close, 15secs, 15s; 25secs, £1 5s; 45secs, £1 15s; 15mins, £6; 30mins, £9.

For Victorian regional stations of the ABC see special ABC section, pages 135-138.

Radio stations

● Queensland (Brisbane)



**FOR
17
YEARS
IN
BRISBANE**

it's always been

**4 K Q
FOR
MUSIC**

"ALWAYS ON THE AIR"

4BC

Licensee: Commonwealth Broadcasting Corp (Qld) Ltd, CBC Hse, cnr Wharf & Adelaide-sts, Brisbane. Phone 31-1311. Telegrams Fourbc. Relays to 4SB.

Opened: Aug. 16, 1930.

Transmitter Site: Indooroopilly. **Power:** 2kw. **Frequency:** 1120kc. **District Covered:** Industrial, rural, metropolitan, urban. **Operating Hours:** 24hr service.

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

Executives: M. E. Baker (mngr), K. A. Archer (asst mngr), N. J. Bishop (chief engineer), T. C. McGregor (program mngr), W. R. Stevens (representation division mngr), D. Beard (service mngr).

Network Affiliation: Queensland Network key station. **Interstate Representation:** R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 8th Floor, Albany Court, 230 Collins-st, Melbourne (63-9192); 5KA, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): 50wds, £4 (bfast), £3 (morn.), £2 10s (aft. and even.); 100wds, £5 10s (bfast), £4 5s (morn.), £3 10s (aft. and even.); 15mins, £12 (morn.), £9 (aft. and even.); 30mins, £20 (morn.), £16 (aft. and even.). Rates subject to applicable discounts.

4BH

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

Opened: Jan. 2, 1932.

Transmitter Site: Landers Pocket. **Power:** 2kw. **Frequency:** 1390kcs. **District Covered:** Industrial and small farming. **Operating Hours:** Mon.-Sun. 5am-12mid.

Directors: F. B. Chandler (chmn), C. R. Carson (mng dir), E. J. Rheuben.

Executives: N. Llewelyn (mngr), G. B. Lovejoy (advtg mngr), A. Brear (studio mngr), A. Judge (chief eng.), F. G. Day (acct).

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

Rates resume (26 times): 50wds, £4 (bfast), £3 (day and night); 100wds, £5 10s (bfast), £4 5s (day and night); 15mins, £10 (day and night); 30mins, £20 (day and night).

4BK

Licensee: Brisbane Broadcasting Pty, 93 Queen-st, Brisbane. Phone 31-1381. Telegrams Fourbk. Associated with 4AK.

Opened: Sept. 29, 1930.

Transmitter Site: Fig Tree Pocket, Bris.

Power: 2kw. **Frequency:** 1300kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5am-11pm; Sat. 5am-12 mid; Sun. 6am-11pm.

Executives: Reg Goss (mngr), B. Klemm (sales mngr), J. Kingsford (chief engineer), D. Magoffin (program mngr).

Network Affiliation: Major. **Representation:** B. Klemm, 93 Queen-st, Brisbane (31-1381). **Interstate:** Geoff Fookes, 29 Bligh-st, Sydney (20-329); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Keith Coles, 95 Currie-st, Adelaide (51-4926). **O'seas Representation:** London, L. F. Lyons, Ludgate Hse, 107-110 Fleet-st, E.C.A.

Rates resume (base rate): Day & night: 50wds, £3 10s; 100wds, £4 10s; 15mins, £12 10s; 30mins £22 10s.

4KQ

Licensee: Labor Broadcasting Station Pty Ltd, Labor House, cnr. Edward & Eliza-

beth-sts, Brisbane, GPO box 398-F. Phone 31-2621. Telegrams Fourkq.

Opened: May 7, 1947.

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

Director: B. R. Milliner.

Executives: L. W. Beioley (gen. mngr), R. Swift (sales mngr), R. Watson (chief eng.), P. Rasmussen (studio mngr).

Network Affiliation: 2KY, 2ND. **Interstate Representation:** R. Haig-Muir Pty Ltd, 30 Carrington-st, Sydney (29-3202); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (26-3641).

Rates resume (26 times): 25secs, £2 15s (bfast), £2 (day), £2 15s (night); 45secs, £3 (day), £3 15s (even.); 15mins, £8 (day), £12 (night); 30mins, £14 (day), £21 (night).

For details of ABC stations 4QG and 4QR see special ABC section, pages 135-138.



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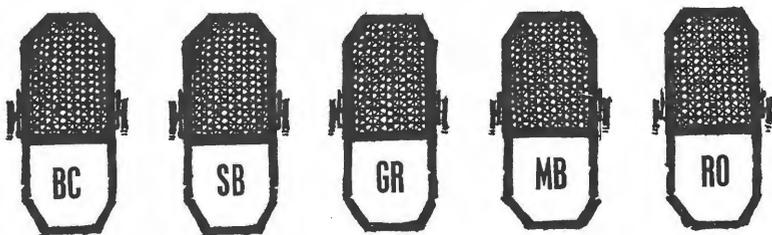
Radio stations

- *Queensland (Country)*



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(where the action is!)

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It's the solid, substantial, supremely far-reaching Queensland Network! One simple, uncomplicated transaction puts your message where most of the people live and work and thrive and buy. Buy! 4BC . . . for the hard-spending Metropolitan market. 4SB for the South Burnett's permanent bonus of 60,000. 4GR for a dominating voice on the rich Darling Downs. 4MB for Maryborough and district. 4RO . . . for fast-growing Rockhampton and the Central Queensland area. Buy the Queensland Network and you buy most of the buoyant Queensland market!

IN BRISBANE—BILL STEVENS, 31 1311, IN SYDNEY—BOB HIGHFIELD, 29 3727, IN MELBOURNE—"JEFF" JEFFREY, 63 9192-3.

4AK Darling Downs

Licensee: Brisbane Broadcasting Pty, 93 Queen-st, Brisbane. Phone 31-1381. Telegrams Fourbk. In relay with 4BK.

Opened: Aug. 31, 1935.

Transmitter Site: Oakey. **Power:** 2kw. **Frequency:** 1220kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** Solo 12.40pm-5pm Mon.-Fri.

Executives: R. Goss (mngr), B. Klemm (sales mngr), P. L. Grant (chief engineer), D. Magoffin (program mngr).

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

Rates resume (base rate): Mon.-Fri. 12.40-5pm 50wds, 13s 9d; 100wds, 18s 6d; 15mins £3 6s; 30 mins £5 14s.

4AY Ayr

Licensee: Ayr Broadcasters Pty Ltd, 41 Flinders-st, Townsville. PO Box 880. Phone 4191-2-3; Capitol Building, Lannercost-st, Ingham. Phone 631. Box 213; Queen-st, Ayr, PO Box 587. Phone 219. Telegrams Fouray.

Opened: Oct. 1, 1934.

Transmitter Site: Barratta. **Power:** 2kw. **Frequency:** 960kcs. **District Covered:** Urban, rural. **Operating Hours:** Mon.-Sat. 5.30-11.30 pm; Sun. 6am-11.30pm.

Directors: J. F. Gleeson (chairman), J. P. Gleeson, M. M. Gleeson.

Executives: G. T. Schmid (gen. mngr), P. Maher (sales mngr), F. Bellet (Ayr studio mngr), J. Oost (chief eng.).

State Repr: E. L. Jeffrey, 8th floor, Albany Court, 230 Collins-st, Melbourne (63-9192-3); R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (29-2737); W. R. Stevens, C/o 4BC, cnr Wharf & Adelaide-sts, Brisbane (31-1311); Ian Sells, 5KA, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): Open-close, 10 secs, 14s 6d; 25secs, £1 5s; 30secs, £1 8s; 45secs, £1 13s; 60secs, £2; 15mins, £5 10s; 30mins, £9 10s.

4BU Bundaberg

Licensee: Bundaberg Broadcasters Pty Ltd, 55 Woongarra-st, Bundaberg. Phone 2478. Telegrams Fourbu.

Opened: Dec. 16, 1935.

Transmitter Site: Kalkie, via Bundaberg. **Power:** 2kw. **Frequency:** 1330kcs. **District**

Covered: Rural, pastoral, industrial. **Operating Hours:** 6am-10.30pm daily.

Directors: G. L. Marsh (chairman), H. C. Lavery, N. G. McCormack.

Executives: J. B. Powell (mngr), K. Smith (sales mngr), Ian Fraser (tech.-in-charge).

Network and Interstate Affiliation: See Macquarie-2GB.

Rates resume: 50wds, £1 (bfast), 13s (day), £1 (night); 100wds, £1 10s (bfast), 17s 6d (day), £1 10s (night); 15mins, £3 5s (day), 5mins (52 times), £4 3s 3d (night); 30mins (52 times), £7 4s (night).

4CA Cairns

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

Opened: May 2, 1936.

Transmitter Site: White Rock. **Power:** 1-2kw. **Frequency:** 1010kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6am-11pm, Sat. 6am-12mid., Sun. 7am-11pm.

Director: Sir Lionel A. Hooke.

Executives: J. B. Powell (mngr), K. Smith (sales mngr), Ian Fraser (tech. in charge).

Interstate, O'seas Representation: See 2CH.

Rates resume (base rate): 25secs, £1 2s 6d; 45secs, £1 10s; 1min., £1 15s; 15mins, £5 5s; 30 mins, £9.

4GR Toowoomba

Licensee: Gold Radio Service Pty Ltd, 453 Ruthven-st, Toowoomba, P.O. Box 111. Phone 2-3333. Affiliated Queensland Network.

Opened: Aug. 16, 1925.

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

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

Executives: R. Stevenson (mngr), M. Cavanaugh (sales mngr), R. H. Hildred (chief engineer), R. A. Wilson (accountant).

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, Box 1914R, Melbourne (63-9192); W. R. Stevens, c/- 4BC, Box 95B, Brisbane (31-1311); 5KA Broadcasting Co. Ltd, GPO Box 562E, Adelaide (51-5511).

Rates (open to close): 15secs, 18s 9d; 25secs, £1 7s 6d; 45secs, £1 16s 3d; 15mins, £6 7s 6d; 30mins, £11 12s 6.

4GY Gympie

Licensee: Gympie Broadcasting Co Ltd, 98 Mary-st, Gympie. Phone 2-1544.

Opened: Nov. 3, 1941.

Transmitter Site: Monkland. Power: 1-2 kw. Frequency: 1350kcs. District Covered: Rural (dairying, fruitgrowing, timber, sugar). Operating Hours: Mon.-Sat. 5.30am-10.15pm; Sun. 8am-10pm.

Managing Director: S. L. Fittell.

Executive: A. H. Buzacott (mngr).

Network Affiliation: Macquarie. Interstate Representation: 4BH, 43 Adelaide-st, Brisbane (2-2002); for Sydney & Melbourne see 2GB.

Rates resume (base rate): Open-9am, 5-7pm, 25secs, 18s; 45secs, £1 5s; 15mins, £3 5s; 30mins, £6 10s. 9am-5pm, 7pm-close, 25secs, 16s; 45secs, £1 2s; 15mins, £3 3s; 30mins, £6 6s.

4IP Ipswich

Licensee: South Queensland Broadcasting Corporation Pty Ltd, Limestone-st, Ipswich. Phone 81-2677. Telegrams Fourip. Associated with 4LG and 4LM.

Opened: Sept. 2, 1935.

Transmitter Site: Brigg's-rd. Power: 2kw. Frequency: 1010kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-10.30pm, Sat. 5.30am-11.30pm, Sun. 7.45am-10.30pm.

Directors: W. Allen (chairman), F. T. Moore, W. S. Parkinson, G. S. Stephenson.

Executives: F. T. Moore (mng dir), Allen Brandt (gen. mngr).

Istate Repr.: Peter Halse, 125 Bathurst-st, Sydney (61-6833); Haig-Muir, 34 Queens-rd, Melbourne (BM 3641).

Rates resume (base rate): 50wds, £1 5s; 100wds, £1 15s; 15mins, £5 10s; 30mins, £10.

4LG Longreach

Licensee: Central Queensland Broadcasting Corp Pty Ltd, Merino Arcade, Eagle-st, PO Box 20, Longreach. Phone 224, 618. Telegrams Fourlg. Key station Central Qld B'casting Network (4LM, 4IP).

Opened: May 5, 1936.

Transmitter Site: Cramsie. Power: 2kw. Frequency: 1100kcs. District Covered: Pastoral, rural, industrial. Operating Hours: Mon.-Fri. 6am-10pm, Sat. 6am-12mid., Sun. 8am-10.30pm.

Directors: W. Allen, Jnr. (chairman), F.

T. Moore (manag. dir.), E. B. Connor, W. G. Allen.

Executives: Leighton Rowlands (mngr), Ian Pashen (studio mngr).

Network Affiliation: Macquarie co-op.

Interstate Representation: Peter Halse, 125 Bathurst-st, Sydney (61-6833); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (26-3641); W. R. Stevens, c/o 4BC, Wharf-st, Brisbane (31-1311); Ken Bennett, MBS, Adelaide.

Rates Resume (26 times): 50wds, 12s 1d (day), 15s 10d (night); 100wds, 15s 7d (day), £1 0s 9d (night); 15mins, £2 14s 11d (day), £3 12s 9d (night); 30mins, £4 16s 1d (day), £6 7s 8d (night).

4LM Mt Isa

Licensee: North Queensland Broadcasting Corporation Pty Ltd, Regent Hse, West-st, Mount Isa. Telegrams Fourlm Mount Isa. Phone 492. Associated with 4LG and 4IP.

Opened: May 5, 1961.

Transmitter Site: Breakaway Creek. Power: 500 watts. Frequency: 1370kcs. District Covered: Industrial, Rural.

Directors: W. G. Allen Jnr (chairman), F. T. Moore (mng dir), W. G. Allen Snr, E. B. Connor.

Executives: Garth Atthow (mngr & resident dir), Ian Elstob (studio mngr).

Istate Repr: Peter Halse, 125 Bathurst-st, Sydney (61-6833); R. Haig-Muir, Stanhill, 34 Queens-road, Melbourne (26-3641); W. R. Stevens, C/o Wharf & Adelaide-sts, Brisbane (31-1311); Ken Bennett, MBS, Adelaide.

Rates Resume (52 times): 50wds, 13s (day), 17s (night); 100wds, 16s (day), £1 2s 6d (night); 15mins, £3 (day), £4 (night); 30mins, £5 5s (day), £7 (night).

4MB Maryborough

Licensee: Maryborough Broadcasting Co Pty Ltd, 361 Kent-st, Maryborough. Phone 2209. Telegrams Fourmb. Associated with Queensland Network.

Opened: Aug. 16, 1932.

Transmitter Site: Riverview. Power: 2kw. Frequency: 1160kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 5.30am-11pm; Sun. 7am-10.30pm.

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

Interstate Representation: W. R. Stevens, c/o 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, Albany Court, 230 Collins-st, Mel-

CENTRAL QUEENSLAND BROADCASTING NETWORK

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Mackay Broadcasting
Service Pty. Ltd.

38 GORDON STREET, MACKAY Phone 2434

bourne (63-9192); 5KA Broadcasting Co. Ltd,
43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): Open-close, 10
secs, 12s; 25secs, 19s; 30secs, £1 2s; 45secs, £1
4s; 60secs, £1 10s; 15mins, £4 10s; 30mins, £8.

4MK Mackay

Licensee: Mackay Broadcasting Service Pty
Ltd, 38 Gordon-st, Mackay. Phone 2434.
Telegrams Fourmk.

Opened: Jan. 12, 1931.

Transmitter Site: Mt. Bassett, Nth Mackay
Power: 2kw. Frequency: 1380kcs. District
Covered: Sugar, rural. Operating Hours:
Mon.-Sat. 5.30am-10.30pm; Sun. 6am-10pm.

Directors: H. J. Manning (chairman), J. H
Williams (secretary), E. E. H. Williams.

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

Interstate Representation: Peter Halse, 125
Bathurst-st, Sydney (61-6833); R. Haig-Muir,
34 Queens-rd, Melbourne (26-3641); W. R.
Stevens, c/o 4BC, Wharf-st, Brisbane
(31-1311).

Rates resume (26 times): 50wds, 18s (day
to 6pm), £1 9s (night); 100wds, £1 3s (day
to 6pm), £1 17s (night); 15mins, £4 (day),
£6 8s (night); 30mins, £7 (day), £11 4s (night).

4NA Nambour

Licensee: Maroochy Broadcasting Co. Ltd,
161 Currie-st, Nambour. Phone Nambour
1099. Telegrams FournA.

Opened: October 9, 1964.

Transmitter Site: Palmwoods. Power: 2kw.
Frequency: 1320kcs. District Covered: Prim-
ary, pastoral, holiday resorts. Operating
Hours: Mon.-Sat. 5.30am-10pm, Sun. 7am-
10pm.

Directors: J. P. Carolan (chrnm), J. Bent-
ley, J. D. Grimes, V. E. McFadden, S. Welsh.

Executives: R. J. Taylor (gen. mngr), C.
Barrett (sales mngr), L. Lawson (chief eng.).

F'State Repr.: R. W. Highfield Pty Ltd,
Sydney; Haig-Muir Pty Ltd, Melbourne;
4BC, Brisbane; 5KA, Adelaide.

Rates resume (base rate): 10secs 12s, 20secs
17s, 25secs 19s, 30secs £1 1s, 45secs £1 4s,
60secs £1 10s, 5mins £2 5s, 10mins £2 15s,
15mins £3 10s, 30mins £7, 60mins £13; News
10secs 18s, 25secs £1 8s, 45secs £1 15s.

4RO Rockhampton

Licensee: Rockhampton Broadcasting Co
Pty Ltd, Rheuben Hse, East-st, Rockhamp-

ton. Phone 2-2541-2. Telegrams Fourro. Asso-
ciated with Queensland Network.

Opened: July 2, 1932.

Transmitter Site: Pink Lily. Power: 2kw.
Frequency: 1000kcs. District Covered: Prim-
ary, mineral. Operating Hours: Mon.-Sat.
5.30am-11pm; Sun. 7am-10.30pm.

Executives: E. J. Rheuben (mngr), W. E.
Crane (asst mngr), E. C. Semfel (chief eng.),
L. Hardman (sales mngr).

Network Affiliation: In association with
4BC, 4GR, 4MB.

Interstate Representation: R. W. Highfield,
65 York-st, Sydney (29-2737); E. L. Jeffrey,
Albany Court, 230 Collins-st, Melbourne
(63-9192); 4BC, Adelaide & Wharf-sts, Bris-
bane (31-1311); 5KA, 43 Franklin-st, Adelaide
(51-5511).

Rates resume (base rate): 5.30am-11pm,
10secs, 13s 3d; 25secs, £1 2s 6d; 30secs, £1 6s
3d; 45secs, £1 10s; 60secs, £1 17s 6d; 15mins,
£5 11s 3d; 30mins, £9 15s.

4SB Kingaroy

Licensee: South Burnett Broadcasting Co
Ltd, Alford-st, Kingaroy. Phone Kingaroy
202. Telegrams Foursb. Associated with
4BC, Queensland Network.

Opened: Mar. 11, 1938.

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

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

Executives: G. Parker (mngr and sales
mngr), B. Whitnall (chief tech.).

Interstate Representation: R. W. Highfield,
65 York-st, Sydney (29-2737); E. L. Jeffrey,
Albany Court, 230 Collins-st, Melbourne
(63-9192); 4BC, Wharf & Adelaide-sts, Bris-
bane (31-1311); 5KA, Box 562E, GPO, Ade-
laide.

Rates resume (base rates): (hours 8am-
11am, 1.30pm-6pm Mon.-Fri.; 8am-noon
Sat.; 7am-1pm, 2pm-5pm Sun.). Prior to
9.30am, 25secs, 16s; 45secs, £1 1s; 15mins,
£4; 30mins, £7. (9.30am-6pm), 25secs, 13s;
45secs, 17s 6d; 15mins, £3 10s; 30mins, £6 10s.

4TO Townsville

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

Opened: Oct. 5, 1931.

Transmitter Site: Cluden. Power: 2kw.
Frequency: 780kcs. District Covered: Indus-

trial, pastoral. Operating Hours: Mon.-Sat.
5.30am-11.30pm; Sun., 6.30am-11pm.

Director: Sir Lionel A. Hooke.

Executives: K. Duncan (mngr), R. Hamil-
ton (office supervisor), H. A. Clegg, G. L.
McKennarney (sales), G. E. Ericksson (tech-
in-charge).

Interstate Representatives: See 2CH.

Rates resume (25 times): 25secs, £1 5s; 45
secs, £1 15s; 60secs, £1 19s; 15mins, £5 14s;
30mins, £9 5s.

4VL Charleville

Licensee: The Charleville Broadcasting Co
Ltd, PO Box 84, Charleville. Phones 221,
444. Telegrams Fourvl.

Opened: Feb. 12, 1936.

Transmitter Site: Charleville. Power: 2kw
(day), 1kw (night). Frequency: 920kcs. Dis-
trict Covered: Pastoral, rural. Operating
Hours: Mon.-Fri. 6am-10.30pm; Sat. 6am-
12pm; Sun. 7.30am-10pm.

Directors: J. R. Lanagan (gov. dir.), W.
D. Eversen (mng dir.), J. F. Stephenson
(chrnm), R. B. Lynch, A. C. Little, L. W.
R. Haseler, C. H. Curtis, C. E. Watt.

Executives: W. D. Eversen (mngr), F. W.
Davidson (chief eng.), A. E. Copeland (asst.
mngr), Kevin Anderson (sales mngr).

Interstate Representation: W. R. Stevens
4BC, Brisbane (31-1311); R. W. Highfield,
65 York-st, Sydney (BX2737); E. L. Jeffrey,
Albany Court, 230 Collins-st, Melbourne
(63-9192); Macquarie Broadcasting Service,
201-205 Tynte-st, Adelaide (6-8461).

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

4WK Warwick

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

Opened: May 6, 1935.

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

Chairman of Directors: Sir Lionel Hooke.
Director: R. K. Harris.

Executives: W. O. Kinane (mngr), W.
Fuhrmann (sales mngr), R. van Poecke (tech-
in-charge).

Interstate, O'seas Representation: See 2CH.
 Rates resume (base rate): 25secs, 16s; 45
 secs, £1 2s 6d; 1min., £1 5s 6d; 15mins, £4;
 30mins, £6 8s.

4ZR Roma

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

Opened: July 23, 1937.

Transmitter Site: Bungooran. Power:
 1-2kw. Frequency: 1480kcs. District Covered:
 Pastoral, rural. Operating Hours: Mon.-Sat.
 6am-10.30pm; Sun. 8am-10.30pm.

Directors: W. M. Ewan (chairman), A.
 Dean, A. Shilday, A. Caris, R. V. Johnson,

A. T. Berry.

Executives: C. R. Taylor (mngr), N. M.
 Davidson (advtg mngr).

Network Affiliations: Associated with 4BC,
 4GR, 4RO, 4MB, 4SB. Interstate Repre-
 sentation: W. R. Stevens, 4BC, Wharf-st, Bris-
 bane (31-1311); R. W. Highfield, 65 York-st,
 Sydney (29-2737); E. L. Jeffrey, 230 Collins-
 st, Melbourne (63-9192); MBS, Adelaide.

Rates resume (base rate): 50wds, 14s (6-
 9am), 12s (9am-5.30pm), 16s (5.30-10.30pm);
 100wds, 18s (6-9am), 16s (9am-5.30pm), £1
 (5.30-10.30pm); 15mins, £2 4s (9am-5.30pm),
 £3 (5.30-10.30pm); 30mins, £4 (9am-5.30pm),
 £5 10s (5.30-10.30pm).

For Queensland regional stations of the
 ABC see special ABC section, pages 135-138.

Radio stations

- *South Australia and*
- *Northern Territory*



SOUTH AUSTRALIA**5AD Adelaide**

Licensee: Advertiser Newspapers Ltd, Box 392, GPO, Adelaide. Phone 51-0421. Telegrams Fivead. Relays to 5PI-MU-SE.

Opened: Aug. 2, 1930.

Transmitter Site: Cavan. **Power:** 2kw. **Frequency:** 1310kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** 24hour service.

Directors: Sir Lloyd Dumas (chairman), Sir Kenneth Wills (deputy chmn), J. Bonython, Sir Arthur Rymill, D. G. McFarling, J. N. McEwin, J. C. A. Waters.

Executives: John Fowler (mngnr), L. J. Sutton (sales mngnr), J. L. Schaumloffel (chief engineer), A. H. Macaskill (prog. mngnr).

Network Affiliation: Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Geoff Fookes, 29 Bligh-st, Sydney (20-329); Country Radio & Television, 131 Clarence-st, Sydney (29-6021) (5PI-MU-SE, night only). **O'seas Representation:** L. K. S. Hogg, Ludgate Hse, 110 Fleet-st, London, EC4; Joshua B. Powers Inc., 345 Madison Avenue, New York, 17, NY.

5DN Adelaide

Licensee: Hume Broadcasters Pty Limited, 201-205 Tynte-st, North Adelaide. Phone 6-8461. Telegrams Firstation.

Opened: June, 1924.

Transmitter Site: Dry Creek. **Power:** 2kw. **Frequency:** 970kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24hour service.

Directors: Sir Edgar Bean (chairman), S. R. I. Clark, K. R. Murdoch, R. B. Taylor.

Executives: J. S. Larkin (general mngnr), R. J. Walker (asst to gen. mngnr), R. Palmer (sales mngnr), S. G. Barber (chief engineer), M. A. Thomas (program mngnr).

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

Rates resume: 50wds, £3 5s (bfast, even., weekends), £2 7s 6d (day and night); 100wds,

£4 10s (bfast, even., weekends), £3 5s (day and night); 15mins, £9 (all times); 30mins, £16 (all times).

5KA Adelaide

Licensee: 5KA Broadcasters Pty Ltd, 43 Franklin-st, Adelaide. Phone 51-5511. Telegrams Fiveka. Relays to 5AU-RM.

Opened: Mar. 25, 1927.

Transmitter Site: Cavan. **Power:** 2kw. **Frequency:** 1200kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24hour service.

Directors: Rev. A. E. Vogt, OBE (chairman), Rev. K. D. Seaman, S. B. Denton, D. Waterhouse, OBE, J. F. Walsh, CBE, MP.

Executives: K. Ross Parham (general mngnr), R. G. Cant (sales mngnr), G. E. Mathews (chief engineer), J. V. Harvey (program mngnr).

Interstate Representation: Peter Halse, 125 Bathurst-st, Sydney (61-6833); E. L. Jeffrey, Albany Court, 230 Collins-st, Melbourne (63-9192); C'wlth B'casting (Qld) Pty Ltd, CBC Hse, Wharf-st, Brisbane (31-1311).

Rates resume (base rate): 50wds, £3 5s (bfast), £2 7s 6d (day & night); 100wds, £5 (bfast), £3 (day & night); 15mins, £9 10s (day & night); 30mins, £15 (day & night).

5AU Port Augusta

Licensee: 5AU Broadcasters Pty Limited, Port Augusta, SA. Phone Pt Augusta 2941. Branch Studio, Whyalla. (All enquiries to 5KA.)

Opened: May 25, 1938.

Transmitter Site: Nectar Brook. **Power:** 2kw. **Frequency:** 1450kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Sun.-Fri. 5.45am-11pm; Sat. 5.45am-12 mid. In relay with 5KA.

Directors: Rev. A. E. Vogt, OBE (chairman), Rev. K. D. Seaman, BA, LLB, S. B. Denton, D. Waterhouse, OBE, J. F. Walsh, CBE, MP.

Executives: K. Ross Parham (gen. mngnr), N. Bradley (mngnr), R. G. Cant (sales mngnr).

Interstate Representation: See 5KA.

5MU Murray Bridge

Licensee: Murray Bridge Broadcasting Co

SOUTH AUSTRALIA
is now a market of

1,032,000
PEOPLE

spending

£256,000,000

on retail goods

and a further

£100,000,000

on motor vehicles every year

MORE THAN

90% of this market can be reached by

5AD / PI / MU / SE

with a non-fading, noise free signal

Ltd, C/- 5AD, Box 392, GPO, Adelaide. Phone 51-0421. Telegrams Fivead.

Opened: Sept. 16, 1934.

Transmitter Site: Murray Bridge. **Power:** 500wts. **Frequency:** 1460kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.15pm, Sat. 5.30am-midnight; Sun. 7.45am-11pm. In relay with 5AD.

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

Network Affiliation: Major.

5PI Crystal Brook

Licensee: Midlands Broadcasting Services Ltd, C/- 5AD, Box 392, GPO, Adelaide. Phone 51-0421. Telegrams Fivead.

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-11pm. In relay with 5AD.

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

Network Affiliation: Major.

5RM Murray Valley

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

Opened: Sept. 30, 1935.

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

Directors: Rev. A. E. Vogt, OBE (chairman), Rev. K. D. Seaman, BA, LLB, H. Stone, E. Sims, D. Waterhouse, OBE, S. B. Denton.

Executives: K. Ross Parham (gen. mngr), L. J. Bradley (mngr), R. G. Cant (sales mngr).

Interstate Representation: See 5KA.

5SE Mt. Gambier

Licensee: South Eastern Broadcasting Co.

Ltd, c/- 5AD, Box 392, Adelaide. Phone 51-0421. Telegrams Fivead.

Opened: July 3, 1937.

Transmitter Site: Mt Gambier. **Power:** 500wts. **Frequency:** 1370kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.15pm, Sat. 5.30am-midnight, Sun. 7.45am-11pm. In relay with 5AD except between 12.30-1pm and 2-5pm, Mon.-Fri.; 8.30-9am, 9.30-9.45pm, 5.15-5.30pm, and 7.15-9pm, Sat.; and 7.10-8.30pm, Sun.

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

Network Affiliation: Major.

NORTHERN TERRITORY

3DN Darwin

Licensee: Darwin Broadcasters Pty Ltd, 16 Smith-st, Darwin. Phone 2084-5-6. Telegrams Eightdn, Darwin.

Opened: Dec. 12, 1960.

Transmitter Site: Darwin. **Power:** 2kw. **Frequency:** 1240kcs. **Operating Hours:** Mon.-Fri., 6am-11.30pm; Sat., 6am-12mid.; Sun., 6.30am-11pm.

Directors: Eric White, Geoffrey Cohen, V. R. McBride, R. Ward, A. Blanckensee.

Executive: Douglas Charlton (mngr).

Interstate Representation: Peter Halse, 125 Bathurst-st, Sydney (61-6833); Haig-Muir Pty Ltd, 34 Queens-rd, Melbourne (26-3641-2); Eric Wood, 329 Adelaide-st, Brisbane (2-2735); Keith R. Coles, 95 Currie-st, Adelaide (51-4926); T. J. Latham, Wellington Bldgs, 158 William-st, Perth (21-6706).

Rates resume (26 times): 50wds, £26 13s (6-11.30pm), £23 8s (6-9am then 12noon-2pm), £18 4s (9am-12noon then 2-6pm); 100wds £32 10s (6-11.30pm), £27 12s 6d (6-9am then 12noon-2pm), £25 7s (9am-12noon then 2-6pm); 15mins, £136 10s (6-11.30pm), £86 15s 6d (9am-12noon then 2-6pm); 30mins, £253 10s (6-11.30pm).

For South Australian and Northern Territory stations of the ABC see special ABC section, pages 135-138.

Radio stations

● Western Australia



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1. As a Network.
CITY plus Country
6IX-WB-MD-BY, 80%
of the State's
population.
2. City only. Radio 6IX
Perth.
3. Country only:
W.A.C.N.



6IX Perth

Licensee: WA Broadcasters Pty Ltd, Radio Hse, 38 Mounts Bay-rd, Perth. Phone 23-2321. Telegrams Sixix. Associated with 6WB-MD-BY.

Opened: Nov. 27, 1933.

Transmitter Site: Belmont. **Power:** 2kw
Frequency: 1080kcs. **District Covered:** Indus-
24-hour service; Sun. Saturday midnight-
10.30pm.

Operating Hours: Mon-Sat.
Directors: R. A. Long (chairman), S. J. F.
Hocking, R. S. Ledger, J. E. Macartney, H.
V. Reilly.

Executives: J. T. Hunn (mng'r), E. C.
Churchward (service mng'r), C. H. Muhling
(chief eng.), S. A. Gervas (prog. mng'r), A.
R. White (sales mng'r).

**Network Affiliation, Interstate Representa-
tion:** See 2GB.

Rates resume (base rate): 50wds, £3 (6-
8.45am, 5-7pm), £2 8s (8.45am-5.45pm, 7-
10.30pm); 100wds, £4 1s (6-8.45am, 5-7pm),
£3 3s (8.45am-5.45pm, 7-10.30pm); 15mins,
£9 (all sessions); 30mins, £18 (all sessions).

6KY Perth

Licensee: Westland Broadcasting Co Ltd,
17-19 James-st, Perth. Box 906, GPO, Perth.
Phone 23-1636. Telegrams: Sixky. Asso-
ciated with 6NA.

Opened: Oct. 23, 1941.

Transmitter Site: Belmont. **Power:** 2kw.
Frequency: 1210kcs. **District Covered:** Indus-
trial, rural. **Operating Hours:** 24hour service.
Relays to 6NA.

Executives: J. W. Hugall (dir & gen. mng'r),
J. C. Carton (secy), F. Clarke (chief eng.),
N. G. Manners (exec. officer & prog. mng'r).

Interstate Representation: Noel Battye,
126 Arthur-st, North Sydney (92-0934/5);
R. Haig-Muir, 34 Queens-rd, Melbourne
(26-3641).

Rates resume (base rate): 25secs, Mon-
Fri. £2 5s (5.30am-2pm, 4-7pm), £1 15s (2-
4pm, 7-10pm), Sat-Sun. £2 5s (5.30am-6pm),
£1 15s (6-10pm); 15mins, Mon-Fri. £8
(5.30am-2pm, 4-7pm), £7 (2-4pm, 7-10pm),
Sat-Sun. £8 (5.30am-6pm), £7 (6-10pm).

6PM Perth

Licensee: 6PM Broadcasters Pty Ltd, 115
St. George's Terrace, Perth. Phone 21-2201.
Telegrams Whitnet. Associated with 6AM-
KG-GE.

Opened: Apr. 22, 1937.

Transmitter Site: Coffee Point. **Power:** 2kw
Frequency: 1000kcs. **District Covered:** Indus-
trial, rural. **Operating Hours:** Mon-Sat.
5.45am-12mid., Sun. 7am-10.30pm. Relays to
6AM.

General Manager: D. E. Muir.

Executives: B. W. Busby (sales mng'r), H. A.

Taylor (chief engineer), L. A. Menhennett
(program mng'r).

Network Affiliation: Whitfords Broadcast-
ing Net. **Interstate Representation:** D. N.
Scott, 56 Young-st, Sydney (27-2763); E. L.
Jeffrey, 8th Floor, Albany Court, 230 Collins-
st, Melbourne (63-9192-3), 4BC, Wharf-st,
Brisbane (31-1311), 5KA, 43 Franklin-st,
Adelaide (51-5511).

Rates resume (base rate): 6PM-AM, 50wds,
£1 16s (to 2pm, 6pm-close), £1 10s (2-6pm);
100wds, £2 8s (to 2pm, 6pm-close), £1 19s
(2-6pm); 15mins, £6 6s (to 2pm, 6pm-close),
£5 10s (2-6pm); 30mins, £12 (to 2pm, 6pm-
close), £10 (2-6pm).

6PR Perth

Licensee: Nicholsons Broadcasting Services
Pty Ltd, Radiocentre, 340 Hay-st, Perth.
Phone 23-3044. Telegrams, Radiocentre.
Associated with 6TZ, 6CI, 3TR, 3HA, 3SH,
3CV, 3NE.

Opened: Oct. 14, 1931.

Transmitter site: Alfred Cove. **Power:** 2kw.
Frequency: 341 metres, 880kcs. **District Cov-
ered:** Industrial, pastoral. **Operating Hours:**
Mon-Fri. 5-1am (Sat.); Sat. 5am continu-
ously to 1am Monday.

Directors: E. F. Downing (chairman), E.
M. Barker, J. W. Stoddart, H. C. Merry.

Executives: Gordon C. Lewis (gen. mng'r),
J. Ashton (network sales), D. O'Brien (chief
eng.).

Network affiliation: Major. Istate Repr.:
VBN, 17 Pitt-st, Sydney (28-7603); Don Gilder
& Assoc., 239 Collins-st, Melbourne (63-7131);
Keith Coles, 95 Currie-st, Adelaide (51-4926).

6AM Northam

Licensee: 6AM Broadcasters Pty Ltd, 115
St. George's Terrace, Perth. Phone 21-2201.
Telegrams Whitnet. Associated with 6PM-
KG-GE.

Opened: June 1, 1934.

Transmitter Site: Northam. **Power:** 2kw
Frequency: 860kcs. **District Covered:** Rural,
pastoral. **Operating Hours:** Mon-Sat. 5.45am-
11pm, Sun. 7am-2pm, then 5pm-10.30pm.
In relay with 6PM.

**Directors, Executives, Network Affiliation,
Interstate Representation and Rates:** See
6PM.

6BY Bridgetown

Licensee: W.A. Broadcasters Pty Ltd,
Yornup, WA. Phone Yornup 45. Telegrams
Sixby. Associated with 6IX-WB-MD.

Opened: Jan. 24, 1933.

Transmitter Site: Yornup. **Power:** 2kw.
Frequency: 900kcs. **District Covered:** Dairy

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Don Gilder, 63-7131

ADELAIDE
Keith Coles, 51-4926

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★
**6TZ
BUNBURY**

relaying to
6CI-COLLIE

REPRESENTED BY . . .
SYDNEY
Fred Russell, 28-7603
MELBOURNE
Don Gilder, 63-7131
ADELAIDE
Keith Coles, 51-4926

ing, fruit growing. **Operating Hours:** Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 9am-10.30pm. In relay with 6IX.
Directors, Executives, Network Affiliation, Interstate Representation, Rates: See 6IX.

6CI Collie

Licensee: Nicholsons Broadcasting Services Pty Ltd, 340 Hay-st, Perth. Associated with 6PR-TZ and VBN.
Opened: May 29, 1948.
Transmitter Site: Collie. **Power:** 2kw. **Frequency:** 265.5 metres, 1130kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 5am-2.30pm, then 5pm-10.30pm, Sun. 6.45am-1pm, then 5-10.30pm
Directors, Executives, Network Affiliation, Interstate Representation, Rates: See 6TZ.

6GE Geraldton

Licensee: Great Northern Broadcasters Ltd, Eleanor-st, Geraldton. Phone Geraldton 1076. Telegrams Sixge. Associated with 6PM-AM-KG.
Opened: Oct. 6, 1937.
Transmitter Site: Bluff Point. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Pastoral, rural, crayfishing. **Operating Hours:** Mon.-Sat. 6am-3pm, 5pm-10.30pm; Sun. 10am-10pm.
Geraldton (local) Director: L. W. Shephard.
Executives: L. J. Harris (mngtr and program mngtr), B. W. Busby (sales mngtr), H. A. Taylor (chief engineer).

Network Affiliation: Whitford Broadcasting Network (6PM-AM). **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, 230 Collins-st, Melbourne (63-9192-3). 4BC, Wharf-st, Brisbane (31-1311), 5KA, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): 50wds, 18s (bfast), 16s (day), £1 3s (even.); 100wds, £1 2s (bfast), 19s (day), £1 11s (even.); 15mins, £3 (bfast), £2 15s (day), £5 10s (even.); 30mins, £5 10s (bfast), £5 (day), £10 10s (even.).

6KG Kalgoorlie

Licensee: Goldfields Broadcasters (1933) Pty Ltd, Hannan-st, Kalgoorlie. Phone Kal. 464. Telegrams Sixkg. Associated with 6PM-AM-GE.
Opened: Sept. 16, 1931.
Transmitter Site: Parkeston. **Power:** 2kw. **Frequency:** 980kcs. **District Covered:** Rural, mining. **Operating Hours:** Mon.-Fri. 6am-3pm, then 4.30-10.30pm; Sat. 6am-3.30pm,

then 5-10.30pm; Sun. 9am-2.30pm, then 4.30-10pm.
General Manager: D. E. Muir.
Executives: Howard Head (mngtr), W. A. Wilson (tech.).
Network Affiliation: Whitfords Broadcasting Net. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, Albany Court, 230 Collins-st, Melbourne (63-9192-3). 4BC, Wharf-st, Brisbane (31-1311), 5KA, 43 Franklin-st, Adelaide (51-5511).
Rates resume (base rate): 50wds, £1 (bfast), 18s (day), £1 9s (even.); 100wds, £1 4s (bfast), £1 2s (day), £1 19s (even.); 15mins, £3 10s (bfast), £3 (day), £5 15s (even.); 30mins, £6 (bfast), £5 10s (day), £11 5s (even.).

6MD Merredin

Licensee: WA Broadcasters Pty Ltd. Phone Merredin 109. Telegrams Sixmd. Associated with 6IX-WB-BY.
Opened: July 5, 1941.
Transmitter Site: Merredin. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Light industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 9am-10.30pm. In relay with 6IX.
Directors, Executives, Network Affiliation, Interstate Representation, Rates: See 6IX.



ALL THE
YEAR
ROUND —

6NA Narrogin

Licensee: Westland Broadcasting Co Ltd, 17-19 James-st, Perth. Phone 23-1636. Telegrams Sixky. Associated with 6KY.
Opened: June 20, 1951.
Transmitter Site: Narrogin. **Power:** 2kw. **Frequency:** 920kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Operates on relay from 6KY, with local transmission between 12noon-2pm, then 7.30pm-9pm Mon.-Thurs., 12noon-2pm Fri.
Directors, Executives, Network Affiliation, Interstate Representation: See 6KY.
Rates resume: Same as 6KY except during local transmission when rates are 50pc of those shown on rate card (see 6KY).

6TZ Bunbury

Licensee: Nicholsons Broadcasting Services Pty Ltd. Studios 127 Victoria-st, Bunbury. Phone 3671. Associated with 6PR-CI.
Opened: Oct. 11, 1939.
Transmitter Site: Waterloo. **Power:** 2kw. **Frequency:** 313 metres, 960kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 5am-11pm; Sun. 6.45am-10.30pm.
Directors: E. F. Downing (chairman), E. M. Barker, J. W. Stoddart, H. C. Merry.
Executives: Gordon C. Lewis (gen. mngtr),



REMEMBER LEGACY

P. Nash (mngr), C. Robson (chief eng.), B. Hayes (studio mngr).

Rates Resume (26 times): 50wds, £1 (8.45 am-6pm), £1 6s 6d (6pm-11pm); 100wds, £1 5s (8.45am-6pm), £1 14s (6pm-11pm); 15mins, £3 16s (8.45am-6pm), £7 16s (6pm-11pm); 30mins, £7 (8.45am-6pm), £13 (6pm-11pm).

6VA Albany

Licensee: Albany Broadcasters Ltd, 167 York-st, Albany. Phone 1073, 1798, 1104. Telegrams Sixva.

Opened: Mar. 10, 1956.

Transmitter Site: Albany. **Power:** 2kw. **Frequency:** 780kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri., 6am-10.30pm; Sat., 6am-midnight; Sun., 8am-10pm.

Directors: R. R. Holmes, Ted Furlong, D. Robinson, C. Bleechmore, R. J. Dumas.

Executives: Ted Furlong (mng dir), N. T. Lee (tech. in charge).

Interstate Representation: D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, Albany Court, 230 Collins-st, Melbourne (63-9192-3), Keith Coles, 95 Currie-st, Adelaide (51-4926-7); T. J. Latham, Perth (21-6706).

Rates resume (base rate): 15secs, 7s 9d (open-6pm, then 10.30pm-close), 15s 6d (6pm-10.30pm); 25secs, 10s 3d (open-6pm, then 10.30pm-close), £1 (6pm-10.30pm); 45secs, 12s 6d (open-6pm, then 10.30pm-close), £1 5s (6pm-10.30pm); 15mins, £2 5s 9d (open-6pm, then 10.30pm-close), £4 10s (6pm-10.30pm); 30mins, £4 5s (open-6pm, then 10.30pm-close), £8 8s 9d (6pm-10.30pm).

6WB Katanning

Licensee: WA Broadcasters Pty Ltd, Katanning, WA. Phone Katanning 144. Telegrams Sixwb. Associated with 6IX-MD-BY.

Opened: Sept. 26, 1936.

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

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

For Western Australian stations of the ABC see special ABC section, pages 135-138.

Radio stations

● Tasmania



TASMANIA'S TOP RATING SOUND

7

7

H

L

O

A

RADIO LAUNCESTON

COVERS 300,000
POTENTIAL LISTENERS

RADIO HOBART

MBS

7HO Hobart

Licensee: Commercial Broadcasters Pty Ltd, 52 New Town-rd, Hobart, GPO Box 542F. Phone 80321. Telegrams Sevenho.

Opened: Aug. 13, 1930.

Transmitter Site: Mt Nelson. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, rural. **Operating Hours:** 5am-midnight daily.

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

Executives: A. Brown (mngtr), K. Graham (admin. exec.), B. Carr (prog. mngtr), E. Richman (sales mngtr).

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

Rates resume (base rate): 25secs, £2 (5am-9am, 5pm-7pm Mon.-Fri., 5am-7pm Sat.-Sun.); £1 12s (9am-5pm, 7pm-close); 45secs, £2 15s (5am-9am, 5pm-7pm Mon.-Fri., 5am-7pm Sat.-Sun.), £2 (9am-5pm, 7pm-close); 60secs, £3 10s (5am-9am, 5pm-7pm Mon.-Fri., 5am-7pm Sat.-Sun.), £2 10s (9am-5pm, 7pm-close); 15mins, £6 10s (9am-7pm), £5 (7pm-close); 30mins, £13 (9am-7pm), £10 (7pm-close); 60 mins, £26 (9am-7pm), £20 (7pm-close).

7HT Hobart

Licensee: Metropolitan Broadcasters Pty Ltd, 141 Elizabeth-st, Hobart, GPO Box 572F. Phone 3-3157. Telegrams Sevenht.

Opened: Apr. 19, 1937.

Transmitter Site: Droughty Point, Derwent River Shore. **Power:** 2000 watts. **Frequency:** 1080kcs. **District Covered:** Industrial, fruit-growing, rural. **Operating Hours:** Mon.-Sun. 5.30am-midnight.

Directors: L. E. Benjamin, L. C. McCann, D. H. Peacock, Mrs E. I. McCann.

Executives: J. V. Howell (mngtr), F. B. Klein (asst mngtr-tech.), A. B. Morgan (asst mngtr-finance).

Network Affiliation: Major. **Interstate Representation:** Peter Halse, 125 Bathurst-st, Sydney (61-6833-4); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674), K. Coles, Adelaide (51-4926).

Rates resume: Day (5.30-2pm), night (2pm-10pm). **Slogan,** 15s (day), 13s (night); 10secs, 19s 6d (day), 17s (night); 15secs, £1 4s (day), £1 1s (night); 20secs, £1 6s (day), £1 4s (night); 25secs, £1 9s (day), £1 6s (night); 30secs, £1 12s (day), £1 9s (night); 45secs, £1 15s (day), £1 12s (night); 1min, £2 10s (day), £2 (night); 5mins, £3 5s (day), £3 5s (night); 10mins, £4 (day), £4 (night); 15mins,

£5 (day), £5 (night); 30mins, £8 10s (day), £8 10s (night); 60mins, £16 (night only).

7AD Devonport

Licensee: Tasmania Broadcasters Pty Ltd, 44 Rooke-st, Devonport, PO Box 18. Phone Devonport 2-2412. Member, Tasmanian Broadcasting Network (7BU-AD-SD).

Opened: Aug. 6, 1932.

Transmitter Site: Don Heads. **Power:** 500wts. **Frequency:** 900kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri., 6.30am-11pm; Sat., 7-11pm; Sun., 9.30am-10.30pm.

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

Executives: M. T. Evans (mngtr), J. Littler (sales mngtr).

Interstate Representation: Peter Halse, Co-operation Hse, 125 Bathurst-st, Sydney (61-6833); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (26-3641); MBS, 201 Tynte-st, North Adelaide (6-8461); 7BU, Burnie, Tas.

Rates resume (base rate): 50wds, 12s (open-5.45pm), 14s (5.45pm-close); 100wds, 15s 6d (open-5.45pm), 18s 6d (5.45pm-close); 15mins, £2 15s (open-5.45pm), £3 4s (5.45pm-close); 30mins, £5 (open-5.45pm), £5 15s (5.45pm-close).

Want This?

SALES

USE

7HT

HOBART

Tasmania's Top Family Station

7BU Burnie

Licensee: Burnie Broadcasting Service Pty Ltd, 73 Mount-st, Burnie, PO Box 120. Phone Burnie 31-2555. Telegrams Sevenbu. Member, Tasmanian Broadcasting Network (7BU-AD-SD).

Opened: Oct. 19, 1935.

Transmitter Site: Cooee. **Power:** 500wts. **Frequency:** 560kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat., 6am-10.30pm; Sun., 8am-10.30pm.

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

Executives: T. Lord (mngtr), C. Nunn (sales mngtr), C. H. Trethewey (chief engineer).

State Repr.: Peter Halse, Co-operation Hse, 125 Bathurst-st, Sydney (61-6833); R. Haig-Muir, 34 Queens-rd, Melbourne (26-3641); MBS, 201 Tynte-st, North Adelaide (6-8461).

Rates resume (casual rate): 50wds, 12s (open-5.45pm), 14s (5.45pm-close); 100wds, 15s 6d (open-5.45pm), 18s 6d (5.45pm-close); 15mins, £2 15s (open-5.45pm), £3 4s (5.45pm-close); 30mins, £5 (open-5.45pm), £5 15s (5.45pm-close).

7EX Launceston

Licensee: 7EX Pty Ltd, Watchorn-st, Laun-



ceston. Phone 4-2494. Telegrams and Telex, Tntanex AA58512.

Opened: Feb. 5, 1938.

Transmitter Site: St. Leonards. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Industrial, rural. **Operating Hours:** Continuous 5am Mon.-mid. Sun.

Executives: A. E. McClelland (mngtr), H. J. A. Prince (sales mngtr), S. Green (chief engineer).

Network Affiliation: Major. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2673); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674).

Rates resume (base rate — Sun.-Sat.): 5am-9am, 5pm-7pm, 25secs, £1 11s, 45secs, £2 6s, 60secs, £2 16s; 9am-5pm, 7pm-midnight, 25secs, £1 6s, 45secs, £1 16s, 60secs, £2 1s. Midnight-dawn, on application.

7LA Launceston

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

Opened: Dec. 13, 1930.

Transmitter Site: West Tamar. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 5.30am-mid.; Sun. 7.30am-10.30pm.

Directors: N. A. Findlay, E. L. Garrott, Sir Lionel Hooke, H. E. Rowe, Frank Strahan (alt.), R. E. Ward (alt.).

Executives: R. E. Ward (mngtr), R. E. Fowell (sales mngtr), R. B. McLean (chief engineer), H. R. Parish (asst mngtr).

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

Rates resume: 50wds, £1 10s (bfast & early even.), £1 5s (day & even.); 100wds, £2 5s (bfast & early even.), £1 15s (day & even.); 15mins, £5 (all sessions); 30mins, £10 (all sessions).

7QT Queenstown

Licensee: West Coast Broadcasters Pty Ltd, PO Box 315, Queenstown. Phone 124.

Opened: May 29, 1937.

Transmitter Site: South Queenstown. **Power:** 500wts. **Frequency:** 720kcs. **District Covered:** Mining, pastoral. **Operating Hours:** Mon.-Fri. 6.45am-1pm, then 4pm-10.30pm; Sat. 6.45am-10.30pm; Sun. 5-10.30pm.

Directors: N. A. Findlay, A. E. Garrott, E. L. Garrott, H. Ebrall, R. E. Ward.

Executives: H. Ebrall (mngtr, sales mngtr & chief engineer), Mrs D. Omant (traffic co-ord.), Mrs V. Wakefield (schedules).

Interstate Representation: MBS, 136 Philip-st, Sydney (B0360); MBS, 382 Latrobe-st, Melbourne (FJ3671); MBS, 201-205 Tynte-st, North Adelaide (6-8461).

Rates resume (base rate): 50wds, 8s (day to 5.30pm), 12s (night); 100wds, 10s (day to 5.30pm), 16s (night); 15mins, £2 (day to 5.30pm), £3 (night); 30mins, £3 6s (day to 5.30pm), £5 (night).

7SD Scottsdale

Licensee: North East Tasmanian Radio Broadcasters Pty Ltd, King-st, Scottsdale, PO Box 109. Telephone Scottsdale 32. Telegrams Sevends. Member, Tasmanian Broadcasting Network (7BU-AD-SD).

Opened: Sept. 5, 1954.

Transmitter Site: North Scottsdale. **Power:** 2kw. **Frequency:** 540kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 7am-10.15pm; Sat. 7am-10.30am, 4.30pm-12.45am (Sun.); Sun. 8.30am-1pm, 4pm-10.15pm.

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

Executives: B. Scetrine (mngtr & engineer), J. Winch (sales mngtr), G. Murison (prog. mngtr).

Interstate Representation: Peter Halse, Co-operation Hse, 125 Bathurst-st, Sydney (61-6833-4); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (26-3641). MBS, 201 Tynte-st, Nth Adelaide (6-8461).

Rates resume (casual rate): 50wds, 12s (open-5.45pm), 14s (5.45pm-close); 100wds, 15s 6d (open-5.45pm), 18s 6d (5.45pm-close); 15mins, £2 15s (open-5.45pm), £3 4s (5.45pm-close); 30mins, £5 (open-5.45pm), £5 15s (5.45pm-close).

For Tasmanian stations of the ABC see special ABC section, pages 135-138.



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N.S.W.: 29 Bligh Street, Sydney. (2 0329).
VICTORIA: Hugh Anderson, 130 Exhibition Street, Melbourne. (63 3674).

NATIONAL

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st, Sydney. Phone 2-0360.

Executives: Clive Ogilvy (chairman), S. R. I. Clark (manag. dir.), F. J. Coombes (dir. of sales), E. Mann (sales mngr), P. P. Campbell (prod. exec.), G. S. Jennings (secty).

Member Stations: 2GB, 2CA, 2LF, 2LT, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA.

Co-operating: 2AD, 2AY, 2BE, 2BH, 2BS, 2DU, 2GF, 2GN, 2KA, 2MG, 2MO, 2RG, 2RE, 2TM, 2KM, 2VM, 3BA, 3BO, 3GL, 3MA, 3SR, 3UL, 3YB, 4CA, 4GR, 4LG, 4MB, 4MK, 4RO, 4TO, 4VL, 4WK, 4ZR, 6AM, 6GE, 6KG, 7QT.

Interstate Representation: Branch offices, 382 Latrobe-st, Melbourne (34-3671); 201-205 Tynte-st, North Adelaide (6-8461). Key stations all other States. **O'seas:** see 2GB.

Network was formed in 1938. Member stations are shareholders and actively direct the policy of the company. Macquarie offers full national coverage. Service includes program production, creative commercials and promotion campaigns, full recording facilities. Stations can be ordered in various groupings through one order at concessional prices. Up to 56 stations can be used in one order for program sponsorship.

MAJOR BROADCASTING NETWORK, 29 Bligh-st, Sydney. Phone 2-0329.

Member Stations: 2UE, 2KO, 3DB-LK, 4BK-AK, 5AD-PI-MU-SE, 6PR-TZ-CI, 7EX, 7HT.

I/State Repr.: Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674). Member stations all other States.

Network, formed in 1930, offers national coverage. Its stations, in capital cities and regional centres, are long-established and highly-rated.

INTERSTATE

AMALGAMATED WIRELESS (AUSTRAL-ASIA) LIMITED, 47 York-st, Sydney. Box 2516, GPO, Sydney. Phone 2-0233.

Executives: Sir Lionel A. Hooke (chairman & manag. dir.), R. K. Harris (country bcasting service supt), D. J. Crawford (country stations sales mngr).

Stations: 2CH, 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK.

AWA began broadcasting activities in 1931 with 2AY, 2GN, 3BO, 4TO. Added to these were 2GF (1933), 2CH and 4WK (1935), and 4CA (1936).

Stations offer Sydney and regional coverage in NSW, Victoria and Queensland.

COMMONWEALTH BROADCASTING NETWORK, 365 Kent-st, Sydney. Phone 2-0270. Cnr Wharf & Adelaide-sts, Brisbane. Phone 31-1311.

Executives: A. F. Albert (chairman), L. C. Hynes (general mngr), M. E. Baker (4BC), E. J. Rheuben (4RO), A. P. Wynne (4MB), R. Stevenson (4GR).

Member stations: 2UW, 4BC-SB, 4MB, 4RO, 4GR.

I/State Repr.: W. Stevens, Cnr Wharf & Adelaide-sts, Brisbane (31-1311); R. W. Highfield, Asbestos Hse, York-st, Sydney (29-2737); E. L. Jeffrey (Qld stations), 230 Collins-st, Melbourne (63-9192), I. D. McGregor (2UW), 18 Queen-st, Melbourne (62-5793); 5KA, Adelaide (51-5511).

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.

REGIONAL

ADVERTISER NETWORK, 121 King William-st; Box 392, GPO, Adelaide. Phone 51-0421.

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

I/State Repr.: Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); J. G. Roberts, 29 Bligh-st, Sydney (28-3948); also Country Radio & Television Pty Ltd, 131 Clarence-st, Sydney (29-6021) — 5PI-MU-SE night only. **O'seas:** L. K. S. Hogg, Ludgate Hse, 110 Fleet-st, London, ECI; Joshua B. Powers Inc, 345 Madison-Ave, New York 17, NY.

Network offers Adelaide and SA rural coverage.

ASSOCIATED BROADCASTING SERVICES LTD, 290 Latrobe St, Melbourne. Phone 34-9357.

Executives: S. J. A. Kemp (mng dir.), R. W. Ellenby (sales mngr).

Member Stations: 3SR, 3YB, 3UL.
I/State Repr.: K. P. G. Lloyd, 76 Clarence-st, Sydney (29-1267).

Stations offer Victorian regional coverage.

CENTRAL QUEENSLAND BROADCASTING NETWORK, 4th Floor, Perry Hse, Elizabeth-st, Brisbane. Phone 28-649.

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

Executives: G. Atthow (stn mngr and resident dir, Mt Isa), L. Rowlands (4LG mngr),

Allen Brandt (4IP mngr).

Member Stations: 4LM Mount Isa, 4LG Longreach, 4IP Sth East Qld.

I/State Repr.: Peter Halse, Sydney 61-6833, 61-6834; Ron Haig-Muir, Melbourne, 26-3641; W. R. Stevens, Brisbane 31-1311; Macquarie B'casting Network, Adelaide M8461.

Stations cover centres of central, north, and south-east Queensland.

MID-STATE NETWORK, c/o Macquarie Broadcasting Service, 136 Phillip-st, Sydney (2-0360). **Member stations:** 2BS, 2DU, 2LF, 2MG, 2PK.

I/State Repr.: Represented throughout Australia by Macquarie Network.

Stations are strategically placed in central NSW and between them cover an extremely wide area extending to Bourke, Brewarrina and Walgett in the north to Gundagai in the south. Annual retail sales in the area are estimated at £111,700,000.

Network (a selling organisation) was formed in 1961.

NEW ENGLAND NETWORK, C/o Tamworth Radio Development Co. Pty Ltd Radio Centre Calala, Tamworth. Phone Tamworth 5-9274. Telegrams Twotm.

Executives: E. Higginbotham (manag. dir.), M. M. Moroney (2TM and Network supervisor), R. V. Brislan (2AD), A. Thompson (2RE), L. Worms (2MO), B. F. Watson (Net. secretary).

I/State Repr.: 4BH, 43 Adelaide-st, Brisbane, Phone 2-2002; Country Radio & Television Pty Ltd, 131 Clarence-st, Sydney (29-6021); John Havre, 422 Collins-st, Melbourne (MU3011), Macquarie, 201-205 Tynte-st, Nth Adelaide.

Network, formed by holding company. Broadcast Amalgamated Limited, in 1954, offers NSW regional coverage.

NICHOLSON'S PTY LTD, Radiocentre, 340 Hay-st-east, Perth. Phone 23-3044. Telegrams: Radiocentre, Perth.

Directors: E. F. Downing (chairman), E. M. Barker, J. W. Stoddart, H. C. Merry.

Executives: Gordon C. Lewis (gen. mngr), D. G. Garnett (secy), Jack Ashton (sales exec.).

Member Stations: 6PR, 6TZ, 6CI.

I/State Repr.: Don Gilder & Assoc., 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (28-7603); Keith Coles, 95 Currie-st, Adelaide (51-4926).

Nicholson's Limited (6PR-TZ-CI), serving Perth and south eastern sections of Western Australia, merged with the Victorian Broadcasting Network in July, 1962.

TASMANIAN BROADCASTING NETWORK PTY LTD, Box 120, PO, Burnie.

Phone Burnie 125, 729. Telegrams Sevenbu.

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

Executives: Tas Lord (gen. mngr & gen. mngr, 7BU), M. T. Evans (mngr, 7AD), B. Scettrine (mngr, 7SD).

Member Stations: 7BU, 7AD, 7SD.

Interstate Representation: Peter Halse, Co-operation Hse, 125 Bathurst-st, Sydney (61-6833); R. Haig-Muir, Stanhill, 34 Queensrd, Melbourne (26-3641); MBS, 201 Tynte-st, North Adelaide (6-8461).

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

VICTORIAN BROADCASTING NETWORK, 239 Collins-st, Melbourne. Phone 63-7131. Telegrams Radiocentre.

Member Stations: 3HA, 3TR, 3SH, 3NE, 3CV, 6PR, 6TZ, 6CI.

Directors, VBN Ltd: D. F. Syme (chairman), N. F. Dixon (mng dir.), H. R. Syme, J. S. B. Davis, R. I. Lowenstern, T. B. Green, W. J. Stephenson, J. F. Herring.

Executives: N. F. Dixon (mng dir), Max Baker (gen. mngr), D. C. Corley (sales mngr), D. P. Rowen (promotion mngr), A. L. C. Corley (cntry sales mngr), D. C. De La Rue (mng dir & mngr 3NE), K. Barnes (mngr 3HA), H. Lithgow (mngr 3SH), E. W. Evans (mngr 3TR), K. J. Parker (mngr 3CV), G. C. Lewis (gen. mngr 6PR-TZ-CI), P. Nash (mngr 6TZ-CI).

I/State Repr.: Fred Russell, 117 Pitt-st, Sydney (28-7603); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholson's Broadcasting Services, Hay-st-east, Perth (23-3044).

WA BROADCASTERS PTY LTD, Radio Hse, 38 Mounts Bay-rd, Perth. Phone 23-2321.

Executives: J. T. Hunn (mngr).

Member Stations: 6IX, 6WB, 6MD, 6BY.

I/State Repr.: Macquarie, Peter Smith, 5th floor, United Insurance Bldg, 280 George-st, Sydney (28-9060). **O'seas:** See Macquarie.

Network offers Perth and WA rural coverage.

WHITFORD BROADCASTING NETWORK, 115 St George's Terrace, Perth Phone 21-2201.

Executives: D. E. Muir (gen. mngr), H. A. Taylor (chief engineer), B. W. Busby (sales mngr), L. J. Harris (mngr, 6GE), Howard Head (mngr, 6KG).

Member Stations: 6PM, 6AM, 6KG, 6GE

I/State Repr.: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 8th floor, Albany Court, 230 Collins-st, Melbourne (63-9192-3); 4BC, Wharf-st, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).

Radio and television representatives

• And of overseas radio and TV organisations

SYDNEY

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney. Box 2516, GPO (20233). (2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK). David Crawford (country stations' sales mngr).

BARNES CHAPMAN CO. PTY LTD, 158 Clarence-st. 29-1704. (ARC program division). Dir., M. D. Chapman.

BATTYE, NOEL PTY LTD, 126 Arthur-st, Nth Sydney, 92-0934-5. (2RG, 6KY-NA, Grace Gibson Radio & TV Prod.). Noel Battye, Dillah Battye (dirs).

CAHILL, JOHN J., 254 George-st, Sydney. 27-2881-2-3. (GTV).

COOTE, J. O., 2 Hunter-st, Sydney. 28-2696. (TVT).

COUNTRY BROADCASTING SERVICES LTD, 187-191 Macquarie-st. 28-1428. Telegrams: Twogz Sydney (2GZ, 2NZ, 2LM). A. Ridley (gen. mngr), W. R. Smith, A McLaren (sales).

COUNTRY RADIO & TV PTY LTD, 131 Clarence-st. 29-6021. Telegrams: Parkrep Sydney. New England Network (2AD, 2MO, 2RE, 2TM), 2VM, 5PI-MU-SE (evening), 3MA, NEN Channel 9, ECN-8, STV-8. R. R. Parker (mngr), G. R. Spring (admin. of radio operations), G. C. Hearn (admin. of TV operations).

DAY, GARY, 254 George-st, Sydney. 27-6021. (3AK).



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126 Arthur Street, North Sydney

EDWARDS, MAX, Lower Ground Floor, 44 Margaret-st. 29-7008. (2XL.) Principal, Max Edwards.

FINN, A. L. PTY LTD, 66 King-st, 29-6161. Telegrams, Leofinn Sydney. (Hector Crawford Radio & TV Prod.). A. L. Finn (gov. dir).

FOOKES, GEOFF, 29 Bligh-st, Sydney. 20-329. (3DB-LK, 4BK, 5AD). John Roberts (3DB-LK), Tony Barber (5AD), J. Broose (4BK).

GLEESON, JACK, 29 Bligh-st. 28-9370. (2KO.)

GRAY, LEON, 254 George-st, Sydney. Phones 27-2881, 27-8361, 27-4862. (NBN.)

HAIG-MUIR PTY LTD, Lisgar Hse, 30 Carrington-st, Sydney. 29-3202. Brian McMullan (mngtr) (2WG, 2QN, 3XY, 4KQ).

HALSE, PETER, 125 Bathurst-st. 61-6833. (3KZ, 4IP, 4LG, 4LM, 4MK, 5KA, 5AU, 5RM, 7BU, 7AD, 7SD, 7HT, 8DN.)

HANSBERRY, JOHN, 29 Bligh-st. 28-9370. (2KO.)

HIGHFIELD, R. W., PTY LTD, 65 York-st. 29-2737, 29-4601. Telegrams: Sydrep Sydney. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4NA, 4VL, 4ZR). R. W. Highfield (gov. dir), C. B. Maurice (dir).

HILL, GEORGE, 44 Alfred-st, Milson's Point, NSW. Phone XB 7642. Telegrams Advrep, Sydney. (3GL.)

HOLMES, HOWARD, 254 George-st. 27-2881, 27-8361. (NWS.)

HSV (Sydney office), 76 Clarence-st. 29-1222. (HSV). R. Stevens (Sydney mngtr).

LEAHY, L. W., Anchor House, Cnr George & Bridge-sts. 27-1785. (ADS-7.)

LLOYD, KEN, 76 Clarence-st. 29-1267. (Assoc. B'casting Services Ltd, 3SR, 3YB, 3UL.)

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st, 2-0360. (2GB, 2BH, 2BS, 2CA, 2DU, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3BA, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT). S. R. I. Clark (mng dir), F. J. Coombes (dir of sales), E. C. Mann (sales mngtr).

McGOWEN, E. E., Anchor Hse, Cnr George & Bridge-sts. 27-1785. (BTQ7.)

McKENZIE, W. H., 19 Hunter-st. 28-2860. (TVW.)

METREP SERVICES PTY LTD, 1st floor. Asbestos Hse, 65 York-st, Sydney. Phone 29-3180. Telegrams Metserv, Sydney. Manager: Norman Taylor. (DDQ10, RTQ7 TNQ7, WBQ).

MOORATOFF, GEORGE, Television Time Sales Pty Ltd, Park Hse, 187-191 Macquarie-st. 28-4714-5. (CBN8, RTN8, TNT9.)

NEWS, DAVID, 29 Bligh-st. 28-9370. (2KO.)

O'DWYER, D. L., 280 George-st. 28-2860. (TVW.)

PARKER ASSOCIATED REPRESENTATIONS PTY LTD, 131 Clarence-st. Phone 29-6021. Telegrams Parkrep Sydney. 2HD, 3UZ. Also managing and representing Country Radio & Television Pty Ltd, New England Network (2AD-MO-RE-TM), 2VM, 3MA, 5PI-MU-SE (evening relay), NEN9, ECN8, STV8. R. R. Parker (mng dir), G. R. Spring (admin. of radio operations), G. C. Hearn (admin. of TV operations).

PROVINCIAL TELEVISION SERVICES, 47 York-st. 29-1892. (AMV, BCV, NRN.) Sydney manager: Joe Brown.

QUEENSLAND TELEVISION, Scottish Hse, 19 Bridge-st. 27-8684. (QTQ.) Executives: Stafford Warner (Sydney sales mngtr).

RIVERINA BROADCASTERS. 30 Carrington-st. 29-3202 (2WG). Rep., Haig-Muir Pty Ltd.

RUSSELL, FRED, 117 Pitt-st. 28-7603. (VBN Ltd. 3HA-TR-SH-NE-CV and Nicholson's B'casting Service, 6PR-TZ-CI).

SCOTT, D. N., 56 Young-st. BU2763. Telegrams: Donscott Sydney. (7EX, 6PM-AM-KG-GE, 6VA, 3CS.)

SMITH, PETER, United Insurance Bldg, 280 George-st, Sydney. Phone 28-9060. (6IX, WB, MD, BY).

STURROCK, J. M., PTY LTD, 11th floor, Asbestos Hse, 65 York-st. 29-8431. (GLV10.) J. M. Sturrock (mng dir).

SWAN TELEVISION, Suite 9, Kembla Bldg, Margaret-st, Sydney. 29-8461 (STW). Ron Guyot (mngtr).

TELEVISION ASSOCIATES PTY LTD,

Park Hse, 187-191 Macquarie-st. BW8517. Also at 290 Latrobe-st, Melbourne, 34-5185. Gen. mngtr Ken Bennett, mngtr Ron Frank, sales prom. officer Tony Moltzen, Melbourne sales mngtr Roy Heath (represents country TV stations RVN, BTV, GMV, CTC). Directors: W. P. Marsden (RVN), B. F. Jackson (BTV), R. A. Williams (GMV), G. K. Barlin (CTC). Secretary, L. M. Barnett.

WILSON, F. L. & CO., 30 Carrington-st, Sydney. 29-3358. (2BE.)

WILSON, JIM, 129 Phillip-st, Sydney. 28-4636. (ATV0.)

WIN (Sydney sales office), 5th floor, Union Hse, 247 George-st, Sydney. Phones 27-9123, 27-2881. Rodney Lester (sales mngtr), Lindsay Atkinson (sales exec).

MELBOURNE

STANFORD ALLAN PTY LTD, 247 Collins-st, 63-7081. (2BE.)

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 167 Queen-st, Melbourne (67-9161). (2CH, 2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK). J. L. Finch (sales mngtr).

ANDERSON, HUGH, PTY LTD, 130 Exhibition-st. 63-3674-6 (2UE, 2KO, 2GZ, 2NZ, 2LM, 3GL, 4BK-AK, 5AD-PI-MU-SE, 7EX, 7HT, CBN8, RTN8, TNT9).

BRISBANE TV LIMITED, M. J. Murray, c/- HSV7, cnr Dorcas & Wells-sts, South Melbourne. Phone 69-6561. (BTQ.)

CARTER, D., 390 Lonsdale-st, Melbourne, 67-3165 (TVT).

FARR, D., 390 Lonsdale-st. 67-1868 (TVW).

GARDINER, D. L., C/o Herald-Sun Television Ltd, Cnr Dorcas & Wells-sts, South Melbourne. 69-6789 (ADS7).

GARDNER, HOWARD, 218 High-st, Kew, Vic. 86-6243-4. Telegrams Telecentre. (ATN7.)

GILDER, D. G., 239 Collins-st. Telegrams, Radiocentre, Melbourne. 63-7131, 63-8859. (6PR-TZ-CI.)

HAIG-MUIR PTY LTD, 34 Queens-rd, SC2, 26-3641-2. Telegrams: Haigmuir, Melbourne. (2HD, 2QN, 2SM, 2WG, 3XY (special projects sales div.), 4IP, 4KQ, 4LG, 4LM, 4MK, 4NA, 6KY-NA, 7BU, 7AD, 7SD, 8DN, Grace Gibson Radio & TV Prod.), R. F. Haig-Muir (mng dir), J. G. Stuart (dir). Sydney Office: 30 Carrington-st (29-3202). Brian McMullan (mngtr).

HAVRE, JOHN, 422 Collins-st. MU3011.

HYNES, B., 390 Lonsdale-st. 67-3165. (TVT.)

JEFFREY, E. L. Box 1914R, GPO, Melbourne. 63-9192-3. Telegrams: Jeffradio Melbourne. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4ZR, 4VL, 2KM, 2KA, 3CS, 5KA-AU-RM, 6PM-AM-KG-GE, 6VA.). E. L. Jeffrey (princ.).

MACQUARIE BROADCASTING SERVICE, 382 Latrobe-st. 34-3671. (2GB, 2BH, 2BS, 2CA, 2DU, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2RG, 2WL, 3AW, 3BA, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT.) Nigel Graham (sales mngtr).

McGREGOR, I. D., 18 Queen-st. Telegrams: Twouw, Melbourne. 62-5793. (2UW.)

METREP SERVICES PTY LTD, Albany Court, 9th floor, 230 Collins-st. 63-3444. (DDQ10, TNQ7, RTQ7.) Manager: Ian Ahearn.

MICHAEL, B., 390 Lonsdale-st. 67-1868. (TVW.)

NWS, C/o GTV, Bendigo-st, Richmond. Phone 42-5819. Jim Styles (Melb. sales mngtr).

OATEN WARD, 379 Collins-st. 62-5723. Telegrams: Oatenward, Melbourne.

PROVINCIAL TELEVISION SERVICES, 224 Queen-st, Melbourne. Phone 67-3217. Melbourne Sales Manager: John Aldous. (BCV-8, AMV-4, NRN-10.)

QUEENSLAND TELEVISION LTD, 22 Bendigo-st, Richmond, Vic. 42-2072. Telegrams Queteenine. Jack Clark (Vic. sales mngtr). (QTQ.)

NEIL REEMAN, c/- GTV, 22-46 Bendigo-st, Richmond, Vic. 42-0201. (NBN3.)

TELEVISION ASSOCIATES PTY LIMITED, 290 Latrobe-st, Melbourne. 34-5185. Victorian sales manager Roy Heath, sales executive. M. Milne. (BTV, CTC, GMV, RVN.)

THOM, J. D., 290 Latrobe-st. 30-4002. (3MA.)

VICTORIAN COUNTRY TELECASTERS PTY LTD, 416 St Kilda-rd, Melbourne. Phone 26-2427. Executives: Colin Fraser Graeme McDonough (GLV). Sydney office: J. M. Sturrock Pty Ltd, 11th Floor, 65 York-st. 29-8431. Adelaide: Keith Coles, 95 Currie-st. 51-4926.

WRAY, C. c/- GTV, 22-46 Bendigo-st, Richmond, Vic. 42-0201. (WIN4.)

BRISBANE

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 70 Merivale-st, Sth Brisbane. (4-1631). (2CH, 2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK). Frederick R. Pearce (Qld representative).

BROADCASTERS (AUST.) PTY LTD, 43 Adelaide-st. 2-2002. (4GY, 2LM, 2AD, 2TM, 2RE, 2MO, 2KM, 2KA, 2VM).

MACQUARIE BROADCASTING SERVICE, C/o 4BH, 43 Adelaide-st, Box 906M, GPO, Brisbane. 2-2002. (2GB, 2BH, 2BS, 2CA, 2DU, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2RG, 2WL, 3AW, 3BA, 4BH, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT.)

NORTHERN MEDIA SALES, Room 609, 6th Floor, CML Bldg, 289 Queen-st, Brisbane. Phone 2-6660. Telegrams Norrep. Principal: Don Nicholson. (2UE, 2KO).

PENGLIS, JOHN N, ANZ Bank Chambers, 43 Queen-st (2-9473). (DDQ10, TNQ7, RTQ7, BCV8, NBN3, AMV4, WBQ8, RTN8.)

QUEENSLAND TV LTD, Jack Clarke, 22 Bendigo-st, Richmond, Vic. Phone 42-2072. Telegrams Queteenine, Melbourne. (QTQ.)

STEVENS, W. R., 30-38 Wharf-st, 31-1311. (2UW, 3UZ, 5KA, 5AU, 5RM, 6PM, 6AM, 6KG, 6GE, 4AY, 4GR, 4RO, 4MB, 4NA, 4LG, 4LM, 4VL, 4ZR, 4MK, 4SB, 2MW.)

WOOD, ERIC, & SON, 329 Adelaide-st. 2-2735. (2HD, 6KY-NA, 8DN.)

ADELAIDE

COLES, KEITH, R., Northern Insurance Bldg, 95 Currie-st. 51-4926. (2UE, 2KO, 2GZ, 2LM, 2NZ, 3DB-LK, 3MA, 3GL, 3TR, 3NE, 3HA, 3SH, 3CV, 4BK-AK, 6PR-TZ-CI, 6VA, 7EX, 7HT, 8DN, DDQ10, AMV4, BCV8, GLV10, TNT9, RTQ7, TNQ7, RTN8, CBN8.)

MACQUARIE BROADCASTING SERVICE, C/o 5DN, 201-205 Tynte-st, North Adelaide. Box 1330G, GPO, Adelaide. 6-8461. (Representing Macquarie stations throughout Australia and stations 2TM, 2AD, 2BH, 2MG, 2BS, 2DU, 2MO, 2RE, 2VM, 2BE, 2KA, 2KM, 2RG, 3SR, 3BA, 3YB, 3UL, 4LG, 4ZR, 4VL, 4LM, 7BU, 7AD, 7SD, 7QT.)

MURPHY, K., C/o ADS7, 125 Strangways-tce, Nth Adelaide. (6-8591). (BTQ7.)

NWS SALES DEPT, Tynte-st, North Adelaide. 6-9322. (NBN.)

PERTH

LATHAM, THOMAS JAMES, 158 William-st, Perth, WA. 21-6706. (6VA.)

OVERSEAS RADIO-TV REPS IN AUSTRALIA

ATV (Distributors) Pty Ltd, 38-40 Martin Place, Sydney. 28-2391.

Executives: J. A. Jackson (gen. mngr), L. M. Barnett (secy). Sale and distribution of telefilms for Australasia, ATV London, ITC New York and London.

Australian Associated Press Pty Ltd, 291 George-st, Sydney (29-3941, cables Austnews).

Executives: Duncan Hooper (mng editor). Overseas news service. I/state repr.: G. Zucker, 411 Collins-st, Melbourne (62-6111). O/seas: W. E. Parrott, London editor, 85 Fleet-st.

British Broadcasting Corporation, London, W.I. Aust'n & NZ repr., Humphrey Fisher, 177 Elizabeth-st, Sydney, 26-3894.

CBS Films (TV film distributors and production division of Columbia Broadcasting System, USA), Suite 2, Colman Hse, Cnr Berry & Walker Sts, North Sydney. Phone 92-4061. Telegrams, Telecast, Sydney.

William G. Wells, managing director.

National Broadcasting Company, RCA Bldg, New York, USA. NBC International (Australia) Pty Ltd, 251 Elizabeth-st, Sydney. Phone 61-6994. Telegrams Natinter. G. W. Kreitner (mng dir).

NBC Monitor radio program. Repr. by 2GB, 136 Phillip-st, Sydney, 2-0360, and interstate network stations.

Radio Press International, c/- Air Programs International, 38 Martin Place, Sydney. Phone 28-4617. Telegrams Airprograms. R. Peter Straus (pres., New York), M. Minahan (vice-pres. and gen. mngr, New York), W. J. Hucker (dir, Air Programs International, Sydney).

United Press International (Inc. New York). Sth Pacific hq 505 Caltex Hse, 167 Kent-st, Sydney, 27-4134. Robert N. Bennyhoff, manager for Aust. & NZ. RTT receiving station and news desk, 2 Kiogle-st, Wahroonga, JW2137.

Voice of America, Washington, USA. Repr. by US Information Service, 46-48 Margaret-st, Sydney (29-7071, cables, Usinfo, Sydney). Warren Page (radio).

Australian Broadcasting Commission



THE Commonwealth Government took the first steps that ultimately led to the establishment of the Australian Broadcasting Commission as long ago as 1929.

In 1932, Parliament enacted the Australian Broadcasting Commission Act, and this brought the Commission into existence on July 1 of that year.

From that date the Commission took over control of the provision of programs from the A class stations.

On September 10, 1954, the Commonwealth Government under terms of the Television Act (1953) appointed the ABC as the authority to provide the national television programs.

RADIO STATIONS

Following are the ABC's medium frequency broadcasting stations throughout the country and their locations:—

AUSTRALIAN CAPITAL TERRITORY

2CN Canberra (1540kcs, 2kw operating power), 2CY Southern Tablelands (850kcs, 10kw).

NEW SOUTH WALES:

(Sydney.)

2BL (740kcs, 50kw), 2FC (610kcs, 50kw).
Regional.

2BA Far South Coast, Bega (810kcs, 10kw); 2CO Riverina & NE Victoria, Albury (670kcs, 10kw); 2CR Western Districts, Orange (550kcs, 50kw); 2LG Lithgow (1570kcs, 200w); 2ML Murwillumbah (560kcs, 200w); 2NA Newcastle (1510kcs, 10kw); 2NB Broken Hill (760kcs, 1kw); 2NC Newcastle (1230kcs, 10kw); 2NR Northern Rivers, Grafton (700kcs, 50kw); 2TR Taree (720kcs, 200w); 2KP Mid-North Coast, Kempsey (680kcs, 10kw); 2NU Northern Tablelands, Tamworth (650kcs, 10kw); 2GL, New England, Glen Innes (820kcs, 10kw); 2WN Wollongong (1580 kcs, 2kw); 2AN Armidale (760kcs, 50wts); 2UH Upper Hunter-Muswellbrook (1040kcs, 1kw).

VICTORIA:

(Melbourne.)

3AR (620kcs, 50kw), 3LO (770kcs, 50kw).
Regional.

3GI Gippsland, Sale (830kcs, 10kw); 3WV Western Victoria, Horsham (580kcs, 50kw); 3WL Warrnambool (1570kcs, 200w).

QUEENSLAND

(Brisbane.)

4QG (790kcs, 10kw), 4QR (590kcs, 50kw).
Regional.

4AT Far North, Atherton (600kcs, 500w); 4QA Pioneer District, Mackay (720kcs, 2kw);

4GM Gympie (1570kcs, 200w); 4QB Wide Bay, Maryborough (910kcs, 2kw); 4QL Western Queensland, Longreach (540kcs, 10kw); 4QN Northern Queensland, Townsville (630kcs, 50kw); 4QS Darling Downs, Toowoomba (750kcs, 10kw); 4RK Central Queensland, Rockhampton (840kcs, 10kw); 4QY Far North, Cairns (940kcs, 2kw); 4SO Southport (1590kcs, 200w); 4MI Mt Isa (1080kcs, 200w).

SOUTH AUSTRALIA:

(Adelaide.)

5AN (890kcs, 10kw); 5CL (730kcs, 50kw).
Regional.

5CK Lower North Service, Port Pirie (640kcs, 10kw); 5LN Port Lincoln (1530kcs, 200w); 5WM Woomera (1580kcs, 50w); 5MG South East, Mt Gambier (1580kcs, 200w); 5PA South East, Penola (1160kcs, 2kw); 5MV Sth Aust. Upper Murray Service, Renmark (1590kcs, 2kw).

WESTERN AUSTRALIA:

(Perth.)

6WF (690kcs, 50kw), 6WN (810kcs, 10kw).
Regional.

6GF Goldfields, Kalgoorlie (660kcs, 2kw); 6GN Geraldton (830kcs, 2kw); 6WA Wagin (560kcs, 50kw); 6NM Northam (600kcs, 200w); 6AL Albany (650kcs, 400w); 6CA Carnarvon (720kcs, 200wts); 6DL Dalwallinu (530kcs, 10kw).

TASMANIA:

(Hobart.)

7ZL (600kcs, 10kw), 7ZR (940kcs, 10kw).
Regional.

7NT North Tasmania, Launceston (710kcs, 10kw); 7QN West Coast, Queenstown (630kcs, 200w).

NORTHERN TERRITORY:

8AL Alice Springs (1530kcs, 50wts), 8DR Darwin (650kcs, 2kw); 8KN Katherine (670kcs, 50w); 8TC Tennant Creek (680kcs, 50w).

PAPUA:

9PA Port Moresby (1250kcs, 2kw), 9RB Rabaul (810kcs, 2kw).

DOMESTIC SHORT WAVE SERVICES

VLG, VLH, VLR (all Lyndhurst, Vic, LG-LH, 10kw, LR, 10kw), VLI (Sydney, NSW, 2kw), VLM, VLQ (Brisbane, Qld, 10kw), VLT, VLK (Port Moresby, Papua, 10kw), VLW-VLX (Perth, WA, LW 10kw, LX 50kw).

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

TELEVISION STATIONS

ABN Sydney

Opened: Nov. 5, 1956.

Transmitter and Site: Pacific Highway, Gore Hill. Marconi transmitter (through AWA). Manned and operated by PMG's Department.

Studios: Located with transmitter at Gore Hill (JF0433).

Operating Hours: Mon.-Fri., 11.30am-11.50am, 2pm-2.50pm, 4.45pm-11pm; Sat., 1.30pm-11pm; Sun., 11am-12.15pm (twice monthly), 1.30pm-11pm (during winter), 3pm-11pm (during summer).

Technical Facilities: Channel 2 (63-70 megs, 64.25 megs vision and 69.75megs sound). 100kw vision ERP, 20kw sound ERP.

Antenna: 500ft, 820ft above sea level.

ABV Melbourne

Opened: Nov. 19, 1956.

Transmitter and Site: Barnes' Lookout, Mt. Dandenong. Marconi transmitter (through AWA). Manned and operated by PMG's Department.

Studios: Located Gordon-st, Elsternwick. LF8181, 8191.

Operating Hours: Mon.-Fri., 11.15am-11.35pm, 2pm-2.50pm, 4.45pm-11pm; Sat., 1.30pm-11pm; Sun., 11pm-12.15pm (twice

monthly), 1pm-11pm (during winter), 3pm-11pm (during summer).

Technical Facilities: Channel 2 (63-70megs, vision 64.25megs, sound 69.75 megs). 100kw ERP visual, 20kw ERP sound.

Antenna: 364ft, situated 2300ft above sea level, Mt Dandenong.

ABQ Brisbane

Opened: Nov. 2, 1959.

Transmitter and Site: Mirrinbul, Mt Coot-tha. Marconi transmitter and aerial (through AWA). Manned and operated by PMG's Department.

Studios: Located 612 Coronation Drive, Toowong.

Operating Hours: Mon.-Fri., 2pm-2.55pm, 4.45pm-11pm; Sat., 1.30pm-11pm; Sun., 11am-12.15pm (twice monthly), 1pm-11pm (during winter), 3pm-11pm (during summer).

Technical Facilities: Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs). 100kw ERP visual, 20kw ERP sound.

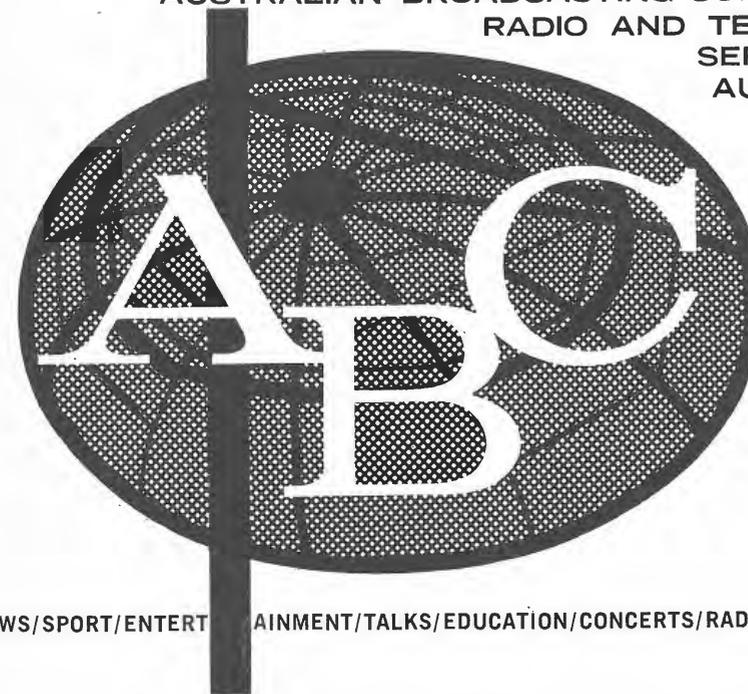
Antenna: 500ft, situated 1370ft above sea level, Mt. Coot-tha.

ABS Adelaide

Opened: March 11, 1960.

Transmitter and Site: Mt. Lofty. Mar-

AUSTRALIAN BROADCASTING COMMISSION RADIO AND TELEVISION SERVICE TO AUSTRALIA



NEWS/SPORT/ENTERTAINMENT/TALKS/EDUCATION/CONCERTS/RADIO AUSTRALIA

coni transmitter and aerial (through AWA). Manned and operated by PMG's Department.

Studios: Located Main North East-rd, Colinswood.

Operating Hours: Mon.-Fri., 2pm-2.50pm, 4.45pm-11pm; Sat., 1.30pm-11pm; Sun., 11am-12.15pm (twice monthly), 1pm-11pm (during winter), 3pm-11pm (during summer).

Technical Facilities: Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs); 100kw ERP visual, 20kw ERP sound.

Antenna: 440ft, situated 2700ft above sea level, Mt. Lofty.

ABW Perth

Opened: May 7, 1960.

Transmitter and Site: Bickley. Marconi transmitter and aerial (through AWA). Manned and operated by PMG's Department.

Studios: Located Adelaide Terrace.

Operating Hours: Mon.-Fri., 2pm-3.20pm, 4.45pm-11pm; Sat., 1.30pm-11pm; Sun., 11pm-12.15pm (twice monthly), 1pm-11pm (during winter), 3pm-11pm (during summer).

Technical Facilities: Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs); 100kw ERP visual, 20kw ERP sound.

Antenna: 410ft, situated 1540ft above sea level, Bickley.

ABT Hobart

Opened: June 4, 1960.

Transmitter and site: Mt. Wellington. Philips transmitter with Rhode and Schwarz aerial. Manned and operated by PMG's Department.

Location of studios: Harrington-st, Hobart.

Operating Hours: Mon.-Fri., 2pm-2.50pm, 4.45pm-11pm; Sat., 1.30pm-11pm; Sun., 11am-12.15pm (twice monthly), 1pm-11pm (during winter), 3pm-11pm (during summer).

Technical facilities: Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs), 100kw ERP visual, 20kw ERP sound.

Antenna: 300ft, situated 4465ft above sea level, Mt. Wellington.

COUNTRY STATIONS

On December 18, 1962, the first ABC country television station (ABC Channel 3 Canberra) went on the air.

Other station openings:—In 1963: ABEV Channel 1, Bendigo (April 29); ABRV Channel 3, Ballarat (May 20); ABHN Channel 5, Newcastle (June 3); ABNT Channel 3, Launceston (July 29); ABLV Channel 4, Latrobe Valley (September 30); ABWN Channel 5a, Wollongong (October 28); and ABGV Channel 3, Goulburn Valley (November 28); ABDQ Channel 3, Darling Downs (December 16); ABRQ Channel 3, Rockhampton (December 21).

Opened in 1964: ABCN Channel 1 Orange

(March 31), ABRN Channel 6 Lismore (April 20), ABTQ Channel 3 Townsville (September 21).

Future stations planned: South Western Slopes & Eastern Riverina (Channel 0), Grafton-Kempsey (Channel 2), Upper Murray (Channel 1), Wide Bay (Channel 6), Tamworth (Channel 7), Taree (Channel 1), Dubbo (Channel 3), Broken Hill (Channel 2), Bega-Cooma (Channel 8), Griffith (Channel 7), Mildura (Channel 4), Swan Hill (Channel 2), Mackay (Channel 4), Cairns (Channel 9), Warwick (Channel 1), Port Pirie (Channel 1), Mt. Gambier (Channel 1), Bunbury (Channel 5), Albany (Channel 2), Northam (Channel 4).

COMMISSIONERS AND EXECUTIVES

Present Commissioners of the ABC are:

Dr J. R. Darling, CMG, OBE, MA (chairman), **E. R. Dawes, CMG** (vice-chairman), **A. G. Lowndes, M.Sc., Miss Rhoda Felgate, MBE, H. B. Halvorsen, FCA (Aust.), FCIS, J. T. Reid, Mrs D. E. A. Edwards, OBE, BA.**

General manager, **T. S. Duckmanton.**

Assistant general manager (general), **A. N. Finlay, MC.**

Assistant general manager (programs), **C. W. Semmler.**

Deputy general manager, vacant.

Controller of news, **W. S. Hamilton.**

Controller of finance, **R. G. Gifford.**

Controller of technical services, **V. F. Kenna.**

Director of publicity and concerts, **C. Buttrose.**

SYDNEY (head office), Broadcast House, 264 Pitt-st. Cables and telegrams ABCOM. Box 487, GPO, Sydney. Phone 2-0657. News Department: 164-172 William-st. Cables and telegrams BROADNEWS. Phone 31-7701.

MELBOURNE, ABC Bldg, 529 Lonsdale-st. Telegrams Broadcast, Melbourne. News Department: Broadnews, Melbourne.

BRISBANE, Manager, 612 Coronation Drive, Toowong. Phone 7-3161. Telegrams Broadcast, Brisbane.

ADELAIDE, Manager, Hindmarsh Square. Phone 8-0272. Telegrams Broadcast, Adelaide.

PERTH, Manager, 187-193 Adelaide Tce. Phone 23-1811. Telegrams Broadcast, Perth.

HOBART, Manager, City Mutual Life Building, 26 Elizabeth-st, Phone 2-7821. Telegrams Broadcast, Hobart.

PAPUA/NEW GUINEA, Manager, Hubert Murray Highway (5 mile), Boroko, Port Moresby. Telegrams Broadcast, Port Moresby.

LONDON, London Representative, Australian Broadcasting Commission, 54 Portland Place, W1. Cables Austcast, London.

NEW YORK, New York Representative, Australian Broadcasting Commission, Suite 2708, 1270 Avenue of the Americas, New York 20, NY. Cables Austcast, New York.

Radio production units

● *Transcription distributors*

● *Recording facilities*

AIR PROGRAMS INTERNATIONAL, 38 Martin Place, Sydney (28-4617). Telegrams Airprograms. Program producers and distributors. Offices also at New York and Hollywood, USA.

Directors: Walter J. Hucker, Wendy J. Hucker.

Produces music-news radio productions. World distributor for Peter Frank Organisation, handling such air packages as The Big Sound.

World distributor for Radio Press International (voice news).

Wide range production facilities, and is completely equipped with own original and duplicating tape recording equipment.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED: Recording Department, 47 York-st, Sydney (2-0233) and 167 Queen-st, Melbourne (67-9161). Cables: Expanse. Producers of transcriptions, commercials and records.

Executives: K. Johns (recording manager); J. Colin Craigen (exec. producer), J. Spicer (studio manager, Melbourne).

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

Representatives: AWA, Brisbane, Wellington, London, Pan-American Broadcasting Co., New York; RCA-Victor, Canada; Artransa Pty Ltd, Johannesburg.

ARTRANSA PTY LTD, 132 Phillip-st. Sydney. (B0360).

Executives: S. R. I. Clark (mng dir), S. Baker (radio division sales mng), J. Bradley (prod. mng), B. Augustus (sales exec.).

Repr.: Harry Hughes. Suite 651, 229 West 43rd-st, New York, 36 NY, USA; **Program Distributors:** John Walker, Artransa (SA) (Pty) Ltd, Box 10676, PO, Johannesburg, Sth Africa.

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

Director: J. Roberts.

AUSTRALASIAN RADIO & TELEVISION PRODUCTIONS PTY LTD, Head office and

despatch, 46-50 Regent-st, Nth Richmond, Vic. (41-7441). Cable address: Fanfare. Feature program producers.

Directors: H. J. Mason (chairman), Noel Dickson (man. dir).

Chief Producer: Roly Barlee.

Repr.: EMI (Aust.) Ltd, 301 Castlereagh-st, Sydney (21-2501); Frank Mason & Co. (Aust.) Pty Ltd, 254 Nth Terrace, Adelaide (8-6781); Frank Mason & Co. (Aust.) Pty Ltd, 77 Elizabeth-st, Brisbane (2-2451). **O'seas:** Frank Mason & Co. Ltd, 33 Norfolk-st, Strand, London; Fireside Productions, 10 Wildwood Lane, Rosslyn Heights, New York, USA; General Production Services, 3 Belmont-st, Toronto, Canada.

BRITISH AUSTRALIAN PROGRAMMES PTY LTD, 60 Hunter-st, Sydney (28-4661). Recording studio.

Directors: Grace Gibson (gov. dir.), R. R. Parr.

Executive: J. M. Woodward (mng and chief eng).

Studios: Equipped with variable pitch lp rec. equip., US magnecord tapes, full sound effects and musical library.

Repr.: R. Haig-Muir, Haig-Muir Pty Ltd, Stanhill, 34 Queens-rd, Melbourne, Vic. (BM 3641); Eric Wood, Box W1918 GPO, Brisbane, Qld (2-2735); Charles Michelson, 45 West 45th St, New York, USA.

BROADCAST EXCHANGE OF AUSTRALIA PTY LTD, 32 Market-st, Melbourne (62-6478). Telegrams Beadisc. Radio, television and film sound recording studios.

Directors: Hugh Anderson, W. G. Chip-pindall, P. D. George.

Executives: H. V. Barrow (gen. mng), Monty Maizels (prod. mng).

Studios: Two. 17 tape recorders, including Ampex 1/2 in tape synchronised multi-channel system. 17.5mm Natec sprocketed magnetic film recorder, 24 or 25 frames per second. EMT reverberation plate. Electronic effects devices. 35mm and 16mm Siemens projectors electrically interlocked with sprocketed tape double header systems. Neumann disc cutting lathes. Comprehensive ancillary equipment. Sound effects and mood music library.

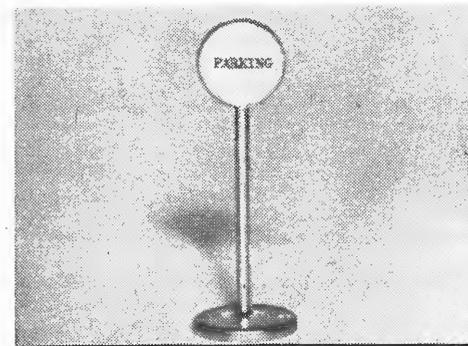
Creativity: Copywriting, jingles, original lyrics and melodies on short notice.

'Beaprom' — 12in audition disc of voices of 53 leading Melbourne actors and actresses available on request.

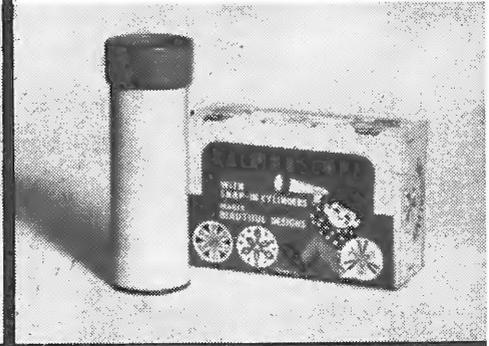
CHRISTIAN BROADCASTING ASSOCIATION LTD, 420 Lyons-rd, Five Dock,

MAY WE REMIND YOU AGAIN?

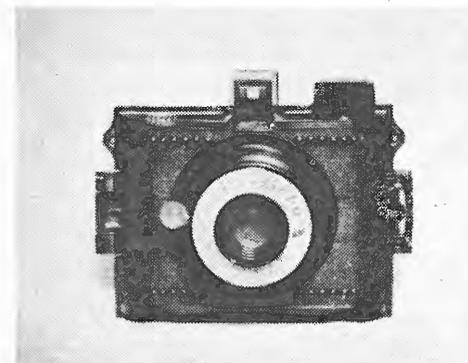
PARKING SPACE — more than enough for a full symphony orchestra — is available directly opposite and handy to 301 Castlereagh Street. No more parking tickets when you use E.M.I. Studios.



IMAGINATIVE PRODUCTIONS flow from E.M.I. Our technical skills + your creative flair = perfection (what more can you have).



STUDIO FACILITIES at E.M.I. are unmatched in the Southern Hemisphere. Recording and cutting in both mono and stereo, bulging effects and music libraries, 17 1/2 mm. sprocketed film dubbing equipment, 16 mm. and 35 mm. projection, etc., etc.



SO COME WHERE IT IS COMFORTABLE TO PRODUCE! — where producers are treated like Kings and every job is looked upon as a welcome challenge. Give your ulcers a holiday and make your next booking at E.M.I.



RECORDING DIVISION

E.M.I. (AUSTRALIA) LIMITED, 301 Castlereagh Street, Sydney. Telephone: 2-0912

NSW (83-7321). Religious program producers.

Directors: Rev. Vernon Turner, D. Bate, F. McInnes, A. M. Dixon.

Studios: Three recording studios, three control booths fully equipped with latest mixing and recording equipment, complete musical and sound effects library, Christie theatre organ, Hammond organ and Lipp piano. Staff of 20 produce nearly 20,000 episodes per annum for free distribution to stations.

CRAWFORD PRODUCTIONS PTY LTD, 475 Collins-st, Melbourne (62-3851). Cables, Crawfordisc. Program producers.

Directors: Hector Crawford (mng dir), Dorothy Crawford, Ian Crawford, Ian Jones.

Repr.: A. L. Finn, 66 King-st, Sydney, NSW (BX6161); L. S. Wise Ltd, 196 Gilles-st, Adelaide, SA (W5818); Aubrey Barker, Ad-Craft Advertising Service, 8 Esplanade, Perth, WA (23-2596); All Canada Radio Facilities Ltd, Victory Bldg, 80 Richmond-st, Toronto, Ontario, Canada; Artransa Pty Ltd, Belray Bldg, Fox & Troye Sts, Johannesburg, South Africa (22-9410).

Creators and producers of custom-built programs, singing commercials of all types.

EMI (AUSTRALIA) LIMITED, Emitron Hse, 301 Castlereagh St, Sydney. Phone 2-0912. Telegrams Emitron, Sydney.

Directors: J. M. Burnett, CBE (chmn & mng dir), Sir Joseph Lockwood, J. E. Wall, OBE, R. G. C. Parry Okeden, CMG, CBE, J. W. R. Hughes, ISO, G. A. C. Kiernan, V. J. Chalwin, A. J. Wyness.

I/state Repr.: Branches: 109-123 Burwood-rd, Hawthorn, E.2, Victoria (81-0211); 105 Port-rd, Hindmarsh, SA (46-3031); 457 Beaufort-st, Highgate, WA (28-2433); 252-254 Argyle-st, Hobart, Tas. (2-3001); Cnr National Park & Gibson-sts, Newcastle West, NSW (2-3883); 17 The Quadrant, Launceston (2-5288); 83 Robertson-st, Fortitude Valley, Brisbane (51-5271).

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, and one acoustic reverberation chamber, nine tape recorders, including OB equipment and facilities for recording for landline to tape, 16mm and 35mm projection equipment for TV commercials.

I/state Repr.: John Havre, 422 Collins-st, Melbourne, Vic. (MU3011). **O'seas Repr.:** Electric & Musical Industries Limited, Hayes, Middlesex, England.

FIDELITY RADIO PTY LTD, 365 Kent st, Sydney (29-6291-2). Cables, Fidrad. Producers and marketers of radio programs and commercials.

Executive: Alfred G. C. Ward (mng).r).

Studios: Equipped with all disc and tape recording equipment.

Repr.: Fidelity Radio Pty Ltd, 18 Queen-st, Melbourne. 62-5793.

GRACE GIBSON RADIO & TV PRODUCTIONS PTY LTD, City Mutual Bldg, 60 Hunter-st, Sydney (28-4661). Gragibson. Sydney. Radio program producers, TV film distributors.

Directors: Grace Gibson (govng dir.), R. R. M'D. Parr, Fred Mackay (secy).

Executives: J. M. Woodward (mng), R. James (sales mng).

Library of over 30,000 1/4 hr transcriptions, large library Aust., US scripts. Extensive studio accommodation, wide range production equipment.

Repr.: Haig-Muir, 34 Queens-rd, Melb. (BM3641); Eric Wood & Son, Box W1918, GPO, Bris. (2-2735); **O'seas:** Charles Michelson, 45 West 45th-st, New York, USA.

HAYES PUBLICITY SERVICE PROPRIETARY LIMITED, Savings Centre, 258 Post Office Place, Melbourne. Phone 32-3512. Telegrams Hapus.

Directors: George Hayes (mng dir), G. P. Hayes, M. Court, P. Power (secy).

Executives: G. M. Madison (assoc. dir radio), T. Hannan (prod.).

Studio: Fully equipped for all programming and recording functions. Landline facilities installed, sound recording to tape or disc, comprehensive general programming and sound effects library.

I/state Repr.: Hayes Publicity Service Pty Ltd, 250 Pitt-st, Sydney (61-6338). D. K. Robinson, manager.

HEPWORTH PRODUCTIONS, 148 Phillip-st, Sydney (28-7102). Program producers.

Director: R. C. Hepworth. **Sales Director:** Betty Barnard.

DONOVAN JOYCE RADIO PRODUCTIONS, c/o Grace Gibson Distributors Pty Ltd, CML Building, 60 Hunter-st, Sydney (28-4661). Cables: Gragibson, Sydney.

Program producers.

KLARION ENTERPRISES PTY LTD, 321 William-st, Melbourne. 30-3221.

Directors: B. K. Horman, J. H. Horman. **Executives:** B. K. Horman (mng dir), A. T. Taylor (secy-acnt), J. A. Hunn (design & research eng.), G. P. Lee (chief rec. eng.).

Tape duplicating service with facilities for any speed, full/half & quarter track, either stereo or mono. Rola & EMI recorders. Ampex 1/2 inch three track recorder.

KOFFEL, DAVID, FILM & TV PRODUCTIONS. Administrative offices, 106-110 Goulburn-st, Sydney. Phone 61-9551 (6 lines).

Managing Director: David Koffel.

Recording studios fully equipped with mixing consoles, turntables, five-channel magnetic recording, Presto disc-cutting heads, disc processing service. 16mm, 35mm and CinemaScope sync projection.

2GB RECORDING DIVISION, 136 Phillip-st, Sydney (B 0360).

Executives: L. N. Schultz (tech. services dir.), K. Freeman (facils. mng).

Studios: Five recording studios, 13 Ampex and one Emitape machine, one Ampex duplicator (master and four slaves), four disc recorders, complete sound effects library, electronic gunshot machine and EMT reverbation plate equipment.

Repr.: See 2GB-Macquarie.

MOONEY-WEBB TV & RADIO UNIT PTY LTD, (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd), 25-27 Rathdown-st, Carlton, N3, Vic. (34-3149).

Directors: E. J. Webb, I. Gorman.

Executives: A. Winton, K. Cocks, C. Batten (prod.), Robert Dew (media).

NATEC SOUND STUDIOS PTY LTD, 29 Bligh-st, Sydney. Phone 28-5741.

Directors: R. F. Purvis (mng dir.), K. W. Kanaar, S. W. Kanaar.

Operations: Recording facilities for production of commercials, jingles, etc.

Facilities: Two studios, each with own control room, complete with disc and tape play-in equipment. Multi-track recording equipment. Hammond organ. Disc processing service. Film dubbing theatre. 35mm and 16mm projection.

PILGRIM PRODUCTIONS LIMITED (incorp. Worldwide Christian Productions), 77 Pitt-st, Sydney. Phone 27-7460.

Managing Director: Roy Baxter.

Production Director: Clifford Warne (radio-

TV dept).

Producers of dramas, comedies and children's programs, including Strange Stories from the Bible, City in Contrast, Once Upon a Time.

Productions are heard in over 10 countries, and recordings are now available.

RADIO CREATIONS (AUSTRALIA) — subsidiary of Hayes Publicity Service Pty Ltd, Savings Centre, 258 Post Office Place, Melbourne. Phone 32-2535.

Directors, executives, studio and facilities, i'state repr.: See Hayes Publicity Service Pty Ltd, this section.

TELEFIL (AUST.) CO. PTY LTD, 88 Acland-st, St Kilda (94-0441). Reg. office: 321 William-st, Melbourne (30-3221).

Directors: B. K. Horman, W. R. Armstrong (mng dir).

Executives: W. R. Armstrong (gen. mng), B. K. Horman (tech. mng), A. T. Taylor (secy-acnt), K. Zambra (studio co-ordinator), E. Johnson (studio tech.).

Equipment: Three studios equipped for stereo, 3 track Ampex, 17.5 sprocketed tape, full sound effects library. Complete service for advertising.

T.O. BROADCASTS, 45 Victoria-st, Waverley, NSW. Phone 38-2255, 38-3063.

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

TREND RECORDINGS, 85 & 122 War-randyte-rd, Ringwood, Victoria. Phone 87-6242, 87-7607, 870-2481.

Directors: Colan J. Kevill, Richard D. A. Thomas.

Executives: C. J. Kevill (tech. services director), R. D. A. Thomas (admin. & publicity director).

Tape recordings, tape to disc, copywriting, program production, recorded commercials, etc.

WORLDWIDE CHRISTIAN PRODUCTIONS. See Pilgrim Productions Limited entry this section.

3DB TRANSCRIPTIONS, 36 Flinders-st, Melbourne (63-5451). Cables Threedb,

Melbourne. Program and commercial producers.

Repr.: See 3DB.

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

Phone 29-5381.

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.

Record companies and labels

- *Production statistics*
- *Mood and theme music suppliers*



THIS information was compiled by the Commonwealth Bureau of Census and Statistics from returns of establishments engaged in the manufacture of phonograph records, and indicates current production trends.

Period	Single Play	Extended Play	Long Play		Total	Stereo Records included in Total
	78 rpm and 45 rpm	45 rpm 33½ rpm 7inch and 16½ rpm	33½ rpm	12inch		
Year 1961-62	3,018,050	755,464	93,824	3,327,607	7,194,945	961,560
1962-63	3,629,205	898,001	64,580	3,595,344	8,187,130	1,108,944
1963-64	3,885,235	1,120,701	50,333	4,025,334	9,081,603	1,477,549
Mnths 1964						
July	318,878	118,422	1,616	336,308	775,224	129,035
August	303,196	134,373	2,979	331,339	771,887	124,558
September	305,717	149,505	2,874	456,340	914,436	180,697
3 mnths ended Sept., 1964	927,791	402,300	7,469	1,123,987	2,461,547	434,290
3 mnths ended Sept., 1963	992,102	256,425	9,169	1,098,978	2,356,674	452,499

RECORD COMPANIES AND THEIR LABELS

SYDNEY

AMALGAMATED WIRELESS (AUSTRALASIA) LTD, 47 York-st, Sydney. Phone 2-0233.

Director: Sir Lionel Hooke (mng dir.)

Executive: K. Johns (recording mngr).

Label: Radiola.

I/State Distributors: Branches, 167 Queen-st, Melbourne; 70 Merrivale-st, Brisbane; Newton McLaren Ltd, 17 Leigh-st, Adelaide; AWA, 497 Murray-st, Perth; Wills & Co., 7 Quadrant, Launceston.

AUSTRALIAN RECORD COMPANY LTD, 11-19 Hargrave-st, East Sydney. Box 267, PO, Crown-st, Sydney. Phone 31-4111. Telegrams Colrecord, Sydney.

Labels: CBS, Warner Bros, United Artists, Kapp, Kapp/Medallion, Epic, Roulette, Hickory, Sue, Chess, Palette.

Agency: George Patterson Advertising.

I/State Repr.: Australian Record Co. Ltd, 7 Claremont-st, Sth Yarra, Vic. and 244 Gilbert-st, Adelaide, SA; Col Hoppood Pty Ltd; 309 Enoggera-rd, Newmarket, Qld; Athol M.

Hill, 842 Hay-st, Perth; K. W. McCulloch, 109 York-st, Launceston, Tas.

BOOSEY & HAWKES (AUSTRALIA) PTY LIMITED, National Building, 250 Pitt-st, Sydney. Phone 61-9046. Telegrams Sonorous.

Directors: George S. Cooper (mng dir), G. K. Harrison (secy), E. J. Culey, A. R. Clapham, K. P. Pool.

Labels: Boosey & Hawkes, Bosworth (London), Major (NY).

O/seas Repr.: Boosey & Hawkes Ltd, 295 Regent-st, London; Boosey & Hawkes Inc., 30 West 57th St, New York 19, USA.

CARINIA CO, Daking Hse, Rawson Place, Sydney. Phone 61-3234, 211-3193.

Executive: M. Kulakowski (mngr).

Labels: Elite Special, Carinia, Ricordi, Telefunken, Monitor, Jugoton.

I/State Repr.: Agents all States.

EMI (AUSTRALIA) LIMITED, Emitron Hse, 301 Castlereagh-st, Sydney. Phone 2-0912.

Telegrams Emitron, Sydney.

Directors: J. M. Burnett, CBE (chrnm & mng dir); Sir Joseph Lockwood; J. E. Wall, OBE; R. G. C. Parry Okeden, CMG, CBE; J. W. R. Hughes, ISO; G. A. C. Kiernan; V. J. Chalwin; A. J. Wyness.

Labels: HMV, Columbia, Capitol, Parlophone, MGM, Decca, London, Liberty, Disneyland, Ace of Clubs, Cameo, Parkway, Vocalion, Stateside.

Branches: 109-123 Burwood-rd, Hawthorn, E2, Vic. (81-0211); 105 Port-rd, Hindmarsh, SA (46-3031); 457 Beaufort-st, Highgate, WA (28-2433); 252-254 Argyle-st, Hobart, Tas. (2-3001); 17 The Quadrant, Launceston, Tas. (2-5288); 83 Robertson-st, Fortitude Valley, Bris. (51-5271); Cnr National Park & Gibsons, Newcastle West, NSW (B 3883).

EUROPA RECORDS PTY LTD, 4th floor, Adams Chambers, 484 George-st, Sydney. Phone 26-2635.

Labels: Secco, Europa-Teppaz.

Executive: Albert Yacoel (mngr).

I/State repr.: All States.

FESTIVAL RECORDS PTY LTD, 223-229 Harris-st, Pyrmont. Phone 68-4021. Telegrams Festival, Sydney.

Directors: K. R. Murdoch, R. J. B. Parkhill, F. C. Marks, G. E. Marshall, R. H. Chatto.

Executives: F. C. Marks (exec. dir), G. E. Marshall (gen. mngr), R. H. Chatto (secretary), N. Brown (sales mngr).

Labels: Festival (original recordings by Decca, New York), Leedon, Coral, Brunswick, Ampar (original recordings by ABC-Paramount, New York), Command, Grand Award, Impulse, Westminster, Dot (USA), 20th Century Fox, Atlantic, Laurie, Vee Jay, A&M, Ember (UK), King (Japan), Island (UK), Vox, Jay Gee.

Representatives: **NSW Country:** Musical Wholesale Supplies Pty Ltd, 416 George-st, Sydney (25-1641); **Interstate:** Michaelis, Hallenstein & Co. Pty Ltd, 150 Buckhurst-st, South Melbourne (69-0220); Farleighs (Qld) Pty Ltd, 26-28 Helen-st, The Valley, Brisbane (5-3461); Julius Cohn Pty Ltd, 31 Gilles-st, Adelaide (8-6747); Rosenstamm Pty Limited, 61-65 King-st, Perth (21-2657); Michaelis, Hallenstein & Co. Pty Ltd, 143 Wellington-st, Launceston (21-761); Michaelis, Hallenstein & Co. Pty Ltd, 118-124 Bathurst-st, Hobart (3-3045).

O/seas Repr.: G. A. Wooller & Co. Pty. Ltd, Chancery Lane, Auckland, NZ (4-5970).

Publishing Co.: Crown Music Publishing Pty Ltd.

JEWEL RECORD COMPANY PTY LTD, 29 Bligh-st, Sydney. BW5741.

Directors: D. B. Lockyer (managing), R. F. Purvis.

Labels: Jewel and Talent.

MINSTREL RECORDS COMPANY PTY LIMITED, 467 Parramatta-rd, Leichhardt. Phone 56-4383. Telegrams Minstrel.

Manager: A. D'Ambra.

Labels: Cetra, Fonit, CGD, Vis, Minstrel, Jukebox (JB).

I/State Repr.: All States, O'seas: NZ.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, Head Office 69-79 Clarence-st, Sydney. Phone 2-0223. Telegrams Argenta.

Labels: Philips, Polydor, Deutsche Gramophon, Fontana, Mercury, Riverside, World Pacific, Pacific Jazz, Caedmon, Zodiac, Scepter. **Agency:** Hansen Rubensohn-McCann Erickson.

Branches: 67-77 Mars-rd, Lane Cove, NSW (42-1261); 194 Parry-st, Newcastle West, NSW (61-5001); 86 Wentworth-ave, Kingston, ACT (4-4498); 252-264 Sturt-st, Sth Melbourne (69-0141); 56-58 Cordelia-st, Sth Brisbane (42-471); 11-13 West Terrace, Adel. (51-6051) 672-4 Murray-st, Perth (21-3131); 73 Brisbane-st, Hobart (3-3038).

RCA OF AUSTRALIA PTY LTD, 22 Elizabeth-st, Sydney. Phone MA 8541. Telegrams, Radiointer Sydney.

Directors: R. E. Tolnay (mng dir), K. F. Fiddon (exec. dir).

Executives: C. Pickford (mngr, record div.), G. Richmond (mngr, records factory), H. F. Bendell (secretary), A. J. Turner (controller).

Labels: RCA, RCA Camden; VIK, RCA Victrola, Bluebird.

Custom recording facilities available. Also dist. hi-fi, theatre and sound equip.

Agency: Lyle Davis Advertising.

I/State Repr.: RCA offices all States. **O'seas:** Radio Corporation of America.

RECORDING SOCIETY OF AUSTRALIA LTD, THE, Box 572, GPO, Sydney.

Executives: Prof. Donald Peart (pres.) P. A. Frolich (editor).

Non-profit making organisation. Records music and spoken word, also publishes monthly magazine Brolga Review.

SCALA RECORD IMPORT CO. PTY LTD, Alderson Building, 504-520 Pacific Highway, St Leonards, NSW. Phone 43-0243.

Director: G. Polgar (mngt).

Labels: Argo, Qualiton, Dr Murray Banks, Express Language Teaching Records.

TEMPO RECORD COMPANY, 158 Clarence-st., Sydney. Phone 29-1704. PO Box 882. The Tempo Production Library of themes and bridges for TV and radio. Tempo background music library for industry, offices, restaurants.

Aust. Repr.: Maurice D. Chapman.

WATTLE RECORDINGS, 1 Arundel-st, Glebe, NSW. Phone 68-4821.

Executive: Peter Hamilton (mng dir).

Label: Wattle.

I/state Repr.: Peter Mann Records, 294 Little Collins-st, Melbourne (Vic. & Tas.); C. A. Pearce & Co., 33 Bowen-st, Brisbane (Qld); W&G Distributors, 30 Gibbens-st, Camperdown (Sydney); J. Scammell, 203 Rundle-st, Adelaide (SA); Musical Wholesale Suppliers, 416 George-st, Sydney, NSW; C. Sullivan, Rabaul, New Guinea (Pacific); A. Hill, 842 Hay-st, Perth.

MELBOURNE

ASTOR ELECTRONICS PTY LTD, Astor Hse, 161-173 Sturt-st, Sth Melbourne. Phone 69-0300.

Labels: Astor, Reprise, Colpix, Audio Fidelity, Verve, Vanguard, Hifirecord, Crown, Twin Hits.

Agency: USP-Benson.

I/state Repr.: Branches, 443 Concord-rd, Rhodes, NSW (73-0211), H. Melick, mngt; 50-54 Little Edward-st, Brisbane (2-0271), G. W. Lindsay, mngt; 81-97 Flinders-st, Adelaide (23-4022); H. Woodcock, mngt; Leroya Industries Pty Ltd, 672 Hay-st, Perth, WA (21-4054); 199 Collins-st, Hobart (2-2711), J. Kelly, mngt; 186 York-st, Launceston (2-4599), J. Griggs, mngt.

W&G RECORD PROCESSING CO. PTY LTD, 185-187 a'Beckett-st, Melbourne. Phone 329-7255.

Executives: E. A. White (dir), R. J. Gillespie (dir), B. A. Simm (mngt Custom dept & studio), R. S. Tudor (mngt recording & publishing), M. D. Angus (gen. sales mngt).

Labels: W&G, Gem, Time, Diaphon, Music Minus One, Spoken Arts, Oriole, Embassy.

I/state Repr.: 30-40 Gibbens-st, Camperdown, NSW; 70 Bowen-st, Brisbane, Qld; 842 Hay-st, Perth, WA.

WHATEVER THE SUBJECT THERE'S A CHAPPELL RECORD TO FIT IT!!

Chappell Special Records are pressed on L.P. material (Pure Vinyl), and are technically engineered to suit the requirements of Radio, Television and Film Industry.

The recently introduced 4" label facilitates quick identification of titles and timings, and the raised centre platform and groove guard are added protection against track damage.

Supplements to the main catalogue are issued regularly, and contain full descriptions of the various items.

CHAPPELL'S WORLD WIDE RECORDED MUSIC SERVICE

Write or call to

CHAPPELL & CO. LTD.

G.P.O. Box 1486, 68-70 Clarence Street, Sydney. Phone 29 4681.

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 28-2141.

Library manager: Henry Adler.

Representing the recorded background music libraries of Francis, Day & Hunter Ltd (FDH Mood Music), Keith Prowse Music Ltd (KPM) and CBS Television (Trans-World).

BARNES CHAPMAN COMPANY PTY LTD, 158 Clarence-st, Sydney.

Executive: M. D. Chapman (dir).

The International Theme and Production Library. 1000 tracks on disc and tape for TV, radio and film.

BOOSEY & HAWKES (AUSTRALIA) PTY LIMITED, National Building, 250 Pitt-st, Sydney. Phone MA 9046. Telegrams Sonorous.

Directors: George S. Cooper (mng dir), G. K. Harrison (also secy), E. J. Culey, A. R. Clapham, K. P. Pool.

Complete library of background, mood and theme music for use in transcriptions, radio and TV.

O'seas repr.: Boosey & Hawkes Ltd, 295 Regent-st, London; and Boosey & Hawkes Inc., 30 West 57th-st, New York, 19.

CHAPPELL & CO. LTD (music publishers), 68-70 Clarence-st, Sydney, NSW. Phone 29-4681 (3 lines). Telegrams Symphony, Sydney.

Executives: W. B. Ahrens (mngt for Australia and New Zealand); Frank Donlevy (professional mngt), Miss H. Davy (copy-right dept).

Complete library of background, theme and mood music for radio and TV.

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

General manager: Sidney Roy Farr.

Library of background and incidental theme music.

LEEDS MUSIC PTY LIMITED, 324 Pitt-st, Sydney. Phone 61-6088-9. Telegrams Leedsmusic.

Managing director: Jack H. Argent.

Music publishers.

Associated companies: (address & telephone numbers as above): TU-Con Music Pty Limited, Spooone Music Pty Limited, Maxana Music Pty Limited, Pincus-Gil Music Pty Limited, Tangerine Music Pty Limited, Victoria Music Co., Cricket Music Pty Ltd, South Mountain Pty Ltd.

Overseas affiliates: Leeds Music Corp., New York; Duchess Music; Pickwick Music; Blossom Music and branches in England, Holland, France, Germany, Italy, Mexico, Japan, Spain, Brazil and Canada.

PALING, W. H. PTY LIMITED, 338 George-st, Sydney. Phone BL 2331. Telegrams Paling Sydney.

Complete catalogue of background, mood and theme music for radio, television and films from the Impress (Inter-Art) library.

Also sole agents for the Paxton and Brull (harmonic) transcription libraries.

PLANNED MUSIC SYDNEY PTY LTD. Phone B0360. Telegrams Plandmusic, Sydney.

Directors: S. R. I. Clark, L. N. Schultz.

Executives: C. W. Gidley (gen. mngt). R. Milne (chief eng.), R. Wright (State mngt), A. Mather (district mngt).

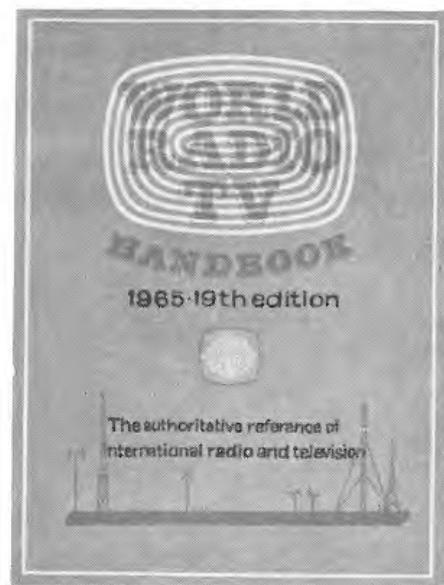
Muzak background music services.

TEMPO RECORD COMPANY, 158 Clarence-st, Sydney. Box 882, GPO. Phone 29-1704.

The Tempo production library of themes and bridges for radio and TV, also background music for industry, offices and restaurants.

Australian representative: Maurice D. Chapman.

WORLD RADIO TELEVISION HANDBOOK, 1965



The nineteenth edition of this world-famous handbook is now available. The **World Radio Television Handbook** is the only handbook that contains complete and exact information about all sound and television broadcasting stations in the world, including their frequencies, power, hours of transmission, interval signals, senior staff, etc. The **World Radio Television Handbook** is therefore an invaluable reference for all who are interested in broadcasting and television, who wish to keep in touch with development in all parts of the world.

The **World Radio Television Handbook** is not only a concise survey of sound and television broadcasting stations, it is also an interesting book of 308 pages with clearly edited material, numerous illustrations and absorbing articles.

The **World Radio Television Handbook** is distributed to almost all sound and television broadcasting stations all over the world.

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Services to radio stations

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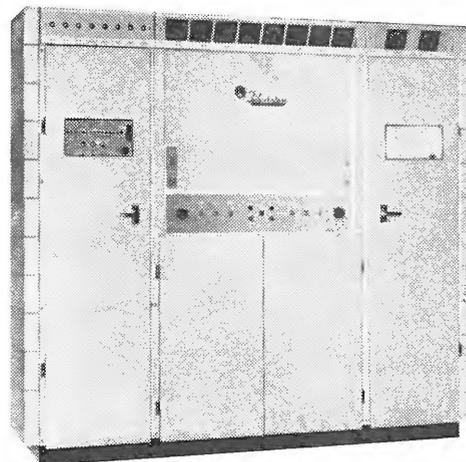


AWA TELEVISION BROADCASTING Transmitters

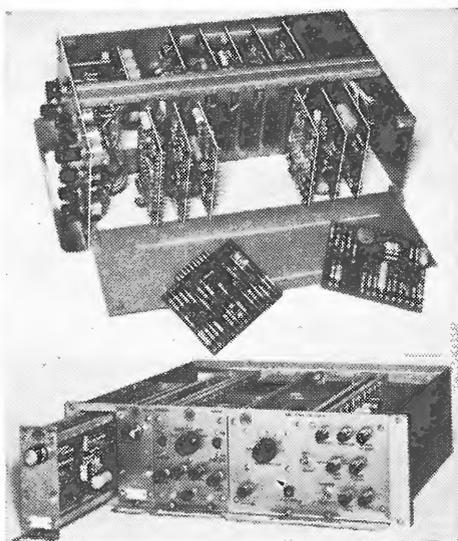


AWA manufactures a comprehensive range of television transmitters and antennae covering all Australian television channels. AWA will install equipment and hand over a station in operational order to ABCB requirements.

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This equipment is constructed on a modular basis and utilises the latest in transistor and circuit-board techniques, an example of which is shown. Here the Grey-Scale Generator is shown with two of its circuit-boards unplugged from the unit, and again, fitted in a special 19" rack-mounted frame with other units of the range.

Typical of the range of Solid-State Test Waveform and Studio Equipment available from AWA:—

Video and Pulse Distribution Amplifiers.
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AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney. GPO Box 2516. Phone 2-0233. Branch offices in all State capital cities.

Consultants for all aspects of broadcast engineering problems with particular reference to field strength surveys and site evaluation. The AWA range of Australian manufactured equipment covers radiator systems, transmission lines, transmitters, remote control and a complete range of studio monitoring equipment. AWA will evaluate, design, manufacture and supply every type of equipment for the broadcasting industry. Australian national distributors for Ampex sound recording and reproducing equipment together with Ampex tapes. Associates of The Marconi Company of England. Australian agents for Schafer automated program equipment. Kahn broadcast equipment and AKG dynamic and condenser microphones; Revox tape recorders and amplifiers; Scott amplifiers and tuners; Sansui amplifiers. Distributors of equipment manufactured by RCA of America.

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CHAPMAN, MAURICE, & COMPANY PTY LTD, Registered office, 31 Macquarie Place, Sydney. Phone 27-6857. Showroom, 158 Clarence-st, Sydney (BX5127). Maurice D. Chapman (dir).

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See also Services to TV.

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Manager: E. C. Sloss.

For equipment: see Melbourne entry, page 159.

HIGH FIDELITY PRODUCTS, 33 Marlborough-rd, Homebush West, NSW. Phone 76-6830.

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MBH pick-ups, amplifiers, pre-amplifiers, equalisers and turntables.

I/State Repr.: C. A. Pearce & Co. Pty Ltd, Brisbane; William Willis & Co. Pty Ltd, Melbourne. **O'seas:** Photophone equipments Ltd, Bombay and Delhi. Duode, London.

MAGNECORD AUSTRALASIA PTY LTD, 158 Clarence-st, Sydney. Phone 29-1704. Maurice D. Chapman (dir).

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Technical manager: W. F. Porter.

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Every aspect of station programming is concerned in some way with the standard tape recorder. It is **ESSENTIAL** equipment in every studio! The famous ROLA 77 Mk.III recorder is outstanding in this field. Built in Australia for Australian conditions, the ROLA Mk.III meets and exceeds all world standards.

The ROLA 77 Mk.III has proved its performance and versatility in a large number of Australian, N.Z. and South-East Asian stations. Outstanding features include:

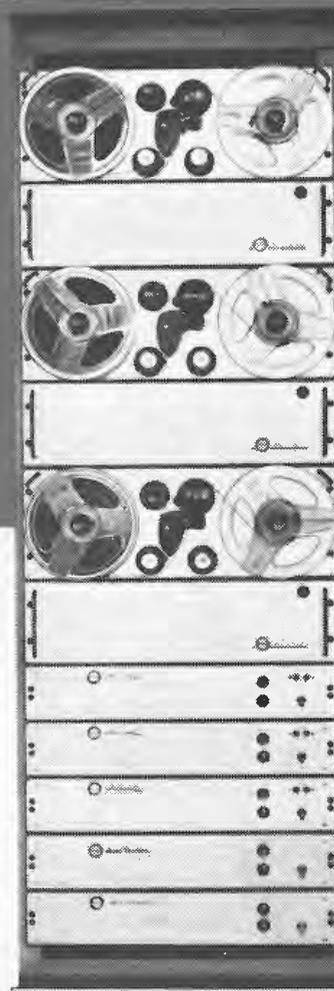
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42 3921.

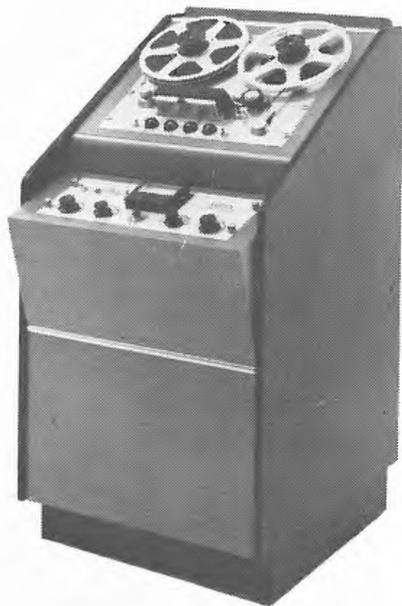


The ROLA Auto Station is a versatile, low-priced Automatic Tape Programming system. It provides station management with complete control over programme material, yet offers the announcer flexibility and a brighter, more accurate presentation. Top talent is used to the utmost. Pre-recorded tapes replace the rush at the announcer's desk, with smoothly presented and perfectly timed programmes. For economies in operation, improved programmes and bigger station profits **AUTOMATE** with the ROLA **AUTO STATION**.

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office: Alderson Bldg, 508 Pacific H'way, St
Leonards (43-0455).

Directors: H. B. Kosanke (mng dir), G. L.
Hegg (mng dir), B. E. Chapman (sales dir),
H. G. Edwards (financial dir).

Executives: D. J. Brydon (Aust. marketing
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Scotch brand magnetic recording tape,
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Agency: Pritchard Wood.

I/State Repr.: Branches in all capital
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NOVA ELECTRICAL PTY LTD, 101
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Novatape tape recorders and equipment,
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I/State Repr.: Office at Canberra; branches
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Tape recording equipment, dictation
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**CANNON ELECTRIC (AUSTRALIA)
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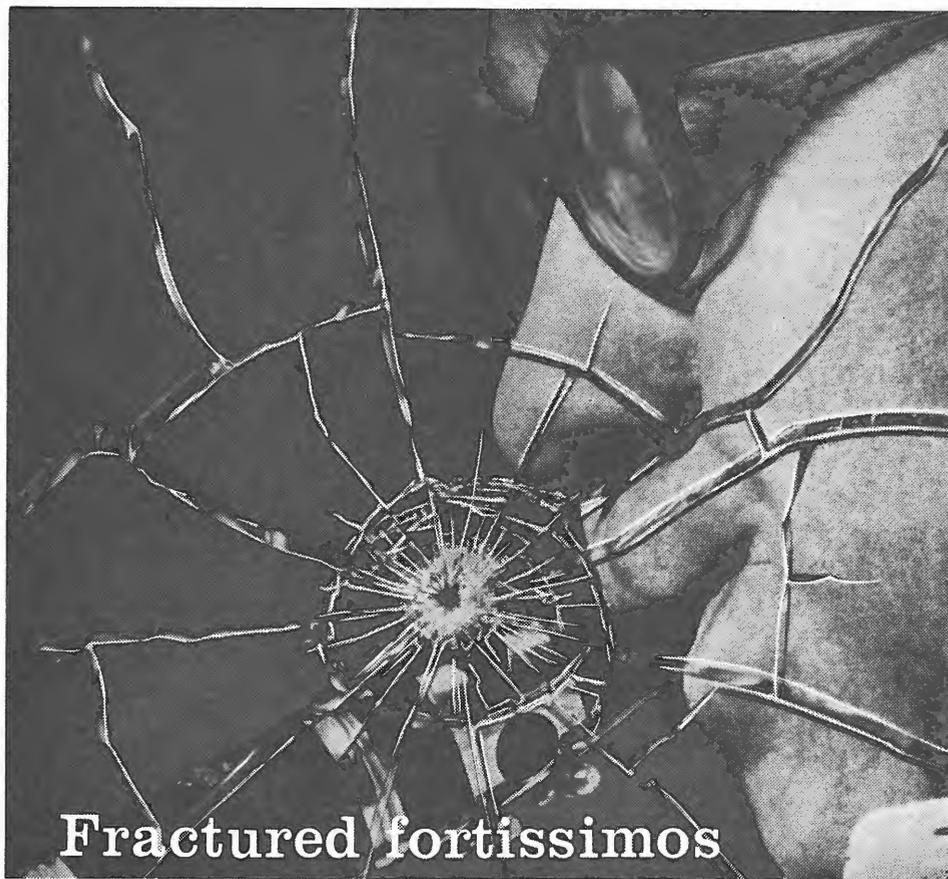


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Perhaps your concerto isn't a Mozart sonata. Maybe it's a commercial or an ad programme. So, what's a fractured fortissimo mean to you in terms of sound reproduction? Could be one of many things — like the slurred product name which the sponsor always picks up.

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If you want to get really technical about magnetic tape, just phone us. We have some very interesting technical data which we'd like you to have a look at.

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capacitors, Welwyn resistors.
Agency: Hayes Publicity.

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Directors: T. C. Lee (mng dir), E. F. Coate.

Sales and service of own brand equipment.

O'ceas Repr.: Collins Radio Company, Cedar Rapids, Iowa, USA; Vega Electronics Corp., Santa Clara, California, USA.

CONSOLIDATED ELECTRONICS PTY LTD, 505 Lygon-st, East Brunswick, N.11, Vic. Phone 36-3711.

Manufacturers Cue-master cartridge tape recorders, Electrodyne transceivers, design and construction of specialised equipment engineered to customers' requirements.

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Sydney office: NRMA Building, 26 Ridge-st, North Sydney. Phone 92-3890.

Australian national distributors Ampex sound recording and playback equipment; Ampex magnetic recording tape; ATC multiple cartridge recording machines; Beyer microphones and headsets; CBS studio equipment; EMT reverberation plates and other studio equipment; Electro-Voice microphones; Fi-Cord tape recorders and dictating machines; Gramplan disc recording amplifiers and cutter heads; Harcroft sapphire recording cutters; Leak audio amplifiers; Magnasync communication recorders; Nagra tape recorders; Neumann condenser and moving coil microphones; Neumann automatic disc recording machines and cutter heads; Orpheus turntables; Ortofon pick-ups and recording equipment; Pultec program equalisers and sound effect filters; Spotmaster automatic cartridge tape recorders; Stellavox tape recorders; Tandberg tape recorders; Tüchel connectors; Wharfedale loudspeakers.

JOHNS & WAYGOOD LIMITED, City-rd & Cecil-st, Sth Melbourne, SC5. Phone MX1241. Telegrams Johnsway.

PYROX LIMITED, 18-40 Queensberry-st, Melbourne, N3. GPO Box 492H. Phone 34-9121. Telegrams Pyrox. H. N. Taylor (gen. mngr).

Pyrox Magictape, tape recorders.

Branches: 47-51 Parramatta-rd, Concord, NSW (74-0251); 303 North Terrace, Adelaide; 93 Leichhardt-st, Brisbane; 1025 Wellington-st, Perth.

ROLA COMPANY (AUST.) PTY LTD, Head office, The Boulevard, Richmond, El, Vic. Phone 42-3921, 42-2868. Magnet winding wire and magnetic materials division; Princes Highway, Noble Park, Victoria (546-0315). Sydney office: Caltex Hse, 167 Kent-st (67-6147).

Executives: A. L. C. Webb (chairman & mng dir), S. K. Blair (exec. dir), C. W. Smith (NSW regional dir).

Manufacturers of loudspeakers, TV components, magnet winding wires, permanent magnets, tape recorders and tape duplicating equipment.

STEANE, R. W. (Vic.) LTD, 649 Burwood-rd, Hawthorn, E.3, Vic. (WB3377-8-9). Branches: NSW, 68 Alexander-ave, Crows Nest (JF3757, JX3556).

Sales Manager NSW: J. Randell.

VELCO SOUND SYSTEMS PTY LTD, 520 Bridge-rd, Richmond, Vic. Phone JB0211. Telegrams Soundsystems. E. C. Benham (METTI Aust.) (mngt).

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SALES SERVICE: Scheduling, Traffic, Advertising Accounts:
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Traffic: Miss J. Bernsdoff 43 0444
Advertising Accounts: Mrs. G. Hannah 43 0444

ADMINISTRATION: Business Manager: R. Phillis 43 0444
Accountant: G. McTiernan 43 0444

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Facilities: K. Sidery 43 0444

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Sometimes you'll have a reason to phone us and ask for some specific information. By speaking directly to the person who can most easily assist you, we trust you'll save a little of that most precious commodity — time.

*people are sold
on channel*



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SYDNEY**

Television stations

● New South Wales



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SEVEN'S SERVICE PROMOTES THE BIGGER IMAGE

There are three commercial television network affiliations in Australia, confined mainly to program buying, production and distribution. They are: Australian Television Network (ATN, HSV, BTQ, ADS); National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN); Independent Television System (ATV-0, TEN, TVQ, SAS).

ATN Channel 7 Sydney

Opened: Dec. 2, 1956. Licensee: Amalgamated Television Services Pty Limited, Head Office and Studios, Television Centre, Epping, NSW. Phone 85-0111. Telegrams Telecentre, Sydney.

Network Affiliation: The Australian Television Network (ATN, HSV, BTQ, ADS).

Interests represented: Sydney Sun, Sydney Morning Herald, 2UW.

Directors: R. A. G. Henderson (chairman), A. H. McLachlan, James Fairfax, R. P. Falkingham, R. W. G. Henderson (representing SMH & Assoc. Newspapers), A. F. Albert (chairman, Commonwealth Broadcasting Corp.).

Transmitter and site: Marconi, Hampden-rd, Artarmon (about 6 miles from city).

Transmitter to be co-sited with that of TEN at Hampden-rd, Artarmon, early in 1965, for dual transmission.

Facilities: Three studios, administrative and maintenance depts. all air-cond. Studio A, 90 x 70ft, equipped with revolving and elevating stage, B, 70 x 50ft, C, presentation studio, videotape and kinescope recording, full commercial film processing and printing facilities for all 16 and 35mm B&W film.

Equipment: Air-cond. Marconi remote b'cast unit, with three 4 1/2 inch camera chains, four microwave links and own generator. Eight additional studio cameras plus usual studio equip., including crane dollies and six pedestals.

Technical facilities: Channel 7 (181-188 mgs). Vision 182.25mgs. Sound 187.75mgs. 100kw ERP 20kw audio.

Antenna: 1000ft above sea level.

Executives: J. H. Oswin (gen. mngr), H. W. B. Chester (asst gen. mngr), S. G. Piddington (gen. sales mngr), R. S. Pedder (business mngr), M. H. Stevenson (mngr, engineering services), G. Ell (news dir), G. Healy (prod. mngr).

Operating hours: Mon.-Fri., 1.30pm-11.30 pm; Sat., 9am-11.30pm; Sun., 12noon-11.30 pm.

Rates Resume: Class A (open to 12noon); class AA (12noon to 6.30pm and 10pm to close); class AAA (6.30pm to 10pm). Base rates: 10sec, £11 (A), £20 (AA), £75 (AAA); 20sec, £18 (A), £40 (AA), £125 (AAA); 30sec, £23 (A), £50 (AA), £170 (AAA); 60sec, £35

(A), £60 (AA), £220 (AAA); 30min, £95 (A), £159 (AA), £317 (AAA); 60min, £190 (A), £317 (AA), £634 (AAA). All less applicable expenditure discount.

TCN Channel 9 Sydney

Opened: Sept. 16, 1956.

Licensee: Television Corporation Ltd. (registered office), 168 Castlereagh-st Sydney (2-0666). Telegrams & cables Diffusion, Sydney. Sales office 254 George-st. (27-2881).

Network Affiliation: National Television Network (TCN, GTV, QTQ, NWS, NBN, WIN).

Principal shareholders: Australian Consolidated Press Limited, Associated Newspapers Limited (UK), 2SM, 2KY, Paramount Film Service Limited, News Limited.

Directors: Sir Frank Packer (chairman, also managing director, Australian Consolidated Press Limited), R. L. Graham, Hon. J. D. Kenny (MLC), L. K. Martin, K. R. Murdoch, Major-Gen. Rev. C. A. Osborne, Hon. R. C. Packer (MLC), K. F. B. Packer, Rev. Father M. R. Prendergast, R. A. Redhead, G. S. Reichenbach.

Transmitter and site: Philips, located Artarmon-rd, Willoughby, about 4 1/2-miles from city.

Studios: Located with transmitter on 3 1/2 acre site. 43-0444.

Facilities: Two studios, 35ft x 50ft and 90ft x 50ft.

Equipment: Includes three videotape recorders; a 3-camera OB unit with five microwave links and mobile power supplies. Studio equipment includes 10 image orthicon cameras. Telecine comprises two 35mm and three 16mm film scanners, one slide scanner and multiplexed vidicon chain for slides and 16mm film. In addition to videotape, station has 16mm kinerecorder plus 16mm synchronous magnetic sound recorders capable of operation with film scanners.

Operating hours: Mon.-Fri. 1.30pm-11.30 pm, Sat. 9am-11.30pm, Sun. 12noon-11pm.

Technical facilities: Channel 9 (195-202 mgs). Vision 196.25 mgs. Sound 201.75 mgs), 100kw ERP visual, 20kw ERP sound (FM).

Antenna: 1000ft above sea level.

Executives: K. G. Hall (chief exec.), A. J. Baz (mngr), J. N. Briton (chief eng.), I. W. Faircloth (sales mngr), B. Gyngell (prog. dir), L. R. Free (asst chief eng. and chief of staff), J. R. Kitto (secy), R. F. Phillis (bus. mngr), R. J. Kingsford (publ. mngr).

State rep.: W. J. Lynch, 247 Collins-st Melb.; J. McPherson, c/o NWS9, Adel.; B. Williams, c/o QTQ9, Bris. O'seas: Charles Michelson Inc., 45 West 45th-st, New York; Frank Coven, Jack Hylton & Associates, 18-20 Maiden Lane, London, WC2, England.

Rates resume (base rates): Zone 1 (6.30pm-10.30pm Mon.-Fri., 6-10.30pm Sat. & Sun.), 30secs £150, 20secs £115, 10secs £70; Zone 1A (6pm-7.30pm Mon.-Fri.), 30secs £110, 20secs

£85, 10secs £50; Zone 2 (12noon-6pm, 10.30pm-close Sun.-Sat.), 30secs £50, 20secs £40, 10secs £20; AAA time (6.30-10.30pm, Sun.-Sat.), 60mins £640, 30mins £320; A time (10.30pm-close, 12noon-6.30pm, Sun.-Sat.), 60mins £320, 30mins £160; all other times, 60mins £200, 30mins £100.

TEN Channel 10 Sydney

Proposed opening: March, 1965.

Licensee: United Telecasters Sydney Limited, cnr Epping & Pittwater-rds, North Ryde. Phone 88-5555. Telegrams Unitelcast.

Network Affiliation: The independent television System (TEN, ATV-0, TVQ, SAS).

Principal shareholders: AWA Ltd, CSR Ltd, Email Ltd, Bank of NSW, NBC, J. C. Williamson Ltd, NRMA.

Directors: Sir Lionel Hooke (chrmn), Dr J. Vernon, E. G. F. Horne, Sir Norman Nock, A. G. Macpherson, A. E. R. Fox, R. J. Abercrombie.

Studios: Cnr Epping & Pittwater-rds, North Ryde.

Transmitters: Hampden-rd, Artarmon. Linking with ATN early 1965 for dual transmission.

Facilities: Four studios — A (8000 sq ft), B (4800 sq ft), C (800 sq ft), D (2000 sq ft). Two parallel operated AWA 5kw combined vision and sound transmitters (type TVH-5), feeding into AWA omni-directional boomerang aerial. Marconi 4½inch image orthicon cameras and automated presentation switching facilities. Ampex videotape recorders.

Executives: A. E. R. Fox (gen. mngr), R. T. Lord (station mngr), R. Thyer (chief engineer), D. G. Morton (secy), W. N. Frecker (prod. mngr), D. Fleming (program mngr), K. F. B. Hardy (snr ops. eng.).

Proposed operating hours: Sunday, 2pm-11pm; Monday to Friday, 4pm-11pm; Saturday, 2pm-11.30pm.

Rates resume (base rate): Zone 1 (7-10pm) 60secs, £200, 30secs, £140, 20secs, £110, 10secs, £70; Zone 2 (6-7pm & 10-10.30pm) 60secs, £150, 30secs, £100, 20secs, £80, 10secs, £50; Zone 3 (open-6pm & 10.30pm-close) 60secs, £50, 30secs, £40, 20secs, £30, 10secs, £20; Zone 1, 60mins, £640, 30mins £320; Zone 2, 60mins, £320, 30mins, £160; Zone 3, 60mins, £200, 30mins, £100. Discounts applicable from 1pc on £2000 to 25pc on £150,000.

CBN Channel 8 Orange

Opened: March 17, 1962.

Licensee: Country Television Services Ltd, Box 465, PO Orange. Phone Orange 2082. Telegrams Cebtes. Sydney address: 187-191 Macquarie-st. Phone 28-1428. Box 3650, GPO, Sydney.

Directors: J. E. Ridley (chairman & mng), Hon. R. C. Wilson, S. S. Ick-Hewins, A. Burton Taylor, Hon. H. V. Budd, MLC, T. E. Hood, Hon. J. B. M. Fuller, MLC.

Interests represented: Country Broadcasting and Television Services Ltd (2GZ), Email Limited, The Land Newspaper Ltd, Western Newspapers Ltd, Young Broadcasters Pty Ltd, Western Daily Pty Ltd, Lithgow Broadcasters Pty Ltd, Lithgow Mercury Pty Ltd, Country Life Newspaper Co. Ltd.

Operating hours: Sun., Mon., Wed., Fri., 4pm-10.30pm; Tues., Thur., 2pm-10.30pm; Sat., 4pm-11pm.

Equipment and facilities: Major part of studio and transmitter equipment by RCA (US manufacture), tower by Electric Power Transmission Pty Ltd, antenna by RCA.

Transmitter building and tower at Mt Canobolas (approx. 11 miles from Orange). Tower 390ft high on a site 4482ft above sea level. Top of antenna 4872ft above sea level and 2035ft above average terrain. ERP, 100kw.

Studio building: 6½acre site on Bathurst Rd, Orange. Sizes of studios, 60ft x 40ft and 29ft x 23ft.

State Repr.: George Mooratoff, 187-191 Macquarie-st, Sydney (28-4714); Hugh Anderson Pty Ltd, 130 Exhibition-st, Melbourne (63-3674); Keith Coles, 95 Currie-st, Adelaide (51-4926).

Rates resume (base rate): AAA (6pm to 10pm) 60secs £15, 30secs £35, 20secs £30, 10secs £20; AA (5pm-6pm, 10pm-close) 60secs £25, 30secs £20, 20secs £15, 10secs £10, 5secs £7 10s; A (all other times) 60secs £15, 30secs £10, 20secs £7 10s; 10secs £5, 5secs £3.

CTC Channel 7 Canberra

Opened: June 2, 1962.

Licensee: Canberra Television Limited, Canberra Television Centre, Black Mountain, Canberra, ACT. PO, Box 633, Canberra City. Phone 4-0255 (4 lines). Telegrams CeeTeeCee, telex 62046.

Interests represented: Federal Capital Press of Australia Pty Ltd and Canberra Broadcasters Pty Ltd (2CA), each with 15pc. Nominal capital £½million in £1 shares.

Directors: A. T. Shakespeare (chairman), Sir Patrick McGovern, R. W. C. Anderson, R. A. McKillop, L. Schultz.

General manager, G. K. Barlin; **chief engineer,** J. D. Stewart.

Studio and transmitter: Site, Black Mountain, Canberra. Main transmitter 13.5kw (RCA), standby, 2kw (also RCA). 100kw visual, 20kw sound. 181-188 mcs, vertical polarisation.

Studio facilities: Two 4½inch image orthicon cameras, one vidicon presentation camera. Two vidicon telecine chains equipped with two RCA TP-6 16mm projectors and two TP-7 2inch x 2inch slide projectors, two RCA TR-22 transistorised videotape recorders.



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Rates resume: AAA Time (7pm-10pm), 60secs £40, 30secs £30, 20secs £24, 10secs £15. AA Time (6pm-7pm, 10pm-close), 60secs £30; 30secs £22; 20secs £18; 10secs £11. A Time (open-6pm), 60secs £18; 30secs £15; 20secs £11; 10secs £7. Applicable discounts range from 2½pc on £400 to 25pc on £20,000.

Istate Repr.: Television Associates Pty Ltd. Ron Frank, Sydney (BW8517), Roy Heath, Melb. (FJ5185.)

CWN Channel 6 Dubbo

Proposed opening date: September, 1965.

Licensee: Country Television Services Limited, Bathurst-rd, Orange. Phone Orange 2082. Telegrams Cebtes Orange.

Owned by Country Television Services Ltd, CBN-8, shareholders same as for that company.

Transmitter site: Mt Cen Guaich, Warrumbungle Mountains near Coonabarabran. AWA transmitter. On relay from CBN-8 studios at Orange.

Directors, executives, studios, operating hours, I/state repr.: see CBN Channel 8 Orange.

Rates to be included in combined rate with CBN-8.

ECN Channel 8 Taree

Proposed opening date: September, 1965.

Licensee: East Coast Television Ltd, Cowper-st, Chatham, Taree, NSW. PO Box 185. Phone Taree 1100.

Principal interests: Manning Valley Properties Pty Ltd (subsidiary of Manning Valley Broadcasting Pty Ltd, 2RE), 120,000; Broadcast Amalgamated Ltd, 40,000; Broadcast Amalgamated Employees' Retiring Fund, 12,000; Television New England Ltd, 40,000; Manning River Times Pty Ltd, 10,000.

Directors: A. W. Chapman, E. Higginbotham, J. A. King, O. G. K. Sutherland, E. S. White.

Executives: O. G. K. Sutherland (chrnm & mng dir), V. A. Brown (secy).

Transmitter site: Middle Brother Mountain, height 1829ft, 18 miles NNE of Taree.

Studio site: Cowper-st, Chatham, Taree, adjacent to radio station 2RE.

Equipment and facilities planned: Announce booth only for first three years, then one studio of 875 sq ft. AWA supplying full equipment.

Proposed operating hours: 31½ hours, 1st year; 35 hours, 2nd year; 42 hours, 3rd year.

I/state Repr.: Country Radio & Television Ltd, Sydney; J. Havre, Melbourne.

Rates resume (base rate): 60secs, £15; 30secs, £10; 20secs, £7 10s; 10secs, £5, with usual applicable discounts.

MTN Channel 9 Griffith

Licensee: Murrumbidgee Television Ltd.

Authorised capital of £500,000 divided into 2 million 5s shares, with initial issue of 1 million shares.

Shareholding: 50,000 shares each to D.P.L. Drover, Associated Rural Industries Ltd, Irrigation Area Newspapers Pty Ltd, Murrumbidgee Irrigator Pty Ltd, Riverina Theatres Pty Ltd, 2RG Broadcasters Pty Ltd and H. Jones & Co. (Sydney) Pty Ltd; 100,000 shares reserved for allotment to interests in the area; 550,000 shares for public issue.

Directors: B. H. Maguire (chairman), Dr L. M. Jones, W. R. Gamble, D. P. L. Drover, G. Conson, C. D. S. Moore, D. F. Boyce, M. E. Farley.

Estimated cost of establishment, £188,411.

Proposed operating hours: 32 hours 5 minutes a week in the first year, 33 hours 35 minutes (2nd year), 40 hours 5 minutes (3rd year).

Proposed transmitter site: Mt Bingar, with co-siting and co-masting with the national station.

Estimated population coverage, 75,000.

NBN Channel 3 Newcastle

Opened: Mar. 4, 1962.

Licensee: Newcastle Broadcasting and Television Corporation Limited, Mosbri Crescent, Newcastle. Phone 2-0321.

Network affiliation: National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN).

Executives: K. W. Stone (station mngtr), C. H. Nash (secy-accnt), K. W. Brown (sales mngtr), H. J. McPhee (chief eng.).

Tower and Antenna: Tower EPT, antenna RCA. 1640ft above sea level, located at Great Sugarloaf Mountain.

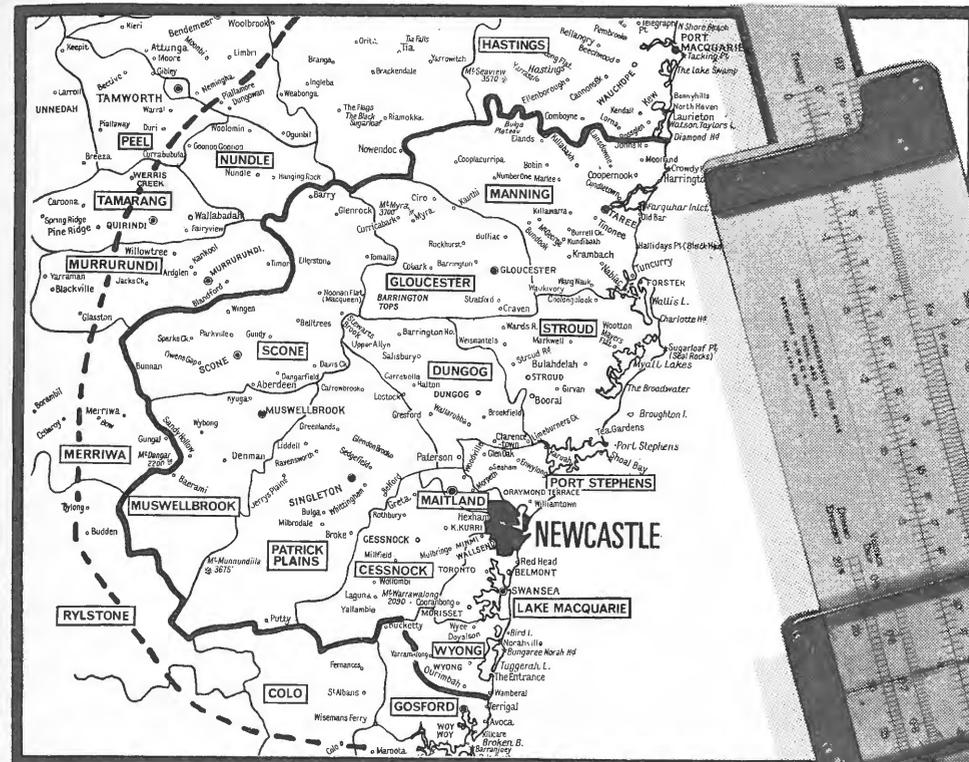
Transmitters: Parallel RCA 6kw. Vision carrier 100kw ERP, sound carrier 20kw, ERP. Channel 3-85-92megs.

Studios: Building (247 squares) located in Mosbri Cres., ¼ mile from centre of city. Studios 50ft x 70ft (main studio) and 20ft x 25ft (presentation).

Equipment: Three 4½ inch image orthicon cameras (one with zoom lens), one vidicon camera, two telecine chains, 1 opaque scanner, electronic special effects unit, film processing facilities, two television tape recorders, dual S/T microwave links.

Representation: Ken Brown, sales manager, NBN3, 254 George-st, Sydney (27-2881); NWS sales dept Tynte-st, North Adelaide, SA (6-9322); Neil Reeman, Television City, Bendigo-st, Richmond, Vic. (42-0201); John Penglis, 170a Albert-st, Brisbane (2-9473).

Rates resume (base rate): AAA (6.30-9.29pm including main evening news programs) 60 secs £60, 30secs £42, 20secs £33, 10secs £16;



Get your measure of the rich Newcastle-Hunter Valley TV audience!

AUDIENCE FACTS Primary Coverage Area Only

Population	116,000	Families	392,000
TV Families	88,000	Families	75.9% of all families
TV People	317,000	People	80.9% of all people

NBN overall Share of Audience, 71.6%.

Based on the Anderson Survey of Sept., 1964, next survey expected approximately March, 1965.

MARKET FACTS

Primary Coverage Area Only	4,861
Total Retail Outlets, 1962	4,861
Total Retail Sales, 1962,	£125.7 million
Income generated — Hunter Valley —	£210 million



Ken Brown,
Sales Manager,
NBN 3,
254 George Street,
SYDNEY. 27-2881.

Neil Reeman,
Television City,
Bendigo Street,
RICHMOND, VIC.
42-0201.

John Penglis,
170A Albert Street,
BRISBANE. 2-9473.

NWS 9 Sales Dept., STUDIO,
Tynte Street, Mosbri Crescent,
NORTH ADELAIDE, NEWCASTLE.
S.A. 6-9322. 2-0321.

AA (9.30pm-10.30pm) 60secs £39, 30secs £35, 20secs £28, 10secs £14; A (open-6.29pm, 10.30 pm-close) 60secs £20, 30secs £14, 20secs £12, 10secs £6.

NEN Channel 9 Tamworth

Licensee: Television New England Limited. PO Box 19, South Tamworth. Phone Tamworth 5-8253.

Proposed opening date: March, 1965.

Principal interests: Broadcast Amalgamated Ltd, Northern Newspapers Pty Ltd, estate late H. M. Sheffer, New England Broadcasters Pty Ltd, Broadcast Amalgamated Ltd Employees' Retiring Fund, W. J. O'Brien.

Directors: H. Joseph (chrmn), W. A. Baxter, D. H. Drummond, MHR, E. Higginbotham (mng dir), J. B. Regan, S. F. Sheffer, D. J. R. Sommerlad, B. M. Treloar.

Executives: E. Higginbotham (mng dir), N. A. Boyle (mngnr), O. Bartle (chief engineer), B. F. Watson (secy).

Transmitter site: Mt Dowe on Kaputar Plateau. 550ft mast.

Studio site: Calala, Tamworth.

Equipment and facilities: One studio, 2700 sq ft, 2 EMI studio vidicons with zoom and turret lenses, 116ft Cyclorama, drop curtain, rear projection facilities (still), 4 Debric telecine projectors, caption scanner, 2 x 32 slide projectors, 2 RCA Cassette tape recorders, magnetic SOF recording facilities, film processing facilities.

Operating hours: 35 hours weekly, daily, 5pm to 10pm.

I/state repr.: Country Radio & Television Pty Ltd, 131 Clarence-st, Sydney; John Havre, 422 Collins-st, Melbourne; John Penglis, O'Connor Hse, 170a Albert-st, Brisbane.

Rates resume (base rate): (A time, 6pm to 10pm) 60secs £25, 30secs £19, 40secs £22, 20secs £15, 10secs £10, 5secs £5; (B time, open to 6pm and 10pm to close) 60secs £18 10s, 40secs £16 10s, 30secs £14, 20secs £11, 10secs £7 10s, 5secs £3 10s.

NRN Channel 10 Coffs Harbor

Proposed opening date: Jan. 23, 1965.

Licensee: Northern Rivers Television Ltd, Pacific Highway, Coffs Harbour. Phone 1201. PO Box 400. Telegrams Enarten.

Principal interests: Daily Examiner Pty Ltd, Grafton Broadcasting Co. Pty Ltd, Macleay Argus Pty Ltd, Central North Coast Newspaper Company Pty Ltd.

Directors: A. R. W. Forsyth (chmn), A. L. J. Cave (mng dir), J. B. Chataway, A. J. S. Gilchrist, Dr I. A. Page, D. J. O'Dell.

Executives: A. L. J. Cave (mng dir), D. J. Bonner (chief eng.), John McKenzie (office mngnr), Dargin McKenzie (sales mngnr), Tom Warne (program mngnr), John Sheppard (special events co-ordinator).

Transmitter site: Mount Moombil. **Studio**

site: Pacific Highway, Coffs Harbour.

Transmitter and site: AWA TVH-10 (outputs, 10kw vision, 2kw sound. Standby, spare modulator and exciter units for TVH-10.

Technical facilities: Channel 10, Erp 100kw vision, 20kw sound.

Antenna: AWA ten stack panel type, directional gain 11.0.

Studio (presentation): 27ft x 20ft, with overhead grid system lighting, full length wall syke, two Marconi Vidicon Type BD864 with 0.8inch-5inch lens and Cannon motorised zoom. Four RCA microphones (BK5B, BK6B); four-speed turntables with Orthophon pick-ups; announcers booth with RCA BK5B for v/o and RCA cartridge tape recorder with two playback units.

Telecine: Two 16mm film/slide chains equipped with TVF2 vidicon camera chain, Marconi BD923F multiplexer, two Debric 16 mm projectors (second chain one projector), and Selectroslide dual drum slide projector. One AWA caption scanner equipped with TVF1 vidicon camera chain, station clock, flipcard assembly (scanned dimensions 11 inches x 8½ inches), and miniature stage.

Master control: Marconi vision mixer 841 cut and dissolve with preview, continuous monitoring of each vision output, three Marconi picture and wave form monitors type BD873 and sound control console (dual channel AWA).

Studio to transmitter link: Utilises two AWA TVL-1 links operating in 7 G/ms. Band on dual path 16.4miles to Mt Moombil, 3400 ft above sea level.

Auxiliary power: Studio — 150 KVA (remote operation), transmitter — 100 KVA (remote).

Proposed operating hours: 5-10pm Mon.-Sun.

I/state repr.: Provincial Television Services: 47 York-st, Sydney (Joe Brown), 29-1892; 167 Queen-st, Melbourne (John Aldous), 67-3217.

Rates resume (base rate): AAA Time (6.30 pm-close) 60secs £30, 30secs £22, 20secs £19, 10secs £11, 5secs £7; AA Time (open-6.30pm) 60secs £19, 30secs £15, 20secs £11, 10secs £7, 5secs £4. Discounts from 2½pc to 25pc.

RTN Channel 8 Lismore

Opened: May 12, 1962.

Licensee: Richmond Tweed TV Limited, 11 Molesworth St, Lismore. Phone Lismore 2351 (4 lines).

Principal interests: Northern Star Ltd, Richmond River Broadcasters Pty Ltd (2LM), Tweed Radio and Broadcasting Co. Pty Ltd (2MW), Tweed Newspaper Co. Pty Ltd, Casino Newspaper Pty Ltd.

Directors: J. C. McIntosh (chairman), A. A. Budd, J. I. Glynn, H. C. Junor, F. J. Liddy, R. W. Manyweathers, C. M. Robertson, J. A. M. Stockdale, L. T. Warrick (managing

director).

Chief engineer: H. G. Green. **Sales manager:** L. J. Magee.

Tower: 250ft EPT with Rhode & Schwartz antennae, on Mt Matheson, 2636ft above sea level and 18 air miles from studio site at Goonellabah, near Lismore. ERP, 100kw vision 20kw sound; 189.25 megs vision, 194.75 megs sound.

Facilities: 50 x 40ft studio equipped with two vidicon cameras. Telecine area equipped with two vidicon chains with four 614 CVBM projectors, two 2in slide projectors and one caption scanner for 12 x 9in graphics.

Operating Hours: 5pm-10pm Mon.-Fri. (with midday matinees Wed. & Thurs.); 5.30pm-10.30pm Sat.; 4.30pm-10pm Sun.

Signal area: Gold Coast to Macksville.

I'state Repr.: George Mooratoff, TV Time Sales, 187-191 Macquarie-st, Sydney (28-4714-5); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674).

Rates resume (base rate): AAA (6.30pm-close), 60secs £37 10s; 30secs £27 10s; 20secs £22 10s; 10secs £14.

RVN Channel 2 Wagga

Opened: April, 1964.

Licensee: Riverina Television Limited, Television Centre, Wagga. PO Box 69. Telegrams, Rivtel.

Principal Interests: Estate late E. V. Roberts, A. & F. Sullivan Pty Ltd, Young Broadcasters Pty Ltd.

Directors: W. J. Hucker (chairman), J. W. C. d'Apice, F. B. Twomey, Mrs A. Linden, G. K. Dunn, J. C. Jackson, J. A. Jackson.

Manager: W. P. Marsden. **Chief engineer:** S. W. McDonald.

Transmitter: AWA twin 10kw remote controlled situated 2490ft ASL on Mt Ulandra, 38 air miles north east of Wagga.

Mast: 550ft guyed mast.

Studios: 2400 sq ft studio; film cameras and processing facilities, two vidicon studio cameras, AWA and Marconi equipment.

Operating hours: 5pm-10.30pm daily.

I'state Repr.: Television Associates Pty Ltd, 187-191 Macquarie-st, Sydney (28-8517), 290 Latrobe-st, Melbourne (34-5185).

WIN Channel 4 Wollongong

Opened: March 18, 1962.

Licensee: Television Wollongong Transmissions Limited. Studios & offices, Fort Drummond, Mt. St. Thomas, Wollongong.

Phone B6444. Cables Winteevec. Telex TVWLG AA29003. PO Box 500.

Network affiliation: National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN).

Principal interests: Mirror Newspapers Ltd holds 16pc of issued shares, Consolidated Press Holdings Pty Ltd 16pc, Euroka Pty Ltd 13.18pc, Wollongong Broadcasting Pty Ltd (2WL) 10.1pc and Wollongong Theatres Pty Ltd 6.25pc.

Directors: W. Simpson (chairman), M. Rich, L. V. W. Maynes, F. J. O'Donnell, C. Ogilvy, H. H. Robinson, K. C. Wiseman, T. A. Maguire, W. Lean.

Executives: General manager, W. Lean; chief engineer, Keith Roberts.

Tower: 300ft EPT, with RCA TFD-32FS antenna at Knight's Hill near Robertson, 2550ft above sea level and 18 air miles SW of Wollongong. ERP: 100kw.

Directional aerial throw 200kw ERP 40 and 210 degrees from true north, 25kw 12° and 310 degrees, 100kw to north, 80, 160 and 260 degrees.

Studio: 50 x 40ft buildings at Fort Drummond, Mount St Thomas, Wollongong. RCA microwave link to transmitter. Two RCA vidicon studio cameras, two telecine chains and two slide projectors. Houston Fearless film processing equipment, Ampex videotape.

Rates resume (base rate): A time (6pm-close), 60secs £32, 30secs £23, 20secs £19, 10secs £12; B (all other times), 60secs £12, 30secs £9, 20secs £7, 10secs £5. Discounts applicable from 1pc on £250 to 25pc on £25,000.

I/state repr.: Rod Lester, Lindsay Atkinson, 247 George-st, Sydney (27-9123, 27-2881), Cliff Wray, c/o GTV, Television City, Richmond, Vic. (42-0201).

Channel 7 Broken Hill

Licensee: Broken Hill Television Ltd. Nominal capital of £100,000, comprising 400,000 5s shares.

Shareholding: Broken Hill Theatres Pty Ltd (20,000 shares), Electronic Industries Ltd (20,000 shares) with 360,000 shares reserved for public issue.

Directors: J. L. Firth, F. R. Harvy, J. D. Crowley, P. J. Martin, K. J. Chorlton, O. G. Oliver.

Estimated cost of establishment, £101,000.

Proposed operating hours: 25½ hours a week (1st year), rising to 28 hours (2nd year) and 30 hours (3rd year).

Transmitter mast is expected to be co-sited with that of the national station near Broken Hill, and a studio located nearby.

Estimated opening possibly late 1965.



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October 19th, 1964, saw the beginning of an exciting new era for Australian television — the opening of Television City's newest suburb — Studio Nine.

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Television stations

● *Victoria*



ATV Channel 0 Melbourne

Opened: August 1, 1964.
Licensee: Austarama Television Pty Ltd. Studios and offices, cnr Hawthorn and Springvale-rds, Nunawading. Phone 23-8821, 23-8831. Telegraphic address, Austarama. **City address:** 489 Swanston-st, Melbourne. Phone 24-0401.

Sydney office: 129 Phillip-st, Sydney. Phone 28-4636.

Network affiliation: Independent Television System (ATV-0, Melbourne; TEN, Sydney; TVQ, Brisbane; SAS, Adelaide).

Interest represented: Ansett Transport Industries Ltd.

Directors: R. M. Ansett, Sir Douglas B. Copland, Air-Marshel Sir George Jones, R. Moore, J. N. Lord, W. D. Scott, L. Bennett, W. M. Woodfull, R. R. Walker.

Executives: L. A. Mauger (gen. mngr), H. J. Clappison (business affairs controller), G. H. Davey (chief eng.), N. A. Carlyon (prog. mngr films), G. J. Pengilly (sales mngr), B. Wright (news and public affairs), B. Ferguson (live prog.), G. Ford, (prod. mngr), M. Fitzgerald (publ. and PR).

Transmitter and site: RCA 25/5 Kw with 6 Kw/1.5Kw Standby. Located Burke's Lookout, adjacent to Mt. Dandenong, approx. 20 miles from the city.

Studios: Cnr. Hawthorn and Springvale-rds, Nunawading. Total area 130,000 sq ft.

Facilities: Three studios; one 7500 sq ft and two of 1350 sq ft. A further large studio of 7500 sq ft planned. Full air conditioning with emergency power available.

Remote facilities: Mobile studio drawn by a prime mover which can be readily detached, allowing the studio unit to be fully self-contained with own power plant and air conditioning. Unit is equipped with three 4 1/2 inch RCA TK-60 cameras, fitted with Varatol 111 zoom lens. Complement of fixed lens also available. Audio console equipped with 12 channels, having foldback and prelisten facilities. A single transcription unit together with a cartridge tape record-replay unit provided. **Newsmobile:** Equipped with one RCA TK-31 3 inch Orthicon camera concealed in the roof of the van, being raised and lowered via a hydraulic pedestal. Equipped with a 6 channel audio mixer and designed for telecasting live instant news.

Equipment: Nine 4 1/2 inch RCA TK-60 image Orthicon cameras, three Riker vision switchers with special effects, one studio vidicon camera, three RCA TR-22 videotape recorders, three multiplexed telecine chains, equipped with RCA TK-22 vidicon cameras, TP-66 film projectors and TP-7 slide projectors. Eight microwave links, two 24-channel McCurdy audio mixers and two 12-channel McCurdy audio mixers, together with cartridge tape recorders and RCA TR-21 console recorders. Program control utilises RCA TSA-3 preset automatic program switcher.

Facilities provided for television film transfer equipment (to be installed 1965).

Technical facilities: Channel 0 (45-52megs). Vision 46.26megs. Sound 51.76megs. 100kw erp visual.

Antenna: Self-supporting 590ft, located 1950ft above sea level. Emergency power available.

Operating hours: Mon.-Fri., 3-11.15pm; Sat., 4.30-11.30pm; Sun., 3.30-11pm.

I/state repr.: J. Wilson, 129 Phillip-st, Sydney. Phone 28-4636. **O'seas:** D. Taffner, 527 Madison-ave, New York, NY 10022, USA. Phone Plaza 56357.

Rates resume: AAA zone, 60mins £480, 30mins £240; AA zone, 60mins, £368, 30mins £184; A zone, 60mins £192, 30mins £96; B zone, 60mins £128, 30mins £64. Zone 1, 60secs £170. 30secs £124, 20secs £98, 10secs £58; Zone 2, 60secs £128, 30secs £85, 20secs £63, 10secs £38; Zone 3, 60secs £63, 30secs £38, 20secs £29, 10secs £17.

In a late 1964 decision, ATV-0 substantially reduced rates for the first four months of 1965. Decreases (on previous rate card) are 50pc (Jan.-Feb.), 42pc (March) and 25pc (April).

GTV Channel 9 Melbourne

Opened: Jan. 19, 1957.

Licensee: General Television Corporation Pty Ltd, Studios and offices, 22-46 Bendigo st, Richmond. Phone 42-0201. Telegrams Geeteveev.

Network Affiliation: National Television Network (GTV, QTQ, NWS, TCN, NBN, WIN).

Interests represented: Independent Television Corporation Pty Ltd, David Syme & Co. Ltd, Hoyts Theatres Ltd, Greater Union Theatres, Nilsen's Broadcasting Service Ltd, Efftee Broadcasters Pty Ltd, Val Morgan and Sons, Mack Furnishing Co. Pty Ltd, TCN.

Directors: Sir Frank Packer, Sir William Dunk, J. R. Kitto, Maj. Gen. The Rev. C. A. Osborne, A. J. Moir, N. B. Rydge, E. Turnbull, K. F. B. Packer, G. F. Currey, E. K. Sinclair, C. B. Bednall, F. Gilder.

Executives: Colin Bednall (mng dir), R. Kinnear (prog. mngr), Rodney Biddle (chief eng.), Nigel Dick (mngr), John Fink (sales mngr), Miss J. Conway (continuity mngr), John Cahill (Sydney mngr), K. Bailhache (secy).

Transmitter and site: Siemens & Halske, 10/2kws, located Observatory Lookout, Mount Dandenong (approximately 20 miles from city).

Standby sound and vision transmitter: Pye 5/1kws with provision to increase to 10/2kws. Emergency power generator on the site.

Facilities: Three TV studios 9000 sq ft, 5000 sq ft and 2000 sq ft; one film studio 900 sq ft; one sound recording studio 1400 sq ft; sales convention studio 1700 sq ft; special events studio 1700 sq ft; ballet re-



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 Assist. Sales Manager: K. Carroll 69 0771
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 R. Stoffell

SALES SERVICE:

Scheduling, Traffic, Advertising Accounts:
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 Scheduling: B. Carrick 69 0771
 Traffic: A. Wardle 69 0771
 Advertising Accounts: Mrs. P. Rogers 69 0771

ADMINISTRATION:

Manager: K. S. Cairns 69 0771
 Finance Director: R. H. Sampson 69 0771
 Accountant: A. H. Miller 69 0771

TECHNICAL:

Chief Engineer: J. H. T. Fisher 69 0771
 Assist. Chief Engineer: M. Albiston 69 0771
 Facilities: O. Rowe 69 0771

INTERSTATE REPRESENTATION:

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hearsal studio 3350 sq ft; garden set with swimming pool, carpentry and scenery workshops, storage area, artists' dressing rooms.

Equipment: Includes 11 image orthicon cameras, three Ampex videotape recorders, two video film recorders (incl. married optical and unmarried magnetic sound facils.), three telecines (incorp. 35mm slides, opaque caption scanner, two outside broadcast units and five microwave links); two studio cranes, pedestals; four zoom lenses; full commercial 35mm and 16mm film processing and printing facils., black and white; and sound recording mixing and dubbing facils., for both film and disc release, Ampex 4-track audio tape recorder.

Technical Facilities: Channel 9 (195-202mcs. Vision, 196.25mcs. Sound, 201.75-mcs.), 100kw visual, 20kw ERP Sound.

Antenna: 2290ft. above sea level.

Operating Hours: Mon.-Fri., 11.30am-11.30 pm; Sat., 7.30am-midnight; Sun., 12noon-11pm.

I/state repr.: John Cahill, 254 George-st, Sydney (27-2881).

Rates Resume (10pc discount rate): Night: 10secs, from £18 to £58 10s; 20secs, £31 10s-£99; 30secs, £40 10s-£130 10s; 60secs, £63-£180. Day: 10secs, £18; 20secs, £31 10s; 30secs, £40 10s; 60secs, £63; 30mins, from £72 (B Time) to £270 (AAA); 60mins, £144 (B), £540 (AAA). Associate MF broadcasting station, 3AK, Melbourne.



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CHANNEL FOUR**

HSV Channel 7 Melbourne

Opened: Nov. 4, 1956.

Licensee: Herald-Sun TV Pty Ltd, Studios and offices, cnr Dorcas & Wells-sts, South Melbourne. Phone 69-0771. Telegrams Hertel.

Network Affiliation: The Australian Television Network (HSV, BTQ, ADS, ATN).

Interests represented: The Herald & Weekly Times Ltd, Associated Newspapers Ltd (UK).

Directors: Sir John Williams (chairman), G. A. Caro, P. F. Jones, D. J. Riddle, J. C. A. Waters, K. S. Cairns, R. H. Sampson.

Executives: K. S. Cairns (mngr), R. H. Sampson (finance dir.), N. Spencer (asst. mngr, prod.), W. Powers (sales mngr), J. H. T. Fisher (chief eng.), M. Albiston (asst. chief eng.), A. H. Miller (acct).

Transmitter and site: Marconi, located Mt. Dandenong.

Studios: Cnr. Dorcas & Wells-sts, Sth. Melbourne, and Johnston-st, Fitzroy. Total area, approx. 21,000 sq. ft.

Facilities: No. 1 studio, 60ft x 50ft; No. 2, 40ft x 30ft; No. 3 studio, Fitzroy teletheatre, 80ft x 75ft.

Equipment: Marconi, with some American units. Ten cameras, including remote broadcast unit.

Technical Facilities: Channel 7 (181-188 megs). Vision 182.25 megs. Sound 187.75 megs. 100kw ERP visual.

Antenna: Self-supporting tower, 324ft. Antenna 16 stack high gain.

Operating Hours: Mon., 11.55am-11.30pm; Tues., 11.55am-11.15pm; Wed., 11.55am-11.30pm; Thurs., 11.55am-11.05pm; Fri., 11.55am - midnight; Sat., 2.15pm - 11.50pm; Sun., 11.45am-11pm.

I/state Repr.: R. Stevens, 76 Clarence-st, Sydney (29-1222). **O/seas:** H. Hughes, Amalgamated TV Services, Room 651, 229 West 43rd-st, New York, 36.

Rates resume: 30secs, £145 (Zone 1, 6.30pm-10.30pm), £100 (Zone 1A, 6pm-7.30pm), £45 (Zone 2, 10.30pm-close), £75 (run-of-station, open-close), £40 (daytime, open-6pm); 20secs, £110 (Zone 1), £75 (Zone 1A), £35 (Zone 2), £57 (run-of-station), £34 (day); 10secs, £65 (Zone 1), £45 (Zone 1A), £20 (Zone 2), £31 (run-of-station), £20 (day); 60sec participations, £190 (7.30-10.30pm), £170 (6.30pm-7.30pm), £120 (6pm-6.30pm); £75 (10.30pm-close), £65 (open-6pm), £104 (run-of-station, open-close); 60mins, £575 (AAA, 7.30pm-10 pm, Sun-Sat.), £460 (AA, 6.30pm-7.30pm, 10pm-10.30pm, Sun-Sat.), £263 (A, 5pm-6.30pm, Mon-Fri., 10.30-close, Sun-Sat., 12 noon-6.30pm, Sat. & Sun.), £133 (all other times); 30mins, £310 (AAA), £250 (AA), £158 (A), £80 (AOT). Discounts from 1pc on £1000 to 25pc on £100,000. Special package buys available.

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ATV Channel 'O' Melbourne

A member station of the Independent Television System:
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AMV Channel 4 Albury

Opened: September 7, 1964.

Licensee: Albury Upper Murray TV Limited, Television Centre, Albury, NSW. Box 126 Lavington PO, via Albury, NSW. Phone 51494. Telegrams Ayemfour, Albury, NSW.

Directors: D. W. Hague (chmn), A. R. Kidd (mng dir), F. W. White, D. K. Milham, R. F. Wiltshire, G. P. Smith, W. C. Gadd, H. W. Gray, F. W. G. Johnson.

Executives: Denzil Howson (prog. & prod. exec.), D. H. Ward (sales mngr).

Nominal capital: £500,000.

Principal interests: AWA, Hoyts Theatres, Border Morning Mail, Albury Amusements.

Tower: 500ft EPT guyed mast on 2540ft Mt Bureles, Baranduda Range, 9miles south of Albury. Co-masted with ABC, AWA aerial.

Equipment: Two AWA 10kw transmitters, AWA studio equipment, two vidicon cameras and vidicon chains.

Signal: 100kw ERP — Channel 4.

Studio: 50ft x 40ft.

Operating hours: Mon., Tues., Thurs., 4.55pm-10.40pm; Wed., 12.45-10.40pm; Fri.-Sun. 5pm-10.40pm.

Sales office: Commercial Bank of Aust. Bldg, Murphy-st, Wangaratta. G. T. Taylor (sales rep.).

I/state Repr.: Sydney, Joe Brown, 8th Floor, AWA Bldg, 47 York-st (29-1892);

Melbourne, John Aldous, 224 Queen-st (67-3217).

Rates resume (base rate): AAA Time, 60secs, £35; 30secs, £26; 20secs, £21; 10secs, £13; 5secs, £8; AA Time, 60secs, £21; 30secs, £15; 20secs, £12; 10secs, £7; 5secs, £4. Discounts from 2½pc on £300 to 25pc on £20,000. Spot participations only, except for sponsorships of Australian programs.

BCV Channel 8 Bendigo

Opened: December 23, 1961.

Licensee: Bendigo and Central Victoria Telecasters Limited, Television Centre, Bendigo, Vic. PO Box 240. Phone 3-0584. Telegrams, Beneight. Telex AA39025.

Directors: L. R. Cohn (chmn), A. E. R. Fox (deputy chmn), B. S. Andrew, N. F. Dixon, F. Strahan, K. Houlahan.

Executives: F. A. McManus (gen. mngr), J. Dear (chief eng.), R. V. Brock (prog. mngr), A. Weatherly (film mngr).

Nominal Capital: £500,000.

Interests represented: AWA, Victorian Broadcasting Network, Castlemaine Mail, Golden Drive-In Theatre, Bendigo Amusements, Elliott Provincial Newspapers and 53pc public share holding.

Tower: Johns & Waygood, 350kw NNW directional antenna Rhode & Schwartz, on Mt Alexander, 2600ft above sea level. AWA 10kw main transmitter and 2kw standby.

BCV8 CONTINUES TO INCREASE AUDIENCE *

* Anderson Survey October, 1964

PEAK AUDIENCE	INCREASED 16%	25,000 TV HOMES
MON.-SUN. AVERAGE	INCREASED 15%	6.00-10.30 p.m. DAILY
AVERAGE TV HOMES VIEWING	INCREASED 9.8%	7.30-9.30 p.m. SUN.-MON.
TV HOMES IN COVERAGE AREA	INCREASED 7%	68,300 SET SATURATION 70%
CUMULATIVE TV HOMES VIEWING	INCREASED 9%	41,400 CUM. RATING 60% (MON.-SUN. OPEN TO CLOSE.)

Buy the station with the increasing audience! Contact Provincial Television Services, Sydney 29-1892 and Melbourne 67-3217.



THE TELEVISION CENTRE OF VICTORIA

Studio: Presentation studio 23ft 10in x 18ft. Two Marconi Vidicon cameras and two Telecine chains, Caption. One Ampex VR1100 videotape.

Signal Area: 14kw ERP south to Woodend. 320kw north to Swan Hill 0.3mv contour covers Shepparton and Ballarat and reaches into NSW near Echuca and Cohuna.

Advertising on a participation basis only, except that sponsored time is available for Australian programs.

Operating Hours: Mon.-Tues.-Thurs.-Fri., 5pm-11pm; Wed., 1pm-11pm; Sun., 1pm-11.30pm.

I/state Repr.: Sydney: Provincial Television Services, Joe Brown, 47 York-st (29-1892); Melbourne: Provincial Television Services, John Aldous, 224 Queen-st (67-3217); Adelaide: Keith Coles, 95 Currie-st (51-4926); Brisbane: John Penglis, 43 Queen-st (2-9473).

Rates resume (casual): Night (6pm-10.30 pm), 60secs, £45; 30secs, £33; 20secs, £27; 10secs, £16; 5secs, £9. Day & late evening (open-6pm, 10.30pm-close), 60secs, £17; 30secs, £11; 20secs, £9; 10secs, £7; 5secs, £4. Programs (Australian program sponsorships only): Night, 60mins, £135; 30mins, £90; 15mins, £54; day & late evening, 60mins, £64; 30mins, £43; 15mins, £28.

BTV Channel 6 Ballarat

Opened: April 27, 1962.

Licensee: Ballarat and Western Victoria Television Limited. Registered Office: Walker-st, Ballarat. Phone 2-1666. PO Box 464. Cables BeeTee-Six, Melbourne. Telex address 39011.

Issued Capital: £500,000 in two million shares of 5/- each, called to 3s 6d a share.

Principal interests: Newspapers, broadcasting and picture theatres.

Directors: A. C. Pittard (chairman), J. V. Robertson (deputy chairman), C. P. A. Taylor, A. C. W. Fiske, J. H. Davey, P. J. McMahon, K. J. Flecknoe, B. E. Hayden, W. H. Heinz, A. W. Nicholson, M. G. Sloman.

Executives: Bruce F. Jackson (general manager), John Ross (sales mngr), Bruce Thomas (accountant).

Sales representation: Ian MacTavish, Ballarat (2-1666); Television Associates Pty Ltd, Melbourne and Sydney.

Operating Hours: 45hrs per week, co-masted with ABC.

Mast: 40miles NW of Ballarat. Top of mast 3700ft above sea level.

Signal: 100kw ERP. Horizontal aerial polarisation.

Studio: 55 x 40ft, presentation studio 20 x 16ft. Two RCA image orthicon cameras, two telecine chains, relay facilities, RCA TR22 videotape recorder.

I/state repr.: Television Associates — Ken Bennett (gen. mngr), Ron Frank, Scott Holden and T. Moltzen, Sydney (28-8157); Roy

Heath and Murray Milne, Melbourne (34-5185).

Rates resume (base rate): AAA Time (6pm-10pm), 60secs, £50; 30secs, £37; 20secs, £30; 10secs, £18; AA Time (5pm-6pm, 10pm-close), 60secs, £30; 30secs, £22; 20secs, £18; 10secs, £11; A Time (open-5pm), 60secs, £20; 30secs, £15; 20secs, £12; 10secs, £7 10s.

GLV Channel 10 Traralgon

Opened: December 9, 1961.

Licensee: Gippsland-Latrobe Valley Telecasters Ltd, Registered address: Princes Highway, Traralgon. Phone 71366. Melbourne 67-7372, Sydney 29-6069.

Directors: David Syme (chmn), N. F. Dixon (dpty chmn), C. L. Fraser (mng dir), A. B. MacArthur, Peter Isaacson, L. E. Friend, Dr D. Mitchell, A. L. Davies.

Executives: Donald W. Smith (mngr), D. Ewart (continuity mngr), P. Hegarty (news editor).

Principal interests: Radio stations, newspapers and picture theatres.

Operating hours: Mon., Tues, Thurs., Fri., 5.15-11.15pm; Wed., 2-11.15pm; Sat., 5.30-11 pm; Sun., 5-11pm.

Main equipment supplier: AWA (both main and standby transmitters and studio equipment).

Tower: 161ft Johns and Waygood guyed mast, on Mt Tassie, 16 miles south of Traralgon. 100kw erp directional antenna, 61ft high, overall height 222ft.

Technical facilities: AWA studio equipment, off-air receiver Pyrox, Siemens & Halse TV relay receiver. Horizontal aerial polarisation 208.215 megs, vision 209.25 megs, sound 214.75 megs. 100kw erp.

Representation: Melbourne: Colin Fraser and Graeme McDonough, Victorian Country Telecasters, 416 St Kilda-rd, Melbourne, 26-2427. Sydney: J. M. Sturrock Pty Ltd, 65 York-st, 29-8431. Adelaide: Keith Coles, 95 Currie-st, 51-4926.

Rates resume (base rate): AAA, 60mins, £123; 30mins, £69 10s; AA, 60mins, £96; 30 mins, £54 10s; A, 60mins, £53 10s. 30mins, £32; 60secs, £39 (6.30pm-close), £24 (noon-6.30pm); 30secs, £28 (6.30pm-close), £16 (noon-6.30pm); 20secs, £22 10s (6.30pm-close), £13 (noon-6.30pm); 10secs, £16 (6.30pm-close), £8 (noon-6.30pm).

GMV Channel 6 Shepparton

Opened: December 23, 1961.

Licensee: Goulburn-Murray Television Ltd. Registered address: 290 Latrobe-st, Melbourne. Studios, Wyndham Street, Shepparton.

Interests represented: Associated Broadcasting Services Limited, and newspaper and

picture theatre interests in the service area. Majority of shares held by public.

Directors: Sir William Bridgeford, Sir John McDonald, H. Pacini, F. O. Cameron, L. H. Ledger, D. Barry Wood, S. J. A. Kemp (mng dir), G. Knox (chmn).

Executives: Ronald A. Williams (gen. mgr), P. Twomey (asst mgr), Rob Brow (prog. supvsr).

Operating Hours: 5.30-10.30pm daily.

Tower: 350ft high, Johns and Waygood Ltd. Located on Mt Major, 1250ft above sea level, 17 miles east of Shepparton.

Antenna: Rhode and Schwartz vertical polarisation.

Studio: 50ft by 40ft.

Frequency: Channel 6 (174-181 megs), 100kw erp.

State Repr.: Television Associates, Ron Frank, Sydney (BW8517), Roy Heath, Melbourne (34-5185).

Rates resume (base rate): 60secs, £45 (AAA Time, 6pm-close), £24 (AA Time, 5pm-6pm), £16 (A Time, open-5pm); 30secs, £33 (AAA), £19 (AA), £12 (A); 20secs, £27 (AAA), £14 (AA), £10 (A); 10secs, £16 (AAA), £9 (AA), £6 (A); 5secs, £10 (AAA), £5 (AA), £4 (A). Discounts from 2½pc on £300 to 25pc on £20,000.

STV Channel 8 Mildura

Proposed opening date: May-June, 1965.
Licensee: Sunraysia Television Ltd, 18

Deakin-ave, Mildura, Vic. Phone Mildura 30216. Authorised capital of £250,000 divided into 1,000,000 5s shares.

Principal interests: 700,000 shares fully paid. Principal shareholders: Elliott Provincial Newspaper Group Pty Ltd and associate companies, Central Murray Broadcasters Pty Ltd, W. J. Caffrey, Stuart & Harrison Pty Ltd, C. H. Wilson, Yenom Investment Corporation Pty Ltd. Public issue of 423,000 ordinary shares was fully subscribed on July 15, 1964.

Directors: C. D. Lanyon (chmn), M. U. F. Folie (mng dir), T. B. Green, W. J. Caffrey, C. H. Wilson, H. L. Cornell.

Executives: M. U. F. Folie (mng dir), W. R. Lanyon (secy).

Transmitter site: Yatpool, 13 miles south of Mildura. **Studio site:** 18 Deakin-ave, Mildura.

Technical facilities: 5kw Astor/Pye transmitter, erp 50kw. Tower — 500ft, Johns & Waygood guyed mast, Yatpool 13 miles south of Mildura, co-masted with ABC. Antenna — Rhode and Schwartz horizontal polarisation.

Equipment and facilities: One studio area 950 sq ft. Pye vidicon camera, two telecine chains. Main equipment suppliers — Television Engineering.

Proposed operating hours: 6pm-9.30pm Mon.-Fri. first year.

State Repr.: Country Radio & TV Pty Ltd, 131 Clarence-st, Sydney (29-6021).
Estimated population coverage 40,000.

Television stations

● Queensland



**WHO'S
WHO
AT
QTQ 9**

**Channel 9
Brisbane**

GENERAL MANAGER
MR. J. W. MACKAY

Assistant General
Manager and
Sales Manager
BEDE WILLIAMS

PHONE
BRISBANE
36 0181

ACCOUNTANT: MR. A. E. JAMIESON

PRODUCTION MANAGER: JOHN T. FRANK

TRAFFIC SUPERVISOR: MISS MARGARET CLARK

SALES:

BRISBANE: Ron Trimble (Sales Executive), John Mansfield (Sales Executive). Ph. 36 0181

SYDNEY: Staff Warner (Sydney Sales Manager), Keith Simpson (Sales Executive), Phone 27 8684

MELBOURNE: Jack Clark (Melbourne Sales Manager), Phones 42 2072, 40 0201.

ADELAIDE: Jim MacPherson 6 9322, Sales Manager. (N.W.S. 9).

99

**QUEENSLAND
TELEVISION LIMITED**

Sir Samuel Griffiths Drive,
Mount Coot-tha
BRISBANE

Please address all correspondence
to: Box 72A, G.P.O., BRISBANE.

L A13

BTQ Channel 7 Brisbane

Opened: November 1, 1959.

Licensee: Brisbane TV Limited. Studios, Sir Samuel Griffiths Drive, Mount Coot-tha. Postal address, Box 604J, GPO, Brisbane. City office, 241 Adelaide-st, Brisbane. Phone 36-0111 (Mt Coot-tha), 2-8161. Telegrams Beetecue, Brisbane.

Network Affiliation: The Australian Television Network (BTQ, ATN, HSV, ADS).

Interests represented: Courier-Mail, Sunday Mail, Telegraph, Northern Star (Lismore), Daily News (Murwillumbah), Toowoomba Chronicle, 4BK-AK, 4BC-SB, AWA, Email Ltd, Southern Electric Authority of Qld, Evans Deakin & Co. Ltd, Associated Newspapers Ltd, London, with 50pc of shares issued to the public.

Directors: D. S. Sherman (chairman), A. F. Albert, C. Faragher, Sir Douglas Forbes, J. H. Hoare, R. Leonard.

Executives: E. F. Allen (gen. mngr), M. A. Norris (sales mngr), R. Elleray (secy); G. M. Everingham (chief eng.), W. Irving (prog. mngr).

Transmitter and Site: Marconi, Mt Coot-tha.

Facilities: Two studios, two OB vans, two videotape machines.

Technical Facilities: Channel 7 (181-188 megs vision, 182-25megs sound, 187-75megs, 100kw ERP visual).

Studio equipment: Four cameras, three in main studio using 4½ inch image orthicon camera tubes, fourth (vidicon) in presentation studio fitted with Taylor, Taylor & Hobson zoom lens, two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors, optical and magnetic sound tracks can be reproduced. Third vidicon chain for opaques, two RCA videotape recorders.

Operating hours: Mon.-Fri. 12noon-11pm, Sat. 4.45-11.15pm, Sun. 12noon-10.45pm.

I/state Repr.: E. E. McGowen, Anchor Hse, cnr George & Bridge-sts, Sydney (27-1785); M. Murray, Herald-Sun TV, Dorcas-st, Sth Melbourne (69-6561); J. O'Callaghan, Brisbane City Office, Newspaper Hse, 93 Queen-st, Brisbane (22-011).

Rates resume (26 times): 10 secs, £32 (night 6pm to 10.30pm), £8 10s (day opening to 6pm and 10.30 to close); 20secs, £55 (night), £15 5s (day); 30mins, (AAA time 7-9.30pm), £152, (AA time 6-7pm and 9.30-10.30pm) £116, AOT £67.

QTQ Channel 9 Brisbane

Opened: August 16, 1959.

Licensee: Queensland Television Ltd, Sir

Samuel Griffiths Drive, Mt Coot-tha. Box 72A, GPO, Brisbane. Phone 36-0181. Telegrams Quetceine, Brisbane. Telex No. 40244. Registered office, c/o Valentine & McInnes, 334 Queen-st, Brisbane. Phone 2-3121.

Network Affiliation: National Television Network (QTQ, TCN, GTV, NWS, NBN, WIN).

Interests repr.: Individual Queensland shareholders, NBC International (NY), Amalgamated Television Services Pty Ltd.

Directors: Douglas Wadley (chmn), Ernest Oliver, T. M. Maddrell Osborne, Ma'kay Ross, Verdun Stephens, Warwick Ernest Whatmore, Hedley Edwin Hendy.

Executives: J. W. McKay (gen. mngr), Bede Williams (asst gen. mngr), P. J. Marlan (chief eng.), J. T. Frank (prod. mngr).

Transmitter Site: Mt. Coot-tha, Brisbane.

Antenna: EPT Pty Ltd. Tower, RCA super-gain antenna.

Facilities and Equipment: Offices, studios and transmitters are combined in a single building, one main studio 50ft x 70ft, plus a presentation studio with provision for the later addition of a third larger studio. A separate master control room with associated centralised telecine and transmitter equipment is located on a lower ground floor. The administrative offices are on the first floor. Four cameras suitable for either studio or mobile use. One complete mobile unit. Two telecine chains. Two videotape recorders.

Technical Facilities: Channel 9 (195-202 Mc/s), vision 196.25Mc/s, sound 201.75Mc/s. 100kw ERP visual, 20kw ERP sound (FM).

Studio Equipment: Four three-inch image orthicon cameras, three in the main studio. One remote controlled vidicon camera in presentation studio. All four orthicon cameras transferrable to the OB unit if desired. 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 opaques. Videotape for recording.

Operating Hours: Sat., 4.45pm-11pm; Sun., 12noon-11pm; Mon.-Fri., 10.50am-11.5pm.

I/state Repr.: Stafford Warner, 4th Floor, Scottish House, 19 Bridge-st, Sydney (27-8684); Jack Clark, 22 Bendigo-st, Richmond, Vic. (42-2072); Jim MacPherson, c/o NWS, Adelaide (6-9322).

Rates resume (60mins, £280 (AAA Time, 7pm-9.30pm), £220 (AA Time, 6pm-7pm, 9.30pm-10.30pm), £120 (AOT, all other times); 30mins, £140 (AAA), £110 (AA), £60 (AOT); 15mins, £40 (AOT); 60secs, £26 (day), £87 10s (night), 30secs, £21 (day).

£75 (night); 20secs, £16 (day), £50 (night); 10secs, £9 (day), £30 (night).

TVQ Channel 0, Brisbane

Proposed opening: Mid-1965. Test pattern early 1965.

Licensee: Universal Telecasters Qld Ltd. Temporary office, Room 17, 324 Queen-st, Brisbane. Phone 2-9273.

Network Affiliation: The independent television system (TVQ, TEN, ATV-0, SAS).

Principal shareholders: Ansett Transport Industries Ltd Group, Mutual Life & Citizens Assurance Co. Ltd.

Directors: Sir Alexander Murphy (chairman), J. M. D. Stevens (deputy chairman), R. M. Ansett, N. A. Smith, F. T. Moore, J. R. Gibson, W. Mathers, K. D. Morris, E. D. Summerson.

Executives: R. A. Becker (gen. mngr), J. C. Stevenson (chief eng.).

Transmitter and studio site: The Summit, Mt Coot-tha.

Studio: One studio with provision for additional presentation studio and large production studio.

Equipment: RCA TK60 4½inch image orthicon cameras, McCurdy audio console, Riker vision switcher, Telecine features RCA TP 15 multiplexer with TK22 cameras and TP 66 film projectors. Two RCA TR22B tape recorders.

Transmitter: Two RCA TT-6AL 6kw transmitters and one TT25-BL 25kw transmitter.

O'seas Repr.: D. L. Taffner Ltd, New York, Charles Dorning, London.

DDQ Channel 10 Toowoomba

Opened: July 13, 1962.

Licensee: Darling Downs TV Ltd, Mt Lofty, Toowoomba. PO Box 34, Toowoomba. Phone 2-2288. Secretary and share register, Mt Lofty, Toowoomba. Telegrams Deedee-cue.

Principal interests: Toowoomba Newspaper Co. Pty Ltd, Birch Carroll & Coyle Ltd, Empire Theatre Pty Ltd, Gold Radio Service Pty Ltd, Commonwealth Broadcasting Co. Pty Ltd, AWA Ltd, Warwick Newspaper Pty Ltd, Hoyts Theatres Ltd, Warwick Broadcasting Co. Pty Ltd.

Nominal capital: £600,000.

Directors: W. Bruce, R. W. P. Dodd, R. J. Dunn, K. B. Fowler, L. C. Hynes, E. Hollingworth, S. A. Morley, D. Thompson.

Executives: S. J. Fitzpatrick (gen. mngr), N. S. Hill (chief eng.).

Transmitter & site: Philips dual 5kw, Mt Mowbullen (Bunya Mts).

Antenna: Self-supporting tower 350ft;

3850ft above sea level, directional Rhode and Schwartz high gain, horizontally polarized. Approx. pattern, 20kw at NNW, rising to 50kw at WNW and NNE, rising to 100kw at SSW and ENE, rising to 200kw at SSE. Technical facilities: Vision 209.26megs, sound 214.76megs.

Studio and equipment: Studio situated at Mt Lofty, Toowoomba. Fully equipped 38ft x 30ft studio; two vidicon camera chains; two vidicon telecine chains — each two 16mm film, slides and epidiascopes for direct projection. Stand-by power supply at studio and transmitter.

I/state Repr.: Metrep Services Pty Ltd, 65 York-st, Sydney, 29-3180 (N. Taylor); Metrep Services Pty Ltd, 230 Collins-st, Melbourne, 63-3444 (I. Ahearn), J. Penglis, 170a Albert-st, Brisbane (2-9473). Keith Coles, 95 Curriest, Adelaide (51-4926).

Rates resume (base rate): Night (6pm-close), 60secs £32, 30secs £23, 20secs £19, 10secs £12, Day (open-6pm), 60secs £16, 30secs £12, 20secs £10, 10secs £6.

RTQ Channel 7 Rockhampton

Opened: September 7, 1963.

Licensee: Rockhampton Television Ltd, Box 568, PO, Rockhampton, Qld. Phone 8877. Telegrams Arteecue.

Principal interests: Rockhampton Newspaper Co. Pty Ltd, Rockhampton Broadcasting Co. Pty Ltd, Walter Reid & Co. Ltd.

Directors: A. G. Dunn (chmn), L. S. Dunn, C. J. Edwards, J. H. Harrup, M. O. Scott, T. B. Macualay, E. J. Rheuben.

Executives: Bill Saunders (mngr), C. Amore (chief eng.).

Transmitter site: Mount Hopeful. Studio site: Dean-st, North Rockhampton.

Equipment and facilities: Two studios total 1500 sq ft. AWA transmitter and studio equipment. Two Marconi studio cameras.

Operating hours: 5-10pm daily.

Rates resume (base rate): 60secs £25. Saturation rates available.

I/state repr.: Metrep Services, Sydney and Melbourne; J. N. Penglis, Brisbane; Keith Coles, Adelaide.

SDQ Channel 4 South Downs

Licensee: Darling Downs TV Limited.

Transmitter site: Passchendaele Ridge. Studio site: Mount Lofty, Toowoomba.

Equipment and facilities: Studio equipment as for DDQ Channel 10. Transmitter equipment dual 10kw, antenna AWA on guyed mast on Passchendaele Ridge, comasted with ABC.

Address, shareholders, directors, executives, studio, operating hours, rates, I/state repr.: see DDQ Channel 10.

from now on, when you're planning & buying TV in Brisbane

remember

the picture changes dramatically from mid-1965!

That's when Brisbane's new TV Station, TVQ Channel 0 starts transmission. *And make no mistake* — with the type of programs, the type of management, the type of promotion and the type of time buying opportunities we've planned — we'll deliver the type of audience you won't buy better anywhere! *And we'll deliver right from GO:* Remember to remember . . . TVQ Channel 0 is Brisbane from mid-'65 . . . we'll have the audience. Will your client? All enquiries to *The Sales Manager*, TVQ Channel 0, Brisbane, Qld.



TNQ Channel 7 Townsville

Opened: Nov. 1, 1962.

Licensee: Telecasters North Queensland Limited, Mount Stuart, Townsville. Phone 6161. P.O. Box 716.

Principal interests: Ayr Broadcasters Pty Ltd (4AY), Amalgamated Wireless A'sia Ltd, North Queensland Newspaper Company Feldt's Theatres.

Directors: C. K. Carmody (chairman), J. F. Gleeson (mng dir), J. H. Gibbard, J. Feldt, J. F. Flitcroft, N. C. Schwartzkoff, T. L. Heatley.

Executives: K. R. Christensen (sales mngr), R. McR. Barton (chief eng.), J. O. Phillips (program/prod. super.).

Transmitter site: 1825ft above sea level on Mount Stuart, six miles SW of Townsville. Studio and transmitter co-sited there.

ERP: 100kw.

Equipment and facilities: Studio in use — 440 sq. ft, second studio planned will be 3000 sq. ft. Two Marconi Vidicon camera chains with one studio camera equipped with remote controlled zoom lens. Two AWA telecine chains with four Bell & Howell sixteen millimeter projectors (optical and magnetic sound replay) and two Gray slide projectors. One AWA caption stand and camera. All technical areas and studio are air-conditioned.

I/State Repr.: John N. Penglis, O'Connor Hse, 170a Albert-st, Brisbane (29-473); Metrep Services Pty Ltd, Asbestos Hse, 65 York-st, Sydney (29-3180); Metrep Services Pty Ltd, Albany Court, 230 Collins-st, Melbourne (63-3444); Keith R. Coles, 95 Currie-st, Adelaide (51-4926).

Rates resume (base rate): AAA (6-10.30 pm), AA (4.30pm-6pm, 10.30-11pm), 60secs, £35 AAA, £21 AA; 30secs, £25 AAA, £16 AA; 20secs, £21 AAA, £13 AA; 10secs, £13 AAA, £8 AA. News, 60secs, £42, 30secs, £30, 20secs, £25. Discounts applicable from 2½pc on £500 to 25pc on £20,000.

WBQ Channel 8 M'borough

Proposed opening: March, 1965.

Licensee: Wide Bay-Burnett Television Limited, 217 Bazaar-st, Maryborough, Q'ld. PO Box 30. Phone Maryborough 2528.

Principal interests: Maryborough Newspaper Co. Pty Ltd, Bundaberg Newspaper Co. Pty Ltd, Bundaberg Broadcasters Pty Ltd, Maryborough Broadcasting Co. Pty Ltd, Birch, Carroll & Coyle, with 500,000 shares to the public.

Directors: E. H. A. Nicholson, A. Dunn, N. G. McCormack, C. A. F. Nielson, G. W. Reaney, A. P. Wynne, J. F. Wetherell.

Executives: Frederick T. Yates (gen. mngr), H. S. Lilburn (chief eng.).

Transmitter site: Mt Goonaneman near Biggenden. AWA TVH-10.

Technical facilities: 100kw erp on Channel 8 (188-195 Mc/s). Vertical polarisation.

Studio site: At Granville, Maryborough.

Studios: Three studios including one outside for special outdoor presentations. Largest studio 40ft x 30ft.

Equipment and facilities: Link equipment is dual Marelli Lenkurt system type FV14B, operating on 4000 Mc/s band and fitted with three-metre parabolic reflector at each terminal to give constant reliable operation over 38.4 mile path from studio to transmitter. Studio equipment is latest Fernseh video equipment with three inch image orthicon cameras, switchable multiplexers.

Three Debrie single head projectors with optical/magnetic sound replay plus one double head Siemens projector with 16mm magnetic tape recorder and replay facilities. Two dual drum "Selectroslide" slide projectors and twin caption/clock units. Finest technical quality audio equipment including twin cassette tape recorders with automatic slide changing facilities and Gates Solid Statesman audio console.

Proposed operating hours: 33 hours weekly in the first year rising to 35 hours in the second year and 42 hours weekly in the third year.

I/State Repr.: Norman Taylor, Metrep Services, Asbestos Hse, York-st, Sydney (29-3180); Ian Ahearn, Metrep Services, Albany Court, Collins-st, Melbourne; John N. Penglis and Associates, O'Conner Hse, 170a Albert-st, Brisbane.

Rates resume (base rate): AAA time (6.30-9pm), 60secs £30, 30secs £22, 20secs £18, 10secs £11; AA time (6-6.30pm, 10pm to close), 60secs £22, 30secs £18, 20secs £15, 10secs £9; A time (open to 6pm), 60secs £18, 30secs £15, 20secs £10, 10secs £5.

FNQ Channel 10 Cairns

Licensee: Far Northern Television Pty Ltd.

Originally authorised capital of £5000 to be extended (on conversion to public company) to £300,000 divided into 1,200,000 5s shares.

Shareholding: 160,000 shares to Far Northern Theatres Ltd; 40,000 shares to The Cairns Post Pty Ltd; 20,000 shares to H. S. Taylor; 241,800 to directors and other associated persons; with 538,200 set aside for public issue.

Directors: W. Smith (chairman), W. M. Moloney, C. R. Conroy, H. S. Taylor, K. E. J. Atkinson, H. N. Whitaker.

Estimated cost of establishment £203,950, including £17,250 pre-operational costs.

Proposed operating hours: 30 hours a week during the first three years.

Licensee (as an applicant) emphasised that a commercial station could only proceed on the basis of satisfactory arrangements being made to share facilities with the national station.

Studios will be located in Cairns.

Estimated population coverage: 73,000 if

the mast is located on the highly elevated Mt Bartle Frere, 32 miles south of Cairns.

Channel 6 Mackay

Licensee: Mackay Television Development Pty Ltd.

Authorised capital £500,000 in 5s shares.

Shareholding: Mackay Broadcasting Service Pty Ltd (192,000 shares), Mackay Theatres (estate late John Taylor) (80,000), H. J. Manning (20,000), J. H. Williams (20,000), M. E. Low (20,000), Dr H. J. Taylor (20,000), with 648,000 set aside for public issue.

Directors: H. J. Manning (chairman), J. H. Williams, M. E. Low, Dr H. J. Taylor.

Estimated cost of establishment £233,461, including £20,695 pre-operational costs.

Proposed operating hours: 21 hours a week for the first three years with increases possible, but depending on circumstances.

Proposed site for transmission mast is Mt Blackwood, about 15 miles from the Mackay town area.

Studio would be located in Mackay and incorporated with the new studio and offices planned for 4MK.

Estimated population coverage 40,000-50,000.



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Coverage, audience and market data always available from:

ADELAIDE: Jim Macpherson, Bill Dixon, Peter Shalless, Tyrrell Talbot — 6 9322; MELBOURNE: Jim Styles, John Massey — 42 5819; SYDNEY: Howard Holmes, Ross Innis — 27 2881, 27 8361; BRISBANE: Bede Williams — 36 0181.



NWS 581

ONE-MILLION MARKET ● ONE STATION ● ONE RATECARD

Television stations

● *South Australia*



in store



outdoor

**ADS7's PERSONALITIES
DO MORE FOR YOU
IN ADELAIDE**

Nothing remote about ADS7's personalities. They're not content just to peer from a screen—rather they revel in meeting their viewer friends, sharing a laugh, and most importantly, selling your product. Ask your local ADS7 man to explain how you can gain extra sales from the out and about mobility of Seven's personalities.



SEVEN'S ALIVE IN '65

ADS Channel 7 Adelaide

Licensee: Television Broadcasters Limited, 125 Strangways Tce, North Adelaide. Phone 6-8591. Telegrams Adseven, Adelaide.

Network Affiliation: The Australian Television Network (ADS, ATN, HSV, BTQ).

Interests repr.: Advertiser Newspapers Ltd, Midlands Broadcasting Services Ltd, 5KA Holdings Limited, Philips Electrical Industries Pty Ltd, Associated Newspapers Ltd.

Opened: October 24, 1959.

Directors: Sir Lloyd Dumas (chmn), D. G. McFarling, Rev. A. E. Vogt, R. A. Redhead, P. B. Angus Parsons, Sir George Ligertwood, P. C. Vink.

Executives: K. A. Macdonald (gen. mngr), W. K. Murphy (sales mngr), Neville Thomson (program mngr), K. D. Walshe (exec. prod.), M. T. Coleman (secy), S. G. McLean, N. Sawyer (chief engineers).

Transmitter & Site: Philips Dual 5kw. Summit-rd, Mt Lofty. **Facilities:** Two studios, totalling 5500sq. ft; OB van, full studio equipment. **Tech. facilities:** Channel 7 (181-188 megs) vision 182.260 megs, Sound 187.760 megs; 100kw ERP vision, 20kw ERP sound. **Antenna:** Philips Helical 2850ft above sea level. Vidicon film/slide chain and emergency diesel generator on transmitter site.

Studio & OB equipment: Five three inch image orthicon cameras in two studios, three transferable to the OB van. Three vidicon telecine MX's used in conjunction with 4 x 16mm projectors, 2 x 35mm slide projectors. Opaque 12in. x 9in. and 5in. x 4in. scanners are available on MX's. Optical and magnetic sound tracks can be reproduced. One 16mm synchronised sprocketed magnetic tape recorder. Two RCA videotape recorders, three camera air-conditioned Mercedes OB van with 6 channel audio mixer and 1/4in. tape facilities, three ATC tape cassette units. Audimax automatic audio level control.

Operating Hours: Mon-Fri., 2.30-11pm; Sat., 4.30-11pm; Sun., 2-11pm.

I/state Repr.: L. W. Leahy, Anchor Hse, Cnr. George & Bridge Sts, Sydney (27-1785); D. L. Gardiner, c/- HSV7, Cnr Dorcas & Wells Sts, South Melbourne (69-6789).

Rates resume (52 times): 60secs, £85 (night); 60mins, £290 (AAA), £226 (AA), 30mins, £145 (AAA), £113 (AA).

NWS Channel 9 Adelaide

Opened: Aug. 31, 1959.

Licensee: Southern Television Corporation Limited, 202-208 Tynte St, North Adelaide. Phone 6-9322. Telegrams Newsnine.

Network Affiliation: National Television Network (NWS, TCN, GTV, QTQ, NBN, WIN).

Directors: Sir J. Stanley Murray (chairman), K. R. Murdoch, Sir Ewen Watermar, Sir Edgar Bean.

Executives: W. L. C. Davies (gen mngr), J. S. Doherty (asst mngr), J. Macpherson (sales mngr), John Batchelor (chief engr), Rex G. Heading (prog. mngr), John Hatcher (film mngr), Colin Bainger (secy), R. Carless (publ. & prom. mngr).

Transmitter & site: Pyc, Mt. Lofty. **Facils.:** Main studio 4800 sq ft at Nth Adel. Full range OB equip., studio facils. **Tech. facils.:** Channel 9 (195-202 megs, vision, 196.20 megs, sound 201.76 megs). 100kw ERP visual, 20kw ERP sound.

Studio and OB equipment: Five 4 1/2 inch image orthicon type cameras, three permanently installed in the large studio, other two for use where required and for OB telecasts. Three vidicon telecine chains used in conjunction with 16mm film projector and 35mm slide projectors. Optical or magnetic sound tracks can be reproduced. Fourth vidicon chain employed as a scanner for opaques. Two videotape machines equipped for electronic editing.

Operating Hours: Sun., 2pm-11pm; Mon-Fri., 2.30pm-11.30pm; Sat., 4.30pm-11.30pm.

I/state Repr.: Sydney, Howard Holmes, 254 George-st, 27-2881; Melbourne, Jim Styles, c/- GTV9, Bendigo-st, Richmond. 42-5819.

Rates resume (casual rate): 10secs, £0 (day), £30 (night); 20secs, £16 (day), £50 (night); 30secs, £21 (day), £75 (night); 60secs, £26 (day), £95 (night); 60mins, £320 (AAA, 7pm-9.30pm), £250 (AA, 6pm-7pm, 9.30pm-10.30pm), £120 (A, all other times).

SAS Channel 10 Adelaide

Proposed opening date: August, 1965.

Licensee: South Australian Telecasters Limited, GPO Box 1784N, Adelaide.

Temporary address: Room 11, 41 Pirie-st, Adelaide, SA. Phone 84-430. Telegrams Sasten, Adelaide. **Studios (from May 1965):** 45 Park Terrace, Gilberton, SA.

Network Affiliation: The independent television system (SAS, ATV-0, TEN, TVQ).

Directors: Sidney Powell (chmn), Sir Edward Hayward, R. J. McAuley, I. R. McTaggart, A. M. Moulden, A. M. Simpson, R. S. Turner, J. McK. Simpson (exec. dir).

Executives: D. M. L. Hall (gen. mngr), P. W. Smith (chief eng.).

Transmitter site: Mount Lofty, South Australia. **Studio site:** 45 Park Terrace, Gilberton, SA.

Studios: Main studio 72ft x 54ft — 3888 sq. ft; second studio 30ft x 24ft — 720 sq. ft.

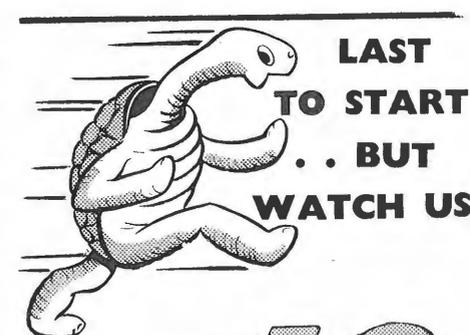
O'seas Repr.: Donald L. Taffner, 527 Madison-ave, New York, NY 10022, USA.

SES Channel 8 Mt. Gambier

Proposed opening date: Sept., 1965.

Licensee: South East Telecasters Ltd.

Authorised capital of £250,000 divided into

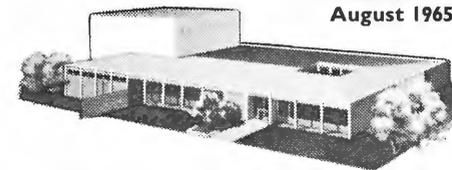


GO..10

Most eyes will be on Ten during August 1965 probably three quarters of a million pairs in South Australia. SAS Channel Ten commences transmission right at the height of the winter selling season. Like the tortoise we are quietly confident, well equipped and determined you shall have a "good run" on Channel 10.

**GO AHEAD WITH
S A S CHANNEL 10
ADELAIDE**

**Commencing
transmission
August 1965**



Covering 20,000 sq. ft. of floor space, Channel 10's modern, well equipped station is now under construction at 45-49 Park Tce., Gilberton. 1 1/2 miles from the heart of Adelaide.

one million 5s shares.

Shareholding (720,000 shares): Electronic Industries Ltd (72,000 shares), Radiata Pine Industries Group (56,000), members, Mt Gambier RSSAILA (30,000), members, Mt Gambier Chamber of Commerce (30,000), Millicent Circuit of SA Conference of Methodist Church (30,000), The Border Watch: Mt Gambier, and other newspapers in the area (20,000), C. H. Kentish (10,000), other sponsors (91,000), public issue (381,000).

Directors: C. H. Kentish (chairman), G. T.

Barnfield, P. K. Osborne, H. Whiteside, R. C. De Garis, L. R. De Garis, C. L. Faudell, R. J. R. Watson, H. J. Peake.

Estimated cost of establishment £205,400.

Proposed operating hours: 25½ hours a week in the first year, rising to 30 hours (2nd year) and 35 hours (3rd year).

Proposed transmitter site Mt. Burr. Licensee seeks to locate a translator, to serve the Portland-Heywood district, on Mt Richmond, 15 miles north-west of Portland Studios to be located at Mt Gambier.

Television stations

● *Western Australia*

● *Tasmania*



8
OF EVERY
10
HOMES
VIEW
TVW
7

* (INDEPENDENT SURVEY FIGURES)

TOP STATION,
PROGRAMMES,
AUDIENCE.

- PERTH: P.O. Box 9, Tuart Hill, 29-1412.
- SYDNEY: 5th Fl., 280 George St, 28-2860.
- MELBOURNE: 390 Lonsdale St. 67-1868.

MOST PEOPLE VIEW
TVW **7**

WESTERN AUSTRALIA

TVW Channel 7 Perth

Opened: October 16, 1959.

Licensee: TVW Limited, Osborne Park-rd, Tuart Hill (registered office and studios). Phone 29-1422. Telegrams Televiw, Perth.

Interests Repr.: West Australian Newspapers Limited holds 44pc of capital, remainder held by 1815 public shareholders; 88pc by Western Australians.

Directors: M. L. Fry (chrmn), R. A. Long, J. E. Macartney, J. W. Cruthers.

Executives: J. W. Cruthers (gen mngr), B. S. Treasure (asst gen. mngr), J. R. Quicke (chief eng.), S. F. Fildes (sales mngr), F. A. C. Moss (secy).

Transmitter and site: Bickley (16 miles east of Perth). Dual transmitters, Channel 7 (181-188 megs). Vision 182.25 megs, 100kw ERP vision, sound 187.75megs.

Technical facilities: Studio 1 (60ft x 70ft), three 4½inch image orthicon cameras. Studio 2 (40ft x 30ft), two 4½inch image orthicon cameras. Studio 3 (22ft x 15ft), one 3inch image orthicon camera. Three vidicon telecine chains with four 16mm film and three slide projectors. One multi-source vidicon caption scanner. Two RCA videotape machines. OB van equipped with three 3inch image orthicon cameras.

Operating Hours: Mon.-Fri., 1.45-11.30pm; Sat., 4-11.30pm; Sun., 12noon-11pm.

I/state Repr.: D. O'Dwyer, United Insurance Bldg, 280-288 George-st, Sydney (28-2860); B. Michael, 390 Lonsdale-st, Melbourne (67-1868).

Rates resume (base rate): (Segment 1, 10am-5pm; seg. 2, 5-6.35pm; seg. 3, 6.35-7pm; seg. 4, 7-8pm; seg. 5, 8-9pm; seg. 6, 9-10pm; seg. 7, 10-11pm; seg. 8, 11pm-close.) Rates range from 60secs, £30 (seg. 1) to a maximum £98 (segs 4, 5, 6); 30secs, £24 (seg. 1) to maximum £68 (segs 3, 4, 5, 6, 7). Program rates range from 60mins, £300 (7-10pm), to minimum £100 before 5pm and after 11pm; 30mins, £160 (7-10pm to minimum £60 before 5pm and after 11pm).

STW Channel 9 Perth

Proposed opening: June, 1965.

Licensee: Swan Television Limited, 66 Great Eastern Highway, Rivervale, Perth. Phone 6-6941. Telegrams Swantel.

Directors: D. M. Cullity (chrmn), D. Speed (deputy chrmn), D. Bell, F. A. Johnston, B. F. Prindiville, H. C. Stewart, W. A. Young, R. J. McKerron (associate).

Executives: R. J. Mercer (gen. mngr).

Proposed transmitter site: Darling Range. Proposed studio site: Tuart Hill.

Proposed studios and facilities: 2 studios, AWA transmitter equipment, Pye and Astor studio equipment.

I/state Repr.: Sydney, Suite 409, Kembla Bldg, Margaret-st, 29-8461. Ron Suyot (Sydney sales mngr); Melbourne, 34 Queens-rd. Bruce Forsyth (Melb. sales mngr).

BTW Channel 3 Bunbury

Licensee: South Western Telecasters Limited, PO Box 112, Bunbury, WA. 28 Stirling-st, Bunbury. Phone Bunbury 2173.

Principal Interests: South West Printing & Publishing Company Limited, Goldfields Pictures Limited, Sunny West Co-operative Dairies Limited, Nicholsons Broadcasting Services Pty Ltd.

Directors: H. R. Golding (chmn), E. M. Baker, A. G. Abbott, W. R. Clemenger, L. H. Craddock, F. L. B. Craig, F. J. Flanagan, J. P. Norton.

Executive: J. R. Fisher (secy).

Estimated cost of establishment £179,863, including £30,500 pre-operational expenses.

Transmitter site: 3 miles SW of Mt Lenard, approx. 18 miles from Bunbury. Comasted with ABC.

Studio site: Proposed site ¼ mile from Post Office in Bunbury.

Equipment and facilities: Studio 1500 sq. ft. 2 cameras; dual telecine; caption scanner; 3 projectors; 2 record players; tape recorder (audio only). Off-air relay facilities for Perth-Bunbury programming.

Proposed operating hours: 24½ hrs a week in first year 28 hrs (2nd year); 35 hrs (3rd year).

Proposed rates: 60secs, £16; 30secs, £11, 20secs, £7 10s; 10secs, £4.

I/state Repr.: Consultants: Victorian Country Telecasters Pty Ltd, 416 St Kilda rd,

Melbourne (Colin Fraser); Television Engineering Pty Ltd, Melbourne (C. L. Faudell).

TASMANIA

TVT Channel 6 Hobart

Opened: May 23, 1960.

Licensee: Tasmanian Television Limited. Studio & Offices: 52 New Town-rd, Hobart. Tas. 8-0341. Telegrams Tastevee. Box 1209M, GPO.

Interests Represented: Davies Bros Ltd, Robert Nettlefold Pty Ltd, Commercial Broadcasters Pty. Ltd, E. G. McRae, Metropolitan Broadcasters Pty Ltd.

Directors: G. F. Davies (chrmn), E. G. McRae (mng dir.), L. Nettlefold, Sir Geoffrey Walch, L. G. Murdoch, J. T. Wertheimer (secy), E. B. Gray (alt. for L. Nettlefold).

Executives: W. G. Harbutt (business mngr), R. Vertigan (stn mngr), W. S. Morrison (chief eng.), S. Draper (prod. & film mngr).

Transmitter and site: Pinnacle Mt Wellington.

Antenna: 4360ft above sea level.

Technical facilities: 10kw AWA and 5kw Pye transmitters. Vision, 175.25megs, sound, 180.75megs. 100kw ERP.

Studio equipment: One studio equipped with three staticon cameras, two vidicon



In SYDNEY

contact RON GUYOT
SUITE 9, 4th FLOOR
KEMBLA BUILDINGS
MARGARET ST.,
SYDNEY.

TELEPHONE: 29 8461

TELEGRAPH: SWANTEL

In MELBOURNE

contact BRUCE FORSYTH
"STANHILL"
34 QUEENS RD.
MELBOURNE, SC-2.

TELEGRAPH: SWANTEL

telecine chains used in conjunction with 16mm film projectors and dual slide projectors. Two Ampex videotape recorders, OB unit.

Film facilities: News, commercial and documentary film production facilities; Arriflex (blimped), Auricon, Bolex and Bell & Howell cameras. Colortran lighting, 16mm magnetic recording. Cutting room equipped for track laying (includes Acmade editing table). Fully equipped darkroom for commercial photographic work.

I/State Repr: Syd., Tasmanian Television Ltd, 280 George-st (J. O. Coote) 28-2696; Melb., Tasmanian Television Ltd, 390 Lonsdale-st (B. K. Hynes) 67-3165.

Operating Hours: Mon., 4.45pm-10.45pm; Tues., 2pm-10.45pm; Wed.-Thurs., 2pm-11.15pm; Fri., 4.45pm-11.10pm; Sat., 4.45pm-11pm; Sun., 1pm-10.30pm.

Rates resume (spots only — base rate): 60secs, £58 (6.30pm-close), £18 (open-6.30pm); 30secs, £43 (6.30pm-close), £14 (open-6.30pm); 20secs, £34 (6.30pm-close), £10 (open-6.30pm); 10secs, £22 (6.30pm-close), £7 (open-6.30pm).

TNT Channel 9 Launceston

Opened: May 26, 1962.

Licensee: Northern Television Limited, Watchorn-st, Launceston. PO Box 873. Phone Launceston 4-2551.

Principal Interests: W. R. Rolph and Sons

Pty Ltd (The Examiner, Saturday Evening Express), 7EX Pty Ltd, Findlay and Wills Broadcasters Pty Ltd (7LA).

Directors: Sir Giles Chippindall (chmn), Arthur E. Evans (mng dir), E. A. Rouse (deputy chmn), R. A. Ferrall, E. L. Garrott, G. L. Roberts, H. R. Rowe.

Chief Engineer: W. T. Freeman.

Transmitter and site: Twin 5kw Pye. Mt Barrow, 16 miles from Launceston.

Antenna: Specially designed Rhode and Schwartz directional antenna to serve all populated areas of Northern and North Western Tasmania, giving 300kw at 290 degrees (NW). 4654ft above sea level.

Facilities and equipment: Two studios (main 60ft x 40ft) and presentation studio (20ft x 20ft). Administrative and maintenance departments located on seven acre site at Watchorn-st. Two studio vidicon cameras, two vidicon telecine chains used in conjunction with 16mm film projectors. Optical and magnetic sound tracks can be reproduced. Third vidicon chain employed as a scanner for opaques. Equipment by RCA, including RCA transistorised TV tape recorder.

Technical facilities: Channel 9 (195-202 megs); vision 196.25megs, sound 201.75megs, 100kw erp visual, 20kw erp sound (FM).

I'state Repr.: George Mooratoff, TV Time Sales, 187-191 Macquarie-st, Sydney (28-4714); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674).

TV production and film units

● *New South Wales (pages 197-203)*



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TVT 6

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AUSTRALIA'S MOST COMPLETE FILM PRODUCTION FACILITIES!



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Behind every commercial and documentary film production, a hundred and one varied processes require expert knowledge and supervision. At Artransa Park, every process . . . be it creative or technical . . . has the benefit of Australia's top film brains and the world's finest equipment . . . for

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Top left: Section of the Animation Department showing Animation Camera in operation.
Left: Sound Stage 1 (100ft. x 75ft. x 35ft.) with built-in control room available for film or TV production.



ARTRANSA PARK TELEVISION PTY. LTD.

Warringah Road, French's Forest, N.S.W. 40-9311
218 High Street, Kew, Victoria. 86-6257

AIR PROGRAMS INTERNATIONAL. 38 Martin Place, Sydney (28-4617). Telegrams Airprograms. Offices also in New York and Hollywood, USA.

Directors: W. J. Hucker, Mrs W. J. Hucker.

Producers and distributors of TV programs for Australian and international release.

AJAX FILMS PTY LTD, 18 Argyle-st, Sydney. Phone BU1903-45.

Directors: T. J. N. Foley, W. S. Bengtsson, R. H. Star, B. N. Chirlian.

Equipment and facilities: Two complete film units, large stage, two 35mm Arriflex cameras with full range of lenses including two 35mm zoom lenses and close up attachments for microscopic work. Four 16mm cameras and zoom lenses; facilities for all types location shooting, including provision of a mobile camera crane; generators, two complete master light units, recording and playback equipment; camera boat.

Complete animation department with new Bell & Howell titling bench, under direction of Rowl Greenhalgh; five negative and positive cutting rooms; 16-35mm projection facilities; stills department.

ARTRANSA PARK TELEVISION PTY LIMITED, Artransa Park, Warringah-rd, French's Forest, NSW (JY 9311).

Executives: J. H. Oswin (gen. mngr), L. J. Becker (mngr), S. Piddington (gen. sales mngr), J. H. Pegus (sales mngr).

Studios: One sound stage (100ft x 75ft), one sound stage (60ft x 40ft), one stage (25ft x 20ft), one special effects studio for stop motion, titling etc. Departments for animation and graphics, stills; makeup; hair-dressing; wardrobe; sound recording, post-sync. and mixing; editing including film libraries and fireproof vault; set construction including timber milling, painting, plastering; property purchase and storage; canteen. Two theatres equipped with 35mm and 16mm projectors (including CinemaScope).

Equipment and Facilities: Complete range of 35mm and 16mm production equipment including Mitchell, Arriflex, Auricon, Cine Special, Eyemo & Debie (high speed) cameras with full range of lenses including wide angle and Zoom; rear projection unit, underwater housings, crane, crab dolly and studio velocitators. Linhof and Leica stills cameras. Westrex, Nagra and Magnasync Sound equipment; Reeves magnastriper; Oxberry animation camera rostrum and optical printer; Moviola editing equipment. Extensive lighting and electrical equipment including arc and incandescent units and generators; grip equipment, etc.

Videotape and kinerecording facilities: Equipment and technicians are available for

videotape and kinerecording utilising up to three Marconi TV cameras.

Melbourne office: 218 High-st, Kew (86-6243). For details see Melbourne entry.

Repr.: Harry Hughes, Artransa Park Television Pty Limited, Room 651, 229 West 43rd-st, New York 36, N.Y., USA.

AUSTRALIAN INSTRUCTIONAL FILMS PTY LTD (associating Halliday Productions), Suite 206, 39 Pitt-st, Sydney. Phone BU 6557. Telegrams & cables, Austfilm.

Directors: Lex Halliday, Jean Halliday. Producers of documentary and public relations films.

Equipment and facilities: All 35 and 16mm and location facilities, specialising in color photography, advisors to overseas feature production units.

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

Directors: Douglass Baglin, R. Israel. **Executives:** R. Israel (studio manager), I. South, Herman Kalkreuter (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 and 35mm equipment for feature productions.

BLANKS, CHAS E, PTY LTD: Head office and studios, 28-30 Foveaux-st, Sydney. (61-8305).

Directors: Charles E. Blanks, jnr (mng dir), Clarence R. Blanks, O. R. Smee, M. Macourt, S. Tabakoff, H. Hayward.

Executives: J. F. Hogan (secty), G. S. Whitehead (NSW mngr).

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

I/State branches: 281 Collins-st, Melb. (63-8830); 50 Charles-st, Launceston (2-1529); 9 McLachlan-st, Valley, Bris. (51-1926); 60 Bridges-rd, N. Lambton, Newcastle (57-4622); 1074 Hay-st, Perth (21-2237); Monks & Banks Ltd, 261-263 Halifax-st, Adel. (23-2677).

BUSHELLE, JOHN PRODUCTIONS PTY LTD, 90 Arthur-st, North Sydney. Phone 92-6076. Managing director: John Bushelle.

Specialising in creation and production of TV and theatre advertising films, industrial documentaries and training films.

CAMEO FILM PRODUCTIONS, Flat 2, 46 Edward-st, Bondi. Phone 30-8028.

Proprietor: Mrs Thelma Franklin. **Cine-**

matographer, editor, director: Michael Franklin.

Producers of documentary, industrial, staff training films, television program films; TV news filming division for metropolitan and country channels.

Comprehensive range of 16mm and 35mm cameras, sync. sound recorders, etc. Fully transistorised Magnasync recorder for recording sync. sound anywhere. Angenieux Zoom lens, portable lights.

CARDIN FILM SERVICE, C/o Automatic Film Laboratories Pty Ltd, 513 Dowlings-st, Moore Park. FA4131.

Director: M. Cardin.

O'seas Repr.: Cardin Film Service, Endell-st, London, WC1 UK.

Specialises in negative cutting 35mm & 16mm, color and B&W, A&B rolls, and synchronising tracks.

CHURCH OF ENGLAND TELEVISION SOCIETY, 511 Kent-st, Sydney. Phone 61-8016, 61-6493.

Directors: The Most Reverend H. R. Gough (pres.), Rev. J. A. Dahl (secy).

Executives: Clifford Warne (producer-dir), Lloyd Capps (producer).

Produces Anglican TV programs on ATN, TCN, TEN, and WIN; films, videotapes, graphics and slides for telecasting by other Christian organisations in Australia and overseas. Producers of Stop, Look and Listen; Is There A Problem in the House?; Off to Adventure; Journey into Faith; Strike a New Note.

CINESOUND PRODUCTIONS PTY LTD. Studios and offices, 541 Darling-st, Rozelle, NSW (82-0611). Branches: 270 George-st, Fitzroy, Vic. (JA1662, JA1743, JA3632), Bris., Adel., Perth.

Directors: Norman B. Rydge, CBE (chrmn & mng dir), N. M. Barrell, The Hon. T. G. Murray, D. J. Halloran.

Staff: Eric Saunders (secy), A. J. Helgeson (gen. mngr), J. Daniell (prod. mngr), D. Freeman (dir), Don Harley (dir, commercial film prod.), John Gilles (news dept), Lloyd Shiels (chief cameraman), Anthony Buckley (editor-in-chief), A. Barnes (sound eng.).

Studios: 40ft x 50ft and 60ft x 40ft, equipped with two sound stages and three theatres for 16mm and 35mm screenings.

Equipment and Facilities: Mitchell, Arri-flex and Bell & Howell 16mm and 35mm cameras, Wall single system and Auricon sound cameras, extensive lighting and cutting facilities and Oxberry animation table.

SUPREME SOUND STUDIOS

For all Film Production requirements —

STUDIOS
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TITLING

Complete FEATURE FILM facilities for location or studio — lighting, generators, transport, grip equipment, cameras, sound, also high quality 35mm. and 16mm. B. & W. developing and printing; 16mm. Reversal; 35mm. and 16mm. Eastmancolor developing and printing.

11-15 YOUNG ST., PADDINGTON, N.S.W.
(Under the direction of Mervyn Murphy.)
Phone: 31-0531 — Cables: Supsound, Sydney



COLLINGS PRODUCTIONS PTY LIMITED, 50 Walker-st, North Sydney. Phone 92-5572, 92-5556. Telegrams Eyewitness, Sydney.

Directors: Geoffrey Collings, Dahl Collings, Samuel R. Brown.

Executives: Geoffrey Collings (producer/writer/dir), Dahl Collings (dir/designer), Judy Campbell (ed.).

COMMERCIAL AND TELEVISION ADVERTISING STUDIOS (CATA), 74B Trafalgar-st, Annandale. Phone 68-3759, 68-4203.

Directors: Neville R. Bletcher, Allen Keen. Executives: N. R. Bletcher (partner), A. Keen (partner).

Producers of documentary, industrial and commercial films and studio hiring facilities.

COMMERCIAL TELEVISION PROGRAMS, Sydney. Studios, offices and equipment same as Southern Cross Films.

Director: R. M. Bacon.

EMI-VISE PTY LTD (in conjunction with EMI Australia Ltd and Visatone Television Pty Ltd), 301 Castlereagh-st, Sydney. Phone 2-0912.

Directors: J. M. Burnett (chmn), N. Scott, R. V. Southey (EMI), I. M. Brodie, H. Wetzel (Visatone).

Company handles the production and distribution of Australian entertainment films for Australian and overseas TV network release. Interlude material produced and sold to the ABC includes filmlets of Patsy Ann Noble and Lionel Long. Pilots of two serials available.

FEATURED THEATRE ADS. Head office, 106-110 Goulburn-st, Sydney. Phone 61-9551-2-3, 61-1673, 61-1643. Telegrams Featurads, Sydney.

Subsidiary of David Koffel Pty Ltd, also operating David Koffel Film & TV Productions and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Victorian office: T&G Bldg, 145 Collins-st. Phone 63-4857. Telegrams Filmads, Melbourne. Qld office: Heindorff Hse, 171 Queen-st, Brisbane (2-9112).

Managing Director: David Koffel. Vic. Manager: George P. Ruttle.

Offices all States. For studios and technical facilities see David Koffel Film & TV Productions. Controlling company, David Koffel Pty Ltd, member Screen Advertising World Assoc. (SAWA), member of International Screen Services.

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Cinesound, Producers of TV Commercials, features, Documentary and Industrial Films, have the equipment, facilities, and the experienced technicians for production in Cinemascope, 35 mm. and 16 mm. Black and White and Colour.

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STUDIOS: SYDNEY, 82-0611 • MELBOURNE, 41-1662

FONTANA FILMS PTY LIMITED, Avondale Studios, 14 Henderson-st, Turrella, NSW. GPO Box 3570. Phone 59-0491 (3 lines). Telegrams Avonfilm, Sydney.

Directors: D. G. Daggett (mng dir), B. Kabriel (business mngr), M. Kabriel (tech.).

Executives: C. A. Ward (sales mngr), J. Balzar (creative dir), L. Kanturek (art dir), D. Marek (animation dir).

Key Staff: J. Simpson (photog.), N. Bolden (sound), D. Weedon (editor), E. Hendel (electrician).

Equipment and facilities: Sound stage 100ft x 40ft, special effects stage, optical printer. Full range cameras and photographic gear 35mm and 16mm for normal and special effect photography. Animation sections (2) dept for stills, lettering make-up. Fully equipped theatre 35mm and 16mm 2-3-4 head projector. Western Electric sound system, 8 channel mixing; 5 editing rooms, electrical, carpenters, painters, plasterers' workshops. Studio lot and large car park. 3 generators (2 portable).

Producers of films for TV and theatrical advertising, staff-training, technical, instruction and education, prestige and entertainment. Complete service from creative idea, through script, production to final screen presentation.

FORTUNE FILM & TV PRODUCTIONS PTY LTD, 2 Wentworth-ave, Sydney (26-1501), and 23 Drummond-st, Carlton, Vic. (34-4184).

Directors: C. K. Landell-Jones, E. J. Hansen.

Staff: R. D. Hansen (prod. dir), E. J. Hansen (editor).

Equipment & Facilities: Cine-Kodak 16mm special camera, two 16mm Bolex with zoom lens, complete cutting, editing, matching equip. Facils. for animation and special effects.

GRAPHIK ANIMATION PTY LTD, office and studios, 67 Union-st, Paddington, NSW. Phone 31-8235.

Directors: Raymond Leach (mng dir), John B. Hill.

Produces animated films and commercials for TV and cinema and for documentary and institutional purposes.

GRIMSDALE & ASSOCIATES PTY LIMITED, Macdonell Hse, 321 Pitt-st, Sydney. Phone 61-8955, 61-7022, 61-7439. Telegrams, Grimsdale, Sydney.

Directors: D. M. Fegan (exec. chairman), G. H. Grimsdale (mng dir), B. T. Sheil, N. H. McIntyre, H. T. Spencer.

Executives: Harvey Spencer (prod.), Peter Lake (prod.), Joyce d'Apice (office mngr), Shirley Shirley (post-prod. mngr).

O'ceas Repr.: Farkas Film Co. (Hong Kong), United Services (Tokyo), Farkas Productions International (New York).

REG GRUNDY ENTERPRISES, 83 Miller st, North Sydney. Phone 92-0722 (6 lines). Box 2808, GPO, Sydney. Telegrams, Tel-grundy.

Principal and executive producer: Reg Grundy.

Executives: John O'Grady (unit mngr), Lyle McCabe, Don Davies (producers), Jess Williamson (prize div.).

Producers TV program material, specialising in quiz, game and panel shows and planning, preparation and production of TV advertising material.

HILL, DENNIS, PRODUCTIONS, 2 Heathcliff-cres., Balgowlah Heights, NSW. Phone 94-1477. Telegrams and cables: Hill-film, Sydney.

Directors: Dennis A. Hill (prod./dir.), G. M. Burt, A. J. Hill.

KINGCROFT PRODUCTIONS PTY LTD, offices and studios, 29A Rosalind-st,

Crows Nest. (92-7265, 92-2579, 92-5565).

Directors: J. Kingsford-Smith, A. B. Gange, J. Gardiner.

Executives: J. Kingsford-Smith (prod. dir), J. Gardiner (dir and mngr), J. Williams (camera), J. Jonsson (set designer), F. Heimans (editor), R. Newman (assistant).

Studios: Sound stage 58ft x 35ft, studio-theatre 27ft x 17ft.

KOFFEL, DAVID, FILM & TV PRODUCTIONS, 106-110 Goulburn-st, Sydney. Phone 61-9551 (6 lines). Telegrams Featurads, Sydney.

Subsidiary of David Koffel Pty Ltd. **Managing Director:** David Koffel.

Melbourne office: T&G Bldg, 145 Collins-st. **Manager:** George P. Ruttler. Phone 63-4857. **Qld office:** Heindorff Hse, 171 Queen-st, Brisbane (2-9112).

Staff: Includes directors, writers, research and technical personnel.

Studios: 3 shooting stages: Stage 1 — 80ft x 50ft x 25ft, Cyclorama, 45ft x 18ft, unrolling to 70ft. Stage 2 — 37ft x 25ft. Stage 3 — 50ft x 26ft.

Camera & Lighting Equipment: Wide range of equipment, including Mitchell 35mm, Bell & Howell special effects 35mm, Arriflex 35mm and 16mm cameras, Zoom lens, Speed Panchro lenses all cameras. Dollies, including Houston Fearless velocila-

tor dolly. Full studio lighting equipment from 10kw. lamps downwards.

GEORGE MALCOLM PRODUCTIONS PTY LTD, 118 Bundock-st, Coogee, NSW. Phone 665-5924.

Produces, directs and edits all types of motion pictures and TV films.

NLT PRODUCTIONS PTY LIMITED, 19-21 Berry-st, Nth Sydney, NSW. Phone 92-5929, 92-5920. Cables Nealim, Sydney.

Directors: Jack Neary, Bobby Limb, Lloyd Martin.

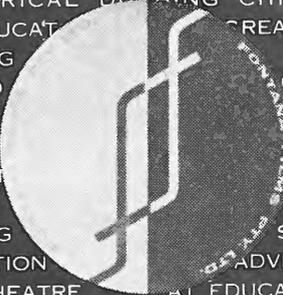
Company handles overseas and local artists, concert and theatre promotion, TV production, packaging live shows and commercials.

PERIER PRODUCTIONS PTY LTD & PERIER FILMS PTY LTD. Studio and offices, 24 Jamison-st, Sydney (27-6527, 27-4049).

Directors: R. E. Perier (mng dir), Mrs. M. Flynn (also bus. mngr).

Equipment and Facilities: Full camera range, sound recording, time lapse, 35mm and 5 x 4 still cameras. Specialises in documentary, instructional, business films, TV features. Over 25 years experience in film

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INDUSTRIAL CHILDREN'S VISUAL RI
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IS EDUCAT CREATIVE I
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EDITING STUDIO
ANIMATION ADVERTISIN
SED THEATRE AI EDUCATIONAL
ART ROOMS L C INSTRUCTION
G STUDIO S I SCRIPTING
AL COLOUR S I MONOCHROME
TRICKS V O A SOUND RECO
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Whether it's a top-flight television commercial . . . a documentary or industrial film . . . or a colourful and attractive advertising film for theatres, it's a job for . . .

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production. Also 35mm color transparencies, strip and slide films.

PILGRIM PRODUCTION LIMITED, 77 Pitt-st, Sydney. Phone 27-7460.

Managing Director: Roy Baxter.

Incorporates Pilgrim Films, Pilgrim Animation and Pilgrim Design.

Pilgrim Films, 321 Pennant Hills-rd, Pennant Hills, NSW. Ossie Emery (prod. dir).

Specialises prod. of religious films and film strips and has complete service available for TV including extensive files of B&W and color film and negative stock.

Pilgrim Animation, 77 Pitt-st, Sydney 27-7460. Harry Rogers (prod. dir).

Pilgrim Design, 77 Pitt-st, Sydney (27-7460). Graham Wade (prod. dir).

ERIC PORTER PRODUCTIONS PTY LTD, Animation House, 73-75 George-st, Redfern. 69-6656-7-8.

Managing Director: Eric E. Porter.

Executives: Terry J. Banks (mnggr), L. J. Porter (secy), Don B. Stanger (tech. dir), Allan Braumont (documentary sales), Joe Shearer (dir animation), T. Banks, R. Knapp (film dirs), Allan Baldwin (editor), Phil Pike (dir photog.), Gary Hansen (cameraman), Franz Mueller (recording), R. Beattie (lab. super.).

Staff: 20 animation artists, two complete camera crews, carpenters, electricians, engineering, grips, laboratory personnel.

Equipment & Facilities: Sound stage 70ft x 30ft; theatre equipped for 16mm and 35mm double-head screening; six channels sound recording and mixing; complete Oxberry animation stand incorporating Aerial Image; two process animation stands; optical printing; hot press lettering; stills; latest American 12ft camera crane; two 35mm Moviolas and one 16mm Moviola complete with sound;

100,000 watt lighting; dolly tracks and dollies; film processing laboratory.

Cameras: One blimped 35mm synchronous Arriflex camera; one silent 35mm Arriflex camera complete; two zoom lenses; one 16mm Arriflex camera with synchronous sound; one Wall Newman Sinclair one Oxberry; one Bolex; portable 17½mm and ¼inch Nagra Pulse magnetic tape recorder for location.

SOLARCHROME COLOR PRODUCTIONS PTY LTD, 74B Trafalgar-st, Annandale, NSW. Phone MW3759.

Director: N. R. Bletcher.

Studios: Large studios incorporating a workshop, storage areas.

Producers of documentaries, industrial and commercial films.

SOUTHERN CROSS FILMS PTY LTD, 34 Boronia-rd, Seaforth, NSW (XJ 2747) LU 4778).

Directors: Douglas Hardy (tech, and creative dir), G. Cattle (chart. acct).

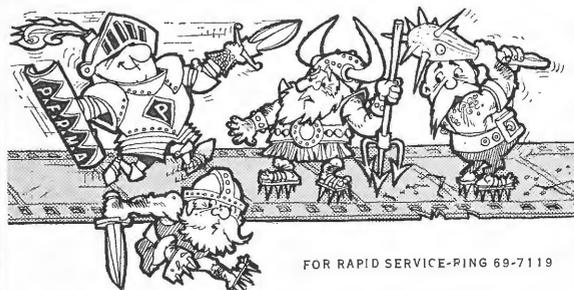
SUPREME SOUND STUDIOS, 11-15 Young-st, Paddington, NSW. Phone 31-0531 (6 lines).

Executives: Mervyn Murphy (mng dir), Tom Stacey (mnggr), Gwen Oatley (secy), George Stephenson (prod. super.), Max Lemon, Barrie Smith, Hans Farkash, Roland Beckett (prod. dirs), George Lowe (chief cameraman).

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, Cinema Scope and standard ratio.

Company is concentrating on prod. of TV commercials and documentary films and



PERMAFILM AUSTRALIA PTY. LTD.

PERMAFILM PROTECTION

For Longer Film Life.

PERMA-NEW Scratch Removal System for Damaged Films.

Both these processes are used by all leading TV stations, film laboratories and film producers.

76-80 Myrtle St., Chippendale

FOR RAPID SERVICE-RING 69-7119

half-hour series. Also facilities for feature films.

TROJAN FILM PRODUCTIONS PTY LTD, 103-105 Oxford-st, East Sydney. Phone 31-2923.

Directors: Jack Lee (mng dir), I. M. Lee, W. S. Kidman.

Produces TV commercials, documentaries, TV programs.

VISATONE TELEVISION PTY LTD. Offices and studios, 65 Ebley-st, Bondi Junction (38-1112).

Directors: I. Brodie (chrnm), R. Bartlett (gen. mnggr), H. Wetzel, J. Millington-Drake.

Staff: Bewick Hack (prod.), Robert Walker (film dir), Ross Wood and Ron Horner (photog.), Hans Wetzel (tech. dir), Ross Hawthorn (prod. mnggr), Reg Burbury (sales).

Equipment and Facilities: Sound stage area totalling 10,000sq ft; scene dock, woodwork and paint shop; prop, wardrobe, electrical depts; N.C. and Standard 35mm Mitchells, 35mm and 16mm Arriflex, geared heads and accessories; range of Cooke Series 2 lenses; crab dolly, crane and Raby Velocilator; BP unit, 350 amps and BP screen (26ft x 18ft); sound — Perfectone and Nagra pulse system, magnetic recording channels Stancil Hoffman and Kinevox portables, Fisher Mike Boom, Neumann, DR330, D44 microphones; blimped generator and convertors; M.R. incandescent lamps from 100W to 10KW — mobile generators to output of 1400amps; Westrex editor, standard Moviolas, 35mm and 16mm; three theatrettes—RCA projectors, interlocked Stancil Hoffman reproducers, six re-recording channels and Magna-Tech console; Telecam operation, comprising three Arriflex, central control room and Telecam cruiser for outside and location work.

WARATAH FILM PRODUCTIONS PTY LTD, 45 King-st, Sydney. Phone 29-3101. Cables, Warafilm, Sydney.

Directors: W. R. Slade (chairman), H. C. McIntyre (exec. dir).

Executives: Lee Robinson (dir of prod.), J. Harricks (bus. mnggr), Joy Cavill (assoc. prod.).

WHITFORDS THEATRE ADS PTY LTD. Studios and offices, 20th Century Fox Film Corp. Bldg, 43 Brisbane-st, Sydney. Phone 26-1764.

Equipment & Facilities: Equipped with all latest facilities for production of all types of slides.

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for a complete animation and film Service.

Eric Porter Productions
ANIMATION HOUSE. — Phone: 69-6656-7-8
73-75 GEORGE STREET, REDFERN

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for Quality Commercials Documentaries & Telecam

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TOGETHER AT TELEVISION
CITY, 22 BENDIGO STREET
RICHMOND VICTORIA. 42 3148

TV production and film units

- *Victoria* (pages 206-210)



ACADEMY FILM PRODUCTIONS, 121 Maroondah-highway, Ringwood, Vic. Phone 870-8557. Telegrams Acadland.

Director: Ronald A. Mason.

Executives: Ronald Mason (prod.), Rupert Charlett (scripting & PR), Barry Merton (prod. mngr).

Facilities: Complete production facilities including double head screenings, 10 channel sound recording and mixing, post sync., sound stage for 16mm and 35mm films. Produces TV commercials and programs, specialising in color documentary, educational and industrial films for theatre and TV.

ARTRANS PARK TELEVISION PTY LIMITED, 218-220 High-st, Kew, Vic. Cables Telecentre, Melbourne. Phone 86-6257.

Executives: Geoff J. Pollock (Melb. mngr), Graham Young (dir), Alan E. White (exec. cameraman), Russel Hurley (editor).

Equipment and Facilities: 60ft x 60ft x 25ft stage. 35mm Mitchell and Arriflex cameras, 35mm Debrie slow motion camera, 16mm Arriflex camera. 35mm Arc, 16mm Bell and Howell projectors. Sound — Magnasync and dubbing suite with mixing console. Full lighting and editing equipment.

Produces TV commercials, documentaries and instructional films.

AUSTRALIAN PRODUCTION UNIT.

NESTLE'S CADBURY'S ROWNTREES S.E.C. H.E.C. KIA-ORA KODAK ILFORD FALCON
CORTINA HOLDEN VOLKSWAGEN HILLMAN IMP KENT MARLBORO PIMMS No. 1 CUP
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DAN'S SHOES GROSBY SHOES CARRIER AIR CONDITIONING SITMAR CHANDRIS

504 Little Collins-st, Melbourne (61-2139).

Director: J. Roberts.

Producers of radio and TV features and commercials. Clients include James McEwan & Co.

BROADCAST EXCHANGE OF AUSTRALIA PTY LTD, 32 Market-st, Melbourne. Phone 62-6478. Telegrams Beadisc.

Directors: Hugh Anderson, W. G. Chipindall, P. D. George.

Executives: H. V. Barrow (general manager), Monty Maizels (production manager).

Television, film and radio sound recording studios.

Facilities: Two studios. 17 tape recorders, including Ampex 1/2 inch tape synchronised multi-channel system. 17.5mm Natec sprocketed magnetic film recorder, 24 or 25 frames per sec; EMI reverberation plate; electronic effects devices. 35mm and 16mm Siemens projectors electrically interlocked with sprocketed tape double header systems. Neumann disc cutting lathes. Comprehensive ancillary equipment. Sound effects and mood music library.

Creative copywriting. Jingles, original lyrics and melodies on short notice.

Beaprom: 12inch audition disc of voices of 53 leading Melbourne actors and actresses available on request.

CINE SERVICE PTY LTD (inc. Cambridge Film & TV Productions), 235 Moray-st, South Melbourne. Phone 69-7346. **Studios:** 221 Pelham-st, Carlton. Phone 34-2166.

Directors: Vernon F. Wagstaff (mngr), G. G. Thompson.

Staff: Geoffrey G. Thompson (production supervisor), John Dixon (prod./dir), Ray Wagstaff (prod. mngr, Cambridge), Beverley Bull (scty), Keith Wagstaff (dir of photog.), Arthur Brown (documentary dir/cameraman), Nina Syme (writer & client liaison), Kevin Franzl (snr film editor/dir).

Documentary films, television and cinema commercials produced in 35mm Eastman-colour and 16mm Ektachrome. From script to final print.

CINESOUND PRODUCTIONS PTY LTD, 270 George-st, Fitzroy, Melbourne. Phone 41-1662, 41-1743, 41-3632.

Executives: Frederic A. Schepisi (mngr, Vic.), David Dalgarno (prod. mngr).

Facilities: Fully equipped to produce all types TV commercials, cinema advertising films, documentary, industrial, sales training and feature films (studio or location).

Sound recording facilities comprise complete synchronised 17.5mm dubbing suite equipment, 21 channel mixer with equalizing and perspective filtering equipment. Extensive lighting up to 10kw spotlight and wide range of electrical equipment. Moviola editing equipment; titling bench; studio dolly.

BRUCE CLARKE JINGLE WORKSHOP PTY LTD, 420 St Kilda-rd, Melbourne. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Alf Bean, Georgia Clarke.

Interstate & Country Manager: Frank Smith.

Producers of commercial jingles, film backgrounds and mood music. Specialises in electronic music.

Has complete recording facilities, arrangers, jingle writers and talent.

Equipment: Multi-channel Ampex, mono-Ampex, Neumann, Leak, Hewlett-Packard. Special service for country and interstate clients.

CONSOLIDATED FILM PRODUCERS, 420 St Kilda-rd, Melbourne. Phone 26-3201.

Executives: E. J. Wallace (mng dir), Douglas H. Lee (gen. mngr), Stuart R. Nelson (sales & prod. co-ordination).

Produces TV and theatre commercials, documentaries and programs. Own creative copy group.

Facilities: All facilities for 35mm and 16mm Lip Sync. & Single System cameras. Sound recording and 8 channel mixing on either 17.5, 16mm or 8mm sprocketed tape and 4 x 1/2 inch standard tape all speeds. Complete Magnasync 3 channel 17.5mm

For friendly and Co-operative TV Commercial Production

Donate a PERMANENT RECORD of your next big job to the client

* Demonstrate Your Factory's Ability * Improve Your Company's Prestige With Documentary Film

CONSOLIDATED FILM PRODUCERS

420 ST. KILDA ROAD, MELBOURNE — PHONE 26 3201

dubber. Over 50,000 watts portable lighting cable and switch boards. Dollies, zoom lens, either 35mm or 16mm and Synchronised Double Header projection for either 35mm or 16mm.

Specialists in all types of automotive filming, with specially designed brackets and clamps to mount cameras on all types of cars.

CRAWFORD PRODUCTIONS PTY LTD, Studios & administration: 475 Collins-st, Melbourne. Phone 62-3851.

Directors: Hector Crawford (mng dir), Dorothy Crawford (prod. dir), Ian Crawford (tech. dir & prod. mngr), Ian Jones.

Executives: Ian Jones (dir, special film projects), Douglas Tainsh (film dir), Dudley Robinson (chief photog.), Ewart Wade (film editor), Robert Pascoe (mngr), Val Stewart (sales mngr).

Staff includes producers, scriptwriters, artists, research, sound and technical personnel.

Equipment & Facilities: Auricon with 4-channel amplifier, Auricon with 2-channel amplifier, Arriflex, Bell & Howell. Full editing facilities, including Moviola, 16mm Magnasync recorders and dubbers, Rola 1/4 inch recorders. Fully equipped sound studio.

DEFT PRODUCTIONS, 5 Westfield-st,

Northcote, Melbourne. 48-7205.

Managing Director: Dorothy Frost.

Executives: William J. Frost (gen. mngr), Don Evans (art dir-prod.), F. Norman (construction supervisor).

Facilities: Specialising in set design, construction and all art work.

ROY A. DRIVER & ASSOCIATES (formerly Herschells Films Pty Ltd). Production division, 31 Agnes-st, East Melbourne. Phones MF1956-7-8.

Directors: Roy A. Driver (managing dir.), G. M. Driver, J. T. Driver.

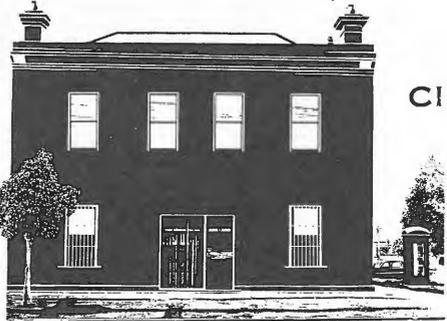
Producers of documentary film, film strips and slides. Also microfilming of records. 16mm and 35mm Parmac Microfilm service.

Equipment and Facilities: For hire 17 1/2mm sprocketed tape and film recording, complete production equipment, including 16 and 35mm cameras, lighting and dolly. 16 and 35mm screenings.

ELTHAM FILM PRODUCTIONS PTY LIMITED, 248-250 Dorcas-st, Sth Melbourne, Vic. Phone 69-1612.

Directors: Patrick Victor Charles Ryan, Rosemary Elizabeth Ryan, Timothy Burstall. Produces prog. films for TV and theatre.

O'seas Repr.: Smith & Williamson, Scottish Union Hse, 25 Bucklersbury, London,



CINE SERVICE PTY. LTD.
inc.

CAMBRIDGE FILM & TV PRODUCTIONS

at: 235 Moray St., Sth. Melbourne.
Phone: 69-7346.

Mng. Dir.: V. F. Wagstaff.

Producers of all types of Documentary Film —
TV and Cinema Commercials —
From script to final print.

FANFARE FILMS PTY LTD, Television City, 22 Bendigo-st, Richmond. Phone 42-3148.

Executives: Michael E. Provis (mngr), Frank Hellard (animation dir), Alexander Stitt (design consultant), Mike Browning (dir cinematography), Barry Bell (dir photography).

Service includes creation and production of animated, live action, squeeze and photomation TV and theatre films in color and B&W. Commercial still photography studio; TV and back projection slide service.

FEATURED THEATRE ADS, T&G Bldg, 145 Collins-st, Melbourne. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne.

Controlled by David Koffel Pty Ltd, which also controls David Koffel Film and TV Productions, and affiliated with David Koffel (Vic.) Pty Ltd, controls Reilly Advertising Co. Pty Ltd and Filmads Pty Ltd.

Sydney address: Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 61-1428, 61-1643. Telegrams Featurads, Sydney. **Qld office:** Heindorff Hse, 171 Queen-st, Brisbane (2-9112).

General Manager: David Koffel. **Vic. Manager:** George P. Ruttle.

Member, Screen Advertising World Assoc. (SAWA).

(For studios and technical facilities, see Sydney entry David Koffel Film & TV Productions.)

FILMADS PTY LTD, T & G Building, 145 Collins-st, Melbourne. Telephone 63-4857, 63-5918. Telegraphic address: Featurads, Melbourne.

Operated by David Koffel Pty Ltd, which also controls David Koffel Film and TV Productions, Featured Theatre Ads, and affiliated with David Koffel (Vic.) Pty Ltd, controlling The Reilly Advertising Co. Pty Ltd.

Sydney address: Hexham House, 106-110 Goulburn-st. Telephone 61-9551-2-3, 61-1673, 61-1643. Telegraphic address: Featurads, Sydney.

General manager, David Koffel; **Vic. manager,** George P. Ruttle.

FORTUNE FILM & TV PRODUCTIONS PTY LTD, 2 Wentworth-ave, Sydney (26-1501) and 505 St Kilda-rd, Melbourne (BM 2504).

Directors: K. Landell-Jones, E. J. Hansen. **Staff:** R. D. Hansen (producer-dir), E. J. Hansen (editor), B. E. Higgins (photographics dir).

KOFFEL, DAVID, FILM & TV PRODUCTIONS, T&G Bldg, 145 Collins-st, Melbourne. Phone 63-4857. Telegrams Featurads, Melbourne.

Managing Director: David Koffel. **Vic. Manager:** George P. Ruttle.

(For studios and technical facilities, see Sydney entry this section.)

MOONEY-WEBB TV & RADIO UNIT PTY LTD (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 25-27 Rathdown-st, Carlton, N3, Vic. Phone 34-3149.

Directors: E. J. Webb, I. Gorman.

MORGAN, VAL, & SONS PTY LTD. Head office, 64 Elizabeth-st, Melbourne (MF6431). (Incorporating Filmads (SA) Pty Ltd, Tasmanian Publicity Pty Ltd.)

Directors: W. V. Morgan (mng dir.), S. Morgan, V. C. Morgan, E. V. Gleeson, H. G. Holt.

Equipment & Facilities: Complete facilities for producing TV and theatre slides, recorded announcements, all TV and theatre films, including animation. Own theatre.

Repr.: SA, K. B. Hicks, manager, Val Morgan & Sons Pty Ltd, 348 King William-st Adelaide (51-6481); WA, Cyril Cornish Theatre Ads, 288 Hay-st, Perth (B2727); NSW A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161). Qld, Campbell Screen Publicity Pty Ltd, Penneys bldg, 517 Queen-st, Brisbane (2-1797). Tas., Tasmanian Publicity Pty Ltd, 38 Elizabeth-st, Hobart.

Mainly engaged in cinema advertising; company publishes Morgan's Street Directory, and is associated with GTV.



OWEN BROTHERS
ANIMATED FILMS PTY LTD.

MEMBER OF
afpa

ANIMATION FOR TV, EDUCATIONAL AND INDUSTRIAL FILMS, TV GRAPHICS, FILM TITLES AND GENERAL ART WORK

64 ELIZABETH ST. MELB.
PHONE MF 6303

OWEN BROTHERS ANIMATED FILMS PTY LTD. Office and studio, 64 Elizabeth-st, Melbourne (63-8303).

Directors: W. J. Owen (mng dir and dir animation & photography), H. R. Owen (art dept dir).

Equipment & Facilities: 16mm and 35mm animation equipment.

Produces specialised animation, art titles, graphics and general commercial artwork.

PACIFIC FILM PRODUCTIONS, 158 Moray-st, Sth Melbourne. Studios-Woodend, Vic. Phone 69-2471.

Directors: R. H. Mirams, C. J. Stewart, J. N. Davies.

REILLY ADVERTISING CO. PTY LTD, T&G Bldg, 145 Collins-st, Melbourne. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne. Controlled by David Koffel (Vic.) Pty Ltd.

Sydney address: Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 61-1673, 61-1643. Telegrams Featurads, Sydney.

General Manager: David Koffel. **Vic. Manager:** George P. Ruttle.

SCHIEFFER, JOHN, PRODUCTIONS, 561 Punt-rd, South Yarra, Vic. Phone 26-5579.

Director: John Scheffer.

Specialises in stop motion animated films in 16mm and 35mm.

SENIOR FILM PRODUCTIONS PTY LTD, 88 Acland-st, St Kilda. Phone 94-2427, 94-3778.

Directors: David J. Bilcock (chmn), Nigel J. Tulloh (mng dir), Leonard G. Heitman (secy), Nicholas Vastchenko, Keith N. Hounslow.

Equipment & Facilities: 35mm N. C. Mitchell with blimp and two 35mm Arriflex cameras, one blimped with full range of lenses including zoom and Macro; also single frame stop motion motors. Three 16mm cameras; Raby studio dolly with Worrall geared head, lightweight location dollies and full lighting incl. 36kw mobile generator.

Mole-Richardson sound boom, Rola 1/2 inch recorder, Natec 17.5mm recorder, four Natec 17.5 dubbers and 8-channel mixing console. 35mm Moviola and full editing equip. 16mm projectors and 35mm arc projectors with provision for double heading. Main studio block 64ft x 80ft, special effects studio, dubbing theatre preview theatrette, air-conditioned editing and cutting rooms, make-up room. Fully equipped for production of feature films, TV commercials, documentaries, film strips and TV slides.

TELEFIL (AUST.) CO. PTY LTD, Reg. Office: 321 William-st, Melbourne. (30-3221). Studios: 88 Acland-st, St Kilda (94-0441).

Directors: B. K. Horman, W. R. Armstrong (mng dir).

Executives: W. R. Armstrong (gen. mgr), B. K. Horman (tech. mgr), A. T. Taylor (secy/acnt), K. Zambra (studio co-ordinator), E. Johnson (studio tech).

Equipment: Studios equipped for stereo; 3 track Ampex; 17.5 sprocketed tape; full sound effects library. A complete service for advertising.

GEOFFREY THOMPSON FILM PRODUCTIONS (incorporating Films Advisory Bureau), 235 Moray-st, South Melbourne. Phone 69-7346.

Directors: Geoffrey G. Thompson (principal), Vernon F. Wagstaff (technical adviser).

Set up as a source to provide industrial, business, educational and advertising interests with information on the use of motion picture film. Closely associated with Cine Service.

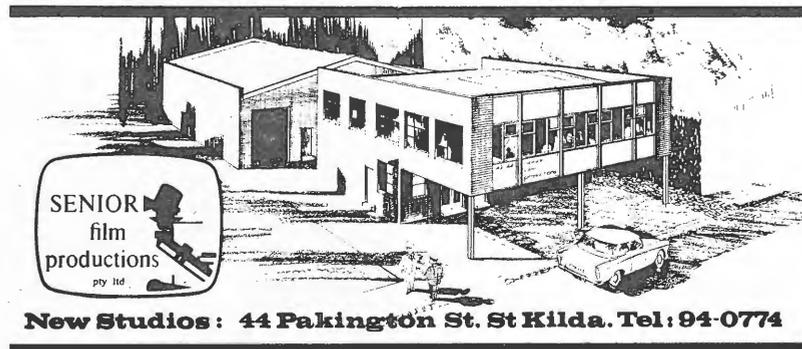
VISATONE TELEVISION PTY LTD. Represented by John Havre, 422 Collins-st, Melbourne. Phone MU 3011. For facilities, see Visatone's Sydney entry.

ZANTHUS FILMS, 176 Power-st, Hawthorn, E2, Victoria. Phone 81-5569.

Directors: Adrian Boddington (also producer-photographer), Jennie Blackwood Boddington (also director & scriptwriter).

TV production and film units

- *Queensland (page 212)*
- *TV Advertising Specialists (page 212)*
- *Film Treatment (page 213)*



New Studios: 44 Pakington St. St Kilda. Tel: 94-0774

BRISBANE

CAMERA-CRAFT PTY LTD, 20 Ivory-st, Brisbane. Phone L2131-2. Telegrams Camera-craft, Brisbane.

Director: H. W. Poulsen (mng dir.), K. F. Hall (dir. of film div.), E. W. G. Hutton, G. A. Black, A. S. Luckman.

Services: Advtg illustration and commercial photography (still), film production, documentary, PR & TV commercials.

Facilities: 35 & 16mm Arriflex cameras, Cine Kodak Special, 16mm zoom lens, Magnasync magnetic film recorder for direct and post-recorded sound.

Studio: 30ft x 30ft with modular flats and units for set construction. Theatre with 35 & 16mm projectors. Studio and editing facilities. Location lighting equipment.

Brisbane representative and associate of Artransa Park Television (JY9311, Sydney).

KEEN, L&D, PTY LTD, 24 Musgrave-rd, Normanby, Brisbane. Phone 2-2468.

QUEENSLAND'S ONLY COMPLETE FILM SERVICE

1. Creative service, scripting, to:—
2. Story-board design with:—
3. Complete production 35 and 16 mm.
4. Animation — all types.
5. Composite animation and live.
6. Sound — optical 35 and 16 mm.
7. Sound — magnetic 17½mm, 16, ¼".
8. Complete processing 35 and 16 mm.
9. Printing 8, 16, 35 mm, B&W and Col.
10. Bulk printing.

*Have the whole job done
at the one place*

KINETONE

Productions Pty. Ltd.

Main Av., Windsor, Brisbane.
Phone: 6-1297, 57-4908

Directors: L. N. Keen (mng dir), D. L. Keen (dir).

Services: Illustrative photography, film production, documentary black and white and color, TV commercials.

Equipment: 16 and 35mm cameras, sound recording, studio and location lighting. Studio space 1500 square feet. Full facilities for set construction, photographers available for location work anywhere in Qld. Four two-way radio cars.

KINETONE PRODUCTIONS PTY LTD.

Studios and laboratories: 144-146 Main-ave, Windsor, Brisbane. Phone 6-1297, 57-4908.

G. A. Burne (mng dir), **L. S. Burne** (mgr), **A. L. Burne** (secretary).

Producers of all types of 35 & 16mm B&W and color films. Laboratory processing of 35 & 16mm B&W. 16mm reversal for TV, duplication of 16mm color, latest 16 and 35mm sound recording.

PHOTO-COMMERCIAL STUDIOS (Jim Robinson), 21 Gipps-st, Valley, Brisbane. Phone 5-4297.

TV ADVERTISING SPECIALISTS

CAMP, ALBERT J., & ASSOCIATES PTY LTD, Morrison Hse, 85 William-st, Sydney. Phone 31-4621. Cables Salespower.

Directors: Albert J. Camp (mng dir), Philip G. Ryan (finance), Harrie R. Mitchell
Executives: Gil Nichols (prod. mngr), O. M. Cohen (business mngr), D. P. Morgan (acct).

Television advertising counsel and service; specialists in television retail store promotions. Daytime TV shows, live programs and spectaculars. Co-operative advertising specialists.

Main Clients: Four Square (Australia) Ltd, Four Square Stores (NSW) Ltd, A. J. Benjamin Ltd, Purex (Australia) Pty Ltd, Passap Knitting Centre, King Street Business Association, Andersons Seeds Ltd, A. McKinnon & Sons Pty Ltd, McDowells Ltd.

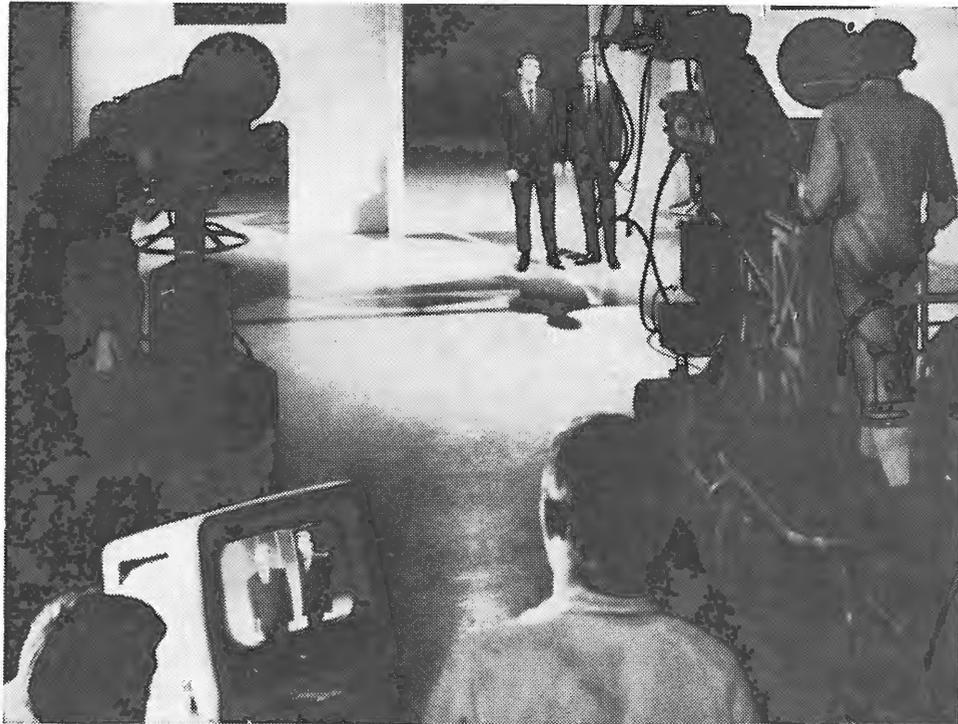
FILM TREATMENT

Directors: W. B. Berryman, D. McKean, O. F. Emery, G. J. Bunyan.

Company's operations: Permafilm protection services, Permanew (scratch removal treatment) general servicing and despatching.

I/state Repr.: Herschells Films Pty Ltd, Melb. **O'seas:** Zonal Film Facilities Ltd, London.

PERMAFILM AUSTRALIA PTY LTD, 184 Sussex-st, Sydney. Phone 29-7266. Telegrams Permafilm, Sydney.



**“O.K.—keep it”
on Scotch Brand Video Tape
for sound, picture and replay quality**

Since 1956—when CBS was pioneering the use of Video Tape, “SCOTCH” Brand tapes have met the industry’s exacting standards.

3M’s depth of experience in the magnetic tape field produced a Video Tape with an oxide that doesn’t flake off and a heat-resistant binder to ensure replay ruggedness and quality results from Video Tape Recording equipment. It is free from dropouts and audio defects, has close slitting and dimensional

tolerance. It cuts down reshooting . . . keeps productions on schedule.

3M manufacturing vigilance has established the “SCOTCH” reputation for reliability, uniformity and micro-second accuracy. But it does not rest there.

Whilst other manufacturers are still striving to match “SCOTCH” standards, 3M’s continuous research programmes are making further advances. Their objective: the new and higher standards of performance science can promise video users in future.

3M
COMPANY **MAGNETIC PRODUCTS DIVISION**

SYDNEY: 43-0455. MELBOURNE: 61-3841. ADELAIDE: 51-5971. BRISBANE: 5-4131. PERTH: 28-4651. HOBART: 3-3104. CANBERRA: 4-0791. AUCKLAND: 295-109. WELLINGTON: 5-0186.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY. LTD.

3M5/4/64A/K3

Services to TV stations

- *Cameras, photographic and projection equipment (pages 217-225)*
- *Film processing laboratories (pages 226-231)*
- *Lenses and optical needs (pages 231-232)*
- *Film stock (page 232)*
- *Recording equipment (pages 232-234)*
- *Audio visual services (page 234)*
- *Scripting equipment (page 235)*
- *Studio lighting (pages 235-237)*
- *Steel towers (page 237)*
- *Transmission Lines and equipment (pages 237-238)*
- *Bond storage (page 238)*



SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.

STUDIO & ELECTRONICS DIVISION

PROCESSING EQUIPMENT: Portable Processors; Compact Processors; Large Production Processors. **PRINTERS:** Continuous 35mm and 16mm Black & White/35mm and 16mm Colour (Additive); Continuous Subtractive Colour Printers; Special Effects Printers; Picture and Optical Sound Reduction Printers; Microfilm Printers. **EDITING EQUIPMENT:** Rewinders; Film/Sound Readers — Optical and Magnetic; Editors; Viewers; Film Bins; Synchronizers; Reels — Split and Standard; Cans. **SPLICERS:** Magnetic/Foot/Bench. **FILM CLEANERS:** Ultra Sonic and Immersion Types. **SOUND EQUIPMENT:** Cabinet Dubbers; Recorders; Reproducers; Portable Recorders; Loudspeakers; Mikes; Headphones; Recording and Re-recording Mixers and Consoles; Optical Transfer Equipment; Volume Range Compressor/Amplitude Limiter Units; Bulk Erasers; Cross-Modulator Measuring Sets; De-Magnetisers; Interlock Accessories; Programme Equalisers; **ANIMATION EQUIPMENT:** Animation Cameras, Stands, etc. **CAMERAS AND ACCESSORIES:** 35mm Bell & Howell; Cameflex; Newall; Sound Barney and Blimps; 16mm Bell & Howell; Eclair; Sound Barney and Blimps. **PROJECTORS:** Xenon; Vidicon; Optical; Magnetic; Types available — Arc; Incandescent; Zoom; Vidicon Standard & Zoom. 16mm CINE/Taylor Hobson; Angenieux Zooms. 35mm CINE/Taylor Hobson; Angenieux Zooms. Enlarging Lenses; Process Lenses. **FILM:** Laboratory Stock; Camera Stock; Magnetic Recording Stocks; Optical Recording Stocks. **TESTING EQUIPMENT:** Wow & Flutter Meters; Densitometers & Sensitometers; Cross Modulation Test Sets; Microscopic Film Measuring Sets. **ACCESSORIES & MISCELLANEOUS EQUIPMENT:** Infra-Red Absorbent Glass; Crab Dolly; Portable Power Supplies; Blooming Punches; Notching Cutters; Cue Dot Markers; Test Films—Magnetic/Optical (C.I.R. & S.M.P.T.E. Standards); Silver Recovery Units; Camera Tripods. **LIGHTING EQUIPMENT & LAMPS:** Complete range for T.V. Still and Production Studios. **ELECTRONIC EQUIPMENT:** Vidicon and Image Orthicon Television Camera Tubes. **MEASURING EQUIPMENT. LIGHTING EQUIPMENT & LAMPS.**

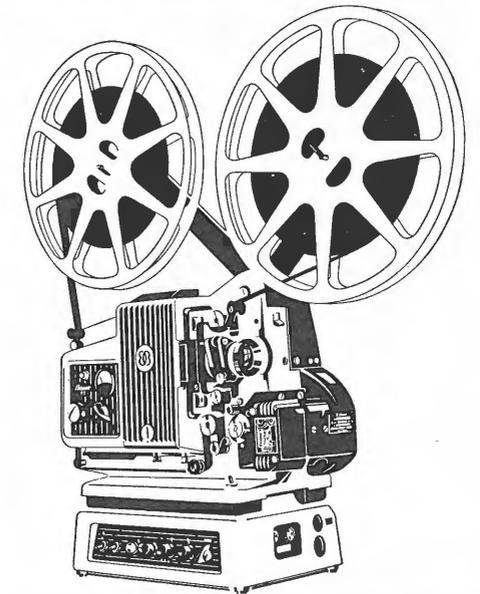
... **for service!**

*

HEAD OFFICE: 49 MARKET ST., SYDNEY
Branch Offices in all States

CAMERAS, PHOTOGRAPHIC, PROJECTION EQUIPMENT

Bauer P5



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

CINEOPTICS AUSTRALIA PTY LTD, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW. Phone 43-5121-2-3. Telegrams Cinop, Sydney.

T. D. Watson, I. F. E. Watson (dirs), N. R. Mitchell (sales dir.), E. Holden (service and tech. dir.).

1/State Repr.: A. Batten, 201-203 Camberwell-rd, Hawthorn, Vic.; Plamar Agencies, 253-255 Rundle-st, Adelaide, SA; Atmac Pty Limited, 7 Harvest Tce, Perth, WA.

National distributors of Paillard Bolex motion picture equipment and Som Berthiot zoom lenses.

ROY A. DRIVER & ASSOCIATES, 31 Agnes-st, East Melbourne. Phone MF1956-7-8. Executives: Roy A. Driver, G. M. Driver, J. T. Driver.

16mm and 35mm Easton film rewinders and film measurers, portable screen service, projector sales, accessories, spare parts and service department.

16mm and 35mm Parmac Micro-Film service.

Australian agents for Debie 16mm incandescent and arc sound projectors, Lawley dual 16 and 35mm film processors, Lawlette daylight film processing machines, N.V. Kinotechniek film laboratory equipment, Houston Fearless film printing machines and processors, optical and magnetic film readers, synchronisers, film measurers and program timers, film racks, heavy duty rewinders, robot automatic film splicing machines, film library trolleys, 16mm & 35mm split reels.

Distributors of Waterworth film strip projectors, Aldis film strip projectors, Moviola editing equipment, Premier auto splicers, 16mm instructional films.

16mm and 35mm Easton film rewinders and film measurers, portable screen service, projector sales, accessories, spare parts and service department, 16mm and 35mm Parmac micro-film service.

The 16mm Projector of proven worth

The Bauer P5 Projector will satisfy every demand of film studios, agencies, schools, industry, etc. Portability and outstanding sound quality are just two of its many famous features.

Types available are:

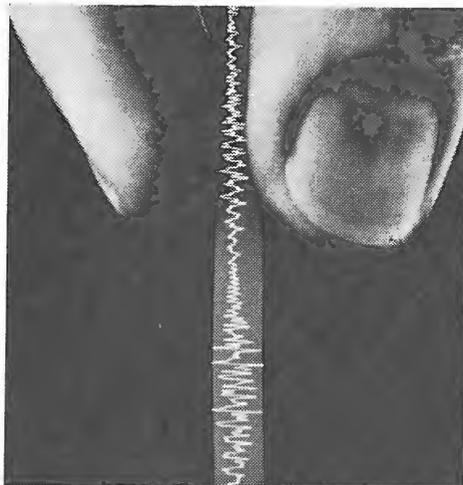
- 6 watt optical
- 6 watt optical magnetic
- 6 watt transistorised optical
- 6 watt transistorised optical magnetic
- 15 watt optical
- 15 watt optical magnetic
- 15 watt optical and magnetic record and playback

All models complete with 2-case units for projector, speaker and amplifier. No transformer necessary.



Distributed by the Photographic Division of:
WATSON VICTOR LIMITED

EASTON, A. & SON PTY LTD, 273 Nelson-st, Annandale, NSW. Phone MW1637.
Managing Director: Max T. Easton.



Who makes
the world's best
professional
recording tape?

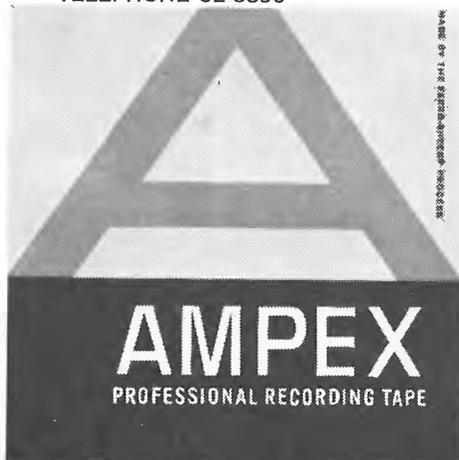
AMPEX!

Australian National Distributors

Simon Gray PTY. LTD.

28 ELIZABETH STREET
MELBOURNE, VICTORIA
TELEPHONE 63 8211, 63 8166

SYDNEY OFFICE
N.R.M.A. HOUSE, RIDGE STREET
NORTH SYDNEY, N.S.W.
TELEPHONE 92 3890



Manufacturers of 35 & 16mm film winders for all requirements. Standard winders; extended spindle winders 7 $\frac{1}{2}$ inches long for multiple winding; extra long spindle (14 inches) with universal coupling and outrigger support for multiple winding; spring locking devices; spacers; tight winding roller attachments; Bakelite winding off discs to take bobbins; synchronisers & program timers.

EMI (AUSTRALIA) LTD, Sydney and Melbourne. (See entry under Recording Equipment.)

GARDENER & SALMON PTY LIMITED,
279 Clarence-st, Sydney. Phone BX6326-7-8.
Telegrams Gardimpex, Sydney.

Directors & Executives: John Gardener (mng dir), Rolf Barme (sales dir), Brian Evans (secy).

Photographic importers and wholesalers: Schneider lenses, Mecablitz electronic flash units, Ukatron high-powered studio flash units, Novoflex equipment, Movie lights, 16mm editors and splicer, Schneider Vidicon lenses.

I/state Repr.: Branches Qld, Vic., SA, WA.

HAMILTON & BAKER PTY LTD, Sydney. (See entry under Studio Lighting.)

HANIMEX PTY LTD, 14 King-st, Sydney, BX7281. Melbourne branch, 16 Bond-st, 62-7411. Brisbane, Cnr Edward and Mary sts, 2-4398. Adelaide, 16A Wyatt-st, 23-5427, 331 Murray-st, Perth, 21-7415.

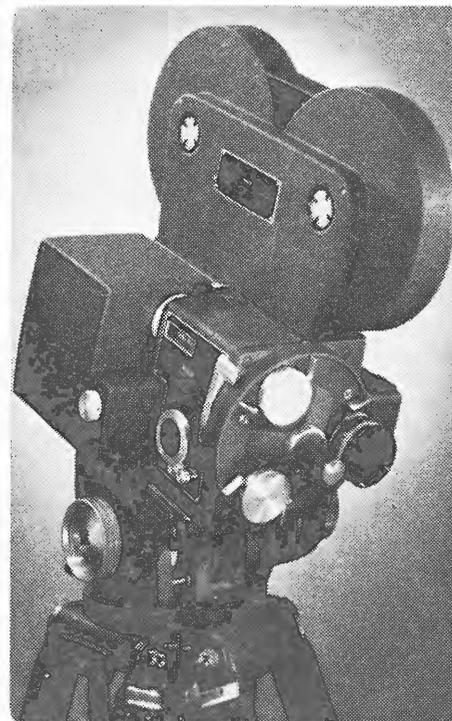
Managing director: J. D. Hannes.

Suppliers all types cinematographic and TV equip; agents for Siemens projectors, splicers and rewinders, Union film printing and processing equipment, Sonnenschein batteries, HKS animated viewers, editing and titling units, Houston Fearless processors, Sylvania lighting equipment.

HAYES, K. PTY LIMITED, 22 Harris-st, Bankstown, NSW. Phone 77-5800.

K. Hayes (managing dir).
Suppliers of custom built plastic 16mm spools.

KODAK (AUSTRALASIA) PTY LTD,
registered office, Elizabeth-st, Coburg, N.13,
Victoria. Phone 35-2311.



Built for
professional
film production

KODAK REFLEX SPECIAL 16mm CAMERA

Rugged and reliable, but extremely versatile, the Kodak Reflex Special Camera has every facility needed by 16mm film production units, industrial plant photographic departments and television film producers. Kodak designers built this camera after intensive study and market research revealed features "most wanted" by the professional cinematographer. Here are some

of them • An accurate reflex-viewing system using a mirror-backed shutter. This has a variable opening — from fully closed to 170°; it can also be operated while the camera is running • Three-lens turret, die-cast and machined to extreme accuracy, mounted on spring-loaded ball bearings. Range of lenses from 10mm to 150mm or a special f/2.2 zoom lens 17.5 to 70mm • Easily changed film magazines, 400 ft. or 1200 ft., internally gear driven and reversible; they are also fitted with revolving plates which indicate film movement, forward or reverse. An accurate counter records both footage and number of frames • Choice of electric drives: fitted with a synchronous motor as standard; a variable speed motor (8-64 fps) or a motor for a single-frame operation obtainable to order.

KODAK K100 TURRET 16mm CAMERA A rugged 100-ft. spool-loading 16mm camera with a powerful but smooth-running spring motor. It will run nearly half the 100-ft. roll of film on one winding. Speeds 16 to 64 frames per second, plus single-frame device. An auxiliary hand-crank can be used to make multiple exposures, fades and lap dissolves. A special port accepts an auxiliary drive shaft for an electric motor for continuous running. Fitted with a smooth-operating 3-lens turret, and either a 25mm Kodak Ektar f/1.9 Lens or a 25mm Kodak Ektar f/1.4 Lens.

For further details contact the Motion Picture Sales Division.

KODAK (Australasia) PTY. LTD.
Branches in all States

Kodak

KM9407

EASTMAN MOTION PICTURE FILMS



. . . the one Eastman Motion Picture Film that suits your particular needs. Colour or black-and-white, Kodak can supply a whole range of Eastman Films for every purpose . . . and ensure final results of constant, high quality every time. Make every take a good one with Kodak-quality Eastman Film.

EASTMAN XT PAN, BACKGROUND-X, PLUS-X, DOUBLE-X, TRI-X and 4-X FILMS ● EASTMAN TELEVISION and SOUND RECORDING FILMS ● EASTMAN POSITIVE and HIGH CONTRAST POSITIVE FILMS ● EASTMAN DUPLICATING and REVERSAL DUPLICATING FILMS ● EASTMAN COLOR NEGATIVE FILM, EKTACHROME COMMERCIAL FILM, EKTACHROME MS and ER FILMS ● EASTMAN COLOR PRINT FILM and EKTACHROME REVERSAL PRINT FILMS.

For further information contact:

Motion Picture Sales Division KODAK (Australasia) PTY. LTD.

Kodak

KM9406

Branches: 379 George-st, Sydney (2-0235); 223 Latrobe-st, Melbourne (32-3821); 252 St Paul's-Tce, The Valley, Brisbane (51-1911); 34 North-tce, Adelaide (51-5851); 174 Hampden-rd, Hollywood, Perth (86-6221); 45 Elizabeth-st, Hobart (3-2971).

Distributors of 16mm Kodak reflex & K-100 cameras; 16mm Kodak television and Pageant projectors; Kodak Retina 35mm cameras and Carousel slide projectors; still cameras and dark room equipment; sensitised photographic materials and chemicals for professional use.

MASPRO INDUSTRIES PTY LTD, 23-29 Addison-rd, Marrickville, NSW. Phone LA4351. Governing director, I. G. Phillips. Pstate Repr.: Geo. A. Fox & Co., 287 Moray-st, Sth Melb. (69-5279); Lou J. Murray & Co., 330 Upper Roma-st, Brisbane (31-1182); Robert W. Kitto & Co., Hayward Bldg, Charles-st, Adelaide (8-2982); J. G. Gardner & Co., 139 Hay-st, Subiaco, Perth (8-4323); The Reliance Trading Co., 265 Macquarie-st, Hobart (2-3996).

Manufacturers and suppliers of 16mm and 35mm spools and containers.

PTY LTD, Sydney, Brisbane, Adelaide, Gaumont Kalee Theatre Supplies, Melbourne, Perth. (See entry under Studio Lighting.)

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, head office, 69-79 Clarence-st, Sydney. Phone 2-0223. Telegrams Argenta.

Branches: 67-77 Mars-rd, Lane Cove, NSW (42-1261); 194 Parry-st, Newcastle West, NSW (61-5001); 86 Wentworth-ave, Kingston, ACT (9-0321); 252-262 Sturt-st, Sth Melbourne (69-0141); 11-13 West Tce, Adelaide (51-6051); 56-58 Cordelia-st, Sth Brisbane (4-2471); 672-4 Murray-st, Perth (21-3131); 73 Brisbane-st, Hobart (3-3038).

O'seas Repr.: Philips' offices throughout the world.

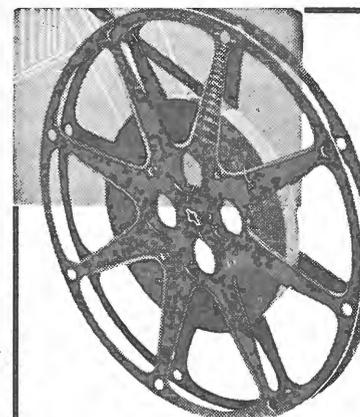
Suppliers all types of TV equipment, including cameras, sound and complete range of TV test equipment and valves.

PRECISION ENGINEERING CO. PTY LTD, 2-6 Neild-Ave, Paddington, Sydney. Phone 31-8061. Telegrams Pecolim.

Agent: Coronet Instructional Films, Boulton-Hawker Films, EFVA Films, Craig Readers, Pat Dowling Pictures.

Cinevox 16mm projectors (Prefect &

NATIONAL THEATRE SUPPLY CO



MASPRO

16 mm

SPOOLS & CANISTERS

Sizes: 400 ft., 800 ft., 1200 ft., 1600 ft., 2000 ft.

Available throughout Australia and New Zealand from wholesale suppliers.

MASPRO provides the above range of 16mm. spools, electroplated finish, with accurate footage calibration on both sides. Balanced for true, smooth running. Accessible slot MASPRO canisters in stoved enamel finish can be supplied in special identification colours if required.

MASPRO specialises in and is the sole Australian manufacturer of 35mm. x 2000 ft. spools and octagonal trunks carrying 1-6 spools.

MASPRO INDUSTRIES PTY. LTD.

Victorian Agents—Geo. A. Fox & Co., 287 Moray St., South Melbourne. Phone 69-5279.
Queensland Agents—Lou J. Murray & Co., 330 Upper Roma St., Brisbane. Phone 31-1182.
South Aust. Agents—Robert W. Kitto & Co., Hayward Bldg., Charles St., Adelaide. Phone 23-5285.
W.A. Agents—J. G. Gardner & Co., 139 Hay St., Subiaco, Perth. Phone 8-2275.
Tasmanian Agents—The Reliance Trading Co., 265 Macquarie St., Hobart. Phone 2-3996.

23-29 ADDISON ROAD, MARRICKVILLE, N.S.W.

Cables & Telegrams: "Massproduction," Sydney. Telephone: 51-4351 (3 lines).

Premier models), allied projection and magnetic tape recording equipment, language laboratories.

PYROX LIMITED, 18-40 Queensberry-st, Melbourne, N3. Phone 34-9121. Telegrams Pyrox. H. N. Taylor (general mngr).

Branches: 47-51 Parramatta-rd, Concord, NSW (74-0251); 303 North Terrace, Adelaide, SA; 93 Leichhardt-st, Brisbane, Qld; 1025 Wellington-st, Perth, WA.

All types television transmitters and studio equipment. Station planning and consulting service. Sole Australian agents for Siemens & Halske, Fernsch GmbH, Eugen Bauer 16-35mm projectors, Germany, Leitz projectors, Leica cameras, copying and reproduction equipment, Visual Electronics, USA—automation equipment, PTW Resistron camera tubes, Germany. Supplied transmitter and studio equipment GTV, film and studio equipment to ABC TV stations in all capitals and country areas, service and equipment to TCN, ADS, NWS, TVW, ATN, QTQ and country stations. Also handles Pyrox-Victor 16mm projectors. (See also Recording Equipment entry.)

SIXTEEN MILLIMETRE AUSTRALIA



**T.V. TRANSMITTERS
MICROWAVE LINKS
MOBILE UNITS
STUDIO I.O. CAMERAS
STUDIO VIDICON CAMERAS
TELECINE EQUIPMENT
VIDEO AND AUDIO MIXERS
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CLOSED CIRCUIT T.V.**

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(Division of Radio Corporation Pty. Ltd.)

Cnr. Normanby Rd. & Clarendon St.

South Melbourne (P.O.) Box 291

Phone: 69-6911

Telegrams: Telegenic, Melbourne

PTY LTD, 49 Market-st, Sydney. Phone 2 0663.

Branch Offices: Melbourne: 178a Flinders-st (63-2931); Brisbane: 206 Boundary-st (2-1438); Adelaide: 161 Halifax-st (23-1613), Perth: 59 Stirling-st (28-1131).

Sole Aust. distributor for The Rank Organisation (Rank-Taylor Hobson and Rank-Westrex divs); Bell & Howell Company (Chicago); Ferrania; Sangamo Weston; Moviola Manufacturing Co.; Magnasync Corporation; Oxberry Corporation; Oxberry UK Ltd; Linhof K.G. Prazision-Kamera-Werke; Film-line Corporation; Eclair International Diffusion (Cameflex cameras); Photo-Soncis Inc. (Acme Camera Company), Traid Corporation, Ryu-Den-Sha & Co. Ltd, Milsco Manufacturing Company (Cramer Processors), Richardson Camera Company Inc., Tokyo Shibaura Electric Co. Ltd, Shiba Electric Co. Ltd. Also represents Seiki Seisakusho Inc.; Etablissements Pierre Angenieux, France; Precision Sound Laboratories; Omac Caprara Ltd, Amega Sound Systems.

Supplies all types of TV studio equipment, including magnetic/optical cabinet, recorders and reproducers, Vidicon projectors, printers, cameras, optical and magnetic sound projectors, printers, automatic splicers, exposure meters, lenses, processors, image orthicon and Vidicon tubes, measuring instruments, outside broadcast television vans and R.D.S. lighting and control equipment.

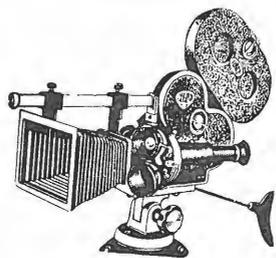


**TV Transmitters & Studio Equipment
Projectors and Film Equipment
Magnetic Tape Recorders
Tubes and Transistors
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Magnetic Tapes
Microphones
Microwave
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THE MOST TRUSTED NAME IN ELECTRONICS

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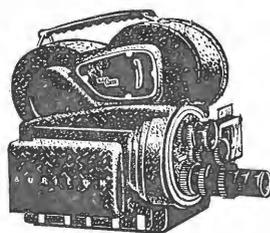


16mm. Cameras

STEENBECK
16mm. and 35mm.

Editing Machines

AURICON



'CINE-VOICE

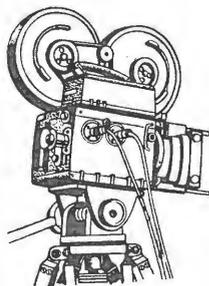
ARRI
PRINTING MACHINES

Printing machines for all types of film production.

PREMIER

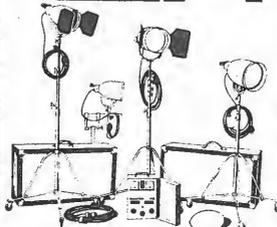
optical magnetic
TRACK READER

AURICON

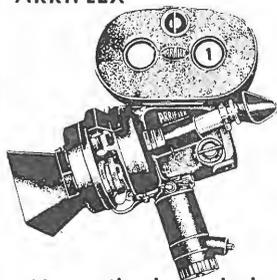
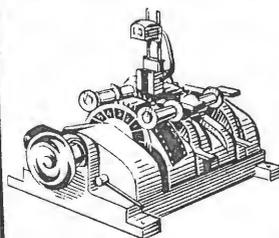


PRO-600

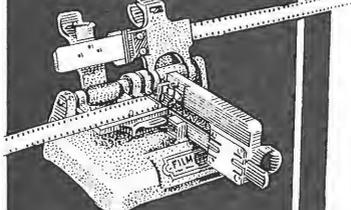
ColorTran

Boosted voltage
and quartz iodine
lighting systems.

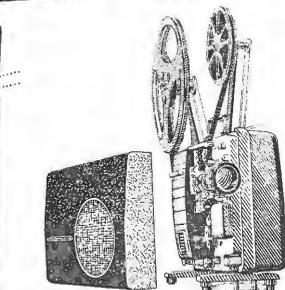
ARRIFLEX 35mm.

Versatile through the
lens focusing cameras.AUSTRALIAN DISTRIBUTORS
SWIFT & BLEAKLEY
PTY. LTD.149 Milton St., Ashfield, N.S.W.
71-0711241 William St., Melbourne
42 Hilton Road, Adelaide
92-6 Commercial Road,
Valley, BrisbaneEASTON
EDITING EQUIPMENTFull range meets
any requirements.

PREMIER de luxe



FILM JOINER & SCRAPER

Hokushin 16mm. optical-magnetic
sound projector.

Studio department caters for needs of TV stations, production units, processing laboratories, professional studios and handles distribution of Ferrania 16-35mm film.
Studio dept mngr: A. (Bill) Billson.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany-rd, Alexandria NSW. 69-0444. Teleg. Relay. S. O. Jones (mng dir). Represented all States.

All types TV studio, transmission and radio link equip, incl. microphones, cameras, aerials, OB vans and links, studio control and monitoring equip. Dist. Nippon Electric Co., Japan (TV cameras, studio equip. and transmitters).

STEANE, R. W. (Vic.) LTD, 238 Elizabeth-st, Melbourne (32-3181). NSW, 68 Alexander-ave, Crows Nest (JF3757).

Directors: R. W. Steane (chmn & manag dir), A. E. Tinkler, R. H. Tate, J. Randell (sales mngr NSW).

Television tuners and components, coils, iron dust cores. Agents for Irish Recording Tape, precision test equipment, Allen-Bradley (USA) components, Haltron and Tung — Sol Electron tubes and transistors.

SWIFT & BLEAKLEY PTY LTD, Swift Hse, 149 Milton-st, Ashfield. Phone 71-0711. Telegrams Kentycam.

Directors: S. S. Coldham (chmn), J. H. Bleakley (mng dir), D. B. Bleakley (sales dir), C. D. S. Moore.

Manager (cine-TV division): John V. Barry.

Branches: 241 William-st, Melbourne (67-5548); 42 Hilton-rd, Adelaide (LU9001); 92-96 Commercial-rd, Fortitude Valley, Brisbane (5-3726); 198 Wellington-st, Perth (21-5651).

All types TV and film production equipment, including Arriflex and Arricord (sound) 16-35mm cameras, Fairchild motion analysis cameras, Arri printing and developing machines, Steenbeck editing equip., Colortran lighting equip., Harwald inspection machines, Soundseal blimps, magnetic and optical sound systems, Auricon 16mm sound cameras, Premier editing equipment, Canon zoom lenses, Miller fluid head tripods, Easton editing equip., Hollywood Film Co. editing equip., Kilfitt camera lenses, Acme optical printers, Cinerama high speed cameras, CIR tape splicers, Allen processors, Du Cros magnetic tape. Also telephoto, zoom and anamorphic lenses and accessories for animation and specialised photography, chemicals.

TELEVISION ENGINEERING (division of Radio Corporation Pty Ltd). Head Office: Cnr Clarendon-st & Normanby-rd, Sth Melbourne. Phone 69-6911, 69-3266.

Technical director: C. L. Faudell.

Consulting engineers, station planning, TV transmitters, studio equipment, cameras, telecine, outside broadcast units and microwave links.

Agents for Pye TV equipment, and Astor (Aust. made) studio equipment, and transmitters.

TELEVISION EQUIPMENT PTY LIMITED, Box 2703, GPO, Sydney, NSW. Phone 20-223. Telegrams Philemi Sydney.

Directors: J. M. Burnett, P. C. Vink (joint mng dirs), H. J. Brown.

Subsidiary company set up jointly by EM1 and Philips Electrical Industries to provide all basic equipment necessary to install and operate a TV station, from transmitter to recorders.

W. WATSON & SONS (subsidiary of Watson Victor Ltd), 9-13 Blich-st, Sydney. Phone 28-2851. Telegrams Watsonvictor.

FILM WINDING EQUIPMENT

- 35MM & 16MM Film Winders for all requirements.
- Standard Winders.
- Extended Spindle Winders 7 $\frac{3}{4}$ " long for multiple winding.
- Extra long Spindle 14" long with Universal Coupling & outrigger support for multiple winding.
- Spring Locking Devices.
- Spacers.
- Tight Winding Roller attachments.
- Bakelite Winding Off Discs to take Bobbins.

A. EASTON & SON
273 NELSON ST., ANNANDALE
SYDNEY PHONE MW 1637
Synchronisers & Programme Timers

Directors: A. N. Small (chmn and mng dir), J. M. Graydon, Paul M. Crainor, D. Metcalfe, J. D. O. Gaden, A. C. Palfreyman (secy), L. J. Miller.

Executives: Ron Masters (acct), R. D. Carter (publ. mngr).

Products: Bauer P5 16mm projector: 6 watt optical, 6 watt optical magnetic, 6 watt transistorised optical, 6 watt transistorised optical magnetic, 15 watt optical, 15 watt optical magnetic, 15 watt optical and magnetic record and playback. All models complete with 2-case units for projector, speaker and amplified. No transformer necessary.

I/state & O'seas Repr.: Branches throughout Australia and New Zealand.

FILM PROCESSING LABORATORIES

ASSOCIATED FILM PRINTERS, 43-47 Prospect Street, Moore Park, NSW. Phone FA4131 and at 2 Clarendon-st, Artarmon, NSW. Phone 43-5875, 43-6869.

Directors: P. H. Budden, D. J. Halloran, R. Vaughan, H. G. Hayward.

Manager: T. R. Wildie.
Processors and printers, 16 and 35mm film,

negative, positive, reversal and color, optical effects and sound transfers, mfrs 16mm film equipment.

ATLAB, Television Centre, Epping, NSW. Phone 85-0224. Telex 20250. Telegrams Telecentre, Sydney.

Executives: M. H. Stevenson (mngr, engineering services), A. K. Hurley (super-
vising technician).

Company's operations: Motion picture and television film laboratory service.

I/state Repr.: Melbourne office, 218 High-
st, Kew (86-6243).

**AUTOMATIC FILM LABORATORIES
PTY LTD, 513-515 Dowling-st, Moore Park,** NSW. Phone FA4131.

Directors: N. Barrell, D. J. Halloran, H. G. Hayward.

Executives: D. V. Dove (general mngr),
E. J. Saunders (co. secy).

Film processing and printing; optical effects; sound transfers, magnetic to optical; and magnetic to magnetic; Perfectone transfers.

As Engineering Contractors, E.P.T. have specialised in the design, fabrication and erection of television and radio towers and many years of experience in this field ensures quality workmanship and efficiency.

The 765 ft. TCN Channel 9 self-supporting television tower at Wil-
loughby, Sydney, completed in November, 1964 by E.P.T., is the third
tallest structure of its type in the world.

Like the TCN 9 tower, E.P.T. galvanised structures throughout the
Commonwealth, are a mark of Australian development and progress.

Enquiries for estimates and technical assistance are welcomed.

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Every Scene at its sparkling best!

... whether it be a Glamour Commercial
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As films consultant to several of Australia's
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with television for years. There is no mystery
in Kinelab leadership, it results from pains-
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... for your next commercial, specify processing
by Kinelab, and **see and hear** the difference.

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PROPRIETARY LIMITED

MOTION PICTURE & TELEVISION
FILM PROCESSING SERVICES

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2 CADOGAN STREET, MARRICKVILLE, N.S.W., AUSTRALIA
CABLES AND TELEGRAMS: "GEEKING" SYDNEY. TELEPHONES: 51-5034

BONDED FILM SERVICES, 43 Prospect-st, Moore Park, NSW. FA4131.

Directors: P. Budden, D. J. Halloran.

Manager: J. L. Tyson.

Film servicing, cleaning, rejuvenating and waxing, authorised Permafilm franchiser. (See also Bond Storage.)

CINE SERVICE PTY LTD. Office, studios and laboratories, 233-235 Moray-st, South Melbourne. Phone 69-7346.

Directors: V. F. Wagstaff (mng), R. B. Vance, G. G. Thompson, W. R. Garrett.

Processes all types of 35mm and 16mm films and commercials, specialising in duplication of Kodachrome, Ektachrome and Eastmancolor sound films. Professional 16mm prints on new Ektachrome print stock. Optical and magnetic sound transfer, optical printing.

ROY A. DRIVER & ASSOCIATES, Production division: 31 Agnes-st, East Melbourne, Victoria. Telephone MF1956-7-8.

Directors: Roy A. Driver, G. M. Driver, J. T. Driver.
Complete 16-35mm processing service, incl.

recording, cutting, developing, contact printing. Specialists in TV kine processing and printing reversal processing, 16mm, 9.5 mm, 8mm Aust. & NZ reps for Reeds Color Film Labs, London, Parmac microfilm service.

FILMCRAFT PTY LTD, 35-45 Missenden-rd, Sydney. Phone LA3208.

Directors: G. R. Vaughan, J. S. Bruce, P. H. Budden.

Joint General Mngrs: T. A. Greaves, P. H. Budden.

Film processing laboratory — black & white and color.

HARVIN FILM LABORATORY PTY. LIMITED. Laboratory, 283-285 Enmore-rd, Marrickville, Sydney. Phone 51-7040. Show-rooms, 15 Park-st, Sydney. Phone 51-7040, 51-4049.

Managing director: V. B. Toy.

All 16mm film supplies for television and professional use. Gevasonor film and tape. 35mm Dia Direct film.

K. G. FILM SERVICE PTY LTD, Gothic



PICTURE MONITORS, WAVE FORM MONITORS, STUDIO CONTROL EQUIPMENT, AUDIO EQUIPMENT, T.V. TEST EQUIPMENT, CUSTOM BUILT O.B. UNITS AND OTHER PRECISION ELECTRONIC EQUIPMENT.

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(Division of Radio Corporation Pty. Ltd.)

Cnr. Normanby Rd. & Clarendon St.
South Melbourne (P.O. Box 291)

Phone: 69-6911

Telegrams: Telegenic, Melbourne



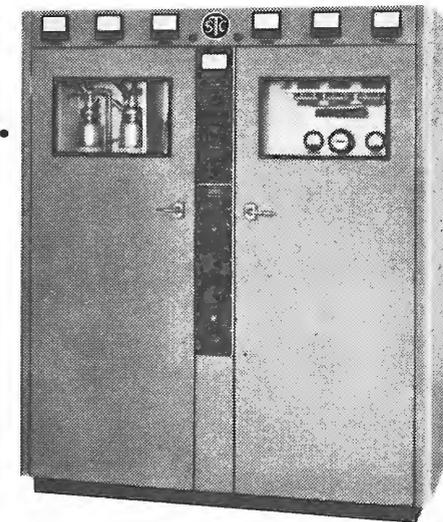
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to ensure full 2.2 kW into aerial after line, filter and coupling losses.

STC 5 kW TRANSMITTERS

also provide peak signal strength for installations with local or remote control

Maintenance of full power is an outstanding feature of STC 2.5 kW transmitters. A further and most important feature is the incorporation of the Silicon Avalanche Diode Rectifiers as standard equipment. The result is low power consumption and extreme reliability. STC transmitters are available on quick delivery from continuous stock production.



Full technical details on STC's range of 2.5 kW to 250 kW MF and HF broadcasters are available on request. For the very best in microphones see STC.

Standard Telephones and Cables Pty. Limited

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Theatre, —305 Penshurst-st, Willoughby. Phone 40-2228.

Directors: Keith Gibson (mng dir), Doreen Gibson (co-dir).

Executives: Miss Patricia Kelly (secy), Rex Curson (lab. supr).

Processing and printing of 16mm B&W and color film. Full editing facils, large preview theatre and stage for hire.

KINELAB PTY LTD, Offices, recording studios and processing laboratory, 2 Cadogan st, Marrickville, NSW (LA5034).

Directors: G. L. King (managing dir.), O. D. Bissett, K. G. Hall, J. A. Holliday, V. J. King, Sir Frank Packer, P. S. Yates.

Staff of 40 includes G. P. Barnes (business mgr), R. W. Knight (technical mgr), R. L. Kellett (chief engineer).

Provides complete sound recording, cutting and laboratory processing and consulting service for TV stations, film production companies and independent producers.

PERMAFILM AUSTRALIA PTY LTD, 184 Sussex-st, Sydney. Phone 29-7266. Telegrams Permafilm.

Directors: W. B. Berryman, D. McKean,

O. F. Emery, G. J. Bunyan.

Company's operations: Permafilm protection services, Permanew (scratch removal treatment) general servicing and despatching.

I/state Repr.: Herschells Films Pty Ltd, Melb. **O'seas:** Zonal Film Facilities Ltd, London.

SOUND SERVICE CO PTY LTD, 6 Alameda-st, Parkdale, SII. Victoria. Phone XY1700.

Directors: G. A. Gamon (managing dir.), Alma D. Gamon.

Executive: T. L. Phelan (secretary). Reversal processing (16mm); 16mm and 35mm B&W machine processing; color printing.

Laboratory equipped with complete 16mm & 35mm European & American processing facilities.

I/state repr.: Australian Instructional Films Pty Ltd, 6 Underwood-st, Sydney, (BU 6557).

SUPREME SOUND STUDIOS, 11-15 Young-st, Paddington, Sydney. Phone 31 0531.

Managing director: Mervyn Murphy. Laboratory Supervisor: Tom Nurse.

Service includes 16-35mm negative &

positive developing, 16mm reversal developing & printing, contact printing, reduction printing, 16mm color printing, enlarging, optical effects, animation & stop motion. Cutting equip. includes editolas & moviolas, 16-35mm Bell & Howell foot splicers, synchronisers, and edge-numbering 16-17½-35mm, Oxberry optical printer.

Supplier of Schneider Optik Kreuznach TV vidicon lenses — Cinegon f1.8/10mm; Xenon f2/16mm, f1.4/25mm, f2/50mm; Tele-Zenar f2.8/75mm, f2.8/100mm, f4/150mm.

LORD, F., MANUFACTURING PTY LTD, 33 Higginbotham-rd, Gladesville, NSW. Phones 80-1880, 80-1861.

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

L. & H. CAMERA & INSTRUMENT SERVICE PTY LTD, 62 Alexander-st, Crows Nest, NSW (43-6021).

Repairs and service to all types of film cameras (still and movie), exposure meters and enlargers. Special equipment and devices made to order.

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone 2-0663.

Branch Offices: Melbourne, Brisbane, Adelaide, Perth. Complete range of Rank Taylor Hobson and Angenieux television, motion picture and process lenses.

(See entry under Cameras, Photographic and Projection Equipment.)

LENSES, OPTICAL NEEDS

CINEOPTICS AUSTRALIA PTY LTD, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW. 43-5121-2-3.

N. R. Mitchell (sales dir), **R. Pearce** (sales mgr), **E. Holden** (service and tech. dir.). Camera lenses. (See entry under Cameras, Photographic Equipment.)

GARDENER & SALMON PTY LTD, 279 Clarence-st, Sydney. 29-6326. See entry under Cameras, Photographic & Projection Equipment.

GUNZ, R. (PHOTOGRAPHIC) PTY LTD, 24 Wentworth-ave, Sydney. Phone 61-9781. Branches all States.



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Equip with

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Brisbane, Perth.

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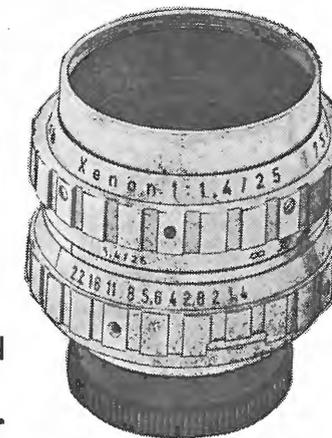


TV VIDICON LENSES

Specially developed and manufactured for VIDICON CAMERAS

All have necessary qualifications for fitting remote control units Available with or without Helical focusing featuring fully closing diaphragm

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Head Office: 24 Wentworth Avenue,
Sydney, N.S.W. 61-9781. Branches all States.



- CINEGON f1.8/10 mm.
- XENON f2/16 mm.
- f1.4/25 mm.
- f2/50 mm.
- Tele-Xenar f2.8/75 mm.
- f2.8/100 mm.
- f4/150 mm.

SWIFT AND BLEAKLEY PTY LTD, Swift Hse, 149 Milton-st, Ashfield. Phone 71-0711. Telegrams Kentycam.
Manager: John V. Barry.
 (See entry under Cameras, Photographic, Projection Equipment.)

WATERWORTH, E. N., 62a Warwick-st, Hobart, Tasmania. GPO Box 113B. Phone 3-3258.

Manufacturers of Waterworth strip film projectors, also camera and projector lenses.

FILM STOCK

DRUG HOUSES OF AUSTRALIA LTD, New South Wales division, 750-800 Princes Highway, Tempe, NSW. Phone 55-0422.
 Branches all States.

Sole Australian agents for Ferrania raw film.
 Wholesale distributors, Sixteen Millimetre Australia Pty Limited. See entry under Cameras, Photographic and Projection Equipment.

EMI (AUSTRALIA) LIMITED, Emitron Hse, 301 Castlereagh-st, Sydney. Phone 2-0912. Telegrams Emitron Sydney.
 See entry under Recording Equipment.

R. GUNZ (PHOTOGRAPHIC) PTY LTD, 24 Wentworth-ave, Sydney (61-9781).
Aust. mgr.: J. Savage.

Branches: 15-17 Flinders Lane, Melbourne (63-3942). Melb. repr., R. Baumann.
I/state Repr.: 157-163 Ann-st, Brisbane 2-6992 (G. Alder); 51 Grenfell-st, Adelaide, 8-5978 (E. Tromp); 156 St. George's Tce, Perth (Robt Stephenson) 21-9908.

Supplier of raw film stock, made and imported from long-estab. German company, Adox Fotowerke GmbH. Film is specially designed for TV use.

HARVIN FILM LABORATORY PTY LTD, Sydney. (See entry under Film Processing Laboratories.)

ILFORD (AUSTRALIA) PTY LIMITED. Head office and factory, Notting Hill, Victoria. Phone 544-0511.

Branches: 214-216 Willoughby-rd, Crow's Nest, Sydney; 67-69 Hanson-st, Adelaide; 18-20 Roma-st, Brisbane; 79 King-st, Perth; 13 Walker-st, Townsville.

Suppliers of 16mm and 35mm film, Pan F, FP3, HP3, HPS, negative film, clear and grey base fine grain safety positive film, lantern plates, bromide papers and a full range of photographic chemicals.

KODAK (AUSTRALASIA) PTY LTD, registered office — Elizabeth-st, Coburg, N.13, Victoria. Branches all States.

Distributors of a wide range of 35mm and 16mm Eastman color and black-and-white films.

Negative, reversal, duplicating negative, duplicating reversal, duplicating positive, sound recording, telerecording, release positive and leader films. Also Eastman magnetic recording film — 35mm, 17.5mm and 16mm, and Kodak sound recording tape.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LIMITED, 2 Wentworth-ave, Sydney. Tel. 2-0930.

Directors: H. B. Kosanke (mng dir.), G. L. Hegg (mng dir.), B. E. Chapman (sales dir.), H. G. Edwards (financial dir.).

Executives: D. J. Brydon (Aust. marketing mgr), J. Johnson (marketing mgr, electrical and magnetic products).

Scotch brand perforated magnetic recording film, 16mm, 17½mm, 35mm. Scotch brand perforated splicing tape for the splicing of magnetic film. Scotch brand video recording tape.

RECORDING EQUIPMENT

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney. Phone 2-0233.

Branches: 70 Merrivale-st, South Brisbane (4-1631), branch mgr, J. Young; 167 Queen-st, Melbourne (67-9161), branch mgr, H. E. Rowe; 335 William-st, Perth (28-3426), branch mgr, F. E. Audsley; 123 Murray-st, Hobart (3-1966), branch mgr G. Bird; 69-71 George-st, Launceston (7-1809), branch mgr, T. J. Guy; Amalgamated Wireless (A'sia) NZ Ltd, Anvil Hse, Wakefield-st, Wellington C1, NZ (43-191), mgr, E. E. Pernase.

All types of radio and television transmitting and studio equipment including aeriels, Marconi cameras, English Electric camera tubes.

AMPEX AUSTRALIA PTY LTD, 8th Floor, NRMA Hse, 26 Ridge-st, Nth Sydney. Phone 92-4642, 92-4870.

Manager: E. L. Koller.

Distributors of Ampex magnetic tape recording equipment and accessories. A wholly owned subsidiary of Ampex Corporation, Redwood City, California, USA.

CHAPMAN, MAURICE, & COMPANY PTY LTD and **MAGNECORD AUSTRALASIA PTY LTD**, 158 Clarence-st, Sydney (29-5127). Telegrams Chappy Sydney.

Director: Maurice D. Chapman.

Maurice Chapman & Co: Suppliers of BASF magnetic tapes for all audio and video applications.

Audio equipment, loudspeakers, amplifiers, pre-amplifiers and measuring equip.

EMI (AUSTRALIA) LIMITED, Emitron Hse, 301 Castlereagh-st, Sydney. Phone 2-0912. Telegrams Emitron, Sydney.

Directors: J. M. Burnett, CBE (chrnm & mng dir), Sir Joseph Lockwood, J. E. Wall, OBE, R. G. C. Parry Okeden, CMG, CBE, J. W. R. Hughes, ISO, G. A. C. Kiernan, V. J. Chalwin, A. J. Wyness.

Branches: 109-123 Burwood-rd, Hawthorn, E2, Victoria (81-0211); 105 Port-rd, Hindmarsh, SA (46-3031); 457 Beaufort-st, Highgate, WA (28-2433); 202-204 Argyle-st, Hobart, Tasmania (2-3001); 17 The Quadrant, Launceston, Tasmania (2-5288); 83 Robertson-st, Fortitude Valley, Brisbane, Qld (51-5271); cnr National Park-st & Gibson-st, Newcastle West, NSW (2-3883).

O'seas Repr.: Electric & Musical Industries Limited, Hayes, Middlesex, England.

All types TV studio and transmission equip., including cameras, monitors, film scanners, micro-wave links, studio and sound equipment, full station planning facilities. Experienced engineers and installation staff Comprehensive range professional tape recorders, magnetic EMI tapes. ¼in, instrumentations, 16, 17½, 35mm sprocketed test tapes.

GRAY, SIMON PTY LTD, 28 Elizabeth-st, Melbourne, C1. Phones 63-8211, 63-8166.

Sydney office: NRMA Bldg, 26 Ridge-st, North Sydney. (E. C. Sloss, mgr.) 92-3890.

Aust. national distributor Ampex sound recording and playback equip.; Ampex magnetic recording tape; ATC multiple cartridge recording machines; Beyer microphones and headsets; CBS studio equipment; EMT reverberation plates and other studio equip.; Electro-Voice microphones; Fi-Cord tape recorders and dictating machines, Gramplan disc recording amplifiers and

cutter heads; Harcroft sapphire recording cutters; Leak audio amplifiers; Magnasync communication recorders; Nagra tape recorders; Neumann condenser and moving coil microphones; Neumann automatic disc recording machines and cutter heads; Orpheus turntables; Ortofon pickups and recording equipment; Pultec program equalisers and sound effect filters; Spotmaster automatic cartridge tape recorders; Stellavox tape recorders; Tandberg tape recorders; Tichel connectors; Wharfedale loudspeakers.

HEROFON ENGINEERING, 510 King-st, Newtown, NSW. Phone 51-4703 and 43-6047.

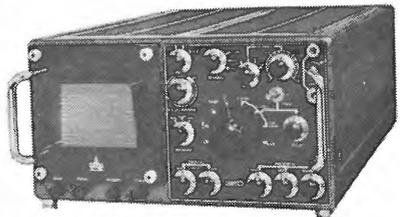
Manufacturers of Filmag sound unit Syncrosound perforated tape recorder, magnetic sound readers, Bulkerasers.

ROBIN HILL RECORDINGS, 76 Chandos-st, St Leonards, NSW. Phone 43-6047.

Sound recording studio. Specialists in ¼ inch, 8mm, 16mm and 17½mm magnetic recordings and transfer.

NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD, Sydney, Brisbane, Adelaide. Gaumont Kalee Theatre supplies, Melbourne, Perth. (See entry under

Engineering  Products



PRECISION WAVEFORM MONITOR
TYPE WM5 PH

TELEVISION ENGINEERING
(Division of Radio Corporation Pty. Ltd.)

P.O. Box 291
South Melbourne
Phone: 69-6911

Studio Lighting.)

PYROX LIMITED, 18-40 Queensbury-st, Melbourne, N3. Phone 34-9121. Telegrams Pyrox. H. N. Taylor (gen. mgr). (See also entry under Cameras, Photographic & Projection Equipment.)

Branches: 47-51 Parramatta-rd, Concord, NSW. Phone 74-0251; 93 Leichhardt-st, Brisbane, Qld; 303 North Terrace, Adelaide; 1025 Wellington-st, Perth, WA.

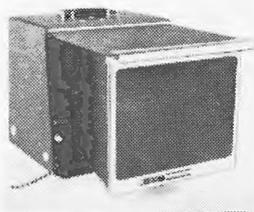
Pyrox Magitape recorders, Siemens & Halske 16mm magnetic recording and dubbing equipment.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA8541.

R. E. Tolnay (mng dir), K. F. Fidden (exec. dir), H. Bendell (secty), R. Walsh (mng, E.P. division). (See entry under Studio Lighting.)

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone 2 0663.

Branch Offices: Melbourne, Brisbane, Adelaide and Perth. (See entry under Cameras, Photographic and Projection Equipment.)



THE FAIRCHILD 400

sells anything, anywhere. In sound and colour. In broad daylight. Sets up in 10 seconds — and repeats automatically. Retail displays, exhibitions, or on a desk top. Pre-test TV commercials.

Technically, the Fairchild "400" is an 8mm. rear screen movie projector. It works more like a TV set, except you don't have to fuss with the focus. The Fairchild weighs less than a portable typewriter, shows up to 20 minutes of colour sound film, requires no warm up.

THE SOLE AUSTRALIAN DISTRIBUTORS ARE
AUDIO VISUAL PROMOTIONS
PTY. LTD.

Who also manufacture film strips from your slides and art-work; provide discs with AUTOMATIC DuKane signals; have an Audio Visual art service, in fact, can supply the whole box and dice from script to print. If it's AUDIO VISUAL ask AUDIO VISUAL PROMOTIONS PTY. LTD., 572 Princes Highway, Rockdale, N.S.W. 59-7108, 59-7303.

STANDARD TELEPHONES AND CABLES PTY LIMITED, 252-274 Botany rd, Alexandria. Phone 69-0444. Telegrams Relay Sydney.

See entry under Cameras, Photographic and Projection Equipment.

SWIFT AND BLEAKLEY PTY LTD, Swift Hse, 149 Milton-st, Ashfield. Phone 71-0711. Telegrams Kentycam.

Manager: John V. Barry. (See entry under Cameras, Photographic, Projection Equipment.)

TELEVISION EQUIPMENT PTY LIMITED. (See entry under Cameras, Photographic and Projection Equipment.)

AUDIO VISUAL SERVICES

AUDIO VISUAL PROMOTIONS PTY LTD, 572 Princes Highway, Rockdale, NSW. Phone 59-7108, 59-7303.

Directors: L. J. Finnegan, S. I. Finnegan.

Executives: L. J. Finnegan (mktg consultant), R. J. Sheward (writer/producer), A. D. Eden (art dir), G. Pearton (filmstrips, photog.), D. Morson (equip. rentals).

Operations: Production of Soundslide films 8mm and 16mm movies for sales promotion and reseller training. Sales promotion photography in color, B&W, AV art transparencies. Sales and rental of Dukane Soundslide film and Fairchild 8mm movie desktop projectors. Sole Australian distributors Fairchild 400 8mm repeater sound daylight desktop projectors. Audio Visual art, photography, sound, filmstrip service.

lighting equipment, microphone booms and allied equip. Also handles studio grid and batten systems with full range of suspensions.

Has supplied equip. to ABN, ATN, TCN, RTN, NBN, WIN, CBN, CTC, HSV, GTV, BTW, TVT, TNT, WBQ, NRN, Artransa, Visatone, Supreme Sound Studios, Dept of Interior Film Division, Pagewood, Cine-sound; Ajax, Kingcroft and other studios.

Barton lighting has been used in practically all feature films made in Australia during the past 12 years including On the Beach, Summer of the Seventeenth Doll, The Siege of Pinchgut and Whiplash.

SCRIPTING EQUIPMENT

AUTOCUE (AUST.) TELEPROMPTER PTY LTD, PO Box 25, Killara, Sydney. Phone 42-2203, 919-4361.

Directors: H. R. Brett Hall (mng dir), C. M. Brett Hall (secy).

Company's operations: Autocue synchronous scripting equipment and services to film and television studios.

I/state Repr.: Gill Webster, c/o GTV, Richmond, Vic. O'seas: Autocue (Great Britain) Ltd, 82 Chelsea Manor-st, London.

HAMILTON & BAKER PTY. LTD, 9 Wilmot-st, Sydney. Phone BM6441. Telegrams, Lumax, Sydney.

Manufacturers of all types of TV studio stage lighting equipment including Fresnel and condenser lens type spots and floods, 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.

KODAK (AUSTRALASIA) PTY LTD, Elizabeth-st, Coburg, N13, Victoria. Branches all States.

Distributors of extensive range of Barton photographic lighting equipment and facilities.

L. & H. CAMERA & INSTRUMENT SERVICE PTY LTD, Sydney. (See entry under Lenses, Optical Needs.)

MOLE - RICHARDSON (AUSTRALIA) PTY LTD, 49-53 Bedford-st, Collingwood, N5, Victoria. Phone 41-4245. After hours 850-2020.

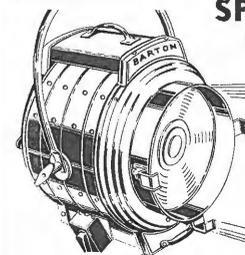
LIGHTING AND LIGHTING CONTROL EQUIPMENT

BARTON, R. H. PHOTOGRAPHIC LIGHTING PRODUCTS, 5-7 Prospect-st, Erskineville, Sydney. Phone LA1224. Richard Henry Barton (proprietor).

Specialists in manufacture of all types of television, film studio and photographic

SPECIALISTS IN LIGHTING
FOR MOTION PICTURE STUDIOS
TELEVISION STUDIOS

EST. 21 YRS.



5-7 PROSPECT ST.,
ERSKINEVILLE, SYDNEY, N.S.W.

Telegrams, Molereng, Melbourne.

Directors: J. B. Masson, A. J. Page, M. T. Masson, A. E. M. Raynsford.

General Manager: John B. Masson.
Film & television lighting engineers.

O'seas Repr.: The Mole Richardson Organisation, throughout the world. The British Heat Resisting Glass Company Ltd. (Phoenix). Lowel-Light Photo Engineering, 429 West 54th-st, New York 19, NY.

NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD, 49 Market-st, Sydney. Phone B0663.

General mngr: R. C. Smith. **NSW mngr:** R. Simpson.

Branches: Brisbane, 164 Melbourne-st, Sth Bris. (4-5831-2) mngr, J. A. Welch; Adelaide, 82 Hindley-st, (LA3742), mngr, J. P. Wright; Melbourne, Gaumont-Kalee Theatre Supply Co., 178a Flinders-st (MF2935-6), mngr, M. Ford; Perth, 447 Murray-st (21-7725), mngr, W. Wlyks.

Australian agent for Gaumont-Kalee products, including sound systems & projectors. Studio lighting. Cinemeccaia 70/35. Todd-AO equip. Westrex recording units.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA8541. Tele-

grams, Radiointer.

R. E. Tolnay (mng dir.), K. F. Fidden (exec. dir), H. Bendell (secty), R. Walsh (mngr, E. P. division).

Equipment includes RCA transmitters, micro-wave links and camera tubes.

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone 2-0663.

Branch Offices: Melbourne, Brisbane, Adelaide and Perth. Complete range of studio and location lighting units and bulbs. Electronic lighting control units. (See entry under Cameras, Photographic and Projection Equipment.)

STRAND ELECTRIC (AUSTRALIA) PTY LTD, 212 Graham-st, Port Melbourne. 64-1267, 64-3365. Telegrams Spotlite Melbourne.

Directors: J. D. H. Sheridan (chrnm & mng dir.), D. C. Irving, A. J. Sullivan.

Pstate Repr.: NSW, R. Bartram, 11 Raymond-rd, Neutral Bay (90-1851); SA, EILCO Sales, 233 Rundle-st (3-3450); WA, M. Hough, WA Turf Club Bldgs, 30 Esplanade, Perth (21-5410); Qld, B. Harvey, 12 Maryvale-st, Toowong (7-3878).



Specialized

LIGHTING EQUIPMENT

for **MOTION PICTURE, STILL**
and **TELEVISION STUDIOS**

MOLE-RICHARDSON (AUSTRALIA) PTY. LTD.

49-53 Bedford Street, Collingwood, N.5.
Telephone: 41-4245. After Hours: 850-2020.
Telegrams: Molereng, Melbourne.

Requests for advice or supply may be channelled through AWA Ltd.

Manufacturers and suppliers of studio lighting and control equip. Fresnel spots, profile spots, scoops, 4kw effects projectors and full range of effects machines (rain, clouds, flames, etc.). All types of control equipment including portable silicon rectifier dimming systems, complete studio consoles, etc.

Suppliers to ABN, ABV, ABC Canberra, ATN, TVW, GTV new studios, TEN.

Suspension equipment available, counterweights, motorised battens, revolving stages, Cyclorama equipment.

SWIFT AND BLEAKLEY PTY LTD, Swift Hsc, 149 Milton-st, Ashfield. Phone 71-0711. Telegrams, Kentycam.

Manager: John V. Barry.

(See entry under Cameras, Photographic. Projection Equipment.)

TELEVISION ENGINEERING PTY LTD, Melbourne. (See entry under Cameras, Photographic and Projection Equipment.)

THORN ELECTRICAL INDUSTRIES (AUST.) PTY LTD, 498 Albion-st, West Brunswick; N.12. Vic. (36-5313). Teleg. Eleclampo.

Manufacturers of Atlas and Ekco incandescent lamps, fluorescent tubes, and lighting fittings.

STEEL TOWERS

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney. Phone BX5491.

Dr E. Oriolo (mng dir).

Steel towers and allied equip.

JOHNS & WAYGOOD LIMITED, City-rd and Cecil-st, Sth Melbourne, SC5. MX1241. Telegrams Johnsway.

Directors: F. Peter Johns (mng dir), J. T. Reid, S. H. Bull, W. C. Farrar.

Supply and erection of TV towers and masts and supply of allied equipment.

METTERS LIMITED. Showroom, factory and offices, 7-25 Manchester-st, Mile End

South, Hilton, SA. Phone 57-6241. Telegrams, Metters, Adelaide.

J. D. A. Howie (mngr).

Radio-TV masts.

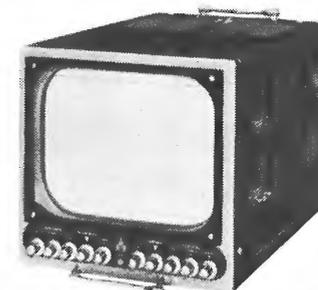
I/state Repr.: Branches: Gow-st, Bankstown, NSW (70-0422); Gordon-st, Footscray, Vic. (68-1252); Salvado-rd, Wembley, WA (8-2321); Merrivale-st, Brisbane, Qld (41-1841). **O'seas:** Metters of London, Denham Way, Maple Cross, Rickmansworth, Herts. England; Metters (NZ) Ltd, Petone, NZ.

TRANSMISSION LINES AND EQUIPMENT

AUSTRAL STANDARD CABLES PTY LIMITED, Private Box 184, PO, Footscray, W11, Victoria. Phone 317-9041. Telegrams Auscables. Also at PO Box 50, Liverpool, NSW. Phone UB 7742. Registered Office, Vic. Phone 317-9041. **L. E. Anderson** (gen. mngr).

Lead-covered local, junction, trunk, and carrier paper, telephone cables, coaxial and RF cables, plastic insulated equipment, switchboard and interphone wires and

Engineering **ASTOR** Products

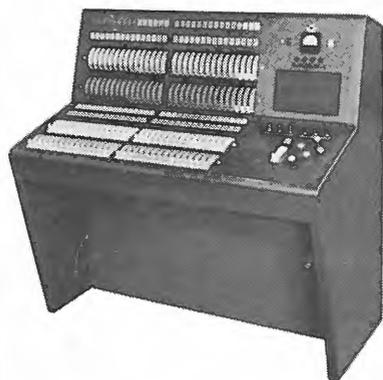


PRECISION PICTURE MONITORS AND MONITORING RECEIVERS

TELEVISION ENGINEERING

(Division of Radio Corporation Pty. Ltd.)

P.O. Box 291
South Melbourne
Phone: 69-6911



We specialise in television studio lighting and lighting control equipment.

Luminaires include Profile, Fresnel and Bifocal Spots; Optical Effects; Follow Spots; Scoops, etc.

Control Equipment to suit budget and requirements.

All-electric or servo systems, with or without pre-setting facilities. All types of dimmer, including reactors, thyristors, etc.

STRAND ELECTRIC (AUSTRALIA) PTY. LTD.

212 GRAHAM STREET
PORT MELBOURNE, VIC.

Interstate Technical Representatives:
NSW: R. Bartram, 11 Raymond Rd.,
Neutral Bay 90-1851

S. Aust.: Eilco Sales, 233 Rundle St.,
Adelaide 23-3450

Qld: B. Harvey, 12 Maryvale St.,
Toowong 73-878

W.A.: M. Hough, 99 Sixth Avenue,
Inglewood 71-3159

cables, plastic insulated underground, control, special system and aerial cables, TV cables.

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney. Phone BX5491. Telegrams Transelectric. Dr. E. Oriolo (mng dir).

Transmission lines, construction of steel masts.

I/State Repr.: Branches, 9 McLachlan-st, Valley, Qld (5-4551); 171 Fitzroy-st, St. Kilda, Vic. (XJ0517).

JOHNS & WAYGOOD LIMITED, City-rd and Cecil-st, Sth Melbourne., SC5. MX1241 Teleg. Johnsway.

Directors: F. Peter Johns (mng dir.), J. T. Reid, S. H. Bull, W. C. Farrar.

Supply and erection of transmission line towers.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany-rd, Alexandria, NSW. Phone 69-0444. Teleg. Relay. Also at Moorebank-ave, Liverpool, NSW (72-7331). S. O. Jones (mng dir).

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

I/State Repr.: See entry services to radio

BOND STORAGE

AUSTRALIAN PROGRAMME SERVICES, 126 Cleveland-st, Chippendale. Phone 69-6468.

Manager: W. E. Threlfo.

Bond storage and censorship service. Also film exchange and storage facilities for all film with first class waxing and servicing of new film. Screening facilities available.

BONDED FILM SERVICES, 43 Prospect-st, Moore Park, NSW. FA4131.

Directors: P. Budden, D. Halloran.

Manager: J. L. Tyson.

Bond storage, censorship in bond arranged for all films. Customs clearance and servicing to motion picture and TV industries. Screenings. Specialists in waxing 16 and 35mm film. Distributors of documentary films. Permafilm franchise laboratory.

TELEVISION FILM DISTRIBUTORS

AIR PROGRAMS INTERNATIONAL, 38 Martin Place, Sydney. Telegrams, Air-programs (28-4617).

Directors: W. J. Hucker, Mrs W. J. Hucker. Produces, and handles international distribution of TV programs.

ATV (DISTRIBUTORS) PTY LTD, 38-40 Martin Place, Sydney. Phone 28-2391.

Directors: R. C. Leahy, J. A. Jackson, Lew Grade, R. Gill.

General manager: J. A. Jackson. Secretariat: L. M. Barnett.

Sale and distribution of telefilms for Australasia, ATV London, ITC London and New York.

O'seas repr.: ATV London, ITC New York.

AUSTRALIAN TELEVISION FACILITIES PTY LIMITED, Inc. ACT. Ground floor, Lido Hse, 404 Kent-st, Sydney. Phone 29-3466. Telex No. AA20581. Cables Facilities, Sydney. J. F. Flitcroft (chrnm), R. A. Marshall (exec. officer-film buyer).

Company operated by 17 country TV stations to procure and distribute film and to attend to other matters of common interest.

BLAKE FILMS PTY LTD, Adams Chambers, 5th Floor, 482-484 George-st, Sydney. Telegrams Blakefilm Sydney. Phone MA8736, MA8760.

Directors: S. J. Blake, E. J. Fletcher.

Secretary: Miss R. E. Saxelby.

Distributes feature and short length films.

Interstate repr.: T. Hayes, (mng), General Films Distributing Co., Melbourne; IFD, Perth and Brisbane. O'seas: W. Buchheim, Paris.

BRITISH BROADCASTING CORPORATION, LONDON, W.1. Aust'n & NZ repr., Humphrey Fisher, 177 Elizabeth-st, Sydney. 26-3894.

CBS FILMS PTY LIMITED (distributors filmed TV programs covering news, public affairs and entertainment), Suite 2, Colman House, Cnr Berry & Walker-sts, North Sydney. Phone 92-4061. Telegrams Telecast Sydney.

Managing Director: William G. Wells. Assistant to managing director: Neville B. Van Dyck.

DESILU, 112a King-st, Sydney. Phone 25-3012. GPO Box 4272 Sydney. Cables Desi-sales, Sydney.

Chief executive: Bruce Gordon in charge of sales for Australia, New Zealand and the Far East.

Distributes Desilu television productions: series in distribution include The Untouchables, The Lucy Show, Desilu Playhouse, Guestward Hol, Harrigan & Son, The Funny Company, Vacation Playhouse, The Greatest Show On Earth, Glynis, documentaries, cartoons and spectaculars.

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

Director: R. Pivott (managing dir.), 6 Wattle-st, Killara (JX1418).

Aust. distributor for British Lion, Independent Film Distributors Ltd; and Aust repr. Lion International Films (London).

FREMANTLE INTERNATIONAL (AUST.) PTY LTD, Suite 1101, Caltex Hse, 167 Kent-st, Sydney. Phone 27-3372. Telegrams Comover Sydney.

Managing Director: Robert L. Laphorne, Executive Producer: R. C. Clarke, Sales Executive: Max Dutch.

Distributes TV film programs — series, special events, documentaries, adult and



FREMANTLE INTERNATIONAL (AUST.) PTY. LTD.

SUITE 1101, CALTEX HOUSE
167 KENT STREET, SYDNEY
CABLE: COMOVER

27-3372 — 27-3984

children's educational films, cartoons and short subjects. Distributing Australian material through world-wide offices. Packaging for TV stations, the live syndicated international TV kindergarten presentation, Romper Room, plus other adult shows, quizzes, plays, etc.

O'seas Head Office: 366 Madison-ave, New York 17, N.Y. President, Paul Talbot.

INTERNATIONAL TELEVISION FILM DISTRIBUTING COMPANY INC., 14 Barcom-ave, Rushcutters Bay, Sydney. Head office, 6314 La Mirada-ave, Hollywood 38, California. Cables, Hopco, Sydney; Intertel, Hollywood.

Directors: Mark L. Hopkinson, Harold J. Dennis.

Distribution of TV series and full length features for leading independent producers, in Aust., NZ, and the East.

INTERNATIONAL FILM SERVICE, 323 Hardy's Chambers, 5 Hunter-st, Sydney. Box 2141, GPO.

Director: Due Brandt.

Import and export — distribution.

MCA (AUST.) PTY LTD and subsidiary **REVUE (AUST.) PTY LTD**, 1st Floor, Universal House, Pelican-st, Sydney. Phone 61-9844. Telegrams Revue Sydney. Ron V. Brown (chief executive).

Handles Australian distribution of US MCA programs and produces Australian programs under Revue banner.

NBC INTERNATIONAL (AUSTRALIA) PTY LTD, 251 Elizabeth-st, Sydney, NSW. Phone MA6994. Telegrams, Natinter.

Directors: G. W. Kreitner (mng dir.), F. W. Millar.

Distributors and selling agents of filmed TV programs covering major news events, public service and entertainment.

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

PIVOTT, R. M., 6 Wattle-st, Killara, NSW. JX 1418.

Australian sales representative for Lion Int'l Films, Broadwick Hse, Broadwick St, London, W.1.

SCREEN GEMS, Suite 1, 2nd Floor, Commercial Bank Chambers, 100 Bathurst St, Sydney. Phone 61-7443, 61-8537, 26-3071. Telegrams Screengems. J. Joel (mng dir).

Suppliers filmed TV programs, feature films, cartoons, short subjects.

O'seas Repr.: Screen Gems, Inc. (parent

company), 711 Fifth Ave, New York 22, USA (Plaza 1-4432). Abe Schneider (pres.). Lloyd Burns (vice-pres. in charge, foreign operations).

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone 2-0663. Branches, 178a Flinders-st, Melbourne (MF 2931); 206 Boundary-st, Brisbane (2-1438); 161 Halifax-st, Adelaide (W6963); 59 Stirling-st, Perth (28-1131).

Distributors of 35 and 16mm films produced by the News & Information Bureau; Department of Interior and Australian War Memorial; Documentary Films, Aust. Diary Series, Historic World War (I and II) series.

TELEPROGRAMS PTY LTD, First Floor, Trust Bldg, 155 King-st, Sydney. GPO Box 4827. Phone 28-6548. Cables & Telegrams Teleprograms.

Directors: D. W. Watt (mng dir), M. M. Watt (dir).

Producers representative and distributor of television programs.

O'seas Repr.: Representative offices in Singapore, Manila, Hong Kong, and Japan.

TRANS-AUSTRALIA TELEVISION PTY LTD, 155 Castlereagh-st, Sydney. Telegrams Refildis, Sydney.

Directors: E. S. G. Heath, R. A. Peterson, M. W. Heath.

Distributes feature films, TV series films and short subjects.

TWENTIETH CENTURY-FOX TELEVISION SERVICES (AUST.) PTY LTD, 43-51 Brisbane-st, Sydney, NSW. Phone 211-4955. Telegrams Centfox.

Distributors of 20th Century Fox TV series.

O'seas Repr.: 20th Century Fox TV International Inc., 444 West 56th Street, New York 19, USA.

UNITED ARTISTS A'SIA PTY LTD, 221 Elizabeth-st, Sydney. Phone 61-6101. Telegrams Unartisco Sydney. Aust. mng dir, Ron Michaels.

Director of foreign operations: Herbert Banquer, 729 Seventh Ave, NY.

Series and feature films.

WARNER BROS FIRST NATIONAL PICTURES PTY LTD, 221 Elizabeth-st, Sydney. Phone 26-2936.

Executives: A. G. McClure (mng dir, Aust. & New Zealand), Bruce Kennedy (gen. sales mgr).

Distributors of Warner Brothers TV product.

TALENT CASTING AGENCIES

SYDNEY

AMALGAMATED TALENT SERVICES (operated by Amalgamated Television Services Pty Ltd), ATN Television Centre, Epping. Phone WL0111. Telegrams Telecentre, Sydney.

Executive: Franz Conde.

ATA (AUSTRALIAN TALENT ASSOCIATES PTY LTD), 229 Harris-st, Pyrmont. Phone 68-4341. Kevin Jacobsen (talent management division). See also entry Miscellaneous Services.

CENTRAL CASTING OFFICE PTY LTD, 17 Castlereagh-st, Sydney. Phone BW5097, BW5452. John Cover, James Joyce.

O'seas Repr.: Gordon Harbord, 53 St. Martin's Lane, London, WC2.

EQUITY THEATRICAL AGENCY, under the direction of Ted James and Royce Foster (under the control and supervision of Actors and Announcers Equity Association of Australia), 4th Floor, International House, 104 Bathurst-st, Sydney. Phone 61-7408, 26-3415, 61-9576.

Handles all types of variety, theatrical and TV performers.

NLT ARTISTS MANAGEMENT, 19-21 Berry-st, North Sydney. Phone 92-9456, 92-8768, 92-8769.

Directors: Jack Neary, Bobby Limb, Lloyd Martin.

TALENT PROMOTION OF AUSTRALIA PTY LTD, 105 Walker-st, North Sydney. Phone 92-4044. Tom Miller (gen. mgr). Victorian office: 22 Bendigo-st, Richmond (42-0201).

TELECAST AGENCY, Suite 111-112, 29 Bligh-st, Sydney. Phone 28-4111-2-3. Drama and model agency.

Director: Nora Burnett.

Casting: Garry Griffin, Jane Creighton. Agents for radio, stage, screen and television artists; also model agency.

VAUDE-VIDEO THEATRICAL & MODELLING AGENCY (Agents for drama and modelling), 112a King-st, Sydney. Phone 25-3457-8-9.

Directors: V. Llewellyn, J. Llewellyn. Modelling Principal: D. Mewton-Wood.

MELBOURNE

TALENT PROMOTION OF AUSTRALIA PTY LTD, 22 Bendigo-st, Richmond, Vic. Phone 42-0201.

ADELAIDE

SOUTHERN TALENT SERVICES, 30 Wellington Square, North Adelaide, SA. Phone 6-8166. Telegrams Newsnine, Adelaide.

Executives: John Crossing, Kevin Bradfield. Operated by Southern Television Corporation Limited and handles overseas and local artists for night club, restaurant and TV bookings, concerts and package promotions.

CASTING DIRECTORIES

SHOWCAST PTY LTD, Australian Entertainment Directory, 7 Kensington-rd, South Yarra, Vic. Phone 24-1219.

Victorian Directors: David Slifkin, Mary O'Connor.

NSW Office: Suite 5, 32 Alfred-st, Milsons Point. Phone 92-3717.

NSW Directors: David Williams, Chin Yu Williams.

TELECAST AGENCY

- ★ Agents for Radio, Stage, Screen and TV Artists.
- ★ Model Agency. Fashion & Photographic.
- ★ Personal Management of Artists, Writers and Producers.
- ★ Complete Casting Service for Production Units.
- ★ Information Service Bureau for Overseas Executives and Managements.

ADDRESS:

Suite 111/112

29 Bligh Street

Sydney, N.S.W., Australia

POSTAL ADDRESS:

Box 186, G.P.O., Sydney

EXECUTIVES:

Manager NORA BURNETT

Casting GARRY GRIFFIN

JANE CREIGHTON

TELEPHONE 28 4111-2-3

After Hours 31 5137

PUBLIC RELATIONS CONSULTANTS**SYDNEY**

AGEOLD PUBLIC RELATIONS PTY LTD, Commerce Hse, 161 Clarence-st, Sydney. Phone 29-1436. Telegrams Ageold, Sydney.

Directors: Asher A. Joel, S. Joel.

AUSTRALIAN PRESS AND TRADE SERVICE, 329 George-st, Sydney, NSW. Phone 29-7239. Cables Presstrade, Sydney.

Director: E. J. Burger.

HALLOCK, JOHN, PTY LTD, 306 Pitt-st, Sydney. BM6179, BM6170. Telegrams Prapress, Sydney.

Director: J. A. Phillips.

Branches: 247 Collins-st, Melb. (63-3061). John Sholl (gen. mngr); 250 Queen-st, Bris. (2-2765). J. C. Gillan (mngr); 15 Franklin-st, Adel. (51-4567). G. W. Holden (mngr); 214 St George's Tce, Perth (21-9282). J. N. Griffin (mngr).

CHARTERS PTY LTD (also United Public Relations Australia Pty Limited), Sekers Hse, Castlereagh-st, Sydney. Phone 61-2480.

Directors: R. Stephens (mng dir, Vic.), George Hawkes (mng dir, NSW).

I/State Repr.: Melbourne, Brisbane, Adelaide, Perth. **Overseas:** London, New York.

HILL & KNOWLTON PTY LTD, 306 Pitt-st, Sydney. Box 4229, GPO, Sydney. 26-6179. Teleg. Hillknol, Sydney.

IMAGE AUSTRALIA (NSW), 93 York-st, Sydney. Phone 29-6714. Telegrams Imageaus, Sydney.

Director: Justin White.

INDUSTRIAL PUBLIC RELATIONS SERVICE OF AUSTRALIA PTY LTD, R.A.S. Showground, Sydney. Box 4180, GPO, Sydney. Phone 31-1161 (7 lines).

General Manager: R. L. Allen.

I/state Repr.: Industrial PR Service of Aust. (Vic.) Pty Ltd, 392 St Kilda-rd, Melbourne (26-5478); Industrial PR Service of Aust. (SA) Limited, 95 Currie-st, Adelaide (51-5557); Industrial PR Service of Perth Pty Ltd, 254 Adelaide Tce, Perth, WA (23-3489); Industrial PR Service of Aust. (Q'land) Pty Ltd, 9 Astor Court, Wharf-st, Brisbane, Qld. (2-5441, 2-5442).

KENNEDY, ERIC, CONSULTANT, 53 Elizabeth Bay-rd, Elizabeth Bay, Sydney. 35-3041. Teleg. Rickenpress, Sydney.

Directors: Eric Kennedy, Joan Kennedy.

PLATER, RONALD & CO. PTY LTD, 10 Castlereagh-st, Sydney. Phone 28-8691.

Managing director: Ronald S. Plater.

PYRAMID PUBLIC RELATIONS CONSULTANTS, 35 Clarence St, Sydney. Phone 29-1637.

Managing Director: Ron Patten.

RODIE PUBLIC RELATIONS, Suite 107, 297 Elizabeth-st, Sydney. Phone 26-1296. Telegrams Billrodie Sydney.

WHITE, ERIC, ASSOCIATES (NSW) PTY LIMITED, 15 Grosvenor-st, Sydney. Phone 27-5791. Telegrams and Cables Whitepress, Sydney.

Offices all Australian capitals. O'seas: London, Hong Kong, Singapore, Wellington.

Directors: Eric White, P. S. Golding, J. O. Llewellyn.

I/State offices: 343 Little Collins-st, Melb. (67-9371); 15 Franklin-st, Adel. (51-6140); GPO Box B49, Perth (23-1277); 138 Macquarie-st, Hobart (2-2449); Industry Hse, Canberra, ACT (7-2519).

MELBOURNE

ALEXANDER-BURN PTY LTD, 12 Myrtle-st, Hawthorn, E2. 81-5115.

Directors: Lawrence A. Burn (mng dir), V. E. Burn.

ARGONAUT PRODUCTIONS PTY LTD, 445 St Kilda-rd, Melbourne. 26-1361, 26-2452.

Managing director: Alfred Heintz.

AUSTRALIAN PUBLIC RELATIONS SERVICES PTY LTD, 134 Powlett-st, East Melbourne. Phone 41-4839, 41-4850. Cables Abey, Melbourne.

Directors: Ian Sabey, Derek Scales.

BARKER, LEONARD S., & ASSOCIATES, PTY LTD, 473 King-st, Melbourne, C3.

30-3934. Telegrams Tekpress.
Managing Director: L. S. Barker.

CONSOLIDATED PUBLIC RELATIONS (member company, Marketing Advertising Public Relations Pty Ltd), 33 Queens-rd, Melbourne. Phone 26-1948. Ian Aird (mngr), Sheila Glass (secy).

Sydney office: 35 Clarence-st (29-5741).

CREATIVE PUBLIC RELATIONS PTY LTD, 343 Little Collins St, Melbourne. 67-9371. Sydney, 15 Grosvenor-st (27-5791).

HEINTZ, ALFRED, PUBLIC RELATIONS SERVICES, 445 St Kilda-rd, Melbourne. BM1361, BM2452.

Principal: Alfred Heintz.

IMAGE AUSTRALIA PTY LTD, Gloucester Hse, 396 Flinders Lane, Melbourne. Phone 62-3384. Telegrams Imageaus, Melbourne.

Directors: John Carey Hopton Handfield, Esta Maria Handfield.

MANN, PIERRE, & ASSOCIATES PUBLIC RELATIONS CONSULTANTS, 84 Cromwell-rd, South Yarra, Vic. Phone 24-2675.

Proprietor: Pierre Mann.

MARKETING ADVERTISING PUBLIC RELATIONS PTY LTD (member companies, Australian Marketing Development, Nichols-Cumming Advertising Pty Ltd, Consolidated Public Relations), 432 St. Kilda Rd, Melbourne. Phone 26-1601. Telegrams Nichans. Sydney office: 35 Clarence St (29-57410).

Directors: J. J. Cumming, V. N. Hunt.

TURNBULL, CLIVE, & ASSOCIATES, 51 Victoria-pde, Collingwood, N5, Victoria. 41-1636, 41-1038.

Director: Clive Turnbull.

UNITED PUBLIC RELATIONS AUSTRALIA PTY LTD, 134 Powlett-st, East Melbourne; 291 Elizabeth-st, Sydney; 91 Currie-st, Adelaide; 254 Adelaide Terrace, Perth; 252 George-st, Brisbane.

Directors: H. I. Sabey (chrnm), W. Rudder (Brisbane), G. Hawkes (Sydney), S. Hoskyns (Adelaide), J. Waterman (Perth).

BRISBANE

COSWAY PUBLIC RELATIONS PTY LTD, Provident Life Assurance Co. Bldg, 252 George-st, Brisbane. Phone 2-2256.

Directors: W. L. Rudder (chrnm), E. Comp-ton, P. Rudder, K. Murdock.

IMAGE AUSTRALIA (QUEENSLAND), 252 George-st, Brisbane. Phone 2-2256.

WOOD, ERIC AGENCIES, 329 Adelaide-st, Brisbane. Phone 2-2735. Telegrams Broadfilm.

Director: Eric Wood.

ADELAIDE

ASSOCIATED PUBLIC RELATIONS PTY LTD, 104 Greenhill-rd, North Unley, SA. Box 1346H, GPO, Adelaide. 71-7130.

Executives: J. R. Muller (mngr), G. Hughes, D. Ward.

HOSKYN, SHAN, & ASSOCIATES LTD, Adelaide office, 91-95 Currie-st, Adelaide. 51-2948, 51-3101.

Directors: Shan Hoskyns (gov. dir), A. L. Witsenhuisen, Mrs H. A. Hoskyns.

Executives: A. L. Witsenhuisen, B. T. Voce, Shan Hoskyns.

IMAGE AUSTRALIA (SOUTH AUSTRALIA), 91 Currie-st, Adelaide. Phone 51-3510.

LUDBROOK, A. J., 12 Sprod-ave, Toorak Gardens, SA. F6245.

PERTH

BEECHAM, WILLIAM, & ASSOCIATES PTY LTD, 1111 Hay-st, Perth. Phone 21-7027. Box E256, GPO, Perth. Telegrams Publicist Perth.

Managing Director: William Beecham.

Main clients: Parlorcars (WA) Pty Ltd, Windsor Theatres, Cinema Industry Development Organisation, Houghton & Valencia Vineyards, Hollywood Swimming Pools Pty Ltd, Len Hearn of Applecross, Boy Scouts Association.

IMAGE AUSTRALIA (WESTERN AUSTRALIA), 194 St George's Terrace, Perth. Phone 23-1485.

SURVEY, MARKET RESEARCH AND MONITORING ORGANISATIONS

ANDERSON ANALYSIS PTY LTD, THE, 752 George-st, Sydney (estab. 1944). Phone: 211-3055.

Directors: George H. Anderson (governing dir), K. R. Sievers (mng dir), M. G. Eve (gen. mgr & secy).

Service: Media research, including measurement of radio listening, TV viewing, newspaper & magazine readership.

I/State Repr.: Branches all capital cities.

ASHBY RESEARCH SERVICE, 19 Bridge-st, Sydney. Phone BU3161-2, BU1851. Sylvia Ashby (dir).

Service: Full market research facilities. Commonwealth consumer panel, product and package testing, media surveys, radio-TV program and audience measurements, public opinion polls. Established 1936.

AUSTRALIAN SALES RESEARCH BUREAU PTY LTD, head office, 420 St Kilda-rd, Melbourne, SC2. Phone 26-1264. Sydney: 9 Commonwealth-st. Phone 26-3663.

Directors: David Bottomley (mng dir), Irving Saulwick (exec. dir & economist), David Jones (NSW dir), Nan Lansell (Nation's Opinion Service dir).

Services: Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

MANUFACTURERS RESEARCH SERVICE (division of BCJP-Foote, Cone & Belding Pty Ltd), 9 Commonwealth-st, Sydney. Telegrams Brigade, Sydney. Phone 61-9021. J. W. Paramor (mng dir).

Service: Management consultants; market research (consumer, retailer levels).

MARKET AND CONSUMER RESEARCH PTY LTD, 305a Pitt-st, Sydney. Phone 61-2902. Telegrams Marconsearch Sydney. J. Stuart-Lucy (mng dir).

Service: Market research for all sections of industry. Color research, radio, newspaper and TV surveys, world wide service. Australian-wide motor industry research on continuing basis. Special public relations and opinion research.

MARPLAN PTY LIMITED, 5th Floor, Caltex Hse, 167 Kent-st, Sydney. Phone 27-3115-6. Telegrams Marsearch, Sydney.

Executives: M. E. C. Larbalestier (mng

dir), M. T. Boesen (dir), R. A. Rothery, (Miss) W. E. Idriess (project directors), (Mrs) N. Bull (field controller).

Operations: Consumer market research, advertising pre-testing and post-testing, package and product testing, trade and industrial market research.

Interstate repr.: Research facilities in all States.

O'seas repr.: Marplan offices and research affiliates in 44 countries.

McNAIR SURVEY PTY LTD, THE, 40 Miller-st, Nth Sydney. Phone 92-1770, 92-1779, 92-9533. Telegrams Ipores Sydney.

Directors: William A. McNair, Gwen Nelson, Ian W. McNair.

Manager: George Fields.

Services: Marketing research, media research, business consultants.

O'seas Associates: International Research Associates (throughout America, Asia & Europe); Daniel Starch & Staff, New York.

MORGAN (ROY) RESEARCH CENTRE, THE (Market & PR research associate of the Aust. Gallup Poll), 61 Flinders Lane, Melbourne. Phone 63-5635. Roy Morgan (proprietor).

Surveys of consumers and dealers. Affiliated with Gallup Polls throughout the world.

MOTIVATIONAL SURVEYS (AUSTRALIA), 161 Clarence-st, Sydney. Phone 28-1432. Telegrams Ageold, Sydney.

Director: Asher A. Joel.

Services: Market research, motivational research, product testing, statistical services.

NEAVE & CAMPBELL PTY LTD, 53 Walker-st, North Sydney. Phone XB6077. **Service:** Outside field work, market & consumer research.

NIELSEN, A. C., PTY LIMITED, 50 Miller-st, North Sydney, NSW. Phone 92-5881. Telegrams Nielindex. J. R. Dickson (mng dir).

Service: Nielsen Aust. food & drug indices. Grocery & pharmacy retail audit technique.

PRODUCT INVESTIGATION PTY LTD, 252 George-st, Sydney. Phone 27-4949. A. R. Whitman (mng dir).

TV MONITORING SERVICE

TV MONITORS (AUST.), 27 Redleaf-ave, Wahroonga, NSW. Phone 48-4128. PO Box 6, Wahroonga, NSW.

Principals: E. & N. Hinchcliffe.

Capital City Repr.: Brisbane, Melbourne, Hobart, Adelaide, Perth, Canberra, ACT.

Country Repr.: NSW, Albury, Coffs Harbour, Lismore, Newcastle, Orange, Tamworth, Wagga, Wollongong; Qld, Rockhampton, Toowoomba, Townsville; Vic., Ballarat, Bendigo, Morwell, Shepparton; Tas., Launceston.

All enquiries to: Box 6, PO, Wahroonga, NSW.

RADIO MONITORING SERVICE

WALCH, MAX, (radio and TV commercials monitoring service), Clareville Beach, NSW. Phone 918-2234.

Principal: Max Walch.

Offers complete commercials monitoring service, covering all Sydney radio-TV stations. Also Brisbane, Toowoomba, Kingaroy, Warwick, Inverell, Tamworth, and Armidale. Increasing current staff of monitors to 80, and plans to expand activities to all capitals and leading country areas.

Service: Consumer, dealer surveys & consumer panel.

SCOTT, W. D., & CO. PTY LTD, Economic and Market Research Division, 37 Mount-st, North Sydney. Phone 92-6045.

Chief Economist: Dr. B. W. Scott.

Services: Economic forecasts, sales forecasts, consumer surveys, industrial surveys, psychological research, national and international coverage.

STUART-LUCY SURVEYS, 305a Pitt-st, Sydney. Phone 61-2985. John S. Lucy (mng r).

Service: Statistical and market surveys, TV and radio program improvement surveys, special marketing studies, industrial researches and statistical reports on potential markets, color research in association with Faber Birren, New York.

SURVEY RESEARCH CENTRE, THE, PTY LTD. Head Office: 7 West-st, North Sydney. Phone 92-7280, 92-1870, 92-8844.

Managing Director: J. J. Braithwaite.

Services: Consumer surveys, data processing, product testing, economic and statistical research, retail store research.

TARA REPORT, THE (TV Audience Research of Australia), 504 Little Collins-st, Melbourne. Phone 61-2139. R. M. Roberts (director).

Service: Market research, either in the form of regular quarterly spot-checks conducted in Sydney and Melbourne; or full scale market studies conducted for individual clients.

Advertising research, using telephone or door-to-door surveys to measure the effectiveness of advertising campaigns or of single TV commercials.

In-store market studies for package testing etc.

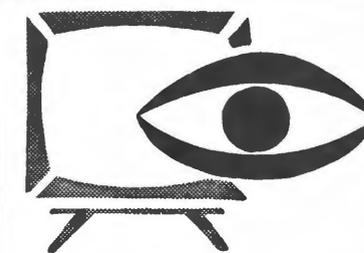
TART, BRUCE, RESEARCH SERVICE PTY LTD, Parker Hse, 17 Parker-st, Haymarket, Sydney. Phone 211-4833.

Managing Director: Bruce Tart.

Service: Press, radio and television advertising statistics, showing space and/or time and estimated advertising expenditure on products.

THOMASON, B. E., RESEARCH PTY LTD, 11 Clarke-st, Crows Nest. 43-4130, 43-2319. Offices at Melbourne, Adelaide, Brisbane.

Executives: B. E. Thomason, BA (mng dir), **I/State Repr.:** Branches at Melbourne, Adelaide, Brisbane.



TV MONITORS (AUST.)

Australia's only complete service supplying daily logs of TV commercials and programs telecast by all commercial stations throughout the entire Commonwealth.

E. & N. Hinchcliffe

27 Redleaf Ave., Wahroonga
Box 6, P.O., Wahroonga, N.S.W.
Phone 48 4128

LISTENER-VIEWER PUBLICATIONS

Following newspapers and magazines provide daily and/or weekly TV and radio program guides, together with news, articles and pictures of programs and stars and program reviews. Circulation figures are late 1964 assessments.

SYDNEY

DAILY MIRROR (also Sunday Mirror), Kippax and Holt Sts. 2-0924.

DAILY TELEGRAPH (also Sunday Telegraph), 168-174 Castlereagh-st. 2-0666.

SUN, Broadway. 2-0944.

THE SYDNEY MORNING HERALD, Box 506, GPO, Sydney. Phone 2-0944. Telegrams Herald, Sydney.

Editor: C. Bingham. **Advertising manager:** J. Gilder.

Circulation: 303,222 av. daily net (Kent Brierly and Fisher, Chart'd acnts). Dist. in NSW.

Publicity material deadline: 6pm Wednesday for guide, and 6pm daily.

TV TIMES, magazine, 229 Castlereagh-st, Sydney. Phone 2-0657. Telegrams Broadtimes.

Managing editor: J. G. Paton. **Advertising manager:** R. McCaffery. **News editor:** S. Revill.

Circulation: 260,000. Dist. nationally in TV areas.

Branch offices: Melb.: Waverley Court, Cnr William & Lonsdale-sts. Bris.: Penney's Bldg, Adelaide-st. Adel.: IOOF Bldg, 47 Gawler Place. Perth: 187-193 Adelaide Tce.

MELBOURNE

THE AGE, 233 Collins-st. 63-0341.

THE HERALD (The Herald and Weekly Times Limited), 44 Flinders-st, Melbourne. Cl. Phone 63-0211. Telegrams Herald, Melbourne. Cables Heraldtime.

Editor: D. Giles. **Advertising manager:** H. Tonkin.

Circulation: 496,684 (ABC). Dist. mainly in Victoria.

THE SUN NEWS-PICTORIAL, newspaper, 44 Flinders-st, Melbourne. Phone 63-0211. Cables Sunpic. Telegrams Sun, Melbourne.

Editor: F. B. Daly. **Advertising manager:** O. Otto.

Circulation: 603,582. Dist. Victoria, Tasmania and southern NSW.

BRISBANE

THE COURIER-MAIL and **THE SUNDAY MAIL** (newspapers), Campbell-st, Bowen Hills, Brisbane. Phone 51-6011.

Editor: T. C. Bray. **Advertising manager:** L. Moran.

Circulation: Courier-Mail, 247,123 (ABC) and Sunday Mail, 329,220 (ABC). Dist. Qld and Northern Rivers.

TELEGRAPH NEWSPAPER PTY LTD, Campbell-st, Bowen Hills, Brisbane. Phone 51-6011.

Editor: John Wakefield. **Advertising manager:** Keith McElhone. **Radio-TV writer:** Miss Lorraine Downey.

Circulation: 155,000 (ABC). Dist. in Qld. **Publicity material deadline:** 4pm daily.

ADELAIDE

ADVERTISER, 121 King William-st, Adelaide. 51-0421.

THE NEWS, newspaper, 116 North Tce, Adelaide, SA. Phone 51-0351. Telegrams Newsboy, Adelaide.

Managing editor: R. R. Boland. **Advertising manager:** W. Britton Jones. **Radio-TV writer:** John Miles.

Circulation: 136,551 (ABC). Dist. in South Australia.

TV-RADIO GUIDE, c/o John Carroll Publishing Pty Ltd, 31 Grenfell-st, Adelaide, SA. Phone 8-4980, 8-5174.

Editor: John Carroll. **Advertising manager:** H. (Bert) Carmichael. **Radio-TV writer:** Mike Hughes.

Circulation: 18,000-20,000. Dist. in SA viewing areas.

PERTH

DAILY NEWS (newspaper), 125 St George's Tce, Perth, WA. Phone 21-0161. Telegrams, Dailynews Perth.

Editor: S. K. Joynt. **Advertising manager:** H. D. Townsend.

Circulation: 100,000 (ABC). Dist. throughout WA.

THE WEST AUSTRALIAN, newspaper, 125 St. George's Tce. Phone 21-0161. Telegrams, Westralian Perth.

Editor: W. T. G. Richards. **Advertising manager:** R. H. Christian.

Circulation: 170,000 (ABC). Dist. throughout WA.

HOBART

THE MERCURY (newspaper), 93 Macquarie-st, Hobart. Phone 2-5001. Telegram Mercury Hobart.

Editor: R. E. Shone. **Advertising manager:** F. B. Rieusset.

Circulation: 51,000 (ABC). Dist. in Tasmania.

Also Saturday Evening Mercury. Circulation 30,000 (ABC).

Miscellaneous services

- *Advertising Copy Service*
- *Commercial Specialist (TV)*
- *Convention Arrangements*
- *Creative TV Services*
- *Costume Hire*
- *Duplicating, Photocopying*
- *Equipment Repairs*
- *Film Treatment*
- *Large Screen Projection*
- *Negative Cutting*
- *Photographers (Commercial)*
- *Radio-TV Jingles*
- *Radio-TV Scripts*
- *Reference Books*
- *Set Design*
- *Slide Specialists*
- *Staff Consultants*

ADVERTISING COPY SERVICE

KEY FEATURES, 4th Floor, 11 Loftus-st, Sydney (27-2615).

Directors: Frank Cayley, Marea Cayley.

Company's Operation: Supplies syndicated advertising copy service to Australian and overseas stations. Also handles special copy-writing assignments, historical research and writes entertainment scripts for press, radio & TV.

DUPLICATING, PHOTOCOPYING

EFFICIENCY COPYING COMPANY, 4th Floor, 11 Loftus St, Sydney (27-2615).

Directors: Frank Cayley, Marea Cayley.

Company's Operations: Expert duplicating and typewriting service. Also Xerox photocopying of documents, books and musical scores. Special attention to radio and TV requirements, public relations, press releases, etc.

COSTUME HIRE

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

CANN'S BRIDAL SALON PTY LTD

(wedding and evening gowns, dress suits, tails, for sale and hire), 105-107 Liverpool-st, Sydney (61-7435; 26-3468).

JENN'S (children's): 207 Darlinghurst-rd, Kings Cross (FA5182).

J. C. WILLIAMSON THEATRES LTD (general). 51 Castlereagh-st, Sydney (28-4451).

COMMERCIAL SPECIALIST (TV)

EVIE HAYES (MAHONEY-HAYES ENTERPRISES PTY LTD), 39 Alexandra-ave, Sth Yarra, Melbourne.

Directors: Will Mahoney, Evie Hayes, H. F. Fox.

Specialises in TV commercials, floor shows and cabaret shows. Also TV production unit and talent and coaching school.

CONVENTION ARRANGEMENTS

BISHOP WAITE COMPANY, THE, Suite

NEGATIVE CUTTING

CARDIN FILM SERVICE, C/o Automatic Film Laboratories Pty Ltd, 513 Dowling-st, Moore Park, NSW. Phone FA4131.

Director: M. Cardin.

Specialises in negative cutting — 35mm & 16mm, black & white & color, ABC rolls, synchronising tracks.

PHOTOGRAPHERS (Commercial)

BAGLIN, DOUGLASS PTY LTD, 100 Pacific Highway, St Leonards. JF 6311.

Directors: Douglass Baglin, Ron Israel.

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 31-5111.

Handles all types of PR and trade photography, with own studio and printing facilities.

EQUIPMENT REPAIRS

ANIMO CINE SERVICE, 42 Foveaux-st, Sydney. Phone 61-5301.

Director: Dirk Giliam.

Sales service, repairs of all brands motion picture cameras, projectors, etc., and custom built equipment.

FILM TREATMENT

PERMAFILM AUSTRALIA PTY LTD, 184 Sussex-st, Sydney. Phone 29-7266. Telegrams Permafilm.

Directors: W. B. Berryman, D. McKean, O. F. Emery, G. C. Bunyan.

Company's operations: Permafilm protection services, Permanew (scratch removal treatment) general servicing and despatching.

LARGE SCREEN PROJECTION

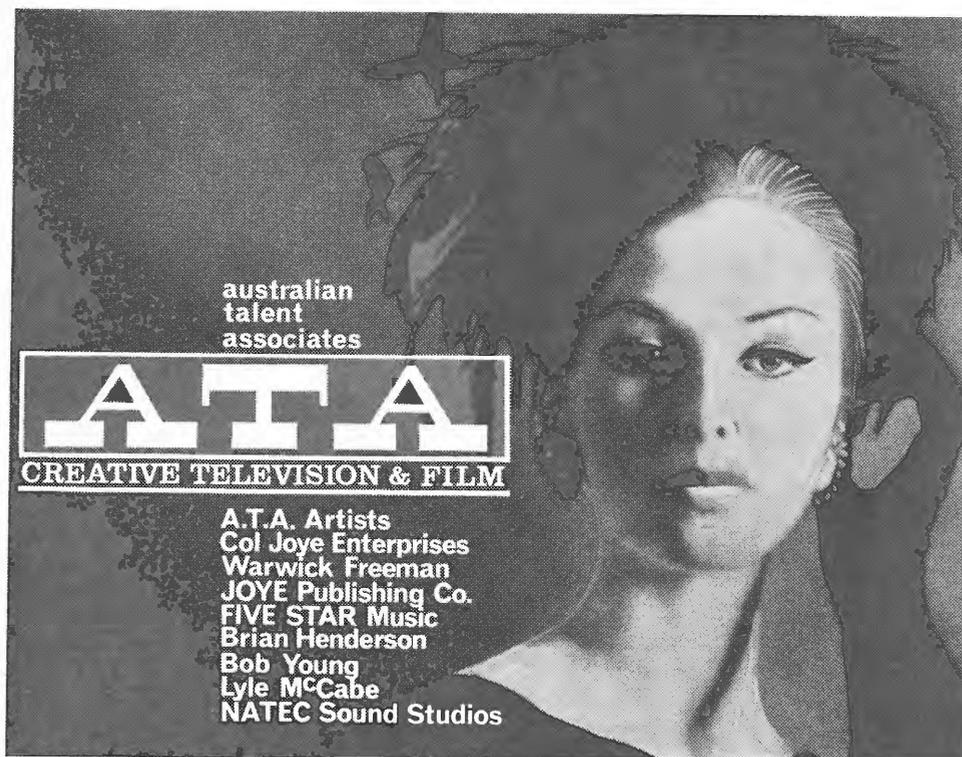
ROBERT WARD DENDY CINEMA, 26 Church-st, Brighton, Victoria. Phone 92-3191.

Specialists in wide screen TV projection suitable for cinemas, clubs, etc. Australian agents Dalto equipment. Closed circuit TV, color TV projectors for all uses.

McQUILLAN, ERN, 393 New South Head-rd, Double Bay. Phones FM1764, FM1766.

Principal: Ern McQuillan.

Specialises in all types of photography including commercial, architectural, aerial, sport, fashion and industrial. Guarantees 24-hour service on all assignments.



australian
talent
associates

ATA

CREATIVE TELEVISION & FILM

A.T.A. Artists
Col Joye Enterprises
Warwick Freeman
JOYE Publishing Co.
FIVE STAR Music
Brian Henderson
Bob Young
Lyle McCabe
NATEC Sound Studios

RICHARDS, LAURIE, 4 Tower-ave, Al-
phington, Victoria. Phone 48-1528.

Principals: Laurie Richards, Constance
Lesley Richards.

Specialises in PR, trade and press photo-
graphy, with own processing and printing
facilities.

**SCOTT POLKINGHORNE & OWEN
STEVENS PTY LTD**, 24 Jamison-st, Sydney.
Phone BU 5081-BU 5082.

Directors (and cameramen): Scott Polking-
horne, 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.

RADIO-TV JINGLES

ALAN DEAN ENTERPRISES PTY LTD,
108 Narrabeen Park Parade, Warriewood,
Sydney. Phone 99-2643, 26-1338.

Executive Producer: Alan Dean.

Specialises in origination and production
of jingles, singing commercials and promo-
tional music for radio stations.

**BOB GIBSON PRODUCTIONS PTY
LTD**, 207 Darlinghurst Rd, Kings Cross,
NSW. Phone 31-6546.

Managing Director: Bob Gibson. **Executive
Director:** Jim White.

Specialises in origination and production
of singing commercials and film background
music.

**BRUCE CLARKE'S JINGLE WORK-
SHOP PTY LTD**, 420 St Kilda-rd, Mel-
bourne, Vic. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Alf Bean, Georgia
Clarke.

I/state and country manager: Frank Smith.

Producers of commercial jingles, film back-
grounds and mood music. Specialises in
electronic music.

Has complete recording facilities, exclusive
arrangers, jingle writers and talent.

Equipment: Multi-channel Ampex, mono-
Ampex, Neumann, Leak, Hewlett-Packard.
Special service for country & interstate
clients.

GODELRICH PTY LTD, 64 Clendon-rd,
Toorak, Vic. Phone 24-6855.

Directors: Dick Healey, Della Healey.
Specialist in music for advertising and
documentary films.

RADIO-TV SCRIPTS

SOUTHAN, JANNIE, PO Box 32, Wool-
lahra, NSW. Phone 26-2099 (after hours,
32-4694). Specialises in freelance radio-TV
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Randwick, NSW. Phone FX3551.

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DEFT PRODUCTIONS, 5 Westfield-st,
Northcote, Melbourne. Phone 48-7205.

Executives: Dorothy Frost (mng dir),
William J. Frost (gen. mng), Don Evans
(art director, production), Fred Norman (con-
struction supervisor).

Specialises in set design, construction and
art work. Full hire service available to film
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tions.

Experienced staging crews and transport
facilities available also for any production.

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GREEN, H. B. & CO., PTY LTD, 129
Leichhardt-st, Brisbane. Phone 2-8518, 2-9617.

Principal: Barry Green.

Commercial, industrial photographers, TV
& screen slides, also 16mm film production
for TV and industry.

STAFF CONSULTANTS

**ADAM & ASSOCIATES (INC. ADAM
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ADAM SECRETARIAL COLLEGE)**, Lin-
coln Hse, 280 Pitt-st, Sydney. Phone 61-4595,
61-7870.

Principal: G. Richard Seligman, AIL.

Executives: G. Richard Seligman, AIL
(consultant, exec. selection), Eileen O'Neill
(secretarial staff consultant, examiner, in
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(client liaison, special projects, staff surveys),
(Mrs) J. E. Denton (principal, Adam Sec-
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- *New South Wales (pages 252-271)*
- *Victoria (pages 271-284)*
- *Queensland (pages 284-289)*
- *South Australia (pages 289-293)*
- *Western Australia (pages 293-297)*
- *Tasmania (page 297)*
- *Overseas agencies accredited (page 298)*

ABBREVIATIONS: **FACB** — Federation of Australian Commercial Broadcasters;
TAB — Television Advertising Board (division of the Federation of Australian
Commercial Television Stations); **ANC** — Australian Newspaper Council; **ANPA** —
Australian Newspaper Proprietors' Association; **PPAB** — Provincial Press
Accreditation Bureau; **AAB** — Advertising Accreditation Board; **ABC** — Audit Bureau
of Circulations; **NPA of NZ** — Newspaper Proprietors' Association of New Zealand.

NEW SOUTH WALES

ALDWYCH ADVERTISING (NSW) PTY LTD, Aldwych Hse, 65 Campbell-st, Sydney. Phone 61-3466, 61-3801, 61-3788. Telegrams Aldwych Sydney. Head office, Melbourne.

Directors: F. M. Small (mng dir), G. L. Bride, P. H. Knibbs (dir & acct-exec.).

Executives: G. H. Fearnside, G. C. Bock (acct-execs), V. G. Taylor (prod. mngtr), Miss I. M. Howie (secy), Miss N. Conway (media).

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

I/State Repr.: See Melbourne and Adelaide entries.

Clients: Australian Universal Services Pty Limited, Brownbuilt (NSW) Ltd, Bruce Small Enterprises, Blue Cars Pty Ltd (London), Crane Aust. Pty Ltd, Dunlop Rubber Aust. Ltd. (footwear & garments div.), Dunlopillo Pty Ltd, Dunlop Oldham Pty Ltd, J. B. Were & Son, NSW Govt Railways, Power Cables of Aust. Pty Ltd, Ready Mixed Concrete Ltd, Rolls Royce of Australia, Ltd, Rolls Royce (Aero) Ltd, Railways of Australia.

AMALGAMATED ADVERTISING PTY LTD, Caltex Hse, 167 Kent-st, Sydney. Phone 27-6452 (3 lines).

Directors: Edward Widocks (manag. dir).

Accreditations: ANC, AAB, TAB, PPAB.

Clients: A. W. Barrs Pty Ltd, The Grand United Order of Oddfellows Friendly Society, Cheapa Glass Co. Ltd, Derrin Bros Pty Ltd, Homeshield Pty Ltd, Hunter Douglas Ltd (building products div.), Retravision (NSW) Ltd.

ANIVITTI ADVERTISING PTY LTD, 9-13 Bligh-st, Sydney. Phone 28-1268/9.

Directors: C. F. Anivitti, D. Anivitti, W. R. Schofield.

Executives: T. N. Robson, R. Boyd, S. Scarlett.

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

Clients: Acceptable Finance Corp. Ltd, Acoustical Prescriptions Pty Ltd, C. S Archer Pty Ltd, Casters and Smelters (Orange) Pty Ltd, W. T. Coggins, Countryman's Wool Marketing Co., Deposit & Investment Co. (Adel., Melb., Sydney), Elder Smith Goldsbrough Mort Ltd, Everyday Products, Hallstroms Pty Ltd, Heating Systems Pty Ltd, Hawkins Ltd, Hire & Sales (Orange) Pty Ltd, HyMan Apparel Pty Ltd, Macquarie Worsteds Ltd, Mark Allen Slacks Pty Ltd, Moffat Virtue Ltd, Moffat Virtue (Qld) Pty Ltd, Jack Myers, Orange Steel Tank Co. Pty Ltd, Oxford Electronic Industries Pty Ltd, Paragold Pty Ltd, Polystrom Plastics Pty Ltd, J. A. Prestwich-Virtue Ltd,

Price, William, Pty Ltd, Strong-Lite Aluminium Industries Pty Ltd, Wardrope & Carroll Pty Ltd, K. G. Westerweller, C. Winkworth & Son Pty Ltd.

RON BAKER ADVERTISING PTY LTD, St John's Bldg, Church-st, Parramatta, NSW. Phone 635-9643, 635-5433.

Proprietor: Ronald J. Baker.

Accreditations: FACB, AAB, ANC.

Clients: Lawrence Bros, St George & Cronulla Building Societies, Parramatta Building Society, Gavan & Shallala, Martin Wells, Solo Distributors, Aylward & Kennedy, R. A. Jacobs Pty Ltd, Dunrobin Poultry Stud, Scientific Poultry Breeders, Johnsons Fashion Store, Eastwood, Kookaburra Retread Equipment, Wade Thomas Pty Ltd, G. Munnoch Pty Ltd, Greens Supplement Pty Ltd, E. J. Cooper & Sons, Sidney Williams Pty Ltd, Bon Trading Co., Harvey Pty Ltd, New Record Machinery Pty Ltd.

BAUME, CHAPMAN & BAUME PTY LIMITED, The Baume Bldg, 111 Pacific Highway, Nth Sydney. Phone 92-0291, Telegrams Sebaumco, Sydney, Melbourne.

Directors: Sidney Baume, Derek Baume.

Executives: R. C. Chapman, J. Bryden-Brown, S. J. Albright, G. Smith, C. S. Williams (media & accounts), A. Wadey (art dir).

Branch: Hooker Hse, 327 Collins-st, Melbourne, Vic. Phone 62-6853.

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

Clients: Sydney: Australian Soccer Federation, Aircraft Marine Products, Barrere Distribution Co., Besser Vibrapac, British Paints (Aust.) Pty Ltd, Cinebox, Colin Campbell, Celco, Commercial Machines (NSW), Darvas Pty Ltd, Domex, Email (part), Golden Crumpeys, Greendale Revelair, Gresham Dunhill, Thos. Heaney (Polo), Hardy Bros, Hi-Speed, Investo Pty Ltd, Jasco, Middlebrook, Mercury World Travel, NSW Federation of Soccer, Selleys, Smiths Crisps, Stead and Baker, Willard Ray-o-vac. Melbourne: Buckle Bros, British United Dairies, Peter Farmer Agencies, Humes (part), Maclaren Laboratories, J. R. Munro Pty Ltd, W. Phelan, Peerless Emulsion Products, Seafood Association, Straightway Motors, Westgate, Balkan Sobraine cigarettes and pipe tobaccos.

BECKET - THOMSON ADVERTISING PTY LTD, 115 Clarence-st, Sydney. Phone 29-3354, 29-2719. Head office Melbourne.

Directors: A. W. Thomson (manag. dir), H. R. Thomson, Guy Marshall-Cormack.

I/State, O'seas Representation: See Melbourne entry.

Accreditations: ANC, PPAB, FACB, TAB, NZNPA.

BENT, NORMAN, ADVERTISING, 67 Mount-st, North Sydney. Phones XB2912, XB2921, XB7406.

Directors: Norman Bent, Joan Bent (partners).

Executives: Joan Bent (mngtr radio-TV & fashion depts), P. Cullen-Ward (prod. mngtr).

O'seas Repr.: Belden & Frenz & Lehman Inc., Cleveland, Ohio, USA.

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

Clients: Buckinghams Ltd, Claude R. Ogden & Co. Pty Ltd, C. V. Holland Pty Ltd.

BERRY CURRIE ADVERTISING (NSW) PTY LTD, cnr Pitt & Goulburn-sts, Sydney. Phone 61-8361. Telegrams Unsullied, Sydney.

Directors: W. C. Currie (chrnm), J. Currie (mng dir), H. Fairweather, W. A. Currie.

Executives: J. Madden (media), B. Cook (secy), T. Nichols (TV mngtr), N. Marr, B. Hendy (acct-execs), R. Goldschmidt (research), J. Singleton (copy dir), D. McAllen (art dir).

Accreditations: ANC, AAB, PPAB, ABC, NPA of NZ, FACB, TAB.

Clients: E. S. Alderson, Associated Battery Makers of Aust. Pty Ltd, Australian Guarantee Corp. Ltd, Australian Optical Industries, Aust. Radio and Television College Pty Ltd, B. J. Ball Ltd, W. Berkman Pty Ltd, Blaxland Rae Pty Ltd, The Boeing Company, Cleveland Machinery Co. Pty Ltd, City of Newcastle Gas & Coke Co. Ltd, Dalgety Trading Coy Pty Ltd, Davis Estates Pty Ltd, Downie Group Industries, Federated Industries Ltd, Global Tours (Aust.) Pty Ltd, Gollin & Co. Ltd, Hales Secretarial College Pty Ltd, Hastings Deering Ltd, Horwitz Publications Inc. Pty Ltd, ICIANZ Limited (rural div.), Industrial Controls Pty Ltd, A. V. Jennings Industries (Aust.) Ltd, (NSW homes div.), Kerrs Jewellers, Kodak (A/sia) Pty Ltd, Laporte Chemicals (Aust.) Pty Ltd, H. J. Lees & Co. Pty Ltd (Borletti), S. T. Leigh & Co. Pty Ltd, McFarlane & Burns Pty Ltd, Meggitt Ltd, Muir & Neil Pty Ltd, The Mutual Acceptance Co. Pty Ltd, Optrex Ltd, Polarizers (Aust.) Pty Ltd, Ponsford, Newman & Benson Ltd, Power Engineering Supplies Pty Ltd, Revlon (Aust.) Pty Ltd, Schick Safety Razor Co., Slade Allan & Co. Pty Ltd, Arthur Stutchbury (office furniture) Pty Ltd, John Thompson Pty Ltd, University Graham Instruments Pty Ltd, Wiggins Teape Shoalhaven Pty Ltd, C. J. Van Houten & Zoon, NV, Webster, Jack & McDonald Pty Ltd.

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Accreditations: FACB, ANC, PPAB, TAB, AAB. Member ABC, CAB.

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BOXALL, EDWARD & ASSOCIATES PTY LTD, 52 Berry-st, North Sydney. Phone 92-7327, 92-3133.

Directors: Edward Boxall, Lorelei Gillian Boxall.

Executives: Vivian R. Mare (art dir), Jean F. Kenna (media mgr), John Sambrook (creative dir).

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

Clients: Audiphone Co. (NSW) Pty Ltd, Australian Home Furnishers, Australian Cash Orders, Fred Clark Pty Ltd, Consolidated Hi-Lift Hoists Pty Ltd, R. B. Davies Pty Ltd, Davies Industrial Equipment Pty Ltd, Diamond Traders Pty Ltd, Dundas Smith & Sons Pty Ltd, Gurnett & Wallis Pty Ltd, Homeguard Pty Ltd, Howard Rotavator Pty Ltd, C. E. Linton, Jorgen S. Lien (Retail) Pty Ltd, Pettit Sevit & Partners, M. Persin Pty Ltd, Quickstryp Chemical Co., Replacement Parts (NSW div.) Pty Ltd, Daphne Reynolds Pty Ltd, W. H. Wells Pty Ltd, Wrightbilt Pty Ltd.

BRIGGS, CANNY, JAMES & PARAMOR-FOOTE, CONE & BELDING PTY LTD, 9-15 Commonwealth-st, Sydney. Telegrams, Brigade, Sydney. Phone 61-9021.

Branch: Melbourne. Associate houses all other States.

Directors: A. J. Briggs (chmn), J. W. Paramor, R. H. James (deputy chairman), M. M. Walker (mng dir), R. C. Davey, A. Van Stom, D. Wilkinson.

Executives: A. Van Stom, B. Clinch, K. Farrington (acct supervisors), T. Townley (media mgr) M. Stollznow (research mgr),

C. Openshaw (secy), J. Kelly (prod.).

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

Overseas Repr.: Foote Cone & Belding Inc. and associated offices throughout the world.

Clients: Alliance Acceptance Co. Ltd, American Cigarette Co., Anthony Hordern & Sons Ltd, Australian Gas Light Co. Ltd, 2SM, British Pharmaceuticals Pty Ltd, Bruntons Bright Steel Co., City Mutual Life Assurance, Dorothy Gray Pty Ltd, W. J. Douglass & Sons Pty Ltd, Hoover (Australia) Pty Ltd, Lockheed Aircraft Corp., Masonite Sales (div. of CSR), Master Foods, The Mennen Co. Pty Ltd, North Shore Gas Co., Penfolds Wines Pty Ltd, Pepsi-Cola Metropolitan Bottling Co. Inc., Pinnock Distributors Pty Ltd, Polycell Products Ltd, Porta-Gas Pty Ltd, Readers Digest Association Pty Ltd, Remington Rand-Chartres Pty Ltd, Riggio Tobacco Association of Australia, Scripto Pens of Australia Pty Ltd, Stafford-Miller Ltd (Block Drug Co. of USA), Winns Limited.

BROWNE & BRUCE ADVERTISING PTY LTD, 50 Miller-st, North Sydney. Phone 92-4161.

Directors: N. A. Browne, A. N. Bruce, K. G. Murcell, J. Vertigan.

Executives: K. C. Murcell, D. Tolhurst (acct-exec.), H. Blankenzee (art dir), D. Mercier (copy dir), P. Sproule (prod.), J. Stanesby (media).

Accreditations: ANC, AAB, TAB, FACB, Provincial Press.

Clients: Amcel Co. Inc., Ansair Pty Ltd, Ashe Labs Pty Ltd, Bruck Mills Aust. Pty Ltd, Casben Productions Ltd, Cressbrook Distributors Pty Ltd, Dalgety-NZL Ltd, Goya Aust. Pty Ltd, Reckitts Pty Ltd, Holbrooks Pty Ltd, Planeters Pty Ltd, Enavite Products, Incorporated Agencies Pty Ltd, Chas. Kidd & Co., Lend Lease Homes Pty Ltd, Lend Lease Development, NSW Govt. Tourist Bureau, Nuggett Pty Ltd, Rainbow Spray Pty Ltd, Forminex Pty Ltd, W. M. Ritchie Pty Ltd, V.R.G. Paper Co., Bonnington & Co. Pty Ltd, Alex Mildren Pty Ltd, H. J. Heinz (part).

BURROWS, GLEN R., ADVERTISING, 480 Hunter-st, Newcastle, NSW. Phone 2-1240, 2-3392.

Executives: G. R. Burroughs (gen. mgr), M. L. Tapp (mgr), A. J. Rothapfel (snr acct-exec.), P. Fisher (acct-exec.).

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

Clients: Brambles Industrial Services (N'cle), Caldwell's Jewellers, Drymaster Hoists Pty Ltd, Domestic Machinery Co. Pty Ltd, C. J. Greedy & Co. Pty Ltd, Goolds Limited, Hammonton Park, Hunter Valley County Council, Hunter Valley Co-Op. Dairy Co. Ltd, Hill & Mills Engineering, Hi-Q Television Services, Kalie Blind & Awning Co., Middleby Bros Pty Ltd,

CLARKE, GEORGE ADVERTISING AGENCY PTY LTD, 12 Nichols-st, East Sydney. Phone 31-2873, 31-7911, 31-7698.

Directors: G. S. Wronker, R. Strauss.

Accreditations: Outdoor Advertising Assn of Aust., FACB. (Other accreditations applied for.)

Clients: Vincent Chemical Co. (part), Pip's Products, Coca-Cola Bottlers (Sydney) Pty Ltd (outdoor), John Dewar & Sons Ltd (part).

CLEMENGER, JOHN, PTY LTD, AWA Bldg, 47 York-st, Sydney. Phone 29-6261. Telegrams Clemenger Sydney. Head office Melbourne.

Executives: J. J. Mettam (mgr), L. R. Llewellyn (creative dir), C. E. Cross (TV dir), T. Walsh (marketing dir), J. J. Miller (acct dir), M. Brien (research mgr), R. J. Walls (media mgr), J. E. Sansford-Readhead (art dir), G. Fisher (prod. mgr), R. Walduck (secy).

Accreditations: FACB, ANC, ABC.

Clients: Anti-Cancer Council of Victoria, Avon Products Pty Limited, Armstrong Cork (Australia) Pty Ltd, Australian Advertising Council, Australian Dried Fruits Association, Australian Motor Industries Limited, Australian Timken Pty Ltd, Baker Boy Pty Ltd, Brown Gouge Ltd, T. M. Burke Pty Ltd, Campbell's Soups (Aust.)

National Co-Op. Insurance Co., N'cle Co-Op. Building Society, Oldham Bros Smallgoods Pty Ltd, Paul Bros Laundry, Rundle's Pty Ltd, Shortland County Council, Steggle's Pty Ltd, R. W. Whitaker & Son Pty Ltd, Windsor Products Pty Ltd, Peter Doyle & Sons Pty Ltd, Marcus Clark, R&N Trading, Pullins Pty Ltd.

CANNY, FERGUS F., 324 Pitt-st, Sydney. Phone 61-5426.

Accreditations: ANC, AAB, FACB, FACTS.

Clients: Lindemans Wines Pty Ltd, Scott & Bowne (A/sia) Pty Ltd, Australian Rum Distillers (Sydney) Pty Ltd, Brunswick International (Aust.) Pty Ltd.

CASTLE JACKSON ADVERTISING PTY LTD, 153-155 George-st, Sydney. Phone 27-4831. Manager: J. Quinlan.

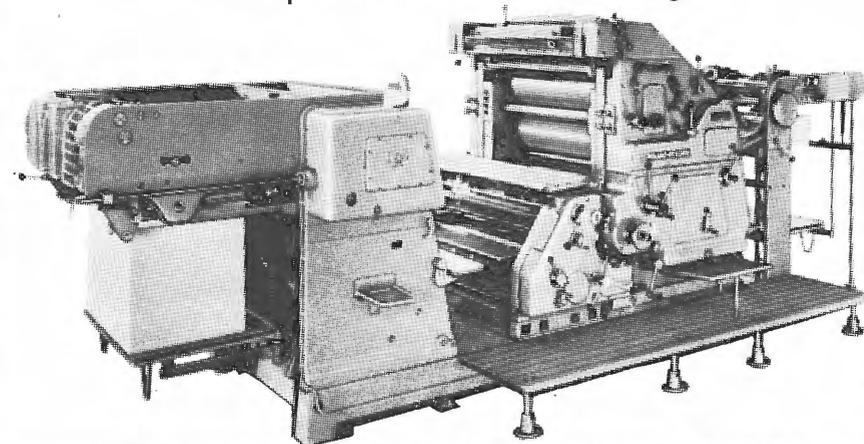
Accreditations, Clients: See Melbourne entry.

CHESELL & McCREDIE PTY LTD, Gardiner Hse, 772 George-st, Sydney. Phone 211-2322. R. G. McCredie (dir), G. N. Chessell (mng dir), V. J. Plummer (dir), Miss J. Cowie (dir and secy).

Accreditations: ANPA, ANC, PPAB, FACB, TAB.

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COMMERCIAL ADVERTISING SERVICES PTY LTD, Commerce Hse, 161 Clarence-st, Sydney. Phone 29-1431. Telegrams, Ageold.

Directors: Asher A. Joel, D. Joel, J. Joel.
Executives: K. Fairbairn (secy), G. Stone (chief acct-exec.), A. Edenborough, A. Hill (acct-execs).

Accreditations: ANC, ABC, TAB, FACB, AAB, ANPA, NPANZ.

Clients: Aust. Consolidated Press, Aust. Hotels Associations, Aust. Dental Association, Brambles Industries Limited (& subsidiaries), Sydney City Council, CTC, Chemvit Trading Company, Devondale Cream Pty Ltd, Dickson Primer Television Services Pty Ltd, Digital Equipment of Aust. Pty Ltd, Davids Pty Ltd (Foodland stores), Fred Brack & Sons Pty Ltd, Gardener & Salmon Pty Ltd, The Hunter District Water Board, Jones, Lang, Wootton & Sons, Metropolitan Taxi Council, Moulang Sales Pty Ltd, Optical Prescriptions Spectacle Makers, OPSM Hearing Aids Pty Ltd, Paynter & Dixon Industries Ltd, Perini (Aust.) Pty Ltd, R. J. Moulang Pty Ltd, The Referee Newspaper, Rougon-Queyrel Pty Ltd, R.S.L. Co-Operative Building Society Ltd, F. W. Williams (Holdings) Pty Ltd, F. W. Williams (rural) Pty Ltd, W. C. Wedderspoon Pty Ltd, Waltons Credit Corporation Limited.

CORBETT, NEVILLE, ADVERTISING PTY LTD, 66 Arthur-st, Nth Sydney. Phone 92-2656, 92-2295, 92-6895.

Directors: N. J. Corbett, B. E. Corbett.
Executives: N. J. Corbett (gov. dir), B. E. Corbett (creative dir), I. Intemann (secy), J. Helmich (prod.).

Accreditations: ANC, FACB, PPAB, TAB.

COUDREY-GOTHAM ASSOCIATES PTY LTD, 155 Castlereagh-st, Sydney. Phone 61-6965, 61-9143. Telegrams Sagittarius.

Directors: C. J. Coudrey (chrn), W. S. Gilbert (mng dir), J. E. Roy, R. Allender.

Executives: E. B. Webster (secy), P. H.

Truelove, R. S. Keesing, J. Heytman, G. Griffiths, D. H. Jackson, G. Jaffray (acct-execs), G. Moore, N. Pigge (art dirs), W. G. Hill (media dir), J. P. Hallinan (radio-TV dir), R. Tyler (prod. mngtr), R. McKenzie (studio mngtr), J. Kingsmill (copy dir), R. M. Roache (research officer).

I/State Repr.: Associate offices in Melbourne, Brisbane, Adelaide, Perth. **O'seas:** Associate houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan.

Accreditations: FACB, ANC, PPAB, TAB.

Clients: Air India, The Australian Woollen Mills Ltd, Bank of NSW, Arthur Bell & Sons Ltd, British Aircraft Corporation, British European Airways, British Overseas Airways Corporation, British Institute of Engineering Technology, Bronte Industries Ltd, Brown & Dureau Ltd, Caprice, Castrol Ltd, Chapmans Ltd, Consolidated Neon Ltd, Crane Ltd, Cumberland Credit Corporation Ltd, The Distillers Agency Ltd, Duly & Hansford, Endurance Electric Pty Ltd, Fairchild Camera & Instrument Co. Ltd, FBA Pharmaceuticals Ltd, Figure Control Corset Co., Fire and All Risks Insurance Co. Ltd, Fulford Williams Pty Ltd, Gala of London, Hardibestos Pty Ltd, Hardi-Ferodo Pty Ltd, IBM Australia Pty Ltd, Keys & Co. Pty Ltd, James N. Kirby Manufacturing Pty Ltd, National Roads & Motorists Association (NSW), New Zealand Government Tourist Dept, Parker-Eversharp (Australia) Pty Ltd, J. W. Parker (Furniture) Pty Ltd, Sidney Raper Pty Ltd, Sebels (Australia) Ltd, Simon-Carves (Aust.) Pty Ltd, Smith & Nephew (Aust.) Pty Ltd, Smith Kline & French Laboratories (Aust.) Ltd, Speedo Knitting Mills Pty Ltd, Tasman Empire Airways Ltd, Tourist Hotel Corporation of New Zealand, The Town House Pty Ltd, Tucker & Co. Pty Ltd, The Union-Fidelity Trustee Co. of Aust. Ltd, Vickers Armstrong Ltd, The Wales Superannuation Funds Ltd, The Wales Unit Investment Ltd, Westclox Ltd, Willard Australia Pty Ltd, Woolworths Limited.

COUNTRY PRESS ADVERTISING PTY LTD, Newspaper Hse, 44 Pitt-st, Sydney. Phone 27-5754. Telegrams, Copress.

Directors: E. A. Seale, W. le Warne Hungerford, S. W. Bates.

Executives: E. A. Seale (gen. mngtr), H. C. deMars (secy), S. W. Bates (media mngtr), R. F. Cox (radio-TV mngtr), L. Schwarz, B. Jones, J. Manley, B. McGilchrist (acct-execs), B. Mullens (prod. mngtr), E. E. Masingham (checking dept mngtr).

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

CRUICKSHANK, MAXWELL PTY LTD, 2 Buckland-st, Broadway, NSW. PO Box 289. Phone 211-3255.

Directors: C. R. Cruickshank, N. M. Cruickshank.

Executives: L. T. O'Hallaran, D. S. Musgrave, N. A. Bray, V. C. Violet (acct-execs), R. Madden (prod. mngtr).

Accreditations: ANC, AAB, TAB, FACB, PPAB, NPA of NZ.

CURTIS, LARSON & MASON PTY LTD, 150a Sussex-st, Sydney. Phone 29-5894, 29-8179. Telegrams, Larsads, Sydney.

Directors: Laurence O. Larson, Mrs. L. Larson, F. Bills.

Executives: Paul A. F. King (mngtr), Geoffrey Hosken (acct-exec.), John Allen (prod. mngtr).

I/State Repr.: Curtis, Larson & Mason Pty Ltd, Melbourne.

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

Clients: Felt & Textiles of Aust., Sleepmaker Pty Ltd, Vintage Shops, Harvest Foods Pty Ltd, Mitre 10 Pty Ltd, Kitchen Aids, Bradford Insulation Industries Pty Ltd, Telesis Pty Ltd, Stuart Homes Pty Ltd, Roland Bremen Pty Ltd, Riverland Oranges, Homemakers, Craig & Seeley, Hamilton Brushes, Plastiglass Pty Ltd, Henry Brooks (fibreglass), Jackson Furniture.

DAMPIER ADVERTISING PTY LTD, Newspaper Hse, 44 Pitt-st, Sydney. Box 7044, G.P.O. Phones 27-8175-6-7. Telegrams Bucaneer.

Director: Roy Jenkyns (gov. dir).

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

Clients: Peters Ice Cream, Penguin Ice Cream, Peters Creameries, Fresh Food & Ice, Foremost Consolidated, Mead Johnson, Wesco Paints (Australia), A. H. Robbins, Rhine Castle Wines, Rhine Castle Bistros.

DEAN FORBES ADVERTISING SERVICE PTY LTD, Kent Hse, 88 Liverpool-st, Sydney. Phone 26-6037 (3 lines).

Directors: D. M. Barrie (mng dir), Ian G. Johnson.

Executives: D. M. Barrie (mng dir), I. G. Johnston (snr acct-exec.), E. T. Middleton (acct-exec. & copy), H. C. Deacon (prod.), J. Sproule (media), H. F. Kemble (art dir), I. MacGregor (acct).

Accreditations: ANC, FACB, TAB, ABC, PPAB, AAB.

Clients: Vincent Chemical Co. Pty Ltd, E. Griffiths Hughes Pty Ltd, Grenville Motors Ltd, Ruslit Motors Ltd, Conveyancer Fork Trucks (Aust.) Pty Ltd, Rubery Owen & Co. Ltd (England), Mine Safety Appliances (Aust.) Pty Ltd, The Australian Jockey Club, The Australian Automobile Racing Club, Motel Federation of Australia Ltd, Leslie Atkinson Pty Ltd, J. A. Hemphill & Sons

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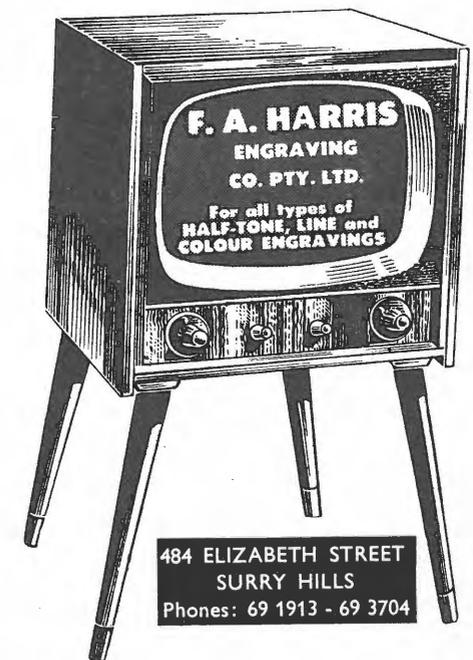
DUVAL, JOHN C., ADVERTISING PTY LTD, 40 Market-st, Sydney. Phone 29-7921.

Directors: John C. Duval, R. L. Duval.
Executives: K. D. Johnson (copy), A. Fry (layout), L. Young (prod.), D. Whitley (media).

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

Clients: Bayer McDonald & Day Pty Ltd, Industrial Public Relations Service of Aust. Pty Ltd, Harolds Pty Ltd, J. Stanley Johnston, Abel & Lewinnek, Bevilles Pty Ltd, Charles Coppa Salon, Chattertons Pty Ltd, City Hatters Pty Ltd, Ducon Industries Pty Ltd, Eastern Emporium, Freemans Pty Ltd, Garrard Engineering (Aust.) Pty Ltd, HPM Industries Pty Ltd, Jane Engel, Kay Carter, Lawrence & Hanson Electrical Pty Ltd, Master Instruments Pty Ltd, Montrose (Aust.) Pty Ltd, Publicitas, RCS Radio Pty Ltd, Reg Rose & Co. Pty Ltd, Sidney's Pty Ltd, Shirley Fayne, Snowline Ski Centres, The Scanlon Electric Company Pty Ltd, W. G. Watson & Co. Pty Ltd, Wiseman's Pty Ltd, PWA Electrical Industries.

ENEMARK, ROGER, ADVERTISING AGENCY PTY LTD, 65 York-st, Sydney.



Phone BX3584.

Director: Roger Enemark (principal).
Accreditations: FACB, TAB, ANC, AAB, PPAB.

Clients: Bardahl Oil, Delta Sportswear.

EVANS MURRAY, ADVERTISING PTY LIMITED, 52-54 Phillip-st, Sydney. Phones 27-5471-2-3. Cables Evansad.

Directors: Murray Evans (gov. dir), Mrs F. B. Evans, A. L. McIntyre (mng), W. W. Clark (prod. mgr), Miss C. M. Jones (secy), R. L. Hughes, A. B. Paine.

Executives: R. Reers (art dir), D. Baird (acct-exec.), A. Churchman (copy chief), M. Atkinson (media mgr).

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

I/State Repr.: (Member HEP agency net work). Robt Hughes and Associates, 404 Albert-st, East Melbourne (FB4461); Berwen Paine Advertising Ltd, 2-4 Hutt-st, Adelaide (W6616); Commercial & Industrial Advertising Pty Ltd, 274 Barry Pde, Valley, Brisbane (2-8455); Warnock Standford, 260 St George's-tee, Perth (21-7717). **O'seas:** Robert Wardlaw Advertising Ltd, Auckland, NZ; Cloran Heeger & Partners Pty Ltd, Johannesburg, Sth Africa; The McCarty Coy, USA.

Clients: Australian Abrasives Pty Ltd, A.M.L. & F. Co. Ltd, Bingo Pty Ltd, Copper & Brass Information Centre, G. E. Crane Ltd, Emmo Pty Ltd, Fler Co. Ltd, Herco Pty Ltd, Henry Lane Pty Ltd, N. B. Love Pty Ltd, McDougalls Pty Ltd, Mutsubishi (Aust.) Pty Ltd, Emsa Pty Ltd, Sirdar Wools (Aust.) Pty Ltd, World Travel HQ Pty Ltd, Parisian Laundry Pty Ltd.

EVANS, RODNEY H., ADVERTISING PTY LTD, 241-243 Castlereagh-st, Sydney. Phones 26-6728 (9 lines). Telegrams Rodev Sydney.

Branch offices in Melbourne and Brisbane.

Director: R. H. Evans (mng dir).

Executives: O. L. Sands (gen. mgr), R. Raymond (prod. mgr), P. Noonan (art dir), P. McMurray (art buyer), R. A. Lorimer, J. Sutton, T. Dole, W. Turner.

Accreditations: ANC, PPAB, FACB, TAB, Country Press, ABC.

Associate Houses: Adelaide, Perth & Auckland, NZ.

Repr.: Member International Advertising Assoc., New York. Affiliated Advertising Agencies International, USA, with affiliates throughout England, Europe, Africa, Far East, Canada, Mexico, South America.

Clients: Aldred, Haddon and Hansen Pty Ltd, Amalgamated Wireless (A/sia) Ltd, Brolite (NSW) Pty Ltd, Boots Pure Drug Co. (Aust.) Pty Ltd, Contoure (Aust.) Pty Ltd, Edgell Canned Foods, Birds Eye Frozen Foods, Hy-Peak Frozen Foods, Gerber Baby Foods, Elna Sewing Machine Pty Ltd, Globe

Worsted Mills Pty Ltd, Gollin & Co. Limited, Hawaiian Australian Concrete Pty Ltd, Legal & General Assurance Society Ltd, Lend Lease Corporation Ltd, Metters Ltd, Swiss Federation of Watch Manufacturers, Dept of Commerce, Washington DC (US Travel Service), John While & Sons Pty Ltd, Advertising advisers to Legacy Club of Sydney.

FAEN, J. ADVERTISING, Daking Hse, Rawson Place, Sydney. Phone 211-0222, 211-0778.

Directors: J. Faen (mng dir), R. Faen.

Executive: Miss E. Pepper (media).

Accreditations: ANC, FACB, TAB.

Clients: All Floor Applications Pty Ltd, Australian Fittings (Sales) Pty Ltd, W. & T. Avery (Aust.) Pty Ltd, Peter Barry (Holdings) Pty Ltd, Peter Barrys Norge Villages, Business Equipment Pty Ltd, Corlasto Pty Ltd, Eve's Maternity Fashions, Frost, Bland & Co. (Aust.) Pty Ltd, Griffiths Bros (novelties), W. Kennard Industries, Lido Distributing Co. Pty Ltd, Harcroft Electrics (Aust.) Pty Ltd, Planned Lighting Co., Plywood & Builders Supply Pty Ltd, James Sandy Pty Ltd, Scottish Tailoring & Mercery Co., Sydney Building Information Centre, Synteko Pty Ltd, T. R. Urban & Co., Waks Bros Pty Ltd.

FORTUNE (AUST.) PTY LTD, 2 Wentworth-ave, Sydney. Phone 26-1501. Telegrams Fortaust, Sydney.

Directors: C. K. Landell-Jones (mng dir), J. Dewhurst, C. S. Lindsay, R. Innell.

Executives: C. S. Lindsay (gen. mgr), J. Dewhurst (secy), F. H. Freeburn (art dir), P. J. Mathews (creative dir), J. London (prod. mgr), G. Garland (media mgr), J. M. Mitchell (acctnt), H. S. Paddle, R. E. Davies, L. A. Marks, R. L. Kingsbury (Melb. mgr), W. J. Wood (Adel. mgr).

Accreditations: ANC, AAB, PPAB, FACB, FACTS.

Istate Repr.: Own branches 23 Drummond-st, Carlton, Vic.; 135 South Terrace, Adelaide, SA. Bris. repr.: Harold Vinnicombe & Assocs Pty Ltd; Perth, Parkes Advertising Pty Ltd. **O'seas Repr.:** Fortune (Far East) Limited, 9 Chater-rd, Hong Kong; Fortune Far East Limited, 116-1 Vongvanij Bldg, Silom-rd, Bangkok, Thailand; Fortune Ads Philippines Inc., 303 Escolta, J. M. Tuason Bldg, Manila, The Philippines; Dentsu Advertising Ltd, Tokyo, Japan; Pearce & Partners, London, Eng.; Dancer-Fitzgerald-Sample Inc., San Francisco, USA.

Clients: Adelaide Motors Ltd, Airlines of NSW, Airlines of South Australia, Ansett Flying Boat Service, Ansett-Mandated Air Lines, Ansett Transport Industries, Apac Industries Ltd, Australian Fixed Trusts Ltd, Avis Rent-A-Car System Pty Ltd, Barrier Reef Islands Pty Ltd, Cambridge Credit Corp. Ltd, Delfin Investment Service Pty

Ltd, Doubleday & Co. Inc., Esso Standard Oil (Aust.) Ltd, General Industries Ltd, Hancock Bros Pty Ltd, I.C.D. Development Pty Ltd, International Harvester Co. of Aust. Pty Ltd, Kentish Clothes, Matson Lines, Nathan & Wyeth Pty Ltd.

Far Eastern Clients: Butterfield & Swire, Cathay Pacific Airways, China Navigation Co., Swire & Maclaine, H. Ruttonjee & Son Ltd, Mytravel International, Hong Kong & Shanghai Hotels Ltd, Ocean Terminal Development, Robertson Wilson & Co. Ltd, Nevada Watches, Securicor, Harley Mullion, Agfa, Alberto Culver VO5, Avon Tyres, Bic-DTC Ltd, Borden, Borneo Company, East Asiatic Co., Johnsons Wax, L. T. Leonowens, Massey Ferguson, Olivetti, Carlsound Electronics, Samson Boats, Traders Bank, First International Plastics, Pfaff, Scandinavian Airline System, Ship Brand Milk, Thai International Airways.

FREETH, V. H., PTY LIMITED, 21 Pier-st, Sydney. Phone MA6816. Telegrams Alfredo.

Directors: C. F. Sykes (mng), J. E. Turner, W. H. Bentley, C. C. Robertson (secy).

Executives: K. R. Ringham (mgr), I. Oliver, H. Ewins, J. Pitt (acctnt-execs), Miss A. Lucas (media mgr), B. Long (prod. mgr).

Accreditations: ANC, FACB, PPAB, TAB, ABC, AAB.

Clients: Asea Electric (Aust.) Pty Ltd, Australian Pest Services Pty Ltd, Buttercup Bakers Pty Ltd, Chasers (Distributors) Pty Limited, Connor, Shea & Co. (NSW) Pty Ltd, Dobell Pty Limited, Home Laundry Manufacturers' Association of Australia, Hunt's Marine Centre Pty Ltd, Hunter Douglas Limited — Luxaflex division, Libu Shovel Co. (Aust.) Pty Ltd, Life Savers (Australasia) Limited, Lister Blackstone Pty Limited, Mastercraft Distributors Pty Ltd, Metropolitan Business College Pty Ltd, Michael Nairn & Co. (Australia) Limited, The New Zealand Government Senior Trade Commissioner in Australia, Outboard Marine Australia Pty Limited, Precision Springs Pty Ltd, Regan's Floor Services Pty Ltd, St George County Council, H. Small & Co. Pty Ltd, John Shaw Australia Pty Ltd, The Benevolent Society of NSW, The Cook Confectionery Co. Pty Ltd, The Walcot Proprietary Limited, United Motels, Vance & McKee Pty Ltd, Venetian Blind Manufacturers' Federation of Australia, Waugh & Josephson Pty Limited.

GADSBY ADVERTISING PTY LTD, 213 Elizabeth-st, Sydney. Phone 61-6799, 61-6790.

Directors: E. L. Gadsby (chmn & mng dir), L. M. Austin.

Executives: W. Rogers (media mgr), G. Wicks (secy), J. G. Blackwood (acctnt).

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

Clients: Acetex Hardware Co. Pty Ltd, ABC Property Improvement Co., Ashman & Hart Pty Ltd, Autoland Pty Ltd, Bardsley Import Trading Co., British Merchandising Pty Ltd, United Radio Distributors, Tape Recorders Pty Ltd, Calva Chemicals, Commonwealth Advertising Division, Federation of Aero Clubs, Fisher & Ludlow Materials Handling Company, Goodmans Industries, Helicopter Utilities, Larke Hoskins Pty Ltd, Murray Vader & Associates, Parkway Motors, Peter Lloyd Pty Ltd, Printers Engineers Pty Ltd, Royal Aero Club of NSW, Senter Associates Pty Ltd, Slate Industries Pty Ltd, South Terrace Real Estate Pty Ltd, Stack & Company Ltd, Steel Mesh Pty Ltd, Structural Steel Pty Ltd, Trafalgar Trading Co. Pty Ltd, Wilson Manufacturing Pty Ltd, World Agencies Pty Ltd, W. S. Tait & Co. Pty Ltd.

GALMOR ADVERTISING PTY LTD, 363 Pitt-st, Sydney. Phone 26-6522 (4 lines).

Directors: Stuart Nill Morris, Phillip Thomas Matchett, John Peter Gal.

Executives: Stuart N. Morris (creative dir), Phillip T. Matchett, John P. Gal (acctnt-execs), Edward W. Healy (prod. mgr), Margaret E. Knight (acctnt), Jayne McLeod (media mgr), Allan Gee (art dir).

Accreditations: ANC, FACB, PPAB, AAB.

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Executives: N. A. Richardson (gen. mngr & exec. dir), W. J. Brooks (secty and dir), G. Crittenden (TV & radio dir), P. McSwiney (asst gen. mngr).

O'seas Repr.: Goldberg Advertising (Aust.) Pty Ltd, 51 Brick-st, Piccadilly, London, W1.; Dobbs-Wiggins-Goldberg Limited, Wellington, NZ; Goldberg Advertising (Auckland) Ltd. Associate houses throughout the world.

Accreditations: ANC, FACB, NSW Country Press, Qld Country Press, Vic. Country Press, APPA, TAB.

GORDON & GOTCH (A'SIA) LTD, 821 Botany-rd, Rosebery. Phone MU046. Telegrams Gotch Sydney.

Executives: W. D. Carter (advgt mngr), B. Newton (asst advgt mngr), Mrs. M. A. Thew (media mngr).

Accreditations: ANC, PPAB, FACB, NPA of NZ.

Branches: Melb., Bris., Adel., Perth.

O'seas Repr.: Branches, London, Canada; reps S. Africa, USA.

JAMES GREEN & ASSOCIATES, 403-411 George-st, Sydney. 29-7696. 83 King-st, Newcastle. 2-3682.

Executives: H. James Green (partner & gen. mngr), Wayne McCarthy, Adrian Ross, Grahame Rutherford (partners), Charles T. Ewart (acctnt).

Accreditations: AAB, ABC, ANC, FACB, FACTS, PPAB.

JAMES GREEN & ASSOCIATES, 83 King-st, Newcastle. Phone B-3682.

Executives: H. James Green (gen. mngr & partner), Adrian L. Ross (partner), Grahame Rutherford (partner).

Accreditations: AAB, ABC, ANC, FACB, FACTS, PPAB.

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Branches: Melbourne, Adelaide. **O'seas:** McCann-Erickson Inc, 485 Lexington-ave, New York, 17, NY, USA. Branches throughout world.

Executives: S. Rubensohn (chmn), D. Hopkins (mng dir), W. Lockley (gen. mngr), W. Diamond (asst mngr), A. Clark, B. Cormack (acctnt service dirs), B. Courtenay (creative dir), D. Fraser (mnggr SCI div.), J. Peryman,

E. Trigg, L. Rowell, P. Gordon, B. Catterns, G. Griffin, D. Keane, T. Connaghan (acctnt group execs), Miss N. Watson, A. Chipper, D. Bean (creative group heads), A. J. Whitmore (studio mngr), Miss J. Young (gen. media mngr), D. Farley (asst media mngr), P. Harris (radio mngr), D. Jacobs (mnggr finance & admin), Miss H. Tudehope (personnel mngr), R. Holland (secy & acctnt).

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

Clients: A.E.I. Appliances Pty Ltd, American Machine & Foundry Company (Aust.) Pty Ltd, Australian Consolidated Industries Ltd — Aerex (Australia) Co., Crown Crystal Glass Co. Ltd, Australian Window Glass Pty Ltd, Hytest Axe & Tool Co., Meehanite Research Institute of A'asia — Australian Labor Party, Australian Red Cross Society, Bristol-Myers Co. Pty Ltd, Burns Philp Trust Co. Ltd, Caltex Oil (Australia) Pty Limited, Charles Holdings Pty Ltd, Clyburn Finance Pty Limited, Clyde Batteries Pty Ltd, Clyde Securities Limited, The Coca-Cola Export Corporation, Electricity Authority of NSW, Electricity Commission of NSW, T. W. Featherston Pty Ltd, Grace Bros Pty Ltd, R. M. Hardy & Co. Pty Ltd, Hawaiian Visitors' Bureau, International Computers & Tabulators Australia Pty Limited, Lease Plan (Inc.) Pty Limited, J. R. Love & Co. Pty Ltd, Marrickville Margarine Pty Limited, Metropolitan Water Sewerage & Drainage Board, The Nestle Co. (Aust.) Ltd, New South Wales Milk Board/Milk Publicity Council of NSW, NSW Department of Public Health, The NSW Egg Marketing Board, NSW Forestry Commission, NSW Public Service Board, NSW State Lotteries Department, Philips Electrical Industries Pty Ltd, Premier's Department of NSW, The Prospect County Council, Simmons Bedding Co., Sungrature Pty Limited, The Sydney County Council, Sydney Stock Exchange, Samuel Taylor Pty Limited, Victa Limited, Victa Telecommunications Co. Pty Ltd, W. D. & H. O. Wills (Aust.) Ltd, World Agencies Pty Ltd.

HAWKINS ADVERTISING PTY LTD, McManus-st, North Sydney. Phone XB6106 (6 lines). Telegrams, Hawkads, Sydney.

Directors: E. R. G. Hawkins, G. L. Hawkins. Associates: J. Harper, J. Gunson, J. Ahad, G. Curtiss, B. Cooper.

Executives: J. Ahad (secy), B. Cooper, G. Curtiss, Nick Carter, George Sprague (acctnt-execs), J. Gunson (art dir), John Harper (creative dir), T. Tate (media mngr), W. Hollinsworth (prod. mngr), R. Armstrong (traffic).

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

I/State Repr.: Hawkins Advertising (Qld) Pty Ltd, 113 Eagle-st, Brisbane (2-0531), J. Keegan (mnggr); West Advertising Pty Ltd, 409 St Kilda-rd, Melbourne (26-6046), B. R. West (mng dir).

Clients: Cottee's Limited, Passiona Bottling Co. Limited (all States), Harry Peck & Co. (Aust.) Pty Ltd, Hodgson & Company, Scantlen's Goblin Sweets Pty Ltd, Andersons Meat Industries, Cahill's Quick Freezers Ltd, Continental Liqueurs Pty Ltd, XLNT Food Products, Treco Manufacturing, Singer Australia Pty Limited, Purex Australia Pty Ltd, Mackellar County Council, Aladdin Industries Pty Ltd, Wilkins Servis Pty Ltd, Mello-Lite Pty Ltd, Neal Investments Limited, Allis-Chalmers (Aust.) Pty Ltd, Harden and Johnston (Sales) Pty Ltd, The English Electric Co. Ltd, The Commonwealth Industrial Gases Limited (CIG), Duly and Hansford Limited, Lewcos (Aust.) Pty Ltd, Pioneer Spring Co. Ltd, Chubb's Australian Co. Limited, Bank of New Zealand, Selby Shoes (Aust.) Limited, Sekers Silk Pty Ltd, Teen-Aid Pty Ltd.

HAYES PUBLICITY SERVICE PROPRIETARY LIMITED, 250 Pitt-st, Sydney. Phone 61-6338.

Directors: George Hayes (mng dir), G. P. Hayes, M. Court, P. Power (secy).

NSW Manager: D. K. Robinson.

I/State Repr.: Hayes Publicity Service Pty Ltd, Savings Centre, 258 Post Office Place, Melbourne (32-3512).

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

Main Clients: Campbell Davies (pharmaceutical manufacturers), Canberra Television Services Pty Ltd, W. S. Kimpton & Sons, Leggett Rubber Industries Pty Ltd, Liberal & Country Party of Victoria, I. & R. Morley Pty Ltd, Optical Prescriptions Spectacle Makers Pty Ltd, State Savings Bank of Victoria, Totalizer Agency Board of Victoria, The Victorian Racing Club, H. W. Woods Pty Ltd (pharmaceutical manufacturers).

HEPWORTH ADVERTISING AGENCY, 1st Floor, 141 Elizabeth-st, Sydney. Phone 26-2668.

Director: R. C. Hepworth.

Accreditations: FACB, AAB, TAB, ANC.

Main Clients: Grocery lines, clothing manufacturers, retail stores.

HOLT, E. G., & ASSOCIATES (NSW) PTY LTD, Shipnews Hse, Elizabeth-st, North Sydney. Phone 92-3216, 92-3254.

Directors: Eric Grenville Holt, Peter W. Tritsch, Nancy J. Holt.

Executives: Nancy J. Holt (editorial dir), Eric Grenville Holt (mng dir), J. S. Tulloch (acctnt-exec.), David Black (prod. mngr), Kathleen Glanfield (media mngr).

I/State Repr.: E. G. Holt & Associates Pty Ltd, 30 Queens-rd, Melbourne.

Accreditations: FACB, ANC, ABC, PPAB.

HURST AND ASSOCIATES PTY LTD, 381 Pitt-st, Sydney. Phone 61-1349, 61-8785.

Directors: G. J. Hurst, B. G. Purcell. **Executives:** W. P. Hurst, G. Healey, A. T. Kelly.

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

Clients: Prouds, Edward Fay, Farmers, Defender, June Dally-Watkins.

JACKSON, WAIN & COMPANY PTY LTD, 40 Miller-st, Nth Sydney. Phone 92-047. Telegrams, Jacksonwain Sydney.

Directors: J. W. Jackson, H. M. Wain, J. H. L. Browne, H. L. Cousins, E. R. Dwyer, F. E. Grace, R. D. Hodgson, T. G. Reece, T. F. Wilson.

Executives: D. R. Horne (copy), N. L. Merchant (TV), N. H. Ridge (media), R. Vickers (market research).

Accreditations: TAB, NPANZ, NPAA, FACB, ANC, PPAB, AAB.

Clients: Agserv Industries Pty Limited, American Cigarette Co. (Overseas) Pty Limited, Amoco Australia Pty Limited, Wm Angliss & Co. (Aust.) Pty Ltd, Arthur P. Stewart (Akubra Hats) Pty Limited, Australian Consolidated Press Limited, Australian Dairy Produce Board, P. Beirsdorf & Company AG, Bristol-Myers Co. Pty Limited, Cobbity Farm Bakeries, Commonwealth Steel Company Limited, The Daken Corporation Pty Limited, Dae Health Laboratories Limited, David Whitehead Group, The Drackett Products Company, Gador & Son Pty Limited, General Accessories Pty Limited, Hertz of Australia Pty Limited, Hong Kong Tourist Association, Hubbard & Company Pty Limited, James Hardie & Co. Pty Limited, S. C. Johnson & Son Pty Limited, Kriesler Australasia Pty Limited, H. Moreau & Co. Pty Limited, Nationwide News Pty Limited, Ormonoid Roofing & Asphalts Pty Limited, Penfolds Wines Pty Limited, Procter & Gamble Geneva S.A., Qantas Empire Airways Limited, Queensland Co-Operative Permanent Building & Investment Society Limited, Renault Australia Pty Limited, Rice Marketing Board for NSW, Richardson-Merrell Pty Limited, Rothmans of Pall Mall (Aust.) Limited, Sandura Holdings, Savoy Homes Pty Limited, F. R. Schaer Pty Limited, Simpson-Pope Distributors Limited, Sunbeam Corporation Limited, Supertex Industries Limited, The Tea Council of Australia, Thiess (Sales) Pty Limited, Time/Life International (Aust.) Pty Ltd, Victa Aviation Limited, Warner Lambert Pty Limited, White Wings Pty Limited.

JAMIESON HOUSE PROPRIETARY LIMITED, 252 George-st, Sydney. Phone 2-0571.

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Executives: E. Maloney, R. Luyken, G. Northcott.

Branch Office: Melbourne.

I/state Repr.: Adelaide, Brisbane.

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

Clients: Henry H. York & Co. Pty Ltd, UTA-Air France, Royal Interocean Lines, Agfa (Aust.) Pty Ltd.

KAY, MAURICE, ADVERTISING PTY LTD, Caltex Hse, 167 Kent-st, Sydney. Phone 27-8241.

Directors: Maurice C. A. Kay, Peter L. Crosthwaite, Allan W. Hutton, Hugh E. Lyon.

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

Clients: Bowater-Scott Australia Pty Ltd, Mildara Wines Ltd, Bennett & Wood Ltd, Pinnock Distributors Pty Ltd, Bennett Honda Pty Ltd, Royale Clothing Pty Ltd, Delphic Realty Pty Ltd, Gollin & Co. Ltd.

KILLEEN-JAMES ADVERTISING PTY LTD, 414-8 Elizabeth-st, Sydney (61-2481).

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Executives: J. Archer (acct-exec.), O. Adair (accnts), Miss G. Timewell (checking).

Accreditation: FACB.

Clients: Associated Insulation Pty Ltd, Ashley Fibrous Plaster Pty Ltd, APCO Pty Ltd, W. T. Coggins Pty Ltd, Everyday Products Pty Ltd, Hamilton Pty Ltd, Korbond Pty Ltd, K&S Enterprises Pty Ltd, Engineering & Industrial Supplies, Jack Myers Pty Ltd, Meares Bros Pty Ltd, L. Oxenford & Co., N. C. Porter Pty Ltd, Paratune, Raynors Pty Ltd, Smith, Sons & Rees, Ltd, J. Wildridge & Sinclair Pty Ltd, Sabemo Pty Ltd, Penney's Pines Motel.

LAWRENCE, W. B., ADVERTISING SERVICE PTY LTD, Savoy Hse, Bligh-st, Sydney. Phone BW5881. Telegrams Warble, Sydney.

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

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Pty Ltd, Valvoline Oil Co., Talcott Factors Ltd.

LEONARD, F. P., ADVERTISING PTY LIMITED, 156 Castlereagh-st, Sydney. Phone 61-6374. Telegrams Leonadvert, Sydney.

Directors: F. P. Leonard, R. L. Leonard, K. V. Pettengell.

Executives: K. V. Pettengell, J. S. Wiggs (acct-exec), Elaine Boyd (acct), G. W. Gosbee (prod.).

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

Clients: Ford Sherington Ltd, Ronson Pty Ltd, H. H. Halls Ltd, Best & Gee Pty Ltd.

LINTAS PTY LTD, 291 George-st, Sydney. GPO Box 3922. Phone 2-0224.

Senior Executives: T. B. Wallace (mng dir), H. S. Weekes (prod. dir), A. D. Brett (research dir), B. Harris (creative dir), N. M. Snashall (media dir), B. Gilchrist (copy mngr), E. M. Austin (acct & secy), A. V. Dibbs, A. Walker, M. F. Ashbolt, N. K. Mills, G. J. Morrow (acct dirs).

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

Clients: Lever & Kitchen Pty Ltd, Rosella Foods Pty Ltd, Rexona Pty Ltd, W. D. & H. O. Wills (tobacco, State Express 555, Hallmark), Hoover (Aust.) Pty Ltd, J. Drysdale & Sons, Streets Ice Cream, Jensen & Nicholson, Potter & Birks (Harriet Hubbard Ayer), AWA (Institutional Advtg), Beutron Buttons.

LYLE DAVIS ADVERTISING PTY LTD, Gowings Bldgs, Market & George-sts, Sydney. Phone 26-6253. Telegrams Lyledavis, Sydney.

Directors: Lyle Davis, P. G. Thorpe, W. N. Tilbrook.

Accreditations: ANC, AAB, FACB, FACTS, PPAB, NPA of NZ.

Clients: Air Express International Corp., Arrow Switches (Aust.) Pty Ltd, Atel Furniture Pty Ltd, Australian Wine Board, Wine & Brandy Producers Assoc. of NSW, Boyded Pty Ltd, Charles Parsons & Co. Pty Ltd, Customlife Assurance Limited, Dockrills Television Services, Feather Products Pty Ltd, Ferguson Eyesight Training, Halvorsen Boats, Hard Metals Pty Ltd, Heldon Motors Pty Ltd, Jeldi Manufacturing Pty Ltd, Lars Halvorsen Sons Pty Ltd, Lenthic Limited, Millers Brewery Pty Ltd, NSW Plastic Tile Co. Pty Ltd, Peters Bros, Wade & Allison Pty Ltd, RCA of Australia Pty Ltd, Alfred Snashall Pty Ltd, Stewart Upton Pty Ltd, Vono (Australia) Pty Ltd, Warner's "Le Gant" Pty Ltd.

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Directors: Rex McGowan, Ivor McIvor, **Accreditations:** FACB, ANC, AAB, TAB, PPAB.

MACKAY, J. CLIFFORD, 2 Winslow-st, Milsons Point. Phone 92-9145.

Executives: J. C. Mackay (mng dir), M. Muir (accnts), A. Hills (prod.).

Accreditation: FACB.

Clients: Suttons Pty Ltd, Baptist Broadcasting & TV Commission, Chamber of Automotive Industries.

MADISON-MILWYN PTY LTD, 102 Arthur-st, North Sydney. Phone 92-0345. Telegrams, Madisads.

Directors: R. W. B. McDuie, E. M. Spink (joint mng dirs).

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O'Seas Repr.: Affiliates UK, USA, NZ and Far East.

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

Clients: Bushells Pty Ltd, International Resistance Co. (A/sia) Pty Ltd, Pellegrini & Co. Pty Ltd, Jubilee Motors Pty Ltd, McMurtrie (NSW) Pty Ltd, Merck, Sharp & Dohme (Aust.) Pty Ltd, Leonard Norman Pty Ltd, Paramount Shirt Co. Pty Ltd, Scott & Bowne (A/sia) Ltd, A. Wander Ltd (Ovaltine), John Woods Co. Pty Ltd.

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Directors: Rich. Hertz (mng dir), R. Boardman (finance).

Executives: N. Lamont (creative dir), Mrs C. Lamerton (media mngr), J. Bowring (prod. mngr), H. White (acct-exec.).

Accreditations: AAB, CAB, TAB, ANC, FACB, PPAB.

Clients: Alderson Products Pty Ltd, Auto Auctions Pty Ltd, Belmont Weaving Mills, Ron Bennett Mens Wear, Big Sister Foods Ltd, A. J. Bush & Sons Pty Ltd, Chianti Restaurant, W. J. Cryer & Co. Ltd, Davison Paints Ltd, Flemings Fabulous Food Stores, Griff Wallace Poultry Supply, Harmour Heath Pty Ltd, Hodgson & Coy Pty Ltd, Jaywoth Masonry (Sydney) Pty Ltd, Kameruka Estates Ltd, Landmasters Pty Ltd, Leeton Co-Operative Cannery Ltd, Portland Home Improvement Centre, Printers Pty Ltd, Sanitarium Health Food Company, Savoy Corporation Ltd, Scott Detergents (A/sia) Pty Ltd, Stenex Business Equipment Co., R. H. Taffs Pty Ltd, Williamson Gerard (Aust.) Pty Ltd, Woolworths Limited.

MAYNARD, R. S., ADVERTISING, 39 Park-st, Sydney. Phone MA3721, MA2816. Telegrams Maynardad.

Branch: Brisbane.

Directors: J. A. Maynard, C. A. McMillan. **Accreditations:** ANC, FACB, TAB, PPAB, NPA of NZ.

Clients: Alfa-Laval Pty Ltd, De-Laval, Coloidal Detergents of Australia Ltd, The Commercial Banking Company of Sydney Ltd, Grazcos Co-Operative Ltd, Hislop Lloyd Pty Ltd, Hotel Imperial, Lloyd Triestino Line, Mears Earphone Co. Pty Ltd, National Executors & Trustees Co. of Tasmania Ltd, Palm Beach Marine Service Pty Ltd, Port Jackson & Manly S.S. Co. Ltd, Perpetual Trustee Co. Ltd, Perpetual Trustee Co. (Canberra) Ltd, Sydney Harbour Ferries Pty Ltd, Thatcher & Oberg Pty Ltd, Thatcher & Oberg Floorings Pty Ltd, Willis & Sons, Sonar Laboratories (NSW) Pty Ltd, United Insurance Co. Ltd.

McCARTHY-MACVEIGH ADVERTISING PTY LIMITED, 310 George-st, Sydney. Phone 25-5706. Telegrams MacMac.

Directors: V. C. McCarthy (chairman), D. V. & D. P. McCarthy (joint manag dirs).

Executives: Miss B. McCarthy (artist), K. Jones (prod.).

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Australian Koyo Limited, British & Continental Cars Pty Ltd, Catholic Enquiry Centre, Civil and Civic Pty Ltd, Eurocars Pty Ltd, A. E. Goodwin Ltd, Healing (Sales) Pty Ltd, Kosciusko-Thredbo Limited, Lemar Industries Pty Ltd, Motor Lodges Pty Ltd, Noyes Bros Pty Limited, Paton Electrical Pty Limited, Wild (Australia) Pty Limited.

CLAUDE MOONEY, MARSH PTY LTD, 44 Margaret-st, Sydney. Phone 29-2566.

Accreditations: ANC, TAB, FACB, PPAB, NPA.

O'Seas Repr.: London, Paris, Milan, New York, Los Angeles, Vancouver, Venezuela, Singapore.

MUNDELL WALKER PTY LIMITED, ANZ Bank Bldg, cnr Market & Kent-sts, Sydney. Phone 29-8331-2-3-4. Telegrams, Mundwal.

Directors: W. M. Mundell, H. R. Walker. **Accreditations:** ANC, FACB, PPAB, TAB, AAB.

Clients: Australian Landtrusts Pty Ltd, British Standard Machinery Co. Ltd, Byrne & Davidson Pty Ltd, Byrne & Davidson (Mfg) Pty Ltd, Clipper (Aust.) Pty Ltd, Conkey & Sons Limited, R. M. Creighton Pty Ltd, Creighton Chemicals Pty Ltd, Dale Surfboards, Dixons Photographic Pty Ltd, The Door Centre, Ern Mackie Pty Ltd,

Esterbrook Pen Co. Inc., G. Gramp & Sons Pty Ltd, T. B. Hampton (Aust.) Pty Ltd, Harrison & Attwood Pty Ltd, J. A. Hemphill & Sons Pty Ltd, L. J. Hooker Limited, L. J. Hooker Investment Corp. Ltd, Hooker Homes Pty Ltd, Hooker-Rex Pty Ltd, Hooker Finance Co. Ltd, Lea & Perrins (Aust.) Pty Ltd, Kenneth Mansergh (jeweller), Norman N. Benson & Co. Pty Ltd, Presson Products Pty Ltd, Project Properties Pty Ltd, Project Development Corp. Ltd, Project Homes Pty Ltd, Rex Hotels Pty Ltd, Roll-A-Door Pty Ltd, Vokes Australia Pty Ltd, Wynyard Holdings Pty Ltd, Charles Young Pty Ltd.

MURRAY & OGLE PTY LTD, 35 Clarence-st, Sydney. Phone 29-7605. Telegrams Murogads Sydney.

Directors: K. V. Murray, B. F. Ogle, S. C. H. Thompson (assoc. dir).

Executive: G. Jaffray. **Accountant:** Mrs G. Yates. **Media Manager:** Mrs K. Gaeta.

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

NAS (SYDNEY) PTY LTD, 53 Elizabeth Bay-rd, Elizabeth Bay, NSW. Phone 35-3041. Telegrams, WTAD, Sydney.

Directors: E. T. Kennedy (chmn), Douglas M. Clay (mng dir), N. Adams, L. A. Fuller-Quinn, J. M. B. Green, J. M. Furlong.

Accreditations: ANC, AAB, PPAB, FACB, TAB, ABC.

NAS (Aust.) Members: NAS (Melbourne) Pty Ltd, NAS Macnamara (Adelaide) Pty Ltd, Duthie National Advertising Pty Ltd (Bris.), Successful Advertising Company Pty Ltd (Perth).

NAS (NZ) Members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

NAS O'seas: Australian National Advertising Services Pty Ltd, 222 West 33rd-st, New York 1, USA and 77 Blandford-st, London.

Clients: William Arnott Pty Ltd, Bells Asbestos & Engineering (Australia) Ltd, Big Sister Foods Pty Ltd (part), Burroughs Wellcome & Company (Australia) Ltd, Conde Nast Publications Pty Ltd, Dalgety Trading Company Pty Ltd (part), Gallaher International (Australia) Ltd, Hospitals Contribution Fund of NSW, Knox (Canberra) Drug Co., Lanock Motors Ltd, Lufthansa German Airlines, National Chemical Products Pty Ltd, Radio 2UE, Schaffer & Company, Sheldon Drug Company Pty Ltd, Shulton (Great Britain) Ltd, Sixteen Millimetre (Australia) Pty Ltd, S. Smith & Sons (Australia) Pty Ltd, TV Times, Email Ltd, T.R. Services Pty Ltd, White Horse Distillers Ltd, Wilmo Division Monsanto Chemicals, World Agencies, Wunderlich Limited.

NICHOLS - CUMMING ADVERTISING (NSW) PTY LTD, 35 Clarence-st, Sydney. Phone 29-5741. Telegrams Nichan.

Directors: J. J. Cummings, V. N. Hunt, L. W. Mort.

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

Clients: The Hestia Co. Ltd, Australian Bacon Company, Hillcastle Pty Ltd (Eugene, Perfect Net, etc.), Login Corporation Pty Ltd (Wettex, Chamella).

NIXON-COMPTON PTY LTD, 508 Pacific Highway, St Leonards. Phone 43-3011. Telegrams Nixonads Sydney.

Head Office: 406 Collins-st, Melbourne.

Directors: N. V. Nixon, B. G. Gapes (joint mng dirs), B. A. Cummings (USA), L. B. Gole, R. A. South.

Associate Directors: C. J. Newton, L. Hunter, B. A. Goulston.

Executives, Sydney: D. McCullough (dir, acct services), B. G. Gapes, B. A. Goulston, W. F. Larkins, M. McGrath (acct-execs), R. A. South, Miss P. Power (creative), R. Goldsworthy (air media), C. J. Newton (media mngtr), W. Gibson, P. Donovan (prod.), M. Pearce (acct).

Accreditations: ANC, FACB, PPAB, TAB, NPANZ.

Sydney Clients: Ampol Petroleum Ltd, Alberto-Culver Company Pty Ltd, The Associated Chambers of Manufacturers of Australia, Ateco Pty Ltd, Avala Products Pty Ltd, Better Brakes Pty Ltd (NSW), B.S.R. (A/sia) Pty Ltd, Bowling Centres (Holdings) Ltd, British Automotive Industries Pty Ltd, Broadway Tailors Pty Ltd, K. G. Coles & Co. Pty Ltd, Consolidated Motels Ltd, Gilbert & Barker Mfg Co. (Aust.) Pty Ltd, Goldring Engineering (A/sia) Pty Ltd, Innoxia Pty Ltd, Machinery Distributors Ltd, Ronald Mackellar Pty Ltd, Meat Promotions Pty Ltd, Nilfisk of Australia Pty Ltd, Norge Auto-Coin Dry Cleaning Pty Ltd, Oliver (A/sia) Pty Ltd, Phillips & House Pty Ltd, St George Motors Pty Ltd, Taft Industries Pty Ltd, Television Corporation Ltd, Passiona Bottling Co. (Sydney) Ltd.

O'BRIEN PUBLICITY (NSW) PTY LIMITED, O'Brien Hse, 56 Young-st, Sydney. Phone BU1355. Telegrams, Gofer.

Branches: Melbourne, Brisbane, Adelaide, Hobart.

Directors: E. H. O'Brien (gov. dir), R. J. Murphy, V. O'Brien, F. G. Grant.

Executives: R. Gordon, B. Saint, K. West, R. Caro, P. Hill, A. H. Bull, Miss D. Frost (media mngtr), E. Healy (prod. mngtr), Miss L. Excell (acct), E. Shirley (art).

I/state Repr.: Ian H. Smith & Partners, 188 St. George's-tce, Perth, W.A.

O'seas Repr.: Associate houses in Auckland, Wellington, London, New York, Chicago, San Francisco, Los Angeles, Singapore, Hong

Kong and Europe.

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

Clients: Australian Council of Local Government Associations, Australian General Electric, Bearing Service, Cinzano Et Cia (Aust.), Holbrooks, Imperial Chemical Industries of Australia and New Zealand, Johnson & Johnson, Bob Martin Export, Marubeni-Iida, New Zealand Loan & Mercantile Agency, Edward H. O'Brien, Rural Bank of NSW, Reckitt's, Vitreous China Manufacturers Association, David Webster & Son, George Weston Foods, The Wrigley Company, Yellow Express Carriers, Biber Furs, Bullows (Aust.), Emery Industries (Aust.), R. B. Forsyth, Lindfield Laundry & Dry Cleaners, Nichimen Co. (Aust.), Permutit Co. of Aust., Ralph King & Yuill, Douglas Distributors, Dermide (Aust.), Butterick Publishing, Warringah Mall, Ogilvie Bakeries, South Coast Bakeries.

PARTNER PTY LTD, 61-65 Wentworth-ave, Sydney. Phone 211-3655.

Directors: Henry D. Mendelson (mng dir), J. Mendelson, N. Mendelson.

Executives: F. C. Symonds (gen. mngtr & media mngtr), N. Olley (creative dir), P. L. Hayward (prod.), Ted Hutchings (art dir), Mrs T. Muldins (acnts).

I/State Repr.: R. G. Carter Advertising, 26 King-st, Melbourne (62-2750); Littleton-Harvey Advertising, 62 Eagle-st, Brisbane (2-4616). **O'seas:** Denis Hurley Advertising, Wellington, New Zealand.

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

Clients: Amalgamated Television Pty Ltd (ATN-7), Artransa Park Television Pty Ltd, Australian Catering Exposition, Australian Television Network, Bellarine Distributors Pty Ltd, Blok Van Rooyen Pty Ltd, Commercial & General Assurance Ltd, Doulton Potteries (Aust.) Pty Ltd, Edels Pty Ltd, F. W. Green Pty Ltd (Winchester), IPEC Ltd, National Literary Association Pty Ltd, Popolare Metal Stamping Pty Ltd (Jewelcrest), Gordon Stewarts BMC, Textra Shirts Pty Ltd, War Veterans Lottery, Unifers Floor Coverings Pty Ltd, Ingham's Poultry Enterprises, Geoff Andres Pty Ltd.

PATERSON AND PARTNERS, Union House, 247 George-st, Sydney. Phone 27-8141.

Managing Partner: J. G. Paterson.

Executives: G. M. Keene (snr partner), J. Steer (jnr partner).

O'seas Repr.: Stronachs Advertising Limited, Colombo, Ceylon; Ling-McCann-Erickson Limited, Hong Kong; Papineau Advertising, Singapore, Malaysia; O.M.A. Cyprus Advertising Co. Ltd, Nicosia, Cyprus; The British Publicity Co., Valletta, Malta; D. F. P. Advertising Service, Georgetown, British Guiana; Stewart-Johnson and Associ-

ates, Kingston, Jamaica; National Advertising Co., Port-of-Spain, Trinidad; Kenyon Wiles Pty Ltd, Durban, South Africa; Spottiswoode Advertising, London; Quinn-Lowe Inc., New York.

Accreditations: ANC, FACB, PPAB, NPA of NZ, TAB, AAB.

Clients: Adams National Industries (Aust.) Pty Ltd, Amaroo Country Sporting Club, American Pioneer Line, Charles Anton Pty Ltd, Austral Bronze Metal Manufacturers Pty Ltd, Australia-West Pacific Line, British India Steam Navigation Co., Brook Street Bureau of Mayfair Ltd, John Carr & Co. Pty Ltd, Canadian National Railways, Cunard Steam Ship Co. Ltd, John Dickinson, Diploma Productions, Eastern & Australian Shipping Co., Hall Thermotank (Aust.) Pty Ltd, Hollywood Textiles Pty Ltd, Joyce Shirts Pty Ltd, S. A. Law Pty Ltd, Lilley Robert Industries Pty Ltd, Lowe Distributors, Lamson Engineering Co., Macdonald Hamilton & Co. Pty Ltd, Henry Milward & Sons, N.B.&L. Trading Co., 'Old Tote' Theatre, Original Displays Pty Ltd, P&O Orient Lines of Australia, Polymer Corporation Pty Ltd, Port Line Limited, Precision Golf Forging Pty Ltd, Scandinavian Airlines System, Stamina Clothing Co., Swiss Air Transport Co., Sverre Kaaten Pty Ltd, Thai Airways International, Trade Credits, Triefus Pty Ltd, United States Line, Wilh. Wilhelm Agency Pty Ltd.

PATON - BEAUMONT ADVERTISING PTY LTD, 60 Hunter-st, Sydney. Phone BW4141. Telegrams Advertect. Associate office Melbourne.

Directors: G. B. Massingham (managing), L. J. Gluskie, R. Logan, Gladys Allan, H. Overduin.

Executives: Miss M. Oldham (media), R. Byatt (prod.)

Accreditations: ANC, PPAB, FACB, TAB.

PATTERSON, GEORGE, PTY LIMITED, 252 George-st, Sydney. Phone 2-0571. Telegrams Pressager.

Directors: L. W. Farnsworth (chmn & mng dir), A. D. Hannam, M. I. Anderson, D. L. Hall, K. H. Cousins (dir & gen. mngtr).

Executives: G. J. Doorley, R. D. Nethercote, A. E. Viney, J. J. Evans, R. Y. Hillman, N. B. Palethorpe, W. H. Turner, J. W. Evans, R. S. Ware, G. E. Seagrove (acct-execs), J. Hopwood, D. L. Wrathall (art dirs), B. Jarrett (TV creative dir), J. Crane, B. Hellier, J. McKellar, I. Hamilton, P. Cox (TV copywriters), K. S. Macoboy, H. Griffiths, J. de Vigne, A. Steane, N. D. Godbold, D. S. Walters (TV producers), J. E. Keniry (radio prod. mngtr), R. Selsby (media mngtr), E. K. Chesterfield (TV media mngtr), Miss M. Terry (radio media mngtr).

Branches: Melbourne, Brisbane and Adelaide. Associate house in Western Australia.

Accreditations: ANC, AAB, PPAB, FACB, TAB, NPANZ.

O'seas: George Patterson Pty Ltd, 33 Lower Regent-st, London, SW1; J. Ilott Ltd, Wellington, New Zealand.

Clients: William Arnott Pty Ltd, Australia Hotel Co. Ltd, Australian Bankers Association, Australian Export Promotions Pty Ltd, Australian Mutual Provident Society, Australian Radio Advertising Bureau, Australian Record Co. Pty Ltd, Barclay Trading Company, Lewis Berger & Sons (Aust.) Pty Ltd, Berlei Limited, Big Sister Foods Ltd, Bowater Paper Co. Pty Ltd, British Travel Association, C.B.S. Coronet Record Club, Clifford Love & Co. Ltd, Colgate-Palmolive Pty Ltd, Concrete Industries (Monier) Ltd, Comalco Alfoil, Dalgely Trading Co. Pty Ltd, John Fairfax & Sons Ltd, Federation of Australian Commercial Television Stations, Fiji Tobacco Co. Ltd, Foremost Consolidated Pty Ltd, Gibb & Beeman Pty Ltd, Gillette (Australia) Pty Ltd, J. Goddard & Sons (Aust.) Pty Ltd, Goodyear Motor Tyre Service Pty Ltd, The Goodyear Tyre & Rubber Co. (Aust.) Ltd, Haco Distributing Agencies Pty Ltd, Hagemeyer Trading Co. (Aust.) Pty Ltd, Industrial Acceptance Corporation Ltd, K.L.M. Royal Dutch Airlines, W. H. Lober & Co., Edward Lumley & Sons (NSW) Pty Ltd, Malleys Limited, Medical Benefits Fund of Aust. Ltd, Mettoy Toy Co., Norton Australia Pty Ltd, NZ Forest Products Ltd, Pace Mowers Pty Ltd, Parsons General Foods Ltd, Paterson, Laing & Bruce Ltd, Pfizer Corporation, Pirelli Resilient Webbing Co., Polyflor Products (Aust.) Pty Ltd, Radio Rentals Pty Ltd, Salmond & Spraggon (Aust.) Pty Ltd, Scott's Provisions Holdings Ltd, Security Units Ltd, B. Seppelt & Sons Pty Ltd, Standard Telephones & Cables Pty Ltd, The Tea Bureau, Total Oil Products (Aust.) Ltd, Toyo Rayon Co., W.D.&H.O. Wills (Aust.) Ltd, Woolset (Aust.) Pty Ltd, Tampax, Wyeth Pharmaceuticals Pty Ltd.

PRITCHARD WOOD AUSTRALIA PTY LIMITED, Colman Hse, 89 Berry-st, North Sydney. Phone 92-4008, 92-4009. Telegrams Pritwodors, Sydney.

Directors: John Bristow (chrmn), Neil McIntyre, Morgan McDonough, Dick Lauder McIntyre, Marion Harper, Jnr, Sinclair Wood, Frank Sherer.

Executives: John Bristow (mng dir), Jir Black (acct dir & marketing), K. Naughton (art dir), Reg Burnham (acct dir), G. Scruby (acct dir), Vincent Henderson (snr acct-exec), Colin Cain (media mgr).

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

Clients: AEI Appliances, AEI Engineering Pty Ltd, Australian Electrical Industries Pty Ltd, Bayer Pharma Pty Ltd, Bardahl Division, Westeels Industries, Blundell Spence & Co. (Aust.) Pty Ltd, Coates Inks Pty Ltd, Crown Lynn Potteries Ltd, Fleetwood Pharmaceuticals Pty Ltd, Hanimex Pty Ltd,

Husky Pet Food Company, Wilfred H. Jones & Co. Pty Ltd, Longines Watch Co. Francillon SA, Midford Products Ltd, Mirror Newspapers Ltd, K. G. Murray Publishing Co. Pty Ltd, The Nestle Co. (Aust.) Ltd, Pilkington Brothers Ltd, Samuel Taylor Pty Ltd, Sterling Pharmaceuticals Pty Ltd, Westeels-Paul & Gray Ltd.

RENNIE, L. B., & PARTNERS PTY LTD, 230 Elizabeth-st, Sydney. Phone 61-9151.

Directors: L. B. Rennie (manag. dir), J. O. Amos, K. T. Baker, A. Rennie, H. L. Russack.

Executive: N. M. Harding (secretary).
Accreditations: ANC, AAB, PPAB, FACB, TAB.

Clients: Industrial and technical accounts.

RICHARDSON-COX PTY LTD, 263 Castlereagh-st, Sydney. Phone 26-1735. Head office Melbourne.

Directors: B. R. Richardson (gov. dir.), I. K. Buttrose (manag. dir.), G. H. Beseler, J. S. Rigby, K. Givens.

Executive: R. Goulding (NSW mgr).

I/State Repr.: Branches in Perth, Adelaide, and Brisbane.

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

Clients: ACH Industries Ltd, Automatic Electric Telephones Pty Ltd, Carruthers, John, & Co. Pty Ltd, Cox Bros (Aust.) Ltd, Cement Chemicals (Aust.) Pty Ltd, Communications Associates Pty Ltd, Chemical Construction & Equipment Co. Pty Ltd, General Credits Ltd (Sydney), Hilton Hosiery Ltd, Jayson Traurig Bros Pty Ltd, KGH Industries Pty Ltd, Merco Tyre & Rubber Co. Pty Ltd, Neptune Oil Co. Pty Ltd Overseas Corp., Robur Tea Co., Rolls Radio Industries, John Shorter Pty Ltd, A. C. Willand & Co. Pty Ltd.

RICKARDS ADVERTISING SERVICE PTY LTD, Suite 903, Caltex Hse, 167 Kent-st, Sydney. BU3541-2.

Directors: L. J. Samuels, H. A. Howden, A. D. Gibson.

Executives: R. L. Kardash (NSW mgr), C. J. Golden (acct exec).

I/State Repr.: Rickards (Vic.), Rickards (SA). O'seas: Member Affiliated Advertising Agencies Network, International.

Accreditations: ANC, PPAB, FACB, TAB.

Clients: G. J. Coles, Mercedes-Benz Sales, Philip Morris, Andronicus Coffee Pty Ltd.

RODGERS HOLLAND EVERINGHAM PTY LTD, 108-110 Walker-st, Nth Sydney. Phone 92-0601.

Directors: W. H. Rodgers (chrmn & mng dir), Arthur Holland (creative dir), Denis

Everingham (copy dir).

Executives: B. G. Marshall, R. Booker, S. James, J. Penn.

Accreditations: ANC, ANPA, FACB, TAB.

Clients: Bryson Industries Ltd, Chip Steaks Pty Ltd, Cole of California Pty Ltd, Country Club Pty Ltd, Direct Acceptance Corporation Ltd, F. W. Davey Pty Ltd, Ervaco Advertising, Fostars Footwear Pty Ltd, Frank O'Neill Swimming Pools Pty Ltd, P. Kleemo & Co. Pty Ltd, Nutt & Muddle & Sons Pty Ltd, Pylon Lookout, Pride Marine Corporation Pty Ltd, Pye Industries Ltd, Schweppes (Australia) Limited, Schweppes (NZ) Limited, Schweppes' Franchise Bottlers, Sun-Art Pty Ltd, Starkstrom Control Gear Pty Ltd, Sydney Pincombe Pty Ltd, Salt Sellers Pty Ltd, Swains Industries Pty Ltd, Swift & Bleakley Pty Ltd, E. J. Todd & Son Pty Ltd, P. & R. Williams Pty Ltd, George C. Warner Laboratories Pty Ltd, R. J. Winborne Pty Ltd.

ROSEBERY, ARTHUR L., ADVERTISING PTY LTD, 78 William-st, Sydney. Phone 31-2972, 31-9136-7.

Directors: Arthur L. Rosebery (mng dir), J. V. Rosebery, D. A. Waghorn, P. Parker.

Executives: C. Terry, S. Noble, P. Willoughby.

Accreditations: ANC, FACB, TAB, PPAB.

Main Clients: AlSCO Linen Service Pty Ltd, Braham & Ross Pty Ltd, Lusteroid Pty Ltd, George Hudson Pty Ltd, Commonwealth Engineering Co. Ltd, E. J. Hart Pty Ltd, Pullman Footwear Pty Ltd, Moldex Ltd, Fibre Containers Ltd, STG Pty Ltd, Howard F. Hudson Pty Ltd, Clingan Bros, Monier C.C., Die Castings Pty Ltd, Dales Soft Drinks Pty Ltd, Associated Camera Stores, Stuart Alexander & Co. Pty Ltd, Imperial Carpets, Capitol Motors Pty Ltd, Carnegie Real Estate, Grasslands Pty Ltd, Citrus Publicity Committee, Indelab Pty Ltd, Mainline Constructions Pty Ltd, Baillieu Superannuation Services Pty Ltd, Smith Bros Pty Ltd, Rain Spray Sprinkles Pty Ltd, Arthur Webster Pty Ltd.

ROSS ADVERTISING SERVICE, 28 Glen-st, Milson's Point. Phone 92-2660, 92-3919.

Director: L. P. Ross.

Executive: Miss F. Ross.

Accreditations: FACB, AAB.

Clients: Industrial and technical accounts.

RUSSELL LEWIS & ASSOCIATES PTY LTD, 93 York-st, Sydney. Phone 29-7154. Telegrams Rulads Sydney.

Directors: L. M. Lewis, R. B. Russell, C. Bassett, G. T. Gladwin.

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

Clients: Bronnley (Aust.), J. Curtin & Son, Cyanamid DHA, Davison Paints, Garador, Ronald R. Keed & Co., Multi-Milk, Potter & Birks, Pennant Refrigerators, South African Airways, Plateau Productions, South African Tourist Corporation, South African Government, Tilt-A-Dor, Howard Vaughan (Aust.), Wells-National.

RUSSELL-MORRIS ADVERTISING PTY LTD, 49 Clarence-st, Sydney. Phone BX1756, BX1080. Telegrams Rasmusorads.

Directors: H. P. Clarke (manag. dir.), W. P. Clarke (also media exec.), G. P. Clarke (also acct-exec).

Accreditations: ANC, PPAB, TAB, FACB, AAB. **Overseas Accreditation:** Sth African Broadcasting Corp.

Main Clients: British Medicinals Pty Ltd, Pierre Couve Pty Ltd, Albacore Marine Equipment Co., Homelite Chain Saws, Clae Marine Engineers Pty Ltd, Amplion (A/sia) Pty Ltd, Cumfy Cut Clothing Pty Ltd, Ronald F. Foster Pty Ltd, Potterton Industries Pty Ltd, Braemar International (Travel) Pty Ltd.

PETER RYAN ADVERTISING, 122 Liverpool-st, Sydney. Phone 26-1565-6-7.

Director: Peter Ryan (sole prop.).

Executives: John Hunter (acct-exec.), John Ross (art dir), Jean Murton (media mgr).

Accreditation: ANC.

RYDGE-ANDERSON ADVERTISING, 250 Pitt-st, Sydney. Phone 61-8931.

Director & Mng: R. A. Rydge.

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

SCOPE AGENCY PTY LTD, THE, 3rd Floor, 84 Pitt-st, Sydney. Phone 28-4534.

Executive Manager & Director: G. T. Crofts.

Accreditations: ANC, FACB, TAB.

Main Clients: Aztec Services Pty Ltd, John Border Photographics, Ron Bennett, J. N. Caldwell Pty Ltd, Concrete Constructions Pty Ltd, Continental Liqueurs Pty Ltd, H. M. Cowdroy Ltd, C.T.C. Chemvit Trading Co. Pty Ltd, Ditisheim Pty Ltd, E.C.E. Special Products Pty Ltd, A.W.A., Frazer Industries, C. M. Henderson Pty Ltd, Jayton Enterprises, Kay's Rent-a-Car System, Lambretta Sales & Service, Luton Men's Hats Pty Ltd, NLT Productions, Nock & Kirby Ltd, Pan Pacific Promotions, Peggy Hunt Pty Ltd, Rougon Queyrel & Co., RSSAILA, Sydney Stadiums Pty Ltd, Tivoli Circuit Aust. Pty Ltd, R. S. Upton Trading Pty Ltd, J. Van Treight & Co., W. C. Wedder- spoon Pty Ltd, J. C. Williamson Theatres, War Veterans Home Lottery Inc.

SELLERS COMPANY, THE, 74 Pitt-st, Sydney. Phone 25-2011. Telegrams, Selos.

Director: Oswald P. Sellers (gov. dir).

Executives: Rodney J. Phillips (gen mngr, Sydney), G. A. Scott (mngr, Melb.), Kathleen M. Golding (media mngr), D. W. High (secy).

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

Clients: W. A. Flick & Co., Bushells, Hoadley's Chocolates, Suttons Motors, Pro-cera (Aust.), Hovis (Aust.), Geo. Fielder & Co., Motorama, George Shirley, Australian Fertilisers, National Radiators (Mfg) Pty Ltd (Melb.), Bunge (Aust.) Pty Ltd (Melb.), Swann Insurance Brokers, Kolotex (Melb.).

SLATTER, E. C., & POULTER PTY LTD, 379 Kent-st, Sydney. Phone 29-7141.

Directors: E. C. Slatter (manag. dir.), S. T. Poulter, J. Q. Simpson, J. P. Quayle, N. M. Hughes.

Executives: J. D. Garland, R. G. Slatter, Malcolm Darby (media mngr), W. Pong (art), E. Law (accnts).

Member, together with Birrell & Associates (SA) Ltd and Bell Advertising Pty Ltd (Melbourne) of Consolidated Advertising Services — CAS.

Accreditations: ANC, FACB, PPAB, TAB.

Clients: Wormald Bros Industries Ltd, Carmichael-Parkinson Pty Ltd, Vencat. Curry Powder, Bonny Bouncer, Frank G. O'Brien Ltd, Encyclopaedia Publications Pty Ltd, Shelley & Sons Ltd, Carpet Manufacturers Ltd, Easy Appliances Ltd, System Abstracta Pty Ltd, Eaton Valve Co. Ltd, Autobric Pty Ltd, F. T. Wimble Ltd, Hyster (Aust.) Pty Ltd, Nightingale Chemicals, Denver Joyce Cosmetics.

SMYTH, ARTHUR & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd), 355 Kent-st, Sydney. 29-7433. Teleg. Smythads.

Branch: 327 Collins-st, Melbourne.

Directors: H. R. Bowker, I. M. Heydon, E. W. Rogers, P. F. Smyth, K. J. Unsted, A. G. Wilson, Mrs V. J. Smyth.

Executives: K. J. Unsted (gen. mngr), I. M. Heydon, A. G. Wilson, H. F. Cashmore (acct-execs), E. W. Rogers (secty), W. H. Cumming (acct), R. D. Jackson (prod. mngr), I. E. Harris (media mngr), D. Little (creative dir). A. J. Schlecht (market research).

Accreditations: ANC, AAB, FACB, PPAB, NPANZ, TAB.

Clients: Australian Sewings Pty Ltd, Baulkham Hills Garden Centre, Bradford Cotton Mills Ltd, British Motor Corporation (Australia) Pty Ltd, British Overseas Fairs Ltd, John Bull Rubber (Aust.) Pty Ltd, British Schering Ltd, The Sanforized Company (div. of Cluett Peabody & Co. Inc.),

Crypton (Australia) Pty Ltd, V. W. Duncan & Associates Pty Ltd, Expandite Australia Pty Ltd, Erg Batteries Pty Ltd, Fairfax & Roberts Ltd, Richard Gilbert & Co. Pty Ltd, Home Age Pty Ltd (World Agencies), Hal Johnston & Co. Pty Ltd, King Gee Clothing Co. Pty Ltd, Kosciuszko Chalet Ltd, Lancaster Motors Pty Ltd, Morgan Mason & Co. Pty Ltd, Marco Productions Ltd, NSW Furniture Guild, Potash (A/sia) Pty Ltd, PGH Aluminium Sales Pty Ltd, PGH Ceramics Pty Ltd, PGH Furniture Pty Ltd, PGH Industrial Products Pty Ltd, PGH Wood Products Pty Ltd, PGH Plastics Pty Ltd, Allen Bros, Maxwell Porter & Son Pty Ltd, Scott's Detergents (A/sia) Pty Ltd, Staedtler-Sovereign Pty Ltd, Visa Pty Ltd.

STANNARD-PATTEN-SAMUELSON ADVERTISING AGENTS PTY LTD, Wimble Building, 35 Clarence-st, Sydney. Phones BX1637 (5 lines).

Directors: Peter Stannard, Ron Patten, Graeme Samuelson.

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

Main Clients: Anti-TB Association, Australian Elizabethan Theatre Trust, Blacklock Industries Pty Ltd, Cussons Australia Pty Ltd, Town Talk Ties Pty Ltd, Villawool Knitting Yarns, S. Smith & Sons (Aust.) Pty Ltd (part), Watson Victor Limited (part), G. P. West (Aust.) Pty Ltd.

STEELE KAIN KELLY PATON, Commercial Bank Bldg, 100 Bathurst-st, Sydney. Phone 61-8661. Telegrams Stelko.

Directors: Richard Steele, M. R. Kain, L. A. Reason.

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

TELL ADVERTISING PTY LTD, 1st Floor, 393 George-st, Sydney. Phone 29-1964, 29-2096.

Accreditations: ANC, AAB, TAB, FACB, FACTS, PPAB.

Clients: Abel Lemon Pty Ltd (Dante Olive Oil), Armstrong Bros Pty Ltd, Bos Bros Pty Ltd, Campsie Freehold Pty Ltd, Concert Hall Record Club, Corsano Pty Ltd, David Elman Shoes, Dormay Co. Pty Ltd, Ethic Laboratories, Floor Covering Consultants Pty Ltd, J. Gibson Bros Pty Ltd, Harry Landis & Sons Pty Ltd, Irvin & Johnson Pty Ltd, Kadco Trading Co., Life Nutrition, Leisure Arts Pty Ltd, Mack Pharmaceuticals Pty Ltd, Mark Development Pty Ltd, Mitsubishi (Aust.) Pty Ltd, (Toyo Tyres), Nufford Motors Pty Ltd, Orbit Travel Services Pty Ltd, Power Coaching College Pty Ltd, Slenderella Slimming Systems of Aust. Pty Ltd, Vitasafe Plan (Aust.) Pty Ltd.

THOMPSON-ANSELL-BLUNDEN (NSW) PTY LTD, Colman Hse, 89 Berry-st, North Sydney. Phone 92-6039.

Directors: V. E. Thompson (chmn), T. B. McDonald (mng dir), H. H. Cameron, N. J. Muir, K. H. Read.

Executives: Miss N. J. Muir (secy), Keith Read (art dir), Mrs M. English (media mngr), Jack Smith (TV-radio), Alan Clayton (copy chief), Bob Whyte (prod. mngr).

Accreditations: ANC, PPAB, FACB, TAB.

I/State Repr.: Thompson Ansell Blunden (Vic.) Pty Ltd, 792 Elizabeth-st, Melbourne.

Clients: Sanitarium Health Food Co., John Lysaght (Aust.) Ltd, Yardley of London (Aust.) Pty Ltd, Peek Frean (Australia) Pty Ltd, G. K. N. Lysaght Pty Ltd, Ernest Hiller Apparel Pty Ltd, Voice of Prophecy, Phillips Electrical Industries (home lighting div.), Upjohn Pty Ltd, Cablemakers (ACT) Pty Ltd, Mullard-Australia Pty Ltd, Cable Makers (Aust.) Pty Ltd, W. C. Douglass Ltd, Commercial & General Acceptance Ltd, Condor Lamps (A/sia) Pty Ltd, Kent Photographics Pty Ltd, Alex Hale Pty Ltd, Armstrong-Holland Pty Ltd, Japan National Tourist Organisation.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 132 Elizabeth-st, Sydney. Phone 2-0640. Telegrams, Thomertwal.

Directors: T. R. Carruthers (chairman), L. J. Sharman (mng dir), A. N. Weekes, E. J. Moloney, R. E. Alcock (Melb. mngr), P. Jacklin.

Executives: H. von Adlerstein, K. Dalgleish, J. Edmond (all of TV-radio div.), J. R. Noakes, W. Wiggins, G. Outrim, J. Leonard (all of media TV-radio).

Melbourne office, 277-287 William-st, Melbourne, Cl, Vic., R. E. Alcock (mngr), S. Thompson, A. Hutchison (media), C. Pym (radio-TV).

O'seas Repr.: JWT, 420 Lexington-ave, New York, USA, and branches throughout the world.

Accreditations: ANC, AAB, PPAB, FACB, FACTS.

Main Clients: Addis Aust., Burroughs Ltd, Chesebrough-Ponds, Consolidated Press, Colonial Sugar, Felt & Textiles of Aust., Horlicks, Jantzen, Kellogg (Aust.), Kraft Foods, Kimberly-Clark, Lever & Kitchen, MacRobertsons, Pan American Airways, Remington Rand, Taubmans Paints, Union Carbide, Westons Biscuits, W. D. & H. O. Wills, Kelvinator, Reckitts Pty Limited, Scott & Bowne, Wrigley's, E. E. Whitmont & Sons.

THOMSON, DON, ADVERTISING PTY LTD, 6-8 Paul-st, Milson's Point, Sydney. Phone XB6016.

Directors: T. W. D. Thomson, R. W. Russell, C. M. Thomson.

Executives: R. W. Russell, R. M. Porritt, H. Parker (acct-execs), L. Fahy (media), M. Lucas (art dir).

Accreditations: ANC, FACB, TAB, PPAB.

Clients: Abbott Laboratories Pty Ltd, Associated Securities Ltd, British Pharmaceuticals Pty Ltd, Broadway Motors Pty Ltd, Chown Bros Pty Ltd, Dewey & Almy Pty Ltd, DHA (Rural) Pty Ltd, Fletcher Manufacturing Co. Pty Ltd, FRS Springs Pty Ltd, James Chocolates Pty Ltd, McCulloch of Australia Pty Ltd, Phaumco (Aust.) Pty Ltd, Swift & Company Limited, Motor Cycle & Racing Club, Cemac Pty Ltd, Clark Kilns (NSW) Pty Ltd, Cumming Henderson & Co. Pty Ltd, D. G. Wills (Sydney) Pty Ltd, D&W Murray & Co. (Aust.) Ltd, Gibsons & Paterson Pty Ltd, Hendersons Federal Spring Works (NSW) Pty Ltd, J. McGloin Pty Ltd, L. Cawley Pty Ltd, Nautical Services Pty Ltd, World Agencies Pty Ltd, Marshall Bradley Pty Ltd, Ciba & Co. Pty Ltd, Fleetwood Pharmaceuticals Pty Ltd, Eichorns Remedies Pty Ltd.

TRADERS ADVERTISING SERVICE, 74 Pitt-st, Sydney. Phone 25-2011.

Executive: Oswald P. Sellers (gov. dir).

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

Clients: Lan-Choo Tea Company, J. A. D. Gibson & Co. Pty Ltd.

USP-BENSON (NSW) PTY LTD, Colman Hse, 89 Berry-st, North Sydney. Phone 929-9605. Telegrams Salesrise.

Directors: H. R. Wilson (chrnm), K. R. H. Ballantyne (joint mng dir), R. M. MacKenzie (joint mng dir), C. D. Morris, J. P. Goulstone, L. R. Macnicol.

I/State Repr.: USP-Benson Pty Ltd, 16-18 Kavanagh-st, Sth Melbourne (62-6931); USP-Benson (Qld) Pty Ltd, Graphic Hse, Gipps-st, Broadway, Brisbane (51-1061); USP-Benson (SA) Pty Ltd, 19 North Terrace, St Peters, Adelaide (63-4561); A. J. Williams Advertising Service, 38 Mounts Bay-rd, Perth (21-5215); H. W. Norwood Advertising, 375 Hay-st, Perth (2-3931).

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

Clients: Australian General Insurance Co. Ltd, Australian Sisalkraft Pty Limited, British General Electric Co. Pty Ltd, Beta Shoe Factory Pty Ltd, Carrier Air Conditioning Pty Ltd, Casben Constructions Pty Ltd, John Cawsey & Co. Pty Ltd, Champion Knitting Mills Pty Ltd, Chester Ford Pty Ltd, Cyclone Double-Grip Scaffolding Pty Ltd, F. Crago & Sons Pty Ltd, Helene

Curtis (Aust.) Pty Ltd, Davis Gelatine (Aust.) Pty Ltd, English Electric-Leo Computers Pty Ltd, Eta Foods Pty Ltd, Gowing Bros Pty Ltd, E. H. Harris (Wholesale) Pty Ltd, Hawker de Havilland (Aust.) Pty Ltd, Kork-N-Seal (Aust.) Pty Ltd, Marley Reliance Ltd, Marrickville Margarine Pty Ltd, Mauri Bros & Thomson Ltd, Mercantile Credits Ltd, Mercantile Mutual Insurance Co. Ltd, Motels of Australia Ltd, National Brush Co. (Aust.) Ltd, Nelson & Co. Pty Ltd, Olympic Bowling Centres, Rank-Xerox (Aust.) Pty Ltd, The Shell Co. of Aust. Ltd, Slazengers (Aust.) Pty Ltd, Stack & Company Ltd, F. H. Stephens Pty Ltd, John Vicars & Co. Ltd, Edward Waters & Sons.

WARWICK-BEAUMONT ADVERTISING PTY LTD, 60 Hunter-st, Sydney. Phone 28-4141. Telegrams Warwickad. Associate office Melbourne.

Directors: G. B. Massingham (managing), L. J. Gluskie, R. Logan, Gladys Allan, H. Overduin.

Executives: Miss M. Oldham, R. Byatt (prod.).

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

WELCH, ROGER, PTY LTD, 30 Carrington-st, Sydney. Phone 29-4662-3. Cables, Adswell, Sydney.

Executives: Roger Welch, Lars Knudsen, Helen Dudgeon.

Accreditations: ANC, FACB, PPAB, TAB.

Clients: Australian Metropolitan Life Assurance Co. Ltd, Boral Limited, Boral Road Services Pty Ltd, W. B. Carr Constructions Pty Ltd, G. L. Cooper & Son Pty Ltd, Fordigraph Agencies, Friends' Provident & Century Life Offices, Halloran Manton Pty Ltd, J. McCarthy & Co. Pty Ltd, Modern Magazines Pty Ltd, National Mutual Life Association of A/sia Ltd, Petroleum & Chemical Corporation (Australia) Ltd, H. W. Powell & Co. Pty Ltd, Powellised Pest Services Pty Ltd, Provincial Television Services, C. C. Macnaught Pty Ltd, Wyn Products Pty Ltd.

WESTON ADVERTISING PTY LIMITED, Chamber of Commerce Bldg, 36 Grosvenor-st, Sydney. Phone BU1142. Telegrams Publicity Sydney.

Directors: W. O. Richards (mng dir), F. W. Still, D. P. Young, J. W. Maund, Jnr.

Executives: S. A. Robertson (admin. & press media mgr), J. R. Goddard, W. O. De Vere, B. Hutcheson, R. Cameron (acct-execs), Miss H. Brown (copy), G. Garthside, R. Stone, P. West, D. Goddard (prod.), R. Howard, J. Ruwald (service dept), H. Seelenmeyer (art dir).

Accreditations: ANC, PPAB, FACB, TAB. NSW member of Group Advertising Services International.

O'seas Affiliates: NSW member of Advertising & Marketing International Network of 66 completely equipped advertising agencies directly affiliated throughout the world.

Clients: A.G.P.O.L., Andersons Seeds Ltd, James Barnes Pty Ltd, Beare & Ley Pty Ltd, Beckers Pty Ltd, Best & Gee Distributors Pty Ltd, Brick Trim Home Conversion Co., J. I. Case (Australia) Pty Ltd, Commonwealth Moulding Pty Ltd, Wm Cooper & Nephews (Aust.) Pty Ltd, Edinburgh Laboratories (Aust.) Pty Ltd, R. Fowler Limited, C. E. Fulford (A/sia) Ltd, Inglis (Pty) Ltd, David Jones Ltd, Kalamazoo (Aust.) Ltd, McWilliam's Wines Pty Ltd, Manufacturers' Mutual Insurance Limited, Mello-Lite Pty Ltd, Percy Marks Pty Ltd, NSW Co-operative Permanent Building & Investment Society Ltd, Claude Neon Ltd, Peapes Pty Ltd, H. K. Porter (Aust.) Pty Ltd (Disston Division), N. J. Phillips Pty Ltd, Ronald Pain Pty Ltd, Royal Agricultural Society of NSW, NSW Sheepbreeders Association, Sherehline Homes Pty Ltd, Scott & Bowne (A/sia) Ltd, Sterlec Sales Pty Ltd, Telephone & Electrical Industries Pty Ltd, Technical Training International Pty Ltd, Trinity Grammar School, Vitapointe (UK) Limited, Washington H. Soul Pattinson & Co. Ltd, Wholesale Drug Co. Ltd, Woodheath Pty Ltd, Labor Motor Funerals.

WHITE, A. N., PTY LTD, 66 King-st, Sydney. Phone BX2477. Telegrams Adwhite Sydney.

Directors: W. A. McDermott (managing dir), R. Nyman (secretary).

Media: M. Helman.

Production: F. Scaife.

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

WILLMOTT ADVERTISING PTY LTD, Carden Hse, 107 Pacific H'way, North Sydney. Phone 92-6064/5/6, 92-3578, 92-8973, 92-6125/6/7. Telegrams Wilad, Sydney.

Directors: B. G. D. Carden (gov. dir), I. Macdonald (mng dir), R. Willmott, F. E. Weekes, M. V. Canning.

Executives: H. Binks (secy & public officer), M. V. Canning (marketing mgr), J. A. Page (media mgr), B. Westwood (radio-TV mgr), R. J. Tabrett (prod. mgr), R. Sexton, A. W. Webb (acct-execs).

O'seas Repr.: Associate houses in most overseas countries.

Accreditations: ANC, FACB, PPAB, TAB, ANPA, NPANZ.

Clients: The American Express Co. Inc.,

Austin-Anderson (Aust.) Pty Ltd, J. Bourne & Sons Ltd, Royal Blind Society of NSW, Control Systems (A/sia) Pty Ltd, Grumman Aircraft Engineering Corp., J. Haig & Co. Ltd, H. Evans & Co. Pty Ltd, D. Hardy & Sons Pty Ltd, Houghton & Byrne Pty Ltd, International Synthetic Rubber Co. Ltd, Johnson & Johnson Pty Ltd, Baden P. Morris Pty Ltd, Phillips Petroleum Corporation, D. Normoyle & Co. Ltd, Reyrolle & Co. Ltd, Salmond & Spraggon (Aust.) Pty Ltd, Stewarts & Lloyds (Dist.) Pty Ltd, James Stedman Henderson's Sweets Ltd, Swire & Yuill Pty Ltd, Sera Pty Ltd, York Motors Pty Ltd, York Motors (Sales) Pty Ltd, York Motors (Holdings) Pty Ltd, Union Steam Ship Co. of New Zealand Ltd, Washington H. Soul Pattinson Ltd.

VICTORIA

ADVERTISING ASSOCIATES PTY LTD Suite 11, 67 Queens-rd, Melbourne. Phone 51-5396.

Directors: R. E. Mahlook, J. A. Chapman.

Art Director: John Chapman.

Accreditations: ANC, TAB, FACB, PPAB.

Clients: Alrob Furniture, Arnos, Canning & Son, Central Spares & Car Wreckers, Christeys Motor Auctions, Furnish-Well, E. C. Hattam Department Stores, L. Horscroft, Humes, Robert Hutchinson, Hutmill Stock & Poultry Food, Bob Jane South Yarra, Bob Jane Autoland, Lucas Securities, J. D. Macdonald Engineering Co., Martin Stoneware, Mevra, New Oakleigh Motors, New St. Kilda Motors, Rainbow Hearing Aids & Optical Services, Reliance Home Appliances, Renee Rose, Victorian Rennet Co., Viking Industrial Plastics, Joe White Maltings.

ADVERTISING MARKETING PTY LTD, 409 St Kilda-rd, Melbourne. Phone 26-4461 (3 lines).

Directors: Leo V. Keane, Val Adami, George H. Santos.

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

ALDWYCH ADVERTISING PTY LTD, 450 St Kilda-rd, Melbourne. Phone BM3281. Telegrams Aldwych.

Branches: Sydney, Adelaide.

Directors: G. L. Bride (mng dir), J. Collins, T. Beattie, A. J. Holmes, W. Murphy.

Executives: F. T. Yates (SA mgr), F. Small (NSW mgr).

Accreditations: ANC, FACB, TAB, PPAB.

Main Clients: Dunlop, Godfrey Phillips (Albany), Yakka Actil, Massey-Ferguson, Holeproof, M. A. Gibson (Hoover), National

Tyre Service, E. T. Brown Ltd (Brownbuilt).

ALEXANDRA ADVERTISING PTY LTD, 9th floor, 422 Collins-st, Melbourne. Phone 67-8405.

Director: G. G. Alexandra (gov. dir.).

Accreditations: ANC, TAB, FACB.

Main Clients: Portmans, Magnins, Beverley Lee, La Pastoral, The Casbah, Gem Duplicators, Tyes, Major 8, All Wares, Warehouse Sales, Four Square Stores, Family Fare, Ko Geiger, Miss Geiger, Mascot Shoes, South City Electric, Southern Disposals, Kreisler Radio, Hitachi, Siemens Halske, Siemens Schuckert, Australia Pty Ltd, Osco, Orm Smith, Rigney & Gloss, Overland Development, C. H. Burnham, Edgewater Towers, Delphine, Centroheat, Seymour Furs, Finn & Kempe Bayswater Hill Estate, Geiger Holdings, Zenith Radios Chicago, USA, Tat Go USA (O. E. Linek), Semko Industries, USA, Copal, New York, USA, Langs Dress Materials, Pan Pacific Trading Co. (Aust.) Pty Ltd, Acme Boots USA, Durkees Food Products USA.

ANZARUT, E. CHARLES, (AUST.) PTY LTD, Stanhill, 34 Queens-rd, Melbourne, SC2. Phone 26-3751. Cables Anzarut, Melbourne.

Directors: E. C. Anzarut (mng dir), D. G. Anzarut.

Executives: E. C. Anzarut, R. Lingard, K. Roberts, M. Stewart, F. Kelso.

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

Clients: Astor Electronics Pty Ltd, Sun-kist Snap Frozen Food Distributors Pty Ltd, High Crest Car Sales Pty Ltd, Ripponlea Motors Pty Ltd, Plastalon Pty Ltd, Veeder-Root (Australia) Pty Ltd, Wholesale Spirit Merchants' Association of Victoria.

BAUME, CHAPMAN & BAUME PTY LTD, Hooker Hse, 327 Collins-st, Melbourne. Phone 62-6853.

Manager: Derek Baume.

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

Clients: British Paints (Aust.) Pty Ltd, Peerless Emulsion Products Pty Ltd, Standard Steel Pty Ltd, Dominion Reinforcements Pty Ltd, W. Phelan & Sons Pty Ltd, MacLaren Laboratories Pty Ltd, Grazcos Co-operative Limited, Straightway Motors Pty Ltd, Seafood Merchandising Association of Victoria, British United Dairies Pty Ltd.

BAYNE MACKAY ADVERTISING PTY LTD, 405 Collins-st, Melbourne, C.I. Phone 62-5037.

Director: Jean Mackay (secty & dir.).
Executives: L. D. Edwards (mng'r & acctnt/ exec.), K. MacDonald (acctnt-exec.).

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

Clients: Able Staples Pty Ltd, Australian Cellophane (Pty) Ltd, Australian Clays & Industrial Minerals Ltd, Barastoc Products, Wm Bedford Ltd, Biltwell Accessories Pty Ltd, Bowen & Pomeroy Pty Ltd, Bunge (Australia) Pty Ltd, G. V. Clark Motors Pty Ltd, Clausens (Melbourne) Pty Ltd, Commercial Bank of Australia Ltd, Equinex Laboratories Pty Ltd, Federal Chemicals Pty Ltd, Giles & Elliott MTE Pty Ltd, Heilmoores Sheet Metals Pty Ltd, Honey Board Promotions, Irwell Pty Ltd, Knox Schlapp Pty Ltd, Wm Lawrence (Globe Dye Works) Pty Ltd, Liverpool London & Globe Insurance Co. Ltd, London Assurance, Lockers Australia Pty Ltd, N. A. Matthews & Sons Pty Ltd, Melbourne City Council, Moss Products, H. Murray & Sons Pty Ltd, J. K. McLeod Australia Pty Ltd, Pound Motors Pty Ltd, Phoenix Assurance, Pyrotex Australia Pty Ltd, Relays Pty Ltd, Royal Globe Life Assurance Co. Ltd, Sinclair & Powell Pty Ltd, Tresise & Co. Pty Ltd, Unique Sash Balance Pty Ltd, Weber & Co. Pty Ltd, Yorkshire Dyeware & Chemical Co., Northern Assurance Co. Ltd.

BECKET - THOMSON ADVERTISING PTY LTD, 559 Lonsdale-st, Melbourne. Phone 67-8741/3.

Branch: Sydney.

Directors: A. W. Thomson (mng dir.), H. R. Thomson, Guy Marshall-Cormack.

Accreditations: ANC, FACB, PPAB, TAB, NPANZ.

O'seas Repr.: Auckland, London, New York.

BELL ADVERTISING PTY LTD, 18 Queen-st, Melbourne. 62-5361-2, 62-2589.

Directors: R. C. Hing (mng dir), B. V. Bell, J. E. Dovey, E. C. Slatter.

Executives: D. McElholum, J. O'Brien.

Member, together with E. C. Slatter & Poulter Pty Ltd (Sydney) and Birrell & Associates (SA) Ltd and Bean, Cross & Associates (Perth) of Consolidated Advertising Services — CAS.

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

Clients: Ansell Rubber Co. Pty Ltd, Australian Estates Co. Ltd, British Hearing Aids Aust. Pty Ltd, Colorgravure Publications (Herald & Weekly Times subsidiary), Commercial Union Assurance Ltd, Connors & Crough Bakeries, Country Fire Authority, Elastic Webbing Pty Ltd, Elmaco Elect. Manufacturing Co. Pty Ltd, Fred Dodge Pty Ltd, Hong Kong Emporium, Mario

Vigano Hotel, Ozapaper Limited, Pitt Waddell Bennett Chains Pty Ltd, Rite Wear Pty Ltd, Rocla Concrete Pipes Ltd, Stothert & Pitt Coates Pty Ltd, Sun Electric Co. Pty Ltd, Warings Pty Ltd, Watkins Products Inc., The Wiggins Teape Group, Wiltshire Cutlery Co. Pty. Ltd, Wiltshire File Co. Pty Ltd, Wing Lee Pty Ltd.

BERRY, CURRIE ADVERTISING (VICTORIA) PTY LTD, 4th Floor, Kodak Hse, 252 Collins-st, Melbourne. Phone 63-7911.

Directors: W. C. Currie (chrnm), L. H. Tripp (mng dir), R. B. Duncan, F. V. Stern-dale, S. Kutt (media dir), J. Currie.

Accreditations: ANC, AAB, PPAB, ABC, NPA of NZ, FACB, TAB.

Clients: Australian Guarantee Corporation Ltd, Flynn & Collins, ICIANZ Limited (rural), Kodak (A/sia) Pty Ltd, National Trustees Executors & Agency Co. of A/sia Ltd, The City of Newcastle Gas & Coke Co. Ltd, Revlon (Aust.) Pty Ltd.

BEST AND COMPANY PTY LTD, 622 St Kilda-rd, Melbourne, SC3. 51-0251.

Directors: E. W. Best (gov. dir), G. A. Bond (mng dir), J. O. Wicking.

Accreditations: ANC, ANPA, TAB, FACB.

Clients: Davies Co-op & Co. Limited, Repco Limited, Patons Brake Replacements Pty Ltd, ICIANZ Ltd, The Kiwi Polish Co. Pty Ltd, Olympic General Products Pty Ltd, Australian Canvas Promotion Committee, Riley-Williams Pty Ltd, Tattersalls Sweep Consultation, Olympia Typewriter Co. (Aust.) Pty Ltd, Federal Hotels Ltd, J. C. Hutton Pty Ltd, R. Collie & Co. Pty Ltd, Rogers, Seller & Myhill Pty Ltd, Sterling Clothing Co. Pty Ltd, Baker Perkins Pty Ltd, Lord Mayor's Hospitals Fund, Cosmos Knitting Mills Pty Ltd, Flexdrive Industries Ltd, Austas Pty Ltd, Nitto Tyre Sales.

BISHOP, L. J., ADVERTISING, 800 Burke-rd, Camberwell, Vic. Phone 82-6897.

Director: L. J. Bishop.

Executive: G. E. Hodgson.

O'seas Repr.: J. Inglis Wright Ltd, NZ.

Accreditation: FACB.

Clients: Devondale Cream (Vic.) Pty Ltd, Plough (Australia) Pty Ltd, Mono Pumps (Australia) Pty Ltd, R. Moore & Sons Pty Ltd, F.W.S. Engineering Co., Yorkshire Insurance, Dennis Hotels Pty Ltd.

B.R.A. PTY LTD (Bill Richards Advertising), 525 Collins-st, Melbourne. Phone 62-3259.

Directors: W. J. Richards, C. J. Richards
Executives: John L. Heriot (mng'r), J. I. Radcliffe (media).

Accreditations: TAB, FACB, ANC, PPAB

Clients: Dural Leeds Pty Ltd, H. M. Martin & Son Ltd, White Crow Ltd, Tribilt Pty Ltd.

BRIGGS, CANNY, JAMES & PARAMOR-FOOTE, CONE & BELDING PTY LTD, 153 Latrobe-st, Melbourne. Phone 32-1511. Telegrams Brigade, Melbourne.

Branch: Sydney. Associate houses all other States.

Directors: A. J. Briggs (chmn), R. H. James, J. W. Paramor (deputy chmn), G. R. Brown, A. G. Cheel, R. C. Davey, A. T. W. Young, A. F. Whitaker, G. Siney, R. L. Lee, N. G. Field, R. Oatt, B. Barnes, J. Manser (copy group head).

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Adelyn, Ansett-ANA, Ansett Freight Express, Argus & Australasian, Automotive Components, Barry Staines (Aust.), City Mutual Life Assurance Society, Cibernetics (Electronics), Crofts Stores, Creamota, Federal Woollen Mills, Forrester Stephens, Gas & Fuel Corp. of Victoria, General Foods Corp., Grosby Shoe Co., James Hardie Trading Co., The Herald & Weekly Times, A. E. Hoad & Co., Manchester Unity IOOF, Marigny (Aust.), Nicholas, Nicholas-Marigny, Paddle Bros, Rootes (Aust.), Rowntree & Co. (Aust.), Thermal Traders (Vic.), Arthur Vale & Co., Victorian Air Coach Services, Victorian Butter Factories Co-op. Co., York Insignia.

BROWNE AND BRUCE ADVERTISING PTY LTD, 342 St Kilda-rd, Melbourne. Phone 69-3225-6-7. Telegrams Brownebruce, Melbourne.

Directors: Neville A. Bruce, Alan N. Bruce, John F. Vertigan, Gordon Murcell, Henri Blankenzee.

Executives: John F. Vertigan (mng'r & copy dir), Peter Cook (art & prod. dir), George Callaghan (art buyer), Geoffrey C. Wild (acctnt-exec.), Mrs P. Young (media mng'r).

I/State Repr.: Sydney office, 50 Miller-st, Nth Sydney. **O'seas Repr.:** Ellington & Co. Inc., 535 Fifth-ave, New York, USA.

Accreditations: ANC, AAB, TAB, FACB, Country Press.

Clients: Allans Music (Aust.) Pty Ltd, Cedar Wood Toiletries & Tru-Flo (Reckitt & Colman), Goya (Aust.) Pty Ltd, Lend Lease Homes Pty Ltd, Nugget Pty Ltd (Plush & Snogene), Queens Bridge Motors Pty Ltd, Radio Parts Pty Ltd, Scopitone of Australia Pty Ltd.

CAMPBELL, K. M. PTY LTD, 287 Collins-st, Melbourne, C.I. Phone 63-2544. Telegrams Melcam Melbourne.

Directors: K. M. Campbell (mng dir) M. E. Campbell, I. S. Caithness, E. P. Dakin, J. A. Stuart.

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Associated Pulp & Paper Mills Ltd, Burlington (USA) Export Co., Burnie Board & Timber Pty Ltd, The ES&A Savings Bank Ltd, ES&A Bank Ltd, ES&A Managed Investments Ltd, Esanda Limited, Holstock & Jamieson Pty Ltd, ICIANZ Ltd, George Kent Australia Pty Ltd, Phil Mayer Pty Ltd, Melbourne Safe Deposit Pty Ltd, Melbourne Sports Depot Pty Ltd, Monsanto Chemicals (Aust.) Ltd, Montgomery, Hughes & Co. Pty Ltd, Henry Palmer & Son Pty Ltd, Plastics Institute of Australia (Vic. div.), Spicers (Aust.) Pty Ltd, J. Roussel of Paris Pty Ltd, Table Talk Biscuits Pty Ltd, Va-Vite Manufacturing Co., World Record Club Pty Ltd.

CARDEN ADVERTISING PTY LTD, Carden Hse, 251 William-st, Melbourne. Phone 67-7212. Telegrams, Carvert Melbourne.

Accreditations: AAB, ANC, PPAB, FACB, TAB, NPANZ.

CARTER, R. G., ADVERTISING SERVICE PTY LTD, 26-32 King-st, Melbourne. 62-2750-5351.

Director: R. G. Carter (principal).

Executives: J. Crane (mng'r), L. E. Carter (acctnt/exec.).

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

Main Clients: Andasteel Constructions Pty Ltd, Dowell Industries (Aust.) Pty Ltd; Geo. M. Hume Pty Ltd, L. J. Morgan Pty Ltd, Richards Tiles Pty Ltd, Cheetham Salt Ltd, N. R. Reid & Co., Edwinwood Pty Ltd, Sears Morton Pty Ltd, Underwriting and Insurance Pty Ltd, Buchanan & Brock Pty Ltd, James Flood Pty Ltd.

CASTLE JACKSON ADVERTISING PTY LTD, 143 Latrobe-st, Melbourne, C.I. Phone 32-3112.

Directors: D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.

Executives: B. Broberg (art dir), Miss Jean Taylor (radio-TV), J. McConnell (media), R. E. Abbott (prod. mng'r).

I/State Repr.: Branches, 153-155 George-st, Sydney (27-4831), J. Quinlan (mng'r); 118 King William-st, Adelaide (8-4481), A. J. Connell (mng'r).

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

Main Clients: Anderson Hosiery Mills, Ball & Welch Ltd, J. C. Hutton Pty Ltd, Robert Harper & Co. Ltd, Vulcan Electrics Pty Ltd, Hancock's Golden Crust Pty Ltd, Mackay Convaire Heaters Aust. Ltd, H. B.

Dickie Ltd, School of Elegance, A. V. Jennings Industries (Aust.) Ltd, Fitwear Ltd, John W. Savage Pty Ltd, Southdown Press Pty Ltd, B. S. Stillwell & Co. Pty Ltd.

CY CATER ADVERTISING PTY LTD, 323 Bourke-st, Melbourne. Phone 63-7823. Telegrams Cycater, Melbourne.

Directors: C. A. Cater, Y. Cater.

Executives: J. Collette, H. Field, R. H. Kennedy, P. McMahon.

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

Main Clients: Ada of California Pty Ltd, Joseph Bancroft & Sons Co. (Aust.) Pty Ltd, Cyclax (Aust.) Pty Ltd, Formfit Pty Ltd, Feitel Furs, Danish de Luxe Pty Ltd, Electronic Computers, Lady Manhattan Pty Ltd, Mansco Pty Ltd, Public Benefit Bootery Pty Ltd, Sandown Park Motor Sports Pty Ltd, SKF Ball Bearing Co. (Aust.) Pty Ltd, Osti Knitting Industries Pty Ltd, Sussan Wholesalers Pty Ltd.

CHAPMAN - HENDRIE ADVERTISING, 143 Franklin-st, Melbourne. Phone 30-3091. Telegrams Adchap.

Director: John F. Hendrie (principal).

Executives: R. Tinsley, J. O'Keefe, R. Bressler, Mrs N. Hosie (media mngr).

Accreditations: ANC, AAB, FACB, PPAB, FACTS.

Clients: Airo Chemical & Engineering Co. Pty Ltd, Apex Belting Pty Ltd, Arizona Tobacco Co., Australian Die Castings, Benson & Shaw, Brick & Pipe Industries Ltd, Business Equipment Pty Ltd, Carlton Club Hotel, Coles & Gerrard Pty Ltd, Commercial Machines Pty Ltd, Commodore Motels Ltd, Dandy Steel Constructions, Fulton Constructions Pty Ltd, Alfred T. Harman & Sons Pty Ltd, Hemingway, Leo & Sons Pty Ltd, Houghton & Byrne (Vic.) Pty Ltd, Hydreco (Aust.) Pty Ltd, ISAS (Vic. Industrial Sales & Service Pty Ltd), Light Car Club of Australia, Paul Mason Pty Ltd, Mantello Motors Pty Ltd, NKS (Holdings) Ltd, Norco Industries Pty Limited, Ogden Industries Pty Limited, Racecourse Hotel (Flemington) Pty Ltd, Sally's Chocolates & Candies Pty Ltd, Douglas C. Tait, Tims Business Equipment Pty Ltd, A. L. Young, Oscar Mayer Smallgoods, Pioneer Refrigeration, Pelex Pty Ltd.

CLEMENGER, JOHN, PTY LTD, 473 Bourke-st, Melbourne, Cl. Phone 67-6351. Telegrams Clemenger, Melbourne.

Branches: Sydney, Brisbane.

Directors: P. G. Clemenger, J. L. Clemenger (joint mng dirs), Marie E. Clemenger, P. B. Cooper.

Executives: P. G. Clemenger (press dir), J. L. Clemenger (TV dir), G. Kyte (radio

mngr), D. J. Brennan (TV prod. mngr), G. H. Rodsted (press prod. mngr), P. B. Cooper (financial dir), R. B. Walduck (media mngr), Bill Gent (exec. art dir), P. N. Edmonds (office m'gress), D. H. Warren (copy dir), N. K. Allerton (acct dir), P. G. Rankin (acct dir), J. Morris (acct dir), Laurie Kermond, Fergus Maclagen (acct-execs).

Accreditations: ANC, FACB, TAB, PPAB.

Clients: Arnott Guest Pty Ltd, Avon Cosmetics, Aust. Dried Fruits Assoc., Aust. Motor Industries, Aust. Timken, Baker Boy Pty Ltd, Bata Shoe Company, Conzinc Riotinto of Aust. Pty Ltd, Du Pont International, Godfrey Phillips International Pty Ltd, Hawker Siddeley Brush, ICIANZ (fabrics div.), Ilford (Aust.) Pty Ltd, Moran & Cato Pty Ltd, Parsons General Foods Pty Ltd, Peters Ice Cream (Vic.) Pty Ltd, Ronson Pty Ltd, Sitmar Line, A. G. Spalding & Bros, Stafford Ellinson Pty Ltd, SEC (briquette div.), Worth Hosiery Pty Ltd, Wrightcel Pty Ltd.

COUNTRY PRESS CO-OPERATIVE COMPANY LTD, 169 Exhibition-st, Melbourne. Phone FB1879.

Directors: M. K. Armstrong, P. B. Hiscock, G. C. Adams, J. H. Hedges, K. S. Hopkins.

Executive: K. B. Laurie (secty & mngr).

Accreditation: PPAB.

CROFT, REX, ADVERTISING PTY LTD, 4 The Boulevard, Ivanhoe, Melbourne. Phones JX1662, JX5762.

Directors: R. Croft, G. Croft, W. Bradshaw.

Executives: P. Turnham, D. Watt, A. Croft (acct-execs), F. Kisler (secty).

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

Clients: R. N. Everard Pty Ltd, Art Training Institute Pty Ltd, Australian National Theatre, Progress Engineering Pty Ltd, Universal Opportunity League, Moorabbin Timber Co., Craig's Bourke St Pty Ltd, Holdsworthy Constructions Pty Ltd, Lobasch Electric Motors, Bramwell's Pty Ltd, Arnbro Pty Ltd, New Zealand Pasture Implement Co. Pty Ltd, Australian School of Journalism, Deluge Skylight & Glazing Co., Denkavit (Aust.) Pty Ltd, Surdex Industries Pty Ltd, John Byron Rural Pty Ltd, Permewan Wright Limited, Standard Stock Service Pty Ltd, Jas. Smith Pty Ltd, Tape Recorders Vic., Green Pasture Lime Co., Oil Burner Conversions and Appliances Pty Ltd, Rodda Manufacturing Pty Ltd, J. Farren Price, Synteko Pty Ltd, Gold Seal Implements Pty Ltd, Airline Motors Pty Ltd, Plaza Engineering Pty Ltd, Yandell (Aust.) Pty Ltd, AFB (A/sia) Pty Ltd, Australian Sunshine and Perfect Pastures, Kimbell-Adeney Pty Ltd, Petries Stock Foods Pty Ltd, Ampere Electrical Mfg Co.

CURTIS, LARSON & MASON ADVERTISING PTY LTD, 161 Fitzroy-st, St Kilda, Vic. Phone 94-0624.

Executive directors: Edward Curtis, Laurie Larson, James Mason.

I/State Repr.: Curtis, Larson & Mason, 150a Sussex-st, Sydney.

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

Clients: Bradford Insulation (Vic.), Bourke Car Rentals, BBB Mattresses, Bostik, Black Clawson, Craig & Seeley, J. W. Cowan & Assoc., Electrix Victoria, Felt & Textiles (part), Gaybright Paint Centres, Gawith Bros, David Hyland, Harvest Foods, H. W. Jaede, Market Motors, Mirra Industries, Permanent Home Building Centre, SA & Mildura Districts Citrus Assoc., Sunshine Cabinet Works, R. G. Turnley, Vic. Egg Board, Whybrow Shoes, Welbilt, James Yates (Nylac).

de CRESPIGNY, JOHN, ADVERTISING, 1st Floor, Meltzer Hse, 321 William-st, Melbourne. Phone 30-3911.

Partners: J. C. C. de Crespigny (mng ptrn), Margaret C. de Crespigny (finance dir).

Accreditations: ANC, FACB, FACTS, PPAB, AAB.

Clients: Allan W. Taylor Pty Ltd, Alfred Nott Pty Ltd, Brenco Pty Ltd (div. of Repco Ltd), British United Dairies Pty Ltd, Burglary Protection Systems Pty Ltd, Colwood Alarms Pty Ltd, E. Dark & Co. Pty Ltd, David Mitchell Estate Ltd, Educational Reading Centre, Electrolytic Zinc Co. A/sia Ltd, G. P. Embelton & Co. Pty Ltd, Foxall Instruments Pty Ltd, Sir George Godfrey & Partners (Aust.) Pty Ltd, Great Ocean Road Promotion Council, Guide Dogs for the Blind Associations of Australia, Milledge Bros Pty Ltd, New Holland (A/sia) Pty Ltd, Ocean Road Motel-Hotel, Patience & Nicholson Limited, Preston Motors (Essendon) Pty Ltd, Progress Engineering Co. Pty Ltd, Repco Machine Tool Co. Pty Ltd, Silentbloc (Aust.) Pty Ltd, Sunshine Biscuits Pty Ltd, Vacuum Blast (Aust.) Pty Ltd, Windolite (Aust.) Pty Ltd.

DINGWALL, CANNING, NIERE, ROBBINS, PTY LTD (Melbourne Unit of Admark Australasia), Suites 17 & 18, 67 Queens Rd, Melbourne, SC3. Phone 51-6911, 51-2222. Telegrams Admark, Melbourne.

Directors: A. W. Dingwall, E. J. Canning, G. T. Niere, T. B. Robbins.

Executives: J. Bickford, M. Bail (acct-execs), B. Raymond (prod. mngr).

Accreditations: FACB, TAB, ANC, PPAB, ANPA, ABC.

I/State Repr.: (Units of Admark Australasia), Don Thomson Advertising, 6-8 Paul-st, Milson's Point, Sydney (92-6016); Clem

Taylor Advertising Pty Ltd, 155 Pirie-st, Adelaide (8-5001).

Clients: Aywon Pty Ltd, A.E.C. (Australia), Bramac Ltd, Crestknit Industries, Commonwealth Serum Laboratories, Elder Smith-Goldsbrough Mort Ltd, H. Hanna & Co., Hardware Co. of Australia, Leyland Motor Corporation, Longines Watch Co., Molybond Laboratories, Monier Besser, Pampas Mfg Co., Rox Mfg Co., Saxony Pty Ltd, Victorian Wheatgrowers Corp., Welch Perrin Pty Ltd, Nonporite Pty Ltd, Savage Fibreglass.

EVANS, RODNEY H., ADVERTISING PTY LTD, 253 Lonsdale-st, Melbourne. Phone 32 1578-9. Teleg. Rodev, Melbourne.

Accreditations: ANC, PPAB, FACB, TAB. **Directors, clients, representation:** See Sydney entry.

FORTUNE (AUST.) PTY LTD, 505 St. Kilda-rd, Melbourne. Phone BM2504-5.

Executives: R. L. Kingsbury (mngr), A. Roberts, R. Solomon, F. Adena, K. McDonald, Miss L. Frankland (media), A. Roberts (prod.).

Directors & Accreditations: See Sydney entry.

Main Clients: International Harvester, Ansett Transport Industries Ltd, Nathan & Wyeth Pty Ltd, Barrier Reef Islands Ltd, Metters K.F.B., ICD Development, Chandris Lines.

GORDON & GOTCH (A'SIA) LTD, 511 Little Collins-st, Melbourne, Cl. Phone 62-7061. Head office Melbourne.

Manager: O. Snellgrove.

O'seas Repr.: London, Canada, USA, Sth Africa.

Accreditations: ANC, PPAB, FACB, TAB, NZNPA.

HANDBURY ADVERTISING PTY LTD, 224 Queen-st, Melbourne. Phone 67-2936, 67-2995, 67-4084.

Directors: Alan J. Handbury, R. D. Blanchett, Lois J. Munro.

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

I/State Repr.: Associate Offices in Sydney, Brisbane, Adelaide & Perth. **O'seas:** Associates houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan

HANSEN RUBENSOHN-McCANN ERICKSON PTY LTD, 20 Collins-st, Melbourne. Phone 63-9024.

Director and Melbourne Manager: Ian Millar.

Executives: Don Fox (asst mngr), John Willett (snr acct dir), John Dunstan (media dir), A. C. Finlay (administrator), Stan Perkins (art), Jim Seacombe, George Hazlehurst (copy), Phillip Ratcliffe (prod.).

O'seas Repr.: McCann Erickson International, Offices and Associates throughout the world.

Accreditations: See Sydney entry.

Clients: Aust. Consolidated Industries, Aust. Window Glass, Aust. Fibre Glass, ACI Plastics, Laminex, BLB Corp., Coca-Cola, Dural Leeds, Eise & Mitchell, Glazebrooks Paints, International Factors Ltd, Lend Lease Development, Nabisco, Outdoor-Indor Aluminium, Regent Motors, Ress Oriental Hotel, Spencer Motors, TAA.

HAWKINS-WEST ADVERTISING PTY LTD (now West Advertising Pty Ltd), 30 Queens-rd, Melbourne. Phone 26-6046, 26-1059. Telegrams, Westads, Melbourne.

Directors: B. R. West, J. K. West.

Executives: B. R. West (mng dir), Miss Rita Dobson (media mngr), J. Scott (acct service), G. Nellisen (prod. mngr).

I/State Repr.: Melbourne, Sydney, Brisbane.

Accreditations: ANC, FACB, TAB.

Clients: Broken Hill Proprietary Co. Ltd, Siemens, Halske, Siemens Schubert (A/sia) Pty Ltd, David Elliott Pty Ltd, Wonderheat Pty Ltd, B&L Builders Pty Ltd, Beauthome Pty Ltd, Willcastle Pty Ltd (Fiat), Cottees Ltd, Passiona Bottling Co. (Melb.) Ltd, Maxwells Radio Pty Ltd, Supertuned Services, Sterling Soap, Pye Industries.

HAYES PUBLICITY SERVICE PROPRIETARY LIMITED, Savings Centre, 258 Post Office Place, Melbourne. Phone 32-3512. Telegrams Hapus, Melbourne.

Directors: George Hayes (mng dir), G. P. Hayes, M. Court, P. Power (secy).

Associate Directors: M. W. Davies, R. Fauvel (art), E. Macarow, G. M. Madison (radio), G. F. Massey.

I/State Repr.: Hayes Publicity Service Pty Ltd, 250 Pitt-st, Sydney (61-6338).

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

Clients: Campbell Davies Pty Ltd, Canberra Television Services Pty Ltd, W. S. Kimpton & Sons Pty Ltd, Leggett Rubber Industries Pty Ltd, Liberal and Country Party of Victoria, Mallory Batteries (A/sia) Pty Ltd, I. & R. Morley Pty Ltd, Mystic Cosmetics Pty Ltd, Optical Prescriptions Spectacle Makers Pty Ltd, Redmond Inglis & Co. Pty Ltd, State Savings Bank of Victoria, Stoffels Handkerchiefs (Aust.) Pty Ltd, Sykes Drench (Aust.) Pty Ltd, Totalisator

Agency Board, Thorn Electrical Industries (Aust.) Pty Ltd, 2GB, The Victoria Racing Club, H. W. Woods Pty Ltd.

HAYSOM, W. JOHN PTY LTD, 362 St. Kilda-rd, Melbourne, SCI. 69-3211-2-3.

Directors: W. John Haysom, Mabel V. Haysom, A. B. Elvish, G. D. J. Maine, M. J. Haysom.

Executives: J. B. Wykes, John Michie, Lex Marshall (art dir), J. Belot (prod. mngr), Maxwell J. Haysom (secy).

I/State repr.: A. N. White Advertising, ACA Bldg, 66 King-st, Sydney (BX2477).

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Reckitt & Colman Ltd (Fishers Wax), Southern Motors, Newman's Chocolates & Candies, Sunray Heaters, H. R. Varley & Sons, Victorian Tuberculosis Association, John Zevenboom Ltd.

HIGGINS, JOHN, PUBLICITY PTY LTD, 17 Queen-st, Melbourne. 62-5224 (5 lines).

Directors: John Higgins, N. M. Higgins, R. B. Cox.

Executives: J. S. Smith, D. Barry (acct-execs), Miss R. McKenzie (media), Miss V. Henderson (accnts), J. Healy (prod. mngr), B. Zylinski (art).

I/State Repr.: Sydney: Gadsby Advertising Pty Ltd; Brisbane: T. Hilken Waite Advertising Pty Ltd; Adelaide: Webb-Roberts-McClelland Pty Ltd; Perth: Trowell Purdom Advertising; NZ: Advertising Associates (NZ) Ltd.

Accreditations: ANC, FACB, TAB, PPAB.

Clients: Lane's Motors (Sales), Spaceline Real Estate, H. B. Sales, Elder Smith Goldsborough Mort, Fletcher Jones, Direct Supply Jewellery, C. J. Wilson (Barrie Wayne Suits), Homesville Display Home Centre, Rodney Mark Sportswear, Venus School of Hair-dressing, Turner Manufacturing.

HOLT, E. G., & ASSOCIATES PTY LTD (Incorporating E. G. Holt & Associates (NSW) Pty Ltd), suite 22-24, 30 Queens-rd, Melbourne, SC2. Phone 26-4671, 26-3830, 26-5654.

Directors: E. G. Holt, Mrs N. J. Holt, P. W. Tritsch.

Executives: T. D. J. Curtis (assoc. dir & acct-exec.), R. N. Gryst (snr acct-exec.).

I/State Repr.: Branch, Shipnews Hse, Elizabeth-st, North Sydney, NSW (92-3216, 92-3254).

Accreditations: FACB, ANC, ABC, PPAB.

HUGHES, ROBERT & ASSOCIATES PTY LTD, 404 Albert-st, East Melbourne, Vic. Phone 32-1713. Telegrams Husad, Melbourne.

Directors: Robert L. Hughes, Noel E. Satchell (joint gov. dirs), Noel R. Del-

bridge. **Associate Directors:** Peter Jeffs, Graham Bland, George Goldson.

Executives: Robert Wilson, Richard Smith (acct-execs).

I/State Repr.: Berwen Paine Advtg Pty Ltd, 4 Hutt-st, Adel., SA; Murray Evans Advtg Pty Ltd, 52 Phillip-st, Sydney, NSW; Warnock Sandford Advtg, Eagle Star Bldg, 260 St George's Tce, Perth, WA; Commercial Industrial Advtg Pty Ltd, Sterling Hse, 274 Barry Pde, Fortitude Valley, Brisbane, Qld. **O'seas:** Wardlaw Advtg Agency Ltd, Princes Court, Princes-st, Auckland, NZ; Member Intermark and Publivinc world agency networks. Associates with NAAN network, USA.

Accreditations: ANC, FACB, FACTS, PPAB.

Clients: Australian Motor Industries, 3AK-GTV, Alfarm Pty Ltd, Austral Standard Cables Pty Ltd, E. J. Bradley & Co., Cenovis Yeast Pty Ltd, C. E. Clements & Co. Pty Ltd, Companion Heaters Pty Ltd, Dominion Knitting Mills, Sharp Stevenson & Hare Pty Ltd, Dreamspun Textiles Pty Ltd, Greer & Ashburner Pty Ltd, Groves McVitty & Co. Pty Ltd, Hecla Electrics Pty Ltd, Horticultural Industries Pty Ltd, India Tourist Information Service, S. Kalmar Pty Ltd, Kempthorne Pty Ltd, Laxettes Pty Ltd, Marvelwear Knitting Mills Pty Ltd, Charles Moore & Co. Pty Ltd, Perma-Sharp Aust. Pty Ltd, Restalax Pty Ltd, Seager Evans & Co. Ltd, Van Cooth Pty Ltd, Silvercheck Pty Ltd, Ward Laboratories Pty Ltd, Simpsons Manufacturing Pty Ltd, Tarax Drinks Pty Ltd, Ecks Pty Ltd, Loy Bros Pty Ltd, Toppa Ice Cream Pty Ltd, Noon Pies, The Trustees Executors & Agency Co. Ltd, Tupperware of Aust., Uhu Distributors Pty Ltd, The Voluntary Helpers Shop.

IRVINE ADVERTISING PTY LTD. Irvine Hse, 138-140 Greville-st, Prahran, Vic. Phone 51-5231.

Managing Director: Malcolm Irvine.

Director and general manager: Kenneth Johnson.

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

Clients: Haacks Motors Pty Ltd, Frozo Food Co. Pty Ltd, Aerostart (Anzia) Pty Ltd, Christina Contouring Clinic, Ascota Business Machines, Daniel Robertson, Japanese Transistor Radio & TV Service, Reinehr Industrial Lease & Finance Pty Ltd, Swallow's Biscuits Pty Ltd, Royal Victorian Institute for the Blind, H. Thorp & Co. Pty Ltd, Elmaco Pty Ltd, Hartnett Holdings Pty Ltd, Country Party (Victoria and Tasmania).

JACKSON WAIN (VIC.) PTY LTD, 505 St Kilda-rd, Melbourne. Phone 26-1647. Telegrams, Jacksonwain, Melbourne.

Directors: J. M. Newell (mng dir), J. W.

Jackson, H. M. Wain, P. E. Funston, A. R. Downie, F. E. Grace.

Executives: K. Thompson, G. Young, K. Murphy, R. Collins.

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

Clients: Amoco Australia Pty Ltd, Andrew Gaddes Pty Ltd, Australian Dairy Produce Board, Bayliss Electronics Pty Ltd, C. J. Renwick Pty Ltd, Cementation Company Aust. Ltd, Chamberlain Industries Pty Ltd, Collins Motors Pty Ltd, Colvan Distributors Pty Ltd, Commercial Bank of Australia Ltd, David Lavery & Son, Fashion Spex Pty Ltd, Gas Supply Co. Ltd, Heinemann Electric (Aust.) Pty Ltd, Home Beautiful, James Hardie & Co. Pty Ltd, John W. Stamp Pty Ltd, Kyabram Preserving Co. Ltd, Martin Winstead Veterinary Products, National Skin Institute, Sher Power Tools Pty Ltd, Sun News Pictorial, Tasman Vaccine Laboratory (Aust.) Pty Ltd, Tongala Milk Products Pty Ltd, Tooralac Milk Products, William Adams Tractors Pty Ltd.

JENNINGS-LEE ADVERTISING PTY LTD, Century Bldg, 125 Swanston-st, Melbourne Cl. Phone 63-7931.

Directors: R. Jennings, V. Lee.

Executives: Miss V. Lee (exec-dir), R. G. Cook (snr acct-exec.), J. Davies (art dir), L. McGrath (prod.).

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Cherub Shoes Pty Ltd, Cosma Trading Co., Engelhard Industries Pty Ltd, Floor Coverings Pty Ltd, Imps Footwear Pty Ltd, Nevilles Shoes Pty Ltd, Geo. Salter Pty Ltd, Geo. Salter (A/sia) Pty Ltd, Victorian Bookmakers Association.

KAY, MAURICE, ADVERTISING PTY LTD, 390 Lonsdale-st, Melbourne. Telephone 67-9826-7. Head office: Caltex Hse, 167 Kent-st, Sydney (27-8241).

Directors: Maurice C. A. Kay, Allan W. Hutton, Peter L. Crosthwaite, Hugh Lyon.

Melbourne manager: Hugh Lyon.

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

Melbourne clients: Bowater-Scott Australia Pty Ltd, Mildara Wines Ltd, Bennett & Wood Ltd, Tooheys Ltd, A. Benjamin & Son Pty Ltd, T. H. Bentley Pty Ltd, Delphic Realty Pty Ltd, Greig Bros Pty Ltd, Gollin & Co. Ltd, Harland Engineering Aust. Pty Ltd, Melbourne Venetian Blind Laundry Co., T. S. Nettlefold Sales Pty Ltd, Royale Clothing Pty Ltd, Wm Haughton & Co. Ltd.

L. F. KLEMKE ADVERTISING, Suite 2 & 3, Hampton Hse, 16 Toorak-rd, South Yarra, Vic. Phone 26-1186.

Director: L. F. Klemke.

Executives: Richard Beck, James Sinclair, R. Harper, V. Merritt.

Accreditations: AAB, ANC, FACB, PPAB, TAB, ABC, FACTS.

Clients: D. & W. Adams & Co. Pty Ltd, Altmann & Cherny Pty Ltd, Catalina Inc., California, Celcure (Aust.) Pty Ltd, Alan Coffey Motors, Corrugated Fibre Container, Curcier Adet & Co. Pty Ltd, Wm Grant & Sons Ltd, General Market Pty Ltd, F. H. Haines Pty Ltd, Hot Water Service Manufacturers Association, The Kauri Timber Co. Ltd, Leon Massoni Wines, Presswell Panels Pty Ltd, Salco Manufacturing Co. Pty Ltd, Sands & McDoughall Pty Ltd, John Sharp & Sons Pty Ltd, Sutex Industries Ltd, Syndicate House Pty Ltd, Timber Services Pty Ltd, Transport Specialties (Aust.) Pty Ltd.

LAURIE AND SOMMERS ADVERTISING, 20 Albert-rd, South Melbourne. Phone 69-6297, 69-3702.

Directors: Robert Oswald Laurie, Charles John Sommers.

Executive: Ken Gilbert (prod. mngr).

I/state Repr.: Associates all States. **O'seas Repr.:** Advertising International of America.

Accreditations: ANC, AAB, PPAB, FACB, FACTS.

Clients: Neta Industries, Semak Electrics, Reg Hunt Motors.

LEIGH STITT & ASSOCIATES PTY LTD, 543 Little Collins-st, Melbourne, Cl., Vic. Phone 62-3055, 62-7358.

Directors: S. G. Leigh Stitt (gov. dir), R. L. George (dir & secty).

Accreditations: FACB, ANC, FACTS.

Main Clients: Dexasal, Sal Vital, Hudson's Eumenthol Jujubes, Peb Tablets, Parasol.

LUCAS, C. H. ADVERTISING, 131-135 Barry-st, Carlton, Vic. N3. Phone 34-5111.

Directors: C. H. Lucas (principal), B. Digby, W. F. Bishop, J. Nash, J. M. Worrall (assoc. dirs).

Executives: B. Digby (gen. mngr), W. F. Bishop (deputy gen. mngr & TV mngr), B. Bensley, K. Daly, N. Hurrell, R. Patrick, J. Reilly, R. Seamer (acctnt-execs), P. Moran (media mngr), M. MacArthur (prod. mngr).
Accreditations: FACB, TAB, ANC, AAB, PPAB, NPA of NZ, FBC.

Clients: F. H. Brunning Pty Ltd, Chamber of Automotive Industries, Denniston & Co. Pty Ltd, General Foods Corp. Pty Ltd, Nugget Polish Pty Ltd, F. J. Palmers (Vic.) Pty Ltd, Rodd (Aust.) Ltd, The Scholl Mfg Co. Pty Ltd, Stawell Timber Industries Pty Ltd, R. H. Wagner & Sons Pty Ltd, Western District Co-op. Co. Ltd, Willis & Sons Ltd.

MERCANTILE EXCHANGE, THE ADVERTISING AGENCY, 90 Queen-st, Mel-

bourne. Phone MU2944.

Managing Proprietor: T. C. Gardner.

Accreditations: AAB, ANC, PPAB, NPA of NZ.

MOFFATT ADVERTISING PTY LTD, Newburn, 30 Queens-rd, Melbourne, SC2. Phones 26-2501 (3 lines), 26-3888.

Directors: T. Moffatt, D. J. Moffatt, A. P. Stevens.

Executives: T. Moffatt, A. P. Stevens, Harry Deutsch (acctnt-execs).

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

Main Clients: Robert Bosch (Aust.) Pty Ltd, Armstrong York Engineering Pty Ltd, Greythorn Electrics, Email Ltd (Air Conditioning and Industrial Refrigeration Division), Jayco Pty Ltd.

MONAHAN-DAYMAN ADVERTISING PTY LTD, 360 King-st, Melbourne, C3. Phone 30-3831-2, 30-3886.

Joint managing directors: Brian A. Monahan, Lyle I. Dayman.

Accreditations: FACB, TAB.

Clients: Aaron, King & Co., Sylon Ltd, Mechanical Handling Ltd, Hannams Pty Ltd, Tieman Bros Pty Ltd, Travellers Apparel, Kevin Bliss TV Pty Ltd, Californian Health Studios.

MOONEY, CLAUDE, ADVERTISING PTY LTD, 581 Little Collins-st, Melbourne. Phone 62-6581. Telegrams Claudad.

Directors: Claude C. Mooney (gov. & mng dir), Frank Micklam, Norman E. Currey, Bryan H. Mooney, F. H. Mooney, W. R. McFerran, A. R. McFerran, J. H. Wilkinson.

Executives: B. G. Olson (creative), F. W. Sieveking (art), G. Lee (copy), J. H. Coalston (radio-TV), I. A. Macleay (research), W. J. Bond (media), W. Eastwood (prod.), E. Allan (traffic), H. Bennett, I. Bow, L. Burmeister, K. Tomkins (acctnt-execs), N. K. Strack (finance).

O'seas Repr.: Colman Prentis & Varley International, London; William Esty Company Incorporated, New York.

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

Clients: Richard Allen & Sons (1919) Pty Ltd, Apple & Pear Board, Bainbridge Bros, Beecham (Australia) Pty Ltd, James Buchanan & Co. Ltd, Climatmaster Engineering Pty Ltd, Cogedar Shipping Line, John Crundall Knitting Mills Pty Ltd, Gas & Fuel Corporation of Victoria, Gifford Bros, Gippsland & Northern Co-op. Co. Ltd, Hardie Rubber Co. Ltd (United Tyre Service), Ingersoll-Rand (Aust.) Pty Ltd, Lawrence & Hanson Electrical (Vic.) Pty Ltd, Joseph Lucas (Australia) Pty Ltd, Melbourne Harbor Trust Commissioners, Photimport Pty

Ltd, Poultrymen & Farmers Trading Co. Ltd, Premier Wire Works Pty Ltd, Prince's Laundry Pty Ltd (Flash Wash Pty Ltd), Quirk's Refrigerators Pty Ltd, R. J. Reynolds Tobacco Company, Ronaldson Bros & Tippett Ltd, Rover Cars (England), H. C. Sleigh Limited (Golden Fleece Petroleum products, Economilk, Dominion Shipping Line), Sparten Paints Pty Ltd, Stephen King Pty Ltd, Eliza Tinsley Pty Ltd, Villiers (Aust.) Pty Ltd, Vic. Chamber of Fruit & Vegetable Industries.

MOONEY-WEBB PTY LTD (associated with Webb Publicity Pty Ltd, retail advertising service), 25-27 Rathdown-st, Carlton N3, Vic. Phone 34-3149.

Directors: E. J. Webb (also mngr), I. Gorman (also fashion dir.), L. H. Webb.

Executives: A. Winton, C. Batten, K. Cocks (acctnt/execs), R. Trevaskis (media), P. Eaton (acctnt).

Accreditations: ANC, FACB, TAB.

Clients: Alexander's Clothing Stores, Kellow-Falkiner, Hartleys, Williams The Shoeman, W. K. Burnside, Beau Monde, Edments Ltd, Craig-Davis Homes, Moonee Valley Racing Club.

MOULTON, ALEXANDER, ADVERTISING PTY LTD, 272-274 Little Collins-st, Melbourne, Cl. 63-2647.

Accreditations: ANC, FACB, PPAB, TAB, AAB, ABC.

Clients: C. F. Christmas Shoes, G. J. Coles & Coy Ltd, Koala Shoes Pty Ltd, Crocodile Children's Footwear, G. P. Motors Pty Ltd, Gramel Agencies Pty Ltd, Semco Pty Ltd.

NAS (MELBOURNE) PTY LTD, 15 Queens-rd, Melbourne. Phone 26-4591.

Directors: R. Y. Walker, E. Maguire, Miss B. Robertson.

Accreditations: ANC, PPAB, FACB, TAB.

NAS (Aust.) members: NAS (Sydney) Pty Ltd; NAS Macnamara (Adelaide) Pty Ltd; Duthie National Advertising Pty Ltd (Bris.); Successful Advertising Co. Pty Ltd (Perth).
NZ members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).
O'seas: Australian National Advertising Services Pty Ltd, 222 West 33rd-st, New York 1, USA and 77 Blandford-st, London.

NICHOLS-CUMMING ADVERTISING PTY LTD (member company of Marketing Advertising Public Relations Pty Ltd), 432 St Kilda-rd, Melbourne. Phone 26-1601. Telegrams Nichans. Sydney office: 35 Clarence-st (29-5741).

Director: J. J. Cumming.

Executives: Miss J. Edwards (radio-TV), R. G. Fisher (prod.), J. G. Hearman (art dir), E. G. Kewley (admin.), A. A. White (acctnt supervisor), S. Glass (acctnt).

I/State Repr.: See Sydney entry.

O'seas Repr.: Young & Rubicam Inc., 285 Madison-ave, New York, 17.

Accreditations: FACB, ANC, NPA of NZ, PPAB, TAB, AAB.

Clients: Alfa Laval (Victoria) Pty Ltd, Ansell Rubber Co. Pty Ltd, Australian Glass Insulators Pty Ltd, Australian Glass Manufacturers Company, Australia Hotel Pty Ltd, Blakistons Ltd, Centenary Motors Pty Ltd, Cohn Bros Ltd, Development Trade Co., Electrolux Pty Ltd (vacuum cleaner and polisher and refrigeration divisions), Federated Pharmaceutical Service Guild of Australia (Vic. & Tas.), Freighters Ltd, General Paper Industries Ltd, Cargo Containers Corp. Pty Ltd, Gibson Importing Company, Glo-Weave Pty Ltd, Greenson Photographics Pty Ltd, Griffiths Bros Ltd, Harvey Little & Co. Pty Ltd, Huckson Diecasting Pty Ltd, Hestia (Vic.) Pty Ltd, Investors Services Pty Ltd, Australian United Corporation Ltd, Australian United Development Pty Ltd, Kent Engineering Pty Ltd, Nightingale Chemicals (Vic.) Pty Ltd, Ormiston Rubber Co. Pty Ltd, Pilkington Brothers Australia Pty Ltd, Pye Pty Ltd, W. M. & A. P. Spry, Stegbar Windowalls Pty Ltd, Towmotor (Aust.) Pty Ltd, Victorian Institute of Dry Cleaning, Victoria Insurance Co. Ltd, Viking Sauna Baths.

NIXON-COMPTON PTY LTD, 406 Collins-st, Melbourne, Cl. Phone 67-6691. Telegrams Nixonads Melbourne.

Branch: Sydney.

Directors: N. V. Nixon, B. G. Gapes (joint mng dirs), Barton A. Cummings (USA), L. Gole, R. A. South.

Associate Directors: C. J. Newton, L. Hunter, B. A. Goulston.

Executives Melbourne: N. V. Nixon (mngr), J. Samson, D. Hyde, L. Kelton (acctnt-execs), L. Hunter (secty), B. Clendinnen (media), L. Edwards (prod.), G. W. Brasch (marketing).

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

Melbourne clients: A. W. Allen Pty Ltd, Black & Decker (A/sia) Pty Ltd, Thos. Borthwick & Sons Pty Ltd, Broken Hill Proprietary Co. Ltd, Brownbuilt Ltd (metal sections div.), Consolidated Home Industries Ltd, B. F. Goodrich (Aust.) Pty Ltd, Queen's Bridge Motors Pty Ltd, Vehicle & General Insurance Co. Aust. Ltd, Warner Drayton Co. of Australia Pty Ltd.

O'BRIEN PUBLICITY (VICTORIA) PTY LTD, 29-31 Lonsdale-st, Melbourne, Cl. Phone 32-3521. Telegrams Gofers Melbourne.

Directors: V. O'Brien (chmn), C. S. Rutter (dir & secy), H. I. Fader, A. R. Kelly.

Istate Repr.: O'Brien Publicity, 56 Young-st, Sydney (27-1355); 312 Elizabeth-st, Brisbane (2-3281); North British Bldg, 91-95 Currie-st, Adelaide (51-2277); 80 Harrington-st, Hobart (2-1526); Ian H. Smith & Partners, 179 St George's Tce, Perth (23-3778).

Accreditations: AAB, ANC, FACB, PPAB, NPA of NZ, TAB.

Clients: Geo. H. Adams & Co. Pty Ltd, Albright & Wilson (Aust.) Pty Ltd, AMI Ltd, Austral Wine & Spirit Agency Pty Ltd, Australia and New Zealand Bank Ltd, Australian General Electric (Appliances) Pty Ltd, Australian National Line, Australian Social Studies, Australian Tie Co. Pty Ltd, Automobile Fire & General Insurance, Basic Distributing Co. Pty Ltd, H. C. Bancroft & Sons Pty Ltd, Bearing Service Co. of Australia Pty Ltd, Bovril Ltd (London), Bowl-O-Matic Pty Ltd, Brash's Pty Ltd, Bruce Bretherton Pty Ltd, Henry Berry & Co. (A/sia) Ltd, Cerebos (Aust.) Pty Ltd, City Motors Pty Ltd, Colac Brick Co., Camperdown-Glenormiston Dairying Co. Ltd (Trufood branch), Colmax Electric Pty Ltd, Commonwealth Advertising Division, Crosse & Blackwell, W. A. Deutscher Pty Ltd, H. C. Dusting & Co. Pty Ltd, Elastrator (Aust.) Pty Ltd, Excell, W. E. Pty Ltd, Fiat of Aust., Harrison & Crosfield (ANZ) Ltd, Harrods Mail Order Co., R. W. Hensell & Sons Pty Ltd, Horndraulic (Aust.) Pty Ltd, Hospitals Benefits Assoc. of Vic., ICIANZ Ltd, Initial Services (Aust.) Pty Ltd, Lipton (Overseas) Ltd, Management Selection Aust. Pty Ltd, Mitchell, Wallace Pty Ltd, Neon (A/sia) Pty Ltd, Nissan Motor Distributors Aust., Edward H. O'Brien Pty Ltd, Parkroyal Motel (Northrock Investments), Panelboard Pty Ltd, Packers and Manufacturers Trading Co., G. W. Pennell Pty Ltd, Peters Ice Cream (Vic.) Pty Ltd (dairy div.), Premier Hardwood Association, Rhodes Motor Co. Pty Ltd, Roethlisberger & Sons Ltd, Salpak Pty Ltd, Saxton Timber & Trading Pty Ltd, H. B. Selby & Co. Pty Ltd, Steelcraft Baby Carriages Pty Ltd, Stern, K. M., Stokes & Sons Pty Ltd, Textwear Lingerie Pty Ltd, Tilbury & Lewis, Tip Top Bakeries Holdings Pty Ltd, Windsor Hotel, Woodall-Duckham (A/sia) Pty Ltd, Yellow Express Carriers Ltd.

ORR SKATE & ASSOCIATES PTY LTD, OSA House, 105-107 Latrobe-st, Melbourne Cl. Phone 32-4435 (6 lines).

Directors: R. D. Orr, R. C. Skate.

Associate Directors: O. R. Millar, D. L. Angus.

Executives: S. R. Conochie (secty), O. R. Millar, J. Hoelscher, D. Ackroyd, B. Freedman.

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

Clients: A. F. Agnew & Co. Pty Ltd, An-

sair Pty Ltd, Ansett Knitting Mills Pty Ltd, Ansett Hotels Pty Ltd, Ansett Roadlines of Aust. Pty Ltd, Ansett Transport Industries Ltd, ARC Engineering Co. Pty Ltd, ARC Insect Screens Pty Ltd, K. L. Ballantyne Pty Ltd, Creamota Ltd, Drouin Co-operative Butter Factory, E.P.M. Concrete Pty Ltd, David Galt Industries, Hall's Book Store Pty Ltd, Healing (Sales) Pty Ltd, H. A. King & Co., Mammy Products Pty Ltd, Pioneer Tourist Coaches Pty Ltd, Selex Decal Pty Ltd, S. Smith & Son Ltd, Vet-N-Ary Products Pty Ltd, Woolcord Fabrics Ltd, Nu-Look Clothing Pty Ltd, Centreline Pty Ltd.

PATON ADVERTISING SERVICE, THE, PTY LTD, Paton Hse, 16-18 Albert-rd, South Melbourne. Phone 69-5721 (15 lines). Telegrams Patonads.

Directors: I. M. Paton (chmn), J. McCahon (gov. dir), L. A. Reason, (mng dirs), W. R. Vawser, R. M. Lowrey, B. M. Carroll, J. S. Sharp, K. J. King, R. A. Calwell.

O'seas Representation: J. Inglis Wright Ltd (NZ), The Buchen Company (Chicago, US), Gotham-Vladimir Advertising, Inc (New York, US), Osborne Peacock Company Ltd (UK).

Accreditations: ANC, PPAB, FACB, NPA of NZ, FACTS.

Clients: Mobil Oil, Patersons Pty Ltd, Carlton United Breweries, ANZ Bank, Laycock Son & Co., Treadways Ltd, Pelaco Ltd, Alpine Flour Pty Ltd, Austin Distributors Pty Ltd, Austral Bakeries Pty Ltd, Gas & Fuel Corporation (Heatane), Universal Flexible Trusts Ltd, Alcoa of Aust., Australian Canned Fruit Sales Promotion Committee, E. C. de Witt & Co. (Aust.) Pty Ltd.

PATON, NOEL (VIC.) PTY LTD, 14 Queens-rd, Melbourne, SC2. Phone 26-3333. Telegrams, Advertect Melbourne.

Directors: N. Paton, P. Freeland, A. Adamson, C. Hopcott.

Assoc. Directors: J. Dean, R. Philpot.

Executives: B. Layton (secty), R. Ford (media mngr).

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

Branch: Sydney.

Clients: A. Arnold's Fences Pty Ltd, Australian Shoe Corp. Pty Ltd, E. L. Bell & Co. Pty Ltd, Belling & Lee (Aust.) Pty Ltd, Robert Bosch (Aust.) Pty Ltd, Catanach's, Sidney Cook Ltd, Robert Hogath & Sons Pty Ltd, International Plastics (Aust.) Pty Ltd, Kevin Dennis Motors Pty Ltd, A. B. Johnson & Co. Pty Ltd, Milk Board of Victoria, D. & W. Murray (Aust.) Pty Ltd, Pelaco Ltd, Ramset Fasteners (Aust.) Pty Ltd, Red Tulip Pty Ltd, Siddons Drop Forgings Pty Ltd, Thyne Bros Pty Ltd, Tom Piper Ltd, G. F. Tyrrell Pty Ltd.

PATTERSON GEORGE, PTY LTD, 191 Collins-st, Melbourne. Cl. Phone 63-2361. Telegrams Pressager, Melbourne. Head office Sydney.

Directors: H. Harte (manag. dir), O. Gardner, R. A. Cudlipp.

Associate Directors: J. Gale, M. Fedderson, S. J. Priestley, A. R. G. Wilson.

Accreditations: PPAB, FACB, TAB, NPA of NZ, ANC-ANPA.

I/State & O'Seas Representation: See Sydney entry.

Branches: Brisbane, Adelaide.

Clients: Austarama Television Pty Ltd, Bedgood Shoes Pty Ltd, Cadbury-Fry-Pascal Pty Ltd, Campbell's Soups (Aust.) Pty Ltd, Caterpillar of Australia Pty Ltd, Chesebrough-Pond's International Ltd, Electrical Development of Aust., General Motors-Holdens Pty Ltd, General Motors Acceptance Corp., H. W. Gossard Co. (Aust.) Pty Ltd, Miles International — ANZ, Moulded Products (A/sia) Pty Ltd, National Automotive Service Co., Paterson Laing & Bruce Pty Ltd, Prestige Limited, B. Seppelt & Sons Ltd, S. Simpson Ltd, State Electricity Commission of Vic., Tootal Limited, United Distillers Pty Ltd, Victorian Wheat & Wool-growers Association.

PENGILLY ADVERTISING SERVICE PTY LTD, 73 Flemington-rd, Nth Melbourne. 34-9061. Telegrams Penads.

Director: J. R. Pengilly.

Executives: H. Marks (mngr), R. Milne (media).

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

Clients: American Viscose, Barastoc Products, Colonial Gas Association Ltd, Eyelets Pty Ltd, Farren Co. Pty Ltd, Foot Rest Shoes Pty Ltd, Gordon Brothers Pty Ltd, Hamilton Ewell Vineyards, Hart & Co. Pty Ltd, Harvey & Kiellerup, Malcolm Hepburn & Company, Lynn Shoes Pty Ltd, Marweight Equipment Pty Ltd, McColl Electric Works Ltd, Murex (A/sia) Pty Ltd, Negretti & Zambra, Purnell Shoe Co., Saxone Shoe Co. Aust. Pty Ltd, Sylvan Smallgoods, Shade-master Pty Ltd, Waldorf Appliances.

PETT, VERNON, PUBLICITY COMPANY, 340 Collins-st, Melbourne. Phone 67-6011.

Director: Vernon Pett.

Accreditation: FACB.

Clients: Riley Williams Pty Ltd, Rhodes Motor Co., Freeman's Dances, F. S. Falkiner & Sons, 420 Frocks, Thompson Roadliners.

POWELL ADVERTISING SERVICE PTY LTD, 36 Berry-st, East Melbourne, C2. Phone 42-1321.

Directors: Don Powell (chmn & mng dir), Alice M. Powell.

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

Clients: Norman Bell Pty Ltd, Cork & Seals Pty Ltd, Equity Trustees Co. Ltd, Henry George League, W. J. Robinson & Sons Pty Ltd, A. E. Speck Commercial College, H. T. McKern & Sons Pty Ltd, D. G. Officer Pty Ltd, Summit Marine & Joinery Pty Ltd.

REGENT PUBLICITY PTY LTD, 145 Victoria-pde, Fitzroy, Melbourne. Phones 41-5281-2-3, 41-5539, 41-2530.

Executives: F. A. Nichols (mng dir), J. E. L. Wardrop (creative dir), H. Jarvis (mngr & secy), D. Batchelor (art dir), F. Williamson (chief account exec.), Miss M. H. England (media).

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Ametco (Aust.) Pty Ltd, Ausfil Development & Trading Co. Pty Ltd, Australian Licorice Pty Ltd, Australian National Line, J. M. Booth Pty Ltd, Bulova Watches International, Californian Health Studios, Common Market Mail Order Co., Davids Menswear, Frost Engineering Co. Ltd, Gawith Bros Pty Ltd, George Hotel St Kilda, Ginter Hosiery Pty Ltd, Hunters Products Pty Ltd, Kerby Art Woodware Pty Ltd, Lexington Tobacco Co. (Aust.) Pty Ltd, Marchant & Co. Ltd, Maico Electronics, Marathon Footwear (Aust.) Pty Ltd, Motor Mart, C. Mott & Son, Mutual Acceptance Co. Ltd, National Prefabricated Units, John Oakey (Aust.) Pty Ltd, Oscar Mayer, Overseas & General Sales Pty Ltd, Producers Co-op. Dis. Society Ltd, Rail Ferry Service, Stanley Rogers & Son Pty Ltd, Savoy Homes Pty Ltd, Savoy Alward Pty Ltd, Seafresh Seafoods Pty Ltd, W. A. Sheaffer Pen Co. (Aust.) Pty Ltd, Victorian Tourist Bureau and Tourist Development Authority of Victoria, A. J. Veall Electrics Ltd, V. L. Credits Pty Ltd, White Crow Limited.

RICHARDSON-COX PTY LTD, 81 Bourverie-st, Carlton. Phone 34-8317-8-9.

Directors: B. R. Richardson (gov. dir), I. K. Buttrose (mng dir), G. H. Beseler, J. S. Rigby, K. Givens.

Associate Directors: Russ Ansett (Bris. mngr), Warren Glasser (Melb. radio-TV mngr).

Branches: Sydney, Adelaide, Perth, Brisbane.

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

Main Clients: Neptune Oil Co., Robur Tea Co., Cox Bros, Eta Foods, Foys, Hilton, Marrickville Margarine, Overseas Corp., Berkeley Apparel, The Walpamur Co. (Aust.) Ltd, Myers (Bendigo) Pty Ltd, Heine Brothers (A/sia) Pty Ltd, Georges

Ltd, Mephelene Pty Ltd, Henry Trompf & Co.

RICKARDS ADVERTISING SERVICE PTY LTD, 59 William-st, Melbourne. Phone 62-5242. Telegrams Ricads.

Directors: L. J. Samuels, H. A. Howden, A. D. Gibson, R. Crees.

Executives: R. Crees, J. Cooper, J. Mollison, B. Harris, C. Standish, R. E. Mitchell, A. Shaw (art dir), B. Norris (media mngr), R. Manning (prod. mngr), E. McCartney (acct), K. Stewart (TV dir).

I/State Repr.: Sydney, Brisbane, Adelaide Perth.

Accreditations: ANC, PPAB, FACB, TAB.

Member: Affiliated Advertising Agencies International.

Branches: 118 Hutt-st, Adelaide, D. P. Sandow (mngr); Caltex Hse, 167 Kent-st, Sydney R. Kardash (mngr).

Clients: Andronicus Bros Coffee, Associated Broadcasting Services, Australian Wire Industries Pty Ltd, Australian Optometrical Association, Automatic Micro Films Pty Ltd, Avis Rent-A-Car System Pty Ltd, Auto Conversions Pty Ltd, A.S.G. Agencies Ltd, American Office Supplies, Bay Radio, Bellcraft Knitting Mills Pty Ltd, BEA Motors Ltd, Benefit Trading Co., Broken Hill Proprietary Co. Ltd, British Xylonite (Aust.) Pty Ltd, C. Bulter Brickworks Pty Ltd, Braemar Engr. Co. Ltd, Bristol Saunders Labs Ltd, Beautihome (Aust.) Constructions Ltd, Cambridge Credits Corporation Ltd, City Mutual Life Assurance Society Ltd, City Parking Station Ltd, Clayton Furniture, G. J. Coles & Coy Ltd (TV only), Coles Foodmarkets Ltd, C.N.F. Managers Ltd, Custom Credit Corp., Chemtex Pty Ltd, Dandy Power Equipment, Davleco Engineering & Mfg Co. Pty Ltd, H. W. Downie, Draffin (Everhot) Pty Ltd, Dunlite Electrical Co., Emu Wools (Aust.) Pty Ltd, Fleetwood Furniture & Joinery Pty Ltd, Fremantle International Inc., Gibson Kelite Chemicals Ltd, Glaxo Allenburys (Aust.) Pty Ltd, W. Grants Furnishings, Green Bros, Guild Federal Merchandising Service, Hall Sanford & Co. Ltd, C. Haussen & Co. Ltd, Highley Plastics Pty Ltd, Horsell Jarmyn & Sons, Houghton & Byrne, Howard Carpet & Cleaning Services Pty Ltd, Industrial Service Eng. Pty Ltd, W. Jacobs Ltd, Kelly & Lewis Pty Ltd, Kemsley & Co. Pty Ltd, Karboncraft Pty Ltd, Lanes Motors (Mercedes Benz), H. Levinson Pty Ltd, Light Aircraft Pty Ltd, Martin & Pleasance, Marvel Packers Ltd, Mayne Nickless, McLeans of Preston (Volkswagen dist.), Mercedes-Benz (Aust.) Pty Ltd, Midway Investment Fund, Thos. Mitchell & Co. Pty Ltd, Motel Blake, MacDonald Hamilton & Co. Pty Ltd, The National Bank of Australasia Ltd, The National Bank Savings Bank Ltd, Nathan Hearing Aids, Wm Noall & Son, A. A.

Nielson Mills & Son, Norwich Union Life Insurance Society, Oliver Sportsgoods Ltd, Perkins Engines Pty Ltd, Philip Morris (Australia) Ltd (Alpine & Philip Morris cigarettes), Phoenix Biscuit Co. Pty Ltd, Picton Hopkins & Son Ltd, Port Lincoln Dairy Produce Co., Paddy Pallin Pty Ltd, Roger David Pty Ltd, Rosefield Smallgoods Ltd, Ryland Bros (Aust.) Pty Ltd, Schrader-Scovill Co. Pty Ltd, Shefte College of Music, L. P. Slutzkin Pty Ltd, Spartan Battery Co. Ltd, J. M. Stockfeeds, Superlift Equipment, R. & W. H. Symington & Co. (Aust.) Pty Ltd, Snackfoods, Timber Trading Co., Timber Merchants Association, Titan Manufacturing Co. Pty Ltd, Trojan Ltd, United Groceries, Vercolor Photo Labs Pty Ltd, Vibroflex Pty Ltd, I. T. Wait Ltd, Warrnambool Woollen Mills Co. Ltd, Wiggins Parts Supply Pty Ltd, L. S. Wise Ltd, Wright, J. C. & Howard Pty Ltd, Wilkinson Sword Pty Ltd, York Motors (Sales) Pty Ltd.

THE SELLERS COMPANY (incorporating Traders Advertising Service), 145 Collins-st, Melbourne. Phone 63-4485, 63-5855. Head office — Sydney.

Vic. Manager: G. A. Scott.

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

Clients: Hoadley's Chocolates Ltd, Kolotex Pty Ltd, National Radiators (Mfg) Pty Ltd, Swann Insurance Brokers Pty Ltd.

SMYTH, ARTHUR, & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd), 327 Collins-st, Melbourne, Cl. Phone 62-2939. Telegrams Smythads, Melbourne. Head office, Sydney.

David McA. Hilliard (Vic. mngr).

Accreditations: FACB, ANC, PPAB, NPA of NZ, ABC, TAB.

Clients: Bradford Cotton Mills Ltd, British Motor Corporation (Australia) Pty Ltd, CSRC Dow Pty Ltd, Industrial Acceptance Corp. Ltd, Neal's Motors Pty Ltd, Peter Manton Motors, Victoria Portland Cement Pty Ltd, Bond Television Pty Ltd, Daniel Bond Pty Ltd, John Bee Electrics Pty Ltd, Commerce International (Aust.), King Gee Clothing Co. Pty Ltd, Sedgman's Gymnasium, International Professional Tennis Players' Association, Indoor Bowling Australia Ltd, Taylor Ferguson & Co. Pty Ltd Square D. Company Aust. Pty Ltd.

STEVENSON ADVERTISING SERVICE PTY LTD, 175-177 Collins-st, Melbourne, C.I. Phone MF1665. Telegrams Stevengord.

Directors: A. V. G. Stevenson, L. S. Simson.

Executives: M. F. Macpherson (mngr), I. F. Marshall (acct-exec).

O'seas Representation: D. H. Brocklesby Ltd, 14 Clifford-st, London, W.I.

Accreditations: ANC, PPAB, FACB, AA (London), TAB.

Clients: Clegs, Central Spring Works Pty Ltd, Tim the Toyman, Ardmona Fruit Products, Whitenavy Bleach, Bennett & Woolcock, Hamilton Horley Pty Ltd.

STEWART-COWCHER ADVERTISING PTY LTD, 622 St Kilda-rd, Melbourne. SC3. Phones 51-6801. Telegrams Scad.

Directors: F. Ean Cumbrae-Stewart, Robert C. Cowcher.

Executives: L. Miller, M. H. Leffler, (acct-execs), P. G. Hendy (marketing mngr), R. de Haan (prod. mngr), F. J. Bassett (art dir), M. M. Wilson (media).

I/State Repr.: Murray & Ogle Pty Ltd, 62 Alfred-st, Milson's Point, NSW.

Accreditations: ANC, AAB, APPA, TAB, FACB.

Clients: Acrilan, Blackburn & Lockwood, Cosco, Cedel Products (A/sia) Pty Ltd, Ring Grip (A/sia) Pty Ltd, Inge Bros, Sellotape, Smiths Motors, John Sutherland & Sons, Stramit, Tuckfields Tea, Robert Smoothedge, Henry Wiggin, Australian Equity Corp., Suttons Pty Ltd, Kays Rent-A-Car Volkswagen, M. D. Garretty & Associates, National Instrument Co., E. R. Squibb & Co. Pty Ltd, International Nickel (A'sia) Pty Ltd.

SUCCESSFUL ADVERTISING COMPANY, 560 Lonsdale-st, Melbourne. Phone 67-5147.

Principal: N. V. T. Williams.

Executive: R. MacKinder (mngr).

O'seas Repr.: C. Eugene Waddell Inc., 903 Park-ave, New York, USA.

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

Clients: Repco Engine Parts Group, Victorian Bacon Pty Ltd, Replacement Parts Pty Ltd, R.V.B. Engineering Products Ltd, J. L. Brown & Co. Pty Ltd.

KEITH TANNER ADVERTISING, 501 St Kilda-rd, Melbourne. Phone 26-4464-5.

Accreditations: FACB, ANC, AAB, TAB.

Clients: Herbert Adams Holdings Ltd, 3AW Broadcasting Co. Pty Ltd, Balmoral Textile Mills Pty Ltd, Brandella, Collins Bros Pty Ltd, Genevieve Sportswear Pty Ltd (hosiery div.), Qualitaire Mills, Red Robin Industries Pty Ltd, Central Ren-Tel Pty Ltd, Winchester Shoes, Wright, Stephenson & Co. Ltd, Fitwear Limited.

THOMPSON ANSELL BLUNDEN (VIC.) PTY LTD, Ampol Hse, 792 Elizabeth-st, Melbourne, Cl. Phone 34-9001.

Directors: R. Blunden, B. McDonald, Mrs B. Blunden, P. Russell, V. Thompson (Syd-

ney).

Executives: Mrs E. Parry (secty), J. Davie (media), F. Turner (prod.), D. Harper (research).

Accreditations: ANC, FACB, PPAB, TAB. **Main Clients:** Gilbeys Ltd, Australian Wool Board, Preston Motors, Fletcher Jones & Staff, Roger David Pty Ltd, Linacre's Motor Auctions, Westminster Carpets, Heathermoor Pty Ltd, Ernest Hiller Apparel Pty Ltd, Australian Plaster Pty Ltd, Insulwool Products Pty Ltd, Gerflex and Wonderglass Division of ACI Ltd, Sportsgirl Pty Ltd, Sportscraft Pty Ltd, Classweave Industries Ltd.

THOMPSON, JOHN ADVERTISING PROPRIETARY LIMITED, 317 Collins-st, Melbourne, Cl. Phone 62-2725, 62-2726.

Directors: John P. Thompson (mng dir), Diane P. Thompson, ASA (co. secy).

Executives: A. Campbell (media mngr), C. Cain (prod. mngr).

Accreditations: ANC, FACB, PPAB.

Clients: H. R. Varley & Sons Pty Ltd, Leviathan Ltd, Keith Courtenay Pty Ltd, Ginter Hosiery Mills Pty Ltd.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 277 William-st, Melbourne, Cl. Phone 67-8833. Telegrams Thomertwal.

Directors: T. R. Carruthers, E. J. Moloney, A. N. Weekes, R. Walker, L. J. Sharman, R. E. Alcock, P. Jacklin.

Executives: R. E. Alcock (mngr), L. F. Clay (art dir), J. A. Paton (accnts dir), D. Wilken (copy), C. Pym (radio-TV).

O'seas Repr.: Head office, JWT, 420 Lexington Ave, New York, USA.

Accreditations: AAB, ANC, PPAB, FACB, TAB, NPA of NZ.

Clients: Chesebrough-Ponds International Ltd, B. F. Goodrich-CSR, Felt & Textiles of Aust. Ltd, Kraft Foods Ltd, K.M.-Cyclone Pty Ltd, MacRobertson Pty Ltd, Mentholatum Ltd, Reckitts Pty Limited, Specialty-Hallmark Greeting Cards, Southern Cross Hotel, Taubmans (Vic.) Pty Ltd, Nugget Pty Ltd, Coats Patons (Australia) Ltd.

TRADERS ADVERTISING SERVICE. (Now incorporated in The Sellers Company, see entry this section).

TRINITY ADVERTISING PTY LTD, 83 Kavanagh-st, Melbourne. Phone 62-1262.

Director: C. X. McMahon.

Executive: B. K. McMahon (accnts).

Accreditations: ANC, FACB, AAB, FACTS, PPAB.

Main Clients: J. W. Bailey, R.V.B. Engineering, Cemac-Rosebery Plywood, Urban

Motors, Economic Home Appliances, Preston Motors (Carlton), Pyrox Ltd.

USP-BENSON PTY LTD, 16 Kavanagh-st, South Melbourne. Telegrams Salesrise, Melbourne. Phone 62-6931.

Directors: H. R. Wilson (chrnm), D. A. Bain (dep. chrnm), C. E. Richardson (mng dir), A. N. Kemsley, G. C. Hayler, K. W. Judd, J. P. Goulstone, C. D. Uren, L. G. I. Moore, L. J. Preston (secty), F. J. Cave (consultant).

Associate Directors: M. H. Ingamells, L. E. Trenkner.

Executives: J. R. Poynter (media mng), Miss R. Proudfoot (radio mng), D. Cox (TV media mng), R. G. Nott (acct), R. K. Johnson (press prod. mng), A. T. Bainbridge (printing prod. mng).

Accreditations: ANC, PPAB, FACB, TAB.

I/State Repr.: USP-Benson (NSW) Pty Ltd, Colman Hse, 89 Berry-st, North Sydney (929-9605). K. Ballantyne & R. MacKenzie (joint mng dirs); USP-Benson (Qld) Pty Ltd, 21 Gipps-st, Broadway, Brisbane (51-1061); USP-Benson (SA) Pty Ltd, 19 North Terrace, St Peters, Adelaide (63-4561); A. J. Williams Advertising Service, 38 Mounts Bay-rd, Perth (21-5214); H. W. Norwood Advertising, 375 Hay-st, Perth (23-4941).

Clients: Australian Paper Manufacturers, ANTA, Biro, Swan & Gollin, Beechams, Fibremakers Ltd, Comalco Aluminium, Cyclone, Carnation Milk, Frigidaire, Vauxhall, H. J. Heinz, Kayser, Julius Marlow, MacRobertsons, MMBW, Philip Morris, Astor Electronics Pty Ltd, Olympic Aust., Road Safety Council, Robt Timms, Shell, Swallow's Biscuits Pty Ltd, T&G Mutual Life Society, United Distillers, Victoria Hotel.

WARWICK ADVERTISING SERVICE (VIC.) PTY LTD, 14 Queens-rd, Melbourne, SC2. Phone 26-3333. Telegrams, Advertect Melbourne.

Branch: Sydney.

Directors: J. B. Walker (mng dir), R. Herbert, G. Camplin.

Executives: B. Layton (secy), R. Ford (media mng).

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

Main Clients: Bayford Motors, Ford Motor Co., Marveer Co., Melford Motors, Arthur Brunt, Mainon Motors, Ivanhoe Fish Paste, Hearn, Heath's Motors.

WILKINSON ADVERTISING PTY LTD, 30 Queen's-rd, Melbourne, SC2. Phone 26-4041. 26-2737.

Directors: John D. Wilkinson, Jill I. Wilkinson.

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

Clients: Henry Barr Pty Ltd, Master-craft Upholstering Co. Pty Ltd, Etheridge of Blackburn.

QUEENSLAND

AUSTRALIAN ADVERTISING AGENCY PTY LTD, 5th floor, Penney's Bldg, Queen-st, Brisbane. Phones 2-3106-7.

Directors: K. H. Campbell (mng dir), A. W. Hammond.

Executives: A. W. Hammond (acct secty), A. Murray (snr acct-exec.), J. Wilkes (prod. mng), K. Williams (media), H. Zalesky (art dir).

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

Clients: Associated Metal Products, Austral Motors Pty Ltd (Chrysler), Bank of NSW (Qld), Thomas Brown & Sons, Burns Philp & Co., A. P. Cameron & Co., James Campbell & Sons, Ces Byrne & Co., Drug Houses of Aust. Ltd (Qld div.), Elphinstones Ltd, G. P. Embelton & Co. Pty Ltd, Evans Deakin & Co. Pty Ltd, Falkiner Chains Pty Ltd, J. Macrae Fraser, Gardams Silk Store, Gollin & Co. Ltd, Hamilton & Dickson, Hayes Veterinary Co., Humles Ltd (Qld), Hyne & Son Pty Ltd, The Lantern Gift Shop, La Coquette Salon, McInnes Photographics, H. G. Mills (resorts), Mutual Acceptance Co. Ltd, Mutual Life & Citizens Assurance Co. Ltd, Public Curator, The Qld Cement & Lime Co., Qld Co-operative Milling Asscn, Qld Govt Railways, Qld Tyre Service Co., W. Quince & Co., Relyans & Lanhams Pty Ltd, Royal Qld Society for Prevention of Cruelty, Sanitarium Food Products, Sharp & Musgrave Pty Ltd, Simpson's Sawmills Pty Ltd, Speedometer Screenwiper Service, Spiers Pharmacies, State Govt Insurance Office, Superior Blinds and Furniture Products, Taylor Bros Pty Ltd, John Thurlow & Sons Pty Ltd, E. C. & F. G. Waldron, Wilston Builders Supplies.

COMMERCIAL & INDUSTRIAL ADVERTISING PTY LTD, 274 Barry Pde, Brisbane. Phone 53601.

Directors: Robt T. Smith, G. M. Smith.

Executives: G. Healey, R. Farrell.

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

I/State Repr.: Murray Evans Advtg, Sydney; Robt Hughes & Assoc., Melbourne; Berwen Paine Advtg, Adelaide; Warnock Sandford Advtg, Perth.

Member HEP agency network.

Main Clients: Australian Estates Co. Ltd, Better Brakes (Qld) Pty Ltd, Brisbane Gas Co. Ltd, Graziers Buying Service Ltd, Handi Works Pty Ltd, Penn Products Pty Ltd, Wilkinsons Timber Industries, Rural Services Pty Ltd, Solaire Cooling &

Heating Distributors Pty Ltd, South Brisbane Gas Co. Pty Ltd, Seismic Supply (Aust.) Pty Ltd, Brightways Hardware, United Chemicals Pty Ltd, A. Sargeant & Co. Pty Ltd, Sargeant Engineering Sales Pty Ltd, Burns Philp & Co. Ltd, American Health Studios, F. W. Davey Pty Ltd, King & King Pty Ltd, Australian Radiation Co. Ltd, Gross Business Machines Pty Ltd, Henry Roberts Pty Ltd, Motor Scooters Pty Ltd, Pamela Brown Interiors, Timber Development Assoc., Willys Motors (Aust.) Pty Ltd.

DUTHIE NATIONAL ADVERTISING PTY LTD, Dunstan Hse, Elizabeth-st, Brisbane. Phone 31-2595. Telegrams Duthie, Brisbane. PO Box 1476V.

Directors: J. J. S. Duthie, J. W. Wheatley, Miss M. J. Duthie.

Accreditations: ANC, PPAB, FACB, TAB.

Member National Advertising Services, together with NAS (Sydney) Pty Ltd, NAS-Macnamara (Adelaide) Pty Ltd, NAS (Melbourne) Pty Ltd, Successful Advertising Co. Pty Ltd, Perth.

NAS (NZ) Members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

NAS O'seas: Australian National Advertising Services Pty Ltd, 222 West 33rd-st, New York, 1, USA, and 77 Blandford-st, London.

Clients: Auto Centre Pty Ltd, Black & White Bus Co., Braemar Engineering Co. Pty Ltd, Brisbane Marine Centre, Bundaberg Foundry Co. Ltd, Caboolture Co-op. Assn Ltd, CNW Batteries, J. Connolly Qld Pty Ltd, Colorcraft Paint Stores, Dyne & Co. Pty Ltd, Don Rex Furniture Co. Pty Ltd, R. S. Exton & Co., Fontana Products Pty Ltd, Four Square Stores, Hayles Cruises Pty Ltd, International Speedways, Macy's Furniture Emporium, Macy's Frock Salon, Master Plumbers Mfg Co., Muffler Distributors Ltd, Nifty Thrifty Self Service Stores, Poultry Farmers Co-op. Society Ltd, Pauls Blinds, Qld Oil Refineries Pty Ltd, A. J. Ralston, Royal Art Furnishing Pty Ltd, Royal Exchange Assurance, F. Rogers & Sons, P. A. Southwick, T. Style & Co., Qld Building Service Pty Ltd, Wilcox Mofflin Ltd, Wire & Steel Pty Ltd, Wunderlich Limited.

EDMONDS ADVERTISING PTY LTD, 424 Upper Roma-st, Brisbane. Phone 2-5516, 2-4267. Telegrams Edmond, Brisbane.

Directors: Eric Edmonds (mng), J. M. Edmonds, G. Baird, J. McCully.

Executives: G. Baird (acct-exec.), J. McCully (acct-exec.), Miss M. D. Redwood (media mng), A. Spann (art mng).

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

I/State Repr.: Sydney — Coudrey-Gotham

Associates Pty Ltd; Melbourne — Handbury Advertising Pty Ltd; Adelaide — Clem Taylor Advertising Pty Ltd.

Clients: Associated Building Panels Pty Ltd, Astra Pharmaceuticals (Aust.) Pty Ltd, Arnold Degen Pty Ltd, Bill Brown's Sports Store, E. R. Blackmore Pty Ltd, Calile Malouf Pty Ltd, Crammond Radio Manufacturing Pty Ltd, Darling Downs Co-operative Bacon Assn Ltd, Fabricated Products Pty Ltd, Family Fare Stores (Qld) Pty Ltd, Helicopter Sales (Aust.) Pty Ltd, International Traders Pty Ltd, Holy Spirit Hospital Art Union, Morden Laboratories, Richard Marsh Pty Ltd, MUIOOF Medical Benefits Fund, H. G. Noble Pty Ltd, NZ Govt Tourist Dept (Qld), Provincial Traders Pty Ltd, Chemist Roush, Steelply Tyre Service, Scott Bonnar Pty Ltd (Qld), Thermax Electric Water Heaters Pty Ltd, W. G. Utting & Co. Pty Ltd.

EDMONDS-FAGG ADVERTISING, 1st Flr, Chronical Bldg, Margaret-st, Toowoomba. Phone 2-3918.

Directors: E. Edmonds, J. Edmonds, W. J. Fagg, J. R. Fagg.

Accreditations: FACB, PPAB, TAB.

Clients: Annand Robinson & Co. Pty Ltd, Building Material Supplies Pty Ltd, T. S. Burstow Pty Ltd, Beresfords Shoe Repair Service Pty Ltd, Darling Downs Co-operative Bacon Assn Ltd (Toowoomba), Domestic Furnishing Co. Pty Ltd, Falconer Motors Pty Ltd, Farmers Centre Pty Ltd, Lynch & Pollock, McCafferty Bus Services, Tom MacAuley Sales Pty Ltd, O'Brien & Fitzpatrick Pty Ltd, Qld Govt Railways (s/w div.), Simon Pty Ltd, Tots & Teenies Nursery Store, Jack Rose's Garage (Goondiwindi), Sel Smith Watch Centre, Toowoomba Newspaper Co. Pty Ltd, Toowoomba Car Wreckers, Toowoomba Tyre Service (Pittsworth, Clifton & Oakey tyre services), Vacu-Lug Traction Tyres (Qld) Pty Ltd.

RODNEY H. EVANS ADVERTISING PTY LTD, 424 Queen-st, Petrie Bight, Brisbane, Qld. Phone 31-2545. Telegrams Rodev, Brisbane.

Director: R. H. Evans (mng dir).

Executive: T. H. Rayner (mng).

I/State Repr.: Sydney (head office), Melbourne. **O'seas:** Associate Houses throughout Aust. and NZ Member affiliated Agencies Network International (USA, Canada, South Africa, England, Europe, Far East). Member International Advertising Association, New York, USA.

Accreditations: ANC, PPAB, FACB, TAB, Country Press, ABC.

Clients (Brisbane): Annand & Thompson Pty Ltd, Brolite (Qld) Pty Ltd, Bradford Insulation (Qld) Pty Ltd, Chandlers Pty Ltd, Defiance Milling Co. Pty Ltd, De-Nol

Laboratories Aust. Pty Ltd, The Door Centre, Metters Limited, Turbon Engineering Pty Ltd, VW Motors Pty Ltd.

FULFORD, ADVERTISING PTY LTD, 183 Wharf-st, Brisbane. 2-4172.

Director: Harry Fullford (manag. dir.).
Accreditations: PPAB, TAB, FACB, ANC.

GARNSEY GREENE CLEMENGER PTY LTD, 280-282 Queen-st, Brisbane. Phone 2-3419, 2-3410, 2-7098. Telegrams Gresad.

Directors: J. M. Garnsey, J. N. Greene, J. Clemenger, Snr.

I/State Repr.: Melbourne: John Clemenger Pty Ltd, 473 Bourke-st; Sydney: John Clemenger Pty Ltd, 47 York-st.

Accreditations: ANC, ABC, AAB, FACB, PPAB, TAB.

Clients: Arthur Murray School of Dancing, Borthwick, Thomas & Sons (A'sia) Ltd, Building & Industrial Suppliers, Batlow Packing House Co-Operative Ltd, Len Butterworth, Carlyles Pty Ltd, Gita Frock Salon, Hoover (Australia) Pty Ltd, Brian Jackson (Hairdresser), Mirror Newspapers Ltd (Sunday Truth), Robbs Industries Ltd, Queensland Pastoral Supplies Pty Ltd & Associated Cos, Simpson Bros Pty Ltd, Tangalooma Pty Ltd, Vetoy Biscuits (Qld) Pty Ltd, Wide Bay-Burnett Regional Electricity Board, Young Australian League, Zupps Motors.

GORDON & GOTCH (A'SIA) LTD, 107-119 George-st, Brisbane. Phone 31-2683. Telegrams Gotch, Brisbane.

Executives: B. C. Fergus (mngnr), R. N. Murray (acctnt-exec.).

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

O'seas Repr.: London, Canada, USA, Sth Africa, New Zealand, Japan, West Indies.

GRAPHIC ADVERTISING PTY LTD, 117 Wharf-st, Brisbane. Phones 2-3481-2-3. Telegrams Graphicad.

Directors: Peter Donnelly (gov. dir.), D. D. McTaggart.

Executives: Miss V. T. Richardson (secy/media mngnr), P. H. Crowe (acctnt-exec.), Mrs J. Logan (accnts), D. W. Randall (prod. mngnr).

Accreditations: ANC, AAB, PPAB, FACB, FACTS, ABC.

Clients: Adler Electrics Pty Ltd, Adler Refrigeration Service, Aeroservice Pty Ltd, ASEA (Aust.) Pty Ltd, Australian Optometrical Assoc. (Qld), Brickworks Ltd, Coren & Kearney, Commonwealth Engineering (Qld) Pty Ltd, C. T. Coroneo & Co. Pty Ltd, Owen Cox & Co., June Dally-Watkins, Victor Day & Sons Pty Ltd, Gardiners Shoes,

F. W. Green & Co. Pty Ltd, Harrisons Crossfield (ANZ) Ltd, Syd Hill & Sons Pty Ltd, Hoey Fry Pty Ltd, Hills Hoists (Qld) Pty Ltd, N. R. Horn, F. Humphreys Pty Ltd, Norman J. Hurlll & Co., Ron Jones Pty Ltd (BDH Industries), Karlos Holdings Pty Ltd, Mayfairs Pty Ltd, Modern Tiles Pty Ltd, Moore Road Machinery (Qld) Pty Ltd, Motor Supplies Pty Ltd, Motor Traders Pty Ltd, McCluskey Motors Pty Ltd, National Art Metal Co. Pty Ltd, National Skin Institute, Napier Bros Ltd, Olsen & Goodchap Pty Ltd, Frank Pearce Shock Absorber Specialists, Qld Racing Drivers Club Ltd, Walter Reid & Co. Ltd, Richards Drapers, B. C. Richards & Co. Pty Ltd, Michael J. Rudnev & Co. Pty Ltd, Twenty-Nine Murray Street, Universal Travel Company, Western Air Navigation Ltd, Westco Motors Pty Ltd, Westco Sales Pty Ltd, Westco Equipment Pty Ltd, Sidney Williams & Co. Pty Ltd.

HAWKINS ADVERTISING (QLD) PTY LTD, 45 Berwick-st, Fortitude Valley, Brisbane. Phone 51-5391. Telegrams Hawkads.

Directors: E. R. Hawkins, J. Keegan, D. Carson.

Head Office: Sydney.

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

Clients: The Australian Estates Co., L. F. Berwick & Co., Ray Barnes Bakery, Chevron Qld Ltd, Concrete Industries, Cottees Ltd, Colonial Motors, Dobell (Qld) Pty Ltd, Dominion Motors, Downs Door Centre, Monier Pipe Co., Monier Tile Co., Pike Bros Pty Ltd, Pye Industries Ltd, Pioneer Industries, Qld Sub-Normal Children, Qld Manufacturing, Spicers Hatchery, Stereo Hearing.

JOHNSON JONES JACKSON WAIN PTY LTD, 380 Upper Roma-st, Brisbane. Phone 2-2978-9. Telegrams Jacksonwain.

Directors: D. N. Ross, R. S. Adams, R. L. Ellacot, J. W. Jackson, H. M. Wain, A. Skirving.

Executives: W. R. Nicholas (art dir), P. Berthelsen (prod.).

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

Clients: ASA Farm Machinery, Australian Land Trusts, Betta Stores, Business Equipment (Qld) Pty Ltd, Chamberlain Industries Pty Ltd, Coachcraft Ltd, Cobbity Farm Bread, D. P. Hardware, Dalgety Trading Co. Pty Ltd, Engineering Supply Co. of Australia, Fler Co. & Staff Pty Ltd, Gas Supply Co. Ltd, John Hicks & Co. Pty Ltd, J. C. Hutton Pty Ltd, Intercolonial Boring Co., Marino Products Pty Ltd, McLaughlin Thomas & Co. Pty Ltd (Brewery), National

Mutual Life Association, Northstate Tenpin Bowling Ltd, Northern Australian Breweries Ltd, W. H. Paling Pty Ltd, Queensland Brewery Ltd, Radio Station 4BK-AK, Ray-sun Pty Ltd, Whitco Hardware Manufacturing Co., Xavier Mount Olivet Public Hospital Appeal.

JONES KNOWLES ADVERTISING PTY LTD, Atcherley Hse, 513 Queen-st, Brisbane. Phone 2-3208-9-0.

Directors: Paul Henry Jones, Merle Yvonne Jones, Bruce Julian Knowles, Carolyn Diane Knowles.

Executives: Paul Henry Jones (chrnm), Bruce Julian Knowles (secy & dir).

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

LE GRAND ADVERTISING PTY LTD, National Mutual Bldg, 293 Queen-st, Brisbane. Phone 31-2891.

Managing Director: J. Le Grand.

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

Main Clients: Australian Guarantee Corp., N. V. Appleton Pty Ltd, British Motor Corp. (Aust.) Pty Ltd, Mack Trucks (Aust.) Ltd, Commonwealth Broadcasting Corp., Dalgety & Co. (part), ETA Foods Pty Ltd, Howards Ltd, The Southern Electric Authority of Qld (loans), The State Electricity Commission of Qld, Besser Vibrapac Masonry Qld Ltd, Cairns Regional Electricity Board, Commercial Bank of Aust. Ltd, The Northern Electric Authority of Qld.

LITTLETON-HARVEY ADVERTISING, 2nd Floor, Mercantile Mutual Bldg., 62-64 Eagle-st, Brisbane. Phone 2-4616, 2-4891. Telegrams: Leychess, Brisbane.

Directors: E. G. Littleton (also radio & TV exec.), E. Otley.

Executives: J. Stock (press & general media mngnr), W. Wheatley (accnts), S. A. Evans (schedules exec.).

Accreditations: FACB, PPAB, TAB, ANC.

Main Clients: Listex Laboratories, F. W. Nissen Pty, State Govt Insurance Office, Austmark Pty, A. N. Robinson, Angus & Coote Pty Ltd, Self Serving Pty Ltd, G. H. Stewart & Co., Thorleys Pest-Rid Co., Tickle Industries, Permanent Finance Corp.

MAYNARD, R. S., ADVERTISING, AMP Bldg, Edward-st, Brisbane. Phone 2-6579, 2-6768. Telegrams Maynardad.

Branch: Sydney.

Directors: C. A. McMillan (manag. partner, Brisbane), J. A. Maynard (manag. partner, Sydney), W. A. Messenger (associate partner, Brisbane).

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

MERCHANDISING PUBLICITY PTY LTD, 25 Chester-st, Fortitude Valley, Brisbane. Phone 5-3515-6-7.

Directors: K. W. Lawrence, Suzanne Cameron, C. J. Anderson.

I/state Repr.: BCJP-Foote, Cone & Belding Pty Ltd, 9-25 Commonwealth-st, Sydney; BCJP, 153 Latrobe-st, Melbourne (32-1511); Eric Ring, Jackson, Wain, 142 Nth Terrace, Adelaide (51-3431); Adcraft Service, 125 St George's Terrace, Perth (23-2596).

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

Has own test kitchen and model store facilities.

Clients: Amalgamated Chemicals (Qld) Pty Ltd, Australian Paper Manufacturers Ltd (waste paper, Fibre King equipment), Australian Plywood Board Ltd, Austral Plywoods Ltd, Automotive Components Services Pty Ltd (for Qld), Barnes Engineering Pty Ltd, John Beech & Co. (builders), Brisbane Milk Board, Brisbane Milk Sales Promotion Advisory Committee), Brisbane Sawmills Pty Ltd (plywood), Brown & Broad Ltd, Butter Marketing Board, Cameracraft Pty Ltd, The Golden Circle Cannery (Northgate), Edward Fletcher & Co. Pty Ltd, Imperial Chemical Industries of Aust. & NZ (for Qld), Industrial Enterprises Ltd, Lawson & Sons Pty Ltd, Mackay & Co. Pty Ltd, Matthews Fire Alarms Pty Ltd, Metal Products Pty Ltd, Middleton Pty Ltd, Morgan & Wacker Pty Ltd, Pauls Foods Ltd, Pauls (NT) Pty Ltd, Qld Newspapers Pty Ltd, Qld United Foods Ltd, Simpson Halligan & Co. Pty Ltd, Stradbroke Motors Pty Ltd, Taubmans Qld Pty Ltd, Whiteoaks Catering Pty Ltd, Ansett-ANA (for BCJP), Coles Supermarkets (for Alexander Moulton).

O'BRIEN PUBLICITY (QLD) PTY LTD, 312 Elizabeth-st, Brisbane. Phone 2-3281/4. Telegrams Gofer, Brisbane.

Directors: R. J. Murphy (mng), G. C. Turner, M. G. Caton (assoc.).

Executives: R. V. Brunson, B. Heslop, M. E. Jones, C. G. Bennett (art director), R. Werner (TV art director).

I/State Repr.: O'Brien Publicity (NSW) Pty Ltd, 56 Young-st, Sydney (27-1355); O'Brien Publicity (Vic.) Pty Ltd, 29 Lonsdale-st, Melbourne (32-3521); O'Brien Publicity (SA) Pty Ltd (51-2277).

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

Clients: Ira Berk (Qld) Pty Ltd, Brisbane TV Limited, Boston Silks, Brisbane Permanent Building and Banking Co. Ltd, Brisbane Disposal and Youth Centre, Broad-

casters (Aust.) Pty Ltd, Carter Smith & Co. Pty Ltd, Evans Anderson & Phelan Pty Ltd, John Haig Pty Ltd, Handasyde Motors Pty Ltd, Harding Bros Pty Ltd, Helena Kaye Academy of Dressmaking, Keperra Development Pty Ltd, Peter Kurts & Co., Lennons' Hotels in Qld, Mater Mothers' Art Union, Mater Mothers' Hospital Appeal, The Nelson Tobacco Company, H. G. Palmer Pty Ltd, Sandra Leigh Gowns Pty Ltd, Sherrys Disposals Pty Ltd, South Molle Pty Ltd, Tip Top Bakeries, F. Tritton Pty Ltd, University of Queensland Bookshop, Victoria Cross Manufacturing Co. Ltd, David Webster & Sons.

GEORGE PATTERSON-NOBLE BARTLETT PTY LTD, 64 Roma-st, Brisbane. Phone 2-3624. Telegrams Pressager.

Directors: L. W. Farnsworth (chrnm), A. T. Bartlett (mng dir), K. H. Cousins, A. C. Parker, R. B. Bowly, A. A. Yardley, J. Miller (radio-TV dir).

Associate Directors: P. H. Heathwood (copy), K. R. Majewski (media).

Executives: N. Hall (prod.) I. Austin (TV-radio prod.), R. Davis (art dir), J. Graham (acct-exec.), G. Ryan (acct-exec.), R. Ross (copy), E. Gibson (acct).

Branches: George Patterson Pty Ltd, Sydney, Melbourne, Adelaide, London; J. Ilott. NZ. Cathay Ltd, Hong Kong, Singapore, Bangkok.

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

Clients: A.C.F. & Shirleys Fertilizers Ltd, Arnott Morrow Pty Ltd, Associated Minerals Cons. Ltd, Barker & Co. Ltd, Beards Shoe Stores, Beneficial Finance Corp. Ltd, Berri Co-op. Packing Union Ltd, Besley & Pike Pty Ltd, Wallace Bishop Pty Ltd, Brett & Co. Pty Ltd, Brisbane City Council, Brisbane Stock Exchange, Britains Pty Ltd, Chamber of Automotive Industries, Citizens' Municipal Organisation, Clifford Love & Sons, Committee of Direction of Fruit Marketing, Coorparoo Day & Night Pharmacy, Cosway Public Relations Pty Ltd, Darling Downs Television Ltd, Thomas C. Dixon & Sons Pty Ltd, Eagers Retail Pty Ltd, Fraser Edmiston Pty Ltd, J. S. Gregory Pty Ltd, Harvard Pty Ltd, Jacaranda Press Pty Ltd, Jenyns Patent Corset Pty Ltd, Josephson & Sons Pty Ltd, Liberal Party of Aust. (Qld div.), Lowes Home Furnishers, Edward Lumley & Sons (Qld) Pty Ltd, Madad Pty Ltd, Ross McCowan Pty Ltd, Nanda Macaroni Products Pty Ltd, Peanut Marketing Board, Pharmaceutical Guild (Qld div.), Piper Aircraft Pty Ltd, Press Etching Pty Ltd, Qld Can Company Ltd, Qld Govt. (Dept. of Ind. devel.), Qld Marine Supplies, Qld Television Ltd, Rickwoods Pty Ltd, Rockhampton Regional Research & Promotion Bureau, Rothwells Outfitting Limited, Royal Automobile Club of Queensland, B.

Seppelt & Sons Pty Ltd, Stewarts Criterion Hotel Pty Ltd, Stotts Pty Ltd, Trittons Pty Ltd, Union-Fidelity Trustee Co. of Aust, Winchcombe Carson Ltd, Woolworths-BCC Food Fair.

RICHARDSON-COX PTY LTD, Empire Hse, 1 Wharf-st, Brisbane. Phone 2-8744.

Directors: B. R. Richardson (gov. dir), I. K. Buttrose (mng dir), G. H. Beseler, J. S. Rigby, K. Givens, J. R. Ansett, W. Glasser.

Executive: J. R. Ansett (Qld mngr).

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

I/State Repr.: Head office, Melbourne. Branches, Sydney, Adelaide, Perth.

Main Clients: Hilton Hosiery, Neptune Oil Co., Walpamur Co., Gollin & Co. (paint div.), Wallpaper Features.

SLATTER, E. C. & POULTER PTY LTD, Science Hse, Astor Terrace, Brisbane. Box 493H, GPO. Phone 21576-7. Telegrams Slatterads Brisbane.

Directors: E. C. Slatter, S. T. Poulter, N. M. Hughes, J. P. Quayle, J. Q. Simpson.

Executive: M. Long (Qld mngr).

I/State Repr.: E. C. Slatter & Poulter Pty Ltd, 379 Kent-st, Sydney (29-7141). Member, together with Birrell & Associates (SA), Bell Advertising Pty Ltd (Vic.) of Consolidated Advertising Services (CAS).

Accreditations: ANC, ABC, FACB, TAB, AAB.

Clients: Brandon Timbers, Townsville, Mackay and Capricornia Regional Electricity Boards, Denhams Redleaf Products, Dispensers Pty Ltd, Duravul Shoes, Brisbane Mirror, Chesney Caravans, Perkins Soft Drinks, Peterson Bros, Roofix Co., Toft Bros Enterprises, Wormald Bros, Queensland Machinery, Kele Bros, Capricornia Carrying Co., Northern Glass Co, Bill Harrisons Car Sales, Stott & Underwood Ltd, Suzanne Shoes, Caravan Industries Pty Ltd, Floorfix Company.

SWAIN, KEITH, ADVERTISING PTY LTD, Swain Hse, 45 Berwick-st, Valley, Brisbane. Phone 51-5391-2-3.

Director: Keith D. Swain.

I/State Repr.: Paton Advertising Services, Hawkins Advertising Pty Ltd.

Accreditations: AAB, TAB, FACB, ANC.

Clients: Nutta Products, Qld Cereal Industries, Andersons Pty Ltd, Hibernian Medical Fund, E. Sachs & Co. Ltd, R. M. Gow & Co. Ltd, Qld Bacon Ltd, Mobiloil Aust. Ltd (Qld Branch), ODG Television Services.

USP-BENSON (QLD) PTY LTD, 21 Gipps-st, Broadway, Qld. Phone 51-1061. Telegrams

Salesrise.

Directors: H. R. Wilson (chrnm), Keith L. Barry (mng dir), Ron J. Kerin (gen. mngr).

Associate Directors: O. A. Buchanan, C. K. Brinkworth.

Executives: O. A. Buchanan (TV-radio dir), C. K. Brinkworth, R. J. McDonald, R. H. Drabsch, R. Blakeney, D. L. Jones, G. C. Robertson (acct-execs), Lesley Richmond (TV-radio acct-exec.), A. A. Cummins (prod. mngr), Miss Pat Mercer (media mngr).

Accreditations: ANC, FACB, ABC, TAB.

Clients: A-Derm Laboratories, ANSA Chemicals, Associated Music Colleges of Aust. (Qld College of Music and Brisbane College of Music), Astor Electronics Pty Ltd (Qld only), Avoca (Qld) Pty Ltd, Ayr Broadcasters Pty Ltd, Brisbane Hat & Cap Co., Brisbane TV Limited, Buderim Ginger Growers Co-op. Assoc. Ltd, Bundaberg Blind Service, T. M. Burke Pty Ltd (Qld only), Carrier Air Conditioning Pty Ltd (Qld only), Centenary Estates Ltd, Comet Downs Stud, Corbetts Kiln Dried Timbers Pty Ltd, Coupon Furniture Co. Pty Ltd, Custom Credit Corporation Ltd (Qld only), A. S. Dewar & Sons Pty Ltd, Doomba Pty Ltd, Eclipse Radio Pty Ltd, EIL Service Pty Ltd (Qld only), Farm Supplies Pty Ltd, Foodstuffs (Qld) Ltd, Thomas Fulton & Sons, General Accessories Pty Ltd (Qld only), Gold Coast Blinds, Helidon Gardner Pty Ltd, H. J. Heinz Co. Australia Ltd (Qld only), Charles Hope & Co., Irvin & Johnson (Qld) Pty Ltd, Jindalee Builders Pty Ltd, Lance Jones & Co., Killrust Pty Ltd, George Lake & Co., Malvern Star Stores, Margaret Rose School, Margate Blinds, Mynor Products Pty Ltd Network 7, Normanby Distillery Pty Ltd, Nu-lite Blinds, Pepsi-Cola Co. of Aust. Ltd (Qld only), W. (Bill) Perrett, Bruce Pie & Sons Pty Ltd, Power Mower Co. Pty Ltd, Premier Blinds Pty Ltd, Qld Govt Tourist Bureau, Qld Spastic Centre, Robert Reid Pty Ltd, Rover Mowers Pty Ltd, Royal National Agriculture & Industrial Assoc. of Qld, F. Seganfredo & Son, The Shell Co. of Aust. Ltd (Qld) only, Silsao Manufacturing Co. Pty Ltd, Southport Art Union, Starkey & Christoe, Story Bridge Motor Inn, Sunmaster Blinds, Telecasters North Qld Ltd, Tomasetti & Son, Vanguard Blinds Service, Westco Motors, Western Oilfields Trucking Co., Western Transport Pty Ltd, R. L. Windsor & Son Pty Ltd.

VINNCOMBE, HAROLD & ASSOCIATES PTY LTD, 474 Upper Edward-st, Brisbane. Phone 2-2104. Telegrams Halvin.

Directors: H. Vinnicombe (mng dir), B. G. Wilmott.

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

Clients: Australian Fixed Trusts Ltd (Qld), Australian Hire Purchase & Loans Finance Ltd, Roy Bliss, Blundell Spence & Co. (Aust.) Pty Ltd (Qld), Brisbane Grammar School, Cambridge Credit Corporation Ltd (Qld), Carlton Travel Bureau, De La Salle College, Deposit & Investment Co. Ltd, Direct Disposals Trading Co., Drouyn Musical Instrument Co., Duce Car Sales Pty Ltd, Esso Standard Oil (Aust.) Ltd (Qld), Eveley Enterprises (N. Qld), Ever-Glo Laboratories Pty Ltd, Grace Bros Pty Ltd, Alfred Grant Pty Ltd, Hancock & Gore Ltd, Trevor Henderson, Irvin & Johnson (Qld) Pty Ltd, Jeffrey & Forman Pty Ltd, Vic Jensens Pty Ltd, Lindeman Island Pty Ltd, Mactaggarts Primary Producers Co-operative Assn Ltd, Mayfair Electric, Metters Ltd (Qld), Nathan & Wyeth Pty Ltd (Qld), OK Rubber Co., Scarborough Art Union, Security Shoes Pty Ltd, Shorncliffe Pty Ltd, TVQ, B. B. Whitehouse & Co. Pty Ltd, Woulfe & Son Pty Ltd.

WAITE, T. HILKEN PTY LTD, 4th floor suite, Regent Bldg, 167 Queen-st, Brisbane. Phone 2-2411 (6 lines). Box 347E, GPO. Telegrams Hilkenad.

Executives: T. H. Waite (mng dir), N. W. Bertel (acct dir), A. Shield (secy), G. S. Adams (acct-exec), J. Mansell (copy dir), W. Hughes (art dir), R. Linton-Smith (prod. mngr), Miss I. Coward (acct), Miss J. Prete (media mngr), R. Johnson (desp. super.).

Accreditations: ANC, AAB, FACB, PPAB, TAB, ABC, CAB.

Clients: Acton Motors, Ashby Bros Pty Ltd, Barnes Milling Ltd, Blizzard Refrigeration, Boulevard Service Station, Brown Auto, A. R. Caskey & Co., Chainex Products Pty Ltd, Cistern Manufacturing Co. Pty Ltd, Club Motor Insurance Agency, Clark Rubber Stores, Commercial and Office Equipments Pty Ltd, Alf DeJarlais & Co., Dux Auto, Eagle Star Insurance Co. Ltd, Farsley Motors Pty Ltd, Fire & Accident & Marine Underwriters Assoc. of Qld, Fowkes Round & Murchie, Gates Hygenic Laundry, Gannon & King Service Station, Gold Coast Motors, Rex Grey & Co., Harris Bros, Jeffress Bros Ltd, S. F. Knight & Co., Markwell Bros Pty Ltd, Medical Benefits Fund of Aust., Metalcraft Pty Ltd, Morgans Garage, Modern Office Equipment Pty Ltd, Motorways Pty Ltd, John McIlwraith (Qld) Pty Ltd, W. Peach, Presbyterian Girls School, Peters Arctic Delicacy Co. Ltd, Peters Arctic Delicacy Co. (NQ) Ltd, Bruce Pie Industries Ltd, Qld Primary Producers Co-op. Assoc. Ltd, Redlands Poultry Suppliers Pty Ltd, Renown Motors Pty Ltd, J. E. (Don) Roberts Garage, Rockhampton Car Sales, S. B. Motors, Scots College, Southern Electric Authority of Qld, Herbert Small (Qld) Pty Ltd, Supastok Pty Ltd, Tilemasters Pty Ltd, T.M.V. Motors.

SOUTH AUSTRALIA

ALDWYCH ADVERTISING (SA) LTD, 40 Pirie-st, Adelaide. Phone 8-5566-7. Telegrams Aldwych Adelaide. Branches: Melbourne, Sydney.

Directors: G. L. Bride (mng dir.), F. T. Yates.

Executives: F. T. Yates (mng), B. Danvers.

I/State Repr.: See Melb. & Syd. entries.

Accreditations: ANC, FACB, AAB, PPAB, TAB, ABC.

Main Clients: Australian Cotton Textiles Industries Ltd, Angove's Ltd, Brownbuilt (SA) Ltd, Devon Credits Ltd, Dunlop Rubber (Aust.) Ltd, Ed. Lumley & Sons (SA) Ltd, Freeman Motors Ltd, Newton McLaren Ltd (Hoover), National Tyre Service, Mackay Convair Heaters (Aust.) Pty Ltd, Queen's Bridge Motor & Engineering Pty Ltd.

BERRY CURRIE ADVERTISING (VIC.) PTY LTD, (now Berry Currie-McCallum Richardson, see also McCallum Richardson entry this section), FCA Bldg, 15 Franklin-st, Adelaide. Phone 51-2706. Telegrams Unsullied.

Directors: H. Berry, W. Currie, L. Tripp, S. Kutt, R. Duncan, F. Sterndale.

Executives: W. Boyley (mng), G. Woolard (acct-exec.), R. Buckley (radio-TV mng), P. Cassidy (media mng).

Accreditations, O'seas Repr.: See Sydney entry.

Clients: Antoine Hair Fashion Salon, Badenoch-Sunshine Food Products, Australian Motors (SA) Pty Ltd, 5KA-AU-RM Broadcasting Co. Ltd, Harry's Menswear, Healing (Sales) Pty Ltd, ICIANZ Ltd (Rural chemicals), Kodak (A'asia) Ltd, S.A. Seed-growers Co-Operative Ltd, Monier Tile Co. (SA) Pty Ltd, Peoplestores Ltd, Olympic Health Studio, Slatters Shoes Ltd, Turners Ltd, Victor Harbour Tourist Committee, Tip Top Dry Cleaners, Tip Top Tyre Co. Pty Ltd, Woolworths (SA) Ltd.

BIRRELL & ASSOCIATES PTY LTD, 197 Greenhill-rd, Eastwood. Phone 71-0425 (3 lines).

Directors: Max N. Birrell (mng dir), Elizabeth D. Manley, Douglas C. Osborne, Ian R. Stevens.

Executives: Elizabeth D. Manley (design dir), Ian R. Stevens (snr acct-exec.), Douglas C. Osborne (snr industrial acct-exec.), John Anstey (acct-exec.), Brenton Jarvis (jnr acct-exec.), Colin Need (acct), Nancy Craigie (secy).

Member, together with E. C. Slatter & Poulter Pty Ltd (Sydney), Bell Advertising Pty Ltd (Melbourne) and Bean, Cross & Associates Pty Ltd (Perth), of Consolidated Advertising Services — CAS.

Accreditation: FACB, TAB, ANPA, ABC, PPAB, ANC.

Clients: L. G. Abbott Pty Ltd, T. H. Brown & Sons Pty Ltd, Brown & Watson Electronics Pty Ltd, Wendts the Jeweller, Miller Andersons Pty Ltd, H. H. Tandy Pty Ltd, M. S. McLeod Ltd, Solomons Floor Coverings, Arndale Shopping Centre, Fred Astaire Dance Studios, Jaffers Ltd, Hilton Motels, Mello Lite (SA) Limited, Macks Shoe Stores Limited, Burger King Drive-In Restaurants, Renwyn Manufacturing Co., San Remo Macaroni Co., Wise Engine Service Ltd.

BYRNE ADVERTISING SERVICE, 157-159 Franklin-st, Adelaide, SA. Phone 51-6389. (GPO Box No. 1520M.)

Executives: J. Byrne (principal), L. G. Young (acct-exec.), Miss N. Bennetts (media).

Accreditations: ANC, PPAB, FACB, TAB.

CASTLE JACKSON ADVERTISING (SA) LTD, 163 Archer st, North Adelaide. Phone 6-8512.

Directors: A. J. Connell, D. G. Castle, D. F. Jackson, G. I. Latimer.

Executives: A. J. Connell (mng dir), W. H. Sharland, R. L. Shepard (acct-execs), F. E. Pound (media mng).

I/State Repr.: Castle Jackson Advertising Pty Ltd, Victoria; Castle Jackson Advertising (NSW) Pty Ltd, NSW. **O'seas Repr.:** Australian member for EMA.

Accreditations: FACB, FACTS, ANC, PPAB, AAB.

CREASY ADVERTISING SERVICES PTY LIMITED, 85 Gouger-st, Adelaide. Phone 51-4748.

Director: M. B. Creasy (mng dir.).

Executives: G. W. M. White, A. J. Richardson, B. Smith (acct-execs), K. C. Holbert (art).

Accreditations: TAB, FACB, ANC, PPAB, ABC, AAB.

Clients: Castalloy Pty Ltd, Witchery Ltd, Sheppards Jewellers, Proline Sales Ltd, Claridge Motors Ltd, Norman Turner & Nottage Ltd, Lewis Cycle Works, Central Market, Crowhurst Ltd, Lightburn & Co. Ltd, B. L. Shipway & Co. Ltd, Good Neighbour Hardware Stores, Fruit Advertising Fund, Tecalemit (A'asia) Pty Ltd, Perry Metal Window Co. Ltd.

FORTUNE (AUST.) PTY LTD, 135 South Terrace, Adelaide. Phone 51-3773-45. Telegrams Fortaust. Head office, Sydney.

Executives: W. J. Wood (Adel. mng), V. Arnoul, R. S. Daniel, W. J. Barrett (acct-execs), L. Muston (TV & radio dir), K. C. Elborough (art dir).

Directors, I/State Repr. & Accreditations: See Sydney entry.

Clients: Airlines of SA, Apac Industries Ltd, Adelaide Motors Investments Ltd, Cre-morne Motors Ltd, Evangelical Lutheran Church of Australia, Metters Ltd, Bland Radio Ltd, Kentish Clothing Ltd, Bonnily's Motor Centre Pty Ltd, Bickford Building Co, SA Unit Trusts Ltd, Pinnock Manufacturing Co. Ltd.

GELLERT ADVERTISING SERVICE LTD, Savings Bank Bldg, Bank & Hindley-sts, Adelaide. Phone 51-6169.

Directors: H. Harte, R. A. Cudlipp.

Accreditations: ANC, FACB, PPAB, TAB.

Clients: Plestwood Ltd, Resco Pty Ltd.

HANSEN RUBENSOHN - McCANN ERICKSON PTY LTD, 50 Grenfell-st, Adelaide. Phone 8-5782-3. Telegrams Rubadco.

Executive: G. Huntley (mng).

Directors, I/State, O'seas Repr., Accreditations: See Sydney entry.

Clients: ALP, Emu Wines, United Motors, Wride & Abley, S. Smith & Son, Ten Pin Bowling, Coca-Cola Bottlers (Adelaide) Pty Ltd, Wadlow Pty Ltd, F. J. Wadham & Sons Pty Ltd, Blunts Ltd, Adelaide College of Music, J. C. Benbow, Ceilings Ltd, Concrete Tanks (SA) Ltd, Extruded Metals Pty Ltd, Elders-GM, Ferrand Furniture Co. Pty Ltd, Holdcroft Bros Pty Ltd, Metro Milk Co-Op., Master Builders Association of SA Inc., My Lady's Dainties Ltd, Philips Electrical Industries Pty Ltd, Power Plant Pty Ltd, Tonkin Radiators, TAA, Telecommunication Company of Australia Pty Ltd, United Motors Ltd.

HAROLD KING ADVERTISING SERVICE PTY LTD, 49 Flinders-st, Adelaide. Phone 23-5633.

Directors: H. H. G. King (mng dir), R. Marvell (media & prod.).

Executives: F. M. Hider (art dir), H. E. Aubert (secy).

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Metters Ltd, Snack Foods Pty Ltd, Johnston's Carpets, Farmers Executors & Trustees Ltd, Ingersons Pty Ltd.

MARTIN KINNEAR NEATE PTY LTD, 25-29 Peel st, Adelaide. Phone 51-1361. Telegrams Markineat.

Directors: Alan A. Martin, John R. Martin, Claude Mooney.

Executives: E. Lumbers (radio-TV mng), F. Klix (art dir).

Accreditations: ANC, TAB, FACB, APPA.

McCALLUM-RICHARDSON ADVERTISING LIMITED (Now Berry Currie-McCallum Richardson), Lordello Chambers, 202 East Terrace, Adelaide. Phone 23-3544.

Directors: John Currie (chrmn), W. A. Boyley, D. Richardson, R. G. McCallum.

Accreditations: ANC, PPAB, FACB, TAB AAB.

Main Clients: Adelaide Stove Centre, Alfred Martin Industries Pty Ltd, Australian Mineral Development Laboratories, B.D.H. Industries Ltd, B. F. Balnaves Ltd, Coombs Meat Service, Coventry Motors Ltd, Crompton Bunyip Soaps Ltd, Dickory Dock (SA) Ltd, Disposals, Dominant Chemicals Ltd, Dresslier & Co. Ltd, Fibreglass Constructions Ltd, Hamilton's Ewell Vineyards Ltd, Glenelg Dry Cleaners Ltd, T. E. Lomax & Sons Pty Ltd, McDonald & Whitrod Ltd, G. H. Mitchell & Sons, Mission Beverages Ltd, Motor Traders Ltd, Peerless Dry Cleaners, Renlita Products Pty Ltd, SA Grapegrowers Co-op. Ltd, Short-Galligan Ltd, Skoda Motor & Finance Co. Ltd, Sven Kallins, Vita Health Store, Wilcox Mofflin Ltd.

NAS MACNAMARA (ADELAIDE) PTY LTD, Box 1346H, GPO, Adelaide, SA. Phone 71-7131. Telegrams Maceljay, Adelaide.

Directors: L. J. Macnamara (gov.), W. Smallacombe, G. W. Edwards, A. M. Hughes, J. R. Muller.

Executives: Departmental heads — John S. Dick (TV-radio mng), Murray R. Rule (art dir), L. J. Kirkham (media mng).

Accreditations: ANC, AAB, PPAB, FACB, TAB, NPA (NZ).

South Australian member of NAS (Australia) Pty Ltd, an integrated organisation of member agencies providing national advertising service in Australia and New Zealand.

NAS members in Australia include: Sydney, NAS (Sydney) Pty Ltd; NAS (Melbourne) Pty Ltd; Brisbane, Duthie National Advertising Pty Ltd; Perth, Successful Advertising Co. Pty Ltd.

NAS members in New Zealand include: Wellington, Kenyon, Brand & Riggs Ltd; Auckland, James Sanders Advertising Ltd; Christchurch, The N. Hill-Skinner Advertising Agency Ltd.

O'seas Repr.: Aust. National Advertising Services Pty Ltd, New York, London.

O'BRIEN PUBLICITY (SA) PTY LTD, 91-95 Currie-st, Adelaide, SA. Phone 51-2277. Telegrams Gofers.

Directors: V. O'Brien (chmn), C. S. Rutter (secy), H. I. Fader, A. R. Kelly.

Executive: John R. Levy (mng).

I/State Repr.: Sydney, Brisbane, Melbourne, Hobart, Perth. **O'seas:** Wellington, NZ, London and throughout USA, Europe and the Far East.

Accreditations: ANC, PPAB, FACB, TAB.

Main Radio-TV Clients: Para-Motors Ltd, ICIANZ Ltd, Admiral Ltd, Kentish Clothes Ltd, Harry's Men's Wear Ltd, Radio Rentals Ltd.

PAINÉ, BERWEN ADVERTISING PTY LTD (member HEP), 4 Hutt-st, Adelaide. Phone 23-1311.

Directors: A. B. Paine (chrmn), J. L. Paine, M. H. Wilde, M. Evans, R. L. Hughes, B. L. Wright (assoc.).

Executives: J. Cawse (snr acct-exec.), R. V. Feehan (art dir), D. M. Porter (media mngr), R. Lloyd, R. Green (acct-execs).

Accreditations: FACB, ANC, TAB, PPAB, NPANZ.

Main Clients: Adelaide Chemical & Fertilizer Co. Ltd, Angas Engineering Co. Ltd, Archer & Holland Ltd, Arnold Shoe Repairs Ltd, Arturo Taverna Hair Coloring Specialists, British Motor Industries Ltd, T. M. Burke Pty Ltd, Clarkson Limited, Commercial Motor Vehicles Ltd, Diesel Automotive Industries Ltd, Don Tailors Ltd, R. J. W. Forbes Ltd, Geo. Gitsham & Sons Ltd, Godfrey's Ltd, Hannan Bros Ltd, Horwood Bagshaw Ltd, Le Cornu Ltd, John McIlwraith (SA) Pty Ltd, Mallala Motor Racing Co. Ltd, Charles Moore & Co. (SA) Pty Ltd, Moore Road Machinery (SA) Ltd, Newton McLaren Ltd, Polson Frigrite, Ready Mixed Concrete (SA) Pty Ltd, J. N. Taylor & Co. Ltd, W. H. Wylie & Co. Ltd.

PATTERSON, GEORGE PTY LTD, Savings Bank Building, Bank & Hindley-st, Adelaide. Phone 51-6121.

Adelaide Branch Manager: Bruce Beaumont. **Media Manager:** Miss M. F. Donhardt

Directors; I/state Repr.; Accreditations: See Melbourne entry.

Clients: Andamooka Enterprises Limited, Arkaba Holdings Pty Limited, Bank of New South Wales, Beneficial Finance Corporation Limited, Burden Limited, Cellulose (Aust.) Pty Limited, Clark Tyre Co. Pty Limited, Colstein's Coiffures, Federated Pharmaceutical Service Guild, General Motors Holden's Pty Limited, Jarmans Limited, Jasol Chemical Products Limited, Laubman & Pank Pty Limited, Laubman & Pank Hearing Aids Pty Limited, Lloyds Holdings Limited, Lloyds Timber Mills Limited, John Martin & Co. Limited, Oliver J. Nilsen & Co. Limited, Onkaparinga Woollen Co. Limited, B. Seppelt & Sons Pty Limited (export div.), Television Broadcasters Limited, Tobacco Product Distributors (SA) Pty Limited.

RICHARDSON-COX PTY LTD, Suite 17, 1st floor, Murray Hse, 77 Grenfell-st, Adelaide, SA. Phone 23-6183.

Head office, Melbourne. Branches, Sydney, Perth, Brisbane.

Directors: B. R. Richardson (gov. dir), I. K. Buttrose (mng dir), G. H. Beseler, J. S. Rigby, K. Givens, J. R. Ansett, W. Glasser. **SA Manager:** L. J. Churches.

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

Main Clients: Cox-Foys, Hilton Hosiery, Neptune Oil Co., Overseas Corp., Robur Tea Co., Eagle-Berkeley, Paint Supplies Co. Ltd, Walpamur Co. (Aust.) Ltd.

RICKARDS ADVERTISING SERVICE PTY LTD, 118 Hutt-st, Adelaide. Phone 23-1979.

South Australian Manager: Don Sandow. **Directors, I/State Repr. & Accreditations:** See Melbourne entry.

Clients: City Parking Station Ltd, Clayton Furniture Ltd, Coles Foodmarkets Ltd, Dunlite Electrical Co. Ltd, C. Haussen & Co., Horsell Jarmyn & Sons Pty Ltd, Houghton & Byrne (SA) Ltd, W. Jacobs Ltd, Norwich Union Life Insurance Soc, Oliver Sportsgoods Ltd, Schrader-Scovill Co. Ltd, Shefte College of Music, Superlift Equipment Co. Ltd, I. T. Waite Ltd, L. S. Wise Pty Ltd, A.S.G. Agencies Ltd, Auto Conversions Pty Ltd, BEA Motors Ltd, Globe Caravans Ltd, Hall Sandford & Co. Ltd, Mayne Nickless Ltd, National Bank of A'sia Ltd, Newbrook Insulation Ltd, Rosefield Smallgoods Pty Ltd, Spartan Battery Co. Ltd.

ERIC RING, JACKSON, WAIN PTY LIMITED, 92-94 Palmer Place, Nth Adelaide. Phone 6-8543.

Directors: E. D. Ring (mng dir), J. W. Jackson, H. M. Wain, M. F. Page (mngtr). **Associate Directors:** M. Brock (chief acct-exec.), E. C. Broocker, D. R. Todd (acct-execs.).

Media Manager: Norman Robb. **I/State Repr.:** Jackson Wain in all States. **O'seas:** UK, Western Europe, USA, Far East, NZ.

Accreditations: FACB, TAB, ABC, ANC, AAB, PPAB, NPA of NZ.

Clients: Gordon Abbott Industries Ltd, Academy of Modern Photography, Adelaide Circulating Library, Amoco Australia Limited, Wm Angliss & Co. Ltd, Australian Dairy Board, Badenoch Transport Limited, C. & E. Baitz Limited, Bellscreen (SA) Ltd, Buring & Sobels Ltd, Chamberlain Industries Ltd, Wm Charlick Limited, Charlick's Papersacks, R. W. Clampett & Co. Ltd, Clarks Australia Limited, Custom Credit Corporation Ltd, Eclipse Motor Vehicles Ltd, Ellis & Clark Ltd, E.R.G., Fertilizer Sales Pty Ltd, Firth Cleveland Pty Ltd (SA only), Fler Co. & Staff (SA), Francis Bros, Gaco Ltd, Gerard & Goodman Limited, Godfrey Industries Ltd, Grant Engineering Co. Ltd, Grant

Machinery Pty Ltd, Cliff Hawkins Ltd, James Hardie & Co. Ltd, Alan Hickinbotham Ltd, M. F. Hodge & Sons Ltd, Hoopers Furnishers Ltd, Hume Broadcasting Ltd (5DN), Jeffs Bros Limited, Jon Products, Joy Moreland Modelling & Finishing Academy, Katies (SA) Ltd, Kennedy's Drive Yourself Service, King's Travel Agency Pty Ltd, Koola Foods Limited, Layback Car Seats Ltd, Mercury Scale Co. Ltd, G. Metters & Co. Ltd, Milne & Co. Pty Ltd, National Safety Council (SA) Inc., Nursery Supplies, Pan Overseas Agencies Ltd, Parsons & Robertson Ltd, Rawlings Metal Products, Reed & Walker Ltd, W. Reynell & Sons Ltd, Rothmans of Pall Mall (Aust.) Ltd, SA Brewing Co. Ltd, SA Hotel Ltd, Sands & McDougalls Ltd, Saverys Group (A. W. Dobbie & Co. Ltd, Radio Electric Wholesalers, Saverys Limited), David Shearer Limited, John Shearer & Sons Ltd, Simpson-Pope Ltd, S. Smith & Sons Ltd, Southern Cross Newspaper, Southern Securities, State Motors Pty Ltd, Superspread Aviation, Tasmanian Tourist Bureau, Tongala Milk Products, Tudor Accessories, United Van Lines Pty Ltd, Velkinbin Pty Ltd, Wallaroo-Mt. Lyell Fertilisers Pty Ltd, Warburton-Franki Group, White Wings Pty Ltd, Wool Bay Lime Ltd.

SA COUNTRY NEWSPAPERS LIMITED, 130 Franklin-st, Adelaide. Phone 51-2626, 51-4507.

Directors: F. W. Hambidge, K. L. Barnet, E. G. Sprigg.

Executive: J. F. Power (mngtr). **Accreditation:** Aust. Provincial Press.

TAYLOR, CLEM, ADVERTISING PTY LTD, 155 Pirie-st, Adelaide, GPO Box 1525M. Phone 23-5577. Telegrams Clemtaylor, Admark.

Directors: W. R. Taylor (mngtr dir), C. Roantree (exec. dir), R. B. Malin (prod. dir). **Associate Directors:** R. M. Gilmore, L. R. Bambridge, D. M. Cain (also secy), R. J. E. Warburton, B. M. R. Gamlin, D. J. Mercer. **Executives:** D. G. Mogridge, R. W. Harris, D. Mercer, R. Ingleton (acct-execs.), R. J. Keay (prod. mngtr), R. J. E. Warburton (TV prod.), B. M. R. Gamlin (media).

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

SA unit of Admark Australasia, national advertising and marketing service group of independently owned agencies.

Admark units: Don Thomson Advertising Pty Ltd, Sydney; Dingwall & Associates Pty Ltd, Melbourne. Associates in other States.

Main Clients: Bugden Jewellers Ltd, City Motors Pty Ltd, City Supplies Pty Ltd, G. W. Cox Ltd, Eddys Ltd, G. Edgell Ltd, Elder Smith, Goldsbrough Mort, F. H. Faulding & Co. Ltd, D. & J. Fowler Ltd, Harvest Foods Ltd, Geo. Hall & Sons Ltd,

Maughan Thiem Motor Co. Ltd, Monier Besser Ltd, Mutual Hospital Assn, Murray Citrus Growers' Co-op. Assn Ltd, Royal Agricultural & Horticultural Society of S.A. Inc., Scott Bonnar (Aust.) Pty Ltd, Ernest Smith & Co. Ltd, S.A. Farmers Co-op. Union Ltd, Tip Top Bakeries Holdings Pty Ltd, Windsor Poultry Service Ltd.

TAYLOR HARMER PTY LTD, 420 King William St, Adelaide. Phone 8-7111. Telegrams Tayhar, Adelaide.

Directors: W. I. Taylor, W. G. Harmer, A. E. Stacy.

I/State Repr.: Max Gosewinckel & Associates Pty Ltd. **O'seas Representatives** in 21 countries.

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

Clients: Adelaide Brake Service Ltd, Andrew Construction Co., Ceilbild A'asia Pty Ltd, Chrysler Aust. Ltd (Airtemp div.), Consolidated Master Builders Ltd, John Dring Ltd, K. R. Easton & Co. Pty Ltd, Ellers Motor Sales, Peter Engel's Drive-In Nursery, Nancye Fowler Academy, Fricker Bros Ltd, Fernilee Lodge Ltd, Jackman & Treloar Ltd, Parbury Henty SA Pty Ltd, Scotts Menswear, Sporting Arms Ltd, Stockowner's Shearing Ltd, Territory Transport Association Ltd.

USP-BENSON (SA) PTY LTD, North Tce Hse, 19 North Tce, St Peters, S.A. Phone 63-4561. Telegrams Salesrise Adelaide.

Directors: H. Wilson (chmn), J. Goulstone, J. Davis, M. Giles

Executives: Ian Kennedy (mngtr), Keith Gorey (media), Leon Ham (acct-exec.), Peter Wildy (prod).

I/State Repr.: USP-Benson Pty Ltd, 16-18 Kavanagh-st, Sth Melbourne; USP-Benson (Qld), 21 Gipps-st, Broadway, Brisbane; USP-Benson Pty Ltd, 47-53 Macquarie-st, Sydney.

Accreditations: ANC, FACB, TAB, ABC, PPAB, AAB.

Clients: Arnolds Shoe Repairs and Surf Centre, E. W. Bolin, Carrier Air Conditioning, Coventry Motors, Cyclone K-M Products, N. J. Denyer, Edunley Shoe Company, Electronic Industries, Four Square Stores (national & SA), Saveway, Frigidaire, Glenn Gate, H. J. Heinz Company, Kayser Hosiery, Lawlors, Nelson & Co., Normans Home Furnishers, Olympic Tyre & Rubber Co., Pantheon Music House, Philip Morris, Saints Pty Limited, Shell Company, Swallow's Biscuits, Wilkinson & Giaccio.

WALKER ADVERTISING PTY LTD, 17 Currie-st, Adelaide. Phone 51-6625.

Accreditations: FACB, FACTS, ANC, PPAB.

Clients: E. Anders & Sons Pty Ltd, Beau-delle Shoe Repairs Ltd, N. Bowley Ltd, J. G. Bullock & Co., Colin Smith Ltd, D. M. Chittleborough, Cook, Son & Co. Pty Ltd,

C. A. Darwent & Son, East Bros & Co. Pty Ltd, Ezyfeed Poultry Equipment Pty Ltd, Wm Houghton & Co. Ltd, A. J. Higgins Ltd, Hubbard Motors Ltd, Jays Mens Stores, Kemp's Nurseries Pty Ltd, H. E. Knight Ltd, Male Bros Pty Ltd, Malcolm Read & Co. Ltd, John Milton Furnishers Ltd, McDonald Motors Ltd, Noblett Furniture Mfg Pty Ltd, Reids Ltd, Robb & Wraight Ltd, Sellick's Furniture House Ltd, James Smith Ltd, Solomons, Star Discount House Pty Ltd, E. M. Vivian & Co.

WEBB ROBERTS McCLELLAND PTY LTD, Royston Griffiths, Ainslie Roberts & Assoc., 47 Greenhill Road, Wayville, S.A. Phone 71-0575. Telegrams Armack.

Directors: R. W. Griffiths (mng dir), B. A. Roberts, A. E. Stacy, Milton Howard (dir, TV & radio), J. W. van der Linden (secy), Howard A. Austin (media mngr), G. L. Mann (prod. mngr).

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

Clients: Addison Motors Ltd, British Tube Mills (Aust.) Pty Ltd, Bundy Tubing Co. of Aust. Pty Ltd, Chrysler Australia Limited, Cooper & Sons Ltd, Electricity Trust of SA, L. H. Gardiner Pty Ltd, Guinness, Thomas Hardy & Sons Pty Ltd, David Jones Ltd, North Salisbury Properties Pty Ltd, SA Brewing Co. Ltd, Sheri Taylor Figure Clinics International.

WESTERN AUSTRALIA

AD-CRAFT SERVICE, Newspaper Hse 125 St. George's Terrace, Perth. Phone 23-2596-7-8.

Senior Partner: J. A. Mercer.

Executives: V. P. Pocklington (asst. mngr, snr acct/exec.), A. Barker (radio-TV mngr), P. I. Williams, M. Chiswell, K. Gloster (acct-exec).

Accreditations: ANC, FACB, PPAB, PNPA, TAB.

Clients: Anchor Products (WA) Pty Ltd, Attwood Motors Pty Ltd, Attwoods Randell Marine, Australian Watching Co (WA) Pty Ltd, Barnett Bros Pty Ltd, Lewis Berger & Sons WA Pty Ltd, Geo. Boucher & Co., Brownes Dairy Ltd, Bunning Bros Pty Ltd, Charlie Carter Pty Ltd, City Motors Pty Ltd, City Motors Scarborough Pty Ltd, S. W. Clarke Pty Ltd, Clarksons (WA) Pty Ltd, Cottesloe Civic Centre, Cuming Smith & Mount Lyell Farmers Fertilisers Ltd, Domestic Appliances & Co., F. H. Faulding & Co. Ltd, Fremantle Gas & Coke Co. Ltd, General Investment Co. Ltd, S. W. Hart & Co. Pty Ltd, Hoods Record Centre, Humes Ltd, Letonis, Lockyer Simpson Pty Ltd, Charles Moore & Co (WA) Pty Ltd, Moulded Products (WA) Pty Ltd, Murrays Furnishing Store, McLean Bros & Rigg Ltd, Nicholsons Ltd, Olympic General Products (WA) Pty

Ltd, Pegs Fashions Pty Ltd, Perth Photographics Pty Ltd, Perth Sports Depot Pty Ltd, Peters Ice Cream (WA) Ltd, Rizla Cigarette Papers (Australia) Ltd, Royal Aero Club of WA Inc., Royal Agricultural Society of WA, Skinner's Pty Ltd, Smith Copeland Pty Ltd, Radio station 6PR/TZ/CI, W. G. Waldie Pty Ltd, Wesfarmers Kleenheat Gas Pty Ltd, Western Motor Co. Ltd, Winterbottom Motors Pty Ltd, Winterbottom Pty Ltd, Wilcox Mofflin Ltd, Youngs WA Pty Ltd.

BEAN, CROSS & ASSOCIATES, Arbor-dale, 234 St George's Tce, Perth. Phone 21-6751. Telegrams Beancross, Perth.

Directors: H. L. Bean, E. I. Cross, A. Lazberger.

Executives: H. L. Bean (radio-TV), E. I. Cross (press), A. Lazberger (layout art dir), N. Revera (secy), G. Klauz (acct).

Accreditations: FACB, TAB, ANC, PPAB.

Clients: APT Shipping, Beach Ice Cream, Bullocks Removals & Storage, Botts Drive-in Chemist, Clancy Motors, Country Party of WA, Centre-lane Bowling, Dairy Products Marketing Board, Eagle Globe Steel Co., Ezywalkin, Fullin Engineering, Gilbert Motors H. Rayner & Sons, J. & W. Bateman, J. Manolas & Son, John Mott Motors, Kurths Rubber Stamps, Lionel Sampson & Son, Lesmurdie Heights, Manolas & Co., Metro Tours, Monarch Laundry, National Trading Co., Noels, N. Payton, Perpetual Trustees (WA), Perth Building Society, State Government Insurance, Victor Motor Co., Telesurance (WA), United Service Hotel, W. A. Black TV Services, Whittakers Building Supply Co., Western Livestock, Master Bakers Association of WA, Lindsay's Jewellers, Justin Seward.

COLLETT, ARTHUR, ADVERTISING, Yorkshire Hse, 194 St. George's Terrace, Perth. Phone 21-6396. Telegrams Colads.

Director: A. Collett (also mngr).

Executives: R. Morris, D. Langoulant, W. Hill, D. Cook, I. Stein.

Accreditations: FACB, ANC, PNPA, FACTS.

Clients: Alberts Bookshop, Allwood Industries, Bailey & Son, Bank of New South Wales, Bays Ltd, Bradford Insulation (WA), Burnell & Co., Burns Philp & Co., Betts & Betts, Chamber of Automotive Industries, Chamberlain Industries, Cecil Bros, Concrete Service Co., Edwards Business Machines, Federal Government, Flavoured Products, Flower Davies & Johnson, Fler Co. & Staff, The General Agency Co., Gibsons Confectionery, Hollywood Venetian Blinds, Hydronix Equipment, Howard Porter, Howard Motors, Porter Motor Co., Richard Klinger, Lambretta Sales (WA), Len Hearn Furnishings, Millard Marine, Millard O'Sullivan Aircharter, Motor Traders, Petroleum

Information Bureau, Rees Pharmacy, Regent Motors, Riverside Lodge, Russell Bros, S. & S. Enterprises, Saunders & Stuart, Scott Bonnar Australia, Shack Motors, Sharps Tobacconists, M. Silver & Son, Silverson Distributors, Sheraton's Furniture Manufacturers, Stott Land Development Corporation, Tedco, Tomlinson Steel, WA Chain Saws, Wentworth Motors, West End Motors, Zimpels.

EATON, MAX ADVERTISING, 1st floor, Shell Hse, 205 St George's Terrace, Perth. Phone 21-7259.

Executives: Max Eaton (principal), T. Haygarth (mngr), F. Mathews (art dir.).

Accreditations: ANC, PPAB, PNPA, FACB, TAB.

Clients: Albany Woollen Mills, John Allan Ltd, Atkins (WA) Ltd, T. M. Burke Pty Ltd, Bush Fires Board, Cardup Metro Brick Co., Craiks Pty Ltd, Dalgety Trading Co. Pty Ltd, W. Drabble Ltd, Joyce Bros (WA) Pty Ltd, Justin Seward & Co., J. Krasnostein & Co. Pty Ltd, Liberal & Country League of WA, Lockes Ltd, Nevada Shirt Co. Pty Ltd, Perth College of Music, Retraction (WA) Pty Ltd, Barney Silbert & Co., Thomson's Pty Ltd, WA Egg Marketing Board, Walker Adams Pty Ltd, West End Ladies' Outfitters.

FINNEY AND MARTIN, 21 Ord-st, West Perth. Phone 21-6031.

Executives: J. V. Finney, Phillis N. Martin (partners), C. Collinson.

Accreditations: FACB, WA Provincial Press.

Clients: D. W. Custer, Albertos Nightclub, Alberts Hi-Fi Centre, R. B. Baker & Co., Cara Mia Beauty Shoppe, T. W. Crommelin & Co., Duncan Motor Co., S. Gance Pty Ltd, Gordons The Poulterers, Gradys Cycles, C. A. Hine & Co., Ingrams Battery Service, Ju - Jutsu - Kan, Jones Blind & Awning Co., J. & E. Ledger and J. & E. Ledger (Sales), Kays Hire Services, Maxwells Manufacturing and Machinery Sales, McGay & Co., Mr. Ernest, D. K. Northover & Co., Producers Manufacturers, Ramsay Thermal Appliances, Ronald Smith & Co., Roby & Co., Southern Cross Machinery, Saggars Shoe Salon, Terra Trading, W. Thomas & Co., J. N. Taylor & Co., Taylor Sports, Taylors Engineering (WA), A. D. Urquhart, Venables Service, Values, Tractor Enterprises, Welding Enterprises, Wrights, Fremantle Surplus.

GILL, JOHN, ADVERTISING, 23 Barrack-st, Perth. Phone 21-3357.

Accreditation: FACB.

GORDON AND GOTCH (A'SIA) LTD, 134-144 Parry-st, Perth, WA. Phone 28-1041.

Telegrams, Gotch Perth. Head office Melbourne.

Executives: S. H. Phelps (mngr) J. Brown (asst. mngr).

I/State, O'seas Repr.: See Melb. entry.
Accreditations: ANC, PNPA, PPAB, FACB, TAB.

Main Clients: H. L. Brisbane & Wunderlich Ltd, Millar's, Timber & Trading Co., Musgroves Ltd.

JACKSON WAIN & HUNT PTY LTD, 218 St George's Tce, Perth. Phone 21-6666.

Executives: D. de V. Hunt, C. D. Goldsmith.

Interstate Repr.: Jackson & Co. Ltd (all States). **O'seas:** Benton & Bowles USA; Jackson Wain London, Kuala Lumpur, Singapore, Hong Kong, Bangkok.

Accreditations: FACB, ANC, PPAB, TAB, ABC, AAB.

Clients: Australian Dairy Produce Board, D. C. Allen Homes, Angus & Coote, Australian Lumber Co., M. J. Bateman, Bindoon Saw Mills, H. B. Brady Co., James Clay Motors, David Gray & Co., EIL Service, Glide, GLS Services, James Hardy & Co., Jason Industries, Jason Metal Furniture, Parker & Co., Ross International Fisheries, Rothmans of Pall Mall (Aust.), Simpson-Pope Distributors, Sunnywest Co-operative Dairies, Sunnywest Milk, Swan Timber, WA Salvage Co., Western Press (Sunday Times), Westland Broadcasting Co., White Wings, William Adams & Co.

NORWOOD, H. W., ADVERTISING, 375 Hay-st, Perth. Phone 23-4941.

Directors: H. W. Norwood, M. G. Norwood.

Accreditations: FACB, PPAB, PNPA.

Clients: L. C. & L. E. Allen, Alroh Engineering, A. N. I. Perkins (WA), Barrett Carpet & Furnishing Co., Barrow Linton, Bentley Hardware Co., Bowra Holdings, Roy Clayton Men's Shoes, Coventry's Floor Coverings, Cyclone-KM Products (WA), Dasco Farm Supplies, E. Davis & Co., Frigidaire (WA), Gregsons (Retail Furniture Division), McFarlane & Burns (WA), Macy's Fashion Salons, Mayne Nickless (WA), R. N. Mooney, Murray's Children's Shoe Centre, Pacific-Ace Equipment Co. (WA), Pilkington's, Wm. Smith & Co., Swift & Co. (Trading), WA, (WA Trading), Universal Milling Co., Wesfarmers Tutt Bryant, Western Business Machines, Wheeltraction of WA.

PARKES ADVERTISING PTY LTD, 38 Mill Point-rd, South Perth. Phone 67-4818.

Directors: Ian Maurice Parkes (mngr dir), Maurice Charles Parkes (secy), Desmond Arthur Scales.

Accreditations: FACB, FACTS.
Clients: Adelaide Tailoring Co., J. C. Taylor.

RICHARDSON-COX PTY LTD, 123a St George's Tce, Perth. Phones 21-3216, 21-4428. Head office Melbourne. Branches Sydney, Adelaide, Brisbane.

Directors: B. R. Richardson (gov. dir), I. K. Buttrose (mng dir), G. H. Beseler, J. S. Rigby (WA mngr), K. Givens, J. R. Ansett, W. Glasser.

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

Clients: Agricultural Parts Supply Co., Antoine Hair Fashions Salon, Apple & Pear Publicity, Banana Publicity Committee, Blue Ribbon Meats, Caris Bros, Crittall Manufacturing Co., Cox Bros Economic Stores, Edwards Hot Water Systems, Elder Smith Goldsbrough Mort, Fremantle Gas & Coke Co., Gem Footwear, Harvey Hearing Aids, Hawker Siddeley Building Supplies, Hearn Bros & Stead (Hearnsteads), Hilton Hosiery, W. O. Johnson & Sons, Leroya Industries, Mills & Hassell Engineering, Neeta Furniture, Neptune Oil Co., Pioneer Concrete (WA), Robur Tea Co., Rural Homes, Sunny Flo Apiaries, Tengems Pty Ltd, TVW Channel 7, United Engineering, Vegetable Publicity Committee, Walpamur Co. (WA), Warman Equipment (WA), West Australian Newspapers, Western Australian Turf Club.

SMITH, IAN H., & PARTNERS, 179 St George's Terrace, Perth. 21-4184.

Proprietor: Ian H. Smith.

Executive: W. Lummis (gen. mngr).

Accreditations: ANC, FACB, PPAB, AAB, TAB, ABC.

Clients: Adult Education Board (WA), Aerated Water Manufacturers' Association of WA, Alan Cabinet Works Pty Limited, Balm Paints Pty Ltd, Barkers, Besser Vibrapac Masonry Ltd, G.E.C. Aust. Pty Ltd, Bright Spot Caterers Pty Ltd, Brisbane Hotel, Cargills Pty Ltd, Carter & Foley Pty Ltd, Central Boot & Shoe Specialists, Cement & Concrete Association, Claremont Speedway Pty Ltd, Corbett Motors Pty Ltd, Cowans Pty Ltd, Dawson Harrison Pty Ltd, Douglas Jones Pty Ltd, Dowidat Coffey Pty Ltd, Diesel Motors Pty Ltd, Dux Heaters Pty Ltd, Fairlanes (WA) Pty Ltd, Friendly Societies Health Services, Friendly Societies Pharmacy Fremantle, Hartills Commercial College, H. B. Sales Pty Ltd, A. G. Healing Pty Ltd, A. Hicks & Co., Home Building Society, L. J. Hooker Ltd, Houghtons Wines, J. B. Hutton Ltd, Industrial Extracts Ltd, Industrial Products of Aust., Jet Age Products Pty Ltd, Pinkerton Motors, Johnson Harper Pty Ltd, Joiners Pty Ltd, Keith's Health Studios Pty Ltd, R. L. Kelt, Long John Whisky, M.W.A. Pty Ltd, Melville Food Market, Metters Ltd, Edward Moore & Co., National Safety Council of WA, O'Connor Crane & Plant Hire Service, Parry's Department Store, Passiona Bottling Co. (Perth) Ltd, Plaimar Ltd, T. S. Plunkett Pty Ltd, W. Pope & Co., Power Equip-

ment Pty Ltd, Premier Motors Pty Ltd, Premier Motors Toyota Ltd, Pyrox Ltd, Raffles Paints Pty Ltd, Ray's Service Centre, Ready Credit Ltd, Readymix Group (Aust. Blue Metal, A.B.M. Concrete Pty Ltd, Diesel Motors Pty Ltd, John Dunstan & Son WA Ltd), Redcliffe Bricks Pty Ltd, Reliance Engineering Pty Ltd, Rent-All Pty Ltd, Ron F. Shaw Consolidated Pty Ltd, Tropical Traders Ltd, Valencia Vineyards Pty Ltd, Vulcan Motors Pty Ltd, Watson Construction Pty Ltd, Westate Electrical Industries Ltd, D. E. Withers & Co., Globe Meats Pty Ltd.

SUCCESSFUL ADVERTISING CO. PTY LTD, 9a Francis-st, Perth. Phone 28-2628. Telegrams Webads, Perth.

Directors: D. R. Webster (mng dir), M. N. Webster.

NAS (Aust.) members: NAS (Sydney) Pty Ltd, NAS (Melbourne) Pty Ltd, NAS MacNamara (Adelaide) Pty Ltd, Duthie National Advertising Pty Ltd (Brisbane), Successful Advertising Co. Pty Ltd (Perth).

NAS (NZ) members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

NAS O'seas: Australian National Advertising Services Pty Ltd, 222 West 33rd Street, New York 1, USA and 77 Blandford-st, London.

Accreditations: ANC, TAB, FACB, PPAB.

Clients: Arcus Metal Products, Australian Labor Party, Cullity Timbers, Cullity Home & Outdoor Supply Centre, Cullity Westralian Plywoods, Dorsogna, Faulls, Industrial Public Relations, Industrial Better Furnishing Bureau, Landall Construction & Development Co., Lloyd & Co., Malvern Star Stores, Mazzucchelli's, Moss George, McPhersons, Nolex Engineering Co., Palace Hotel, Perrys Pest Control, Perth Motor Engineering Co., Sanitarium Health Foods, John R. Saunders, Swan Brewery Co., Swanseas, Vox Adeon Howard, J. H. Wilberforce & Co.

JOHN TROWELL ADVERTISING, 188 St George's Terrace, Perth. Phones 23-1287, 23-1587, 23-4715.

Directors: J. M. Trowell.

Executives: K. H. McQuoid (acct-exec.), G. G. Brown (artist).

Accreditations: ANC, FACB, PNPA, TAB, AAB, ABC.

Member: AMIN (Advertising and Marketing International Network), OPE (Organisation de vente et de Publicite de marche commun Eurogean) — sales and publicity organisation of the European Common Market, CAAN (Continental Advertising Agencies Network), GASI (Group Advertising Services International).

Clients: Ad-Astra, Braemar Engineering Co., (WA), British Tractor & Machinery Co.,

Capri Casuals, Canes, Clarevale Isaia, Continental Motors, Department of Industrial Development, Drycleaners Association, Elders-GM Travel Service, Engineer & Marine Services, Golden Bay, Gollin & Co., Hall & Jones Hairdressing Salons, Hardie Rubber Co., A. V. Jennings Home Constructions, Robert Laurie, H. C. Little & Co., Maynard Wright, Maxwell Robinson & Phelps, Mortlock Bros, Osborne Metal Industries, Pelikan Pens, Salvage Disposals, Skipper Bailey Motor Co., Smith & Walton (Aust.), Universal Tyre & Rubber Co., Wilson's Silk Fair.

WARNOCK SANDFORD, Eagle Star Bldg, 260 St George's Tce, Perth, WA. Phone 21-7717.

Directors: William S. Warnock, John E. Sandford.

Member: HEP agency network.

Accreditations: FACB, TAB, ANC.

Clients: Wesfarmers, ICIANZ (WA), Masters Dairy, Silk Shop, Potato Marketing Board, Barclay Homes, Concrete Industries (Monier), Blue Cross Products, Outdoors Equipment, Plaistowes Fulcreem Custard, BB Prepacked Foods, Mackays Aerated Waters, Co-operative Wholesale Services, Anglican Church in WA, Altona Hatchery, Crest Ice Cream, Dependable Motors, Industrial Extracts, Plaimer, Woodyarrup Stud.

WILLIAMS, A. J., ADVERTISING SERVICE, Radio Hse, 38 Mounts Bay-rd, Perth. Phone 21-6427. Telegrams Adwill Perth.

Executives: A. J. Williams (mng partner), W. P. Mansfield (partner), L. M. Bassett (partner), B. A. Wishart (radio-TV mngr).

Accreditations: ANC, AAB, FACB, PPAB.

Clients: Westralian Soaps, Mills & Ware Biscuits, Plaistowe & Co., Rural & Industries Bank, Diamond Ice & Cold Storage Co., J. Gadson, D. & J. Fowler, Watson Foods, Golden West Aerated Waters, Pharmaceutical Service Guild of Australia (WA Branch), McCormick Kirby, Agricultural & General Aviation, Sydney Anderson Automotives, Carlyle & Co. (1959), CSR (WA) Building Division, Dalgety & New Zealand Loan, Freecorns, Hunt's Canning Co., Martin Clarke Recording Studios, Metropolitan Milling Co., Simpson Steel Structures, Skipper Machinery, WA Savings & Building Society, Whitford's Broadcasting Network.

TASMANIA

HUTCHISON ADVERTISING, 16 Victoria-st, Hobart, GPO Box 98A. Phone 2-2778/9.

Director: F. A. Hutchison.

Accreditations: FACB, TAB.

Clients: J. Bidencope & Son Pty Ltd, Bridges Bros Pty Ltd, E. Chancellor Pty Ltd, W. Coogan & Co. (Hobart) Pty Ltd, W.

Coogan & Co. (Moonah) Pty Ltd, William Crosby & Co. Pty Ltd, J. Cuthbertson & Son Pty Ltd (incorp. Citizens Shoes), Electrical Finance Co., Eric Hairdressing Salon, Hadley's Hairdressing Salon, Kemp & Denning Pty Ltd, Medhursts Ltd (retail), Medical Benefits Fund of Aust. Ltd (Tas.), National Mutual Life Group (Tas.), Pastels Knitwear & Sportswear, Rundles Pty Ltd, J. T. Soundy & Co. Ltd, Tasman Glass, Tasmanian Machinery Distributors Ltd, A. G. Webster & Woolgrowers Ltd.

JACKSON, WAIN (TASMANIA) PTY LIMITED, Head office, 86 Murray-st, Hobart. Phone 2-4068. Branch, 93 York-st, Launceston (2-4327).

Directors: L. M. Abrahams (mng dir.), J. W. Jackson, H. M. Wain, J. M. Newell, R. T. Banks.

Executives: M. Trueman (Launceston mngr), P. R. Richman (radio-TV dir), M. Dyer, P. Ikin, G. Darby.

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

Main Clients: Cascade Brewery Co. Ltd, Dowell Industries (Tas.) Pty Ltd, H. C. Heathorn & Co. Ltd, Goliath Portland Cement Co. Ltd, Launceston Bank for Savings, Metro Motors Pty Ltd, Hydro-Electric Commission, Risby Bros Ltd, The 4 Roses Co., Tasmanian Government Tourist Bureau, Boags Esk Brewery, Metropolitan Dairy Holdings Ltd, A. V. Jennings Construction Co. (Tas.) Pty Ltd.

O'BRIEN PUBLICITY (VIC.) PTY LTD, 80 Harrington-st, Hobart, Tas. Phone 2-1526. Telegrams Gofer, Hobart.

Directors: V. O'Brien (chmn), C. S. Rutter (dir & secy), H. I. Fader, A. R. Kelly.

Executive: J. T. Bessell (mngr for Tasmania).

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

Pstate Repr.: O'Brien Publicity (Qld) Pty Ltd, 312 Elizabeth-st, Brisbane (2-3281); O'Brien Publicity (NSW) Pty Ltd, 56 Young-st, Sydney (27-1355); O'Brien Publicity (Vic.) Pty Ltd, 29 Lonsdale-st, Melbourne (32-3521); O'Brien Publicity (SA) Pty Ltd, 91-95 Currie-st, Adelaide (51-2277); Ian H. Smith & Partners, 179 St George's Tce, Perth (23-3778). **O'seas:** Philippines, Japan, Taiwan, Hong Kong, Thailand, Singapore, New Zealand, Pakistan, South Africa, USA, UK, Europe, Lebanon.

Main Clients: Crisp & Gunn Co-operative Ltd, R. Evans & Co. Pty Ltd, Four Square Stores Pty Ltd, Andrew Mathers (Carriers) Ltd, J. Wignall & Co. Pty Ltd, Cados (Tas.) Pty Ltd, Tasmanian Timber Pty Ltd, Perpetual Insurance & Securities Ltd, Tasmanian Plywood Distributors Traders Pty Ltd.

OVERSEAS

Overseas agencies accredited by the FACB and TAB are:

CRAWFORD, W. S., LTD, 233 High Holborn, London, WC1, England.

BENNETT, WALTER F. & COMPANY, Civic Opera Bldg, 20N Wacker Drive, Chicago 6, USA.

GUY BOLAM (AMERICAN SALES & SERVICING AGENCY), PO Box 31, Bedford, New York, USA.
Accreditation: FACB.

ADVERTISING AND TECHNICAL TRAINING COURSES

SYDNEY

week in advance. Entrance fee £3 3s.

Academy closes 3 weeks over Christmas and New Year, and 3 weeks at Easter.

ADVERTISING INSTITUTE OF AUSTRALIA: E. A. Lewis (Fed. secy & registrar), Vic. Employers' Fed., 342-348 Flinders-st, Melbourne. Phone 61-2011.

Federal Pres.: H. I. Fader, 15 Balaclava-rd, East St Kilda, Vic.

Divisional Secretaries: Miss T. Upton, Room 7, 6th Floor, Griff Hse, 324 Pitt-st, Sydney, NSW; R. Peel, 120 George-st, Fitzroy, Vic.; B. M. Gamlin, 16 Hay-st, Lower Mitcham, SA; E. R. Tamlin, 22 Moulden-ave, Mt Yokine, WA; Mrs J. E. Green, 42 Market-st, Windsor, Qld.

Principal objectives of the Institute, which has over 1000 members in Australia, New Zealand and south-east Asian countries, are to promote a broader idea of the functions of advertising and to encourage the study of advertising in all its aspects.

Institute is actively supported by the AANA and 4As and has revised its syllabus and devised a course of study which is uniform for all technical colleges throughout the Commonwealth.

For students in States where classroom tuition cannot be extended beyond two years, the Institute is developing a correspondence course for the remaining two years to enable students to qualify for their Associate diploma.

Students who are unable, because of geographical or other reasons, to attend technical colleges, may prepare for the Associate examination by private study.

DIAMOND ADVERTISING ACADEMY, 17 Selwyn-st, Artarmon, NSW. Phone 41-5602.

Courses available for Part I and/or Associate examinations of the Advertising Institute of Australia and the Diamond Academy Media Diploma.

Period of each course: Part I, 12 months, beginning November; Associate, 18 months, beginning March; media, 12 months, beginning November.

Enrolment can be made by contacting the principal.

Fees: £2 2s weekly for Part I and media; £2 10s weekly for advanced, payable one

HEMINGWAY ROBERTSON INSTITUTE (owned and controlled by Hemingway Robertson Pty Ltd), 16 Barrack-st, Sydney. Phone 29-7671. Telegrams Hemway, Sydney. Head office, Melbourne.

Directors: R. W. Robertson, B. Comm. (Melb.), FASA, ACIS; V. A. Russell, FASA, ACIS, ACA; B. P. White, Dip. Comm. (Melb.), FASA, ACIS.

NSW Principal: R. Allen, chart. acct, FASA, FCIS.

Conducts courses in accountancy, cost accountancy, automation accountancy and data processing, company secretaryship, banking, sales management, advertising, business administration, hardware distributors, wholesale-softgoods distributors, personal individual home study tuition, full time tutorial staff available.

Operates 6days weekly, no time limit to tuition.

Conducts also the Dale Carnegie Course and Better Reading Program.

Enrolment is effected by completion of enrolment application and payment of initial fee.

No additional tutorial costs or text book fees involved; fees for individual courses appear on schedule of fees and are fixed at time of commencement.

INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD, 140 Elizabeth-st, Sydney, NSW. Box 4195, GPO. Phone 61-6566. Cables Intertext.

Directors: W. R. Gresham (mng dir), G. W. Anley (secy), M. H. Kellerman (principal).

Conducts six courses in radio-TV engineering and servicing, courses for PMG exams, course for the IREE, 12 courses in electronics and three in electronic computers, all courses giving revision in basic mathematics and graded study manuals to the more advanced work.

Periods of study vary from 252hours for a basic electronics course to 1175hours for the practical radio-TV engineering course.

Fees range from £25 for a preliminary radio servicing course to £77 for the practical radio-TV engineering course.

Enrolment is effected by personal interview with a trained careers officer or by mail, in which guidance forms are used to assess the potential student's educational standard. Adjustments may be made in the structure of each course, depending on student's previous education or experience.

Courses keep abreast of the latest developments in radio, TV, electronics, servomechanisms, automation and telemetry.

Further information may be secured from the Registrar, International Correspondence Schools, Box 4195, GPO, Sydney.

NORTH SYDNEY TECHNICAL COLLEGE (NSW Department of Technical Education), Pacific Highway, Gore Hill, NSW. Phone 43-5316.

Principal: T. J. Keane.

Conducts courses in TV station operation, TV studio techniques, transistors (post trades), industrial electronics (post trades), TV receiver servicing (post trades), telegraph mechanics, radio trades.

Electronics and communications certificate course, very high frequency techniques (post certificate), industrial electronics (post certificate).

For details of courses, terms and fees, contact the supervisor of radio and television (43-5316).

SYDNEY TECHNICAL COLLEGE, Mary Ann-st, Broadway, NSW. Phone 20-922. Course is conducted by the Department of Technical Education, Farrer Place, Sydney, through its School of General Studies at Sydney Technical College.

Type of advertising course: Leading to the certificate of the Dept., course includes the study of copywriting, oral communication, media, psychology, production campaign planning, report writing and marketing with general training in advertising principles and techniques.

Period of each term or course: Four-year course, three terms annually. Term 1, Feb. 22-May 15; Term 2, May 31-Aug. 21; Term 3, Sept. 6-Nov. 27.

Details of enrolment may be obtained from the Guidance Office, Department of Technical Education, Broadway, or the School of General Studies. Fees £9 annually for first three stages, and £12 for stage IV.

BRISBANE

STATE COMMERCIAL COLLEGE, George-st, Brisbane, Qld. Phone 2-2562. W. M. G. Hoskins (officer-in-charge).

The advertising certificate course provides for the training and development of present and potential advertising executives and others dealing with advertising in commerce, industry and the public service.

Period of course: Four year course; three terms annually.

Enrolment and fees: Enrolment may be effected at College office. Fees: 1st year, £5 5s per term; 2nd year, £6 per term; 3rd and 4th years, £7 10s per term.

ADELAIDE

SOUTH AUSTRALIAN INSTITUTE OF TECHNOLOGY, North-tce, Adelaide, SA. Phone 23-3866.

Advertising course.

Subjects include principles of advertising, expression, mechanical production, media, typography, copywriting, layout, product analysis, research, radio, TV artwork, printing techniques, campaign planning.

Period of Course: Five years, three terms annually, February to November. Enrolment at SA Institute of Technology, early February each year. Fees, £10 10s annually, per subject.

On successful completion of course, students may apply for the associate diploma of the Advertising Institute of Australia. Advertising Part I (student membership) may be granted on successful completion of first two years of the course.

National, interstate and large-scale State advertisers

ADDIS (AUSTRALIA) PTY LIMITED, 135-139 Church-st, Ryde, NSW. Box 8, PO, Ryde. Phone WY0225. Telegrams Sidda. Branch, 318 King-st, Melbourne (67-4828).

Directors: H. C. Nankervis (chairman & mng dir), A. R. Dobb (secretary), R. H. Chown.

Executives: C. South (sales mngr), W. Bolt (prod. mngr).

Products: Toothbrushes, denture brushes, nail and hairbrushes; household brushware and associated plastic products.

Agency: J. Walter Thompson Ltd.
O'seas Repr: Addis Ltd, England.

ALCOA OF AUSTRALIA PROPRIETARY LIMITED, 155 Queen-st, Melbourne. Phone 67-6585. Telex: Alcoa AA30446.

Directors: G. Lindesay Clark, W. D. Brookes, J. Chester Guest, W. M. Morgan, J. Colin Smith, R. C. Blasingame, C. W. Parry, J. R. Burt, J. Darling.

Executives: J. Colin Smith (mng dir), C. W. Parry (financial dir), R. C. Blasingame (project mngr), F. R. Morgan (secty).

I/State Repr.: Headquarters — 155 Queen-st, Melbourne; Smelting & Fabricating Plant — PO Box 460, Geelong, Vic. (R. C. Blasingame); Mining & Refining Plant (Kwinana) — PO Box 375, Fremantle, WA (E. L. Wahlsten). **O'seas Repr.:** Aluminum Company of America — American partner, 1501 Alcoa Building, Pittsburgh, Pa.

Agency: The Paton Advertising Agency, Melbourne.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney. GPO Box 2516. Phone 2-0233. Telegrams Expanse.

Products: Radio and television, broadcasting station and studio equipment, communication transmitters and receivers, mobile radio equipment, marine transmitters and receivers, air navigation beacons and distance measuring equipment, instrument landing systems, aeradio stations, telephone terminal equipment, microwave links, radio component parts, transistors, piezo electric radio program recordings, crystals, military communication equipment, sound amplifying systems, test and measuring instruments, transmitting and receiving radio valves, broadcasting and television receivers, television picture tubes.

I/State Repr.: Branch, 163-173 Queen-st, Melbourne (67-9161).

O'seas Repr.: Anvil Hse, 138 Wakefield-st, PO Box 830, Wellington, NZ; General Bldgs, 99 Aldwych, WC2, London, England.

AMPOL PETROLEUM LIMITED, Buchanan-st, Balmain, NSW, Box 5342, GPO, Sydney. Phone 82-0233. Telegrams Ampolco,

Sydney.

Directors: W. G. Walkley, L. J. Thompson (chrn), P. J. Adams (dep. chrn), W. M. Leonard (mng dir), R. A. Irish, A. E. Harris, C. D. Saxton, W. G. Hall, S. W. Thorpe.

Executives: A. E. Harris (gen. mngr), R. M. Binstead (secy), N. Malone (treasurer).

Products: Petroleum.

Branch Offices: Buchanan-st, Balmain; Elizabeth-st, Tighes Hill, Newcastle (MA4511); Ampol Petroleum (Vic.) Pty Ltd, 792 Elizabeth-st, Melbourne (34-0466); Ampol Petroleum (Qld) Pty Ltd, 44-46 Herschel-st, Brisbane (31-2711); T&G Bldg, Flinders-st, Townsville (5636); 2 Elder-st, Birkenhead, SA (49-6991); 197 Adelaide Terrace, Perth, WA (23-1725); 336 Elizabeth-st, Hobart, Tas. (3-1671).

O'seas: c/o Stevinson Hardy & Co. Ltd, 155 Fenchurch-st, London.

Agency: Nixon-Compton Pty Ltd.

ANDERSONS SEEDS LIMITED, 90 Paramatta-rd, Summer Hill, NSW. Phone UA0251. Telegrams Boronia, Sydney.

Directors: D. V. Stroud, J. G. Radford, F. W. Radford, L. S. Snider M.L.C.

Executives: D. V. Stroud (gen. mngr), E. Gattenby (sales mngr), J. G. Radford (secty).

Product: Seeds.

Agency: Weston Advertising Co.

I/State Repr.: Melbourne, Brisbane, Bega, Coffs Harbour.

ANGLISS, W., & CO. (AUST.) PTY LTD, 255 George-st, Sydney. Phone 2-0534. Telegrams Imperial, Sydney.

Executives: R. Kendall (sales dir), P. Beaumont (advtg mngr).

Products: Packed meat, margarine, small-goods, canned goods.

I/State Repr.: Own offices all States.

O'seas Repr.: Own offices main capital cities.

Agency: Jackson Wain & Co. Pty Ltd.

ANSELL RUBBER CO. PTY LTD, THE, River-st, Richmond, E.I., Vic. Phone 42-4131. Telegrams Ruballoon, Melbourne.

Directors: H. N. Ansell, E. L. Ansell.

Executive: G. More (gen. mngr).

Products: Surgeons' domestic & utility rubber gloves, hot water bags, rubber mats, rubber soles and heels, toy balloons.

Agencies: J. Walter Thompson, Bell Advtg.

I/State Repr.: Ansell Distributors (NSW) Pty Ltd, 45-47 Farr-st, Marrickville, NSW (56-8545); Ansell Dist., (SA) Pty Ltd, Chinner-ave, Adelaide (71-2466); Sidwell & Co., 70 Liverpool-st, Hobart (2-5061); Robert Campbell & Assocs., 328 Murray-st, Perth (21-6277); Kenneth Mitchell Agencies Pty Ltd, 100 Alfred-st, Valley, Brisbane (51-1581).

ANSETT-ANA (subsidiary of Ansett Transport Industries), 489 Swanston-st, Melbourne. Phone 34-0291.

Directors: R. M. Ansett (chmn), R. R. Walker, R. L. Cooper, F. Pascoe.

Executives: F. Pascoe (gen. mngr), Capt P. J. Gibbs (ops mngr), J. A. North (commerc. mngr), A. Flanders (finance mngr & secy), J. R. Fowler (planning mngr), E. J. B. Forrester (controller), G. S. Drury (traffic & services mngr), J. Roy (engineering mngr), L. C. Warton (gen. freight mngr).

Service: Airline operators.

Agency: BCJP-Foote, Cone & Belding.
I/State Repr.: Branches all States. **O'seas:** London, Eng.

ANSETT TRANSPORT INDUSTRIES LIMITED, 489 Swanston-st, Melbourne. Phone 34-0401. Telegrams Ansett.

Subsidiaries: Ansett Airways Pty Ltd, 489 Swanston-st, Melbourne; Australian National Airways Pty Ltd, 489 Swanston-st, Melbourne; Airlines of New South Wales Pty Ltd, Kingsford Smith Airport, Mascot, NSW; Queensland Airlines Pty Ltd, Eagle Farm Airport, Qld; Airlines of South Australia Pty Ltd, Adelaide Airport, West Beach, SA; Ansett Flying Boat Services Pty Ltd, 95 North Quay, Brisbane; Ansett Hotels Pty Ltd, 489 Swanston-st, Melbourne; Barrier Reef Islands Pty Ltd, 95 North Quay, Brisbane; Ansett Freight Express Pty Ltd, New Footscray-rd, Footscray, Vic.; Pioneer Tourist Coaches Pty Ltd, 489 Swanston-st, Melbourne; Ansair Pty Ltd, Melbourne Airport, Essendon, Vic.; National Instrument Co. Pty Ltd, Melbourne Airport, Essendon, Vic.; AES Trading Co. Pty Ltd, 465 Swanston-st, Melbourne; Electronic Navigation Ltd (Wellington), Nagel Hse, Court-house-lne, Auckland, NZ; Provincial Holdings Pty Ltd, 489 Swanston-st, Melbourne, Austarama Television Pty Ltd, Springvale-rd, Nunawading, Melbourne.

Directors: R. M. Ansett (chmn & mng dir), R. Moore, Air Marshal Sir G. Jones, J. N. Lord, Sir D. Copland.

Executive Directors: R. R. Walker (aviation and television), R. L. Cooper (finance, hotels and manufacturing), N. A. Smith (trading), C. MacDonald (road services), Dr H. W. Poulton (policy), K. B. Osborne (publicity), R. M. Roberts (asst secty).

Services: Air & road transport, hotel operations, bus body building, road freight, general merchants, electronic equipment, television station operators.

Agencies: Orr Skate & Assoc., Fortune, BCJP-Foote, Cone & Belding, Geo. Patterson, Stewart-Cowcher, Dormer-Beck (NZ), Goldberg Advertising.

Repr.: Branches all States, NZ, UK & USA.

ARNOTT, MOTTERAM, MENZ PTY LIMITED, head office Galway-ave, Richmond (97-1088), 279 Grote-st (51-3176), 82 Wakefield-st (23-6311). After hours 97-1201.

Telegrams Mabis, Adelaide.

Products: Arnotts biscuits, Guest biscuits, Menz biscuits, Rowntrees chocolate & confectionery, Menz confectionery, Allens confectionery.

ARROW SHIRTS PTY LTD, 23 Goodwood-st, Richmond, E.I., Vic. Phone 42-2151.

Executive: Alan A. Wynn (gen. mngr).
Products: Arrow shirts, sport shirts, Arajamas, Arastrides, Lady Arrow blouses.

Agency: Paton Advtg Service.
I/State Repr.: Colonial Sales Corp. Pty Ltd, all States.

ASSOCIATED PULP AND PAPER MILLS LIMITED, 360 Collins-st, Melbourne. Cl. Vic. Phone MU5851, MU6371. Telegrams Aspulpaco, Melbourne.

Subsidiaries: Papermakers Ltd, Ballarat Paper Mills Pty Ltd, Burnie Board & Timber Pty Ltd, Papyrus Pty Ltd, Associated Forest Holdings Pty Ltd, Burnie Board Processors Pty Ltd, Ballarat Clay Co. Pty Ltd.

Directors: W. D. Brookes, DSO (chmn), H. B. Somerset, OBE (mng dir), M. L. Baillieu, E. Cohen, A. W. Stewart.

Executives: R. L. Stock (secty), E. E. Jones (sales mngr APPM), J. A. Hughes (marketing mngr BB&T).

Products: Printing and writing papers, art and chrome papers, special wrappings, coated boards, Burnie Board, sawn timber.

Mills: APPM, Burnie; Subsidiary companies, Burnie, Ipswich, Ballarat, Melbourne, Sydney.

I/State sales offices: APPM Sydney, Brisbane, Adelaide, Perth; BB&T Sydney, Brisbane, Adelaide, Townsville, Launceston.

O'seas Repr.: Robert Bryce & Co. Ltd, NZ, F. Gardner Corbett Ltd, UK.

ASTOR ELECTRONICS: (See Radio Corporation).

AUSTRAL SWISS TEXTILES PTY LIMITED, 34 Victoria-rd, Marrickville. Phone 51-4348. Telegrams Janilaine.

Director: J. T. Lansky.

Product: Knitted Jerseys.

I/State Repr.: All States. **O'seas:** Auckland, NZ; Hong Kong; Singapore.

AUSTRALIA AND NEW ZEALAND BANK LIMITED, AUSTRALIA AND NEW ZEALAND SAVINGS BANK LIMITED, gen. mngr's office, 394 Collins-st, Melbourne. Phone 60-0541. Telegrams Anzbank.

General Manager: C. R. Darvall.

Asst General Managers: J. S. Hardie, J. C. Macvean, R. A. Orpwood, C. H. Rennie, R. J. Thomas.

Service: Banking.

Agencies: O'Brien Publicity (Vic.) Pty Ltd, Paton Advertising Service Pty Ltd.

I/State Repr.: All I/State capitals with city, suburban and country repr. **O'seas Repr.:** UK, NZ, Fiji, Papua & New Guinea.

AUSTRALIAN ABRASIVES PTY LIMITED, 302-306 Parramatta-rd, Auburn, NSW. Phone 648-2361. Teleg. Abrasives, Sydney.

Vic. office: 8a Bent-st, Bentleigh (97-1429). **SA office:** 49-51 Flinders-st, Adelaide (23-5773).

Products: Grinding wheels, diamond wheels, segments, rubbing bricks & sticks, mounted points, sharpening stones.

Agency: Murray Evans Advertising Pty Ltd.

I/State Repr.: Distributors & wholesalers all States.

AUSTRALIAN BISCUIT COMPANY PTY LIMITED, PO Box 1, Homebush, NSW.

Product: Biscuits.

Agencies: George Patterson, NAS (Sydney), USP-Benson, John Clemenger.

AUSTRALIAN CONSOLIDATED INDUSTRIES LTD, 500 Bourke-st, Melbourne, CI. Phone 67-6881. Telegrams Ausconind, Melbourne.

Directors: J. A. Forrest, A. E. Smith, J. F. T. Grimwade, C. N. McKay, G. G. Russell, D. H. Sargood, J. C. Stewart.

Executives: G. Haile (gen. mngr), L. H. Dillon (secy), C. D. Thomas (treasurer).

Products: Glass containers, glass tubing, Koala sheet and figured rolled glass, Crown Lightingware, Crown Pyrex, Superglass tumblers, scientific and laboratory glass, fibre glass, glass insulators, incandescent electric light globes, Garnite plastics, Laminex, Hystest axes and tools, Panelyte, corrugated containers, Gerflex flexible vinyl tiles and sheet.

AUSTRALIAN CONSOLIDATED PRESS LTD, 168 Castlereagh-st, Sydney. Phone B0666. Telegrams Packpress Sydney.

Directors: Sir Frank Packer (mng dir), L. T. Fielding, R. C. Packer, MLC, D. R. McNicoll, L. K. Martin, K. Hall.

Publications: The Australian Women's Weekly, Daily and Sunday Telegraph, Bulletin, Everybody's.

Agencies: J. Walter Thompson, Jackson Wain.

I/State Repr: Melbourne, Brisbane, Adelaide. **O'seas:** New York, London.

AUSTRALIAN COTTON TEXTILE INDUSTRIES LTD, Actil-ave, Woodville, SA. Phone 45-1101. Telegrams Actil Adelaide.

Directors: Lt-Gen. Sir Iven G. Mackay, KBE, CMG (chmn), S. Powell, CMG (vice-chmn), A. G. Hargreaves (mng dir), L. V. Menz.

Executive: H. W. Price (advtdg).

Products: Actil sheets, pillow cases, nursery squares, Fasco all purpose fabric, Beau-Weave furnishing fabric.

Agency: Aldwych Advtdg.

AUSTRALIAN DAIRY PRODUCE BOARD, 406 Lonsdale-st, Melbourne, CI. Phone 67-5611. Telegrams Dairyboard.

Executives: E. G. Roberts (chrmn), E. B. Gilbert (gen. mngr), E. H. Du Cros (gen. secy), G. W. Waye (advertising mngr), H. E. Kennedy (promotion mngr).

Operations: Commonwealth statutory board responsible for all exports of butter and cheese and for promotion and research for those products within Australia.

Agency: Jackson Wain & Co. Pty Ltd.

I/State repr.: All States. **O'seas:** Australian Dairy Produce Board, St Olaf Hse, Tooley-st, London, Eng.; Mike Okazaki, Secretariate in Japan, Room 709, Meikai Bldg, Akashimachi Ikutaku, Kobe, Japan.

AUSTRALIAN DRIED FRUITS ASSOCIATION, THE, Sunraysia Hse, 24 Jeffcott-st, West Melbourne, CI. Phone 30-3019. Cables Adfasson.

Executives: R. B. Curtis (gen. secy), S. L. Coles (sales promotion mngr).

Operations: Industry administration, advertising, sales promotion, public relations and research.

Agency: John Clemenger Pty Ltd, Melbourne.

AUSTRALIAN ELECTRICAL INDUSTRIES PTY LIMITED, 93-95 Clarence-st, Sydney. Phone 20251. Telegrams Austric.

Directors: Sir Jack Stevens (chmn), F. C. Caish (mng dir), O. S. Dixon, J. L. Taylor.

Executive: D. M. White (secy).

Products: Electrical contractors' supplies and accessories, switch and fuse gear, flame-proof equipment, wires and flexibles, insulators and insulating materials, appliances, lamps, lighting, batteries, industrial heating and cooking and cleaning equipment, industrial electric motors and starters (stock sizes) and motor-driven appliances, nucleonic equipment, instruments.

Agency: Pritchard Wood (Aust.) Pty Ltd.

I/State repr.: Branches Vic., Qld, SA, Tas., WA. Agent: Atkins (WA) Ltd.

AUSTRALIAN FIXED TRUSTS LTD, 16 O'Connell-st, Sydney 28-1287, 28-2741.

Directors: Norman L. Cowper, CBE (chmn); Sir John Northcott, KCMG, KCVO, CB, KSJ; William M. Mayberry, DSO; Ed-

ward A. Perry, FCA; John D. Steed, LLB; John W. Blaiklock; C. A. Allerdice, ACA.

Executives: C. A. Allerdice (gen. mngr), R. A. Cox (secy), C. S. Oertel (gen. sales mngr).

Operations: Unit trusts managers.

Agencies: Fortune (Aust.) Pty Ltd, NSW, Vic., Qld, WA, Tas., SA.

AUSTRALIAN GAS LIGHT COMPANY, THE, 477-487 Pitt-st, Sydney. Phone B0955. Telegrams Gas, Sydney.

Directors: C. G. Crane (chairman), A. T. Anderson (deputy chairman), R. G. Parry-Okeden, G. G. Russell, Sir Lionel Hooke, Rear Admiral G. C. Oldham.

Executives: W. W. Pettingell (gen. mngr) H. F. Benning (secretary).

Products: Gas and gas by-products.

Agency: BCJP-Foote, Cone & Belding, Sydney.

O'seas Repr.: William Coward & Co. Ltd, London.

AUSTRALIAN MOTOR INDUSTRIES LIMITED, Cook-st, Port Melbourne. Phone 64-0221. Telegrams, Melfy Melbourne.

Product: Motor vehicles.

Agencies: Rambler, John Clemenger Pty Ltd; Standard Triumph and Toyota, Robert Hughes and Associates Pty Ltd.

AUSTRALIAN NATIONAL INDUSTRIES LIMITED, Birnie-ave, Lidcombe, NSW. Telegrams, Sydnot, Sydney. Phone 648-2951.

Directors: G. J. Cullen (chrmn), B. J. D. Page (deputy chrmn), R. N. Cadwallader, J. H. Broinowski, J. W. Debenham (mng dir).

Executives: J. W. Debenham (mng dir), E. J. S. Adams (gen. mngr, mnfg), T. A. Wright (advtdg mngr).

Operations: Industrial, automotive, aviation forgings, steel and aluminium merchants, equipment merchandisers, Ford dealers.

Agency: J. Walter Thompson.

I/State Repr.: Branches all States.

AUSTRALIAN SISALKRAFT PTY LIMITED, 186 Blues Point-rd, North Sydney. Phone 92-0911. Telegrams Sisal, Sydney.

Directors: E. E. Fortescue (chrmn), Hon. O. McL. Falkiner, MLC, A. P. Henchman, G. D. Forsyth, B. E. Nicholas, D. K. Nicholas, A. J. White (mng dir).

Products: Reinforced and un-reinforced laminates, foil laminates, polyethylene coated and laminated products, polyethylene films.

Agency: USP-Benson Pty Ltd.

I/State Repr.: Branches: NSW, Melbourne, Brisbane, Adelaide, Perth, Hobart and Canberra. **O'seas:** New Zealand Sisalkraft Limi-

ted, NZ; Sime Darby & Co. Ltd, Singapore and Malaya; The East Asiatic Company Ltd, Bangkok, Thailand.

AUSTRALIAN WOOL BOARD, 578 Bourke-st, Melbourne, CI, Victoria. 67-9261. Telegrams Auswobo, Melbourne.

Director: Sir William Gunn, KBE, CMG (chrmn).

Executives: R. B. McMillan (chief exec. officer), Miss Gracemary MacKinnon, MBE (secy), Miss Nancy M. Sanders (dir market development), A. D. McKinlay (dir finance), A. J. Farnworth, MBE, PhD (dir technical dept), K. Madden (dir public relations), G. R. Moule, PhD (dir production research), H. K. Lay (dir admin.), G. Say (publicity officer radio-TV services).

Operations: Wool industry promotion through all media, handling advertising, product publicity at various levels, industry liaison, market development, wool marketing, production and textile research.

Agency: Own publicity department, also Thompson, Ansell, Blunden & Associates Pty Ltd.

I/State Repr.: Offices in Sydney, Brisbane, Adelaide, Perth. **O'seas Repr.:** International Wool Secretariat branches in 16 countries including Head Office: 18-20 Regent-st, London, SW1, UK.

AUTOMATIC FIRE SPRINKLERS (AUST.) PTY LTD (Independent Industrial Investments Pty Ltd), 618 Botany-rd, Alexandria. Phone 67-2476. Telegrams, Autosprink.

Executives: D. W. Roberts (mngr), B. J. Sproule (sales mngr), A. R. Meredith (secy).

Service: Fire protection engineers.

Agency: Nichols-Cumming.

I/State Repr.: Branches all States. **O'seas:** Assoc. company, NZ.

BALL, B. J., LTD, 414-418 Kent-st, Sydney. Phone BX6693. Telegrams, Paperball.

Directors: W. A. Ball (chmn, mng dir), H. J. Unwin, W. C. A. Starling, E. A. Wood, J. Gordon, L. J. Thompson, J. T. Adams, J. H. Hurt, L. W. McGregor.

Executives: J. Hurt (mngr paper dept.), N. Graham (machinery division mngr), J. T. Adams (advtdg mngr).

Products: Writing & printing papers & boards, wrapping & packaging papers, stationery, ropes & twines, printing machinery & equip., sports netting.

I/State Repr.: Branches, Brisbane, Melb., Adelaide, Perth. **O'seas:** Branch, London.

BALM PAINTS LTD, ICI Hse, 1 Nicholson-st, Melbourne, C2. GPO Box 4352. Phone 32-2861. Telegrams Pigments Melbourne.

Managing director: E. P. Sanford.

Products: Dulux Paints & Duco Lacquers.

Branches: Cabarita-rd., Concord, NSW (73-042); McNaughton-rd., Clayton, Vic. (546-0241); Lipson-st, Pt Adelaide (4-3381); Ipswich-rd, Rocklea, Qld (47-2141); Jones-st, O'Connor (50-2021); Bass Highway, Prospect Vale, Launceston (4-2581).

Agency: NAS (Melbourne) Pty Ltd.

BANK OF NEW SOUTH WALES, 341 George-st, Sydney. Phone B0244. Telegrams Wales, Sydney; Telex 20122, 20434.

Directors: J. Cadwallader (pres.), Hon. R. C. Wilson, D. B. Lewington, S. G. Rowe, V. C. Fairfax, J. W. Dunlop, T. J. N. Foley, R. J. Abercrombie.

Executives: R. W. Norman (gen. mngr), A. de V. Stewart-Richardson (deputy gen. mngr), R. B. Prowse (chief mngr, business promotion), P. T. Matthews (advtg mngr). **Service:** Banking.

Agency: Coudrey-Gotham Associates Pty Ltd, Sydney.

I/State Repr.: Branches all States. **O'seas:** Agents throughout world. Branches London, NZ, Papua, Fiji, NG.

BAYARDS PTY LIMITED, 201 Queen-st, Brisbane, Qld. Phone 2-0311.

Directors: J. O. Bayard, G. B. Bayard, N. G. Bayard.

Executives: J. O. Bayard (mng dir), R. C. De Vere (advtg mngr).

Company's operations: Department store.

Branches: Bayards Pty Ltd — Brisbane-st, Ipswich, Qld; Cnr Currie and Howard-sts, Nambour, Qld; Cnr Kent and Adelaide-sts, Maryborough, Qld; Bay Terrace, Wynnum, Qld; Brighton Parade, Sandgate, Qld.

BECKERS PTY LIMITED, Crown & Campbell-sts, Sydney. Phone 31-7106. Telegrams, Powders, Sydney.

Managing director: Miss R. Wilson.

Operations: Manufacturing chemists — BEX powders and tablets.

Agency: Weston Advertising Pty Ltd.

I/State Repr.: Branches Melbourne, Brisbane, Adelaide, Perth. Works, Dudley Park, SA.

BEECHAM (AUSTRALIA) PTY LTD, Chesterville-rd, Moorabbin, S20, Vic. Phone 95-3701. Telegrams Beecham, Melbourne.

Directors: S. A. F. Pond (chrnm), D. F. Corbett (mng dir), C. W. M. White (tech. dir).

Executives: C. W. M. White (prod.), R. K. Ferguson (marketing), K. J. Becker (sales), C. E. Morcom (admin.).

Products: Brylcreem, Eno 'Fruit Salt', Silvikrin Pure Tonic Hairdressing, shampoo

and Hair Cream, Macleans tooth paste, Vosene Medicated Shampoo, Beecham's Pills, Ashton & Parsons Infants' Powders.

Agencies: USP-Benson, Claude Mooney Advertising.

I/State Repr.: Sydney, Brisbane, Adelaide, Perth, Hobart (branches); Townsville, (depot). **O'seas:** Beecham (Aust.) Pty Ltd, Auckland; Beecham Products Inc., New Jersey, USA.

BENJAMIN, A. J., LIMITED, 473-495 Victoria-ave, Chatswood, NSW. Phone 41-0122.

Directors: John Benjamin, C. Bruce-Smith, B. W. Anderson, W. Hilton Campbell.

Executives: A. Cocoran, Mrs H. Pattison (merch. controllers), A. S. Morris (ops mngr). B. W. Anderson (secty).

Company's operations: Department store chain.

Agency: W. B. Lawrence Pty Ltd.

Branches: A. J. Benjamin's of Blakehurst Pty Limited, 659 Princes Highway, Blakehurst, NSW (54-1311); A. J. Benjamin's of Broken Hill Pty Limited, Cnr Oxide & Blende-sts, Broken Hill, NSW (Broken Hill 2511).

BERGER, LEWIS & SONS (AUST.) PTY LTD, Rhodes, NSW. Phone 73044. Telegrams, Bergers.

Directors: C. J. Callaby (mng dir), L. J. Pearson (chrnm), E. B. Young (tech. dir), R. A. Davies (financial dir).

Products: Berger Breeze, Bergermaster, Berger Full Gloss enamel and all decorator finishes.

Agency: George Patterson.

I/State Repr.: Branches all States. **O'seas:** Branches Wellington & Auckland NZ, Lewis Berger & Sons, Great Britain.

BERLEI LTD, 39 Regent-st, Sydney. Phone MX5061. Telegrams Berlei Sydney.

Managing Director: J. G. Hurley.

Executives: J. J. Mostyn (marketing mngr), N. R. Brown (sales promotion mngr).

Products: Berlei Panties, Girdles, Bras, Maidenform Panties, Girdles, Bras, Warner's Panties, Girdles and Bras.

I/State Repr.: Branch offices all States. **O'seas:** Berlei (UK) Ltd (subsidiary co.), Berlei (NZ) Ltd (associate co.).

Agencies: Warwick Advtg, George Patterson, Lyle Davis.

BESLEY & PIKE PTY LTD (Inc. in Qld) Head office & plant, Ipswich-rd, Rocklea, Qld. Phone 47-1921 (8 lines). Telegrams, Besleypike, Brisbane.

Directors: R. H. Besley (chrnm), E. W. Munro, R. E. Iliff.

Executives: R. H. Besley (gov. dir), N. K. Grimley (secy), J. Petersen (prod. mngr), P.

Cossey (advtg mngr).

Operations: Manufacturers of envelopes. Creators of fine printing. Direct mail specialists, and sole licensee in A'sia for the Reply-O-Letter Company, New York USA.

Agency: George Patterson-Noble Bartlett Pty Ltd.

I/State repr.: Besley & Pike Pty Ltd, sales offices 13 Meeks-rd, Marrickville, NSW (51-3791); 14 Woorayl-st, Carnegie, SE9, Vic. (56-1091); 45 Pirie-st, Adelaide, SA (8-7266); 15 Harvest Tce Perth, WA (21-5196); and at Hobart. **O'seas:** Room 410, Hong Kong Hilton, Hong Kong (29011); 47 Hill-st, Singapore (33810); Pearce & Co., Suva, Fiji (2616); Jepson, Bolton & Co. Ltd, 120 Moor-gate, London EC2.

BEUTRON AUSTRALIA LIMITED, Gibbes-st, Willoughby, NSW. Phone 40-1311. Telegrams Willscour.

Executives: M. A. Griffith (gen. mngr), V. B. Hutchin (sales mngr), J. Rostron (sales mngr), J. O. Hellum (advtg mngr).

Products: Beutron Buttons, Leda Buttons. **Agency:** Lintas Pty Ltd.

I/State repr.: Branches Melbourne, Brisbane. **O'seas factories:** NZ, Hong Kong, Japan, South Africa.

BLACK & DECKER (AUSTRALASIA) PTY LTD, Maroondah H'way, Croydon, Vic. Phone 3-0271. Telegrams Bandeco Croydon.

Directors: M. W. Boyce (mng dir), M. H. Clark (sales dir), N. H. Armfield (prod. dir).

Executive: G. I. R. Watson (secty).

Products: Portable electric tools.

I/State Repr.: Branches, Melbourne, Sydney, Brisbane, Adelaide. **O'seas:** Factories, USA (parent co.), Gt Britain, Canada.

Agency: Nixon-Compton Pty Ltd.

BLACK LANCE LTD, 86 Greville-st, Prahran, Vic. Phone LA1507.

Directors: R. J. Hughes, E. M. Price, J. L. Price, K. H. Price. **Associate Directors:** N. Cottee, D. Snadden.

Product: Black Lance knitwear.

I/State Repr.: Branches all States.

Agency: Cy Cater Publicity Pty Ltd.

BLUNDELL, SPENCE & CO. (AUST.) PTY LTD, cnr Gardeners & Kent-rds, Mascot, NSW. Phone 67-4921. Telegrams Blun-spence Sydney.

Directors: E. B. Calvert, C. C. Longstaff, P. F. M. Coverdale, P. F. Baxter (mng dir), S. L. G. Wright.

Executives: B. T. Estall (secy), J. E. Hoskins (sales mngr).

Products: Pammastic (PVA) and Pamm Paints.

I/State Repr.: Depots and/or distributors in all States of the Commonwealth. **O'seas:** Member of Blundell Spence group of companies, established at Hull, UK.

Agency: Pritchard Wood (Aust.) Pty Ltd.

BOND'S-WEAR PTY LTD, 100 Mallett-st, Camperdown, NSW. Phone 51-0341. Telegrams Gabondo Sydney.

Directors: W. R. Slade (chrnm), L. T. Fielding, G. H. Slade, P. J. Ratcliffe, E. J. Cameron, H. G. Aston.

Executives: H. G. Aston (gen. mngr), A. V. Hood (secy), R. F. Stephenson (Aust. sales mngr).

Products: Men's, women's & children's underwear, baby wear and distributors for Dri-glo towels.

Agency: J. Walter Thompson (Bond's & Dri-Glo Towels).

BONNINGTON & COY PTY LTD, 179 Harris-st, Pymont, NSW. Phone 68-1790, 68-5531.

Directors: G. C. Bonnington (mng dir), C. Bonnington (NZ).

Products: Proprietary medicines and throat jubes.

Agency: Browne & Bruce Pty Ltd.

I/State Repr.: All States.

BOOTS PURE DRUG CO. (AUST.) PTY LTD, 376 Eastern Valley Way, Roseville, NSW. Phone JY1212. Telegrams Bootsdrug.

Directors: W. H. Bathgate (chrnm), F. M. Needham, PhC, MPS (mng dir), J. O. Stephenson, S. M. Peretz, MPS, G. K. Suter, PhC, MPS.

Products: Wholesale druggists and chemists, fine chemicals, rural products and surgical instruments.

Agency: Rodney H. Evans Advertising, Sydney.

I/State Offices: 33-35 Stewart-st, Richmond, E1, Vic (JB1141); 22 Henley Beach-rd, Mile End, SA (LU8151); 83 Lower Main-st, Kangaroo Point, Brisbane (91-9641); 664 Newcastle-st, Perth (28-2821); Box 34, Lindisfarne, Tasmania (2-9945). **O'seas:** Boots Pure Drug Co. Ltd, Station-st, Nottingham, England.

BOWATER-SCOTT AUSTRALIA PTY LTD, head office, Ailsa-st, Box Hill, Victoria. Phone 89-0551. Telegrams Bowscott.

Directors: H. S. Archdall (chrnm & mng dir), R. Evans (deputy mng dir & marketing dir).

Executives: H. S. Archdall (mng dir), R. Evans (depty mng dir & dir, mktg).

Products: Sanitary tissue products, Sorbent paper products, Scotties facial tissues, Scott family napkins, Scot towels, Scotkins, Sorbent foil-wrap, Scoxtissue and Andrex toilet tissues.

Agency: Maurice Kay Advtg Pty Ltd.
I/State Repr.: Own sales offices all States.

BP AUSTRALIA LTD, 131 Queen-st, Melbourne, Cl. Phone 60-0531. Telegrams Austbeepee.

Directors: R. Weir (chmn), W. H. Tucker, J. Darling, J. G. Wilson, N. R. Seddon, L. R. Gascoine, J. S. Fox (mng dir), R. Southey.

Executives: J. T. Martin (gen. sales mngr), F. H. Hanley (market services mngr), R. R. Taylor (advtg dept mngr), R. B. Jones (PR dept mngr).

Products: BP petrols, BP Energol lubricants and full range of petroleum products.

Agency: Carden Advertising Pty Ltd.

I/state Repr.: Branches all States. **O'seas:** British Petroleum Co., England.

BRISBANE CITY COUNCIL, City Hall, Brisbane. Phone 32-0201. Cables Civicus, Brisbane.

Ald. Clem Jones (Rt Hon. Lord Mayor).

Town Clerk and city administrator: J. C. Slaughter.

Operations: Local government.

Agency: George Patterson-Noble Bartlett Pty Limited, Brisbane.

BRISBANE GAS CO. LTD, 545 Queen-st, Brisbane. Phone 31-2721. Telegrams Brisgas. H. Hume (gen. mngr).

Service: Gas.

Agency: Commercial and Industrial Advtg.

BRISTOL MYERS COMPANY PTY LTD, 223 Pacific Highway, North Sydney, NSW, PO box 460NS. Phone XB1051. Telegrams Mytoldo.

Directors: J. S. Burke, Dr B. Oxenham.

Executives: Dr. B. Oxenham (manag. dir.), J. S. Burke (finance dir), A. R. Martin (secretary), D. A. Horne (advtg mngr), B. T. Hooper (sales mngr).

Products: Proprietary medicines, toilet goods, cosmetics.

Agencies: Hansen Rubensohn-McCann Erickson, Jackson Wain & Company.

I/State Repr.: Branches all States. **O'seas:** Bristol Myers Co., New York, USA.

BRITISH MEDICINALS PTY LTD, 115-125 Turrella-st, Turrella. Phone 59-0371. Telegrams Britmed.

Directors: J. Yuille-Rogers (gov. dir), G. W. Goodhew (mng dir), W. J. Rogers, A. R. M. Gibson, L. L. MacKillop, R. F. Street.

Products: Ford Pills, Dr. MacKenzie's Menthoids, Curlypet & Curlypet Shampoo, Youth-O-Form, Dr Brodie's Kanatox, Pressor

Salt, Dormagen, Ter Vunga.
Agency: Russell Morris Advtg.
I/State Repr.: All States.

THE BRITISH MOTOR CORPORATION (AUSTRALIA) PTY LIMITED, Joynton-ave, Zetland, NSW. Phone 663-0321.

Directors: G. W. Harriman, CBE (UK chrmn), H. J. Graves (Aust. deputy chrmn), R. L. Abbott (mng dir), H. L. Sainsbury (dir & secy), N. W. Lawrance (commerc. dir), L. Shimmin (sales dir), G. A. Lloyd, Snr, Sir James Kirby, CBE, S. H. Bull.

Executives: C. H. Wilkins (assoc. manufacturing dir), R. J. Gillingham (assoc. supply dir), D. T. Beech (assoc. eng. dir), I. W. Milbank (advtg mngr), V. B. Drew (parts mngr), N. Prescott (service mngr), N. H. Humphries (works eng.), J. L. Alterator (prod. mngr), T. Warner (chief quality control eng.), R. A. Bull (chief work study eng.), R. W. Serjeantson (chief product. eng.), A. F. Grogan (gen. sales mngr), J. James (supt C.K.D.), K. C. Marsden (personnel mngr), J. M. Paul (chief acctnt), R. H. Playdon (supt unit factory), G. R. Thomson (mngr export & Government sales).

Products: Automobiles.

Agency: Arthur Smyth & Sons.

BRITISH PAINTS (AUST.) PTY LTD, 9-29 Gow-st, Bankstown, NSW. Phone 70-0400. Telegrams Britpaints.

Directors: F. G. Adams (chmn & mng dir), K. N. Sheddon (dep. mng dir), F. A. Chambers; J. Makai, G. R. Horsley (dir & secy), P. Cayzer, A. D. G. Macarthur, W. N. Tonge.

Associate Directors: E. V. Collins (chief chemist), D. M. Martin (dep. chief chemist), K. Queen (mngr, resinous chemical div.), R. Sayers.

Products: Decorative paints and enamels, industrial finishes, marine paints and compositions.

Agency: Baume, Chapman & Baume Pty Ltd.

I/state Repr.: Branches Melbourne, Brisbane, Adelaide, Perth, Newcastle, Launceston, Rockhampton, Townsville, Cairns, Lismore. **O'seas:** The world wide organisation of British Paints Limited, chief offices: Britannic Works, Portland-rd, Newcastle-on-Tyne, U.K.

BRITISH STANDARD MACHINERY CO. LTD, 520-530 Gardener's-rd, Mascot, NSW. PO Box 62, Mascot. Phone 67-2411. Telegrams Britishstandard.

Directors: R. E. Purves (chrmn), F. A. Waugh, O. G. Edwards.

Executives: K. J. Johnson (mngr), R. A. Goodmanson (marketing mngr), J. J. Hinde (Eimco sales mngr), M. T. Pritchard (chief engr).

Products: Earthmoving and road construction equipment, steam cleaners, steam

generators, space heaters, meatsaws, Eimco equipment.

I/State Repr.: ISAS all States.

BROKEN HILL PROPRIETARY COMPANY LIMITED, THE, 500 Bourke-st, Melbourne. Phone 60-0701. Telegrams Hematite Melbourne.

Directors: Sir Colin Syme (chrmn), Norman E. Jones (mng dir), Sir Ian McLennan (chief gen. mngr), L. Gordon Darling, M. A. Cuming, Rear-Admiral C. C. Clark, R. R. Law-Smith.

Executives: J. F. Rich (gen. mngr administration), W. W. Sweetland (gen. mngr shipping), K. A. Rowell (gen. mngr raw materials & exploration), J. C. McNeill (gen. mngr commercial), D. M. Frankenberg (gen. mngr sales), J. C. Richards (gen. mngr development & shipbuilding), G. H. Bishop (gen. mngr distribution & services), J. D. Norgard (gen. mngr operations), J. L. Jenkins (secy).

Product: Steel.

Agencies: Nixon-Compton Pty Ltd, Rickards Advertising Services, West Advertising Pty Ltd.

I/state Repr.: All States. **O'seas:** London, New York, Singapore, Wellington.

BROWNBUILT LIMITED, Steel Equipment Division, 14-24 Alexandra-pde, Clifton Hill, N8, Vic. Phone 48-0311. Telegrams Steelquip.

Directors: J. H. Roxburgh (chrmn), F. P. Johns, J. D. Davies, P. J. Newton (mng dir), W. E. Hodgson.

Executives: J. C. E. Morris (secy), J. Russell (advtg mngr).

Products: Steel office furniture, shelving, lockers, Compactus mobile storage systems, clothes dryers.

Agency: Aldwych Advtg.

I/state Repr.: Branches NSW, Qld, SA, Vic. Offices Melb., Syd., Bris., Canberra, Adelaide.

BROWNBUILT LIMITED, Metal Sections Division, 256 Darebin-rd, Thornbury, Vic. Phone 48-6251.

Directors: J. H. Roxburgh (chrmn), F. P. Johns, J. D. Davies, P. J. Newton, W. E. Hodgson, P. G. Clempson.

Executives: P. G. Clempson (gen. mngr), H. F. Lambert (Aust. sales mngr), J. C. E. Morris (secy), J. Russell (advtg mngr).

Products: Metal roof decking and wall cladding, cold roll formed metal sections.

Agency: Nixon-Compton Pty Ltd.

I/state Repr.: Branches Vic., NSW, Qld, SA. Offices Melb., Syd., Bris., Canberra, Adel.

BUCKINGHAMS LIMITED, 69 Oxford-st, Sydney. Phone 31-0400. Telegrams Bucking-

ham's, Sydney.

Directors: W. Buckingham, C. W. Teague, H. Bate, A. V. Smith, N. Aboud.

Executives: N. Aboud (mng dir), T. Rice (advtg mngr).

Company's operations: Department store chain.

Branches: NSW: Newcastle, Wollongong, West Ryde, Fairfield, Caringbah, Liverpool, Parramatta, Warrawong.

BUNNING BROS PTY LTD, 49-71 Charles-st, Perth, WA. Phone 28-0121. Telegrams Bunnings Perth.

Directors: C. R. Bunning, G. M. Bunning, J. W. Bunning, B. Johnston, E. F. Downing, H. R. Merry, R. E. Bower, G. W. Stewart.

Executives: C. R. Bunning, B.C.E. (Melb), A.M.I.E. Aust., G. M. Bunning, A.A.S.A. (joint mng ahrs).

Operations: Timber and hardware merchants and sawmillers.

Agency: Adcraft.

I/State Repr.: Parbury Henty & Co. Pty Ltd, Victoria; Parbury Henty & Co. SA Ltd, South Australia; G. D. Cadden Pty Ltd, NSW; D. De Fraine, Darwin, NT. **O'seas:** Rosenfeld Kidson, New Zealand; Carst & Walker Timber (Pty) Ltd, South Africa; Bird & Co. (Private) Ltd, India; Edward Chaloner & Co. (Timber) Ltd, England.

BUSHELLS PTY LIMITED, 121-127 Harrington-st, Sydney, NSW. Phone 27-1583.

Tea, instant coffee, ground coffee and essence packers and distributors.

Agencies: Traders, Madison-Milwyn, Weston Co. (Sydney).

CADBURY-FRY-PASCALL PTY LTD, Claremont. Tas. GPO Box 636G, Hobart. Tas. Phone 7-1301.

Directors: J. P. D. Lloyd (chairman), H. V. McKernan (vice-chairman), R. A. Smith, V. G. Burley.

Products: Chocolate, food drinks, confectionery.

Agency: George Patterson, Melb.

Branches: All States. **O'seas:** Cadbury Bros.

CALTEX OIL (AUSTRALIA) PTY LTD, 167-187 Kent-st, Sydney, NSW. Phone B0555. Telegrams Caltex.

Executives: D. Braham (mng dir), T. O'Halloran (Aust. sales mngr), J. H. T. Dowsett (mngr advtg & sales prom.).

Products: Petroleum fuels & lubricants for transport, industry & agriculture.

Agency: Hansen Rubensohn-McCann Erickson.

I/state Repr.: Branches, Townsville (mngr K. E. Graham); Brisbane (J. A. Landels); Newcastle (R. B. Turner); Sydney (K. G.

Harvey); Melbourne (G. J. Keir), Hobart (S. H. Gregg); Adelaide (J. H. McLaughlan); Perth (S. W. Leunig). O'seas: California Texas Oil Corporation, 380 Madison-ave, New York, NY 10017, USA.

CAMPBELL BROTHERS LIMITED, Campbell-st, Bowen Hills, N.7., Qld. Phone 5-3331. Telegrams Campbells, Brisbane.

Directors: M. C. Campbell, K. C. Campbell, L. J. McCray, E. D. Summerson (chmn).
Executives: D. H. Vickers (secy), J. R. King (gen. mngr), K. C. Winning (asst gen. mngr), D. L. Whitehouse (sales mngr).

Products: Household, industrial soaps, soluble silicates & detergents, commercial acids & alkalis, refractories & insulating materials.

CAMPBELLS SOUPS (AUST.) PTY LIMITED, 14-22 Commercial-rd, Melbourne, SC2. Phone 26-3301. Telegrams Camelsoup, Melbourne.

Directors: A. J. Collins (chmn), J. R. Burt, J. L. Dixon, G. Kirk (marketing dir), B. Brett.

Executives: R. H. Gamble (gen. mrktng mngr), R. A. Cuming (prod. mrktng mngr — Campbell's), W. F. O'Connor (prod. mrktng mngr — Kia-Ora), J. Hays (promotions mngr), J. Davenport (gen. plant mngr), P. A. Osborne (mngr purchasing).

Products: Campbell Soups, Kia-Ora fruit juice cordials and canned goods.

Agency: George Patterson Pty Ltd.

CARLTON & UNITED BREWERIES LTD, 16 Bouverie-st, Carlton, N.3., Vic. Phone FJ0431. Telegrams Carlubrew.

Executive: R. F. G. Fogarty (gen. mngr).

Products: Beers & stouts; Fosters Lager; Abbots Lager, Double Stout & Invalid Stout; Victoria Bitter; Melbourne Bitter.

Agency: Paton Advg Service.

CARNATION COMPANY PTY LTD, 252 Swanston-st, Melbourne Cl, Vic. Phone 32-2517. Telegrams Carncoy Melbourne.

Executives: J. G. Wilson (mng dir), G. G. Morgan (secy), H. W. Cooper (gen. sales mngr), J. G. Peppard (sales prom. & advtg mngr).

Product: Processed milk.

Agency: USP-Benson Pty Ltd.

I/State Repr.: Branches all States. O'seas: General Milk Company, Carnation Bldg, 5045 Wilshire Blvde, Los Angeles 36, California, USA.

CARPET MANUFACTURERS LTD, 11-27 Harris-rd, Five Dock, NSW. Phone 83-7241. Telegrams Auscarpets Sydney.

Directors: Tresco G. Rowe, H. L. D. Mal-

colm, T. L. Baillieu, W. R. Dougall, C. P. Crossley, I. W. Lawson, Trevor L. G. Rowe.

Executives: J. C. Brown (secy), A. Mather (tech. mngr), F. Needham (chief designer), S. Denning (prod. mngr), L. Hyde (sales prom. advtg mngr), J. W. Humphreys (sales mngr).

Products: Hy-Craft and Lokinvar carpets.

Agency: E. C. Slatter & Poulter.

I/State Repr.: Carpet Manufacturers Ltd, NSW (29-7576), Vic. (69-5111), Qld (45-778), SA (51-2084); Hainsworth & Page Pty Ltd, Perth (21-7786); Nigel Moore & Co., Launceston, Tas.

CARR FASTENER COMPANY OF AUSTRALIA LIMITED, Taplev's Hill-rd, Royal Park, Alorton, 1, SA. Phone 4-1108. Telegrams Carrfast.

Director: E. A. Marrett (mng dir).

Executives: M. J. Maslen (gen. mngr), G. W. Hall (secy), A. J. White (radio components, TV sales & service), D. G. Pollard (gen. sales & service), H. E. Powell (chief engineer).

Products: Fasteners for radio & TV components & other products.

Agency: NAS Macnamara (Adelaide).

I/State Repr.: Sales offices Paran Place, Glen Iris, Vic. (25-4591); 7 West-st, Petersham, NSW (56-6228), 201 Havelock-st, West Perth, WA (28-3961).

CASBEN PRODUCTIONS LIMITED, 80-84 Waterloo-rd, Greenacre, NSW. Phone 75-4371. Beachwear, swimsuits.

CASTALLOY PTY LIMITED, Mooringe-ave, Nth Plympton, SA. Phone 97-1177. Telegrams Castalloy, Adelaide.

Directors: F. H. Phipps (mng dir), E. H. Scovell (chmn), J. B. Goodes (secy dir), F. C. Melbourne, L. H. Green, J. R. Badenoch.

Executive: D. B. Watkinson (Australian sales mngr).

Products: Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy founders, plastic injection mouldings, fibreglassed surf boards, fibreglass corrugated sheeting.

Agency: Creasy Advtg Service.

I/State Repr.: Cook-King: F. W. Green & Co. Pty Ltd, Perth, Sydney; A. T. Graham, Brisbane; CSA conductor accessories, Castalloy Ltd, Melbourne; Rablec Pty Ltd, Perth; Thew & McCann, Sydney; K. H. Dore & Sons, Brisbane.

O'seas: Carl F. Radke Hendra, Qld, for Papua & NG.

CASTROL LIMITED, Wakefield Hse, Miller-st & Bulwarra-rd, Pymont, NSW. Phone 68-0555. Telegrams Castrol Sydney.

Executives: R. H. Gaydon (Aust. gen.

mngr), W. J. Orme (asst Aust. gen mngr), J. R. Shelley (gen. sales mngr).

Products: Castrol Motor Oil and Industrial Oils.

Agency: Coudrey-Gotham.

CENTURY STORAGE BATTERY CO. LTD, Birmingham-st, Alexandria. Phone 67-0321. Cables Battery.

Directors: Hon. A. V. Maxwell (chmn), A. A. Luciano (mng dir), F. B. Blood, J. O'Riordan, E. J. Hazell, J. J. Maunsell, A. D. Fuller.

Executives: J. J. Maunsell (works mngr), A. V. Macdonald (sales mngr), A. D. Fuller (secy).

Operations: Automotive and home lighting batteries, rolled zinc building products, process engraving zinc and chemicals.

I/State Repr.: Century Storage Battery Co. Pty Ltd, Victoria (30-2669); Century Batteries (SA) Ltd, SA (8-2237); Attwoods Ltd (WA), C. C. Boag Batteries, Tas.; Century Batteries (Sth Qld) Pty Ltd, Brisbane (58-3001), Wyper Bros Ltd, Bundaberg, Qld; Advanx Tyre & Motor Service, 61 Sheridan-st, Cairns; James Croker and Sons, Mackay; Strohfeldt's Toowoomba; Century Batteries (Nth Qld) Pty Ltd, Townsville.

CHESEBROUGH-POND'S INTERNATIONAL LTD, 1970-1984 Dandenong-rd, Clayton, Vic. PO Box 155, Clayton, Vic. Phone 546-7221. Telegrams Vasoponds, Melbourne.

American directorate.

General manager: P. G. Spencer.

Products: Mfrs of Vaseline toilet preparations, Pond's cosmetics, Cutex manicure preparations and lipsticks, Odorono deodorants and anti-perspirants.

O'seas Repr.: Chesebrough-Pond's, USA, with branches, companies, agencies in countries throughout the world.

Agencies: J. Walter Thompson, George Patterson.

CHRYSLER AUSTRALIA LIMITED, Maple-ave, Keswick, SA. Phone 53-1651. Telegrams Chryslerco Adelaide.

Directors: D. H. Brown (chmn & mng dir), W. D. Ferguson (deputy chmn), P. A. Archer, K. H. Kingsley, R. C. Mitchell, F. L. Harcus, W. R. Grieg, Sir Fred Drew, R. C. Rainsford, R. R. Oliver (secy).

Products: Simca Aronde, Valiant, Dodge Phoenix cars, Dodge trucks, Airtemp air conditioner units, Chrysler marine industrial engines, Chrysler spare parts and accessories.

Agencies: Webb Roberts McClelland Pty Ltd, Taylor-Harmer Agency (SA) (Airtemp only).

I/State Repr.: All States.

CINZANO, F. & CIA. (AUSTRALIA) PTY LIMITED, 19-25 Birmingham-st, Alexandria, NSW. Phone MU3588. Telegrams Cinzano, Sydney.

Australian Directors: R. Moore, F. W. Millar, A. Despas (gen. mngr).

Products: Cinzano Vermouth, Liqueurs & Bitters, Santa Vittoria Champagne & Gran Liqueur, Gambina Marsala, Pippermint Get Creme de Menthe.

Agency: O'Brien Publicity.

CLARKS AUSTRALIA PTY LTD, 99-109 Gray-st, Adelaide. Phone 51-4311. Telegrams Clarksaut, Adelaide.

Directors: C. R. Rischbieth (chmn), F. W. Harrison (mng dir), L. T. Ewens, G. T. Harrison, I. B. C. Wilson.

Product: Childrens-teenage footwear.

I/State Repr.: Branches, 405-410 Sussex-st, Sydney (A. M. Coates, mngr), 3 Hoddle-st, Abbotsford, Vic. (J. D. Urquhart), 146-160 Mary-st, Brisbane (A. G. Annable).

Agents: C & J. Colmer, WA; M. Myers, NSW country areas; J. H. Mayo, Tas.

Agency: Eric Ring, Jackson Wain Pty Ltd.

CLIFFORD LOVE & CO. LTD, Hope-st, Enfield, NSW. Phone 642-0201. Telegrams Unkltohy.

Directors: C. J. D. Love (chmn), C. W. Love, W. H. Oliver, J. Todhunter, H. R. Osborne, D. V. Williams. Associate director: A. B. Sutherland.

Executives: P. W. A. Kelso (interstate sales mngr, advtg mngr), G. C. Sharp (NSW sales mngr), E. A. Collett (acctnt), Clifford Love McKenzie Pty Ltd: J. W. Hutton (Vic. mngr), G. Bradfield (Qld mngr).

Products: Groceries, Uncle Toby's Oats, Wades Cornflour, Clements Cornflour, Brown & Polsons Cornflour, Lilywhite starch, Uncle Toby custard powder.

Agency: George Patterson Pty Ltd.

I/State Repr.: Branches: Melb, Bris.

COATS PATONS (AUSTRALIA) LIMITED, Ferntree Gully-rd, Mount Waverly, Vic. Phone 544-0661. Telegrams Yarmen Melbourne.

Directors: J. K. Hill & C. W. Clift (mng dirs), F. T. Docking (dir & secy).

Products: Distributors of Coats & Clark, Patons Knitting Wool, Lightning zip fasteners.

Agency: J. Walter Thompson.

I/State Repr.: Depots, Sydney, Brisbane. Agents: Hollis Hopkins & Co. (Pty) Ltd, Townsville, Qld; G. & R. Wills & Co. Ltd, & Goode Durrant & Murray Ltd, Perth and Adelaide. O'seas: Coats Patons (Australia) Ltd, 89 Wellington-st, Glasgow, Scotland.

COCA-COLA EXPORT CORPORATION, THE (Inc. in USA Liability Limited), 168

Willoughby-rd, Crows Nest, NSW. Phone 43-1311. Telegrams Coca-Cola Sydney.

Executives: J. R. Ennis (A/sian regional mgr), C. W. Burge (Aust. district mgr), S. A. Whittington (Aust. district marketing mgr), E. Warburton (Aust. district sales promotion mgr).

Products: Manufacturer and distributor of syrups and concentrates for soft drink beverages, and coffee, tea and citrus products.

Agency: Hansen Rubensohn-McCann Erickson Pty Ltd.

Repr.: All States. O'seas: The Coca-Cola Export Corporation, 515 Madison-ave, New York 22, NY, USA.

COLES, G. J. & COY LIMITED, 236 Bourke-st, Melbourne. Phone 32-048. Telegrams Colesanco, Melbourne.

Directors: Sir George Coles CBE, Sir Edgar Coles (chmn), N. C. Coles (deputy chmn), Sir Kenneth Coles, F. G. Coles, M. B. Mofatt, L. R. Robinson, H. Phillips, R. L. Montgomery.

Executives: Sir Edgar Coles (controlling mng dir), L. R. Robinson (jnt mng dir), N. C. Coles (finance dir).

Company's operations: Variety chain stores and supermarket operators.

Agency: Rickards Advertising Service Pty Ltd (TV only).

Branch stores throughout Australia.

COLGATE-PALMOLIVE PTY LTD, Commercial Union Hse, 109 Pitt-st, Sydney Phone 2-0325. Telegrams Palmolive Sydney.

Directors: J. Langley (chmn), K. Crane (mng dir), D. Morgan (tech. dir), W. Bradford (gen. sales mgr), L. Yeomans (secty), W. T. Miller (USA), G. H. Lesch (USA), G. H. Patterson, H. Morgan, P. Q. Fuller.

Executive: P. Waterman (advgt mgr).

Products: Toilet soaps, cleansers, toilet articles, detergents.

Agency: George Patterson.

I/state Repr.: Branches all States. O'sea Branches throughout the world.

COMALCO INDUSTRIES PTY LIMITED, 95 Collins-st, Melbourne. Phone 63-0491. Cables Forcomal Melbourne.

Executives: D. J. Hibberd (mng dir), L. A. Amos (gen. mgr, metals div.), S. Christie (gen. mgr, development).

Product: Aluminium.

Agency: USP-Benson Pty Ltd, Melbourne.

COMMONWEALTH BANKING CORPORATION, Martin Place, Sydney. Phone B0155.

Managing Director: E. B. Richardson, CBE. Snr mgr, advgt & publ., W. S. Argall.

Company's operations: All banking services.

CONDOR LAMPS AUSTRALASIA PTY LTD, 79 Clarence-st, Sydney. Phone 29-2148. Telegrams Condorlite.

Products: Filament, fluorescent and electric discharge lamps.

Agency: Thompson, Ansell, Blunden.

Interstate Repr.: Condor Lamps Asia Pty Ltd, 252-262 Sturt-st, Sth Melbourne, Vic.

COTTEE'S LIMITED, 237 Marion-st, Leichhardt, NSW. Phone LM2426. Telegrams Cottee's.

Directors: H. W. Cottee, E. N. Cottee, E. T. Wrighter (gen. mgr), W. J. Carruthers.

Products: Jams, spreads, jellies, cordials, peanut products, desserts, cordial concentrates, soft drinks, frozen foods.

Agency: Hawkins Advertising Pty Ltd, Sydney.

I/state Repr.: Sydney, Melbourne, Brisbane, Adelaide, Perth, Launceston.

COTY (ENGLAND) LIMITED, 29-41 Hutchinson-st, Surry Hills, NSW. Phone 35-5031. Telegrams Paricoty.

Executive: A. J. Weeks (Aust. mgr).

Product: Cosmetics.

Agency: W. B. Lawrence Advertising Service Pty Ltd.

CROSSE & BLACKWELL, 502 Albion-st, Brunswick West, N12, Vic. Phone 36-2811. Telegrams Unexcelled, Melbourne.

CRYER, W. J. & CO. LTD, 75 Union-st, Dulwich Hill, NSW. Phone 560-7177. Telegrams Towncryer, Sydney.

Directors: H. Arthy (chmn), W. J. Cryer (mng dir), C. Slinn (exec. dir).

Executive: E. J. L. Davies (secy).

Operations: Manufacturers of Avery self adhesive labels, general color printing, pin tickets and price marking requisites.

I/state Repr.: W. J. Cryer (Victoria) Pty Ltd, 30 Cotham-rd, Kew, Vic. **Agents:** Qld, SA, WA and Tas.

Agency: Marketing & Advertising Pty Ltd.

HOUSE OF CURZON, THE, 211 Pitt-st, Sydney. Phone 25-1781.

Executives: H. Bate (dir of merchandising), V. C. Mitchell & J. B. Bridger (merchandise mgrs), T. Rice (advgt mgr).

Company's operations: Fashion store.

CYCLONE KM PRODUCTS PTY LTD, 93 City-rd, South Melbourne, Vic. Phone

62-4761. Telegrams Wovenwire.

Directors: R. C. Chambers (mng dir), E. C. Milner, J. D. Munro, R. A. Chambers, J. C. Chambers.

Executives: M. R. England (marketing mgr), R. H. Gordon (advgt mgr), W. J. Clark (gen. sales mgr).

Products: Rural and industrial fences, buildings, window frames, garden tools, hand tools, wire screening, clothes hoists, garages, domestic fences.

Agencies: USP-Benson and J. Walter Thompson.

DRUG HOUSES OF AUSTRALIA LTD, Head office, 504 Bourke-st, Melbourne, Vic. Telegrams Drugs Melbourne. Phone 60-0581.

Directors: J. H. McRoberts (chmn), J. B. Storrar (dep. chmn), J. A. Forrest, P. S. N. Furler, J. F. T. Grimwade, N. V. Kerr, F. W. Macpherson, B. Hall, C. N. R. Stocks.

Service: Wholesale chemists.

DUNLOP RUBBER AUSTRALIA LTD, 108 Flinders-st, Melbourne, Cl. Phone 63-0371. Telegrams Pneumatic.

Executives: Sir Robert Blackwood (gen. mgr), E. E. Dunshea (gen. secy), E. A. Kellam (gen. sales mgr), T. J. O'Brien (marketing services mgr), W. T. Appleby (advgt mgr, Industrial Productions Div.), L. O. Cornish (advgt mgr, Automotive Div.), J. E. Mercer (advgt mgr, Footwear & Garments Div.).

Products: Tyres, batteries, motor accessories, industrial products, flooring, footwear, waterproof coats, Dunlopillo latex foam cushions, sporting goods, plastic tubing & sheeting, general rubber goods.

Agencies: Aldwych Advgt, National Advertising Services Pty Ltd, Best & Swift.

I/state Repr.: Branches, Wentworth-ave, Sydney (2-0969); Centenary Place, Brisbane (31-0271); 153 Flinders-st, Adelaide (8-1641); 424 Murray-st, Perth (21-8141); 27 Argyle-st, Hobart (2-6581); 18 Paterson-st, Launceston (2-2069). O'seas: Dunlop companies throughout world.

EDGELL, GORDON, PTY LIMITED, head office, 186 Blues Point-rd, North Sydney. Phone 92-0981, 92-0241. Telegrams Edgellpack.

Directors: E. E. Christensen (chmn), V. E. Marshall, J. S. Shaw, F. N. Shepherd, H. G. Edgell, I. H. Wrigley.

Executives: F. N. Shepherd (marketing dir), I. H. Wrigley (admin. dir), H. G. Edgell (manufacturing dir), J. E. Summerton (marketing mgr), W. S. Cutbush (sales mgr), B. K. Purdy (frozen foods marketing mgr), J. F. Black (frozen foods sales mgr), H. McKay (sales promotion mgr).

Products: Edgell canned vegetables, soups,

hot packs, delicacies, Gerber Baby Foods, Birds Eye frozen foods, Hy-Peak frozen foods, Hargreaves tropical fruits.

Agencies: Rodney H. Evans Pty Ltd, Brisbane, Melbourne; Clem Taylor Advertising Service, Adelaide. O'seas: Affiliated Advertising Agency Network, New York, USA.

EDINBURGH LABORATORIES (AUST.) PTY LTD, 103 York-st, Sydney. Phone BX4336. Telegrams, Lantigen.

Directors: A. W. Uther (chairman), N. L. Manning (mng dir).

Executive: J. D. Stanners (mgr).

Products: Lantigen B, C & E; Edinburg Cough Mixture, Cold Tablets, Camphor Cream.

Agency: Weston Advgt.

I/State Repr.: D.H.A. Adelaide, D.H.A. Melbourne; Clayden & Carpenter Pty Ltd, Perth; Branch Brisbane. O'seas: The Fluenzol Pty Ltd, Wellington, NZ; and other overseas reprs.

ELECTRICITY TRUST OF SOUTH AUSTRALIA, THE, Greenhill-rd, Eastwood, SA. Phone 8-0383. Telegrams Electrusa.

Directors: Sir Fred Drew (chmn), J. R. Dridan (dep. chmn), P. W. Trevorrow, M. C. Lee, J. F. Honner.

Executives: C. R. S. Colyer (gen. mgr), K. H. Milne (mgr, engineering), S. E. Huddleston (mgr, admin.).

Operations: Electricity supply.

Agency: Webb Roberts McClelland, Adelaide.

O'seas Repr.: M. A. F. Pearce, c/o South Australia House, 50 The Strand, London, WC2.

EMAIL LIMITED, Joynton-ave, Waterloo, NSW. Phone 69-0411. Telegrams Email Sydney.

Directors: E. G. F. Horne (chmn), Sir Lionel Hooke, Sir Warren McDonald, Sir Ian Potter, A. Burton Taylor (mng dir), T. L. Webb.

Group General Managers: H. Mills (finance divs), L. S. Tippett (engineering project divs).

Company Secretary: T. R. Russell.

Divisional General Managers: S. V. G. Cohen (Balfour-Buzacott div.), R. Fairweather (Brookes-Robinson div.), N. C. Flood (consumer products div.), M. F. Fraser (elect eng. div.), R. F. Field (industrial products div.), G. W. Pizzev (air conditioning div.), J. Shaw (commercial refrigeration div.).

Victorian General Manager: W. M. Higgins.

Brand Names: Westinghouse, Electrice

Carmichael - Parkinson, Elcon, Emmco, Werner, Coleman, Fyrside, Hussmann, Buzzacott, Harford, Corox, Perma-Sharp stainless steel blades.

Products: Electrical, industrial and home appliance manufacturing group. Manufacturers and/or merchandisers air conditioning, heat exchange and industrial refrigeration equipment. Gas and electric domestic ranges. Commercial cooking equipment. Gas meters and slow combustion ranges. Household electrical appliances (including radios, refrigerators, airconditioners, washing and drying machines, convection heaters and TV receivers). Industrial dust and air pollution control equipment. Fractional HP motors. High and low voltage switchgear. Air filters. Ventilation and oil fired industrial heating equipment. Refrigeration cabinets for commercial and supermarket application. Vending machines and rink dispensing equipment. Electricity, water, telephone and parking meters. Automatic parking gates. Corox heating elements. Kerosene and oil heaters. Die castings. Building materials. Refrigeration, air conditioning and industrial controls and components. Store and office fittings. Industrial and commercial glazing, including stained glass.

Subsidiary company provides hire purchase facilities.

Agencies: Baume, Chapman & Baume Pty Ltd, NAS (Sydney) Pty Ltd, Moffatt Advertising Services, L. B. Rennie & Partners Pty Ltd.

EMI (AUSTRALIA) LIMITED, Emitron Hse, 301 Castlereagh-st, Sydney. Phone 2-0912. Telegrams Emitron, Sydney.

Directors: J. M. Burnett, CBE (chmn & mng dir), Sir Joseph Lockwood, J. E. Wall, OBE, R. G. C. Parry Okeden, CMG, CBE, J. W. R. Hughes, ISO, G. A. C. Kiernan, V. J. Chalwin, A. J. Wyness.

Branches: 109-123 Burwood-rd, Hawthorn, E2, Vic. (81-0211); 105 Port-rd, Hindmarsh, SA (46-3031); 457 Beaufort-st, Highgate, WA (28-2433); 252-254 Argyle-st, Hobart, Tas. (2-3001); 17 The Quadrant, Launceston, Tas. (2-5288); 83 Robertson-st, Fortitude Valley, Brisbane (51-5271); Cnr National Park-st & Gibson-st, Newcastle West, NSW (2-3883).

Products: His Master's Voice television & radio sets, radiograms, electrograms, car radios, records; Columbia, Parlophone, Capitol, Decca, London, Liberty records; EMI electronic products, recording equipment, Insuloid Veroboard and Lektrokit.

ENGLISH SCOTTISH AND AUSTRALIAN BANK LIMITED, THE, head office 55 Gracechurch-st, London; chief Sydney office, King & George-sts (2-0275). Aust. admin. office 287 Collins-st, Melbourne (63-8141). Telegrams Elaborate (all States).

Directors: Hon. David F. Brand (chmn);

Rt Hon. Lord Aldenham; Rt Hon. Lord Baillieu, KBE, CMG; Sir George Binney, DSO; C. A. Dawes, Esq., MC; A. D. Marris, Esq., CMG; Sir Keith Officer, OBE, MC, LL.B.

Executives: H. McE. Scambler (gen. mgr), A. L. Eason (snr deputy gen. mgr), J. Jennings, N. C. Westerman (asst gen. mgrs), K. H. C. Swan (chief mgr NSW).

Company's operations: Trading Bank with Savings Bank operated by ES&A Savings Bank Ltd; hire purchase & finance subsidiary, Esanda Ltd; Units Trust Investment (Scottie Units), ES&A Managed Investments Limited (subsidiaries in all States).

Agency: K. M. Campbell Pty Ltd, 287 Collins-st, Melbourne.

I/State Repr.: K. M. Campbell Pty Ltd (all States).

ESSO STANDARD OIL (AUSTRALIA) LTD, AMP Bldg, Circular Quay, Sydney. Phone 20-557. Telegrams Esso Sydney.

Directors: W. B. Phillips (mng dir), J. J. O'Connor, C. M. Creamer, G. A. Rial, W. C. Jennings.

Executives: V. K. K. Young (secy), J. F. Kirk (sales mgr), V. D. Mason (retail sales mgr), J. L. O'Donnell (advtg mgr), A. Park (purchasing mgr), N. Buckley (PR mgr).

Products: Petroleum.

Agency: Fortune.

I/State Repr.: Branches Vic., Qld, SA, WA. O'seas: Affiliated companies throughout the world.

ETA FOODS PTY LIMITED, Edinburgh-rd, Marrickville, NSW. Phone LA3721. Telegrams Nutfoods, Marrickville.

Directors: R. C. Crebbin (chmn & mng dir), O. E. Phillips, W. Linton, A. E. Chown, P. G. Montgomerie, H. A. Allen (gen. mgr).

Advtg mgr: C. Stretton-Morgan.

Products: ETA food lines.

Agency: USP-Benson (NSW) Pty Ltd.

I/State Repr.: Branches all States.

FAULDING, F. H. & CO. LTD, 13 James Place, Adelaide, SA. Phone 51-0121. Telegrams, Fauldingco.

Director: A. F. Scammell (manag. dir.).

Products: Solyptol antiseptic liquid & cream, Solyptol soap & baby powder, Barrier Cream, Neutrogena, Gard, Milk Emulsion, Ascotin, veterinary & ethical products.

Agency: Clem Taylor Advtg Service, Adel.

I/State Repr.: Branches, 249 Chalmers-st, Redfern, NSW (69-2271); 123-129 Lonsdale-st, Melb. (3-2045); 126-132 Barry-pde, Brisbane (2-3051); 313 Murray-st, Perth (21-9111).

FELT AND TEXTILES OF AUSTRALIA LTD, 8 Nicholson-st, Melbourne C.2. Phone

32-4111. Telegrams Feltex, Melbourne.

Directors: Sir Robert Webster (chmn), H. W. Rowden (mng), L. A. Lochrin (res. dir NSW), W. Scott, F. H. Wright, A. Spowers, Sir Frank Berryman, K. A. Wills.

Executives: R. I. Oehr (secy & asst to mng dir), J. P. Ward (PR).

Products: Floorcoverings, felts, plastics, bedding, footwear, wool tops, processed wool, non-woven fabrics, camping goods, rubber underlays and components, tubular furniture, hospital equipment, clothing.

Agencies: J. Walter Thompson, Orr, Skate & Associates, Curtis Larson Mason, Thompson, Ansell Blunden (Vic.), Lyle Davis Advertising, USP-Benson.

I/State Repr.: Phoenix Hse, 32-34 Bridge-st, Sydney (27-4071), telegrams Feltex. O'seas: Felt & Textiles of New Zealand Ltd, 85 Customhouse Quay, Wellington, NZ; Bradfelt Ltd, 84 Grosvenor-st, London, W1 (Mayfair 5561), telegrams Bradfelt, London; Felt & Textiles of Australia Ltd, Braybar Bldg, Suite 2816, 420 Lexington-ave, New York 17, New York, USA, telegrams Feltex (NY); Felt & Textiles (Far East) Ltd, 2 Jalan Mountbatten, Kuala Lumpur; Felt & Textiles (Far East) Ltd, Union Hse, Hong Kong.

FERRIS BROS PTY LTD, 752 Pittwater-rd, Brookvale, NSW. Phone 93-0221. Telegrams Caradio, Sydney.

Directors: G. I. Ferris (chmn & mng dir), W. M. Ferris (tech. dir), B. M. Dixon, G. M. Holland (prod. & develmnt), F. W. Thomson.

Executives: H. W. Jones (secy), J. L. Ferris (facty mgr), K. W. Hill (gen. sales mgr, Aust.), T. W. Ferris (asst mng dir), R. H. Adams (snr project eng.), M. J. Snape (credit and office mgr), A. E. Brewer (controller of stores), A. E. Earle (Qld brnch mgr), C. J. Russell (Vic. brnch mgr), R. A. Baker (NSW brnch mgr).

Products: Ferris car radios, car radio aerials & accessories. Channel Master TV aerials and accessories, and Telecomponents TV replacement parts.

Branches (sales & service): 752 Pittwater-rd, Brookvale, NSW; 44 Egan-st, Richmond, Vic.; 22 Thurlow-st, Newmarket, Qld; 6 Victoria-st, Wollongong, NSW; 51 Denison-st, Newcastle, NSW.

Manufacturers Reps: T. Mungall (Rockhampton, Qld), F. Withford (Townsville, Qld), J. A. Parker (Orange, NSW), Woollard & Crabbe (Adelaide, SA), Days TV Service (Mount Gambier, SA), McDonald Alpha Agencies Pty Ltd (Wagga, NSW).

Distributors: Tedco Pty Ltd, Perth, WA; W. & G. Genders, Tasmania.

Agency: Murray & Ogle Pty Ltd.

FIBREMAKERS LTD, Canterbury-rd, Bayswater, Vic. Phone 9-0201.

Directors: J. R. Burt (chmn), N. G. Wil-

son (mng dir), B. C. Cornell (finance dir), J. G. Holmes (prod. dir), J. L. Birrell (comm. dir), E. B. Abbot, W. Allman, F. C. Bagnall, J. R. A. Glenn, F. P. Johns, H. W. Morris, L. W. Weickhardt.

Marketing Departments: Melbourne office, 95 Collins-st. Phone 63-1121.

Services: Bri-Nylon and Terylene filament yarns, and staple fibre.

Agency: USP-Benson Pty Ltd — Bri-Nylon; Carden Advertising Pty Ltd — Terylene.

I/State Repr.: Sydney office, 55 Hunter-st (28-8526).

FORD SHERINGTON LIMITED, 119 Kippax-st, Sydney, NSW. Phone 211-2644. Telegrams Globegoods, Sydney.

Directors: R. Moore (chairman), W. G. Sherington (mng dir), F. H. Sherington, C. A. Sherington, W. J. Mitchell.

Executive: F. H. Sherington (secretary).

Products: Globite, Fordite, Regal, Airway Travel Goods.

Agency: F. P. Leonard Advtg, Sydney.

I/State Repr.: Branches Bris., Melbourne. O'seas: W. A. Sparrow & Co. Ltd, London, Eng.; Ford Sherington Pty Ltd, Port Elizabeth, Sth Africa.

FOY & GIBSON LTD, 246 Bourke-st, Melbourne, Vic. Phone 3-2040. Telegrams Gibsonia, Melbourne.

Directors: Sir Frank Richardson (chmn), Sir Frank Selleck, J. N. Watt, A. J. Thomas, A. Houghton, K. Nall.

Executives: Sir Frank Richardson (chmn), J. N. Watt (mng dir), A. J. Thomas (merchandise dir), T. J. Watts (advtg mgr).

Company's operations: Department store chain.

Agency: Richardson-Cox.

Branches: Foy's (Pahran, Collingwood, Chadstone, Vic.); Bright & Hitchcocks (Geelong, Vic.); Foy-Bilsons (Colac, Vic.); Myers (Bendigo, Vic.); Morsheads (Ballarat, Vic.); Partons (Dandenong, Vic.); Bowrings (Mildura, Vic.).

F.R.S. SPRINGS PTY LTD, 89-113 Gow-st, Padstow, NSW. Phone 70-0611. Telegrams Fris.

Directors: Val Henderson (chmn), C. Henderson, H. Henderson, J. G. Henderson, G. Henderson, F. Henderson.

Executives: N. D. Ballantyne (gen. mgr), J. N. Iddles (NSW mgr), E. T. Moffat (acct), R. C. McCann (sales and advtg mgr).

Products: Cozee Innerspring mattress, Restonic spiral & Frisco mesh-top spring bases, FRS mattress support, Holdfast spring washers, upholstery, tension, torsion & compression springs, spring seating.

Agency: Don Thomson Advtg.

I/State Repr.: Branch, Vic.; A. D. Parkin-

son, Perth; Bruce Pie Industries Ltd, Brisbane (59-1141).

GAS AND FUEL CORP. OF VICTORIA, 196 Flinders-st, Melbourne, C.I. Phone 63-0391. Telegrams Gafcor.

Directors: A. E. Chadwick (chmn), Sir Walter Bassett, R. E. P. Stafford, Sir Robert Knox, R. C. Schafer, Sir Frank Selleck, N. A. Smith.

Executives: J. A. Madsen (gen. mngr), G. E. Barrow (chief tech. mngr), L. G. F. Leckie (mngr commerce), C. M. Allan (secty), B. McLeish (mngr ops.), W. A. Reid (mngr sales).

Products: Piped gas, coke, tar, wash oil, ammoniacal liquor and crude benzol. Distribution of Heatane gas.

Agencies: BCJP-Foote, Cone & Belding Pty Ltd, 153 Latrobe-st, Melbourne (piped gas); Paton Advtg Svce Pty Ltd, 16 Albert-rd, Sth Melbourne (Heatane-gas).

G.E.C. (AUSTRALIA) PTY LIMITED, 104 Clarence-st, Sydney. Phone 2-0277. Telegrams Britishgeneral.

Directors: P. C. Amberg (mng dir), C. Drabble, R. J. Darton, W. W. Gunn, T. E. Morgan.

Executives: W. W. Gunn (gen. mrktng mngr), G. C. Marshall (NSW mngr), K. N. Stubbs (advtg mngr).

Products: Heavy elec. plant and power station equip., wires, cables, telephones, instruments heating and cooking apparatus, contractors' supplies, elec. motors, fans, BGE and GEC appliances, elec. ranges, Osram lamps.

Agency: USP-Benson (NSW) Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** General Electric Co. Ltd, London.

GENERAL MOTORS-HOLDEN'S PTY LTD, Fishermen's Bend, Port Melbourne, Vic. Phone 64-0331. Telegrams Genmotaut.

Managing Director: David L. Hegland.

Products: Holden, Vauxhall, Chevrolet, Pontiac cars, Bedford and Holden commercial vehicles, Frigidaire refrigerators and other domestic appliances, Nasco parts and accessories, Idec diesel equip., bearings.

Agencies: George Patterson & USP-Benson.

I/State Repr.: Branches all mainland States. **O'seas:** General Motors O'seas Operations, New York USA, & throughout world.

GILLETTE (AUSTRALIA) PTY LIMITED, Princes Highway, Noble Park. PO Box 223, Dandenong, Vic. Phone 546-0201. Telegrams Gilrazor, Dandenong, Vic.

Directors: R. J. Sullivan (mngr dir), J. W. Holden (marketing dir).

Products: Gillette razors, blades & shaving brushes, Toni, Prom, White Rain Lotion

Shampoo, Tame Creme Rinse.

Agency: George Patterson.

I/State Repr.: Branches Sydney, Brisbane, Perth, Adelaide. **O'seas:** Companies throughout the world.

GIRGARRE CHEESE CO. PTY LTD, 177 Victoria-pde, Collingwood, N.5. Victoria. Phone 41-7087. Telegrams Girgar, Melbourne.

Directors: T. W. Crothers (chmn), W. B. Crothers (mng dir).

Executives: C. M. Hayes (secty), K. J. Brannan (sales mngr).

Products: Cheese (mngf, packing, dist).

Agency: NAS (Melbourne).

I/State Repr.: Producers' Co-op. Distributing Soc. Ltd, Melbourne, Sydney, Brisbane. SAFU Ltd, South Aust. Watson Foods Pty Ltd, Western Aust.

GLAXO-ALLENBURYS (AUSTRALIA) PTY LTD, Head office, 23-47 Villiers-st, North Melbourne. Phone 30-2851. Telegrams Glaxallex, Melbourne.

Executives: G. G. Hunt (mng dir), G. E. V. Rowe (sales dir), J. McAllester (tech. dir), W. G. Matheson (secty).

Operations: Manufacturers of infant and invalid foods, pharmaceutical units and surgery equipment.

Agency: Rickards Advertising Service, Melbourne.

GLAZEBROOKS PAINTS & CHEMICALS LTD, 269-297 Williamstown-rd, Port Melbourne, Vic. Phone 64-1531. Telegrams Permoglaze, Melbourne.

Directors: R. E. Purves (chrnm), J. C. Farrin Webb (dep. chrnm), L. W. Coppleton, A. S. Storey, S. J. B. Asprey.

Executives: N. Ward (gen. mngr), G. R. Jones (secy), F. M. Jolly (sales mngr).

Products: Tanox super gloss paint, Permoglaze enamels, Spred Satin, and Spred Glide-On Latex paints, industrial coatings.

Agency: Hansen Rubensohn-McCann Erickson.

GLO-WEAVE PTY LTD, 234 Brunswick-st, Fitzroy, Melbourne, Vic. Phone 41-2126.

Director: S. Same (mng dir).

Executive: M. W. Lockwood (sales mngr).

Products: Glo-Weave men's and boys' shirts, Miss Glo-Weave blouses.

Agency: Nichols-Cumming.

GOLDBERG INTERNATIONAL PTY LTD, 1-12 Smail-st, Broadway, Sydney. Phone 211-2011. Telegrams Footwear.

Directors: J. Goldberg (gov. dir), A. D. Benjamin (mng dir), K. Webb, A. W. Muddyman, P. Jones.

General Secretary: A. F. Schweikert.

Advertising Manager: K. Williamson.

Product: Footwear.

Agency: J. Walter Thompson, Murray Evans Advertising.

I/State Repr.: Goldberg International Pty Ltd interstate offices: 139-143 Bouverie-st, Carlton, Vic.; 415 Adelaide-st, Brisbane; 242 Pirie-st, Adelaide; 19 Gordon-st, Perth; 1st Floor, Cat & Fiddle Arcade, 51 Murray-st, Hobart.

GOLDEN CIRCLE CANNERY, THE, Earnshaw-rd, Northgate, Qld. Phone 60-5151. Telegrams Growcan.

Directors: J. S. Fullerton (chmn), B. Flewell-Smith, W. Fullerton, E. L. Henzell, J. F. S. Brown.

Executives: J. F. S. Brown (nung dir), N. E. Thygesen (asst mngr).

Products: Golden Circle canned fruit.

Agency: Merchandising Publicity.

I/State Repr.: All States. **O'seas:** C. R. Cassels, 35 Lodge Close, Stoke D'abernon, Cobham, Surrey, England.

GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LIMITED, THE, 4-16 Yurong-st, Sydney. Phone 31-0511. Telegrams Goodaust.

Directors: J. P. Miles (vice-chmn & mng dir), C. W. Neumann (sales dir), J. E. Paulin (finance dir), L. T. Ostergren (prod. dir).

Executives: M. L. Johnstone (sales mngr), J. A. C. Thompson (advtg dept mngr), R. A. Hardy (industrial prod. sales mngr), A. Maurice (gen. mngr retail stores), T. W. Willis (tyre & tube sales mngr).

Products: Goodyear tyres, tubes, batteries, retreat materials, accessories, aviation and industrial products.

Agency: Geo. Patterson Pty Ltd.

I/State Repr.: Branches, all States. **O'seas:** Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

GOYA AUSTRALIA PTY LIMITED, 5 Evans-st, Burwood, Vic. Telegrams Reckitts Melbourne. Phone 28-0361.

Directors: J. M. Rodd (chrnm), G. A. Hare (mng dir), E. J. Blesson, L. W. G. Johnson.

Products: Goya, Truflor, Amplex (Ashe labs).

Agency: Browne & Bruce Advertising Pty Limited.

I/State Repr.: Branches, 44 Wharf-rd, Ermington, Sydney; Kitchener-st, Kedron, Brisbane; 66 Rundle-st, Adelaide; cnr South & Ladner-sts, O'Connor, Perth; 101 Murray-st, Hobart.

GRAMP, G. & SONS PTY LTD, 284 Carlington-st, Adelaide. Telephone 23-1102 Telegrams Orlando, Adelaide.

Directors: R. A. Gramp, S. D. Gramp, C. R. Gramp, K. J. Gramp, M. L. Gramp, J. R. Sabine, C. Lawson.

A/sian sales manager: D. A. Everard.

Operations: Wine & brandy makers & distributors.

I/State Repr.: Branches Sydney, Melbourne, Perth, Brisbane. Agencies, Tasmania. **O'seas:** Agencies in the UK, Canada, USA, NZ & Pacific.

Agencies: Martin, Kinnear Neate, Pty Ltd and Mundell Walker Pty Ltd.

GROSBY SHOE CO. PTY LTD, 371-403 Flemington-rd, North Melbourne, N.I. Vic. Telephone 30-2651. Telegrams Grosliip.

Directors: N. Grosby, R. Grosby.

Products: Casual footwear and slippers, Airfoams, Gripall, Zeolite, Knitwits, Boot-niks, Spatniks, Weekenders, Shipmates, Trendsetters, Debutees, Stillettoes, Beach-mates, Grosby.

Agency: BCJP-Foote, Cone & Belding.

I/State Repr.: R. J. Hastings Pty Ltd, Daking Hse, Rawson Plce, Sydney (211-3633); F. L. Charters & Co. Pty Ltd, Brisbane (2-4487); J. Heighway (WA) Pty Ltd, cnr Bennett & Wittenoon-sts, East Perth (21-2569); Geo. Nicholls Agencies, 66 Rundle-st, Adelaide (8-4114); J. Heighway Pty Ltd, 70 Hoddle-st, Abbotsford, Vic. (41-4131).

HANIMEX PTY LIMITED, Head office, Sydney. Phone XF0321. Telegrams Hanimex (all States).

Directors: A. W. Uther (chrnm), J. D. Hannes (mng dir).

Products: Hanimex, Argus, Siemens, Perutz, Praktika, Sekonic, Sankyo, Durst, Wotan, Schiansky.

Agency: Pritchard Wood (Aust.) Pty Ltd.

I/State Repr.: Hanimex offices & warehouses in Sydney, Melbourne, Brisbane, Adelaide, Perth and Launceston. **O'seas:** Hanimex (UK) Limited, Hanimex (NZ) Limited, Hanimex (USA) Limited and in Japan, Berlin and Toronto, Canada.

HANRO (AUST.) KNITTING MILLS LTD, Hargreaves-st, Bendigo, Vic. Phone Bendigo 3-0241. Telegrams Benknit.

Directors: Sir Norman Robinson, Alec Brown, T. C. Wilkinson, A. N. Weatheritt.

Executives: Alec Brown (mng dir), A. N. Weatheritt (secy).

Agency: Norman Smith Advertising Services.

Products: Hanro ladies' knitted underwear, ladies' knitwear, men's knitted outerwear.

I/State Repr.: Hanro offices — 110 Trennery-cres., Abbotsford and 126 Sussex-st, Sydney; G. Heithersay & Son Ltd, Adelaide; J. Seymour, Perth; Hanro Distributors (Qld), Brisbane; John Brown Distributors, Hobart and Launceston.

HECLA ELECTRICS PTY LTD, 696-710 Chapel-st, South Yarra, Vic. Phone 24-4221. Telegrams Heclafires.

Directors: C. W. Marriott, R. J. Marriott, A. Stuart, D. J. Fagan, J. F. Coyne, F. H. Wright.

Products: Hecla electrical heating and cooking appliances.

Agency: Robert Hughes & Assocs Pty Ltd.

I/State Repr.: Hecla Electrics (Sydney) Pty Ltd, Sydney; K. H. Dore & Sons, Brisbane; Medhursts Wholesale Ltd, Hobart & Launceston; Brown & Dureau Ltd, Perth; and in SA, four distributors, Gerard & Goodman Ltd, Newton McLaren Ltd, Harris Scarfe Ltd, Colton, Palmer & Preston Ltd.

HEINZ, H. J. CO. AUSTRALIA LTD, Princes H'way, Dandenong, Victoria. Phone 2-0631. Telegrams Heinzco, Dandenong.

Directors: J. A. W. Ross (chmn), F. V. Kellow (mng dir), L. S. Crowe (dir of mfg), K. B. Wood (dir of finance), D. Robinson (comptroller), R. B. Patton (gen. mngr, mrkting), R. W. Spicer (gen. mngr, mrkting services), J. H. Stock (gen. mngr, sales).

Products: Food lines.

Agencies: USP-Benson, Browne & Bruce.

I/State Repr.: Branches, 644 Parramatta-rd, Croydon, NSW; 22-24 Doggett-st, Fortitude Valley, Brisbane; 222 Torrens-rd, Croyden Park, Adelaide; 688 Hay-st, Subiaco, WA, O'seas: H. J. Heinz Co., PO Box 57, Pittsburg, 30 Penn., USA.

HEMINGWAY ROBERTSON INSTITUTE, Bank Hse, Bank Place off 410 Collins-st, Melbourne. Phone 60-1671. Telegrams Hemway.

Directors: R. W. Robertson (chrmn & mng dir), V. A. Russell, B. P. White.

Australian marketing manager: J. R. Marriott.

Operations: Professional tutors.

Agency: Aldwych Advertising Pty Ltd.

HENDERSONS FEDERAL SPRING WORKS PTY LTD, Alfred-st, North Melbourne, N.I, Vic. Phone 30-2411.

Directors: Val G. F. Henderson (chmn), C. H. Henderson, J. G. Henderson, F. C. B. Henderson, H. R. Henderson, D. G. Henderson, C. Collingwood.

Products: Springs, forgings, engineering, caravan parts, mattresses, seats, shock absorbers.

Agency: Carden Advtg Pty Ltd.

HERCO PTY LIMITED, 81-87 Ryedale Rd, West Ryde, NSW. Phone 80-3209. Teleg. Herchem Sydney.

Directors: S. Herczog (gov. dir), A. Laurence, J. M. Greenwood, Mrs. E. Herczog-Putnik.

Executive: B. B. Nestel (secty & mngr).

Products: Herco toilet preparations.

Agency: Murray Evans Advtg Pty Ltd.

I/State Repr.: T. G. Cullum Pty Ltd, Qld (2-3344); Schaffer & Co. (Vic.) Pty Ltd, Vic. (69-7051); Allied Sales Pty Ltd, NSW; Arthur Searcy & Son Ltd, Adel. (51-5911); DHA (WA) Pty Ltd, Perth (27-2271); DHA (Tas.) Pty Ltd, Tas. O'seas: SA Trans-oceanic Co., Johannesburg, South Africa.

HILLS INDUSTRIES LIMITED, 586-596 South-rd, Edwardstown, SA. Phone 53-5391. Telegrams Hilshoists.

Directors: H. E. H. Ling (chrmn), F. B. Sims, R. D. H. Ling, G. M. Wright, J. K. Powell, F. Gregory, S. F. O'Donnell. Associate: M. A. Smith, P. J. Donnelly, R.A.F. Sledge.

Executives: F. B. Sims (television, fencing, printing, roll formed building panels), R. D. H. Ling (works dir), J. K. Powell (secty), P. J. Donnelly (acctnt), G. M. Wright (sales dir general products), M. A. Smith (supply), F. Gregory (gen. mngr), G. W. Sowden (advtg mngr), O. J. Buckman (export mngr).

Products: Laundry products, children's playtime products, Telefix TV repair service, TV antennae and equipment, steel tubing, industrial and domestic fencing, printing, California roll formed building panels.

Agency: Martin Kinnear Neate Pty Ltd.

I/State Repr.: Branches all capitals and Newcastle, Canberra, Launceston, Townsville. O'seas: London, UK; Auckland, NZ.

HILTON CORPORATION LTD, 480 Albion-st, Brunswick West. Phone 36-5251. Telegrams Hiltonco, Melbourne.

Products: Hosiery, lingerie.

HOLBROOKS PTY LIMITED, Wharf-rd, West Ryde, NSW. Phone 85-0122. Telegrams Reckitts, Sydney.

Directors: B. T. Jones (chrmn), T. R. Ryan, J. A. Green, H. L. Rogers, S. A. Montgomery.

Secretary: O. T. Parmenter.

Products: Holbrooks Worcestershire sauce, vinegar, pickles, Cocktail Delicacies, Enavite, Rice-A-Riso, nuts, glaze fruits, liquid starch, disinfectants, pretzels, pops, window cleaner.

Agencies: O'Brien Publicity, Brown & Bruce.

HOOVER (AUSTRALIA) PTY LTD, Cnr Rothesay-ave & Belmore-st, Meadowbank, NSW. Phone 80-0301. Telegrams Hooverall.

Directors: P. C. Boon (mng dir), J. W. Young, A. F. Earle, F. A. Buttner (finance dir), A. H. L. Gibson.

Executives: P. J. Goodman (gen. sales mngr), J. Hallifax (gen. works mngr), W. M. Hodgins (secy), J. A. Dale (comm. re-

search mngr), J. W. Carlton (merchandising mngr), A. P. Holgate (tech. service mngr), W. H. Quinn (dealer sales mngr).

Products: Hoover cleaners, washing machines, polishers, steam irons.

Agencies: Lintas (washing machines), BCJP-Foote, Cone & Belding (cleaners, polishers, steam irons).

I/State Repr.: Hoover branch, Vic. and Qld; distributors all other States. O'seas: Branches throughout the world.

HOPE, CHARLES & CO., Kingsford Smith Drive, Eagle Farm, Brisbane, Qld. Phone 68-1071. Telegrams Hopespring, Brisbane.

Products: Panelyte Laminated Plastic Board, Compax Shelving, filing cabinets, storage cupboards, store shelving, vanity basins, wall basins, basinettes, baths, shower recess floors.

Agency: USP-Benson (Qld) Pty Ltd.

I/State Repr.: O. T. Edwards, regional sales supervisor, Sydney; H. M. Sampford & Co., Melbourne; E. Bown Ltd, Adelaide; E. T. Evans, sales representative, Perth.

HORLICKS PTY LTD, 103 Alexander-st, Crow's Nest, NSW. Phone JF6111. Teleg. Horlick Sydney.

Subsidiary Company: Airwick Pty Ltd.

HUDNUT, RICHARD, PTY LTD, 10-28 Biloela-st, Villawood, NSW. Phone 72-0461. Telegrams Quickpill.

Directors: P. R. van der Stricht, G. von Salis, R. Gleckner, C. B. Bray (mng dir), E. T. Simpson.

Executives: W. P. McCarthy (mngr), R. King (sales mngr), B. Pledge, B. Whiting (brand mngrs), J. Eades (plant supt), R. P. Puxley (comptroller).

Products: Richard Hudnut Hair Beauty Preparations, Gemey and Three Flowers Cosmetics.

Agency: Jackson, Wain & Co. Pty Ltd.

I/State Repr.: All States. O'seas: Richard Hudnut, Morris Plains, New Jersey, USA.

HUNTER DOUGLAS LIMITED, 338 Victoria-rd, Rydalmere, NSW. Phone 638-0351. Telegrams & Cables, Luxaflex.

Directors: H. H. Sonnenberg, Steven Rich, A. C. Pond, A. J. Young, Sir Frank Meere, R. T. W. Pain, N. F. Stevens.

Executives: A. C. Pond (mng dir), A. J. Young (ops dir), K. Taylor (mfg mngr), C. L. Stewart (secy, controller), G. M. Pynn (mngr, Luxaflex div.), I. C. Iverson (mngr, Shademaster div.), D. E. Schahinger (mngr, Cordex Pty Ltd), I. F. James (mngr, building products div.).

Operations: Manufacturer of components for venetian blinds, awnings, insect screens, roller shades, aluminium siding and cord and twines. Brand names: Luxaflex, Shade-

master, Mello-Lite, Adornay, Cordex, Permalum.

Agencies: V. H. Freeth (Luxaflex), Weston Advtg (Mello-Lite), Amalgamated Advtg (building products).

I/State Repr.: Branches all States. O'seas: Hunter Douglas International Corp., 66 Madison-ave, New York, USA.

HUNTER PRODUCTS PTY LTD, 8 Bute-st, Footscray, Vic. Phone MW 6091. Teleg. Oxpul.

Directors: L. D. Hunter, Snr. (gov. dir), L. D. Hunter, Jr. (mng dir), A. T. Hunter (gen. mngr), V. K. Hateley, M. L. Hunter, B. A. Hunter, D. R. Wilson.

Products: Janitor, Time Quick Starch, Lavendola.

Agency: Stewart-Cowcher.

I/State Repr.: Branches all States.

IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED, 1 Nicholson-st, Melbourne, C2, Vic. Phone 32-0201.

Products: Ammunition, explosives, metals, slide fasteners, synthetic ammonia, general, indust. and agric. chemicals, pharm. and vet. products, alkalis, water treatment chemicals, salt dyestuffs, coated fabrics, plastic films, plastics, rubber chemicals, fertilisers, organic pigments, silica-alumina catalysts.

I/State Repr.: Branches, 69 Macquarie-st, Sydney, PO Box 3582 (2-0525); 363 Adelaide-st, Brisbane; 171 St George's-tce, Perth; 19 Paterson-st, Launceston; 185 Victoria-sq, Adelaide; 10 Barrack-st, Hobart; 432-438 Hunter-st, Newcastle. O'seas: Companies throughout the world.

INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD, 400 Pacific Highway, Crows Nest, NSW. Phone 43-2121. Cables Intertext.

Directors: W. R. Gresham (mng dir), G. W. Anley (secty), J. Alexander (chmn), M. H. Kellerman (principal).

Service: Home study instruction by mail.

Agency: L. B. Rennie & Partners Pty Ltd. **I/State Repr.:** Branches, all States, Aust. & NZ. O'seas: ICS Ltd, London, Eng.; ICS World Limited Inc., Scranton, USA.

INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY LTD, 171-205 City-rd, South Melbourne, S.C.A, GPO Box 4305, Melbourne. Phone 62-0261. Telegrams, Harvester, Melbourne.

Works: Dandenong, Geelong, Port Melbourne, Victoria.

Products: McCormick International Tractors & Farm Equip., International Trucks, International construction and earth moving equip.

I/State Repr.: District offices in capital cities.

INTERNATIONAL HOME PRODUCTS (AUST.) PTY LTD, 42-58 Princes Highway, St Peters, NSW. Phone 51-5165. Telegrams Kolynos, Sydney.

Executives: R. W. Fahl (gen. mngr).

Products: Steelo, Bluo, XLO Kloths, Queen Bee products, Fiesta Bleach, Kolynos Dental Cream, Autobrite.

Agency: J. Walter Thompson.

JAMES STEDMAN HENDERSON'S SWEETS LTD, Sweetacres, Rothschild-ave, Rosebery, NSW. Phone 663-2381. Telegrams Sweetacres.

Directors: R. Moore (chmn), H. B. Giles (gen. mngr), R. S. Goward, R. G. Costin, F. W. Court.

Executives: F. A. Warton (secy), B. G. Barr (sales mngr).

Products: Confectionery & chocolates.

Agency: Willmott's Advtg.

I/State Repr.: The Nestle Co. (Aust.) Ltd, all States. O'seas: Factory, Auckland, NZ.

JANTZEN (AUSTRALIA) LIMITED, Parramatta-rd, Lidcombe, NSW. Phone 648-2041. Telegrams Jantzen, Sydney.

Directors: N. Routley (chmn), J. N. Walker (mng dir), C. Francis, H. Arthy.

Executives: W. F. Strang (secy), B. S. Cuttle (marketing mngr), P. L. Smith (sales mngr).

Products: Jantzen swimwear, Sunclothes knitwear, slacks, skirts.

Agency: J. Walter Thompson.

JASOL CHEMICAL PRODUCTS LTD, Wilcox-ave, Prospect, SA. Phone 65-9076. Telegrams Losaj.

Directors: F. E. G. Edwards (chairman), J. A. Gleeson (gen. mngr).

Products: Antiseptics, disinfectants, liquid soaps, cleaners, insecticides, detergents, Aerosol Packing.

Agency: George Patterson Pty Ltd.

JENYNS PATENT CORSET PTY LTD, THE, 194-208 Melbourne-st, South Brisbane, Qld. Phone 4-6011. Telegrams Corsets, Brisbane.

Directors: H. C. Jenyns (mng dir), K. J. Bain (secy), R. G. Jenyns, K. H. W. Jenyns, G. M. E. Offner.

Products: Jenyns surgical corsetry, Materna Lady maternity foundations, Goddess fashion foundations, Triumph fashion foundations, lingerie, swimwear.

Agency: George Patterson-Noble Bartlett

I/State Repr.: Jenyns Patent Corset Pty Ltd, Sydney sales office, 125 York-st (29-1384); Jenyns Patent Corset Pty Ltd, Melbourne sales office, 256 Flinders-st, Melbourne (63-4033); G. Donaghy & Co., 19 Austin-st, Adelaide (8-4679); J. V. Gracey & Co., 29 Barrack-st, Perth (23-3186); J. S. Handbury, 46 Fisher-

ave, Sandy Bay, Hobart, Tas. (5-1954).

JOHNSON & JOHNSON PTY LTD, 200 York-st Nth, Sydney, NSW. Box 3331 GPO. Phone 27-2501. Telegrams Zoplast, Sydney.

Directors: W. H. Northam (chmn), R. B. Crawford (mng dir), W. J. Allman, R. A. Bowie, R. W. Mayhew, A. J. Murray, R. A. Walters (gen. mngr), T. B. Alexander, C. H. Bull, W. B. Northam.

Products: Johnson's baby products, Tek toothbrushes, Band-Aid adhesive bandages personal products, surgical dressings.

Agencies: Willmott Advtg, O'Brien Publicity, Goldberg, Rodgers Holland Everingham, Pharmaceutical & Medical Advtg Service.

I/State Repr.: Branches all States.

JOHNSON, S.C., & SON PTY LTD, 39-47 Mentmore-ave, Rosebery, NSW. Phone 663-0581.

Directors: G. O. Potter (mng dir), D. Wilson, H. C. Higson, N. H. Routley, H. F. Johnson, H. M. Packard, R. F. Farley.

Executives: T. G. Strover (marketing), D. H. Cartledge (secy).

Products: Johnson's Wax, Pledge, Stride, Glo-Coat, Durosil, One-Step and full range commercial cleaners & polishes.

Agency: Jackson Wain & Co. Pty Ltd.

I/State Repr.: Branches all States. O'seas: Agencies throughout world.

KAYSER PROPRIETARY LIMITED, 9 Tennyson-st, Richmond, Vic. Phone 42-1131. Telegrams Kayser.

Products: Hosiery, lingerie, gloves, Lincoln underwear, children's underwear, Tam o' Shanter.

Agency: USP-Benson Pty Ltd, Paton Advertising Service Pty Ltd.

KELLOGG (AUST.) PTY LTD, Stephen Rd, Botany, NSW. Phone 666-9541. Telegrams Kellogg, Sydney.

Executives: R. J. Dawson (mng dir), R. L. Jones (advtg mngr), D. Dullely (gen. sales mngr).

Products: Ready-to-eat cereals.

Agency: J. Walter Thompson (Aust.) Pty Ltd.

I/State Repr.: Branches in all States. O'seas: Agents throughout the world.

KELVINATOR AUSTRALIA LIMITED, Anzac Highway, Keswick, SA. Phone 97-1122. Telegrams Kelvinator, Adelaide.

Directors: A. B. Barker (mng dir), D. L. Elix (gen. factory mngr), R. F. Pascoe (treasurer).

Executives: R. E. Huxham (gen. sales mngr), L. Queale (supply mngr).

Products: Kelvinator refrigerators, home

freezers, auto washing mach., air conditioners, water coolers, commercial refrigeration, Kelvinware plastic cisterns, Wayne pumps.

Agency: J. Walter Thompson.

KIMBERLY-CLARK OF AUSTRALIA PTY LTD, Mars-rd, Lane Cove, NSW. Phone 42-1223. Telegrams Kimclark, Sydney.

Directors: E. R. Beattie, A. S. Brown, S. J. Clark (secy-dir), H. J. Sheerin (mng dir).

Products: Kotex Napkins, Kotex Belts, Kleenex Tissues, Veldown Tissues, Kleenex Toilet Tissue, Kleenex table napkins, Dawn Toilet Tissue, Dawn table napkins and industrial towelling, Medesa toilet tissue and industrial towels, Safix toilet tissue and interleaved towels.

Agencies: J. Walter Thompson Australia Pty Ltd, USP-Benson Pty Ltd.

I/State Repr.: Kimberly-Clark of Australia Pty Ltd, Melbourne, Brisbane, Adelaide, Perth, Hobart.

KING GEE CLOTHING CO. PTY LTD, 159 Kingsgrove-rd, Kingsgrove, NSW. Phone 50-0394. Telegrams Wogall, Sydney.

Directors: Warren D. Adcock, Robert Adcock.

Executives: E. Lewis (prod. mngr), H. McDonald (purchasing officer), A. Keep (ware house mngr), E. Davies (head of cutting section).

Product: Industrial clothing.

Agency: Arthur Smyth & Sons.

I/State Repr.: Power & Burkitt, Brisbane; C. S. & B. L. Harbard, Adelaide; Haig & Co., Perth; Darcy Blackwood, Hobart and Launceston; R. W. Shiels & Associates, Melbourne (42-6516), Richmond, Vic.

KIWI HOME PRODUCTS PTY LTD, 188 Burnley-st, Richmond, Vic. Phone 42-3121. Telegrams Kiwi, Melbourne.

Directors: J. Ramsay, T. M. Ramsay.

Executives: J. C. Lucas (gen. mngr), W. P. Coghlan (NSW), R. Starling (Vic.), H. A. Stephenson (SA), L. B. Smith (Qld).

Products: Kiwi shoe polishes, Glint, Bon Ami, Shinoleum, Steprac.

Agency: Best and Company, Melbourne

I/State Repr.: All States.

KODAK (AUSTRALASIA) PTY LTD, Elizabeth-st, Coburg, N.13, Vic. Phone 35-2311.

Directors: E. A. Teasdale (chmn and chief mng dir), J. C. Habersberger (mng dir and gen. mngr - finance), F. A. H. Manning (dir and gen. mngr - mktg), S. Sanderson (dir and gen. mngr - mfg).

Executives: R. Dudley (NSW mngr), G. Robertson (Sydney sales mngr), K. B. Allen (Vic. mngr), R. A. Clelland (Qld and Brisbane mngr), E. H. Harris (SA and Adelaide mngr), J. Ellis (WA and Perth mngr), M.

Diprose (Hobart mngr), R. Thomson (Launceston mngr).

Products: Suppliers of Eastman 16mm & 35mm motion picture and television films, 16mm cameras and projectors, 35mm still cameras and projectors, studio and dark-room equipment, sensitised photographic materials and chemicals.

KRAFT FOODS LIMITED, Salmon-st, Port Melbourne, Vic. Phone 64-0111. Telegrams Kraftco, Melbourne.

Directors: H. G. Osborne (chairman, mng dir), E. O. Pelling (vice-chairman), T. W. Easton (prod.), J. E. Sexty (marketing dir), G. R. Hunter (cheese products mngr), I. McK. Milne (secy).

Executives: W. Dickson (gen. prod. mngr), Dr. K. Farrer (research mngr), W. H. Fry (personnel officer), E. W. Hill (factory mngr), J. McCulloch (export mngr), G. Nicholls (marketing mngr), K. Griffin (advtg mngr).

Products: Cheese products, Bonox, Vegemite, hot packs, ice cream mix, mayonnaise, meat & fish pastes, canned meats and fish, conserves & jellies, refrigerated dough products, Peanut Butter.

Agencies: J. Walter Thompson, Carder Advtg.

I/State Repr.: Brisb.; Adelaide; Darwin Newcastle, Sydney, Hobart, Perth, Launceston. O'seas: Agencies throughout world.

KRIESLER AUSTRALASIA PTY LIMITED, 12-30 Cawarra-rd, Caringbah, NSW. Phone LB044. Telegrams Kriesler, Sydney.

Directors: P. G. Tuit (chairman), L. E. A. Walcot (dir. & gen. mngr), R. Weingott (merch. dir.), J. G. Robinson (admin. dir), W. Bailey (factory dir), R. L. Ainsworth (sales dir), A. Fowler (tech. dir), H. Widmer (design dir).

Agency: Jackson, Wain & Co Pty Ltd.

Products: Radio and TV receivers.

I/State Repr.: Branches all States.

LA MODE INDUSTRIES PTY LTD, 109 Flinders Lane, Melbourne. Phone 63-3363.

Directors: Commander L. Robinson, H. G. B. Fisher, R. Burgin, Miss E. M. Thompson.

Secretary: G. F. Dore.

Products: La Mode lingerie, women's and girls' underwear, nightwear; Hanes of America, men's and boys' underwear, knitted shirts.

Agency: R. O. Laurie Advertising.

I/State Repr.: Branches, 71 York-st, Sydney (29-3256); 14 Stephens Place, Adelaide (W4724); Room 3, 192 St George's-Tce, Perth (21-5770).

LAXETTES PTY LTD, 121 Cremorne-st, Richmond, E.1, Vic. Phone 42-2571-2.

Executives: J. D. Lobb (manag. dir.), N. E. Moore (mnggr).
Product: Laxettes.
Agency: Robert Hughes & Assocs Pty Ltd.

LEVER & KITCHEN PTY LTD, 1-33 Macquarie-st, Sydney. Phone 2-0551.

Director: M. C. S. Adams (chmn).
Executives: R. N. Stockwell (commercial mnggr), A. W. McCall (sales controller), R. D. Cohen, A. B. Hutcheson, P. D. Winfield (marketing mnggrs), K. A. Fowles (advertising controller).

Products: Rinso, Persil, Surf, Omo, Softly, Lux Flakes, Velvet, Sunlight, Lux Liquid, Velvet Liquid, Handy Andy, Vim, Lux Toilet Soap, Coronet, Lifebuoy, Solvol, Personal Velvet, Personal Sunlight.

Agencies: Lintas Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd.

I/State Repr.: Branches all States.

LIFESAVERS (AUSTRALASIA) LIMITED, Mars-rd, Lane Cove, NSW. Phone 42-4216. Telegrams Lifesavers.

Directors: W. Kirby (chrmn), C. V. Olding, H. V. Quinton, J. Bryant, P. Finley, A. Small, T. S. Clarke.

Executives: T. D. Arnold (gen. mnggr), C. G. Holmes (marketing mnggr), W. R. Hodgson (sales mnggr), J. Wista (factory mnggr), B. M. Heffernan (acctnt).

Operations: Confectionery manufacturers.

Agency: V. H. Freeth Pty Limited.

I/State Repr.: Branches all States.

LILY CUPS LIMITED, 37 Stanley-st, Peakhurst, NSW. PO Box 128, Riverwood, NSW. Phone 53-0617. Cables, Lilycup, Riverwood.

Director: Kenneth R. Green.

Marketing Manager: D. J. Fairall.

Operations: Manufacturers of paper cups and containers.

Agency: John Clemenger Pty Limited.

LINGUAPHONE INSTITUTE PTY LTD, Fleming Place, Melbourne. Phone 67-9337. Telegrams Thorough.

Directors: J. A. Lothian (gen. mnggr, manag. dir.), L. A. Lothian, T. C. Lothian.

Products: Language gramophone records.

O'seas Repr.: 33 Mercer-st, Wellington, NZ.

LIPTON (OVERSEAS) LIMITED, 111 Cambridge-st, Collingwood, Vic. Phone 41-5361-2. Telegrams Lipton, Melbourne.

Directors: F. G. Clark, M. E. Cooper, J. Goemaere (Belgium), W. L. Grantham, F. G. Land (joint mng dir), J. N. Perkins, A. J. Riches (joint mng dir), S. A. Wilmshurst.

Executives: G. F. McMullin (gen. mnggr), N. H. Ludwigsen (sales mnggr).

Operations: Tea packers.

Products: Lipton Yellow Label and Royal

Blend Tea and Lipton Tea Bags.

Agency: O'Brien Publicity (Vic.) Pty Ltd, Melbourne.

I/State Repr.: Branches, 29 Lonsdale-st, Melbourne, C1; 122 Linton-st, Lidcombe, NSW; 169 Wellington-rd, East Brisbane; 40 Athol-st, Woodville North, SA; 294-302 Aberdeen-st, West Perth. **O'seas:** Head office, Lipton (Overseas) Limited, 27-28 Finsbury Square, London, EC2.

L. J. HOOKER INVESTMENT CORP. LTD, Hooker Hse, Angel Place, Sydney. Phone 20-367. Telegrams Hookco.

Directors: L. J. Hooker (chmn), G. S. E. Newell (dep. chmn), D. H. B. Adams, N. C. Burns, Sir Arthur Fadden, N. F. Henwood, W. V. Lightfoot, J. E. Lightfoot, Sir Neil O'Sullivan, N. R. Pulver, W. T. Russell, E. J. Walker.

General Manager: J. K. Campbell.

Operations: Real estate agency, hotels, pastoral, commercial and home building, land development, landtrusts, investments.

Agency: Mundell Walker Pty Ltd.

O'seas Repr.: Amsden, Cossart & Wells, London; Joseph P. Day, Inc., New York; Joseph Laronge Inc., Cleveland, Ohio and Edward A. Bolles, Honolulu, Hawaii, USA.

LNC INDUSTRIES LTD, 177-185 William-st, Sydney. Phone 31-7001-3. Teleg. Larkneve, Rovercar, Volcar.

Subsidiaries: Grenville Motors Ltd, Lanock Motors Ltd, Larke, Neave Investments Pty Ltd, Ruslit Motors Ltd, Lanock Motors (Sth Coast) Pty Ltd, Lanock Motors (Riverina) Pty Ltd.

Directors: E. M. Robson (chmn), W. R. Locke (mng dir), G. R. Allman, W. J. Locke.

Executives: A. H. Russell, G. R. Lane, D. I. Donaldson (mng dirs of subsid. cos), E. H. Badman (secy).

Products: Motor vehicle distributors; Rover Land-Rover and Rambler vehicles; Volkswagen cars and comm. vehicles; Perkins diesel engines; Magirus Deutz trucks.

O'seas: Tozer Kemsley & Millbourn Ltd, 84 Fenchurch-st, London, EC3, Eng.

MacROBERTSON PTY LIMITED, Argyle st, Fitzroy, Vic. Phone 41-3171. Teleg. Old Gold.

Directors: N. N. Robertson (chm), E. F. Robertson (mng dir), C.W.A. Tuppen (gen mnggr), G. R. Brewer, H. Taylor.

Executives: L. Cranbourne (assoc. dir & development mnggr), J. M. Kirkpatrick (secy), J. N. Almond (prod. mnggr), E. W. Barr (marketing mnggr), R. J. Roberts (advtg mnggr).

Products: Chocolates & confectionery; Old Gold, Snack, Columbine, Cherry Ripe.

I/State Repr.: Branches, Syd., Newcastle, Wollongong, Bris., Townsville, Adel., Perth,

Hobart, Launceston. **O'seas:** John MacKintosh & Sons Ltd, Norwich, Eng.

MACROBERTSON MILLER AIRLINES LTD, 194 St George's Terrace, Perth, WA. Phone 21-2821. Telegrams Airmac, Perth.

Directors: R. F. Rushton, C. N. Kleinig, E. S. Saw, H. C. Miller, K. D. Cohen, R. M. Ansett, F. Pascoe.

Executives: C. N. Kleinig (mng dir), K. D. Cohen (ops mnggr), E. C. Gare (secy), F. Colquhoun (chief eng.), J. E. Karasek (traffic mnggr).

Operations: Airline service, air charters in WA and Northern Territory.

MARIGNY (A/SIA) PTY LTD, 177 Collins-st, Melbourne. Phone 63-6232. Telegrams Marigny Melbourne.

Directors: J. F. Wren, C. H. Facer.

Executives: S. Meerkin (gen. mnggr), Mrs G. E. Atkinson (publicity mnggr).

Products: Hair cosmetic manufacturers, Australasian representatives for L'Oreal of Paris.

Agency: BCJP-Foote, Cone & Belding.

I/State Repr.: Branches all States; also in NZ, Auckland, Wellington, Christchurch, Dunedin.

MARKWELL BROTHERS PTY LTD, 11-15 Victoria Place, South Brisbane. Phone 4-2571-2-3. Telegrams Markbris.

Directors: F. J. Markwell, R. L. Markwell.

Executive: J. D. Goodrick (sales mnggr).

Service: Distributors: Maico, Matchless, NSU & JAWA Motor Cycles & Scooters, Alvis, Skoda cars, Skoda diesels and Perkins and Yanmar Diesel-Engines, Capitol Gearboxes, Furuno Echo Sounders, Marina 2-way radio.

Agency: T. Hilken Waite Pty Ltd.

MARLOW, JULIUS, HOLDINGS LTD, 137 Alexandra-pde, Collingwood, N5, Victoria. Phone 41-6071 (5 lines).

Directors: I. W. Trescowthick (chmn), D. B. Leahy (deputy chmn), M. R. Chambers, W. Collingwood, D. K. Dawson, H. M. Florsheim, M. L. Trescowthick, J. W. Wallace, G. P. N. Watt, CMG, CBE, J. S. Elder (alternate for H. M. Florsheim).

Products: Men's welted and cemented shoes.

Brands: Julius Marlow and Marshall.

Agency: USP-Benson Pty Ltd.

I/State Repr.: H. J. Hiscocks Pty Ltd (Sydney and Brisbane), Austin P. Marshall (Sydney), Shoe Sales Pty Ltd (Adelaide), Lloyd Purser & Co. (Perth), L. C. Mitchell & Son (Perth), Peter Walls (Hobart).

MARRICKVILLE MARGARINE PTY LTD, Edinburgh-rd, Marrickville, NSW. Phone 51-8781. Telegrams & Cables, Marga-

rine, Sydney.

Directors: R. C. Crebbin (mng dir), O. E. Phillips, W. Linton, P. G. Montgomerie, A. E. Chown.

Executives: A. W. Fitzpatrick (secy), R. W. Bunt (advtg mnggr), J. A. Doyle (retail sales mnggr).

Operations: Manufacturers, industrial & retail margarines, fats & cooking oils.

Agencies: Hansen Rubensohn-McCann Erickson Pty Ltd, USP-Benson (NSW) Pty Ltd.

I/State Repr.: Branches all States.

MASONITE SALES (division of the Colonial Sugar Refining Co. Ltd), 120 Dunning-ave, Rosebery, NSW. Phone 67-2221. Telegrams Masonite, Sydney.

Directors: K. O. Brown (chrmn), M. G. King, L. L. Gilmour (also gen. mnggr), A. C. Higgs, A. R. Johnston, A. Mackintosh.

Executives: A. Frecker (gen. sales mnggr), J. N. Walsh (secy).

Operations: Manufacture and marketing of Masonite brand hardboard.

Agency: BCJP-Foote, Cone & Belding, Pty Ltd.

I/State Repr.: Offices all States.

MAURI BROTHERS & THOMSON LTD, 2-6 Barrack-st, Sydney. Phone BX2601. Telegrams Maurithom.

Directors: Donald Junor (chairman, mng dir), D. W. Robertson, R. J. Abercrombie, D. F. Middleton, M. C. Butfield, Dr. R. W. Harman.

Executives: A. Saunders, Dr R. A. Bottomley, W. J. Campbell, W. H. Craike, L. M. Grosser, D. G. Hardie, A. I. Michie, A. Moss, P. A. J. White (vice-presidents).

Products: Vinegar, yeast, extract of malt, canned foods, condiments, bread manufacturers' ingredients, crown seals, P.T.F.E. Plastics, stainless steel equipment, cork, importers, manufacturers and agents for plant and equipment for breweries, bread manufacturers, soft drink manufacturers.

I/State Repr.: Branches all States. **O'seas:** Branch Nth & Sth Islands, New Zealand. Repr. London & New York.

McDOWELLS LTD, King & George-sts, Sydney. Phone B0159.

Directors: Frank S. McDowell, John H. McDowell, Ronald E. McDowell, Frank B. McDowell, Charles Dunk, Norman Pardoe, Keith McDowell.

Executive: Bernard A. Taylor (company secretary).

Operations: Retail drapers.

O'seas: F. J. Tytherleigh & Co. Ltd, 28-30 Worship-st, Finsbury Square, London.

McWILLIAMS WINES PTY LIMITED, Bulwara & Pymont Bridge-rds, Pymont, NSW. Phone 68-2801.

MELLO-LITE PTY LTD, 70-74 Pacific H'way, Waitara, NSW. PO Box 40, Hornsby, NSW. Telegrams Mellolite. Phone 48-1081.

Directors: I. C. Iverson (mng dir), A. C. Pond (chmn), S. Rich.

NSW manager: D. R. Miles. **Victorian manager:** W. Vear. **South Australian manager:** L. Earle.

Products: Mello-Lite venetians, awnings, insect screens, Kirsch curtain rodding & venetians, Shademaster components & machinery.

Agencies: Weston Advtg Co. Sydney; Hawkins, NSW; J. Pengilly, Victoria.

I/state Repr.: Shademaster Pty Ltd, Notting Hill, Victoria; Mello-Lite (SA) Ltd, SA; Campbell Beaumont Pty Ltd, Sydney; Mello-Lite Pty Ltd, Sydney. **O'seas:** A. Clouet & Co. (Singapore) Ltd.

MILNE & CO. PTY LTD, 26 Anderson-st, Southwark, SA. Phone 57-8131. Telegrams Milnanco.

Directors: A. M. Russell (mng dir), H. C. Hucks, R. K. Kent, P. J. Messner.

Executive: P. J. Messner (secretary).

Products: Milne's whisky, gin, brandy, rum and gin squash; Gilt Edge whisky.

Agency: Eric Ring, Jackson, Wain Pty Ltd.

I/State Repr.: Curcier Adet & Co. Pty Ltd, Vic.; Milne & Co. Pty Ltd, NSW (68-2707); Thos. Brown & Sons Ltd, Qld; Lionel Samson & Sons Pty Ltd, WA.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD, Head office: 2 Wentworth-ave, Sydney, NSW. Plant: St Marys, NSW. Branch sales offices all States and Auckland, NZ. NSW head office phone 2-0930 (30 lines). Cables, Trimenco.

Directors: H. B. Kosanke (mng dir), G. L. Hegg (mng dir), B. E. Chapman (sales dir), H. G. Edwards (financial dir).

Executive: W. J. McLaughlin (Aust. marketing mngr).

Operations: Manufacturers of abrasives, adhesives, tapes, electrical products, magnetic sound recording tapes, video tapes, Scotchlite reflective sheeting, graphic arts products, copying machines, chemicals, ribbons, microfilm reader-printers and overhead projectors.

Agency: Pritchard Wood Aust. Pty Ltd.

I/state Repr.: Branch sales offices all States & NZ. **O'seas:** Head office, 3M Co., St Paul, Minnesota, USA.

MOBIL OIL AUSTRALIA LTD, 2 City-rd, Melbourne, SC4, Vic. Phone 62-0231.

Executive: A. W. Judd (advgt & sales prom. mngr, Aust. & Pacific Islands).

Products: Mobil Special, Mobiloil Special, Mobil Home Kerosene and Mobil-power Kerosene.

Agency: Paton Advertising Service.

MONSANTO CHEMICALS (AUSTRALIA) LIMITED, Somerville-rd, West Footscray, W12, Victoria. Phone 314-9561. Telegrams & Cables, Monsanto, Melbourne.

Executives: T. G. Crane (mng dir), Dr E. Barraclough (deputy mng dir), Dr L. Gruen (tech. dir), P. C. B. Hudson (commercial dir), E. F. Jackson (dir, mnfg & engin.), N. K. I. Menhennitt (secy).

Operations: Manufacture of chemicals & plastics.

I/State Repr.: Sales offices — Sydney, Brisbane, Adelaide, Perth.

MOULDED PRODUCTS (AUSTRALASIA) LIMITED, 165 Cremorne-st, Richmond, E.1., Vic. Phone 42-0251. Telegrams Dupelite, Melbourne.

Directors: F. L. Fitzpatrick (chmn), J. D. Rodgers, O. G. Meyer, J. F. Hope, P. J. Derham, G. Jennings, J. A. Macdonald, R. J. Hamer, J. W. Kelly (assoc. dir).

Executives: J. F. Hope (gen. mngr), P. J. Derham (gen. products div. controller), A. D. Robinson (moulding div. controller), J. W. Kelly (cables div. controller), J. A. Macdonald (secy), J. W. Marr (advgt mngr), L. M. Rodriguez (PR mngr).

Agency: George Patterson Pty Ltd.

Branches: 559 Collins-st, Melbourne; Cnr Loftus & Whittaker-sts, Yennora, NSW; National Park-st, Newcastle, NSW; 35 Charlotte-st, Brisbane; Grange-rd, Adelaide; Scarborough Beach-rd, Perth; 38 Charles-st, Launceston; 197 Elizabeth-st, Hobart.

MUIR & NEIL PTY LTD, 479 Kent-st, Sydney, NSW. Phone MA2406. Telegrams Muirneil.

Directors: J. R. B. Neil (manag. dir.), R. S. W. Neil (sales mngr).

Products: No-DoZ. Awakeners, Iodised Balmosa, Carnation Corn Caps, Roboleine, Carnation Toilet Tissue.

Agency: Berry Currie Advertising Pty Ltd.

I/State Repr.: Branch, 46 Cliff-st, South Yarra, S.E.1, Melbourne (24-6076). **O'seas:** Branch, 105-107 Wellesley-st West, Auckland, C.1, NZ.

NAIRN, MICHAEL, & CO. (AUST.) LTD, Skarratt-st, Auburn, NSW. Phone 648-1261. Teleg. Nairn, Sydney.

Directors: H. W. Hattersley (chmn), W. G. Hill, A. W. Melrose, J. M. Burnett, M. A. Spencer-Nairn, Sir M. Geo. Nairn, Bart. (Alternate, G. J. Crookes).

Products: Linoleum, vinyl tiles, adhesives and polishes.

Agencies: V. H. Freeth Pty Ltd, Asher Joel Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** Nairn-Williamson Ltd, Kirkcaldy, Scotland.

NATIONAL BANK OF AUSTRALASIA LIMITED, THE, and wholly owned sub-

siary — The National Bank Savings Bank Limited, 271 Collins-st, Melbourne, Vic. Phone 63-0471. Telegrams, Nautilus, Melbourne.

Directors: J. A. Forrest (chmn), Sir George Coles (vice-chmn), F. E. Loxton (vice-chmn), M. C. Butterfield, CMG, Sir Rupert Clarke, BT, MBE, Sir Douglas Forbes, R. R. Law-Smith, AFC, P. J. V. Ramsden.

Executives: G. C. Hill (chief mngr), J. L. Nave (deputy chief mngr), G. A. Bell (gen. mngr, Savings Bank), John Camm (gen. mngr, international div.), A. R. Mitchell, G. R. Mountain, MA, Brian O'Keefe, B. Comm., R. B. Roscoe, C. G. K. Smith (chief inspectors), M. D. Waller (staff inspector), C. A. Chessell, BA (asst chief inspector).

Operations: Banking.

Agency: Rickards Advertising.

I/State Repr.: All States. **O'seas:** New Guinea, Papua, London and world-wide chain of banking agencies.

NATIONAL CHEMICAL PRODUCTS PTY LIMITED, corner Liverpool & Riley-sts, East Sydney, NSW. Phone FA1181-3. Telegrams Hapre, Sydney.

Directors: H. H. Pryer (mng dir), B. B. Pryer, I. Wolff.

Executive: R. W. Gleeson (marketing mngr).

Products: Napro hair cosmetics.

Agency: NAS (Sydney).

I/State Repr.: Agents, all States and N.Z.

NEPTUNE OIL CO. PTY LTD (incorporated in NSW), 155 William-st, Melbourne. Cl. Phone 60-1131. PO Box 378F. Telegrams Nepho, Melbourne.

Operations: Marketers of petroleum products.

Agency: Richardson-Cox Pty Ltd Advertising, Melbourne.

I/State Repr.: Neptune Oil Co. Pty Ltd all States.

NESTLE COMPANY (AUSTRALIA) LIMITED, THE, 17 Foveaux-st, Sydney. Phone 2-0935. Telegrams, Nestfood.

Advgt mngr: A. J. Wardell.

Products: Nescafe, Milo, Ideal Milk, Chocolates, Maggi soups and sauces, Quick, Sunshine Full Cream Powdered Milk, Reduced Cream, Sweetened Condensed Milk, Baby Foods.

Agencies: Hansen Rubensohn-McCann Erickson, Goldberg Advertising, Pritchard Wood (Aust.).

I/State Repr.: Branches, all States.

NICHOLAS PROPRIETARY LIMITED, 699 Warrigal-rd, Chadstone, S.E.10, Vic. Phone 569-0511. Telegrams 'Aspro', Melbourne.

Directors: H. M. Lightfoot (chmn), C. E. Kerville (mng dir), R. R. Balfe, H. J.

Nicholas, M. A. Nicholas, G. C. Pitman, K. C. Probert, F. L. Toye, N. H. Turnbull.

Executives: W. T. Richards (advgt mngr), G. D. Houston (pharmaceutical mngr), W. P. Palmer (agricultural and vet. mngr).

Products: Pharmaceuticals, veterinary remedies & toiletries.

Agency: BCJP-Foote, Cone & Belding.

NILE TEXTILES LIMITED, 125 York-st, Sydney. Phone BX6041. Telegrams Hankchief, Sydney.

Subsidiaries: Nile Industries Pty Ltd, Nile Distributors Pty Ltd, Nile Weaving Mills Pty Ltd, Wallace, Buck & Goodes Pty Ltd.

Directors: J. I. Armstrong (chrmn), D. M. Aboud (mng dir), N. Aboud, J. G. Aboud.

Executive: K. M. Lush (secretary).

Products: Nile handkerchiefs, underwear sheets & pillow cases, towels, blankets, rugs, BVD underwear.

Agency: Goldberg Advertising Pty Ltd.

I/State Repr.: Branches Melb., Bris., Perth, Adelaide.

NORTON AUSTRALIA PTY LTD, Nyrang-st, Lidcombe, NSW. Phone 649-0161. Telegrams Bearover Sydney.

Directors: A. E. Fowler (mng dir), F. J. Pegg (secy & dir), G. C. Plater (marketing dir), P. H. Handel (supply dir), G. M. McCarthy (works dir).

Products: Bear Tapes, coated abrasives, adhesives, coatings, Proofkote, Refractories, DuPont packaging film.

Agency: George Patterson.

I/State Repr.: Branches in Qld, SA, Vic. & WA. **O'seas:** NZ, Norton International Inc., Worcester 6, Mass., USA.

OLYMPIC CONSOLIDATED INDUSTRIES LTD — Subsidiary companies: The Olympic Tyre & Rubber Co. Pty Ltd, Beaufort Tyre Service Pty Ltd, Olympic Cables Pty Ltd; Olympic General Products Pty Ltd, PO Box 1, West Footscray, W12, Victoria. Phone 68-1211.

Executives: Graham Lomas (PR mngr & advgt mngr).

Agencies: USP-Benson (The Olympic Tyre & Rubber Co., Beaufort Tyre Service), Best & Co. (Olympic General Products, Olympic Cables).

O-SO-LITE PRODUCTS PTY LTD, PO Box 27, Flemington, W1, Victoria. Phone 33-0261. Telegrams Minifie, Melbourne.

Directors: R. L. Minifie, J. N. Gatehouse, J. Minifie.

Executives: L. D. Pallot (mktg mngr), G. Kirton (sales mngr).

Products: Self raising flour, cake mixes.

Agency: George Patterson.

PACE MOWERS PTY LIMITED, Wiblin-st, Silverwater, NSW. Phone 648-1841. Tele-

grams Pace, Sydney.

Directors: S. A. Colman, Mrs. M. J. Colman.

Executives: G. M. Thompson (prod. mngr), M. Trikojus (sales mngr).

Products: Lawnmowers.

Agency: George Patterson Pty Limited.

I/State Repr.: Pace Mowers Pty Limited, 754 High-st, Thornbury, Vic., and at 22 Thurlow-st, Newmarket, Qld; Healing (Sales) Pty Ltd, Hobart, Launceston & Adelaide.

PADDLE BROS PTY LTD, 4 Reid-st, North Fitzroy, N.7., Vic. Phones 48-1195, 48-6258. Telegrams Padshoe, Melb.

Managing Director: L. E. Paddle.

Executive: N. S. Cannon (marketing mngr).

Products: Children's, teenagers' footwear.

Agency: BCJP-Foote, Cone & Belding.

PAIGE PTY LTD, 121 Cremorne-st, Richmond, El, Vic. Phone 42-2571-2.

Executives: J. D. Lobb (mng dir), N. E. Moore (mngr).

Products: Nailoid, Maw's teats, Deep Heat, Mentholatum Balm.

Agencies: Robert Hughes & Assocs Pty Ltd, J. Walter Thompson Aust. Pty Ltd.

H. G. PALMER (CONSOLIDATED) LIMITED, 321-325 Chapel-rd, Bankstown, NSW. Phone UY0411. Teleg. Palmair, Sydney.

Directors: Sir Norman Nock (chairman), H. G. Palmer (mng dir), N. H. Palmer, C. H. Trenam, A. H. Pollard (assoc. dir), R. York, P. G. Howard, W. Rose.

Executives: W. Rose (secy), K. A. Palmer (asst mng dir), R. York (advtg controller).

Products: Radio, electrical and television goods.

Agency: Brisbane: O'Brien Publicity.

I/State Repr.: Victoria (42-3561), Qld, SA, ACT.

PAN AMERICAN AIRWAYS, 82 Elizabeth-st, Sydney. Phone 28-2621; 133 Exhibition-st, Melbourne. Phone 63-9077.

Executives: R. S. Clark (district traffic/sales mngr, Sydney), Al Long (district traffic/sales mngr, Melb.).

Service: International passenger and freight carrying airline.

Agency: J. Walter Thompson.

PARSONS GENERAL FOODS, Maxwell Hse, Orange Grove-rd, Liverpool, NSW. Phone 602-6761. Telegrams & Cables, Parsons.

Directors: James H. Whitcomb (gen. mngr), A. E. Glen (asst gen. mngr, finance & admin), M. V. Vos (asst gen. mngr, marketing).

Products: Maxwell House Coffee, John Bull Oats & Parson 1 Minute Oats, Desserts, Saline, Spices and bird seeds.

Agencies: George Patterson, John Clemen-ger.

I/State Repr.: Parsons General Foods, Queensland, Victoria, South Australia and Western Australia.

PASSIONA BOTTLING CO. (PERTH) LTD, Scarborough Beach-rd, Osborne Park, W.A. Phone 24-1036. Telegrams Passiona.

Directors: J. Murray (chrnm), C. T. Roche (mng dir), H. W. Cottee, S. C. Wheatley.

Executives: C. S. Roche (sales mngr), G. E. Rothuen (acctnt).

Operations: Manufacturing and State wide distribution of Cottees fruit based aerated waters.

Agency: Ian H. Smith & Partners.

PATERSON, LAING & BRUCE LTD, 2 Wynyard-st, Sydney. Phone B0266. Tele grams Manifold.

Directors: R. B. Burgess, S. F. Impett.

Executive: R. D. Jenkins (sales mngr).

Products: Sally Forth fashion wear, Pato-laine knitwear & lingerie, Romney & Leedall knitwear, John Halifax sports coats.

Agency: George Patterson Pty Ltd.

I/State Repr.: Warehouse, Melb., offices all States. O'seas: Office, London, Eng.

PATIENCE & NICHOLSON LTD, Sutton-rd, Maryborough, Vic. Phone Maryborough 780. Telegrams Tapsandies.

Directors: G. M. Ward (chrnm), H. J. Gibbs, M. Addison, H. H. Taylor, J. H. Neill, J. R. Bassett.

Executives: J. R. Bassett (gen. mngr), H. H. Taylor (works mngr), I. C. Olver (secy), M. C. Price (sales mngr).

Operations: Manufacturers of twist drills, screw cutting tools.

Agency: John de Crespigny Advertising, Melbourne.

I/State Repr.: Tool Equipment Co. Pty Ltd, 29-31 Richland-st, Kingsgrove, Sydney (50-0401).

PAULS ICE CREAM & MILK LTD, Montague-rd and Hope-st, South Brisbane. Phone 4-0151. Telegrams Paulscream.

Directors: J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), C. J. Macdermott, A. E. McCartney, L. J. McCray, T. Miles, E. Stokes, D. I. Shew, L. P. Taylor.

Executives: L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), R. D. Pynegar (secy).

Products: Ice cream, frozen confections, pasteurised milk and cream, frozen milk, milk powders, crumpets, cottage cheese, yoghurt, quick frozen foods.

Agency: Merchandising Publicity.

PECK, HARRY, & CO. (AUST) PTY LTD, 33-37 Mentmore-ave, Rosebery. Phone

633-2374. Telegrams Bidgee, Sydney.

Directors: R. B. Hodgson (chrnm), P. G. Gibson, J. B. Allen, R. J. B. Parkhill.

Executives: R. B. Hodgson (manag. dir), P. G. Gibson (manftg mngr), J. B. Allen (financial mngr), A. Gorrod (marketing mngr), J. Anderson (research mngr).

Products: Anchovette fish paste, fish and meat pastes, canned fish and meats.

Agency: Hawkins Advtg Pty Ltd.

I/State Repr.: B. Christensen, Qld sales mngr, c/- Nobles Pty Ltd, 15 James-st, Valley, Brisbane; N. L. Robertson, Vic. sales mngr,

c/- R. H. Wilkinson & Co. Pty Ltd, rear 33 Rowe-st, Nth Fitzroy, Vic. (48-7331); C. R. Flook (Sth Aust. sales mngr), c/- F. H. Stephens Pty Ltd, 314 West Beach-rd, Mar-leston, SA; W. H. Evans Pty Ltd, WA agent,

97 Outram-st, West Perth, W. Aust. O'seas: Harry J. Young Pty Ltd, Pacific Islands agent, 379 Kent-st, Sydney; H. Peck Hold-ings Ltd, 8 Devonshire Grove, Old Kent-rd,

London, SE, 15, England.

PEERLESS EMULSION PRODUCTS PTY LTD, 173 Grange-rd, Fairfield, N20, Mel-bourne. Phone 49-3161. Telegrams Floorcare, Melbourne.

Directors: Wm C. King, J. H. Jones.

Executives: L. Axton (mngr), R. P. Spragg (secy), L. D. Hart (marketing mngr o'seas), D. Breadmore (tech. director), G. J. Upson (prod. mngr).

Products: Liquid floor polishes, floor cleaners, detergents, sanitary chemicals, car care products, building maintenance equipment.

Agency: Baume, Chapman, Baume.

I/State Repr.: Peerless Emulsion Pty Ltd, Sydney (560-9444), Perth (6-6084); Peerless & Cheatham Pty Ltd, Brisbane (51-5171); Peer-less Emulsion Supplies Pty Ltd, Launceston (2-5291), Hobart (2-5372); McFarling Sales Ltd, Adelaide (51-6237); Ron Ball, Rock-hampton (Rockhampton 5334); Aust. Furni-ture Timbers Pty Ltd Cairns (2301); Barkla & Berlowitz, Darwin (Darwin 513).

PELACO LTD, 23 Goodwood-st, Rich-mond El., Vic. Phone JB2151.

Managing Director: K. S. Elliott.

Products: Shirts & sport shirts for men & boys, collars, pyjamas, shorts, Lady Pelaco blouses, 'jamas, casual wear, young Lady Pelaco blouses, school blouses.

Agency: Paton Advtg Service (ladies), Noel Paton Pty Ltd (mens).

PENFOLDS WINES PTY LTD, 634-726 Princes Highway, Tempe, NSW. Phone 55-0466. Telegrams Penfolds, Sydney.

Products: Penfolds Table Wines, Sherries & Ports, Maison Marnay Brandy, Minchin-bury Sparkling Wines.

Agency: BCJP-Foote, Cone & Belding, Sydney.

O'seas: Winemakers to the world.

PEPSI-COLA COMPANY, 167-187 Kent-st, Sydney. Phone 27-7136, 27-7137. Telegrams Pepsicola, Sydney.

Director: Frederick T. Kovaleski (A'sian mngr).

Products: Pepsi-Cola, Mirinda.

Agencies: BCJP-Foote, Cone & Belding. (Pepsi-Cola), J. Walter Thompson (Mirinda).

I/State Repr.: All States. O'seas: 108 coun-tries (excluding USA and Canada where there are 950 plants).

PETERS-ARCTIC DELICACY COMPANY LIMITED, Boundary-st, Sth Brisbane. Phone 4-0121. Telegrams Petersco, Brisbane.

Directors: J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), C. J. Macdermott, A. E. McCartney, L. J. McCray, T. Miles, E. Stokes, L. P. Taylor.

Executives: L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), R. D. Pynegar (secy), D. Morcom (mngr, sales div.), R. A. Webber (mngr, prod. div.).

Operations: Ice cream manufacture & dist., dist. c. frozen foods.

Agency: T. Hilken Waite Pty Ltd.

PHILIP MORRIS (AUST.) LTD, Chester-ville-rd, Moorabbin, S20, Vic. Phone 95-3621. Telegrams, Philmor, Melbourne.

Directors: Sir Norman A. Martin (chrnm), C. J. Altson (vice-chrnm), Robt. J. Leahy, J. R. Fawke, E. J. Baster, J. F. Cullman III, G. C. Dawson, A. H. Etherington, P. U. Lovett, G. Weissman, J. C. Scott.

Executives: J. R. Fawke (mng dir), P. U. Lovett (sales dir), R. E. Kneale (marketing mngr), W. J. Williams (advtg & PR mngr).

Products: Philip Morris (regular & King Size Executive), Marlboro & Revelation fil-ters), Alpine mentholated cigarettes, Saratoga plastic-packaged cigarettes, pipe tobaccos, chewing gum.

Agencies: USP-Benson, Rickards.

I/State Repr.: Branches all States.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED. Head office, 69-79 Clarence-st, Sydney. Phone 20-223. Telegrams Argenta.

Products: Cathode ray tubes, chemicals, dictating machines, elec. dry shavers, electro-med. equip. incl. short wave apparatus, electronic weighing equip., fluorescent lamps, reflectors and auxiliary equip., gramophone records and music reproducers, hearing aids, industrial control equip., industrial heating and drying equip., Infraphil infra-red lamps, lamps — electr. for gen. lighting service, architectural, auto, mercury vapor, miniature, photographic, sodium, special purpose, light fittings — office intercom systems, personal fans, phonograms, public address systems, radio receivers, radiation measur. equip., record players and changers, records, scienti-fic apparatus incl. high voltage generators, semi-conductors, tape recorders, testing and

measuring instruments incl. cathode ray oscilloscopes, transistors, TV receivers, Ultraphil ultra-violet lamps, welding rods and stud welding equip., wire, X-ray equip., incl. major diagnostic and therapy equip., medium power and mobile equip., tubes, industrial X-ray and X-ray diffraction equip., etc., electron microscopes, gas liquefying machines, etc., valves — radio — TV receiving and transmitting valves.

Agency: Hansen Rubensohn-McCann Erickson.

I/State Repr.: Branches 67-77 Mars-rd, Lane Cove, NSW (42-1261), 194 Parry-st, Newcastle West, NSW (61-5001); 86 Wentworth-ave, Kingston, ACT (9-0321); 252-262 Sturt-st, Sth Melbourne (69-0141); 56-58 Cordelia-st, Sth Brisbane (42-471); 672-4 Murray-st, Perth (21-3131); 73 Brisbane-st, Hobart (3-3038); 11-13 West-tce, Adelaide (51-6051).

PHOENIX BISCUIT CO. PTY LTD
Grosvenor-st, Abbotsford, Vic. Phone 42-2166-7-8. Telegrams Phoebisco, Melb.

Managing Director: J. W. Condon.

Products: Phoenix biscuits, Success cakes & sponges.

Agency: Rickards Advtg.

PHOTIMPORT PTY LTD, 153-Barkly-st, Brunswick, N10, Vic. Phone 38-6922. Telegrams Photimport.

Directors: G. Erenyi (mng dir), Mrs A. E. Erenyi (secy), R. H. Earles, M. Cohen, R. E. Cross (gen. mngr).

Operations: Import and distribution photo-cine-electric household equipment.

Agency: Claude Mooney.

I/State Repr.: Branches and reps all States.

PICK-ME-UP FOOD PRODUCTS PTY LTD, 60 Alice-st, Newtown, NSW. Phone 51-2726. Telegrams Pickmeup Sydney.

Products: Canned goods, sauces, pickles. Agency: Thompson, Ansell, Blunden.

I/State Repr.: Branches Melbourne, Brisbane, Newcastle. Agents, Gavin Stevens Sales, 15 Waymouth-st, Adelaide; Edgar Chrystal Pty Ltd, 1123 Hay-st, Perth.

PLASTALON (SALES) PTY LTD, 1148 Nepean H'way, Highett, S21, Victoria. Phone 95-3721. Telegrams, Plastalon.

Directors: J. Kreveld (chmn & mng dir), H. M. Levee, J. Cortis, E. P. Treacy (tech. dir).

Associate Director: G. Kreveld.

Sales manager: A. de Zoete.

Company's Operations: Fabricators of flexible plastics.

Agency: E. Charles Anzarut (Aust.) Pty Ltd.

I/State Repr.: Sydney, Brisbane, Adelaide, Hobart, Perth, Townsville.

PLOUGH (AUSTRALIA) PTY LIMITED, Griffiths-st, Richmond, E1, Vic. PO Box 92, Richmond. Phone 42-0271.

Directors: F. B. Fricke, E. J. Hughes, D. B. Georgiadis, E. Hutchings, S. B. Nielsen, H. B. Solmson.

Secretary: V. B. Mursell.

Marketing manager: S. B. Milbourne.

Products: Coppertone suntan products, Solarcaine, Nujol, Mistol, Plough vitamins for children.

I/State Repr.: World Agencies Pty Ltd, 12-24 Lindsay-st, Perth; Arthur Searcy & Son Ltd, 132 Gray-st, Adelaide; World Agencies Pty Ltd, 82 Sussex-st, Sydney; Kenneth Mitchell Agencies Pty Ltd, 96 Alfred-st, Valley, Qld.

POTTER & MOORE (AUSTRALIA) PTY LTD, 11 Nepean H'way, Mentone, S11, Victoria. Phone 93-2291. Telegrams Narcissus, Melbourne.

Directors: E. S. Bradley (chrnm), J. A. D. Paul (mng dir), A. J. McIntyre (UK), A. J. E. Madden (UK).

Products: Perfumes, toiletries, deodorants, cosmetics, shampoos, men's grooming aids.

Subsidiary companies: Custom Fillers (Aust) Pty Ltd, Buisson Freres (Australia) Pty Ltd, Freshness (Australia) Pty Ltd.

Agency: Goldberg Advertising.

I/State Repr.: Branches Sydney, Brisbane, Adelaide, Perth. **O'seas Repr.:** Potter & Moore Ltd, London; John H. Breck Inc., Mass., USA.

POWER COACHING COLLEGE PTY LTD, 13 Ernest-st, Crow's Nest, NSW. Phone 43-6011.

Director: Dr. Denis Langley.

Executives: Dr. D. E. Langley (mng dir), J. A. Tobin (dir), A. D. McGee (acctnt-in-chief).

Service: Coaching children, adults. Full-time school.

Agency: Tell Advertising.

I/State Repr.: Branches all States.

PREMIER BLINDS PTY LIMITED, 84 Lutwyche Rd, Windsor, Brisbane. Phone 57-4151 (11 lines). Telegrams, Prembli, Brisbane.

Directors: A. J. Vann (mng dir), J. Jenkinson, J. G. Vann.

Executives: B. Best (sales mngr), A. E. Fritsch (acctnt), F. J. Foster (prod. mngr).

Operations: Manufacturers of venetian blinds, awnings and flyscreens — Stylelyne venetians, Sunrayne and Florida awnings.

Agency: USP-Benson (Qld), Brisbane.

I/State Repr.: Mello-Lite P/L, Pacific H'way, Waitara, NSW (48-1081).

PRESTIGE LIMITED, Donald-st, East Brunswick, N.11, Vic. Phone FM5373. Tele-

grams Presthose.

Directors: G. G. Foletta (chairman), H. C. Foletta (mng dir), E. A. Foletta, Sir Alexander Fitzgerald, F. H. Foster, L. R. Chisholm, A. G. Eastwood.

Products: Prestige hosiery, lingerie, fabrics. Agency: George Patterson Pty Ltd.

I/State Repr.: H. G. Foletta & Co., 38 Oxley-st, St Leonards, NSW. Phone JF 2321; H. G. Foletta & Co., Dunstan House, Elizabeth-st, Brisbane, Qld. Phone 2-4215; H. G. Foletta & Co., Edmmts Bldg, Room 109, 4th Floor, Rundle-st, Adelaide. Phone 8-7586; H. G. Foletta & Co., Room 2, Textile House, 502-6 Hay-st, Perth, W. Aust. Phone BA2931; H. G. Foletta & Co., Cowan House, Collins-st, Hobart, Tas. Phone 2-6428.

PROVINCIAL TRADERS PTY LIMITED, 567 Main St, Kangaroo Point, Brisbane. Phone 91-3643. Telegrams Provincialtrade.

Directors: C. A. N. Young (chrnm) J. L. Forsyth (mng dir), F. L. Chadwick (secy).

Executives: J. R. Forsyth (gen. mngr), L. A. Wright (asst gen. mngr), J. D. Hobbs (sales mngr — industrial), R. Selwood (sales mngr — retail).

Products: Golden Flake industrial margarine, retail margarines (Spreadwell, Kirra-bel, Supafry), producers and processors of Dixie brand poultry and PTL stock & poultry feeds.

Agency: Edmonds Advtg Service.

I/State Repr.: Provincial Traders Pty Ltd and Griff Wallace Poultry Supply, Sydney; Margarine Sales, Griff Wallace Poultry Supply, and Ficken, Halliday, McClelland (1963) Pty Ltd, Melbourne; Bellinger & Co. Pty Ltd, Adelaide; Jack Dyason Pty Ltd, Perth; Mauri Bros & Thomson (Tas.) Pty Ltd, Hobart.

PRUDENTIAL ASSURANCE COMPANY LIMITED, THE, 39-49 Martin Place, Sydney, NSW. Phone 2-0347. Telegrams Prudasco, Sydney.

Executives: S. C. Canfield (gen. mngr for Aust & NZ), L. W. Offord (Actuary for Aust. & NZ), W. R. Tattersall (fire, accident & marine mngr, Aust & NZ), W. H. Lambert (agency mngr, Aust. & NZ), P. H. Hammon (secretary & investment mngr for Aust. & NZ), R. B. Levey (deputy actuary, Aust. & NZ), F. J. Young (asst actuary mngr, Aust. & NZ).

Service: Life assurance, fire, accident & marine insurances.

Agency: J. Walter Thompson Pty Ltd.

I/State Repr.: Branches throughout Aust. & NZ. **O'seas:** Head office, Holborn Bars London, England.

PUREX AUSTRALIA PTY LTD, 76 Bonar-st, Arncliffe. Phone 59-0344.

Directors: L. W. Breach, M. P. Youker, A. C. Pelletier, A. C. Stoneman, B. J. Little. Executives: L. W. Breach (mng dir), K. M. Collis (secy), J. Knowles (sales mngr).

Products: Dutch Cleanser, Trend Detergent, Cuticura Soap and Ointment, Marvonn Bleach, D-X Disinfectant, Domino Detergent, Sno-Wite Bleach, Sno-Wite No Iron, Pinex Disinfectant.

Agency: Hawkins Advertising Pty Ltd.

PYE INDUSTRIES LTD, PO Box 12, Marrickville. Phone 55-0411. Telegrams, Pyind, Sydney.

Directors: P. M. Thelfall (mng dir), C. O. Stanley, G. A. Wooller, E. T. Price, F. W. Davey.

Executives: I. G. Carseldine (secy), R. C. Toone (Aust. sales mngr).

Products: TV and radio sets and appliances.

Agency: Rodgers Holland Everingham Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** Members of the Pye Ltd Organisation, England.

QANTAS EMPIRE AIRWAYS LIMITED, Qantas Hse, 70 Hunter St, Sydney. Phone 20-369. Telegrams Qantas, Sydney.

Operations: Air passenger & cargo services. Agency: Jackson Wain & Co. Pty Ltd.

I/State Repr.: Offices or agents in all major cities. **O'seas:** Represented throughout the world.

QUEENSLAND CAN COMPANY LIMITED, 32-39 Vulture St, West End, Brisbane. PO Box 113, South Brisbane. Phone 4-1381. Telegrams Canprinters.

Directors: A. H. Petfield (chrnm & mng dir), E. A. Bale, A. M. Morrow, L. J. McCray, A. Anson, R. G. Krimmer.

Company secretary: T. G. Buckle.

Operations: Manufacturers of cans, crown seals, drums and pails. Tinplate printers. Manufacturers of corrugated and solid fibre containers, boxboard folding cartons, acetate packages. Offset printers of cartons and labels. Manufacturers of polythene and cellulose bags and wraps. Flexographic printers of film. Manufacturers of composite canisters and plastic bottles.

I/State Repr.: J. Crowley & Co. Pty Ltd, Sydney (29-5949); R. Montgomery & Co., Adelaide (Crown Seals only). Associate companies: A. & G. Anson Pty Ltd, Oakleigh, Vic., 544-1214, Berrie, SA 434, Perth, WA 21-9238; Northern Manufacturers Pty Ltd, Townsville 6131.

RANK XEROX (AUSTRALIA) PTY LTD, 49 Market-st, Sydney. Phone 2-0663. Telegrams Rankxerox, Sydney.

Directors: Norman B. Rydge (chmn), T.

A. Law (UK), J. C. Wilson (USA), N. M. Barrell (Aust.).

Executives: E. R. Kinsman (gen. mngr), B. Heafey (Nat. sales & service mngr), Colin Murdoch (chief acctnt), William Salt (mngr-tech. serv.), J. Law (advtg mngr).

Operations: Marketers of xerographic range of copying equipment.

Agency: USP-Benson.

I/state Repr.: USP-Benson Pty Ltd. **O'seas:** Bensons International Ltd (UK).

RANLEIGH WARE PTY LIMITED, 15 Deloraine-rd, Edwardstown, SA. Phone 76-4551. Telegrams Ranleigh, Adelaide.

Directors: A. R. Curtis, F. R. Curtis (mng dir), N. R. Stokes, L. J. Macnamara, G. E. Ridout.

Products: Ranleigh stainless trays, ash trays, traymobiles, silverware and electric food warmers.

Agency: NAS Macnamara (Adelaide) Pty Ltd.

I/state repr.: All States. **O'seas:** Represented in Colombo, Aden, Capetown, Johannesburg, Salisbury, Christchurch, Wellington, Auckland, Singapore, Hong Kong, Beirut, Trinidad, Jamaica, Manila, Gibraltar, Reykjavik, San Francisco, New York, Vancouver, Toronto, Geneva, Bangkok and London.

RAOUL MERTON PTY LTD, 111 Islington-st, Collingwood, N5, Vic. Phone 41-5254. Telegrams Mernic, Melbourne.

Directors: J. Goldberg (chrnm), K. A. Webb, A. D. Benjamin, R. W. Lyons.

Executives: R. W. Lyons (factory mngr), Mrs L. E. Nation (secy).

Operations: Manufacture and marketing of Raoul Merton shoes.

Agency: J. Walter Thompson (Australia) Pty Ltd.

I/state Repr.: Goldberg International Pty Ltd (offices all states).

RECKITTS PTY LIMITED, Wharf-rd, West Ryde, NSW. Phone 85-0122. Telegrams Reckitts, Sydney.

Directors: B. T. Jones (chrnm & mng dir), T. W. Parkinson, H. W. Baker, K. W. Howitt, J. P. Windsor.

Products: Household, pharmaceutical, food products.

Agencies: J. Walter Thompson, Browne & Bruce, O'Brien Publ.

I/state Repr.: Branches, all States. **O'seas:** Head office, Hull, England.

REMINGTON RAND (AUSTRALIA) PTY LIMITED, 80 Parramatta-rd, Lidcombe, NSW. Phone 648-0122. Telegrams Remrand, Sydney.

Executives: J. B. Dibbs (acting gen. mngr and national sales mngr), P. Newby (svce

mngr), G. Loughlin (advtg mngr), R. McLaren (prod. mngr), J. Meaney (comptroller).

Product: Electric Shavers.

Agency: J. Walter Thompson.

I/state Repr.: Branches, 257 Clarence-st, Sydney; 83 King-st, Newcastle; 57 Baylis-st, Wagga, NSW; 301 Elizabeth-st, Melbourne; Gays Arcade, Rundle-st, Adelaide; 280 Edward-st, Brisbane, Qld; 147 Brisbane-st, Launceston, Tas.

Agent: Atkins (WA) Ltd, 894 Hay-st, Perth. **O'seas:** Remington Rand Electric Shaver (Intern.) division of Sperry Rand Corp., 765 Fairfield-ave, Bridgeport, Conn., USA.

RHEEM AUSTRALIA PTY LIMITED, Brodie-st, Rydalmere, NSW. Phone 638-0122. Telegrams Rheemco.

Executives: L. Arnold (gen. mngr), D. S. Esplin (deputy gen. mngr), C. J. R. Frazer (asst gen. mngr-tech.), T. H. H. Williams (advtg mngr).

Products: Rheem decorated steel containers, L.P. and acetylene gas cylinders, cargo containers, steel storage tanks, hot water systems, home appliances, aerosol containers, Bubblepaks, plastic squeeze tubes, collapsible metal tubes, impact extruded cans.

Agency: J. Walter Thompson.

I/state Repr.: Plants, Bulimba and Townsville, Qld; Blacktown, NSW (622-0331); Newcastle, NSW; Brooklea, Vic. (66-9361); Fremantle, WA; Wingfield, SA. **O'seas:** USA.

RICEGROWERS' CO-OPERATIVE MILLS LIMITED, 19 Bridge-st, Sydney. Phone 27-1924. Cables Coprice, Sydney.

Directors: J. Woodside (chrnm), F. A. Bock (vice-chrnm), A. E. Bowmaker, I. C. Davidge, P. A. Hinton, C. C. Holden, R. C. Young, C. E. Sharam, G. P. Barber, H. J. Heckendorf.

Executives: J. F. Kellock (gen. mngr), H. T. Robsop, (secy), A. G. Judson (marketing-advtg).

Products: Sunwhite Rice.

Agency: Cruickshank Maxwell & Co. Pty Ltd.

I/state Repr.: Representatives all States.

ROCKE, TOMPSITT & CO. LIMITED, Griffiths-st, Richmond, E1, Vic. PO Box 92, Richmond. Phone 42-0271. Telegrams Rocksitt, Melbourne.

Directors: A. B. Elvish (chrnm), R. H. Carter (mng dir), L. Fripp, F. B. Fricke, E. Hutchings, G. F. Loney, J. J. O'Loughlin.

Products: Golcryst, Yeaston Plus, Grants Asthma Powder, Nazol, Insectibane, Wartine, Vaxos, Newell's Eye Drops, Propain, Cornsogo, Picot Perfumes.

ROOTES (AUSTRALIA) LIMITED, Salmon-st, Port Melbourne, Vic., PO Box 100, Port Melbourne. Phone 64-0441. Telegrams

Rootesmoti.

Product: Motor vehicles.

Dist. & Dealers: All States. **O'seas:** Throughout world.

ROSELLA FOODS PTY LIMITED, Cremorne Gardens, 64 Balmmain-st, Richmond, Vic. Phone 42-2171. Telegrams Cremorne.

Directors: G. W. E. Barraclough (chrnm), W. R. Galbraith (mng dir), J. Gates, J. K. Hore, H. G. Jessep, S. J. Tyndall.

Executives: W. R. Galbraith (mng dir), J. Gates (mktg dir), J. K. Hore (tech. dir), H. G. Jessep (dev. dir), S. J. Tyndall (comm. dir), J. A. Doran (sales controller), D. A. Ryan (advtg mngr).

Products: Rosella jams, sauces, soups, pickles and other canned foods. Continental Brand packet soups, Mellah deserts, Copha shortening, Puffin mixes, Stork table margarine, Nurses cornflour, Fairy margarine, Vidale products, Deb instant mashed potato, Marva packet meals.

Agency: Lintas Pty Ltd, Sydney.

I/state Repr.: Offices all States. **O'seas:** Affiliated with Unilever Ltd.

ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED, 30 Ferndell-st, Sth Granville, NSW. Phone 632-0111. Telegrams Rothcigs Sydney.

Directors: R. A. Irish, O.B.E. (chrnm), Sir Kenneth Coles (depty chrnm), D. N. Engala (mng dir), J. W. R. Hughes, Sir William Gunn, C. Ogilvy, Sir Francis de Guingand, S. Rothman, J. C. Waters, Dr J. Moolman.

Advertising Executives: W. G. Stone (advtg dir), R. Whitcombe (advtg mngr American Cig. Co.), A. Rice (advtg mngr Rothmans of Pall Mall), A. Mitchell (advtg secy).

Products: Rothmans King Size, Consulate, Rembrandt (Remb. Tobacco Corp.), Peter Stuyvesant (American Cig. Co.), Carlyle (American Cig. Co.), Princeton (Riggio Tobacco Co.), Riggio (Riggio Tobacco Co.).

Agencies: Jackson Wain & Co. (Rothmans, Consulate, Rembrandt, Peter Stuyvesant), BCJP-Foote, Cone & Belding (Princeton, Carlyle, Riggio).

I/state Repr.: Branches all states. **O'seas:** Rothmans Tobacco (Holdings) Ltd, London.

ROWNTREE & CO. (AUSTRALIA) PTY LTD, 1585-1591 Hume Highway, Campbellfield, Victoria. Phone 359-2966. Telegrams Cocoatree, Melbourne.

Directors: J. F. Blitz, R. D. Sibthorpe, C. Gledden P. J. V. Ramsden.

Executives: W. A. Longwill (marketing mngr), D. Smith (marketing mngr).

Products: Smarties, KitKat, Fruit Pastilles, Fruit Gums, Dairy Box, Black Magic.

Agency: BCJP-Foote, Cone & Belding.

RURAL BANK OF NSW, 52-56 Martin Place, Sydney. GPO Box 41. Phone B0366.

Commissioners: J. C. Fletcher, CBE (pres.), E. T. Carroll, R. H. Cooper, N. B. Rydge, CBE, J. F. J. Auswild.

Executives: S. G. Colley (chief insp.), P. G. Huxley (secy), N. Griffiths (PRO), A. McD. Knowles (advtg mngr).

Service: Trading Bank.

Agency: O'Brien Publicity (NSW).

I/state & O'seas Repr.: Various agents.

S.A. BRUSH CO. LTD, Botting-st, Albert Park, SA. Phone 45-1451. Telegrams Brush, Adelaide.

Directors: F. D. Hay & W. K. Walker (joint mng dirs).

Products: Brushware, plastic wall tiles, carpet sweepers.

Agency: NAS-Macnamara Pty Ltd.

I/state Repr.: Branches, 168 Wharf-st, Brisbane; Alleyne & Short-sts, East Chatswood, NSW; 64 Hotham-st, Collingwood, Vic. (41-4279); Scarborough Beach-rd, Osborne Park, Perth.

SAMUEL TAYLOR PTY LTD, 239 Pacific H'way, Artarmon, NSW. Phone JF5326. Telegrams Samtaylor.

Managing Director: C. R. M. Graham.

Products: Mortein, Trix Detergent, Y-Cough cough mixture, Dustmaster polish, Pressure Pak brand Aerosol products, Hi-Ho Detergent.

Agencies: Hansen Rubensohn-McCann Erickson, Pritchard Wood.

I/State Repr.: All States.

SANITARIUM HEALTH FOOD COMPANY, 148 Fox Valley-rd, Wahroonga, NSW. Phone 48-1061. Telegrams Marmite, Sydney.

Executives: W. L. Kilroy (gen. mngr), R. W. Groom (sales mngr), L. A. Piper (advtg mngr).

Products: Ready to eat cereals, yeast and vegetable extract, peanut butter and specialty vegetarian and diabetic foods.

Agency: Thompson-Ansell-Blunden.

I/state Repr.: Branches all States & NZ.

SARGOOD GARDINER LIMITED, Fredrick-st, St. Leonards, NSW. Phone 43-0381. Also at 61-73 Flinders Lane, Melbourne (MF4011). Telegrams Sargard.

Directors: D. H. Sargood (chrnm & mng dir), I. Connell, N. French, E. E. Reynolds. B. H. Sargood, Sir Richard Yeabsley, CBE.

Associate directors: W. S. Tracy, J. M. Wyllie.

Executives: W. S. Tracy (warehouse mngr, Sydney), B. H. Sargood (warehouse mngr, Melbourne).

Products: Importers & distributors of soft-goods. Manufacturers & distributors of Top Dog men's and boys' clothing, Dawn women's

& children's wear, and Sovereign hats.
Agency: Best & Co, Melb.

SCHWEPPE (AUSTRALIA) LIMITED, 43 O'Riordan-st, Alexandria, NSW. Phone MU4721. Telegrams Schwepes Sydney.

Directors: Sir Rupert Clarke (chrmn), A. J. Byron (mng dir), Hon. R. Hanning Philipps, Viscount Watkinson, PC, CH, L. S. Mitchell (secy), B. Hart.

Alternate directors: R. A. Delohery (gen. mngr), A. L. Bannister (prod. mngr).

Products: Aerated waters and fruit juice cordials, milk bar syrups.

Agency: Rodgers Holland Everingham Pty Ltd, Sydney.

I/State Repr.: Branches in Melb., Adel., Bris., Perth, Canberra, Ballarat, Vic. **Franchise Bottlers:** NSW Aerated Water Co., Newcastle; Leeton Cordial Co.; W. R. Ratten Pty Ltd, Hobart; Cohns (Bendigo) Pty Ltd; Cohns (Wangaratta) Pty Limited; Denham Bros Ltd, Rockhampton; Mayfields Cordials Pty Ltd, Orange; Riverina Bottling Co, Wagga; Orbell, Parkes. **Overseas Associations:** Schwepes Ltd, London; Schwepes (USA) Ltd, Schwepes (Sth Africa) Ltd; Schwepes (New Zealand) Limited; Schwepes (Genval) Ltd, Belgium; Schwepes (Canada) Ltd; Schwepes (Central Africa) Ltd; Schwepes (East Africa) Ltd; Schwepes (Paris) Ltd; Schwepes (Ireland) Ltd; Schwepes Franchise Bottlers throughout the world.

SCOTT & BOWNE (AUSTRALIA) LIMITED, 602-612 Botany-rd, Alexandria, Sydney. PO Box 48, Rosebery. Telephone MU4021. Telegrams & Cables Emulsion, Sydney.

Executives: F. A. Mackell (gen. mngr), K. W. Perriam (admin. mngr), J. R. Dart (natl sales mngr), J. L. Harrington (advtg mngr), N. R. Ford (export mngr), F. J. Jameson (mngr, production div.), A. B. Newson (mngr, ethical div.), Dr H. B. Taylor (chief chemist).

Products: Pharmaceuticals, toiletries, insecticides.

Agencies: Weston Company, J. Walter Thompson, Madison-Milwyn.

I/State Repr.: Scott & Bowne (A/sia) Limited, 6 Levanswell-rd, Moorabbin, Vic.; T. G. Cullum Pty Ltd, 96-100 Warren-st, Brisbane, Qld; Qld Druggist Pty Ltd, 518-522 Stanley-st, Sth Brisbane, Sl, Qld; Wm T. Matthew Limited, GPO Box 354C, Adelaide, SA; Williams & Wood Pty Ltd, GPO Box P1228, Perth, WA.

SCOTTS DETERGENTS (A/SIA) PTY LTD, Sir Joseph Banks-st, Botany, NSW. Phone 666-9741. Teleg. Kwit Sydney.

Directors: P. M. Lenthén, M. J. Monro, H. E. Dale.

Executives: F. G. Barnaby (acctnt), A. H. J. Osborn (sales mngr).

Products: Kwit detergents, industrial detergents, disinfectants & insect killer, Dux products, Twist Powder foaming cleanser.

Agency: Arthur Smyth & Sons Pty Ltd.

I/State Repr.: F. G. O'Neill, 23 Arras-st, Brisbane; F. H. Stephens Pty Ltd, 726 Kingsford Smith Drive, Hamilton, Brisbane; c/o ford Smith Drive, Hamilton, Brisbane; Scotts Detergents, Mahoneys-rd, Campbellfield, Vic.; C.W.S. Agencies, 49 Wright-st, Adelaide, SA; L. Kessel, 2 Gray-tee, Rosewater, SA; Barnard Services, Collins-st, W. Perth, WA.

SEBELS (AUSTRALIA) LIMITED, 98 Canterbury-rd, Bankstown, NSW. Phone 70-0771. Telegrams Sebelsales.

Directors: H. Sebel (manag. dir.), G. J. M. Best, C. S. Cullen, A. W. Uther, A. W. Mair, V. E. Krout.

Executives: E. Coleman (secretary), V. Krout (prod. mngr), A. W. Mair (sales mngr).

Product: Sebel furniture.

Agency: Coudrey Gotham Associates.

I/State Repr.: Sebel Sales Ltd, 151 Dandenong-rd, Windsor, Vic. (51-7063); & 208 Wharf-st, Brisbane; Evans Agencies Ltd, 9 Lindes Lane, Adelaide; Carlyle & Co. (1959) Pty Ltd, 1 Milligan-st, Perth; Nu Sales Distributors, Merino-st, Kings Meadows, Launceston, Tas.

B. SEPELT & SONS PTY LTD, Gresham St, Adelaide, SA. Phone 51-1865. Telegrams Seppelt Adelaide.

Directors: I. H. Seppelt (chmn, gen. mngr), J. G. Seppelt, R. L. Seppelt (secy), J. R. Seppelt (mktg dir), H. M. Seppelt (prod. dir), K. J. Seppelt (vineyard dir).

Products: Para Ports, Solero Sherries, Moyston Claret, Chalambar Burgundy, Rosetta Rose Wine, Arawatta Riesling, Rhymney Chablis, Chardonnay Sauterne, Melita Moselle, Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegars.

Agency: George Patterson Pty Ltd.

I/State Repr.: Branches all States, Traders Pty Ltd, Hobart, Launceston, Tasmania. **O'seas:** B. Seppelt & Sons Pty Ltd, 88 Cannon-st, London, W. H. Whitehouse, Box 88, Lower Hutt, NZ, Gooderham & Worts Limited, Toronto, Canada.

SHELL COMPANY OF AUSTRALIA LIMITED, THE, Shell Corner, 155 William-st, Melbourne. Phone 60-0201.

Associate Companies: Shell Refining (Aust.) Pty Ltd (refiners of petroleum); Shell Chemical (Aust.) Pty Ltd, (marketers of petroleum chemicals).

Directors: L. Luxton (chairman), R. A. Paul (mng dir.), G. W. Ramsden, E. O. B. Grant, J. C. Madders.

Executives: S. Chidgey (advtg mngr), M. C.

Barrow (PRO).

Products: Petroleum and allied products.

Agency: USP-Benson Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** Throughout world.

SIMPSON POPE DISTRIBUTORS LIMITED, Simpson-ave, Dudley Park, SA. Phone 46021. Telegrams Simpsonia.

Directors: A. M. Simpson, R. A. Simpson, T. B. Simpson, J. M. Simpson, S. B. Denton.

Executives: H. Nicholls (gen. mngr), W. E. Bentley (mktg mngr), W. D. Marshall (gen. sales mngr - appliance div.), G. B. Brigg (gen. sales mngr - commercial div.), C. T. Staggs (advtg mngr).

Products: Air conditioning units, automatic, semi-automatic and wringer washing machines, automatic clothes dryers, refrigerators and deep freezers, electric, gas and solid fuel cooking ranges, electric motors, rotary and hand lawn mowers, spray irrigation equipment, garden sprinklers and hose fittings, wash boilers, grinding balls and commercial hardware.

Branches: All State capitals.

Agency: Jackson Wain & Co. Pty Ltd.

SINGER AUSTRALIA PTY LTD, MLC Building, Victoria Cross, North Sydney. Phone 92-0715. Telegrams Sismaco.

Executives: N. R. Charles (mng dir), A. Worden (gen. sales mngr indust. prods dept.), L. J. Ryan (advtg exec.).

Products: Sewing and knitting machines, home appliances, electric motors and parts.

Agency: Hawkins Advertising Pty Ltd.

O'seas Repr.: Singer Sewing Machine Co., 30 Rockefeller Plaza, New York, USA.

SIXTEEN MILLIMETRE AUSTRALIA PTY LIMITED, 49 Market-st, Sydney. Phone 2-0663. Telegrams Edfil, Sydney.

Executives: K. S. Russett (gen. mngr), R. Bullen (exec. officer), R. J. Smyth (exec. officer, sales), K. O'Mara (exec. officer, accounts), W. Duckworth (advtg), A. H. Billson (studio & electronics div.), K. Jones (audio-visual sales).

Products: Motion picture & TV production equipment, electronic apparatus, lighting equipment, lamps, photographic chemicals (sales & service), visual educational and entertainment films.

Agency: NAS (Sydney) Pty Ltd.

I/State Repr.: Branch offices, Melbourne, Brisbane, Adelaide, Perth.

SLAZENGERS (AUST.) PTY LTD, Bowden-st, Alexandria, NSW. Phone MX1511.

Managing Director: N. G. Morris.

Advertising Manager: J. D. Needham.

Products: Slazenger tennis, golf, cricket, hockey equipment, baseballs, fishing, tackle,

underwater swim equipment, ripple soles and rubber shoe sole units.

Agency: USP-Benson (NSW) Pty Limited.

I/State Repr.: All States.

SLEIGH, H. C. LIMITED, 160 Queen-st, Melbourne. Phone 60-0521. Telegrams Sleigh all States.

Directors: H. M. H. Sleigh (chrmn & mng dir), C. R. Strangward (gen. mngr), T. F. McMullen, Colin Biggers, W. D. Brookes, A. Thyne Reid.

Advertising Manager: R. H. Earles.

Products: Golden Fleece petroleum fuels and oils. Hardie tyres, tubes and other rubber products.

Agency: Claude Mooney.

I/State Repr.: Branches all States.

SMALL, H. & CO. PTY LTD, Bridge-rd, Stanmore, NSW. Phone LA3366, and branch works, Bromham Place, Richmond, Vic. Phone JB5138. Teleg. Colicor, Sydney and Melb.

Directors: C. H. White (mng dir), W. V. Armstrong, A. C. Small, C. G. Flesselles.

Executives: J. Lance, K. Wilson (Syd.), G. McClure (Melb.), R. White (Melb.).

Products: Cocoa, bulk chocolate and chocolate tablets.

Agency: Jackson Wain.

I/State Repr.: R. V. Dearnaley, Qld; Allen's Sales Pty Ltd, James Chocolates, Victoria; E. Lazarus & Co., WA; H. H. Tandy Ltd, SA; Gardner & McKenzie Pty, W. Weidenhofer (Tas.); Burns Philp & Co. island agent.

SMITH KLINE & FRENCH LABORATORIES (AUSTRALIA) LTD, Warringah-rd, French's Forest, NSW. Phone 40-8261. Telegrams Eskayef.

Directors: R. K. Wyburn (mng dir), E. H. Kidger.

Executives: T. B. Lake (sales mngr), M. J. Bannister (advtg mngr).

Products: Pharmaceuticals: Benzedrex inhalers, Daprisal, Dexedrine, Dibenyline, Drinamyl, Dytag, Eskamel, Eskornade, Expansyl, Furacin, Furradantin, Furoxone, Histryl, Iodex, Neuro Phosphates, Parnate, Parstelin, Pragmatar, Quotane, Sketron, Spansyl, Stelabid, Steladex, Stelazine, Stoxil and Tyrimide. Veterinary: Bifuran, Nefco, Neftin, Neftin Suspension, Neftin tablets, Nefuran.

Agency: Coudrey-Gotham Assoc. Pty Ltd.

O'seas Repr.: Smith Kline & French Laboratories in USA, UK and Sth Africa.

SMITH & NEPHEW (AUST.) PTY LTD, PO Box 150, Clayton, Victoria. Phone 560-9144/8. Telegrams Emergency, Melbourne.

Directors: P. G. Mullins (mng), W. B.

Bygott, P. M. Clune.

Products: Elastoplast, Nivea Creme, Surgical dressings and disposable paper products. Distributors Sterilope and Reed Medway bags and sacks.

Agency: Coudrey-Gotham Associates Pty Ltd.

I/State Repr.: NSW, Vic, Qld, Smith & Nephew (Aust.) Pty Ltd; SA, WA, Salmond & Spraggon (Aust.) Pty Ltd.

STANDARD TELEPHONES AND CABLES PTY LTD, 252-274 Botany-rd, Alexandria, NSW. Phone 69-0444. Telegrams Relay, Sydney.

Directors: T. N. Bore (chrmn), S. O. Jones (mng dir), A. H. Cameron, C. A. McFarlane, Lt-Gen. Sir Vernon Sturdee.

Products: Radio and TV transmitters, studio equipment, telecommunication equipment, rectifier equipment.

Agency: George Patterson Pty Ltd.

I/State Repr.: Office at Canberra; branches at Melbourne, Wellington, NZ; Unbehaun & Johnstone Ltd, Adelaide; M. J. Bateman Pty Ltd, Perth; W. & G. Genders Pty. Ltd, Hobart, Devonport, Burnie and Launceston; Fred Hoe & Sons, Brisbane. O'seas: International Telephone and Telegraph Corp., New York, and associated companies throughout the world.

STATE ELECTRICITY COMMISSION OF VICTORIA, 22 William-st, Melbourne (head office). Phone 62-0241. Telegrams, Electrocom, Melbourne.

Executives: W. H. Connolly (chmn), R. A. K. Palmer (asst gen. mngr - admin.), A. R. Shepley (asst gen. mngr - eng.), L. G. Morrison (secy), L. H. Robertson (chief publicity officer).

Service: Electricity generation and supply; briquette fuel manufacture & marketing.

Agencies: George Patterson Pty Ltd, John Clemenger (briquettes only).

STATE SAVINGS BANK OF VICTORIA, THE, cnr Bourke & Elizabeth-sts, Melbourne. Phone 67-8201.

Commissioners: R. G. Hoban, Sir Arthur T. Smithers, W. L. Moss, E. W. Coates, Professor D. Cochrane, J. M. Anderson, O. R. Carlson.

Executives: T. E. Hall (gen. mngr), D. Ross (asst gen. mngr).

Service: Savings bank. including cheque accounts.

Agency: Hayes Publicity Service.

I/State Repr.: Agencies in all States. O'seas: London.

STEGBAR WINDOWALLS (NSW) PTY LTD, 92-98 Hume Highway, Lansvale, NSW. Telegrams Stegbar—all States. Phone 72-0341.

Directors: B. J. Stegley, J. G. Simms, R.

A. McLaine, J. A. Jaffray, H. Gullich, D. Bakker.

Operations: Window manufacturers.

Agency: Nichols-Cumming Advertising Pty Ltd.

I/State Repr.: Nichols Cumming Assoc.

STERLING PHARMACEUTICALS PTY LIMITED, operating divisions Nyal Company, Winthrop Laboratories, Glenbrook Laboratories, Cook-Waite Laboratories, 75-89 Atkins-rd, Ermington, NSW. Phone 638-0551. Telegrams Sterlab, Sydney.

Directors: N. F. Leggatt (mng dir), K. P. Symes, W. R. Kerr, W. E. Timmony, J. A. Parkinson, C. A. Bluett, H. H. Bryant.

Executives: J. Driscoll (secy), W. E. Timmony (mngr, Nyal Company), J. F. Richardson (mngr, Winthrop Laboratories), C. A. Bluett (mngr, Glenbrook Laboratories).

Products: Nyal family medicines, Winthrop medical products, Cook-Waite dental anaesthetics, Andrews Liver Salt, Califig, Delrosa, Dimp, Phillips Milk of Magnesia, Kling, Lipshield, Cafinol.

Agency: Pritchard Wood Australia Pty Ltd.

SWALLOW & ARIELL LTD, (Incorporating Swallow's Biscuits Pty Ltd, Melbourne), 60 Stokes-st, Port Melbourne, Victoria. Phone 64-2511. Telegrams Swallowbis.

Directors: F. T. Derham, B.Sc. (chmn & mng dir), N. Gadsden, E. L. a'Beckett, G. A. Derham (marketing dir), W. F. Diddams (gen. mngr).

Executives: E. T. Boreham (asst dir & secy), K. Logan (mnfg mngr), I. Rogers (prod. mngr), K. Cameron (finance mngr).

Products: Biscuits and plum puddings.

Agencies: USP-Benson Pty Ltd, Irvine Advertising Pty Ltd.

I/State Repr.: Branches all States. O'seas: Own staff, Pacific Islands and Far East.

TAUBMANS INDUSTRIES LIMITED, 25 Anderson-st, Chatswood, NSW. Phone 41-2151. Telegrams Taubind, Sydney.

Directors: E. G. F. Horne (chrmn), R. Simmat (mng dir), W. Gerrard Daroux (alternate, E. A. Gardner), F. Faram, N. F. B. Hall, N. E. Lack, G. S. Reichenbach.

Executive: P. Schrech (group advtg mngr).

Products: Paints, varnishes, surface coatings, cement components, pigments.

Agency: J. Walter Thompson.

I/State Repr.: All States and NZ.

THE TEA BUREAU, BOAC House, 64-68 Castlereagh-st, Sydney. Phone 28-3701, 28-3722. Teleg. Teamark, Sydney.

Director: K. A. H. Read (Commissioner).

Service: Public relations organisation rep tea growers of Ceylon; Ceylon Tea Propa

ganda Board, Colombo; and The International Tea Market Expansion Board Ltd London.

Agency: George Patterson, Sydney.

I/State Repr.: Ceylon Tea Centre, Block Court, Collins-st, Melb., C.I, Vic. (63-8785).

THOMAS, C. J. AND SON PTY LTD (known as Coleman-Thomas), 771 Burke-st, Camberwell, E6, Vic. Phone 82-2211.

Directors: A. C. Thomas (chairman, manag dir), T. M. Male (gen. mngr), M. E. Thomas (company secretary).

Products: Coleman portable lights, stoves; all kinds of central heating and air-conditioning equipment.

Agency: Moffatt Advtg.

I/State Repr.: Agents: Sydney, Townsville, Brisbane, Hobart, Adelaide, Perth.

TIP TOP BAKERIES HOLDINGS PTY LTD, Managing Director's Office, 458 King St, Newtown. Phone 51-7222. Telegrams Garwhite, Sydney.

Directors: A. G. Parker, G. H. Weston, R. J. Parker, F. Darwell.

Executives: A. G. Parker (chmn), R. J. Parker (mng dir).

Products: Tip Top bread and rolls, Tip Top breadcrumbs, Tip Top cakes, and Big Ben pies.

Agency: O'Brien Publicity Pty Ltd.

I/State Repr.: Regional Offices of Tip Top Bakeries Holdings Pty Ltd, 86 Gover-st, North Adelaide; 170 Edward-st, East Brunswick, Victoria; 1 Mann-st, Chatswood, NSW; 344 Sandgate-rd, Nundah, Qld.

TOLLEY, A. E. & F., PTY LTD, 82 Waymouth-st, Adelaide, GPO Box 285D. Phone 51-1401. Telegrams Tolley, Adelaide.

Directors: S. E. Tolley (chmn), R. E. Tolley, L. J. Tolley, A. F. Hocking (mng dir).

Products: Lifeguard Gin, Tolley's Navy Rum, Carmencita Rum, TST Brandy, Blue Ribbon Brandy, Old Tradition Whisky, Tolleys Wines.

TOM PIPER LTD, Williamstown-rd, Garden City, Vic. Phones MJ1331, MJ1322.

Directors: A. W. Spooner (chairman), N. H. Spooner (managing), E. J. Tarry, M. Roberts, W. A. Hall, R. F. Whiteley, G. S. Morrow, S. W. Myring, F. W. Dowdney.

Products: Tom Piper canned meats, puddings, fruits, sauce, cordials, frozen juices.

Agency: Noel Paton.

I/State Repr.: Branches, all States.

TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION), 339 Swanston-st, Melbourne, C.I. Vic. Phone 32023, Telegrams Transair.

Director: Sir Giles Chippindall (chmn).

Executive: J. P. Ryland (gen. mngr).

Service: National airline.

Agency: Hansen Rubensohn-McCann Erickson.

I/State Repr.: Branches, all States & Papua, New Guinea. O'seas: TAA repr., London, Los Angeles, Auckland, Hong Kong, IATA airline throughout world.

TUBULAR STEEL INDUSTRIES LIMITED, Daws-rd, Edwardstown, SA. Phone 76-1211. Telegrams Tubesteel, Adelaide.

Directors: G. Disher, W. G. Lindsay (mng), M. R. Turner.

Executives: W. G. Lindsay, (mng dir), R. A. Tozer (secy) G. G. Pope (gen. sales mngr), M. J. Strathearn (advtg mngr).

Products: T.S.I. and NAMCO domestic, institutional and commercial tubular steel furniture and hospital equipment, T.S.I. kitchen cupboard units, Namco Aluminium windows, screens, glazing bars, boats, paddles; Namco desks, cabinets and office equipment; Namco-Ocal shop fronts, doors, grille walls and curtain walling; Namco clinch tube points, Dampa aluminium acoustic ceilings; Modernfold accordion doors; Namco and Stronglite aluminium cooking ware, kitchen utensils, pressure cookers; Towerbrite stainless tableware; AGA Rayburn and Falkirk slow combustion cookers and heaters; Jung-hans and Mondia clocks and watches; US Rubber belting, jointing, hoses, Samsonite travelware.

Agency: Clem Taylor Advertising Service Limited.

I/State Repr.: Namco Furniture, Melbourne; Namco Industries, WA; Namco, Sydney, Brisbane, Hobart.

TUCKER & CO. PTY LIMITED, 335 Kent-st, Sydney. Phone BX2323. Telegrams Corekut, Sydney.

Directors: T. T. Halstead (manag dir), B. C. Hirst, R. C. Tucker, J. D. Moors.

Products: Chateau Tanunda Brandy, Capstan Old Navy Rum, Tuckers Old Liqueur Whisky, Teachers Highland Cream Whisky Romanoff Vodka, Bols VO Genever & Liqueurs, Bollinger Champagne, Fosters Export Lager, Victoria Bitter Ale.

Agency: Coudrey Gotham.

TURNER MANUFACTURING CO. PTY LIMITED, 400 Whitehorse-rd, Nunawading, Vic. Phone 874-0311. Telegrams Turnco, Melbourne.

Directors: R. W. A. Dickson (chmn), R. W. Turner, E. T. Lees, P. M. Grace (secy), J. B. Arnold.

Associate Directors: K. C. Ingham, N. G. Skinner, J. J. Wilson, W. J. Wynne.

Executives: J. Carroll (gen. mngr & chief exec.), K. Corr (mftg mngr Nuna.), N. G. Skinner (mftg mngr L'dale), L. G. Morland (financial controller), W. B. Cross (mktg

mngnr), N. J. Danne (commercial mngnr), K. C. Ingham (gen. sales mngnr), R. G. Davies (product mngnr/H'ware div.), J. G. Paterson (product mngnr/Tool Div.), L. Lee-Archer (product mngnr/Saw div.), B. W. Beck (advgt mngnr).

Products: Furniture hardware including handles, knobs and furniture legs. Door furniture including locksets, latchsets and key in knob styles. Hand tools including screwdrivers, planes, hammers, hacksaw frames, trimming knives, holesaws, levels, short and long measuring tapes. Garden tools including shovels, spades and forks. Motor mowers including rear and side catching models. Saws including hand hacksaw blades, power saw blades, bandsaw blading, bow saw blades and saw chain.

Agency: John Higgins Publicity Pty Ltd.
State Branches: Brisbane (J. Hallam, mngnr); Sydney (D. Hynd, mngnr); Melbourne (M. Robinson, mngnr); Adelaide (A. Hickman, mngnr); Launceston (P. Lee); Agents, D. E. Withers & Co., Perth. **O'seas:** Agents in Great Britain, New Zealand, South Africa, USA, Canada and other principal countries.

UNION CARBIDE AUSTRALIA LTD, 167-187 Kent-st, Sydney. 2-0559. Telegrams Unicarbide, Sydney.

Executives: D. H. Freeman (mng dir), J. Anderson (gen. mngnr, ops), D. W. Rowed (gen. mngnr, consumer prods), E. W. M. Norrie (gen. mngnr, chemicals div.), J. Anderson (gen. mngnr, plastics div.), B. Waldin (advgt mngnr).

Products: Eveready batteries & flashlights, chemicals for agriculture, mining & industry, plastics for industry.

Agency: J. Walter Thompson.
I/state Repr.: Branches, Brisbane, Melbourne, Adelaide, Perth. **O'seas:** Union Carbide International Co., New York, USA.

UNITED LABORATORIES PTY LTD, 82-84 Sussex-st, Sydney. Phone 29-2440. Telegrams Unilabs.

Directors: R. A. S. Louis, F. I. L. Barnes, L. Toltz, E. J. Quick (mng).

Products: American Slimming Tablets, Asmolets, Citroids, Kodeen, Sarcura Soap, Wartex, Herbos tablets.

Agency: Steele Kain Kelly Paton Advertising Pty Ltd.

I/state Repr.: Vic. — Paige Pty Ltd; Qld — Drug Houses of Aust. Ltd; SA — World Agencies Pty Ltd; WA — R. D. Benjamin.

UNIVERSAL FLEXIBLE TRUSTS LTD, 25 Elizabeth-st, Melbourne, C.I. Phone 62-6962. Telegrams Uniflex.

Directors: A. M. Parker (chmn & mng dir), G. B. Palmer, N. C. Parker.

Executives: J. P. Bergin (gen. mngnr), R. D. Parker (invest. mngnr), I. K. Hunt (secy), A. Campbell (actuary), J. H. Barnes (chief

invest. consultant).

Operations: Unit trust managers, 1st, 3rd & 5th Universal Flexible Trusts. Associated Sydney company manages 2nd & 4th Universal Flexible Trusts.

Agency: The Paton Advgt Service Pty Ltd.
I/state Repr.: Universal Flexible Investments (NSW) Ltd, 375 George-st, Sydney (29-5921).

VICK PRODUCTS (PTY) LTD, M.L.C. Building, North Sydney. Phone 92-5984. Factory—Fairfield, NSW. Phone 72-0211.

Executives: A. D. Glover (mng dir), K. N. Simpson (mktg mngnr), J. V. B. Silvester (gen. sales mngnr), E. J. Rogers (works dir).

Company's operations: Manufacture of proprietary medicines under the Vick and Clearasil brand names.

Agency: Jackson Wain.
O'seas Repr.: Vick International in 117 countries.

VICTA LIMITED, Horsley-rd, Milperra, NSW. Phone 77-0122. Telegrams, Victamo, Sydney.

Directors: M. V. Richardson (chrmn), G. B. Richardson (deputy chrmn), Mrs. V. M. Richardson, C. R. Fieldhouse, H. Horton, J. Craggs.

Products: Rotary mowers, aircraft, industrial engines, Telecommunications, spray painters.

Agencies: Hansen Rubensohn-McCann Erickson, Jackson Wain.

PR Consultant: Hulls Public Relations.
I/state Repr.: Branch offices. **O'seas:** Great Britain, Japan, Hong Kong, South Africa, Malaysia, Rhodesia.

VINCENT CHEMICAL COMPANY PTY LIMITED, Buffalo-rd, Gladesville, NSW. Phone 80-0521. Telegrams Vinchem.

Executives: K. C. Probert (mng dir), J. C. Hudson (secretary), C. G. Ward (gen. sales mngnr), J. R. Kilgour (advgt mngnr).

Products: Vincent's Powders & Tablets, Vinacol tablets, Pinke and White Zinke Cream, Vinafluor Fluoride tablets, Digestif Rennies, Kruschen Salts, Carter's Little Liver Pills, Dip Starcher.

VOLKSWAGEN (AUSTRALASIA) PTY LTD, Princes H'way, Clayton, Vic. Phone 544-0671. Telegrams Volkswagen, Melbourne.

Director: A. V. Gray (mng).
Executives: E. G. Lewer (divisional mngnr — mktg), R. A. Hepworth (advgt and sales promotion mngnr).

Company's operations: Motor vehicle manufacturer — passenger and light commercial vehicles.

Agency: NAS (Melbourne) Pty Ltd.
I/State Repr.: Branches, all States. **O'seas:** Volkswagenwerk A. G., West Germany, and subsidiaries throughout world.

A. WANDER (AUSTRALIA) PTY LIMITED, PO Box 161, Devonport, Tas. Phone Devonport 2-1811. Telegrams Ovaltinus, Devonport.

Director: P. R. Stone.
Executives: P. R. Stone (mngnr), J. D. Swanson (secy).

Products: Ovaltine and allied products, pharmaceutical products.

Agency: Madison-Milwyn Pty Ltd.
I/state Repr.: A. Wander (Australia) Pty Limited. **O'seas:** A. Wander (Australia) Pty Ltd, Singapore.

WATSON VICTOR LTD, 9-13 Bligh-st, Sydney. Phone 28-2851. Telegrams Watson-victor.

Directors: A. N. Small (chmn, mng dir), J. M. Graydon, Paul M. Crainor, D. Metcalfe, J. D. O. Gaden, A. C. Palfreyman (secy), L. J. Miller.

Executives: Ron Masters (acct), R. D. Carter (publ. mngnr).

Products: Medical and scientific, photographic suppliers and manufacturers.

Agencies: Stannard, Patten-Samuels; George Patterson.
Branches throughout Australia and New Zealand.

WEBBS RADIO & ELECTRICAL PTY LTD (subsidiary of W. A. Peterson Ltd), 525 North-rd, Ormond, SE9, Vic. Phone 58-6231. Telegrams Walpet, Melbourne.

Directors: W. A. Peterson, P. G. Hutchins, P. J. Peterson.

Executives: W. A. Peterson (mng dir & advgt mngnr), K. Condon (sales mngnr), P. S. Hutchins (acctns).

Company's operations: Electrical retailers.

WELLS-NATIONAL PTY LTD (incorporating National of California (Qld) Pty Ltd, Robert Wells & Co. Pty Ltd, 221 North Rocks-rd, North Parramatta. Phone 630-0391. Telegrams Luxwell, Sydney.

Directors: J. D. Wells (mng dir), R. H. Wells, B. T. Sheil.

Products: Luxaflex venetian blinds, aluminium awnings, flyscreens, screen doors, roller shades, drapery hardware and tracks, woven aluminium drapes, canvas goods, folding doors, louvre doors and furniture.

Agency: Russell Lewis & Assocs.

WETTIX AUSTRALIA PTY LTD, 42-48 Pacific Highway, North Sydney, NSW. Phone 92-6061. Telegrams Loginsyd.

Directors: D. J. Cartledge, C. G. Pitman, E. J. Surgeon.

Executive: A. I. Davril (mktg mngnr).
Operations: Sales organisation handling their own products: Wettix, Chamella, Hose Tidy, Oraltone, Kold-Tabs, Sprite, Pandora, Nenette & Nenetol. Products for principals:

Laxettes, Mentholatum Deep Heat, Mentholatum Balm, Frador, Persomnia, Rasprin, Zans, Tru Gel, Soft Rinse, Femalax, Amphotego, Teen-Aid, De-Nol, Vi-Stan and Currency Converters.

Agency: Nichols Cumming (Wettex' own products only).

I/state Repr.: Vic.: Paige Pty Ltd and Harvey Little; Qld.: E. R. Blackmore Pty Ltd; SA: S. Marks & Co. & Jaychem Agencies; WA: Russell Beasley & Co. and Ethico Distributors.

WHITE MANUFACTURING CO. (AUST.) PTY LTD, 45 Flinders Lane, Melb. Phone MF5947. Telegrams Syblesta, Melbourne.

Director: G. McIntosh (mng dir).

Products: Adelyn fractional fitting garments.

Agency: BCJP-Foote, Cone & Belding.

WILLS, W. D. & H. O. (AUSTRALIA) LTD, Raleigh Park, Kensington, NSW. Phone 663-0331.

Directors: T. J. N. Foley (chrmn), A. H. Faul (deputy chrmn), W. S. Bengtsson, J. F. R. Lawes, C. B. Noble, M. S. Paton, G. A. Preston, R. H. Star, H. Widdup.

Executives: J. W. Rickards (merch. mngnr), J. F. Elferson (sales mngnr for Aust.), G. D. Latimer (advgt mngnr).

Agencies: Lintas Pty Ltd, George Patterson, Hansen Rubensohn-McCann Erickson, J. Walter Thompson.

Products: Ardath, Ascot, Capstan, Craven 'A', Craven Filter, Country Life, Garrick, Hallmark, Kool, Lucky Strike, State Express, 555, Temple Bar, Turf cigarettes; Capstan, Champion, Log Cabin, Havelock, State Express, Van Tromp, Five Star, Imperial Crown, Vice Regal Tobaccos; Tally Ho cigarette papers; Grosvenor Club, La Villacuba, Royal Bengals, Midway, Monopole cigars.

WOOLWORTHS LTD, 80 Market-st, Sydney. Phone 2-0153. Telegrams Woolworths, Sydney.

Directors: Theo Kelly, OBE (chmn and mng dir), S. E. Chatterton, C. R. Hart (secy), N. J. Cross (personnel dir), J. P. Gowing, D. Wilson.

Executives: O. Price (supermarket controller), R. H. Fleming (Rockmans and The Big W controller), A. R. Dick (gen. mngnr, Chic Salon), J. R. Fleming (divisional mngnr, Flemings Fabulous Food Stores), E. D. Craig (publicity controller), A. L. Percival (State mngnr Variety NSW), P. C. Cregan (State mngnr supermarkets NSW), F. M. Wright (State mngnr, Vic. and Tas.), J. D. Liddle (State mngnr Qld and NT), A. J. Merrilees (State mngnr SA), R. H. Liddell (State mngnr WA), N. Laursen (mngnr NZ).

Operations: Variety stores, supermarkets

(Woolworths), food stores (Flemings, NSW; BCC Qld and northern NSW; Safeways), Apparel (Rockmans, Ashleys, Chic Salon), department stores (The Big W, Edwards and Lamb Qld).

Agencies: Coudrey Gotham Associates (Rockmans), Marketing & Advertising (food).
I/state Repr.: Own offices all states.

O'seas Repr.: Australasian Chain Stores Ltd, London and Hong Kong; Woolworths Ltd, Hong Kong, Malaysia, Thailand, the Philippines; E. W. Bruno, New York.

WORLD AGENCIES PTY LIMITED, 82 Sussex St, Sydney. Phone 29-7911. Telegrams Worldage.

Directors: R. A. S. Louis, F. I. L. Barnes, L. Toltz, T. M. Atkins, E. J. Quick.

Executives: T. M. Atkins (gen. mngr), E. J. Quick, E. L. Grimwade (Vic. mngr), P. R. Kitto (SA mngr), S. La Rocca (Qld mngr), J. A. Macmurchie (WA mngr).

Products: Beauty Foam Bubble Bath, Benger's food, Binaca toothpaste and mouthwash, Binafix hair spray, Bonkorets, Dedant, Dexam, Durex, Latex and Gossamer, Durol, Eichorn's remedies, ointment and veterinary remedies, Enzode tablets, Farleys Rusks, Filteray sunburn cream, Hardy's indigestion powder and tablets, Lanolin Plus liquid, Larson's CRD (coffee reducing diet), Lip-Glo, Malgic Adrenalin Cream, Mercolized wax, Meritin denture cleanser, Neversuck, Nilodor concentrated deodoriser, Nuralgon, Oralex adhesive denture cream, Perform 8-day hair preparation, Rustiban, Sal-Urem, Sanatogen, Schumann's salts, Scrubb's ammonia, Saf-T-Kleen oven cleaner, 2nd debut, Staisweet tubes, jars, roll-on, stick, spray and powder, Statavar reducing tablets, Tampax and Tynees baby products.

Agencies: Hansen Rubensohn-McCann Erickson, Don Thomson Advertising, NAS (Sydney).

I/state Repr.: Branches in Vic., SA, Qld, WA. **O'seas:** Sharland & Co. Ltd, Dixon-st, Wellington, NZ.

WORMALD BROTHERS INDUSTRIES LIMITED, AMP Bldg, Sydney Cove, Sydney. Phone 27-8411. Telegrams Sprinkler, Sydney.

Directors: G. G. Russell (chairman), L. J. Grist, D. H. B. Adams, C. G. Crane, L. G. I. Bode, Lt/Gen. Sir John Northcott.

Products: Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva, Lowecator & Wormald fire warning systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel rolling shutters & grilles & fire doors; Ransburg electrostatic spray painting process; Kawneer Architectural Aluminium.

Agency: E. C. Slatter & Poulter Pty Ltd.

WRIGLEY COMPANY PTY LIMITED, THE, Michigan-ave, Asquith, NSW, GPO Box 486. Phone 47-1101. Telegrams Spearmint Sydney.

Managing Director: L. G. Walley.
Products: PK, Arrowmint, Juicy Fruit, Spearmint chewing gum.

Agencies: J. Walter Thompson, O'Brien Publicity.

S. WYNN & CO. PTY LTD, 348 St Kilda-rd, Melbourne. Phone 69-5168. Telegrams Wynnvale, Melbourne.

Directors: Samuel Wynn (gov. dir), David Wynn (mng dir).

Executives: F. L. Devine (Vic. mngr), W. G. Stevens (advvtg mngr).

Operations: Wine growers, Coonawarra Estate Wines, Wynnvale Wines, Boronia, Romalo, Modbury Estate White Wines.

Agency: Castle Jackson, Melbourne.

YAKKA PTY LIMITED, 79 Blair-st, Broadmeadows, Vic. Phone 307-2363. Telegrams Yakkall.

Directors: D. K. Laidlaw, J. D. Laidlaw, B. H. Laidlaw.

Executives: K. L. Eddy (marketing dir), A. L. Murphy (mngr).

Products: Yakka Overalls.

Agency: Aldwych Advertising Pty Ltd.

I/State Repr.: Clive Knight, 243 Elizabeth-st, Sydney.

YATES, ARTHUR, & CO. PTY LIMITED, 90-100 Sussex-st, Sydney. Phone BX6771. Telegrams Seedsman, Sydney.

Directors: P. S. Yates (chmn), P. B. Yates, B. Peach, E. H. H. Craig, H. K. Price, M. C. Yates.

Executives: P. B. Yates (gen. mngr), H. K. Price (asst gen. mngr), E. S. Knight (secty).

Products: Yates seeds, Gro-plus fertilisers, Yates garden chemicals.

Agency: Albert J. Camp & Assoc.

ZEVENBOOM, JOHN & CO. PTY LIMITED, 101 Canning-st, Nth Melbourne, NI. Phone 30-3288. Telegrams Boomzev.

Directors: A. J. Moir (chmn), Hon. A. Mair, L. E. Rowe, W. F. LePage, V. T. Gladstones.

Executives: L. E. Rowe (mngr), W. F. Le Page (factory mngr), A. R. Pitt (secy).

Product: Brushware.

Agency: W. John Haysom & Co. Pty Ltd.

I/State Repr.: Fletcher & Hearle, Brisbane; F. K. Tydeman & Son, Adelaide; Gollin & Co. Ltd, Perth; Littler & Collins, Launceston & Hobart; John Zevenboom & Co. Pty Ltd, Sydney (43-2271).

INDUSTRY ASSOCIATIONS AND CLUBS

ASSOCIATIONS

ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA, 72 Stanley-st, East Sydney. Phone 31-7718-9.

Officers: Hal Lashwood (pres.), Hal Alexander (gen. secty), Bob Alexander (assist. secty).

Repr.: 178 Collins-st, Melbourne, Vic. (63-6689); 408 Gillies-st, Adelaide, SA (8-4113); GPO Box J710, Perth, WA (23-3434).

ADVERTISING INSTITUTE OF AUSTRALIA: E. A. Lewis (Federal secty and registrar), Vic. Employers' Federation, 342-348 Flinders-st, Melbourne. Phone 61-2011. Federal Pres.: H. I. Fader, 15 Balaclava-rd, E. St. Kilda, Vic.

Divisional Secretaries: Miss T. Upton, Room 7, 6th Flr, Griff Hse, 324 Pitt-st, Sydney, NSW; R. Peel, 120 George-st, Fitzroy, Vic.; Mrs J. E. Green, 42 Market-st, Windsor, Qld; B. M. Gamlin, 16 Hay-st, Lower Mitcham, St Aust.; E. R. Tamlin, 22 Moulden-ave, Mt Yokine, WA.

General Council: president, H. I. Fader (Vic.); vice-presidents, J. Neate (SA); E. D. Craig, N. Adams, J. R. Kilgour, J. A. Parkinson, A. L. Rosebery, J. H. Wilkinson, D. M. Barrie, B. Holt, L. R. MacNicol (NSW); A. G. Cheel, J. P. Goulstone, E. H. Evans, J. A. Stuart, J. D. Wilkinson (Vic.); R. B. Cox, H. A. Howden, C. H. Lucas, W. R. McFerran (4As); C. F. Brown (SA); A. R. Kelly, E. Edmonds (Qld); Miss C. H. Behrend, S. M. Eaton (WA); H. E. McDougall, J. E. Sanders (NZ).

Education Board: Chairman, R. B. Cox (Vic.); K. W. Judd, A. G. Cheel, T. Moffatt, J. D. Wilkinson (Vic.); R. L. Hughes, J. Sharpe (4As), N. Griffiths (NSW).

Hon. Federal Treasurer: A. G. Cheel, 153 Latrobe-st, Melbourne, Vic. (FB1511).

ASSOCIATION OF AUSTRALIAN RECORD MANUFACTURERS, 103 Oxford-st, Sydney. Box 204, Crown-st. Phone 31-2041.

Officers: J. M. Burnett (president), C. Pickford, R. Gillespie (vice-pres.), Miss V. Green (secty), J. Turner (treas.).

Members: Amalgamated Wireless (A'asia) Ltd, Australian Record Co. Ltd, Carinia Co., Electronic Industries Ltd, EMI (Australia) Ltd, Festival Records Pty Ltd, The Gospel Film Ministry Ltd, Philips Electrical Industries Pty Ltd, RCA of Australia Pty Ltd, Viking Record Co. Pty Ltd, W&G Record Processing Co. Pty Ltd.

AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD, 208 Clarence-st, Syd-

ney (GPO Box 4007, Sydney). Phone 29-3713. Telegrams APRA, Sydney.

Directors: G. S. Cooper (chmn), A. F. Albert, W. B. Ahrens, L. Evans, B. Grant, G. S. English, Hal Evans, C. V. Smith, R. E. Baré (Melb.), Robert Hughes (Melb.).

Executives: T. S. Woodbridge (gen. mngr), G. H. Pride (secty), V. D. Milesky (staff mngr).

I/State Repr.: R. W. Ralph, c/- Griffin, Ralph & de Plater, T&G Bldg, Queen-st, Brisbane; B. K. L. Stevens, c/- Smith, Johnson & Co., Bailey Bldg, East Row, City, Canberra; Evans S. Saw, Saw, Wheatley & Co., CML Bldg, St George's Terrace, Perth; C. M. Chambers, c/- Gillott, Moir & Ahern, National Trustee Bldg, 95 Queen-st, Melbourne; G. C. Campbell, 43-48 New Zealand Insurance Bldg, 34 Weymouth-st, Adelaide. **O'seas:** A. E. Rolfe, Dominion Bldg, Wakefield-st, Wellington, NZ; R. L. Munro, Munro, Warren, Leys & Kermodie, Central Chambers, Suva, Fiji.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES, 5th Floor, Collins Hse, 33 York-st, Sydney (Box 2397, GPO Syd.). Phone 29-8171. Telegrams, Advertising, Sydney.

1965 Federal Executive: President, Harper R. Wilson; immediate past president, T. R. Carruthers; deputy presidents, T. B. Wallace, northern zone (and hon. treas.); Peter G. Clemenger, southern zone. State Representatives: NSW, T. B. Wallace, D. M. Clay and W. A. Lockley; Vic., H. R. Wilson, P. G. Clemenger, R. E. Alcock; Qld, K. H. Campbell; SA, W. R. Taylor; WA, W. P. Mansfield.

Permanent Executives: Bernard Holt (Federal dir); N. R. C. Teece (asst dir); Miss M. J. Keane (asst dir—Vic.).

I/state Repr.: Miss M. J. Keane (asst dir), 409-413 Collins-st, Melbourne (62-1677); Lister, Bruce, Tune & Co., 95 Currie-st, Adelaide (51-5185); G. S. Hutton & Macfarlane, 400 Queen-st, Brisbane (2-1533); W. P. Mansfield, 38 Mounts Bay-rd, Perth (21-5214).

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS, 44 Pitt-st, Sydney. Phone BU3522.

1964-65 Federal Executive: President, M. C. S. Adams; vice-presidents, P. W. Kelso, R. R. Taylor. Treasurer: P. Matthews.

Members: NSW, M. C. S. Adams, P. W. Kelso, T. A. Wright; Victoria, R. R. Taylor, R. H. Earles, H. Dentry; Queensland, P. P. McRae, R. Selwood; South Australia, T. M. Law, D. Watkinson; Western Australia, G. Tibbs.

Administration: J. H. Bowden (Fed. dir), 44 Pitt-st, Sydney; J. L. Crawford (NSW secty), 44 Pitt-st, Sydney; L. R. Brand (Vic. secty), 445 St Kilda-rd, Melbourne; Cosway Public Relations Ltd (Qld), 252 George-st, Brisbane; D. F. Thomas (SA secty), 54 Currie-st, Adelaide; R. Dawson (WA secty), 168 St George's Terrace, Perth.

AANA is the representative body of national advertisers in Australia. Its membership comprises manufacturers and marketers of brand goods and services who use advertising in one or more of its various forms.

AUSTRALIAN FILM PRODUCERS' ASSOCIATION, J. H. Nossiter (Fed. secty), 9th flr, 155 Castlereagh-st, Sydney. Phone 26-3522.

Federal Executive: Pres. J. A. Bushelle (John Bushelle Productions); vice-presidents (Sydney) E. E. Porter (Eric Porter Productions), John Kingsford-Smith (Kingcroft Productions); vice-president (Melbourne) N. Tulloh (Senior Film Productions).

Members: Sydney: Ajax Films Pty Ltd, Animads Pty Ltd, Artransa Park Television Pty Ltd, Australian Instructional Films Pty Ltd, John Bushelle Productions Pty Ltd, Chas. E. Blanks Pty Ltd, Cinesound Productions Pty Ltd, Collings Productions Pty Ltd, Peter Dabbs Pty Ltd, Peter Dimond, Denis Hill Productions, Fontana Films, Bern Gandy, Grimsdale & Associates Pty Ltd, Greenhalgh-Railton Productions Pty Ltd, Graphik Animation Pty Ltd, Kingcroft Productions Pty Ltd, David Koffel Film & TV Productions, George Malcolm Productions Pty Ltd, Maitland Productions, Perier Films Pty Ltd, Eric Porter Productions Pty Ltd, Supreme Sound Studios, Trojan Film Productions, Visatone Television Pty Ltd, Waratah Film Productions Pty Ltd, Solarchrome Color Processing Pty Ltd, Peter Whitchurch. Melbourne: Academy Film Productions, Cambridge Film & TV Productions Pty Ltd, Cine Service Pty Ltd, Crawford Productions Pty Ltd, Eltham Film Productions Pty Ltd, Fanfare Films Pty Ltd, Owen Brothers Animated Films Pty Ltd, Pacific Film Productions, Senior Film Productions, John Scheffer Productions, Geoffrey Thompson Film Productions, Zanthus Films. Brisbane: Cameracraft Pty Ltd, Firebird Films, Kinetone Productions Pty Ltd. Adelaide: Milton-Ingerson Productions. Perth: Ronald H. Armstrong. New Zealand: Peach Wemyss Ltd, Steele Telefilm Ltd.

AUSTRALIAN RADIO ADVERTISING BUREAU, 47 York-st, Sydney. Phone BX2623, Cables AFOBS.

Research and information body for Australia's 111 commercial radio stations.

Main aims of the Bureau are: To undertake research designed to inform on the value of using radio as a principal advertising medium; to provide all stations with statistics and sales aids; to inform member stations of details of successful campaigns

and promotional ideas; design sales plans for specialised groups; provide speakers to talk to representative buying groups. Bureau is responsible to a sub-committee of the FACB.

AUSTRALIAN RADIO, TELEVISION AND SCREEN WRITERS' GUILD, THE, Room 505, 5th flr, Macdonell Hse, 321 Pitt-st, Sydney. Phone 61-6831. (Registered trade union.)

Members: NSW — Keith Adam, Joyce Belfrage, Tina Bethell, Ron Beck, Lorna Bingham, Margot Campbell, Stuart Carmichael, Joy Cavill, John Cockcroft, John Crane, Geof Collings, Neville R. Dasey, Annie Deveson, Alistair Duncan, Richard K. Devereaux, W. Fennell, John Ford, Stuart Glover, Elvira Hogg, Joy Hollyer, Patricia Hooker, Ronald Ingleby, Gene Janes, Barbara Jefferis, Creswick Jenkinson, Kay Keavney, John Kingsmill, Richard Lane, Coral Lansbury, Phyllis McLean, Lyle Martin, Desiree A. McFadden, John McKellar, Peter Middleton, Ronald Morse, Ross Napier, John Harper-Nelson, Michael Plant, Eric Rasdall, Eric Scott, Jannie Southan, Allan Trevor, Margaret Trist, Barbara Vernon, Eleanor Witcombe, James Workman, John Warwick, Morris West. Victoria: John Abbott, Robert Amos, R. G. F. Brow, John R. A. Cameron, Anthony Evans, Brian J. E. Faull, Jon D. Finlayson, M. J. Fitzgerald, Oriel Gray, Alan Hopgood, Don Houghton, Edward Howell, Donovan Joyce, Norman J. Kaye, Ian M. Neil, Dean O'Flaherty, Della Foss Paine, William Pinwill, John Sherman, Carmen Saarelait, Sheila Sibley, Rosalie Stephenson, Hugh Stuckey, Douglas Tainsh, John Taylor Tranter, Jeff Underhill, Mary Wilton, Ewart E. Wade, Osmar White, Brian Wright. Overseas: Richard Aspinall, Nigeria; L. H. Collinson, London; Phil Darbyshire, London; Alfred Flett, New Zealand; Noel Robinson, London; Earl L. Woodbury, USA.

COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA, Collins Hse, 33 York-st, Sydney. GPO Box 2397. Phone 29-8171.

Permanent officers: Bernard Holt (hon. secty), John Bowden (assist. hon. secty).

FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS, hq 2nd Floor AWA Bldg, 47 York-st, Sydney (GPO Box 7024). Phone 29-1738.

1965 Executive: President, C. R. Carson (4BH); immediate past president, N. E. Balmer (3KZ); snr vice-pres., A. D. Faulkner (2UE); country vice-pres., E. J. Whykes (3BA).

Federal Council: C. R. Carson, N. E. Balmer, A. D. Faulkner, E. J. Whykes, M. Baker (VBN), L. Bennett (3UZ), D. L. Foster (2GB), L. C. Hynes (2UW), M. F.

E. Wright (3AW).

State chairman: R. C. Crawford (Vic.), K. R. Parham (SA), J. W. Hugall (WA), J. V. Howell (Tas.).

Permanent executive: H. M. Goodsall (executive secretary).

Federation's first annual convention was held in 1931, when only 27 commercial stations were in existence. M. B. Duffy (then of 3KZ) was elected 1931-32 president. With in six years 44 new commercial stations joined the FACB, with membership reaching 100 by 1940, 108 by 1957 and 111 by 1964.

FEDERATION OF AUSTRALIAN COMMERCIAL TELEVISION STATIONS, Suite 404, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

General manager: A. S. Cowan.

Television industry's association formed in 1960, with membership comprising all operating metropolitan and provincial commercial stations.

INSTITUTION OF RADIO AND ELECTRONICS ENGINEERS AUSTRALIA, THE, Science Hse, 157 Gloucester-st, Sydney. Phone 27-1039. Telegrams Instradio, Sydney.

1964-65 Executive: R. W. Tremlett (pres.), R. J. Boyle (deputy pres.), A. W. de Courcy Browne (snr vice-pres.), N. T. W. Wedgner (hon. treas.), K. G. Knight (gen. secy), Miss E. Sharman (asst gen. secy), Mrs G. Higginbotham (publ. board secy), M. H. Stevenson (hon. editor).

Divisional chairman: Sydney: A. N. Thiele, L. B. Allen (hon. secy); Newcastle: K. N. Greenhalgh, J. Clarke (hon. secy); Melbourne: R. Buring, R. K. Crow (hon. secy); Brisbane: V. J. Griffin, S. R. Grantham (hon. secy); Adelaide: N. Sawyer, T. W. Govanlock (hon. secy); Perth: E. Cornelius, S. A. Mathews (hon. secy); Hobart: N. V. Brown, J. H. Brodie (hon. secy); Launceston: A. J. E. Robertson, K. J. Briggs (hon. secy); Canberra: G. McD. Wight, Lt-Col. L. W. Cumpston (hon. secy).

Has approximately 2200 members with divisions in all States.

MUSIC PRODUCERS' ASSOCIATION OF NEW SOUTH WALES, Suite 10, 207 Darlinghurst-rd, Kings Cross, NSW. Phone 31-6546.

1964 Executive: D. Fitzgerald (pres.), J. J. White (secy). Committee: R. A. Gibson, A. E. Pryer, N. Gilmour, B. C. Finlay, Alan Dean, H. W. Markes.

Formed late 1963. Association's broad aim is to negotiate on an industry basis with allied organisations including the 4As and AANA, and the Musicians' Union.

TELEVISION ADVERTISING BOARD (A unit of FACTS), Suite 404, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

W. Powers (chmn), A. S. Cowan (gen. mngr).

Member stations: All operating metropolitan and provincial commercial television stations.

Formed early 1957 to accredit agencies, to formulate TV advertising regulations, to deal on an industry basis with other organisations including the 4As and AANA and to promote the sale of television time.

TELEVISION AND ELECTRONIC TECHNICIANS INSTITUTE OF AUSTRALIA, 342-348 Flinders-st, Melbourne, CI, Vic. Phone 61-2011.

Federal president: G. M. Mitchell. **Federal Secretary:** W. P. Gillam. **Federal Treasurer:** A. Hurley.

State divisions: Vic., L. H. Coleman (pres.), W. P. Gillam (secy). NSW, G. H. Mitchell (pres.), A. G. Wallace (secy), C. W. Ford (exec. officer). SA, J. Boettcher (pres.), K. Bowden (secy). WA, I. Barron (pres.), J. J. Lyon (secy). Qld, E. M. Devin (pres.), G. Masters (secy).

TELEVISION SOCIETY OF AUSTRALIA, c/o Royal Melbourne Institute of Technology, 124 Latrobe-st, Melbourne. Telephone 30-4321. Box 1712P, PO, Melbourne.

Office-bearers: R. H. Cunningham (pres.), G. P. Dwyer (vice-pres.), K. N. Milner (hon. secy), S. L. Budds (hon. treas.).

Council members: I. B. Angus, L. C. Dayman, F. A. Kempson, T. D. Webb, M. Bruch, C. G. Elworthy, T. J. O'Donohue, Mrs J. Wren, R. J. Biddle, C. L. Faudell, R. G. Peach, L. Wright, S. F. Brownless, J. H. T. Fisher, Miss H. R. Stephenson, F. N. Carlyon, M. D. Ivory, Miss J. Turner.

Associated with the Television Society of Great Britain.

TELEVISION AND ELECTRONIC SERVICES ASSOCIATION OF VICTORIA (affiliated with the National Alliance of Television and Electronic Services Associations), 342 Flinders-st, Melbourne, CI, Vic. Phone 61-2011.

M. S. Grimwood (pres.), K. N. Black (secy).

Association is managed by a council elected by members.

VICTORIAN COUNTRY BROADCASTERS' PUBLICITY COMMITTEE, 290 Latrobe-st, Melbourne, CI. PO Box 2027A, Melbourne. Phone 34-9357.

Officers: E. J. W. Whykes (chmn), R. Gray (vice chmn), R. W. Ellenby (hon. secy), S. J. A. Kemp (ABS), N. F. Dixon (VBN),

A. Scown (3BO), C. S. Faulkner (3CS), M. Harris (3LK), C. D. Lanyon (3MA), M. Baker (VBN), P. Rowan.

CLUBS

ADVERTISING CLUB OF VICTORIA, Box 2488, GPO, Melbourne.

Board of Management: Pres., L. Hyle (3UZ); vice-pres., F. Slater (Val Morgan & Sons).

Committee Convenors: B. Buttery (Mobil Oil), R. H. Gordon (Cyclone Co.), D. Guthrie (D. Guthrie & Assocs), A. Hutchinson, R. Olney, H. Holt (Val Morgan & Sons), R. Cornish (3UZ). Members R. Olney, B. Fogarty (Aldwych Advtg), E. L. Jeffrey (E. L. Jeffrey Pty Ltd), J. A. Tyrrell, B. Mitchell (HSV), J. Oram (Selex Decal).

Organisation Representatives: L. Hyle (FACB), L. Bosworth (Outdoor Advtg Assoc.), Mrs P. Marshall, L. Irving (AANA), J. Goulstone (4As), R. Chipp (Time Club), J. Williamson (NPA), G. Ruttle (Theatre Screen Advtg Assoc.).

Administrative officer: N. N. J. Peppard (Noel's Personnel Services).

CONTACT CLUB LIMITED, Sydney. GPO Box 1792. Admin. secty, Mrs King JA3539.

Executive: Pres., R. J. Edwards; vice-pres., E. McGowen, J. Bowden, hon. secty, Miss A. Lucas, treas., D. Neely.

A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

TIME CLUB, THE (Sydney): Hon. secty, Ken Johns, AWA, 47 York-st, Sydney (2-0233).

1964-5 Executive: Pres., Peter See (2CH), vice-pres., Frank Jeffcoat (2UW), secty, Ken Johns (AWA), treas., Ken Lloyd (ABS), Alf Britton (auditor).

Executive Committee: Publ. officer, Kevin O'Donohue (2SM), Peter Halse, Dick Parker (Parker Assoc.), Ron Archer (2UW), Reg Clark (2GB).

TIME CLUB, THE (Victoria): Hon. secty, Phil Rowan, VBN, 239 Collins-st, Melbourne. Phone 63-7131.

1964-65 Executive: Pres., Ian McGregor (2UW), secty Phil Rowan (VBN), treas., Jim Stuart (Haig-Muir). Immediate past pres., Fred Rowley (3XY).

Committee: Don Gilder, Ray Chipp (MBS), Brian Provis (MBS), Frank Cooper (MBS), Fred Sillitoe (3UZ), Rob Ellenby (ABS), PR officer, Mac Parker (AWA).

TIME CLUB (Brisbane): C/o 4BC, Wharf St, Brisbane. President, E. A. Wood, vice-pres., R. J. McClusky, secty-treas., J. M. Harris.

Who's Who in ● ● ●

- Advertising
- Production
- Radio
- Television
- Radio-TV entertainment
- And associated fields



A

ADAMS, Noel. Agency director and accounts supervisor. Born Sydney, September 14, 1920. FAI (Aust.); National Co-ordinator 4As State Education C'tees. Warrant officer, Army Education Service, 1941-45. Advertising manager, Tecnico Ltd (3yrs). Pre-war announcer-copywriter and sales rep. (in turn), AWA broadcasting dept. Radio director, Hawkins Advtg (3yrs), account executive, NAS (Sydney) Pty Ltd (8yrs), now dir and acctns supervisor. Married, resident Watson's Bay, Sydney.

ADLERSTEIN, Hans Heinz von. Agency chief film producer. Born July 16, 1910. Former chief producer Assoc. TV; Sydney mngr Aust. Radio and TV prod'ns; joined J. Walter Thompson Advtg 1956. Three years Berlin, Paris universities; asst-director film units; chief producer UFA Berlin, documentary, industrial & comm. films. Directed first live TV broadcast for German PMG's Dept. Travelled Europe, N & S America, Near East, Africa. Arrived Aust. 1951. Married, resident Miranda, Sydney.

AIRD, Ian. Manager Consolidated Public Relations. PR consultant for past seven years. 25 years exper. as journalist Herald and Argus, Melb.; Daily Telegraph, Sunday Telegraph, Sydney; AM; Womans Day; A'sian Post. Resident Balwyn, Melb. Married, three children.

AIRD, Keith James. Radio station accountant. Born Adelaide, SA, Sept 7, 1924. Chief clerk, Co-Op. Building Socy of SA (23 yrs). Apptd acct 5KA 1963. AASA. Married (two sons), resident Woodville, Adelaide, SA.

AITKEN, Raymond Reginald Scott. Agency account executive. Born Sydney, May 1, 1928. Began advtg career 1945 with AWA Radiola advertising dept. Production manager then account exec., Raymond Publicity, Sydney. Joined NAS (Sydney) Pty Ltd, as copywriter, latterly account executive. Married, resident Hunter's Hill, Sydney.

ALCOCK, Robert Eccles. Agency director and Melbourne manager. Born Lismore, NSW. Joined J. Walter Thompson, Sydney, 1941. Now dir & Melb. mngr. RANR 1944-45. BA. Married (two children), resident Nth Balwyn, Vic.

ALDOUS, John James. TV representation company Melb. sales manager. Born Williamstown, Melb. Advtg mngr Sheaffer Pen Co.; acct-exec. Claude Mooney. Asst sales mngr GTV-9. Now Melb. sales mngr Provincial Television Services (Vic.) representing BCV8, AMV4, NRN10. Married, resident North Balwyn, Vic.

ALEXANDER, Hal. Gen. Secy. Actors & Announcers Equity Assn. of Aust. Born Newcastle (NSW), 1902. Former stage and radio performer. Appeared JCW, Tivoli, Fullers, Hoyts, Greater Union, nearly all Sydney & Melb. comml stations and ABC. Many Ernest C. Rolls theatre productions. Apptd Actors Equity gen. sec. 1939. Married, resident Sydney (city).

ALEXANDRA, Gerald George. Agency governing director. Born July 11, 1919. 16yrs advtg exper., incl. advtg & merchandising mngr of national companies. Now prop. & principal, Alexandra Advtg, Melbourne. Married, resident Chadstone, Vic.

ALLENDER, Robert. Advertising agency director. Born Wellington, NZ, Dec. 15, 1922. NZ B'casting Service, Catts-Patterson Advtg, Publ. mngr, TEAL, acct dir Hansen Rubensohn-McCann Erickson, Berry Currie, Hawkins, Dir, Coudrey-Gotham Associates Pty Ltd. Married resident Turrumurra, Sydney.

ALLSOP, Raymond Cottam. Motion picture, radio and TV consultant. Born Randwick, NSW, March 11, 1893. Associated start of Australian pioneer station 2BL Sydney, and chief engineer. First to make short wave speech to UK and USA (1925) and London, broadcasting to Australia via 2BL. Former member, Broadcasting Control Board. Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Past Pres. IRE (Aust.), FSMPTA and MIRE (USA), MIRE (UK), lieut. comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

ANDERSON, George Herbert. Media research company governing director. Born Hobart, Tas., March 20, 1897. Former railway survey & construction engineer; asst gen. secretary Graziers' Assoc. NSW; gen. mngr 2GZ, dir 2NZ, first country vp AFCBS; sales mngr MBS; mngr 2GB. 1944, Founder, gov.-dir, Anderson Analysis radio listening, TV viewing, press readership, market research, AIF, 1915-1919; 1933-43 lieut. col. 9th Field Reg.; G3 (Air) G2 Intell. LO, hq 2 Aust. Corps. Married, resident Turrumurra, Sydney.

ANDERSON, Hugh. Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange (Aust.) Pty Ltd, Melb.

ANGEL, Donald. Radio station news editor. Born Sydney, Sept. 23, 1911. Journalist on Sydney metropolitan newspapers, wartime deputy director in charge, NSW branch, Commonwealth Dept. of Information, also war correspondent. Currently with 2UE. Married (two children), resident, Coogee, Sydney.

ARCHER, Ronald Graham. Radio station sales manager. Born Brisbane, October 25, 1933. 7 years Shell Co. of Aust. Ltd, 2UW sales rep. March 1959. Apptd asst sales mngr July 1962. Apptd sales mngr 1963. Represented Qld and Aust. at cricket 1952-56. Toured England 1953 and 1956, and West Indies 1955. Married, 2 children, resident Denistone, Sydney.

ARCHER, Kenneth Alan. Radio station assistant manager. Born Brisbane, Jan 17, 1928. Science master, Bris. Church of England Grammar School, 1947-53. 4BC sales rep., Oct., 1954, app. sales mngr, December 5, 1956, asst mngr, 1963. Represented Qld at Cricket and Baseball 1946-56, and Aust. at Cricket 1949-52. Married (two children) resident Annerley, Brisbane.

ARMSTRONG, William Richard. Recording production company managing director. Born June

29, 1929. 14 yrs' exp. tech. field at Phillips, 3UZ, ABC, W&G, 3DB. Gen. mngr Telefl Studios, Melb., since 1961; apptd mng dir June, 1964. Snr affiliate IREE (Aust.). Resident South Blackburn, Vic.

ARONSTEN, Max. Media representation company creative director. Advtg mngr W. H. Paling & Co. 1939, then with 2GZ, 2CH, 3XY (as prog. mngr), 2GB (in various capacities for 15 years, incl. acting mngr, 4BH). Later with the Rembrante Direct Mail Advtg Co. Now creative dir, Noel Battye Pty Ltd. Married (three children), resident Lane Cove,

ASHTON, John Alexander. Radio network sales executive. Born December 7, 1914, Perth, WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep. (5 years), sales manager and asst mngr 6KY-NA, now network sales executive 6PR-TZ-CI. Married, resident South Perth.

ATHOW, Garth Donald. Radio station manager. Born Bris., Mar. 10, 1930. With 4GY 1955, then to 2MW 1956 and apptd studio mngr 2MW's Southport studio 1958. Now mngr 4LM. Married (1 daughter), resident Mt Isa, Qld.

AUGUSTUS, Barry John. Radio production company sales executive. Born 1932. 3 yrs with AWA broadcasting and recording depts; 5 yrs 2UE recording dept. Joined 2GB facs dept 1956. 2GB presentation officer 1960-64. Joined Artransa Radio 1964 as sales exec. Married (one son), resident Beverly Hills, NSW.

AUSTIN, Ellis Maxwell. Agency secretary and accountant. Born Syd. Nov. 15, 1918. With Lintas. Previously Vic. branch acct Unilever. Married, resident Blakehurst, NSW.

AUSTIN, Ian Leonard. Agency TV-radio prod. mngr. Born Sydney, Jan., 1936. Geo. Patterson-Noble Bartlett Advtg, Brisbane. Single, resident Teneriffe, Bris.

B

BAECK, Robert Joseph. Radio station general manager. Born Melb., Vic. Began radio career 3KZ, then to 2MG, 2HD 1945; sales dir 1953-56. Former sales mngr VBN. Apptd gen. mngr 3XY 1964. Resident Ringwood, Vic.

BAGLIN, Douglass Hinton. Film producer and studio manager. Born Sydney June 25, 1926. 2yrs RAAF aircrew; founded Douglass Baglin Pty Ltd (comm. photographers) 1946, and also equipment, sales, suppliers and hire service for trade in 1954. Now mng dir. of the three businesses. Married, resident Hunters Hill, Sydney.

BAILHACHE, Keith. Television station secretary. Born Brighton (Vic). Joined Electronic Industries Ltd, appointed secy GTV. Five

years RAAF (F/lt). Married, resident Canterbury, Vic.

BAIN, Douglas Archibald, OBE, BA. Agency director and deputy chairman. Born 1911. Previously mng dir S. H. Benson 1959-61, mng dir S. H. Benson International 1961-63. Now deputy chairman, USP-Benson. Armed service. RTR, 1939-45 Lt-Col. Committee work — Council of the Institute of Practitioners in Advertising, Council of the Audit Bureau of Circulations, Board of Control of European Assoc. of Advertising Agencies. Married, resident Templestowe, Victoria.

BAINGER, Colin Robert. Television station company secretary. Born 1922. Formerly Shell Co.; apptd secy NWS 1959. Fellow Chartered Institute Secretaries and Assoc. Aust. Society of Accountants. 4 yrs AIF. Resident Netherby, SA.

BAIRD, Francis Harcourt. Radio station sales manager. Born Benalla, Vic. 15th July, 1928. 8 yrs sales and service automotive industry, overseas. Mktg mngr 2 yrs, general and Agric. eng. Apptd 3CS sales mngr, October 1963. Married (6 children). Resident Colac, Vic.

BAKER, Max. Radio network general manager. Born Broken Hill, NSW, April 18, 1925. 1943-48 with RAN cadet midshipman-lieut.; 1948-51 industrial dept BHP Co. Ltd, Newcastle; 1951 asst secy; 1954, gen. secy; 1960-64 Fed. dir FABC. Now gen. mngr Vic. Broadcasting Net. Ltd. ACIS; AASA. Married, 1 son, 1 daughter, resident Toorak, Vic.

BAKER, Maxfield Edmund William. Radio station manager. Born Wonthaggi (Vic.), Jan. 22, 1915. Joined 4BC (announcer) 1945, now mngr. Married (3 sons, 1 daughter), resident St Lucia, Brisbane.

BAKER, Samuel Cecil. Radio production company sales manager. Born Singapore, 1921. Came to Aust., 1945, joining the Macquarie newsroom in 1947. Joined Artransa 1950 as country sales exec. Apptd sales manager Artransa radio division, 1956. Married (one son), resident Pymble, NSW.

BALLANTYNE, Kenneth Rex Hunter. Agency Sydney joint managing director. Born London, October 7, 1919. Dir Best & Co. Pty Ltd, 1945-57, publ. mngr Philips Elec. Inds P/L, 1957-58, dir Trade Publ. (UK) C'wlth of Aust., 1958-61. Now joint mng dir USP-Benson (NSW) Pty Ltd. AIF Infantry and signals, 1939-45. Married, resident Bellevue Hill, Sydney.

BALMER, Norman Edward. Radio station manager. Born Melbourne. Early advtg experience Vacuum Oil Co. After drama appearances with ABC and elsewhere joined 3KZ breakfast announcer, 1932, became program manager. Apptd manager 1955. Pres. FABC, 1963-64. Married (three children), resident North Balwyn, Melbourne.

BANKS, Norman Tyrell. Director public affairs, producer-compere, commentator foreign affairs and sports, radio and TV interviewer. Born

Hampton, Vic., October 12, 1905. MBE for services to broadcasting. 3KZ 21 years, studio mngr, quiz show and panel prog. compere, sports commentator in USA 1935-6. Since 1952 with 3AW, compere, feature commentator, Compere Norman Banks Program GTV. Founder worldwide Carols by Candlelight Festival and creator all-day radio charity appeals. Married, resident Armadale, Vic.

BANKS, Terry. Manager, Eric Porter Productions. Started with Cinesound Productions laboratory and later film editor of Cinesound newsreel. (American 'Oscar' award for Kokoda Front Line.) Film editor of Sons of Matthew and Smithy etc. Theatre manager with Greater Union Theatres, producer-director of commercial TV films at Artransa and Supreme Sound Studios. Married, resident Willoughby, Sydney.

BARBER, Samuel George. Radio station chief engineer. Born Norwood (SA), April 13, 1913. Elect. maint. staff Chrysler Corp'n 1933-39, eng. i/c 5RM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN Inc. standby 2kw plant plus studio and assoc. equipment inc. remote control. IREE (SA) Technical advisor to Royal Flying Doctor Service. Married, resident Brighton, Adelaide.

BARLIN, George Kenneth. Television station gen. manager. Born Lansdowne (NSW), Feb 18, 1916. MIRE. Apprenticed 2CA 1933, asst mngr-chief eng. 1941, mngr 1945. Tech. superintendent, 2WL, 1957. Now gm Canberra Television Ltd (CTC). Married, resident Campbell, Canberra.

BARNARD, Betty Yvonne. Program production company director. With Macquarie Net. (Syd. & Melb.), then manager, British-Aust. Programs (1942-43) scriptwriting and general sales. Artransa (1944) sales etc. Joined Grace Gibson Radio Productions 1945, sales and publicity, dir and mngr. Now dir Hepworth Prods. Married, resident Maroubra, Sydney.

BARNES, Keith. Radio station manager. Born Melbourne Jan. 31, 1922. 24 Btu AIF. 17yrs radio experience. Now mngr 3HA. Married, resident Hamilton, Vic.

BARRATT, Kenneth Samuel. Radio station program manager. Born July 12, 1906, Christchurch, NZ. Educ. Scots College, Syd. With Syd. branch John Rylands & Sons. switched to journalism, assist. editor Aussie mag. with 2GB early 1930s as publicist later copy mngr. Now 2GB program mngr. Contributed to many mags & anthologies. Married, 3 sons, 1 daughter, resident Nth Bondi, Sydney.

BARRIE, Douglas Mitchell. Agency managing director. Born Lismore, NSW, March 21, 1916. With Assoc. Newspapers, Syd., 1932. C'cial artist until 1940. After active service 1946 appt advtg mngr British Standard Machinery, 1955, advtg mngr LNC Indus. and NSW assoc. companies. Dir and gen. mngr Dean Forbes Advtg since 1961, now mng dir. Married, 2 children, resident Kingsford, NSW.

BARROW, Henry Victor. Radio program production unit general manager. Born Melb., Vic. General mngr, Beas Exchange of Aust. Pty Ltd. Married, resident Chadstone, Melb.

BARRY, John Vincent. MPI & TV equipment manufacturer manager, cine and TV equipment division. Born Melb. Dutch Govt film unit during war, then Trans-Pacific Films, Melb. cameraman, Chas E. Blanks. F'lance cameraman 4yrs in London, 3yrs Paris. Now cine & TV equip. div. mngr Swift & Bleakley P/L. Resident Bellevue Hill, Sydney.

BARRY, Keith Lambert. Agency managing director. Born Bowen, Qld, 1928. Lever Bros rep. Qld, prod. mngr, Sydney; acct/exec. Lintas Pty Ltd. Joined Vinnicombe Advtg 1958. Now managing director, USP-Benson (Qld). Married, resident Clayfield, Brisbane.

BARTON, Richard Henry. Proprietor, film and TV studio equipment suppliers. Born Sydney, NSW, Nov. 1, 1914. 35 yrs mfg & photographic engineering. Gen. engineering, foreman & mngr, machine shops to 1942; one yr Radio Physics div., CSIRO. Estab. own business, Richard H. Barton Photographic Engineers, 1943, now proprietor. Resident Strathfield, NSW.

BATCHELOR, John. TV station chief engineer. Born Adelaide 1930. Formerly engineer ABC television, Melbourne, engineer Philips Electrical Industries, Hendon. TV receivers design and production. Now chief engineer NWS. BE, FSASM. Resident Woodforde, Adelaide.

BATTYE, Noel. Media representative. Born Sydney, NSW. Former advtg copywriter-acct/exec; radio station announcer-mngr; station sales & representation; with Coudrey-Gotham, A. Smyth, O'Brien Pub.; stations 2WG, 2CA, 2UE, and 2UW. Now principal, Noel Battye Pty Ltd. Married, 3 sons, resident St. Ives, Sydney.

BAUME, Frederick Ehrenfried (Eric). Radio station executive editor, commentator, broadcaster, journalist. Born Auckland (NZ), May 29, 1900. With NZ and Sydney newspapers as editorial executive up to 1929. Manag. editor The Referee (1929-31), editor Sunday Sun (1931-39), war corresp., Europe 1939-45. Then European editor (London) Truth newspaper, deputy editor-in-chief (Sydney) 1949-52. Commentator 2GB 1953, ATN 1957-58. Also commentator TCN 1959-61. Appt executive editor 2GB Jan., 1962. Public affairs consultant, 1964. Author 13 books. FRGS. Married, resident Kirribilli, Sydney.

BAUME, Sidney Erne. Managing director, Baume, Chapman & Baume advertising agency, Sydney. Born Auckland (NZ) August 12, 1905. LLB (NZ), FAIM, FISM (Aust.). Married, resident Sydney.

BAURESS, William Albert. TV station program executive. Born Dublin, Ireland. Former journalist with The Cinema and British Studio News; 5 yrs RKO Radio Pictures, London. 3 years Royal Artillery. Mng dir Duchy Cinema (Cornwall, England) 1949-59, controlling six theatres. Joined TVT in 1960. Married (one son); resident Sandy Bay, Tas.

BAXTER, Roy W. Radio-TV production unit, managing director. Born Canberra, ACT. Mng dir Pilgrim Productions Ltd. Married, resident North Ryde, NSW.

BAZ, Alexander John. TV station manager. Born Sydney, Sept. 12, 1913. With Newspaper News & Yaffa Syndicate, 1929-36; pictorial editor feature mngr, sales promotion mngr, Aust. Consolidated Press, 1936-55. Grad. Barnard-NBC Summer Inst. of Radio & Television, Columbia Univ., NY; mngr TCN since Jan., 1956. AIF, World War II, 4½yrs Darwin, NG. Retired major. Married, 1 daughter, resident Narrabeena, Sydney.

BEAN, Alfred George. Director radio-TV jingle workshop. Born Mordialloc, Vic., Aug. 22, 1936. 5 yrs with 3AW; 6 yrs 3DB; one year in USA with American Concertone Inc. Now dir Bruce Clarke's Jingle Workshop Pty Ltd. Married, 2 children; resident East Brighton, Vic.

BEARD, Denys. Radio station service manager. Born Derbyshire, Eng. March 2, 1923. Discharged from Royal Navy after 5½yrs. Entered radio as cricket commen.-news reader, 4KQ studio manager. Now service manager of 4BC. Resident Annerley, Brisbane.

BEATTIE, Timothy Henry. Agency director. Born St Arnaud, Vic. November 21, 1930. 7yrs Aldwyche Advtg. Now dir. AISM. Married, resident Camberwell, Melbourne.

BECKER, Leon Joseph. Manager, TV film studios. Born Sydney, September 15, 1924. Announcer 2KA 1940-43, 2KM, 2CH. RAAF 4yrs. Post-war joined 2UW, thence 2GB 1950 announcer-salesman. 2GB asst mngr 1954. Artransa asst mngr 1955, app. executive producer, Artransa Park Film Studios, 1956. Live program supr and talent dir ATN, 1962-63, appt Artransa mngr 1963. Married, resident Dee Why, Sydney.

BECKER, Russell Anthony. TV station general manager. Born Homebush, Sydney, July 20, 1928. Pro'tn asst 2CH, asst to sales mngr, AWA b'cstg dept, then 4BH continuity mngr. London, sales exec. Overseas Rediffusion Ltd, thence home, senior sales exec. Macquarie B'casting Service, Melb., Nichols-Cumming Advtg. Melb. (sen. acct-exec.). Joined ATN 1956; sales mngr 1957; station mngr 1959; gsm ATN and Artransa Park TV 1961; gen. mngr TVQ, 1964. Fellow Inst of Sales & Marketing execs (ISM), FISM. Married (two sons), resident Kenmore, Brisbane.

BEDNALL, Colin Blore. TV station managing director. Born South Australia. Reporter with Adelaide News, and Melbourne Herald in Melbourne, Darwin and London. Asst editor, London Daily Mail. Manag. editor and director, Bris. Courier Mail. Originator Queensland Radio News Service network. Manag. director Melb. Argus, 1954-55, member, Royal Commission on Television (1953). App. general manager GTV Channel 9, Melbourne, February 1956 and a dir., 1959. Now mng dir. OBE for services as war correspondent. Married (3 children), resident Melbourne.

BEIOLEY, Leonard William. Radio station general manager. Born Sydney, January 15, 1917. Joined MGM Sydney as junior (1931) and travelled for motion picture ind. in NSW, Vic. and Qld, becoming MGM's asst Qld mgr. Joined 4KQ as sales manager. Now gen. mngr. Married, resident Kenmore, Brisbane.

BENNETT, Cecil George. Agency art director. Born Cairns, October 27, 1918. AMF 1941-46. Freelance artist Sydney and Bris. Art dir O'Brien Publ., Bris. from 1950 Married (2 sons), resident Bardon, Qld.

BENNETT, Kenneth Sydney. General manager Television Associates. Born Portsmouth, Eng., March 3, 1923. War Service Wireless Branch Royal Navy; wireless officer P&O; communications officer DCA 1947-50; PMG 1st class grad. Marconi School 1948; 2CA, 1951 anncr-copywr; sm 2CA 1954; MBS State rep. Adel. 1958. Personal asst to gm 5DN, 1960. Sales manager 5DN, 1962. MBS (SA) rep. Now gen. mngr, TV Assoc. Married (three children), resident Rosehill, NSW.

BENNETT, Lewis. Radio station general manager. Born Cairns, Qld, Sept. 20, 1910. Ed. Brisbane Grammar, Qld. Uni. FACB pres. 1959-60. FACB Vic. v.-p. 1953-55; FACB snr v.-p. 1958-59; chrmn PR cmtee 1951-55; management cmtee 1953-55, Olympic Games B'casting cmtee chrmn 1955-56, Federal council 1956-64. 2UE, 1936, prod. mngr, 3KZ 1939, 5KA gen. mngr 1948. 3UZ gen. mngr since 1950. Dir, Austrama Television Pty Ltd. Clubs, Melb. Rotary, Kelvin, RACV, VRC, VATC, MVRC. Married, 1 daughter, resident Chadstone, Vic.

BENT, Joan. Agency partner. Born Lismore, NSW. Former advtg assistant, Nock & Kirby Ltd; in charge Farmer & Co's catalogue advtg; nine years advtg & sales promotion mngr, Buckingham; now partner Norman Bent Advtg. LOA, Art diploma, ESTC, AIPR. Married, resident Castle Hill, NSW.

BENT, Norman. Agency partner. Born Birkenhead, Eng. Former asst NSW sales promotion mngr GMH; advtg assistant, Anthony Hordern's; started own agency 1937; agency closed during war, re-opened 1947. 5 yrs AIF. Married, resident Castle Hill, NSW.

BERRYMAN, W. Barry. Company director. 6 yrs secy/mngr Sixteen Millimetre film library. Dir Permafilm Australia Pty Ltd. Single, resident Kogarah Bay, Sydney.

BERTEL, Noel Warren Agency director. Born Melbourne, 1936. Formerly acct-exec Rex Croft Advtg, Handbury Advtg, Melb. Now dir. T. Hilken Waite Pty Ltd, Bris. Travelled extensively Europe and Sth America. Married, resident St. Lucia, Qld.

BESELER, George Horace. Agency director and account executive. Born Melbourne, Vic., Oct. 20, 1916. Seven years Myer Emporium, becoming basement advertising manager; director and acct/exec., Richardson-Cox Advertising from 1938; officer RAN and RN 1939-45. Reserve Lt.-Cmdr. Member Naval, Military and West Brighton Clubs. Married, 3 children, resident Lower Templestowe, Melb.

BIDDLE, Rodney Jordan. TV station chief engineer. Born Melbourne (Vic.). Senior lect. communications engineering, Royal Melbourne Institute of Tech. App. chief eng. GTV (Channel 9, Melb.) Oct. 1955. SMIRE. Sqdn radar officer, RAN. Past pres, TV Society of Aust. Married (4 children), resident Nth Balwyn, Melb.

BILCOCK, David John. Production company chairman and producer-director. Born Croydon, Vic., Oct. 6, 1909. Qual. engineer. Formed film unit for Vic. Country Roads Board, and Owen Bros, Melb. Founded Cambridge Film & TV Prod. Pty Ltd 1949. Now chrmn, Senior Film Productions Pty Ltd, Melb.

BISHOP, Noel Jack. Radio station chief engineer. Born Brisbane December 16, 1915. 1932, techn 4GR, 1940 studio engineer 4BC, apptd chief engineer 4BC 1946. AMIRE. Married (1 daughter), resident Annerley, Brisbane.

BLANKET, Leonard. Trade journal managing editor. Born and educated in London. Cub journalist London newspapers, Canada, USA. Sub-editor, Daily Express (London), reporter-sub-editor, News of the World (London). RAF 1940-46, ground-duties, UK, Middle East, India-Burma. Post-war Natal Mercury, Durban (Sth Africa). Various reporter, sub-editor, feature writer Sydney Daily Telegraph, Sunday Sun, Daily Mirror. Now managing editor B&T, B&T Year Book. Married (2 sons), resident Killara, Sydney.

BLEAKLEY, David B. Photographics co. director. Photographic eqpt sales, advtg. Dir. Swift and Bleakley P/L and director H. Bleakley & Co., (1910) Pty Ltd and H. Bleakley Trading Co. Married, resident Wahroonga, Sydney.

BLEAKLEY, John Harold. Studied chemistry and economics (Syd. Uni.). Dir H. Bleakley Pty Ltd, H. Bleakley Trading Pty Ltd and Swift and Bleakley Pty Ltd, marketing eqpt for MPI and TV. Also dir Swift & Co. Ltd. Races yacht Akala (Royal Sydney Yacht Squadron). Married, resident St Ives, Sydney.

BONNER, Gordon Charles. Television station sales manager. Born Essendon, Vic., Nov. 1930. 7EX control operator-annr, 1945, 7HT annr

1953-56. 7EX sales and specialty annr 1959-62. Appt TNT9 sales mngr, Feb. 1962. Married, three children, resident Riverside, Tasmania.

BOTTOMLEY, David Theodore. Research organisati; managing director. Born Somerset, Eng., Dec. 25, 1924. Research mngr, McCann-Erickson Advtg, London, 1950-51; USP, Melb., 1951-52; mng dir Aust. Sales Research Bureau, Melb. since 1953. Aust. rep. Roc International B.Sc. (Melb). B.Ed. with Hons (Melb.). Assoc. Royal Aust. Chemical Institute, FAIM, FAI (Aust.). Married, 4 children, resident Surrey Hills, Vic.

BOWDEN, John Henry. Trade association Federal director. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Assoc. fellow Aust. Inst. of Management. Federal director, Australian Association of National Advertisers. Four years AIF (capt.). Married, two children, resident St. Ives, Sydney.

BRADLEY, Frank Freestun (Jim). Radio producer. Born London. Radio writer, actor, producer. Advtg mngr Allan & Co (Melb.), also Nicholson's Pty Ltd (Syd.). Program director AWA (4yrs). In 8th yr as production mngr and exec. producer, Artransa radio division. Single, resident Elizabeth Bay, Sydney.

BRADLEY, Leslie James. Radio station manager. Born Melb., Vic., May 17, 1936. Personnel officer Electronic Ind. Ltd, Melb. Apptd 3CS news reporter, 1959; sales mngr 1960. Apptd station mngr 5RM, Nov., 1963. Theatrical prod. Member International Broadcasters' Society. Married, 2 children; resident Berri, SA.

BRADLEY, Neville W. Radio station manager. Born Melbourne, April 27, 1931. Entered radio as annr 3MA, May, 1951, then joined 3UL, transferred 3YB as chief annr then studio mngr. Apptd station mngr 5AU Broadcasters Pty Ltd, Sept. 24, 1962. Married (2 sons and one daughter) resident Port Augusta, S.A.

BRANDT, Allen. Radio station general manager. Born Brisbane, Qld, July 19, 1920. B'casting since age 14. Spec. organising comping projects, children's & variety shows. Asst mngr and news editor 4BH. Now gen. mngr 4IP. Four yrs AIF signals unit, Aust., New Guinea. Married, resident Ashgrove, Brisbane.

BREAR, Allan C. Radio station studio manager. Born Bris., 1930. Announcer 4BC 1956; 4WK 1957-58; announcer — copywriter — salesman 2MW 1958-62. Annr 4BH, 1962, now studio mngr. Single, resident Coorparoo, Brisbane.

BRENNAN, John. Radio station program manager. Born Sydney, Aug. 26, 1931. Joined 2WG as feature annr 1950; feature annr and program mngr 2GZ, 1955. Disc jockey with 2SM since 1956; studio mngr 1960-63, now program mngr. Married, resident Lindfield, Sydney.

BRETT, Arthur Desmond. Advertising research director. Born Melbourne, Oct. 21, 1917. Joined

Lintas Advtg at 15yrs. Research mngr after World War II. apptd director, 1954. Hon. rsch consult. to 4As (5yrs). Member, Statistical Society, Economic Society, Market Research Soc. (Vic.), European Soc. of Opinion and Market Rsch. W. R. McFerran (advtg) award 1955 (outstanding contribution to advtg progress). War service, AIF 1940-45 fire control (radar) instr. Married, resident, Greenwich, Sydney.

BREWIN, Denzil John Slane (Darrel). Radio station sales manager. Born Allahabad, India, November 17, 1901. Ripon School, Yorkshire, England, then bank clerk, Lloyds, London. Arr. Aust. 1922, thence orchardist, clerk, school-teacher, taxi driver, salesman and sales manager. Joined 3DB 1934 (salesman), sales mngr 1937. Repr. Vic. in Rugby football. Front row fwd with an Aust. XV against All Blacks (1929). AIF, Middle East, Syria, Islands (demob. captain). Married, resident Glen Waverley, Melbourne.

BRIDE, George Leonard Gerald. Agency chairman & managing director. FIAS, FISM. Chairman, mng dir Aldwych Advtg. Married, resident Canterbury, Melbourne.

BRIEN, Timothy Maurice. Agency research manager. Born Sydney, Jan. 3, 1933. Trained NSW Public Service as cartographer. Past 5 yrs studied Uni. of Sydney for Bachelor's Degree in economics; spec. in economics and statistics with pure maths and psych. Formerly research mngr, The Economic Record of Australia, and office mngr, The Survey Research Centre Pty Ltd (2½ yrs). Apptd research mngr John Clemenger, March, 1962. Married, resident Collaroy, NSW.

BRINKWORTH, Cyril Kenneth. Agency assoc. director. Born Toowoomba, 1923. Toowoomba Foundry 1938-42. AIF 1942-44. Toowoomba Foundry 1944-57; IBC advtg mngr 1957-58. Joined Vinnicombe Advtg 1958. Now assoc. dir USP-Benson (Qld). AISM. Married (1 child); resident Geebung Heights, Qld.

BRITON, John Noel. TV station chief engineer. Born Sydney, December 25, 1907. Chief, division of radiophysics, CSIRO (1943-46), works mgr-tech. director EMI (Aust.) 1938-55. App. chief engineer TCN (Channel 9 Sydney) 1955. B.Sc., BE (1st Class Hons., Sydney Univ.), AMIEE (Lond.), MIE (Aust.), FIRE (Aust.), ASMPTE (USA). Married, resident Wahroonga, Sydney.

BROWN, Alan Bertram. Radio station manager. Born Hobart, Tas., March 16, 1917. Breakfast annr, 7HT, 1938; chief annr 7HO, 1946; sales mngr 7HO since 1947, asst mngr until 1958. Now mngr. AIF. Lieut. RAA, 1943, Married, resident Hobart, Tas.

BROWN, Barlton Albert (Joe). Race commentator. Born November 15, 1919, Dandenong. Started race career as asst judge to Hobart Turf Club. Joined ABC in Tas. as racecaster,

1945. Apptd Melbourne racecaster, ABC, 1947. Married (2 daughters), resident Kew, Melb.

BROWN, Geoffrey Raymond. Agency director and media director. Born Newport, Vic., June 30, 1923. Media mngr Leyshon Publ. Services P/L, 1940-1, then secy/media mngr John Clemenger P/L, 1946-1953, media mngr Briggs & James P/L, 1955-59. Apptd dir/media mngr BCJP 1960. Served AIF. Married; resident Blackburn, Vic.

BROWN, Joe. TV station representative. Born Perth, WA, 1932. Previously advtg rep. Syd. Daily Telegraph, A. L. Finn (Val Morgan & Sons), ATN. Now Sydney mngr Provincial Television Services (AMV, BCV, NRN). Married (4 children), resident Dover Heights, Sydney.

BROWN, Kenneth William. TV station sales manager. Born Sydney, Dec. 2, 1921. 1956, mngr AWA radio & TV prog. service. Joined ATN Apr., 1958, apptd sm 1959. Joined NBN Newcastle Sept., 1961, now sm, located in Sydney. Married, resident Wahroonga, Sydney.

BRUNSDON, Ross Victor. Agency assistant manager. Born Sydney, Dec. 26, 1926. RAAF 1944-45. Sales div. Shell Co. to 1952. Advertising rep. Courier Mail 1953-58. Joined O'Brien Publicity 1959. Married, 2 daughters, 1 son. Resident Alderley, Brisbane.

BUCHANAN, Oswald Alexander. Agency associate director. Born Gippsland, Vic., 1927. Copy and sales 4BC and 4BH; radio mngr Aust. Advtg Agency. Joined Vinnicombe Advtg 1957. Now assoc. dir USP-Benson (Qld). Married (2 children), resident Aspley, Qld.

BUMPSTEAD, R. Mac. Network merchandising manager. Born Vic. June 11, 1915. Previously assoc. dir. Way's (Pitt-st, Syd.); sales prom., Treadways (Melb.); snr retail exec. Mirror Newspapers Ltd (Syd.); Sales mngr 2UW 1962. Now merchandising mngr CBC network. (Married two children), resident Dural, NSW.

BUNNING, R. P. Radio network executive. Born Dec. 24, 1934. 2 years publishing, 4 years advtg. Joined MBS April, 1962. Single, resident Elwood, Vic.

BUSBY, Bernard William. Network sales mngr. Born Kalgoorlie, WA. Served four yrs 1st Aust. Armoured Div. 2nd AIF. Now sm Whitfords B'casting Network. Married, resident Doubleview, Perth.

BUSHELLE, John Arthur. Managing director, film production company, John Bushelle Productions Pty Ltd. Born Sydney 1916. BA, LLB. Served with Aust. Army, New Guinea, Bougainville, 1942-46. Prod.-actor Aust. radio; England (1949) prod. and acting in radio, films, TV and stage including season at Stratford-on-Avon and several West End prod. Returned to Aust. 1955 as actor-prod.-dir., prod.

and dir. films for TV, theatre advertising, documentaries, etc. Married, 2 children. Resident Newport, Sydney.

BUTTON, Bert Cecil. Trade journal sales director. Born Oct. 5, 1907. London. Salesman, sales prom. mngnr, 2CH sales mngnr. Asst mngnr, 2GB, Oct. 1945, later station mngnr, 2GB and NSW mngnr, Macquarie B'castg Service, gm 2UW 1960-63, own business 1963. Now sales dir, Greater Publications Pty Ltd. (B&T and B&T Year Book). Former president and senior vice-pres. AFCBS, 1958 pres., life member St George Amat. Athletic Club; member Commonwealth Immigration Planning Council. Member of Syd. Time Club exec. committee. RAAF. Married, 1 son, resident Sans Souci, Sydney.

BUTTROSE, Ian Kenneth. Agency managing director. Born Robertstown, SA, June 28, 1918. Man. dir Richardson-Cox Advtg, Melb. Member AASA, AISM. Served AIF in Middle East and New Guinea. Married, resident Canterbury, Vic.

BUZACOTT, A. H. Radio station manager. Born Stanthorpe, Qld. Tech. 4BK-AK 1935-6. Tech. and later tech. in charge 4GR, 1936-48. Mngnr 4ZR 1948-9. Mngnr 4GY 1951 to date. Married, 4 children; resident Gympie, Qld.

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CAIRNS, Keith Stewart. TV station manager. Born Lismore, Vic., October 10, 1912. Melbourne Herald editorial staff; deputy chief of staff, 1945-49; chief of staff, The Sun, 1949-53; transferred to Sun administration. Joined Herald-Sun TV 1955. Married (3 children), resident East Ivanhoe, Melbourne.

CAMERON, Colin McLaurin. Radio station manager. Born Orange, NSW, June 16, 1936. Entered radio copy boy with 2GZ, then 2MG as anncr-copywriter, 4yrs night anncr, asst sales mngnr and mngnr Wellington studios 2DU. Sales exec. 2UE 1957-60. Appt 4LG mngnr 1960. 3UL mngnr since 1961. Married, one child; resident Warragul, Victoria.

CAMPBELL, Keith Meldrum. Agency managing director. Managing director of K. M. Campbell Pty Ltd. Resident Melbourne, Vic.

CAMPBELL, Kenneth Henry. Agency director. Born Brisbane, Qld, Nov. 27, 1929. Joined Campbell Advtg 1945; now manag. dir Australian Advertising Agency. Resident Clayfield, Brisbane.

CAMPBELL, Percy Patrick. Network production executive. Born Young, NSW. Joined 2GB on leaving school over 30 years ago and subseq. with Macquarie on network programs. Served with AIF (RAA). Married, resident Manly, Sydney.

CAMPLIN, Ronald Barry. Radio station managing director. Born Campsie, NSW, Dec. 18, 1932. Entered radio as panel operator with 2CH 12 years ago; then announcer 2XL, 1951; 2MG, 1952; asst mngnr, 1954; mngnr, 1959, apptd to board, 1958. Also appt prom. dir Mid-State net. 1961. Married, 3 daughters, resident Mudgee, NSW.

CANT, Raymond George. Radio station sales manager. Born Henley Beach (SA) May 11, 1913. Joined 5KA sales 1951, appointed sales manager 1956. War service with RAAF. Married (1 child), resident Ballara Park, Adelaide

CAREY, Kevin A. Agency account executive. Born Melbourne June 20, 1929. Acct-exec., Aldwych Advtg. Married, resident East Camberwell, Melbourne.

CARLYON, Francis Norman. TV station program manager. Born Melb. 4 yrs AIF 2-33 Batt. 7th Div. Hoyts Theatres 15 yrs. Film mngnr GTV 5 yrs. GLV prog. mngnr 1961-2, station mngnr 1962-3. Now prog. mngnr ATV-0. Married (1 son, 1 daughter); resident Blackburn, Vic.

CARR, Bernard Daniel. Radio station program manager. Born Hobart, July 24, 1928. Joined 7HO at 14yrs, variously children's session organiser, gen. anncng, apptd publ. offer at 16yrs. Organised 7HO children's activities since 1945, 7HO Xmas Appeal since 1946, 7HO Carols by Candlelight since 1953; apptd snr anncr 1948, chief copywr 1951-3. Program mngnr since 1954. Has written children's plays, exp. TV acting. Academy of Arts Assoc. degree. Single; resident New Town, Hobart.

CARRODUS, Peter Rutherford. Radio station manager. Born Melb., Nov. 10, 1929. Associated with broadcasting since 1948. Now manager 2CA Canberra. Married (two children); resident Forrest, Canberra.

CARSON, Charles R. Radio station managing director. FACB pres. 1960-61-62, 1964-65. Member Federal council 1963-65. Staff supervisor Chandlers Broadcasting Service, Qld, 1934. Mngnr 4BH 1936-62. Appt mng dir 1962. ATCL. Married; resident St Lucia, Brisbane.

CARSON, Donald. Agency director. Born Brisbane, Dec. 19, 1932. With Cossey-Waite Advtg 10yrs, most depts. 1959 appt. asst manager Hawkins Advtg, Brisbane. August, 1960, appt. dir Berry Currie Hawkins (Qld). Now dir, Hawkins Advertising (Qld). AAI. Member Junior Chamb. of Cmnce. Married, resident Holland Park, Brisbane.

CARTER, Donald Lloyd. TV station assistant manager. Born Sandringham, Vic., Oct. 17, 1927. 11 yrs Nat'l Cash Register Co., then to HSV 1956. Joined TVT6. May 1960, as Vic. rep. Appt. TVT asst. mngnr, March, 1964. Appeared nat'l TV Hit Parade 2½ yrs. Married (2 daughters, 1 son); resident Taroona, Hobart.

CARTON, Jeffry Cranston. Radio station company secretary. Born Lucknow, British India,

July 24, 1934. Joined 6KY May, 1964 as secy. Assoc. Aust. Society of Accountants. Married, 2 daughters; resident Mt. Yokine.

CARY, Edwin Clifton (Chf). Radio network sports editor. Born Sydney, March 29, 1905. From newspapers to radio (2UW) 1938, 2UE-ASB sports editor 1940-52 and during World War II copy chief, station censor, publicity mngnr and head of station sales promotion. Macquarie-2GB, sports editor August 1952. Heard also in feature programs in Vic., WA & Qld, and in special sports summaries on CBS New York. Sports editor of ATN 1957-60. Married, resident Artarmon, Sydney.

CATON, Mervyn George. Agency associate director. Born Bris. July 23, 1935. Joined O'Brien (Qld) Jan., 1952; prod. mngnr 1957; acct-exec. 1958-60; head acct-exec. 1961. Now assoc. dir. Graduated Bris. Industrial High 1951. National Service 1954, LAI 1956. AAI (double hnrs.) 1960, Advtg Inst. Played Qld State Age Tennis Titles and holds several Bris. premierships. Married, resident Strathpine, Qld.

CAVANOUGH, Mike. Radio station sales manager. Born Sydney, March, 1922. Ed. Christian Bros. Tech. High School, Sydney. 5½ yrs. AIF 1940-1946. Served regular Army as instructor. Sales and advtg mngnr St. George Brokers. Sales rep. 4BH, Bris. prior to joining 4GR as sales mngnr. Married, 3 children; resident Toowoomba, Qld.

CAVE, Athol Leonard John. Television station managing director. Born Tingha, NSW, Dec. 26, 1917. With AWA 1938 radio electric works, 7yrs receiver test rooms, transferred service dept 3yrs, then sales dept 4yrs. Apptd comm. mngnr 2CH 1955, then to 4TO 1957. Mngnr 2GF, 1959-1964. Now mngnr dir. Northern Rivers Television Ltd. Holds supervision-mngment and advanced mngment certs., school of mngt. Syd. Lecturer sales mngment and supervision at Syd. & Grafton Tech. Colleges. Married (1 son), resident Coffs Harbor, NSW.

CAYLEY, Frank. Writer and broadcaster. Dir. Key Features and Efficiency Copying Co. Born Sydney, NSW, Feb. 23, 1910. Former journalist; entered advtg early 1930s. With Goldberg Advtg prior to World War II. Specialises historical research and writing, radio, TV, and press. Leading bridge player and bridge writer. Married (1 son, 2 daughters), resident Wollstonecraft, NSW.

CHADWICK, Albert Edward, MSM. Chairman, Gas and Fuel Corporation of Victoria, Commissioner, Overseas Telecommunications Commissions (Australia), chairman since August, 1963. Dir recruiting RAAF 1940-45, Life Memb. Air Force Assn.: Born Nov. 15, 1897, Beechworth, Vic., engr Robert Bryce & Co. 1920-25, sales supt & lubricants manager Shell Co. of Aust. 1925-34, sales mngnr Metrop Gas Co. Melb. 1935. 1 Sqdn AFC 1916-19, Fellow Inst. Sales & Business Mngmt. Ex-Capt. & dir Riversdale Golf Club. Chairman & ex-Capt. Melb. Football Club. Married, resident Toorak, Vic.

CHAMBERLAIN, Walter Robert. Radio station chief engineer. Born May 31, 1915, Melbourne. Technician 3XY (1936-41); defence training, RAAF instructor, Royal Melb. Tech. College, 1941-44; technician, International High Frequency Station, Shepparton (1944-45); 1945 3XY technician, app. chief eng. 1956. AMIRE. Single, resident Croxton, Melb.

CHAMPION de CRESPIGNY, John Chauncy. Agency managing partner. Born Parkville, Vic., Aug. 25, 1908. Acct-exec., Goldberg Advtg, Melb., 1946-47; 1947-50 opened Melb. office V. H. Freeth Pty Ltd, 1949; chief exec. Hayes Publicity, 1950-57. Opened own agency. 1957, now mng partner. FAIA. Member Advtg Club, Vic., Naval & Military Club (Melb.), RSL, Toorak, Vic., Major, AIF. Middle East, Syria, Egypt, Pacific. POW Java and Burma-Siam Railway. ED. Amateur portrait painter. Married (3 children), resident Toorak, Vic.

CHANNELL, Douglas Ronald. MC. Manager ABC Papua-New Guinea branch. Born London, Dec. 7, 1907. Joined ABC as anncr 1937. Radio and TV feature compere, Clubs — Imperial Service, Sydney; Papua Club, New Guinea Club, Koitaki Club, Port Moresby Golf Club. Married, 1 son, 1 daughter.

CHAPMAN, Maurice Dale. Director, equipment co. Born Adelaide, September 7, 1910. Pre-World War II managed 5AD-PI-MU-SE. War service 1st Arm. Div. later DPR (42-45). Post-war managed 2CH. 1948 joined Magnecord (Chicago), later returned to form Magnecord Aust. Director Barnes Chapman Co. (media representation) and Magnecord (recording equip.). Author two novels, rec. two internat'l literary awards. Married (3 children), resident Neutral Bay, Sydney.

CHARLEY, Philip Nivison. Radio station manager. Born Sydney. Educated Shore, Sydney. 2CH (1945), thence 3BO, 2GF, 4TO, 2LM, announcing, copywriting, sales. Manager 4ZR, 1953-55, mngnr 2QN since 1955. RAAF 1943-44. Married, 3 sons, 1 daughter, resident Deniliquin, NSW.

CHARLTON, Douglas Haig. Radio station manager. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. Apptd mngnr 8DN, 1960. War service RAAF (f/lt pilot), RAF Bomber Command, RAAF Transport Command. AMIRE, AMIET. Married, resident Darwin.

CHEEL, Alfred George. Agency director. Born Footscray, Vic., Aug. 18, 1918. 25yrs' advtg exp. Catts Patterson, Richardson Cox, Claude Mooney. Now director BCJP-Foote, Cone & Belding, Melb. Member Federal council and hon. treas. Advtg Institute of Aust. FAI. Single; resident St Kilda, Vic.

CHESELL, George Norman. Agency managing director. 10yrs Farmer & Co., initially advtg dept, then prod. mngnr Samson Clarke-Price Berry Pty Ltd, Melbourne, ad-mngnr Marcus

Clark & Co., Sydney. In partnership with R. G. McCredie 1946-51. Now mng dir Chessell & McCredie Pty Ltd. Lecturer in advtg, Sydney Tech., bus. mngmt course. 4yrs AIF. Married, resident Ryde, Sydney.

CHIPP, Raymond Edward. Network sales executive. Former softgoods and corsetry rep. with Dalgety & Co. Ltd. and V. Mayes Pty Ltd. Joined MBS June 30, 1958, now sales exec. Married (three daughters), resident Beaumaris, Melbourne.

CHIPPINDALL, William Giles. Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange of Aust. Pty Ltd, Melbourne.

CHURCHWARD, Edison Clifton. Radio station service manager. Born Adelaide, February 24, 1906. Architect draughtsman, then gm sales prom. dept. In radio since 1930, 5AD, 6ML to current 6IX-WB-MD-BY. Married (3 children), resident Dalkeith, Perth.

CLAPPISON, Harley John. TV station business affairs controller and secretary. Born Melb., May 15, 1919. Ed. Melb. Grammar School. Assoc. member Aust. Society of Accountants, Chartered Inst. of Secretaries. Formerly company secy, Ansett Transport Ind. Ltd. Now with ATV-0. War service 1939-1945. Married (3 children); resident Croyden, Melbourne.

CLARK, Antony Dennis. Agency acct service director. Born Syd., June 29, 1929. 5yrs Gordon & Gotch Advtg, 6yrs asst advtg mng H. G. Palmer Pty Ltd. Joined HR-McCCE, 1956, now account service dir. Advanced prof. training at McCann Erickson Int'l Workshop, NY, 1961. Married; resident Strathfield, Sydney.

CLARK, Harry. Radio station advertising manager. Born Newcastle. 16yrs Advtg dept (Newcastle Morning Herald, AIF World War II; joined 2KO sales staff 1956. Now 2KO advtg mng. Married (two children), resident Murrumbidgee, NSW.

CLARK, Stanley Robert Irving. Network managing director. Born Melb., June 24, 1911. Prog. director 3DB-LK (1935-48, excl. war yrs), mng 4BK-AK (1949-54), chief executive officer, MBS. Mng dir 2GB, Macquarie B'casting Service, 2CA, Broadcasting Associates (1955), Artransa, dir 2WL, 2LT, 2LF, World Broadcasting System (A'sia), Planned Music (Sydney & Melb.), 5DN, Artransa (South Africa) Pty Ltd, Macquarie Properties Pty Ltd, 3AW. Dir ATV (Aust.) (1960). MBE military div. (1944). Married, resident Rose Bay, Sydney.

CLARKE, Francis Gilbert. Radio station chief engineer. Born London, August 16, 1900. AMIRE. RAAF Sigs 4yrs latterly i/c Sigs Office. First-Class PMG operator's cert. Joined 6KY 1946 as tech. Apptd chf engr 6KY-NA January, 1954. Worked with 6IX chf engr on

installation 6KY-6IX dual transmitting site. Married, resident Mt Yokine, WA.

CLARKE, Harry Powis. Advertising agency managing director. Born London. Printing exec, W. E. Smith P/L; ad-mng, Labor Daily P/L; proprietor, Universal Advtg; sales mng, Country B'casting Services; exec, 2GB-MBS. Now mng dir, Russell Morris Advtg P/L, & Powis Clarke Co. Dir, Lawson Hse Pty Ltd, & Artservice Co. War service, RANVR-NAP. Married, 2 sons, resident Burraneer Bay, Sydney.

CLAY, Douglas Mark. Agency managing director. Born Sydney, Sept. 10, 1921. Hartford Advtg (1937-41), Gellately Gerrard (1946-51) acc. exec. Joined NAS (Sydney) Pty Ltd 1951 acc. exec., director 1953, manag. director 1956. Chairman NAS (Australia) Pty Ltd. Lieut. RAA. Married, resident Longueville, Sydney.

CLEMENGER, John Lloyd. Agency director and TV manager. Born Jan. 30, 1930, Melb. 14 yrs in advtg, John Clemenger P/L. Now joint mng dir. 2yrs overseas study. USA & UK. Bach. Commerce, Melb. Uni., diploma, School of TV, New York. Married, resident North Balwyn, Melbourne.

CLEMENGER, Peter Geoffrey. Advertising agency director. Born Nov. 23, 1927, Melb. 19yrs in advtg incl. 3yrs Leyshon Publ. & 16yrs John Clemenger P/L. Now joint mng dir John Clemenger Advtg. Organised in national Exhib. of Advtg (Melb.) Feb., 1953. Dep. pres. 4A's (Sthn zone), 1964-65. Married, resident Malvern, Vic

CLYNE, Edgar Murray. Radio station manager. Born Warracknabeal, Vic. December 23, 1907. Chf engr 3UL 1937-41, mgr-chf engr 1941-48. App. mng 3SR 1948. Diploma in elec. engineering, AMIRE. Past pres. Warragul and Shepparton Rotary Clubs. Married, resident Shepparton, Vic.

COCK, Burgo F. Radio network research officer. Born Oct. 24, 1923, Essex, Eng. Press media mng, Stuart Advtg (London); radio media mng, Goldberg Advtg, Sydney. Now research officer, MBS. 5yrs RNVR (lieut.). Married, resident Beverly Hills, NSW.

COLEMAN, Murray Thomas. Television station company secretary. Born Adel., SA, January 31, 1925. 15yrs Advertiser Newspapers Ltd, asst secy 1957-1961. Apptd secy ADS, May 1961. Fellow, Chartered Institute of Secretaries and Assoc., Aust. Society of Accountants. Pilot RAAF. 3yrs. Married; resident Gollands, SA.

COLES, Keith Raymond. Media representative. Born Adel., June 24, 1914. Educated Uni. Adel., diplomas Law & Commerce. Articled law clerk 1933-37, then Advertiser Newspapers Ltd, 1937-45. Joined AMP Society 1945-52, Truth & Sportsman Ltd 1952-59. Now proprietor Keith

Coles-Media. Served 2/9th Aust. Armoured Regt, 1941-43. Married (3 daughters), resident Westbourne Park, Adelaide.

COLLETT, Arthur. Agency managing director. Born West Perth, WA, Jan. 6, 1913. Educated Wesley College, Perth. With Canny Advtg Service Perth. Then partner S. Crownson-Cohen Advtg. Estab. Arthur Collett Advtg, 1946. Winner Mid-Century Advtg Exhibition, WA, 1950. 5yrs RAAF service. Married, 2 children, resident Attadale, WA.

COLLINGS, Dahl. Film director and designer. Born Adel., S.A. Won art scholarship Syd. Tech. College. Designed costume Ealing's The Overlanders and Eureka Stockade; directed Qantas' films Russell Drysdale, William Dobell, Sidney Nolan, and Bobby Limb in Just What The Doctor Ordered. Now dir Collings Productions, Sydney. Married, resident Castlecrag, Sydney.

COLLINGS, Eric Richard. Radio station manager. Born Rockhampton, Qld, May 17, 1923. Educ. Bris. Boys' Grammar School. 4BK-AK 1939, program mng, 4BK, 1946, later newsreader, continuity mng, advtg mng. Apptd mng 2VM 1957. Mng 3YB since June 1958. AIF 1942, trans. RAAF 1944, trained as navigator. Married, 3 children, resident Warrnambool, Vic.

COLLINGS, Geoffrey. Film producer, writer, director, designer. Born Bris., Qld. Previously designer, art dir, London, Syd., NY; Camouflage offer C'wlth Dept. Home Security, war corres. (film) Japan. Asst dir The Overlanders, then snr prod. Aust. Nat'l Film Board. 1950-53 UN, DPI, NY; independent film producer since 1954. Now dir Collings Productions, Sydney. Married, resident Castlecrag, Sydney.

COOMBES, F. J. (Ben). Radio network sales director. Born Jan. 27, 1908, Newcastle, NSW. Chemist BHP until 1930; salesman, Perdiu Rubber Co; asst sales mng, advtg mng Dunlop Co; mng, Klippel Bros (tie mnfr). Diplomas in metallurgy and analytical chemistry. Now sales director, MBS. Married (5 grandchildren), resident Sydney.

COOPER, Frank E. Hope. Network sales executive. Born March 4, 1911. Sporting reporter. motoring editor The Argus & A'Asian Ltd; advtg mng Rootes Ltd; sm Filmads Pty Ltd, screen and TV film p'dctns. War service Royal Aust. Eng. 1939-46. Now sales exec. Macquarie B'castg Service. Married (three children), resident Melbourne.

COPELAND, Arthur Edward. Radio station assistant manager, chief announcer, news editor. Born Charleville, Qld, Sept. 26, 1933. Joined 4VL 1954 as schedule clerk, then copy-writing and news ed.; studio mng. Now asst mng. Foundation member and publ. dir Apex Club president Charleville Apex 1963-4. Holds private pilot's licence. Single; resident Charleville, Qld.

CORBETT, Barbara Eleanor. Advertising agency creative director. Creative director,

Neville Corbett Advertising Pty Ltd. Married, resident Northbridge, Sydney.

CORBETT, Neville Joseph. Advertising agency governing director. Born June 21, 1924, Townsville, Qld. 3yrs RAAF air-crew. Now gov. dir. Neville Corbett Advertising P/L. Married, resident, Northbridge, Sydney.

CORBOY, Joseph Cecil. Radio network sales executive. Born Auckland, NZ. Began radio with ABC, Melb., then 3UZ sales exec. 11yrs. Three years Vic. advtg mng Sydney Bulletin. Joined VBN 1961. Married; resident Ormond, Victoria.

CORLEY, Arthur Lancelot Cecil. Network country sales manager. Born Christchurch, NZ. Ballarat & Western District rep. Age, then to VBN as country rep., 1938. Now country sales mng 3HA, 3TR, 3SH, 3CV. Resident South Yarra, Vic.

CORLEY, David. Network sales manager. Born Ballarat, 1933. Ed. Melbourne Grammar School. Joined Vic. Broadcasting Network, 1960. Apptd net. sales mng 1964. Married; resident South Yarra, Vic.

COUDREY, Charles James. Advertising agency chairman. Born December 13, 1902, Broken Hill, NSW. Own Adel. agency 1929; dir. Unsted Jackson Haines, 1938; dir Gotham (A'sia) 1941. Mng. dir. of Coudrey-Gotham Advtg since 1948. Chairman since 1961. Fellow Advtg Institute. Married, resident Vaucluse, Sydney.

COVER, Frederick John Raymond. Theatrical agent. Born Kent, Eng., Aug., 1905. Arrived Aust. 1924. Three years on sheep properties; eight years with Union Trustees, Brisbane, six years with Brisbane Theatre and radio appearances ABC; five years technical and acting commercial films, Syd.; three years freelance and film work; theatrical agent since 1948. Served AIF 1941-45. Married, resident Rose Bay, Sydney.

COWAN, Arthur Stephen. TV station association general manager. 1931-42 Crown Law Dept (WA), including secretary to Minister for Justice and royal commission secretary; 1942-46 Navy service; 1946-48 UNRRA China with year as director Hong Kong division. 1948-49 Public Service inspector (WA); 1949-54 industrial advocate & asst secy WA Employers' Fedn; 1954-60 exec. officer, AFCBS; gen. mng FACTS from Oct. 1, 1960. ACIS, AASA, magisterial qualifications (WA). Married, 1 son, 1 daughter. Resident Pymble, Sydney.

COWARD, Iris Eileen. Agency accountant since 1952. Born Longreach, Qld. Acntcy exp. with Robinson & Kennedy, Winton. Now accountant with T. Hilken Waite, Brisbane. Resident Sth Brisbane.

COX, Daryl William John. TV media manager. Born Melb., Sept. 26, 1928. Joined USP-Benson 1958. Single, resident Burwood, Victoria.

COX, Ray Basil. Agency director. Born Feb. 18, 1909, Warracknabeal, Vic. Dir Noel Paton Pty Ltd, Melb. 1952-54; dir O'Brien Publ., Melb. 1954-58. Appt deputy mngr dir, O'Brien (Vic.) 1958. Now dir John Higgins Publicity. Chairman, Vic. div. 4As; chrmn Education Board, member reference board and general council Advtg Institute of Aust.; Board member Advtg Club; assoc. Market Research Society; pres. Vic. div. Advtg Institute of Aust. 1957-60; district commissioner Boy Scouts Assoc. 1937-41. ALCM, LLMC, FAI, AISM. Married; resident Chadstone, Melb.

COX, Royston F. Agency radio-TV manager. Born Sydney, 1913. Started in radio 1940 as anncr-copywriter. Copy chief at 3 major Sydney stations. Joined 2UE 1950, thence Country Press Advtg Ltd, 1956. Married, resident Turramurra, Sydney.

CRAIGEN, John Colin. Executive radio producer. Born York, UK, July 6, 1917. Trained reply theatre, joined BBC as prodr 1936. War svce RAF Europe, Middle East, Pacific, as specialist radar ofcr. Post-war returned to BBC 1946 as prodr Nth American Svce. Trained for TV at BBC school. Joined AWA 1948. Married, resident Darling Point, Sydney.

CRANE, William Eric. Radio station assistant manager. Born Mt Morgan, May 2, 1916. 20yrs in commercial radio. Asst mngr 4RO. 4yrs RAAF. Married, 2 children; resident Rockhampton, Qld.

CRAWFORD, David James. Radio network sales manager. Born Rose Bay, Sydney, April 13, 1919. Joined AWA 1933. Beam Wireless Service and acctg to December, 1939. RAN 1939-46. Post war to bestg dept., Melb. i/c b'casting-recdg div. Apptd. 2CH sales mgr 1952. Now sales mngr AWA country stations. Past pres., Time Club. Married, resident Coogee, Sydney.

CRAWFORD, Dorothy Muriel Turner. Radio-TV program service director & executive producer. Anncr ABC 1939-43; talks presentation officer ABC 1943-44; Partner Crawford Prod. 1945. Now dir & exec. prod. of radio-TV prgms Crawford Prod. P/L. Married, resident Toorak, Vic.

CRAWFORD, Hector William. TV-radio program production company managing director. Born August 14, 1913, Melb. Founder & dir. of Music for the People; conductor Aust. Symphony Orchestra. Now mng dir, Crawford Prod. P/L. Married, resident Canterbury, Vic.

CRAWFORD, Ian. TV production unit technical director and productions manager. Born Melb., Vic. Prod. radio drama, 1954. Apptd dir, Crawford Productions, 1958. Now tech. dir and prods mngr. Married (1 daughter); resident Hawthorn, Vic.

CRAWFORD, Robert Curteis. Radio station manager. Born Elsternwick, Vic., May 19, 1911. Educated at Melb. Grammar. ABC anncr 1936-

40 AIF 1940-45. Dept. of Infman SW Div. 1946-47. 3DB anncr 1947-48. Sales mngr Hector Crawford Prdctns, 1948-1949, mngr 1950-53. Apptd 3DB studio mngr 1953 and mngr 1959. Married (3 sons), resident Hawthorn, Melb.

CREASY, Max Bertram. Agency managing director. Born Adelaide, SA, 1916. Eight years agency experience prior to commencing own business in 1953. Agency awarded Best Ad. of the Year Trophy 1953-54-56-59-60, sponsored by Advertising Institute. Married, resident Beaumont, SA.

CREES, Richard. Agency director. Born Melb., Vic., 1923. Copywriter, N. V. Nixon, Melb., 1945. Snr acct-exec. Webb Roberts McClelland, Adel. PRO Crippled Childrens Assoc., Adel. Joined Rickards 1957 as acct-exec., became creative dir, 1960; apptd dir, 1963. War service AIF. Married, 4 children. Resident Box Hill, Melb.

CRITENDEN, Guy. Agency director responsible for TV and radio. Born November 29, 1926. 13 years radio stations. 6 years agency. Married (1 son), resident Bellevue Hill, NSW.

CROSS, Clive Ernest. Agency TV manager. Born Melb., Vic., Oct. 11, 1912. 25yrs exp. film prod., Cinesound, MGM, Fox; now TV mngr John Clemenger Advtg. Helped design, construct first Aust. sound-on-film recorder; co-designer first Aust.-built DC Interlock motor. Married, resident Bronte, Sydney.

CRUTHERS, James Winter. TV station manager. Born Cottesloe, WA. Joined Daily News office staff 1939, later on editorial staff after RAAF service. Editor-in-chief weekly publications, WA Newspapers Ltd, 1953. Appointed gm TVW Limited, October 1958.

CUDDLIP, Richard A. Agency director. Director and chief copywriter, George Patterson Pty Ltd, Melbourne.

CULLINAN, Christopher Albert. Radio station chief engineer. Born Daylesford, Vic., May 27, 1906. Senior member IRE (Aust.); 1937-38 engineering dept. 3DB-LK; 1938-55 chief engineer 7EX. Foundation member Launceston division, IRE (Aust); three years chairman of this division. Now chief engineer 3CS. Married, 1 son, resident Colac, Vic.

CUMBRAE-STEWART, Francis Ean. Agency executive. Born March 16, 1925. 4yrs N. V. Nixon agency (Melb.); 8yrs Chapman-Hendrie Advtg. Now with Stewart Cowcher. Past vice-pres. Melb. Jnr Chamber of Commerce. Life member, Royal Vic. Institute for Blind. Assoc. Advtg Institute of Aust. RAN 1942-46. Married; resident Brighton, Vic.

CUMMING, John James. Agency managing director. Born Melb., Vic., Nov. 14, 1921. Joined Graveney Advtg, 1945. Founded Nichols-Cumming Advtg 1947. Commissioned

officer AIF 1940-46. Now mng dir Marketing Advertising Public Relations Pty Ltd (member companies—Aust. Marketing Develop., Nichols-Cumming Advtg, Consol. PR). Married; resident Hawthorn, Vic.

CURRIE, John Charles. Agency administrative director. Born Jan. 1, 1931, Syd. With BCA since 1948. Exper. in London for one year. Admin. dir Berry Currie Advertising (NSW) Pty Ltd. Member 4As NSW committee, chrmn Tutorial sub-committee, LIA (Aust.). Married, two children; resident St Ives, Sydney.

D

DAGGETT, Donald G. Film studios managing director. Born Nov. 19, 1921, Felixstowe, Eng. 1941-42, Merton Park Studios, London; 1942-46, RAF; 1946-49, British Tri-color, London; 1950-56, assoc. with films, London. 1956-58 with Artransa P/L, Sydney. Apptd Avondale Studios mngr, 1959. Now mng dir, Fontana Films Pty Ltd. Married, resident Potts Point, Sydney.

DARLING, Dr. James Ralph. Chairman, Aust. Broadcasting Commission. Born June 18, 1899. Headmaster Geelong Church of Eng. Grammar School, Corio, Vic., 1930-61. Part-time member Aust. Broadcasting Control Board, 1955-61. Member C'wealth Advisory Council on Immigration. Appt ABC chrmn 1961. President, Aust. College of Education. CMG, OBE, MA (Oxon), MA (Melb.), Hon. DCL (Oxon). Hon. FACE. Married, resident Toorak, Melb.

DAVEY, Graeme Herbert. Television station chief engineer. Born Melb., Vic. Design engineer, Electronic Ind., 1953. Senior lecturer, Royal Melb. Inst. of Technology, 1955. Chief eng. TVW-7, 1958. Chief eng., CTC, 1960. Apptd chief eng. ATV-0, 1962. Fellowship graduate, Communications Engineering, RMIT. Assoc. member of Inst. of Radio Eng. of Aust. Member of Television Society of Aust. Married, resident East St Kilda, Melb.

DAVIDSON, William Frank. Radio station chief technician. Born Dec. 21, 1903. Associated with radio since 1932; 25 years with PMG dept.; 13 years in civil aviation; now chief engineer 4VL. Married, resident Charleville, Qld.

DAVIES, Mervyn William. TV Equipment Company engineering products division chief engineer. Born Brisbane, Qld, Oct. 29, 1927. AMIRE (Aust.); Grad. Brit. IRE, Assoc. Member SMPTE; was with Marconi's Wireless Telegraph Co. Ltd, Chelmsford, Essex; joined ATN Feb. 1956. Appointed asst chief engineer, March, 1957. Chief engineer ATN, 1961. Joined RCA 1963. Married, resident Mona Vale, Sydney.

DAVIES, William Leslie Carrington. TV station general manager. Born Seaton, Eng., Feb. 15,

1919. Educated Pulteney Grammar School, Adelaide; formerly general mngr 5KA Broadcasting Co. Ltd. Now gen. mngr NWS (apptd 1958). Married, 1 daughter, resident Netherby, Adelaide.

DAVIS, George Ernest. Radio station national sales manager. Born London, Eng., Sept. 22, 1921. 1938-51 Performing Right Society, London; 1951-62 licensing mngr Australasian Performing Right Assn; 1963-64 Federal secy/exec. officer Aust. Tenpin Bowling Proprietors Assn. Since June, 1964 station rep. 2KA and 2KM. British Army, 1939/46. Pilot Army Air Corps. POW Germany, 1944. Married, two daughters; resident Dee Why, Sydney.

DAY, Frank Gordon. Radio station accountant. Born Childers, Qld., Dec. 13, 1919. 30yrs with Chandler Organisation. Apptd acct 4BH Nov 1962. 6yrs AIF England, M. East, New Guinea. Awarded Efficiency Medal. Member Aust. Socy of Accts and PARB of Qld. Married, resident Northgate, Brisbane.

DEAR, A. J. TV station chief engineer. Born Brucecock, WA, Feb. 22, 1938. 6yrs signals and telecommunications dept WAGR, WA. Joined ABW2, 1961. BCV8, 1963. Apptd chief eng. BCV8, 1964. Married; resident Bendigo, Vic.

DEAR, Terry. Radio-TV compere. Born Melbourne, Vic., Oct. 4, 1913. Announcer 3KZ 1933-38; chief announcer, studio mngr 3AW 1938-41; production & assistant general mngr 3AW 1946-50; director Aust. Amateur Hour from 1950 until conclusion 1958; compere Leave It To The Girls, radio. Foundation member 3AW Community Service Board. Married, 4 children, resident Pymble, Sydney.

DE LA RUE, David Charles. Radio station managing director. Born Seymour, Vic., Dec 15, 1916. Managing director of 3NE since 1955. Married, 1 daughter, resident Wangaratta, Vic.

DERWIN, Clement John. Radio station general manager. Born Newcastle, NSW, Sept. 21, 1920. Joined 2KO, 1936, then appointed mngr, Jan. 1957. Appointed chief exec., NBN, Newcastle, Nov., 1960. Gen. mngr, now general mngr 2KO. Army service, 1940-45. Married, resident Bar Beach, Newcastle.

DEWHURST, John. Agency director. Born England, June 12, 1909. Pre-war engaged in public accountancy in UK and Aust. Post-war, marketing and advtg in Aust., Sth America, USA and UK. Joined Fortune (Aust.) Pty Ltd, 1954, now dir. Served 2nd AIF, Middle East and Sth Pacific, 1939-46. AASA, ACIS. Married; resident Thornleigh, Sydney.

DIAMOND, William Adam Grant. Radio station manager. Born June 21, 1904, Maryborough, Qld. Cream tester & butter grader, Qld country areas insurance inspec. IOA, 1928-32; musician 1932-34; 4MB 1934; 4BU 1936, appt manager of 2MW 1939. Diplomas agriculture, dairying. RAAF 1942-46. Married, resident Murwillumbah, NSW.

DIAMOND, William C. Agency assistant manager. Born June 10, 1920. 17yrs in printing, appren. compositor Sydney printing house rising to dir. Spec. typography, layout, finished art. Joined Hansen Rubensohn as acct-exec 1952; then creative dir; now asst mngr. Baritone singer with leading roles in over 30 operas. 2yrs AIF. Married, resident Kyle Bay, Sydney.

DIBBS, Anthony Vernon. Agency director. Born Sydney, 1926. Joined Lintas 1954, 4yrs acct-exec., 3yrs acct. Now director Lintas Pty Ltd. Dir 4As Education C'ttee. Served RAAF 1942-5, navigator, Pacific. Married; resident Woollahra, Sydney.

DICK, Nigel Alexander. TV station manager. Born Rotherham, Yorkshire. Eng. Started advertising career Daily Telegraph, Woman's Day, Sydney. Appointed sales exec. GTV Nov. 1956, sales mngr 1957. Apptd mngr 1962. Married, 3 children, resident South Blackburn, Melbourne.

DICKSON, Noel. Radio-TV production unit chairman and managing director. Born Melb., Vic., Dec. 26, 1906. Former journalist and sub-editor. Entered radio as sales mngr Legionaire Sound Productions, 1937; Aust. mngr, Frank Mason & Co. Ltd, London, 1939. Appt'd mng dir, Frank Mason & Co. (Aust.) Pty Ltd 1950; appt'd mng dir, ART 1955; vice-pres. Outdoor Advertising Assoc. of Aust. 1949-53. Member, Federal exec. OAA First pres. of Aust. Radio Producers' Assoc., appt'd 1956. Married, resident South Yarra, Vic.

DIXON, Arthur Lionel. Construction company managing director. Born Leicester, Eng. July 7, 1897. Studied eng. Oxford Uni.; exp. in civil mech. and elec. engineering. Designed, built and installed 2HD, 4BK, 4AK; consult. eng. 4BU, 4LG, 2MW. Principal, Deeco Constructions Pty Ltd, Syd. Radio officer marine 1914-18; radar officer RANVR 1940-45. Married; resident Blakehurst, Sydney.

DIXON, Nevill Floyd. Radio Network managing director. Born Heidelberg, Vic. Mng dir VBN and all subsidiary companies. Dir BCV and GLV. 5yrs RAN. Studied commerce at Melb. University. Married, resident Toorak, Vic.

DODD, William Henry. Radio station publicity manager. Born Windsor, Vic., Sep. 21, 1923. Former theatre and publicity mngr Hoyts; then publicity mngr 3AW; adv-mngr Wangarratta Chronicle; now 3UZ publicity manager. Married, 4 children, resident Caulfield, Melbourne.

DOHERTY, John Stanislaus. TV station assistant manager. Born Adelaide, Dec. 13, 1935. Ed. Rostrevor College, Adelaide. Formerly prod. mngr 5KA. Joined NWS, 1959. Apptd asst mngr, 1964. Married, resident West Beach, Adel.

DONNELLY, Peter. Agency governing director. Born Artarmon, NSW, June 10, 1929. Freelance art practice, 1951-54. Apptd art dir to snr acct-exec., J.T. Publ. P/L, 1954-58. Founded Graphic Advtg Pty Ltd 1958, now governing dir. Educated Pope Pius X College, Sydney, St Joseph's, Bris. Holds Diploma of Comm. Illustration, Certificate of Applied Art, Assoc. of AIM, Fellow AIA. Married, resident Moggill, Brisbane.

DONOVAN, John Miskel. Broadcasting Control Board member. Born Hobart, Tas., Oct. 20, 1908. With PMG's Dept, 1935-49 then B'casting Control Board since 1949. Married (one son, two daughters); resident East Kew, Vic.

DRAPER, Stanley H. Television station film dept. manager. Born Eng., April 22, 1929. Corporate member British Kinematograph Society. RAF photographic branch 1947-49; assoc. with film industry Eng. 1950-54. Formerly chief film editor UKAEA Eng., 1954-59. Now prod. & film mngr T.V.T. Married (two children), resident Berriedale, Hobart.

DRIVER, Roy Alfred. Film producer and company managing director. Born Vic. 1910. Joined Herschells Films 1925. Chief cameraman Aust. Sound Films, prod. of Herald newsreel. Returned Herschells as chief cameraman and prod. mngr. 4yrs senior official war correspondent Dept of Information. Awarded Asiatic Pacific Star personally by Gen. MacArthur. MBKS London. Foundation pres. Motion Picture Technicians of Vic.; past vice-pres. Aust. Film Producers Assocn. Member Rotary Club, Melb., Green Room Club, CTA. Dir. New Guinea Estates, Great Ocean Road Trust, vice-pres. Adult Deaf and Dumb Society and chrmn Youth Hostel. Married, one son, one daughter. Resident Nth Balwyn, Melb.

DUCKMANTON, Talbot Sydney. ABC general manager. Tas. mngr ABC 1953-57. Born Oct., 1921, Yarra, Vic.; ABC 1939; 2nd AIF and RAAF flying officer; announcer ABC 1946-49; NSW sporting editor 1949-51; asst Qld mngr 1951-53; official rep. ABC 1950 Empire Games; Aust. rep. BBC team broadcasting Coronation 1953; Aust. rep. Royal Tour, 1954; interests sport, gardening, Sydney Legacy. Resident Beecroft, NSW.

DUFF, Clancy Eugene. Radio station script-writer and copywriter. Also handles promotional material. Born Charlton, Vic., April 11, 1916. Joined 3AW 1954. Married, resident Strathmore, Melbourne.

DUNBIER, Keith Arthur. Radio station sporting commentator. Born Sydenham, NSW, April 2, 1909. Began with 2UW describing sports; joined perm. staff 1945 as sport editor, race caller. From 1953 judge NSW Trotting Club. Now with 2UE. Member of committee which raised £42,424 for Police Boys' Clubs by organising the Jimmy Carruthers v. Pappy Gault world title bout. JP. Married, 1 son, resident Marrickville, NSW.

DUNCAN, Keith. Radio station manager. Born April 23, 1929. Joined AWA Oct. 20, 1948; apptd salesman 4CA, then transferred to 4TO as sm, Feb. 1, 1960. Then to 3BO Bendigo as mngr, Feb. 6, 1961; and 4TO as mngr, Aug. 3, 1964. Married (1 son).

DUNSTAN, John Kevin. Agency media director. Born Hepburn Springs, Vic., Nov. 10, 1932. Advtg mngr Elliott Newspaper group 1950-55. Asst to advtg mngr and PR mngr Rootes (Aust.) Ltd 1955-59. Joined Nichols-Cumming Advtg 1959 as media exec., then apptd assoc. dir. Now media dir Hansen Rubensohn-McCann Erickson, Melb. Married, resident Blackburn Sth, Victoria.

DUNSTONE, Percival Richard. Editor, radio listener paper. Born Camberwell, Vic., Nov. 20, 1913. Educated Queens College, Caulfield Grammar. Joined Herald & Weekly Times as cadet journalist, 1929; transferred to The Listener in-TV as reporter, later sub-editor; appt. editor, 1951. Enlisted AIF as private, 1940; served special wireless groups in Middle East, Greece, Crete, Syria, Darwin, NG and Moratal; discharged as capt., 1945. Married, 1 son, 1 daughter, resident East Brighton, Melbourne.

DUVAL, John Claude. Agency director. Born Dec. 10, 1912, Sydney. Assoc. Paton Advtg Service, Nat. Cash Register Co; Unsted Jackson Haines P/L; Beharfelds, Stromberg Carlson. Now director John C. Duval Advtg Pty Ltd. Married, resident Clontarf, Sydney.

DYER, Robert N. (Bob). Part owner Bob Dyer TV-Radio Productions and radio TV compere. Born Nashville, Tennessee, USA. Vaudeville and radio, USA, from 1930; two world tours, variety, cabaret, radio & TV; UK 1938-39; freelance variety entertainer; Tivoli Circuit, Aust. 1940-45. Owner (with wife, Dolly) Bob Dyer TV-Radio Prodn. Own Aust. radio net. shows since 1940. Now radio-TV compere. Game fisherman and movie enthusiast. Married, resident Beauty Point, NSW.

E

EADIE, Keith William. Radio station announcer. Born Brisbane, Qld, May 29, 1920. Joined 4BH 1940; manager 4SB late 1941; joined 2GB 1944. Married, 2 sons, 1 daughter, resident Sydney.

EATON, Sidney Max. Advertising agency proprietor. Born Aug. 19, 1912, Perth. 18yrs advtg mngr Foy & Gibson (WA) Ltd. Now proprietor Max Eaton Advtg. Fellow FAI. Married, resident Perth, WA.

EBRALL, Herbert. Radio station manager-chief engineer, director. Born Eastbourne,

Eng., July 20, 1909. Arrived Aust. 1910. Educated PBS, Perth Tech. College; from 1930 engineer, later sales staff several Aust. comm. stations; tech-in-charge, 7QT, appt mngr, 1948, then director. 1960. MIRE (Aust.); three tech. papers published in Proc. IRE (Aust.). Admitted to IRE in 1936. Married, 3 sons, resident Queenstown, Tasmania.

EDMOND, James Charles. Radio-TV producer. Born Sydney, NSW, Dec. 1930. Joined J. Walter Thompson, 1947; radio production dept, 1948. Currently producing radio commercials, film and live TV commercials. Married, resident Epping, Sydney.

EDMONDS, Eric. Agency principal. Born Cobar, NSW, Feb. 12, 1911. Ad-mngr Selfridges, 1936; acct-exec. S. A. Maxwell & Staff, 1939; ad-mngr Gordon & Gotch, Bris. 1942; started own company, Edmonds Advertising, Brisbane, 1944. Formed proprietary company July, 1963. FAI (Aust.). Married 3 children, resident Kenmore, Brisbane.

EDWARDS, Leslie Dale. Agency manager-account executive. Born Melbourne, Vic., Jan. 13, 1920. Pre-war: editor-mngr Melb. newspaper, also freelance journalist. Post-war: snr advtg appointments; joined Bayne Mackay Advtg 1954. AAI Aust.; FSMA Brit.; FISM Aust. Five yrs AIF (two yrs overseas). Single, resident Sandringham, Vic.

EDWARDS, Maxwell James. Radio station representative. Born Glen Innes, NSW, Nov. 16, 1916. Warehouse rep. and mngr 1934-50; 2UE sales exec. 1950-55. Media rep. and dir. Barnes Chapman Co. 1955-61. Now representing 2XL. 5yrs AIF. Married, one son; resident Mosman, NSW.

ELLERAY, Ronald. TV station secretary. Born June 17, 1921, Bundaberg. Acct-office mngr 4BK-AK from 1948-1959. Secretary and acct Brisbane TV Limited since 1959. Bachelor of Commerce—University of Qld, Diploma in Commerce; fellow—Chartered Institute of Secretaries, fellow—Aust. Society of Accountants. War service, wireless operator (air gunner) RAAF incl. 2½yrs overseas. Also 61st Infantry Battalion.

ELLIOT, Hugh Macadam. Radio network news service editor. Born Edinburgh, Scot., April 14, 1907. With Scottish newspapers. Film corres. in London for SMH; 1946, Herald's music-film-drama critic. Joined 2GB-MBS 1949 as news service editor. Won for 2GB-MBS news three American Citations of Achievement in news presentation and broadcasting 1952, '55 and '58. RAF service 1940-46 with PR division, intelligence and as air gunner (mentioned in despatches). Married, resident Manly, NSW.

ELLENBY, Robert William. Radio network sales manager. Born Adelaide, SA, June 18, 1924. Five yrs mech. draughtsman BHP,

Whyalla, SA; joined 5KA, 1945; then 5DN as announcer until 1950. Travelled Eng. & Europe working two yrs Aust. House on migration publicity. Appt. chief announcer 3SR 1953. Salesman Argus network, 1954; now sales mngr Assoc. Broadcasting Services, AIA (Aust.). Foundation secy, Vic. Country Broadcasters Publ. Committee. Married, resident Mount Waverley, Melb.

ELMER, Max. Radio station executive officer. Born Deloraine, Tasmania, November 27, 1921. Educated Launceston High. War service RAAF. Joined 3DB 1950. Apptd acct 1956. Apptd exec. officer August, 1963. Married, 1 child. Resident North Balwyn, Vic.

EMERTON, Charles Sydney. Radio station operations manager. Born West Wyalong, NSW, April 1, 1915. Mngr 2LT Lithgow 1945-54; 2MO Gunnedah 1955-1957; New England Network supervisor 1957-60. Apptd operations mngr 2UE 1960. Married, 2 children. Resident Engadine, Sydney.

EMERY, Ossie. TV film producer. Born Syd., NSW, Oct. 10, 1928. Primary training elec. eng., freelance photographer 1952-56; exp. doc., still and kine photography; dir Fullarton Artists film div. 1956-62. Now dir Pilgrim Films, Permafilm Aust. Has specialised in doc. work for religious and missionary orgs., produced films in Africa, India, Pakistan, East Asia, NG, and Pacific Islands, as well as local pdns. Married, resident Pennant Hills, Sydney.

ENEMARK, John Roger. Agency principal. Born Sydney, NSW, 1917. Over 25 yrs agency exp. Principal, Roger Enemark Advtg, Sydney. AATA. Married, resident Rose Bay, Sydney.

ENTWISLE, Douglas Walter. Radio station program manager. Born Melbourne, Vic., Jan. 11, 1928. Ed. Scotch College, Melb. Qualified acct (AASA Prov.). Anncr 3AK, 7EX; radic manager Richardson-Cox Advtg; later joined 3DB as anncr. Appointed 3DB-LK program mngr 1959. Married (2 daughters), resident Boronia, Vic.

EULING, Ronald. Radio station assistant manager. Born Syd., Dec. 19, 1920. Entered radio 1943 as anncr, then 2HR Maitland; joined 4BC 1945, 2GZ 1951, 2RE 1953. Joined 3NE 1954 as studio mngr, now asst mngr. Member Wangaratta Lions Club, Yarrunga School mngment c'ttee. Married (4 daughters, 1 son), resident Wangaratta, Vic.

EVANS, Arthur Ellis. Television station managing director. Born Leicester, Eng., Dec. 5, 1914. Part-time announcer ABC; joined 7EX as continuity writer; appt. mngr 1940; then director 1946. Three times Tas. state vice-pres. AFCBS; past pres. Launceston & Tas. Jnr. Chamber of Commerce; vice-president Launceston Chamber of Commerce, AASA (Prov.).

Married, resident Launceston, Tas.

EVANS, Eric Walter. Radio station manager. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3SH 1938, then two years acting mngr; chief engineer 3TR, manager 1960. Married, 3 children, resident Sale, Vic.

EVANS, James Graham. Radio station production executive. Born Melbourne, Vic., Jan. 8, 1930. Former announcer, 3AW; program mngr (Radio Ceylon, comm. service); studio mngr BBC London; now prod. exec. 3AW. Single, resident Middle Park, Melbourne.

EVANS, Mervyn Thomas. Radio station manager. Born Burnie, Tas. Educated Burnie High School. Launceston Business College. Began career Findlows, 1939; advtg-sales mngr 1946-54; sales & administration staff 7BU, 1954-55; mngr 7AD, 1955. Three years Army service. Married, 2 daughters, resident Devonport, Tas.

EVANS, Murray. Agency proprietor. Born Melbourne, Vic., May 10, 1917. Founded W. E. Smith Advtg; then acct/exec. J. Walter Thompson. Established own agency, 1952. FOA, FAIM, four year RAAF (F/lt.-pilot). Married, resident Wollstonecraft, Sydney.

EVANS, Rodney Harold. Agency managing director. Born Leichhardt, NSW, June 30, 1917. Comm. advtg 1933. O'Brien Publicity; established Rodney H. Evans Advertising Pty Ltd, 1946. Now mng dir. Lt. RAN. Married; resident Pennant Hills, Sydney.

EVERSEN, William Dick. Radio station managing director. Born Townsville, May, 16, 1911. Entered comm. radio May, 1936 as first employee station 4LG. Anncr then studio mngr 4GR. Established first provincial Qld advtg agency at Toowoomba, Qld (later acquired by Edmonds-Fagg Advtg). Appt 4VL mngr 1957, dir 1960, mng dir 1962. Holds Broadcast Operator's proficiency certificate. Married; resident Charleville, Qld.

EWART, Donald Malcolm. TV station continuity manager. Born East Melbourne Sept. 13, 1935. Announcer 2QN 1958, joined 3TR 1959. Initial staff member GLV October, 1961. Announcer/comper 1961-1962. Now continuity mngr GLV. Single, resident Traralgon, Vic.

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FADER, Henry Isaac. Agency marketing director. Born Syd., Nov. 17, 1902. Former chmn and mng dir Potter & Moore (Aust.) Pty Ltd; dir

W. J. Bush & Co. (Aust.) Pty Ltd. Now marketing dir O'Brien Publ. (Vic.) Pty Ltd since 1959. FAI, FAIM, FISM; currently Fed. v-p AIA, Fed. v-p Inst. of Export (Aust.), past pres. AANA & VIA; hon. Consul General of Thailand in Vic., SA, WA and Tas. Married (two sons); resident East St Kilda, Vic.

FAEN, Joseph. Agency proprietor. Born Sydney, NSW, April 25, 1920. Advtg dept. Vesta Battery Co., 1936-39; process engraving dept., Truth & Daily Mirror, 1939-40; ad-mngr Comm. Steels & Forge Co., 1943-46; snr director A. N. White Advtg, 1946-56. Sydney Tech. College diplomas in marketing policies and techniques, industrial psychology, personnel & welfare. FAI (Aust.), AIM (Aust.). Married, resident Roseville, NSW.

FAIRCLOTH, Ian Wynter. TV station sales manager. Born Childers, Qld, May 9, 1920. Advtg rep. Daily & Sunday Telegraph, Aust. Women's Weekly, 1949-55. Now general sales mngr TCN. LOA 2/3rd Btn AIF, 1939-45. Married, resident Roseville, Sydney.

FARGUS, Brian Conway. Agency advertising manager. Born Yorkshire, Eng., Mar. 25, 1915. Anncr 1ZB, Auckland, 1938-9; studio mngr, anncr/copywr. 4MB, 1945-46; anncr 4BC, 1946-51; prog. dir Radio Trinidad, 1951-6; radio mngr Gordon & Gotch Advtg, Bris., 1957-58. Now advtg mngr. Served Middle East, 1939-45, with 2nd NZ div. sigs. 2 NZEF, WO. 1 (RSM). Married; resident Bardon, Brisbane.

FARNSWORTH, Lincoln William. Agency managing director. Born Syd., Dec. 27, 1910. Joined George Patterson Pty Ltd, 1935, dir since 1936, now mng dir. McFerran Award in 1952. Served World II, Lt RAN, FCIS, associate AIA, pres. 4As 1950-52, 1958-59. Married; resident Double Bay, Sydney.

FAUPELL, Charles Leslie. TV technical director. Born Eng., May 23, 1904. Brit. radio exp. 1923-32; TV research & development EMI Ltd, 1932-49; assoc. with war projects, radar, early guided missiles, military TV etc.: Pye Canada, 1949-51; Pye-Electronic TV, 1951-57. Member EMI team responsible for world's first TV service from BBC's Alexander Palace. Now tech. director, TV Engineering, Melb. 32 Brit. patents on TV electronics. Brit. IRE, SMIRE (Aust.), SMIRE (USA), past pres. TV Soc. of Aust. Married, resident Heathmont, Melbourne.

FAULKNER, Allan David. Radio station general manager. Born Armidale, NSW, Feb. 2, 1910. Ten years chartered accts. office; five years mngr Scone branch; 25yrs in radio, 19yrs at 2KO. Now general manager United Broadcasting Co. Pty Ltd (Radio 2UE Sydney, Radio 2KO Newcastle). Member Federal council FACB; snr v-p, 1964. Married, 3 sons, resident Killara, NSW.

FAULKNER, Clifton Stuart. Radio station general manager. Born Armidale, NSW, July 5, 1904. Eight years gen. mngr 2QN; gen.

mngr 3CS. Past country vice pres. AFCBS; former sec. Oxley Shire, Vic. Holds Vic. Municipal clerk's cert. and Municipal Auditor & Inspector of Mun. Accounts certificate. Married, resident Colac, Vic.

FERGUSON, Brian. Executive, TV station live programs. Born September 1, 1931, Sydney. Ed. Church of England Grammar School. Media acct-exec. Goldberg Advtg, 1949-52. O'seas, 1952-55. Taubmans Paints, 1955. Leonard Advtg, 1956-7. Hugh Berry Co., 1957-1960. Fortune Advtg, 1961-64. Joined ATV-0 Melbourne 1964. Married (1 child). Resident North Balwyn, Vic.

FERGUSON, Reginald John. Radio station manager. Born Sydney, April 16, 1934. Joined 2DU 1952 as asst acct. Apptd acct/sporting editor 1954, company secretary 1956, and manager 1963. Educated Oakhill College, Sydney. Married, 1 son, 1 daughter, resident Dubbo, NSW.

FINCH, Jack Lachlan. Radio network Melb. sales manager. Born Sydney, NSW, May 5, 1919. Joined AWA 1933; broadcasting accts section, 1936; asst. mngr 4TO, 1946-49; 3BO, 1950 asst acct broadcasting dept. 1951-55; asst sm AWA country stations 1955-57; sales mngr Melb. office 1957. Served RAAF 4½ years. President Time Club, 1961. Member FACB Quarter Century Club. Married, 1 son, 1 daughter, resident Blackburn, Melbourne.

FIELD, Noel Grenville. Agency account group director. Born Melbourne, Dec. 25, 1929. Goldberg Advertising, Sydney 1947-49, Warwick Advertising (NSW) 1949-50, Noel Paton (Vic.) 1950-51, Leo Mooney Advertising 1951-54, BCJP 1954. Now account group dir Briggs, Canny, James and Paramor Pty Ltd, member local board of directors, July, 1963. Married (2 children); resident Mitcham, Vic.

FIELDS, George. Market research company manager. Asst to dir market research, Colgate-Palmolive 1953. Joined Lintas Pty Ltd, 1954 as account exec. and client exec.-research, Lintas. Joined Aust. Sisalkraft Pty Ltd as comml research mngr, 1958. McNair Survey Pty Ltd as mngr, 1963. Bachelor of Economics, Hon., Sydney. Foundation member of executive, and secretary, NSW division, Market Research Society, 1964. Married, resident Epping, Sydney.

FINDLAY, Keith Algernon. Radio network chairman of directors. Born Launceston, Tas., Nov. 18, 1917. Educated Scotch College, Launceston. With chartered accts, later mngr Findlays Pty. Ltd, Burnie, seven years; mngr Findlays, Launceston, 1945-54; chairman of directors, 7BU, 7AD, 7SD. Served with 16th Field Artillery, Vice-pres. Tas. Aero Club; pilot; member Rotary Club. Married, 3 children, resident Newstead, Launceston.

FINDLAY, Norman Arthur. Chairman and supervising director 7LA. Chairman 7QT, gov.

dir Wills & Co. Pty Ltd. First AIF, 40th Batt., mentioned in despatches. Prominent in Launceston community work. Chairman, Launceston War Mem. Community Centre since its inception in 1945. Awarded OBE 1961. Resident East Launceston, Tasmania.

FINK, John Garrard. Television station Victorian sales manager. Born Melbourne. Advtg. Reader's Digest 1957. Apptd Syd. rep. GTV May 1959, now Vic. sales mngr. Married; resident, Balwyn, Vic.

FINLAY, Arthur Noel. Assistant general manager, ABC. Born Sydney, NSW, Dec. 25, 1903. Associate to Mr. Justice James, Supreme Court, Syd. 1929-32; Housemaster, Sydney Grammar School, 1932-35; 1935 ABC sporting editor NSW, also in charge school broadcasts. Apptd. mngr Qld 1937; asst gen. mngr 1946. USA Smith-Mundt Fellowship 1953; RAF service 1940-45, POW; awarded MC. Represented Syd. Grammar School & Syd. Uni. at RU football, rowing, athletics, swimming. Toured with Waratahs, 1927-28. Former captain NSW, vice-cap. Aust. Rugby Union. Married, 2 children, resident North Sydney.

FINLAYSON, John H. Radio station manager. Born Melb.. March 1929. Announcer 7BU, 7HT, 1952-3; sales mngr 2QN 1954-5; 2LP since 1956. Now mngr. Married, 2 sons; resident Young, NSW.

FISHER, James Hubert Thomas. TV station chief engineer. Born Adel., July 4, 1911. With PMG eng. branch 1930-54, Aust. B'casting Control Board, TV eng., 1954-55; now chief eng. HSV, sinc. 1955. Master of Eng., Dip. Elec. Eng., Dip. Mech. Eng., AMIE (Aust.), MIRE (Aust.). Gen. pres. Professional Officers' Assoc., C'with Public Service 1949-53, pres., TV Society Aust. 1958-60. Married (1 daughter), resident Burwood, Melbourne.

FISK, Sir Ernest. Radio-TV consultant & industry pioneer. Born Sunbury on Thames, Eng. Trained Marconi Co., Eng., Canada, USA; pioneer radio b'casting & telecommunications, former chairman, managing dir. AWA; vice chairman, managing dir. EMI, London. Pioneered W.T. Arctic Icefields; also beam wireless & radiotelephone services between Aust.-UK, Aust.-USA, Aust.-Canada. Pioneered radio manufacturing in Aust. Hon. MIEE (London), Hon. M. Brit. IRE; FIRE (life member), USA; MIRE (Aust.); MIE (Aust.); FRSA (London); FID (London), silver medal Royal Soc. of Arts. Foundation pres. IRE Aust.; vp IRE (USA) 1938-39. Married, resident Roseville, NSW.

FITZGERALD, Michael Anthony. TV station publicity, advertising, public relations director. Born Melb., June 11, 1925. Journalist The Age, Sydney Daily Mirror, Truth 1945-52; staff writer, foreign corres.; night news editor, London Daily Sketch 1952-55, chief reporter and feature writer The Argus, then Herald 1955-59; snr exec. Eric White Assoc. Ltd; found. director Michael Fitzgerald and Partners Pty Ltd. AIF 1943-45. Now with ATV-0. Married, resident Croyden, Vic.

FITZPATRICK, Stanislaus John. TV station general manager. Born Sydney, Feb. 15, 1933. Accnt Vanguard Insurance 1956-58. Media exec. Jackson Wain Pty Ltd, 1958-60. Media planning officer, Lintas Pty Ltd, 1960-63. Apptd gen. mngr DDQ 1963. Married (5 children); resident Toowoomba, Qld.

FLEMING, Douglas F. C. TV station program manager. Born London, Sept. 25, 1917. BBC 1948-1964 (announcer 1949-51; OB radio 1951-56; OB television prod. 1956-61; Aust./New Zealand rep. Sydney 1961-64). Now prog. mngr TEN. Married, 2 sons, resident Sydney.

FLETCHER, Brian Peter. Agency account-executive. Born Sydney, May 28, 1934. Began advertising career with Ferris Industries, sales promotion mngr till 1958. Accnt-exec. McClelland Advtg. Joined Country Press 1960 as accnt-exec, Artransa, 1963. Married, resident Narraweena, Sydney.

FOLIE, Max. Radio station manager. Born July 11, 1909. Engineer 3YB 1932; 1933 designed, built & installed 3MA transmitter. Nov mngr 3MA (appt 1948). AMIRE. Life Gov Mildura Base Hosp. Married, 3 children, resident Mildura, Vic.

FORD, John Douglas. Radio station studio manager. Born Victoria, BC, Canada, May 24, 1922. Anncr 7BU & ABC Hobart, 1946; chief anncr 7HO, 1946-47; anncr 3DB, Radio Aust., 3KZ, 1947-52; chief anncr 3KZ, 1952-55; radio mngr Carden Advtg, Melb., 1955-56; announcer 3XY since 1956. Apptd chief news reporter 3XY 1960. Joined 3UZ, features editor, 1962. Four years RAAF. Educated Geelong Grammar School. Resident Burwood, Melb.

FORD, Graham. TV station production manager. Born December 9, 1935. Began commercial broadcasting with 2UE, then prod. dept with Macquarie. Studio operations ATN 5yrs, o'seas Assoc. Rediffusion and CTV TV Net., Canada. Now ATV-0 prod. mngr. Married (1 child), resident Toorak, Vic.

FOSTER, Desmond Lionel. Radio station mngr. Born Wellington, NZ, Jan. 14, 1924. Pre-war cadet journalist; post-war, journalist Daily Telegraph, Assoc. Newspapers; then sub-editor, chief sub-editor Sunday Sun; later prod. editor Woman; joined 2UE in charge of news, sport, spec. events, 1955; exec. off'cr 1957, asst mngr 1958. Mngr, 2GB, 1961. 4½ years' AIF service. Member Federal council FACB. Married, 2 sons, resident French's Forest, Sydney.

FOSTER, George. TV production unit director. Educ. Port-st High School; 7yrs variety artist touring Aust. Mngr 2KA; sales mngr 2LM; mngr 2BS; post-war variety director 3AW; joined Colgate-Palmolive unit; 2GB comedian-writer 6yrs; 2UW variety director 1955-59. Selected by Aust. English Speaking Union, as schoolboy to make first shortwave speech to House of Commons, London, in presence of King George

V. Fl./lt. RAAF, served 359 Squadron USAAF, 24 Squadron RAAF. Production manager, CBC Radio & TV Productions Pty Ltd 1959, left to start George Foster TV Productions Pty Ltd. Married, resident Dee Why, Sydney.

FOWELL, Ronald Edward. Radio station sales manager. Born Launceston, Tas., March 25, 1937. Joined 7LA 1955, apptd chief anncr 1959, studio super. 1960, now sales mngr. State secy Tas. Water Ski Assoc., Fed. Council rep. for Tas. of Aust. Water Ski Assoc. Resident Trevallyn, Launceston.

FOWLER, John M. Radio network manager. Born April, 1928. Joined 5AD as despatch clerk, 1947, then through every dept. Asst advtg mngr 1953, actg mngr Sept. 1960, apptd mngr 5AD-PI-MU-SE Dec. 1960. Ed. St Peters College, Adel. Chairman Carols by Candlelight C'ttee; Member, Crippled Children's Assn. Council, Board of Mngment Somerton Crippled Children's Home, Adelaide Festival of Arts; Pblcty C'ttee. Married (3 children), resident St Peters, Adelaide.

FOX, Albert Edward Reginald. TV station general manager. Born Portsmouth, England, Sept. 28, 1910. PMG's Dept., wireless branch, 3LO-3AR Melb., 1929-31. AWA Marine Dept., 1934-36. Mngr 2GF, 1937; 3BO, 1939; 2CH, 1940; Mngr AWA broadcasting and recording depts, 1950; asst gen. mngr AWA, 1956-63. Apptd gen. mngr TEN, Sydney, 1963. Dir United Telecasters Sydney Ltd, and Bendigo and Central Victoria Telecasters Ltd. MIRE (Aust.), FAIM. War Service RAN, awarded VRD. Pres. AFCBS, 1951-52. Clubs: Australian, Imperial Service, Killara Golf. Married (2 sons, 2 daughters), resident Wahroonga, Sydney.

FRANK, Ronald John. TV station representation company manager. Born Sydney, June 29, 1929. Began in radio with 2GB 1945. Joined Macquarie sales 1950. Sales exec. with Artransa, 1958. Assistant sm, Nov., 1960, sales mngr Feb., '61. Now Sydney mngr TV Associates Pty Ltd. Married, 3 daughters, resident Beacon Hill, NSW.

FRASER, Colin Lovat. TV group managing director. Born Auckland, NZ, Feb. 23, 1922. Educated Caulfield Central School, Scotch College, Melb.; St. Peters College, Adelaide. Reporter-special writer, Sun-News Pictorial, Herald, 1939-53 deputy chief of staff, Herald, 1953-55; asst. to general mngr Herald, 1956. Studied TV prod. USA, Eng., France, Italy. Planned program, trained crew for Melb's first TV service; author of TV manual for advertisers. Now managing director Victorian Country Telecasters Pty Ltd. AIF, RAAF, war correspondent, 1941-46. Married, 1 son, 2 daughters; resident Hawthorn, Melb.

FRECKER, Winston N. TV station production manager. Born Mosman, Sydney, July 19, 1920. Bank officer 1939-1947. TV student EMI Institutes London, 1948. TV division Canadian B'casting Corp. Toronto, Canada 1948-55. Joined ATN 1955. Granted TV Scholarship by USA Govt 1955. Mngr of Prog. Devpt, Artransa

Park. ABC TV producer (Sydney). Now prod. mngr, TEN. AC II RAAF, Lieut AIF, Lieut USA Transportation Corp. Resident Bilgola Beach, Sydney.

FREE, Leslie Robert. TV assistant chief engineer. Born Quambatook, Vic., Jan. 25, 1926. Was EMI design engineer, TV studio equipment, in UK until 1955; then apptd asst. chief engineer TCN. BSC, BE, AMIEE. Married resident Willoughby, NSW.

FREEMAN, Kevin Thomas. Radio station facilities officer. Born Lismore, NSW, May 24, 1913. Joined 2UE, 1932; 2GB 1942 as prog. mngr. Now 2GB facilities officer. Married, resident Hurstville, Sydney.

FREEMAN, William Tasman. Television station chief engineer. Born Lncstn, Tas., Dec. 20, 1925. Joined 7EX 1939 as control op., transmitter eng. Apptd chief eng. 1954. Joined TNT9 Jan. 1961, now chief eng. Married (two children); resident Launceston, Tas.

FROST, Donald. Trade journal editor. Born Sydney, NSW. 2½yrs Consolidated Press, joined Broadcasting & Television 1953. Appt asst editor 1958; special projects editor, 1961. Now editor B&T and B&T Year Book. Resident Maroubra, NSW.

FULFORD, Harry. Agency managing director. Member Manchester Publicity Assoc. (affiliated Advtg Assoc. of GB); staff officer, British Army to 1948. Mng dir Fulford Advtg Agency, Brisbane. Married 1 son, 1 daughter; resident Corinda, Brisbane.

FULLARTON, Raymond. Advertising manager. Born Lane Cove, NSW, March 25, 1922. Post-war career, 1½yrs asst. advtg mngr California Productions; merchandising mngr Streets Ice Cream, one year; six years accnt-exec. John Clemenger Advtg. Advertising mngr for Castrol Limited since 1959. Holds leaving cert. (Barker College), intermediate chartered accountancy, LAI degree, AIF service. Single, resident Longueville, Sydney.

FULLER-QUINN, Leo Alfred. Agency director and creative director. Born Wellington, NZ, May 14, 1921. NZ Govt Film Studios; freelance artist 4yrs; agency art dir 2yrs; freelance consulting designer 3yrs. Now dir & creative dir NAS (Sydney) Pty Ltd. RAAF 5yrs, radio tech. and entertainments. Married, resident Vaucluse, Sydney.

FURLONG, John Michael. Agency director. Born Sydney, NSW, Jan. 15, 1924. 15 years advtg dept MGM; four years publicity mngr 2GB. 2yrs publicity mngr and sales exec. Artransa. Now dir, NAS (Sydney) Pty Ltd. Four years AIF. Married, resident Haberfield, Sydney.

FURLONG, Ted. Radio station managing director. Born Vic., 1914. 20yrs Vic. radio, last 17 yrs with 3BA. Mngr 6VA since Jan., 1958. Married; resident Albany. WA.

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GABBEDY, Terrence Desmond. Radio network executive. Born April 22, 1941. 4½yrs Bank of New South Wales. Joined MBS April 2, 1962. Single, resident West Coburg, Vic.

GALE, Jack. Agency associate director. Associate dir., and media mngr George Patterson Pty Ltd, Melbourne.

GAMBLE, William Ray. Radio station general manager. Born Parkes, NSW, Feb. 18, 1928. Technician with AWA, 1945; then with 2UW. Gen. mngr 2RG since 1951. Married, resident Griffith, NSW.

GAMLIN, George. Agency director. Born Bristol, England, May 3, 1920. Copy chief McConnells Ad. Service, Dublin. Copy super. Young & Rubicam Inc., Los Angeles. Copy chief Lennen & Newell Inc., Los Angeles. Assoc. creative dir BCJP, Melb. Company dir and creative dir BCJP, NSW. Joined Warwick Advtg (Vic.) 1964. Married.

GARDINER, Desmond Lewis. TV station representative. Born Melb., Jan. 1, 1929. With George Patterson Pty Ltd, Best & Co. Pty Ltd, then Melb. rep. News Limited Adel., & Assoc. Newspapers, Syd. First Vic. salesman for HSV since 1956. Now Melb. rep. ADS. Married (3 sons), resident Beaumaris, Vic.

GARDINER, Jack. Film company manager, film director. Born Sydney, NSW, Feb. 8, 1921. Exp. photographer, film editor. Began Cinesound 1938 — six yrs darkroom work, four yrs special effects, film editor; left 1948 to edit films Always Another Dawn & Into the Straight. Did special effects for Sons of Matthew; two yrs film editor for Kinelab, then sales mngr; edited first all Aust. color film Jeddah. Joined Kingcroft Prod., 1954. Formed Color Transcriptions Pty Ltd, 1955. Married, 2 sons, 1 daughter; resident Sydney.

GARDNER, Oliver. Agency director. Director in charge of creative staff, George Patterson Pty Ltd, Melbourne.

GARNER, Donald. Agency account executive. Born Woodstock, NSW, July 19, 1929. Vincent Freeth Advtg 1946-48, F. P. Leonard Advtg 1948-50, then asst advtg mngr Exide Batteries 1950-51. Travelled Europe, Asia 1951-55. Joined Ronson Products (London) as display designer and vis. Apptd acct-exec. Aldwych Advtg (Syd.) 2yrs, then Jackson Wain 2½yrs. Now

acct-exec., NAS (Sydney) Pty Ltd. Married, resident Pymble, Sydney.

GARROTT, Eric Lindsay. Supervising director 7LA and 7QT. Born 1910. Director Macquarie B'casting Service. Member Institute of Chartered Accountants. 2nd AIF. Married, 4 sons. Resident East Launceston, Tas.

GAY, Henry George. Radio station program manager. Born Melb., Nov. 16, 1932. Educated Camberwell Grammar School. Joined 3UZ, 1950 as office boy, then to record library as asst librarian 10yrs. Joined 3AK, 1961, now prog. mngr. Single, resident Doncaster East, Melb.

GEEVES, Philip L. Radio station program director. Born Sydney, NSW, April 26, 1917. Program director, 2CH. Served AIF in Middle East and South-West Pacific. Mentioned in despatches. Married, 2 children; resident Bexley, NSW.

GERVAS, Stanley Albert. Radio station program manager. Born Kulin, WA, Dec. 13, 1919. Former studio mngr 6PM, 1940; announcer 2CH, 1944-47; production mngr 2CH, 1948-50; abroad 1950-52; copy writer 6IX, 1952-55; program mngr 6IX since 1955. Married, resident Maylands, Perth.

GIBSON, Arthur Desmond. Agency director. Born Melb. Vic., 1910. Pre-war Goldberg Advtg; dir N.V. Nixon & Co. Pty Ltd 1948-61. Now dir Rickards Advtg. FIA 5½yrs, AIF Mid East, New Guinea, Borneo. Commissioned 4yrs. Resident Toorak, Victoria.

GIBSON, Arthur John (Jock). Radio station manager. Born Strathfield, Sydney, Dec. 28, 1922. Ed. Trinity Grammar School, Sydney. Salesman David Jones 3yrs. 11½yrs 2MW, first as anncr/salesman, then 6yrs as sm. Now mngr 2KA. 2nd AIF from Feb., 1942-Jan., 1946. Served in 2/8 Commando Squadron, then as parachutist 1st Aust. Parachute Batt. Married, 3 children; resident Katoomba, NSW.

GIBSON, Grace. Radio-TV production company governing director. Born El Paso, Texas, USA. Former managing director Radio Transcription Co. of America; mngr Artransa until 1941. Now governing director Grace Gibson Radio-TV Productions, Brit. Aust. Programs, Grace Gibson Distributors Pty Ltd. Married, resident Potts Point, Sydney.

GIBSON, Ronald Chester. Radio station studio manager. Born Tamworth, March 29, 1929. With 2MO and 2CK as eng./annccr, 2HR anncr, 2NX-NM as studio mngr/eng., 1955-61. Now studio mngr 2KO. Married, 1 child; resident Dudley, Newcastle, NSW.

GIFFORD, Frances William McNaughton. Radio station record librarian. Born Holbrook, NSW, July 1, 1933. Joined record library, 3AW, 1950;

then turntable operator; and transcription mngr; now record librarian. Married, resident Brunswick, Melbourne.

GILBERT, William Semple. Agency managing director. Born Eastwood, NSW, Dec. 29, 1913. Educated North Sydney Boys' High School. Advtg mngr James Hardie Trading Co., smr acct-exec. Gordon & Gotch Advtg, secy ANC Advtg Board, Coudrey-Gotham Associates Pty Ltd, now mng dir. Fellow AIA, chmn Aust. Advtg Council since 1959. Married; resident Warrawee, Sydney.

GILDER, Donald George. Radio station representative. Formerly with Mooney-Webb Advtg, Melb.; sales exec. AWA broadcasting div., Melb.; sales mngr 2CH; Vic. sm. C'wealth Broadcasting Corp. Now prop. Gilder and Assoc., radio station representatives. 7yrs RAAF, four years fl./lt in UK. Past pres. Time Club, Melb. Married, resident Burwood, Melbourne.

GLASSER, Warren. Agency TV-radio director. Formerly freelance Melb. radio scripter-prod. Now TV-radio dir, and assoc. dir Richardson-Cox. BA, Phi Beta Kappa. 3½yrs US Army Medical Corps, South-west Pacific areas. Married (two daughters), resident Melbourne, Victoria.

GLEESON, John Fredolin. Radio station chairman of directors. Born Warwick, Qld, July 12, 1922. Trained in accountancy. Holds first class PMG radio ops. cert. Nine years tech.-announcer 4CA, 4TO; salesman before acquiring interest in 4AY, 1950. Recently appointed managing dir of Telecasters North Queensland Ltd. Married, 1 son, 4 daughters; resident Belgian Gardens, Townsville, Qld.

GOODSALL, Harley Millington. Executive secretary, FACB. Born Manly, NSW, Aug. 24, 1908. Entered commercial radio 2CH in 1935 as studio mngr. Joined 2UE as copy mngr, 1938; traffic mngr, 1951; station exec., 1955. Seconded to FACB as acting Federal dir, 1964. Appt. exec. secy, 1964. Capt. RAA AIF 1940-45. Married, 2 sons; resident Lindfield, NSW.

GORDON, Bruce. Television distribution company chief executive. Born Sydney, Feb. 4, 1929. Joined Tivoli Circuit Aust. Pty Ltd in 1951 as advertising and publicity mngr. 1956 appointed bus. mngr. Now in charge of Desilu Sales for Australia, New Zealand and Far East. Resident Avalon, Sydney.

GORDON, Ronald George. Agency director. Born Adelaide, SA, Nov. 7, 1928. Five yrs advtg dept. Farmer's Sydney; three yrs Masters Ltd. Singapore; 3½yrs. A Smyth & Sons, Sydney; now dir, O'Brien Publicity, Sydney. Married, resident Cremorne Point, Sydney.

GORMAN, Ita (Miss). Agency director and account executive. Assoc. dept store advtg &

agencies for 25yrs. With Goldberg, Price-Berry & L. J. Mooney agencies, Myer Emporium. Now dir Mooney-Webb Advtg, Webb Publicity, Mooney-Webb TV & Radio Unit. FIA. Single, resident North Kew, Melbourne.

GOSS, Reginald William Graham. Radio station manager. Born Rockhampton, Qld, Jan. 4, 1913. Radio acting exp.; country station announcing; joined 4BK, 1940; apptd production mngr 1941. Subsequently compere, quizmaster, interviewer, cricket, boxing and tennis broadcaster. Apptd mngr 1954. Married, resident South Brisbane, Qld.

GOULSTONE, James Price. Agency director. Born Melbourne, Apr. 23, 1916. Dir USP-Benson Pty Ltd and assoc. cos. FIA. Married; resident Brighton, Vic.

GRAHAM, Keith. Radio station administrative executive. Born Narrabri, NSW, Oct. 19, 1931. Anncr 2MO, 1949, 2WG; apptd chief anncr 7HO, 1955, also i/c prod. Now admin. exec. Married (2 sons), resident North Hobart, Tas.

GRAHAM, Nigel Boyd. Radio network sales manager. Born Melb., May 25, 1926. Formerly mktg mngr eng. industry 10yrs. Apptd Vic. sales mngr MBS Dec., 1963. Married, resident East Melbourne, Vic.

GRANT, Mrs C. Radio station managing director. Born Glasgow, Scotland. Apptd managing director 2DU, 1961, having been associated with the company since 1943, when she, and her husband, the late Walter Grant, came to Dubbo.

GRAY, Leon. Television station Sydney representative. 3yrs Macquarie Broadcasting Service. Network service 1959-62. Apptd sales exec. Barnes Chapman, May, 1962. Sydney rep. NBN3 Sept., 1963. Single, resident Peakhurst, NSW.

GREEN, Jean Mary Beswick. Agency director. Born Sydney, NSW, Aug. 13, 1907. Began Ferguson Advtg as secretary to a director, then mngr checking dept; joined Gordon & Gotch as media mngr & copywriter; Hartford Advtg as media mngr, secretary then mngr. Director NAS (Sydney) Pty Ltd since 1940. Single, resident Potts Point, Sydney.

GREEN, Hector George. Radio and television station chief engineer. Born Bris., Nov. 13, 1917. With 4BK tech. dept, then asst operator; 4AK 2yrs, then chief eng. 4BU 2yrs. Now chief eng. 2LM since 1941 and RTN8. Designed and installed tech. sections RTN8, 2LM studios. Foundation member Quarter Century Club; holds B'cast Ops. Cert, TV Ops. Cert. Married (2 sons), resident Goonellabah, Lismore, NSW.

GREEN, Stanley George. Radio station chief engineer. Born Mordialloc, Vic., Aug. 15, 1922.

5yrs public address exp. B'cast operators' course, completed Marconi School, 1956. Joined 7EX as tech. 1958, now chief engineer. Designed and installed wiring and equipment new 7EX studios. Served 3yrs RAAF radar exp., World War II. Married (two children), resident Trevallyn, Launceston, Tas.

GRIFFITHS, William Royston. Advertising agency managing director. Born Maryborough (Vic), Feb. 3, 1912. Paton Advtg, 1926; assist to m-d Rhodes Motor Co Melb. 1935-39; nat. ad-mngr Ford Motor Co. of Aust. 1939-51. Appt mng dir. Webb Roberts McClelland Advtg 1952. Chairman SA div and member of fed. exec., 4As for two years. Married, resident Adelaide.

GRIMSDALE, Gordon. Film production company managing director. Born Dunedin, NZ. John McGlashan College, Otago Univ. Pilot 15(F) Sqdn RNZAF. J. Inglis Wright Advtg. 2yrs USA, Bachelor of Theatre Arts, Pasadena Playhouse, Calif. Director-mngr Pasadena Players. Freelance writer and producer Sydney radio. 8yrs executive producer ARC. Dir Grimsdale Bushelle & Assoc. Now mng dir. Grimsdale & Associates Pty Ltd. Married, resident Wollstonecraft, NSW.

GRUNDY, Reg. Production company principal and executive producer. Born Sydney, 1923. Described World Title boxing match Caruthers-Towell, Sth Africa, 1952. Gen. sports-caster before forming Reg Grundy Enterprises. Resident Sydney.

GYNGELL, Bruce. TV station program director. Born Melb., Vic, July 8, 1929. Grad. Syd. Uni. Joined ABC 1950. Advtg dept Aust. Women's Weekly, AM, 1954, then advtg mngr Weekend. New York, 1955. Honolulu, 1956, returned Aust. 1956. Now program dir. TCN. First person to appear Aust. TV. Grad. Barnard-NBC, school of TV, Columbia Uni, New York. F/O 22 sqdn Citizen Air Force. Married, resident Woollahra, Sydney.

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HADFIELD, Lloyd Dyson. Controller of technical services, ABC. Born Sydney, Nov. 13, 1922. Three years TV development and research, EMI, Eng.; 3½yrs guided missile development and testing; engaged in establishment and operation of engineering services connected with national TV Studios. Now controller techn services ABC. B.Sc., B. Eng. (Hons), AMIEE, MIE. 3½yrs AIF radar officer, 1942-46. Married 2 daughters, resident East Lindfield, Sydney.

HAIG-MUIR, Ronald Francis. Radio station managing director and media representative. Born Perth, WA. Managing dir Haig-Muir Pty Ltd; managing dir Haig-Muir Investments Pty Ltd; managing dir Haig-Muir Broadcasting Pty Ltd (2QN). LIA (Aust.); member TV Soc.

(Aust.); BOCF, RAAF, Pacific theatre. Married, resident Kew, Melb.

HALL, David Maxwell Lyndsay. TV station general manager. Born Syd., June 21, 1924. Joined MGM Publ. 1940. Asst publ. dir MGM, 1949. Sales mngr, asst mngr and mngr Artransa Park Television Pty Ltd, 1956-63. Joined Sth Aust. Telecasters Ltd, 1963. Apptd gen. mngr SAS Channel 10, on granting of licence Feb., 1964. RAAF pilot, F/Lt, SW Pacific. Married, 2 sons; resident Burnside, Adelaide.

HALL, Kenneth George. TV station chief executive. Born Sydney, NSW, Feb. 22, 1906. Cadet journalist, then seven yrs advtg mngr Warner Bros; prod. dir & gen. mngr Cinesound from foundation 1931; founded Cinesound Review Newsreel, 1931. Appt chief exec. TCN, 1957. Prod-dir. 18 feature films. Married, resident Bellevue Hill, Sydney.

HALSE, Peter. Advertising representative. 2SM sales exec. 1938-50 (5yrs RAAF). Rep. for radio, press, films, 1950-60. Married, resident Pymble, Sydney.

HAMILTON, Walter Stuart. Radio and television executive. Born Henty, NSW, April 5, 1906. Former sporting editor, chief sub-editor, Sydney Sun; now controller, ABC News Service. BA (Syd.). Married; resident Rose Bay, Sydney.

HANDBURY, Alan John. Agency managing director. Founded Handbury Advertising Pty Ltd, 1958. Resident East Malvern, Vic.

HANNAM, Allan Davidson. Agency deputy managing director. Born Syd., Aug. 19, 1914. With F. P. Leonard Advtg (1930-35), The Weston Company (1935-52), George Patterson since 1952. Now George Patterson deputy mng dir. FIA. RAAF (fl-It). Former State c'ttee and Federal exec. member 4As; former chairman 4As radio and TV c'ttee. Married, two children; resident Wahroonga, Syd.

HARBUTT, William George. Television station business manager. Born Sydney, Sept. 13, 1922. Acct 7HO 1954-60, TVT 1960-61. Now business mngr TVT; mngr TVT & 7HO (Properties) Pty Ltd. 2nd AIF (5yrs New Guinea). Married (four children), resident New Town, Hobart.

HARDY, Douglas. TV film director—cameraman. Born Manly, NSW. Joined Cinesound at 18; then with J. Arthur Rank Org.; Southern Cross Films: BBC; ABC TV. Holds Empire film award. Five yrs AIF, cameraman with 9th div. Middle East & Pacific Islands. Sails yacht. Single, resident Seaforth, NSW.

HARDY, Kenneth Frederick Bain. TV station senior operations engineer. Born Mosman, NSW, Sept. 29, 1925. 3yrs A. G. Healing, TV receiver design, 2yrs HSV studio ops. eng. Joined BTV6, Dec., 1960, chief eng. Apptd snr ops eng. TEN, 1964. Assoc. dip. Radio Engineering, Royal Melb. Tech. College, AMIRE (Aust.). Married, resident Ballarat, Vic.

HARNETT, Dominic Michael. Manager, radio station creative merchandg division. Born Sydney, NSW, Oct. 4. Singing and stage exp. before joining 2SM as announcer 25 yrs ago. Originator-compere 2SM's factory session Working to Music. Married, resident Manly, Sydney.

HARPER, Francis James. Radio station manager. Born Sydney, NSW. 10 yrs musical comedy exp. JCW, and operatic companies; toured Australasia as tenor vocalist. Now station mngr 2LT. JP. Married, resident Lithgow, NSW.

HARRIS, Bruce. Agency creative director. Born Perth, WA, April 12, 1924. Joined Lintas, Sydney, 1946 as copywriter, 1yr Lintas, London, 1953. Acct-exec. Geo. Patterson, Sydney, 1955-58. Rejoined Lintas 1958 as copy director. Resident Woolwich, NSW.

HARRIS, Hector MacDonald. Radio company secretary. Born Ballarat Dec. 22, 1901. Accountant, Road Builders Ltd. 1923-27. Secretary Southern Cross Service Stations 1927-32. Secretary 3AW Broadcasting Co. since 1932; acting mngr 1940-44. Married, resident Hartwell, Vic.

HARRIS, Lyle James. Radio station manager. Born Kalgoorlie, WA, March 20, 1931. Joined Whitford Network at 6KG, 1949; appt asst mngr, 1953. Transferred to and appt mngr 6GE 1955. Formerly Goldfields jun. champion swimmer and lifesaver. Foundation member Apex Club, Geraldton; pres. 1960-61. Married, resident Geraldton, WA.

HARRIS, Mervin. Radio station assistant sales manager. Born Melbourne, Vic., 1909. Ed. Melbourne Grammar. Joined Melb. Herald advtg dept 1925; transferred 3DB-LK sales dept 1937, now asst sales mngr. War service AIF. Married, resident Black Rock, Melb.

HARRIS, Phillip Ivan. Agency radio media manager. Born Syd., July 9, 1932. Advtg depts, Sun and Sydney Morn. Herald newspapers. Dir and gen. mngr Amalg. Advtg. Apptd radio media mngr HR-McCCE Dec., 1963. Married, resident North Manly, NSW.

HARRIS, Robert Keith. Radio network superintendent manager. Born Sydney, NSW, Jan. 20, 1911. Joined AWA 1927, graduated through various depts to superintendent mngr. AWA country broadcasting services. Country vice-

pres. FACB. Qualified acct. Capt. Aust. Corps Signals AIF, 1940-45. Married, resident Ryde, NSW.

HARRIS, Ron. Radio-TV receiver manufacturer general sales director. Born Melb., Vic., July 29, 1921. General sales dir Radio Corp. Pty Ltd. Married, resident Moorabbin, Melbourne.

HARTE, Harry. Agency managing director. Managing director George Patterson Pty Ltd, Melbourne.

HARTE, Lewis Bernard. Radio station manager, chief engineer. Born Bundaberg, Qld, Sept. 10, 1918. Tech. 4BH, 1935-37; tech.-annr 4SB, 1937-40, chief engr, 1946-48; tech. 2UW, 1948-50. Appt mngr, chief engr, 2KM. MIRE (Aust). 5½yrs. RAAF air crew, Truck, Rabaul, Solomons; staff officer Radio Trng Eastern Area and Moratai; (F/Lt). Reserve. Exec. Kempsey Show Socy. Exec., RSS&AILA, member APRA, Quarter Century Club, President MacLeay Development Assoc. Married, 3 children; resident Greenhill, NSW.

HARVEY, John Vaughan. Radio station program manager. Born Broken Hill, Sept. 30, 1932. Joined 5KA-AU-RM as panel operator 1951, and joined anncng staff 1952. 2yrs USA, Canada, UK. Rejoined 5KA 1959, apptd prog. mngr April, 1963. Married, son and daughter. Resident Lockley, Adelaide.

HAY, Leslie James. Radio station sales manager. Born Melbourne July 17, 1917. 20yrs Newspaper advertising Truth and Daily Mirror. 9yrs 2UW sales. Apptd 2SM sm, Nov. 1960. Married, resident Lindfield, Sydney.

HAYCROFT, Vernon Ian. Radio station studio manager. Born Henty, NSW, Aug. 19, 1915. Joined 3YB, 1937; transferred to 3SR, and attached 3UL after war; now studio mngr 3UL. Official commentator during Royal visit. Six yrs 2nd AIF. Rank, Sergeant. Married, 3 children, resident Warragul, Vic.

HAYES, Evelyn (Evie). Partner and director Mahoney-Hayes Enterprises Pty Ltd. Born Seattle, Washington, USA. Partner and co-director Cremorne Theatre, Brisbane, 1940-49. TV cabaret and radio, 1950-54. Starring roles, Annie Get Your Gun, 1947-50; Call Me Madam, 1954-56; Annie, Kiss Me Kate and Oklahoma; Wonderful Town, The Boy Friend. Under contract to GTV-9, 1958. Freelance specialist in TV-radio commercials since 1960. Married; resident Sth Yarra, Melbourne.

HAYES, George. Agency governing director. With Catts-Patterson (Syd.) 1925, transferring Melb. 1928. Founded own agency, Hayes Pub-

licity Service, 1944. Agency converted to proprietary co., 1962. Gov. dir Hayes Publ. from 1962.

HAYSOM, William John. Agency governing director. Born Melbourne, Vic, April 16, 1907. Founded W. John Haysom Advertising 1937. FOA. P. Inst. D. Married, resident Toorak, Melbourne.

HEAD, Howard. Radio station manager. Born March 31, 1935, Melb. Commenced with 6KG 1959 as announcer/copywriter; joined 8DN in Dec., 1960 when station opened. Returned Kalgoorlie in 1963, made mngr 6KG late same year. Married, resident Perth and Kalgoorlie, WA.

HEADING, Rex Gerald. TV station program manager. Born Adelaide SA, Aug. 17, 1929. 11 years with 5KA. Former freelance actor and employee Shell Co. Appeared as actor in GMH Hour, Harry Dearth's Playhouse & many ABC drama shows. Now prog. mngr, NWS. Resident Vale Park, SA.

HEALY, Geoffrey E. TV station production manager. Born Syd., Feb. 20, 1932. Formerly tech. offer AWA TV Receiver Dev. Lab., joined ATN as TV eng., 1955 & trained at Marconi's Wireless Telegraph Works, Chelmsford, Essex, and at CBC, Canada. Apptd tech. rep. Ampex Corp. 1959, trained in tech. & prod. techniques Ampex, California and TV centres in Los Angeles. Now prod. mngr ATN. Introduced and installed videotape recorders at seven centres in Aust. & NZ. BE (Hons.), AMIE (Aust.), active member SMPTE. Married, resident, Sydney.

HEATH, L. Roy. Television station representative. Born Geelong, Vic. Entered advtg 1934, 27yrs comm. radio exec. Retired as Melb. mngr MBS May, 1961. Now Melb. sales mngr Television Associates (Vic.) Pty Ltd.

HEITMAN, Leonard George. Cinematographer. Born Melb., June 26, 1919. Qual. electrician, chief cameraman and supervisor special effects, Cambridge Film & TV Prod. Pty Ltd, 1952-60. Now dir photography, & co. dir, Senior Film Productions, Melbourne.

HENRY, Oscar Vivian. Radio station sales manager. Born Warrnambool, Vic., Nov. 9, 1911. 23yrs sales rep. 3YB. Married (1 son, 1 daughter), resident Warrnambool, Vic.

HEPWORTH, Reg C. Production company manager. Manager Hepworth Productions. Resident Killara, NSW.

HERTZ, Rich. Agency principal. Born Perth, Feb. 27, 1919. 7yrs bread, biscuit, cake mnfr;

3yrs Nestle Ltd product mngr; 3yrs Grace Bros, Sydney, food controller, then marketing dir O'Brien Publ., Sydney. Apptd mng dir Marketing & Advtg Pty Ltd, Jan. 1962. Married; resident East Gordon, Sydney.

HEYDON, Ian Mackenzie. Agency director. Born Syd., Oct. 18, 1924. Joined Arthur Smyth 1947, now a dir. RAAF. Married (two children); resident Pymble, NSW.

HEYES, Sir Tasman Hudson Eastwood, Kt. CBE. Part-time member Broadcasting Control Board. Born Adel., Nov. 6, 1896. Ed. Melb. Secy Dept of Immigration 1946-61 (ret'd). Chmn of dirs, C'wealth Hostels Ltd; member, C'wealth Immigration Planning Council; member Board of Trustees Aust. War Memorial. Married, 1 son, 1 daughter; resident Toorak, Vic.

HIGGINS, Rex Anthony. Agency secretary accountant. Born Junee, NSW, Dec. 2, 1925. Retail store and factory accounting; thence acct NAS (Sydney) Pty Ltd. AASA. First in Aust. final accounting, Aust. Assoc. of Accountants. 2yrs RAAF. Married, 3 children; resident Chester Hill, Sydney.

HIGHFIELD, Robert William. Advertising representative. Born Sydney, NSW, Dec. 10, 1910. Gov. dir R. W. Highfield Pty Ltd; jnt mng dir Metrep Services Pty Ltd (TV repl), Sydney & Melb. Past pres. Sydney Time Club. 5yrs AIF, RAAF. Married (two sons); resident Balgowlah, Sydney.

HILL, Dennis Ashton. Film production unit proprietor; film producer and director. Born Moonah, Tas., April 6, 1925. Joined Kinelab 1942. War correspondent, then rejoined Kinelab. Own film unit in 1951. Director-in-charge of cameramen Olympic Film Unit, Melb., 1956. Dir/cameraman of C'wealth Jubilee Film Competition award winner. Associate producer-director-cameraman on Playing With Water, Grand Prix Cortina award winner. Director-cameraman This Game Of Bowls, Bronze award winner, 1958 Melb. Film Festival. Prod. for Aust. 175 c'tee, 1963. Married, 2 sons, 1 daughter. Resident Balgowlah Heights, NSW.

HILL, Mervyn James. Radio station promotions director. Born Warrnambool, Vic., May 10, 1923. Lab. tech. 1937-42. AIF 1942-46. 5DN 1946. Apptd chief copywriter same year. Wrote record 1700 comedy routines. Written for Joe E. Brown, Spike Jones, Stan Freberg. Broadcasts weekly ad lib programs. Toured US studying radio and lecturing on Australiana Sept.-Oct., 1964. Married, 2 sons, resident Golflands, Adelaide.

HILL, Noel Stanley. TV station engineer. Born Mosman, NSW. 8yrs OIC comm. Dept Interior. 6yrs snr eng. transmissions TCN. Now chief eng. DDQ. Served 3yrs AIF overseas signals, RAAF air crew World War II. Married, resident Toowoomba, Qld.

HILLMAN, Robert Younger. Agency account executive and associate director. Born Sydney, NSW, Dec. 19, 1925. 2yrs with Fleet-st advtg consultant, London; 1yr retail advtg mngr; 5yrs agency acct exec.; 3yrs agency TV mngr. Now acct exec. and assoc. dir George Patterson Advtg, Sydney. BA (Syd.). Married, resident North Epping, Sydney.

HOGG, Ralph D. Film production company executive. Born Surrey, Eng., October 1915. Asst dir. Gaumont-Brit., MGM and Ealing 1934-39. Prod. mngr Ealing, 1946-54. Dir. Aust. C'wealth Film Div., 1956. Prod. mngr The Shiralee, Deputy dir Olympic Games film unit. Prod. mngr, Supreme Sound Studios, 1958-62; now executive director, David Koffel Film & TV Prod. Member Brit. Film Academy, Brit. Kinematograph Soc. Married, resident Vaucluse, Sydney.

HOLMES, William George. Radio station sales manager. Born Moama, NSW, Aug. 12, 1920. Entered radio 1936, with country stations as announcer-copywriter; two yrs mngr 2MG; 18 months sales mngr 2CH; past 14yrs sales mngr 3UZ. Six yrs pilot, RAAF, Great Britain. Married, resident Ormond, Melbourne.

HOLT, Bernard. Federal director, advertising agency association. Born June, 1924. Began advtg career John Fairfax & Sons Pty Ltd, 1948; SMH classified and display depts; advtg repr. Sunday Herald, Sun-Herald, Sun; editorial liaison and advtg admin. Apptd secy ANC and ANC Advtg Control Board 1955; appt joint secy of reconstituted ANC and secy ANC advtg board 1958. Now Federal dir Australian Association of Advtg Agencies. Fellow and Federal Counsellor The Advertising Institute of Australia; member Executive Committee International Chamber of Commerce; associate fellow Aust. Institute of Management. Served RAN, 1942-45. Married, 5 daughters, resident North Ryde, Sydney.

HOOD, George M. Radio station manager. Graduated Marconi School of Wireless 1940; AWA marine operator 1940-45; beast tech. 1946-52; advtg salesman 2GF and 2RE. Joined 2KO sales staff Mar., 1957; appt advtg mngr Nov., 1957; apptd mngr May 1961. Married, resident Hamilton, Newcastle.

HOOD, Leslie Raymond. Radio station manager. Born Perth WA, Oct. 19, 1902. Asst mngr 2UE, 1940-49; with 2KY since 1949. Now mngr. Married; resident Darling Point, Sydney.

HOOKE, Sir Lionel George Alfred. Chairman and managing director, AWA. Born Brighton, Vic., Dec. 31, 1895. Ed. Brighton Grammar School. Shackleton Polar Exped. 1913-14. Chmn, Amalgamated Wireless Valve Co. Pty Ltd, S. Smith & Sons (Aust.) Pty Ltd, Telcon Australia Pty Ltd, Aust. Radio Tech. Services and Patents Co. Ltd; dir Australian and Kandos Cement Co., Email Ltd, Aust. Gas Light Co., Royal Exchange Ass. of London. Chmn, Radar & Telecommunications Industry Advisory

Comtee; v-p, Chamber of Manufactures, SMIRE (USA), FIRE (Aust.). RN anti-submarine chasers and pilot RN Air Service, World War I. Knighted 1957 New Year's honors list. Clubs, Australian, Union, Naval & Military, Melbourne, RACA, and Antarctic. Married, 1 son, resident Killara, Sydney.

HOOPER, Edgar Maxwell. Radio station chief engineer. Born Pyramid Hill, Vic., March 19, 1905. Two yrs marine radio; two yrs 7ZL; 34 yrs 3DB. FIREE (Aust.); MIEEEE, MTSA. Instructor Central Signal School during war. Planned, supervised Herald & Weekly Times' broadcasting & communications activities. Married, resident Blackburn, Melb.

HOPKINS, David Jerome. Agency managing director. Born New York City, USA, Oct. 11, 1914. Dir of sales of CBS Colombia and dir of sales and advtg Emerson Radio and Phonograph Corp. 1948-54. Acct dir McCann Erickson Inc., 1954-56. Vice-pres. McCann Erickson Inc., 1956-62. Now mng dir Hansen Rubensohn McCann Erickson Pty Ltd. Educated University of Chicago. US Navy, Lieut. Commander 1942-46. Resident Warrawee, Sydney.

HOUNSLOW, Keith Norman. Producer-director. Born Perth, WA, Sept. 19, 1928. 5yrs TV prod. JWT (Melb.), then 2yrs TV mngr/producer Robt Hughes Advtg. Now dir Senior Film Productions Pty Ltd, Melbourne.

HOUSLEY, Trevor Alfred, CBE. Overseas Telecommunications Commission (Aust.) general manager. Born Gympie, Qld., Oct., 1910. PMG Dept. 1926-46, DCA 1946-51. OTC (A) since 1951, apptd gen. mngr 1956. Engaged in post-war development of aviation facils and later the international telecommunications services; member of Aust. delegation and attended numerous o' seas conferences on aviation and later telecommunications matters. Led Aust. delegation at 1959 Pacific Cable Conference and convener of mngrmt committee for trans-Pacific large capacity cable completed Dec., 1963. Attended Commonwealth Conference on Satellite Communications, London 1962 and the Paris and London Satellite Communications Meetings, 1963, as an observer for Aust. Represents OTC on Commonwealth Interdepartmental Committee on Satellite Communications. B.Sc., MIE (Aust.). Married; resident Lindfield, NSW.

HOWARD, John Malcolm. Radio station sales promotion manager. Born Auckland, NZ, Sept. 6, 1924. Ed. Auckland Grammar. NZ commercial broadcasting 1949. Prog prod. and script-writing exp. Apptd senior prog. officer IZB Auckland. Member Auckland District Broadcasting Audition Committee. Mngr Auckland Radio Orchestra. Apptd 3DB Melb. April, 1960. Married, 4 children, resident Nth Balwyn, Melbourne.

HOWARD, Kenneth. Radio-TV racing & sports commentator. Born Waverley, NSW, Dec. 2, 1913. 23yrs beasting & sporting exp.; 2yrs TV experience. Comperes own TV sporting

shows; former Major Network race commentator. Now with 2GB, Macquarie. Married, resident Kensington, Sydney.

HOWARD, Milton. Agency director. Born Adelaide, SA, December 22, 1922. Joined Webb Roberts McClelland 1940. 4yrs RAAF, UK, Europe. Freelance writer 5yrs, rejoined agency as radio mngr, Melb. Now TV dir., Adel. Married, 4 children; resident Marion, SA.

HOWDEN, Hubert Arthur. Agency director Born Melb., Vic., Nov. 30, 1906. Pre-war, advtg mngr London Stores Ltd; snr acct-exec Claude Mooney Advtg 1945-53; then joined Rickards Advtg; now director, FIA (Aust). Five yrs commissioned RAF, RAAF, Middle East & Italy. Married, 2 children, resident Glen Waverley, Melb.

HOWELL, John Vincent. Radio station general manager. Born Orange, NSW, June 28, 1911. AWA Research Lab. 1935; sound engineer Philips Lamps 1937. Capt. Corp Signals AIF, 1940. H. C. Sleight (Tas.) 1948. Sales mngr 7HT 1953. Gen. mngr 1961. AMIRE, JP. Married, 3 children; resident Bellerive, Hobart.

HOWES, Frederick Robert. Agency production manager. Born Sydney, NSW, June 9, 1920. Sun advtg dept. (1yr); Catts-Patterson Advtg (3yrs); Hanson-Rubensohn Advtg (5yrs); advtg mngr British General Electric Co. (2yrs); Vincent Freeth Advtg (8yrs). Appt. prod. mngr NAS (Sydney) Pty Ltd, Sydney, 1954. Married, 1 daughter, resident Lane Cove, Sydney.

HOWSON, Denzil Edward. TV station program manager/production executive. Born Sept. 3, 1925. Formerly with Argus B'casting Services, Paton Advertising, freelance actor and writer, Melb. mngr Aust. Radio & TV Productions, producer GTV9. Now prog. mngr/prod. exec., Albury/Upper Murray TV Ltd (AMV). Married (son and daughter), resident Albury, NSW.

HUGALL, John William. Radio station manager. Born Fremantle, WA, Aug. 9, 1912. Joined 6KY 1949. Now mngr. Member WA King's Cup crew, 1934. Four yrs AIF, NG and Balikpapan. Married, resident South Perth.

HUGHES, Henry Maxwell. TV station New York representative. Born Melb., May 15, 1929. Advtg sales rep. Larry Cleland Pty Ltd, mag. publishers, then Adelaide News, Southdown Press as rep. in Melb. Joined ATN June, 1957, as Melb. rep., then sales manager, Melb. New York rep. ATN & Channel 7 Net. Single; resident New York.

HUGHES, William Douglass. Agency art director. Born 1935. Won nat'l car design competition 1952. Now art dir T. Hilken Waite Pty Ltd. Resident Annerley, Brisbane.

HUNN, John Talbot. Radio network manager. Born Perth, WA, Sept. 1, 1922. Ed. Guildford Grammar and Melb. Grammar Schools. Joined Nicholsons Ltd 1946, Nicholsons Broadcasting Service 6PR-TZ-CI 1952-55 acct/asst mngr. Joined WA Broadcasters Pty Ltd, 6IX-WB-MD-BY 1955, personal asst to mngr 1955-57, dep. mngr 1957-63, mngr 1963. Served AIF World War II. Married (2 daughters, 1 son), resident Cottesloe, WA.

HUNT, Donal de Vere. Agency managing director. Educated Newington College, Syd., economics Syd. Uni. Former acct-exec. Lintas; product mngr J. Kitchen & Sons. Now mng dir Jackson Wain & Hunt P/L. Resident Perth, WA.

HUNT, Victor Nelson. Agency director. Formerly GG Manning Display Co., Matear Organisation, Tait Publ. Co. Comm. officer AIF. Now dir Aust. Marketing Development and Commando Sales Force, members of Marketing Advertising Public Relations Pty Ltd including Nichols-Cumming Advertising Pty Ltd. Married, resident Beaumaris, Vic.

HUNTLEY, Hamilton Reynolds. Radio station manager. Born Sydney, NSW, July 25, 1912. Educated Sydney Grammar School & Sydney Tech. College. Former cadet engr, AWA radio electrical works, 1932-33; tech.-anncr-salesman 2AY, 3BO 1933-34; acting mngr 2GF 1935; asst mngr 4TO 1935-36, engr-anncr, secty & dir Fiji Broadcasting Co., ZJV Suva, VDP-2 Suva, 1936-52; asst mngr 3BO 1952-54; mngr 1954; appt 2CH station mngr 1957. Member of Institution of Radio Engineers (Aust.). Married, 4 sons, resident Lindfield, Sydney.

HUNTLEY, Geoffrey Herbert. Agency manager. Born England, Sept. 6, 1916. Won 3yr scholarship Royal College of Art (London). Visualiser, Erwoods Ltd, S. T. Garland and Greenly's (London agencies). 5yrs art dir. Alan A. Martin (SA). Joint mng dir. Monahan Huntley & Co. since 1953. Lieut. Royal Artillery. Pilot & test pilot, RAF. Captain Twickenham A Rugby Club (England). Now mgr, HRMcCe Adelaide. Married, resident Brighton, SA.

HUTCHISON, Francis Ashton. Agency proprietor. Born London, Eng., July 27, 1899. 40 yrs exec. exp. in advtg; 13 yrs advtg mngr two major Brit. nat. advertisers; four yrs dep. asst dir. of pub. Ministry of Supply, London; seven yrs acct-exec. Alfred Bates & Sons, London. Founder Hutchison Advtg, Hobart in 1952. Resident Hobart, Tas.

HYLE, Leslie John. Radio station assistant to general manager. Born Melbourne. Ed. Brighton Grammar (Vic.). 5yrs anncr/copywriter 3SH. 2yrs anncr/copywriter 3BA. Joined 3UZ Jan., 1958, as anncr/news reader then studio supervisor. Now asst to Lewis Bennett. Represented FACEB on Advertising Club of Victoria board of management 3 years. Pres. ACV 1963, 64, 65. Single, resident Carnegie, Victoria.

HYNES, Lincoln Carruthers. Radio network general manager. Born Balmain, NSW, April 14, 1912. Former sports exec. MBS, 1946; sales mngr, 1949; gen. mngr 4BC, 1951; gen. mngr 4BC and Qld network (4GR-MB-RO), 1952; gen. mngr 2UW & Qld network, 1956; dir Fidelity Radio, 1956; alt. dir BTQ, 1959. Dir Darling Downs TV Ltd member management committees FACEB 1956-62; sen. vice-pres. 1957-58; pres. 1958-59; member federal council 1963-64. Represented NSW in Sheffield Shiled Cricket, 1934-39. Past pres. & life member Contact Club. Commissioned officer RAAF, NG & Aust., 1942-46. Dir Royal North Shore Hosp., 1960. Married, 3 daughters; resident Killara, Sydney.

INGAMELLS, Michael Howard. Agency associate director. Born Melbourne, April 16, 1930. 3DB Librarian 1948-50. 1950-51 Festival of Britain London. 1952 USP-Benson Associate director and TV dir. Single, resident Toorak, Melbourne.

IRVINE, Malcolm McKinnon. Agency managing director. Born Lismore, NSW, Sept. 14, 1918. Seven yrs Theological College. Five yrs mngr 4ZR; five yrs radio mngr O'Brien Pub. Diploma in psychology. Managing director, Irvine Advtg. Single, resident South Yarra, Melbourne.

IRVING, Wilson. TV station program manager. Born Kurrajong, NSW, May 2, 1912. Aust. and overseas theatre exper. Entered radio as compere-anncr 1938, later MBS productions incl. Gladys Moncrieff Show, Quiz Kids and Pied Piper. Snr station supervisor, ATN7 (Sydney), thence to BTQ7 (Brisbane) as program mngr. Served as officer with AIF in SW pacific area. Married, 1 daughter; resident Brookfield, Brisbane.

JACKSON, Bruce Francis. TV station general manager. Born Melb. Previously secy/asst to mng dir Woodrow Corp. Pty Ltd (motion picture exhibitors). Now gen. mngr BTV6. AASA, JP. Married, resident Ballarat, Vic.

JAMES, Reg. Radio-TV production company sales manager. Born Sydney, 1929. Joined Grace Gibson Radio-TV Productions 1946. Mngr Grace Gibson Distributors Pty Ltd. Married, resident Artarmon, Sydney.

JAY, Tommy. Radio station copy manager. Born 1902, Ferndale, Wales. 14yrs JCW comedy roles in Gilbert & Sullivan operas. 20yrs 2SM. Now 2SM copy mngr. Married, resident Gordon, NSW.

JEFFCOAT, Francis Robert. Radio station manager. Born Sept. 18, 1922. Cadet anncr, 4BH, 1939, then evening anncr, sporting editor, specialty anncr. Appt mngr 4VL 1951; sales promotion exec. 2UW, 1957; asst sales mngr 2UW, 1958; sales mngr 1959; chief admin. exec. 1962. Now mngr. Four yrs AIF — demob rank WOII (Ord.). Vice-pres. Time Club, Syd. Married, 1 son, resident Forestville, Sydney.

JEFFREY, Edward Leslie. Media representative. Born Blackall, Qld, June 17, 1905. 29yrs beasting. Salesman 4BC, 1936; transferred 4BH, 1937; mngr 2CK (now 2NX) 1938, opened Melb. branch Oswald P. Sellers, selling agents for Columbia-George Edwards Radio Prod., 1941. Sales mngr 3AW, 1945-47. Foundation member past pres., Melb. Time Club. Member board mgmnt Advtg Club of Vic., FACEB Quarter Century Club. Now prop. E. L. Jeffrey radio station repr. Resident Brighton, Melbourne.

JENKYN, Roy. Agency governing director. Born Perth, WA. Gov. dir Dampier Advtg Pty Ltd. Member Uni. Club. Married; resident Double Bay, Syd.

JENNINGS, Douglas Thomas. Radio station studio manager. Born Geelong, July 17, 1930. 3yrs Trans. Dept and jnr anncr 3GL from 1949. Apptd anc 2RG 1952; anncr/sports editor 3NE 1954; anncr/sports editor 3YB 1957. Then sports editor 3CS 1962. Apptd studio mngr 3CS, 1964. Married, 1 child; resident Colac, Vic.

JENNINGS, Gordon Scott. Radio Network company secretary. Born May 7, 1929. Joined 2GB-Macquarie 1945. Apptd acct 2GB 1952, then chief acct 2GB-Macquarie 1958. Now company secy and finance officer to the 2GB-Macquarie group of companies. Married (two sons, two daughters), resident Blaxland, NSW.

JENNINGS, John Raymond. Radio station sales manager. Born London, Eng., Apr. 10, 1919. With radio since 1939, previously at 3MA; 3UL sales since 1946, now sales mngr. Member Commando Squadron World War II. Pres. Warragul Chamber of Commerce 2yrs. life member Apex. Married (2 sons, 1 daughter), resident Warragul, Vic.

JOEL, Asher Alexander. Agency managing director. Born Stanmore, NSW, May 4, 1912. Managing dir Commercial Advtg Services. OBE, MLC, US Bronze Star. Married, resident Gordon, Sydney.

JOEL, Joe. TV film distribution company managing director. Born Sydney, NSW, April 20, 1915. Former dir advtg & pub. Columbia Films and RKO. Studied advtg agency ops US, 1948. Gen. mngr, Asher Joel Advertising, 1955-56. Special rep. Cecil B. De Mille, Paramount Pictures, Far East and Australasia, 1957-58. Lieut. RANVR, 1939-45. Now Far Eastern Super. Screen Gems Inc. and man. dir Screen Gems (Aust.). Married, 2 sons; resident Killara, Sydney.

JOHNS, Kenneth. Radio network recording manager. Born Sydney, NSW, Jan. 23, 1917. Beam messenger AWA, 1932; exp. Marconi School of Wireless, publicity & sales depts; transferred recording dept, AWA, 1937; now recording mngr. RAN 1941-46. Secty Time Club, Syd. Married, resident Hornsby, Sydney.

JONES, David Morgan. Director NSW division Australian Sales Research Bureau. Born Toronto, Canada, May 23, 1930. Married, two children.

JONES, Ian. TV production unit director in charge of special projects. Born Newcastle, NSW. TV prod.-dir., HSV, Melb.; later asst. prog. mngr. Joined Crawford Productions, 1962, as exec. in charge of special projects. Married (2 sons), resident Camberwell, Vic.

JOSE, Denis Adrian Arthur. Director program services, Aust. Broadcasting Control Board. Born Sydney, NSW, May 3, 1908. Anncr, program dir., acting mngr, Qld ABC, 1931-46; ABC Federal program co-ordinator, head office, 1946-49; dir. program services div., ABCB, since 1949. Married, 1 son, 2 daughters, resident Box Hill, Melb.

JOYCE, Donovan Maxwell. Radio-TV production company managing director. Born Melb., Vic. 12yrs anncr, copy chief 3KZ, 3AW; 12yrs writing & directing radio drama; founded own unit 1945; now prod. radio-TV material. Won Federation Oscar, two sections, 1946, with Passing Parade. Married, 1 son, resident Toorak, Melbourne.

JOSEPH, David Henry. Radio station manager. Born London, Sept. 5, 1938. Ed. Scots College, Syd. Joined 2UE 1955. Moved to Melb. to study radio and TV prod. techniques at Royal Melb. Inst. of Tech. Joined 3DB 1956 as prod. asst. 1957 joined W. B. Lawrence Advtg, Syd. as radio-TV exec. 1959 to JWT, Syd., as prod. exec.; transferred to Melb. as Melb. radio-TV mngr, 1960. Manager for Bob Rogers and Brian Henderson 1962. Joined 3AK 1963 as station mngr. Married, resident Toorak, Vic.

JUDD, Noel. Producer-actor. Born Melb., Vic., Feb. 8, 1916. 25yrs advtg, radio, stage. Opened radio div. Paton Advtg, Melb., 1932; anncr-copywriter 2GB, 1935; snr anncr. producer 2WL, 2CA, 2HR, 7LA. Post-war anncr, copy mngr, service mngr, scriptwriter, prod., program exec., 2GB. Now prod. musical & comedy shows. During war organised Tas. AIF entertainment unit; awarded Cert. of Merit for work in forward areas, NG, Solomons. Written 30 songs, singing commercials, themes. Member APRA. Married. 3 children, resident Balgowlah.

JUDGE, Ainslie Robert. Radio station chief engineer. Born NZ, Jan. 12, 1913. 14yrs 4BH, now chief engineer. Three yrs DCA. Assoc. member IRE. Married, resident Ashgrove, Brisbane.

JURY, Ronald Russell. Assistant to radio station general manager. Born Melb., Vic., Oct. 28, 1926. Matric. Melb. Boys' High School. With Cwealth Bank, 1942; 3SR as anncr-sports commentator, 1949; copy-writer with 3XY, then acct 3AW, 1951. Now asst to gm. AASA assoc. Bankers Ins. Aust. Co-operated prod. Impact radio surveys 1951-52. Foundation member TV soc. Aust. Married, resident Blackburn, Vic.

K

KAIN, Malcolm Ronald. Agency managing director. Born Sydney, NSW, Sep. 21, 1931. Acct/exec. Hugh Berry Advtg; production mngr Warwick-Paton Advtg; asst acct & production exec., acct/exec., McClelland Advtg. Now mng dir Steele, Kelly, Kain, Paton. LAI Aust. Married, resident Coogee, NSW.

KELLY, Alan Richard. Agency director. Born Bondi, NSW, Aug. 9, 1926. Prod. mngr, O'Brien Publicity (Syd) 1946-47; acc. exec. 1948-50. Bris. repr. O'Brien Pub., 1951-52, Qld mngr, 1953-55. Apptd dir, 1956. Now exec. dir, Vic. FAI. Pres. AIA (Qld div.) 1962-3, chmn 4As (Qld) 1962-64, member 4As Fed. Exec. 1962-4. Treas. Qld Motor Sporting Club, 1954; member Rotary. RAN and 1st Aust. Naval Beach Commando Unit (New Guinea, Moluccas, Borneo, China areas) 1943-46. Married (two sons, two daughters), resident Melbourne.

KEMP, Sidney Joseph Albert. Radio network managing director. Born Bexhill-on-Sea, Eng., Nov. 6, 1900. Advtg dept, Argus, 1926; sales promotion mngr, 1934; mngr 3SR, 1936; superintendent mngr 3SR-YB-UL, 1939. Appt. dir. & gen. mngr, Assoc. B'casting Services, 1957. Now mng dir. Appt mng dir Goulburn Murray TV Ltd (GMV) 1960. Served RNRV 1917-19, wireless officer, Merc. Marine, 1920-26. Air Training Corp., Vic. p/o, 1942-44. Country vice pres. AFCBS, 1943-44, chairman, founder, Vic. Country B'casters Publicity Committee. Married, resident Caulfield, Melb.

KEMSLEY, Alfred Newcombe. Agency director. Born Adel., Mar. 29, 1896. FIA, CBE, ED. Currently dir USP-Benson. Served World Wars I and II. Married (one son, one daughter); resident Brighton, Victoria.

KENNEDY, Eric Thomson. Agency chairman. Born Albury, NSW, March 1, 1897. Chief exec. officer, Assoc. Newspapers and dir. Aust. Assoc. Press, 1942-53; pres. ANPA, 1947-49; chairman Audit Bureau of Circ., 1942-46; vp Aust.-American Assoc. since 1944; now chairman NAS (Sydney) Pty Ltd. Member Wartime Censorship Advisory Committee. Chairman, Fed. Pub. Committee, C'wealth Jubilee Celebs, 1951; present chairman Tutus Investment; dir Petrol & Chemical Corp. (Aust.), & St Luke's Hosp. 5th Aust. Field Arty Brig., 1915-19. Awarded MSM, MID. Married, resident Woollahra, Sydney.

KENNA, Vernon Francis. Controller of technical services, ABC. Born June 5, 1908, Bris.

Div. eng. PMG's Dept, Bris., until 1954. Section eng. TV, PMG's Dept, Central Office, 1954-61. Controller tech. services, ABC, from 1961. Prof. eng. by public services exam. Married, resident Middle Cove, Sydney.

KERIN, Ronald James. Agency director. Born Melbourne, 1926. 3AW 1942-44. AIF 1944-46. USP-Benson 1947-63. Joined Vinnicombe Advertising 1963. Now dir, USP-Benson (Qld). FAI (Aust.) AISM. Married (two children), resident Coorparoo, Qld.

KERR, Bernard Francis. ABC director sporting broadcasts. Born Canowindra, NSW, Dec. 22, 1914. Commentator Helsinki Olympics, 1952; Aust. cricket tour, Eng., 1953; i/c, ABC coverage, Melb. Olympics, 1956, ABC reporting team leader Rome Olympics, 1960; Tokyo Olympics, 1964. With ABC since 1932. Army, 1941-46, Ordnance Corps, Pt Moresby, Dobodura, Lae, Bougainville. Sporting editor, amenities service, b'casting sect., 1945. Married, 2 daughters, 1 son; resident Maroubra Bay, Sydney.

KERR, John Albert. Radio station governing director. Owned radio 2BE from 1941-1960. Gov. dir since 1960. Resident Bega, NSW.

KEWLEY, Edward Graham. Agency media director and administration officer. Formerly Herald & Weekly Times Ltd and HSV7. Joined Marketing Advertising Public Relations Pty Ltd, 1960 as mngr Consolidated Public Relations. Now with Nichols-Cumming. Married, resident Essendon, Victoria.

KIDD, Arthur Ray. Television station managing director. Born Sydney, NSW, Oct. 26, 1914. With AWA, head office, 1928-33; then salesman-anncr 4TO; mngr 2GN, later 3BO. Mng 2AY 1946-62. Now mng dir AMV Channel 4, Albury. Country vp AFCBS 1952-53. RAAF, SW Pacific area hq. Awarded Queen's Coronation Medal (Civil). Past pres. Albury Rotary; past vp Albury Chamber of Commerce. Married; resident Albury.

KINANE, William Ower. Radio station manager. Born Lilydale, Vic. With Goodyear Tyre and Rubber Co., Melb. (1932-36), then with AWA's accnts, marine & b'casting depts. Now mngr 4WK. Holds 1st class comm. ops cert. of proficiency. Radio officer, Merchant Navy. Member Legacy and golf clubs. Married, 1 child, resident Warwick, Qld.

KING, Geoffrey Laurence. Film processing laboratory managing director. Born Sydney, NSW, Dec. 10, 1903. Former refrig. sales mngr Aust. Gen. Elec. Pilot, flying instructor. Films consultant TCN. Founder & designing engineer, Kinelab Pty Ltd. Member Soc. Motion Picture TV Engineers, IRE, Brit. Kinematograph Soc. Married, resident Vaucluse, Sydney.

KINGSFORD-SMITH, John Wilfrid. Film production unit co-managing director & producer. Born Toowoomba, Qld, May 7, 1911. With Filmcraft Labs, 1930; Cinesound 1932-39. Formed Kingcroft Productions, 1946. Managing dir. Held Aust. light plane altitude record, 1938-53. Two awards at film prod. C'wealth Jubilee Film comp., 1951, 3 o'seas awards. Six yrs RAAF, active service SW Pacific. Discharged Wing/Commdr. Married, 3 sons, 1 daughter, resident Lindfield, Sydney.

KINLEY, Raymond. Radio station deputy chief engineer. Born Adel., 1915. With 3AW tech. dept. since 1941. Resident Pascoe Vale, Vic.

KINNEAR, Rodney Scott. TV station program manager. Born Adelaide, SA. Press photographer Adelaide News 5yrs and Melbourne Herald 2yrs. 18mths BBC television, Eng. appt. program manager GTV9 July 1960. Married (2 children), resident Canterbury, Melbourne.

KLEIN, Francis Bruce. Radio station assistant manager. Born Sydney, Aug. 15, 1926. Technician PMG, NSW, 1942, then snr tech. 1950. Apptd chief eng. 7HT 1953. Now asst mngr. Assoc. IRE, 1958. Married (five daughters), resident Rosetta, Hobart.

KLEMKE, Leslie Frederick. Agency director. Born Williamstown, Melb., Nov. 22, 1920. Radio and newspaper rep., 1939-40; cub journalist 1937-1939; copy-wr. Govt projects; snr-acct exec. dir Thompson Ansell Blunden. Lecturer in advtg and copywriting. Now director L. F. Klemke Advtg. AIF 3yrs. Married (one daughter), resident Sth Yarra, Melbourne.

KLEMM, Bertram William. Radio station advertising sales dept manager. Born Brisbane, Qld, March 24, 1917. With Courier-Mail, later advtg dept Chandlers. Entered radio as script-writer; later 4yrs radio mngr Noble-Bartlett Advtg; joined 4BK-AK, 1952; appt sales mngr, 1953. Five yrs RAAF air crew (3½ in Eng.) ft./lieut. Pres. Brisbane Time Club, 1961-62, 1962-63. Married, 2 daughters, resident Wavell Heights, Brisbane.

KNOX, John Robert. Radio station operations manager. Born Syd., July 31, 1938. Grad. Vincent School of B'casting. Began b'casting 2RG, gaining wide exp. during ensuing 3yrs. Then to 4BH a'noon women's feature anncr 18mths. Also newscaster. Now ops manager 4IP. Married, resident Ipswich, Qld.

KOFFEL, David. TV production company governing director. Born London, 1914. Journalist, scenario writer, advtg exec, film prod. Founder and gov. dir David Koffel Pty Ltd Film and Television Productions, David Koffel (Enterprises) Pty Ltd, Featured Theatre Ads, Theatre Screen Contractors (Aust.), Filmmakers Pty Ltd. Also operating Filmads Pty Ltd and the

Reilly Advertising Co. Pty Ltd (Victoria). Resident Longueville, NSW.

L

LAKE, Dawn. Vocalist, actress. Born Sydney, NSW, Jan. 20, 1929. Aust. & Eng. radio, TV, stage & cabaret exp.; appeared Say It With Stars, Tivoli Theatre, Melb. Chosen for top vocal spot with London BBC show band. Married, resident Killara, Sydney.

LAKE, Peter Alan. Film director and production executive. Born Northbridge, NSW, Jan. 28, 1930. Designer and illustrator until 1955, then entered film industry with Rank Screen Services London as storyboard artist, then film dir until 1959. Now prod. exec. with Grimsdale & Assocs. Married, 1 daughter, 2 sons; resident Annandale, Sydney.

LAMB, Stewart Peter Paulsen. Radio station chairman and managing director and company director. Born Newcastle, NSW, Mar. 6, 1917. Chmn, mng dir United B'casting Co., Radio 2UE Sydney, Radio 2KO Newcastle. Married, resident Warrawee, Sydney.

LAMONT, Nathaniel Kingston. Television station executive. Born Churchill, Manitoba, Jan. 19, 1920. Entered industry 1949 in USA and Canada, and has produced and scripted for radio and TV in USA, UK and Canada. Also journalist. Now creative dir Marketing & Advertising Pty Ltd. Married; resident Chatswood, Sydney.

LANAGAN, Joseph Ronald. Radio station chairman of directors. Born Bingera, NSW, Aug. 12, 1907. Chmn of dirs 4VL. Past pres. Charleville Show Soc. and Warrego Club; dir. Westernair Charter Service; trustee, Charleville showground & racecourse. Married, resident Brisbane, Qld.

LANDELL-JONES, Charles Kenneth. Agency managing director. Ed. Cranbrook, Sydney; pre-war jnr exec. Atlantic Union Oil, post-war founded Fortune Advtg. Now mng dir. Served 2nd AIF. Resident Bellevue Hill, Sydney.

LANE, Herbert Brinsley. Chief announcer of radio-TV religious program production unit. Born Griffith NSW, April 10, 1921. Announcing and acting experience with 6KY and ABC, stage and TV. Qualified science master and member of Sydney Grammar School Poetry Reading Socy. Joined Christian B'casting Assn in 1955 as chief anncr. Married, 3 children. Resident Birrong, Sydney.

LANE, Richard Hamilton. Radio writer-producer. Born Sydney, NSW, Jan. 18, 1918. Began radio writing, 1937; with MBS, 1942-51; freelance since 1951. Wrote first comm. TV serial, Autumn Affair, for ATN, 1958; first 1hr TV play, Johnny Belinda. Recent radio scripts include Deadlier Than The Male, A Man Called Peter (Artransa). The Judas Tree (Artransa). Vice-president Australian Radio Television and Screenwriters Guild 1962-3. Married, resident Wollstonecraft, NSW.

LAPPAN, Allan. Radio station disc jockey. Born Wollongong, Nov. 1930. Worked at 2UW, 2TM, and 2DU as breakfast anncr; 4TO chief anncr; 2GZ bfast anncr and sporting edit. Dj 4BK, 2SM, 2KO. Now with 3UZ. Married, resident Beaumaris, Melbourne.

LAPTHORNE, Robert L. Managing director Fremantle Aust. Pty Ltd (TV Film distributors). Born Sydney. Joined 2UE, writing and prod'n, sales exec. Overseas: Breakfast show compere, selling and prod. Radio Jamaica; sales exec. CKOC Hamilton, Ont.; CKCO-TV Kitchener, Ont., Canada; Ontario & Maritime provinces sales exec. Screen Gems (Canada); apptd Aust'asian sales mngnr Fremantle Aust. Pty Ltd, Sydney, April, 1960, now mng dir. Married (1 son, 1 daughter), resident Whale Beach, Sydney.

LARKIN, Joseph Stanley. Radio station general manager. Born Melb, Vic., Feb. 12, 1903. Journalist Melb. Herald, 1918; Sun-Pictorial, Evening Sun, 1922-25; editor Colac Herald, 1925-27, Bathurst Times, 1927-29; mngnr 3UZ, 1930-39. Studied radio USA, 1937; asst mngnr 5DN, 1939-43. Journalist, political writer Melb. Argus; returning 5DN as gen. mngnr, 1946. Pres. FACB 1953-54, member Federal council 1963-64. Visited Ceylon, India, Pakistan SE Asia for MBS in 1950. Advised Ceylonese Govt on setting up radio SEAC. Married, resident Somerton Park, Adelaide.

LASHWOOD, Hal. Actor-producer. Born Sydney, NSW, Aug. 13, 1920. Specialty dancer, JCW, at 16; then vaudeville & panto, Tivoli Circuit. Toured NSW, Qld with Macks Varieties, Barton's Follies, Sorlies; assoc. with the late Roy Rene (Mo). Exp. quiz master, compere, also radio prod. Appeared in dramas, comedies, films, cabaret shows. JP. Member UNESCO committee for films, press & radio, also UNESCO committee for drama, theatre & literature. Fed. pres. Actors & Anncrs Equity Assoc. Aust. Independent candidate, Blue Ribbon seat of Wentworth, 1955. Married.

LEACH, Raymond Leslie. TV production company animation film producer and managing director. Born Sydney, 1936. With Eric Porter Studios, Greenhalgh-Leach Productions and Rowl Greenhalgh Productions. Now mng dir Graphik Animation Pty Ltd. Married.

LEAHY, Leo Warren. Television station Sydney sales manager. Born Jamestown, SA, Aug. 11, 1922. Ed. CBC, Adel. Apptd country sales

rep. Colgate-Palmolive, 1946-52, then sales rep. Advertiser Newspapers Ltd, 1952-59. Now Syd. sales mngnr ADS, Adelaide. F/lt RAAF 1943-46. Married (five children); resident Maroubra, Sydney.

LEAN, Wilton. TV station chief executive. Born Sydney, NSW, Jan. 8, 1917. Rydge's Business Journal 1933-42, prod. mngnr 1940; editor RSL journal Reveille 1945-47; editor Shopkeepers' Digest 1947-49; Mirror Newspapers Ltd 1949-63, chief sub-editor, news editor, editor Daily Mirror 1955-63; editor Sunday Mirror 1961. Now chief exec. Television Wollongong Transmissions Ltd (WIN). Lieut. AIF. Married (3 daughters, 1 son), resident Campbelltown, NSW.

LE BRUN, Peter Greve. Radio station manager. Born Arncliffe, Syd. 3yrs 4BH 1935-38; 3yrs station mngnr 4SB 1938-41. Joined 2LM 1942; apptd station mngnr 1952. Widower, 1 son, 3 daughters; resident Girards Hill, Lismore.

LEE, Douglas Herbert. TV production unit general manager. Born Ryde, NSW, Dec. 4, 1924. Ed. Malvern and Melb. Grammar Schools. Movietone News as asst cameraman and sound eng. Joined Aust. Religious Film Society as cameraman; then own still photography business. Army PR as corres. and PR newsreel cameraman in Japan and Korea. War Office commendation for documentaries filmed at the front on British fighting units. Started Central Video Film Service Oct., 1956-Dec., 1961. Started Consolidated Film Producers Dec., 1961. Married, 1 daughter. Resident Beaumaris, Melbourne.

LEE, Jack. Production company chairman and managing director. Born Stroud, Glos., England. Learned film-making with Crown Film Unit in London as dir, writer, prod. dir and writer of documentaries. Formed Augustafilms, London; Trojan Films, Sydney. With Crown Film Unit throughout war filming with Royal Navy, Army and RAF in Iceland, Atlantic, West Africa, North Africa, and Invasion of France. Resident Woollahra, Sydney.

LEONARD, Francis Patrick. Agency director. Born Longueville, Syd. Six yrs with N. S. H. Catts & Co. & Catts-Patterson Co Ltd; founded F. P. Leonard Advtg Pty Ltd, 1926. Diploma Economics & Commerce, Syd. Uni. 14yrs Heavy Arty Brig., AIF. Married, resident Balgowlah, Sydney.

LESTER, Rodney Arthur. TV station Sydney sales manager. Born Sydney, May 26, 1937. Previously asst to asst mngnr 2GB; admin. officer Monitor; market research, publicity and sales prom. MBS; radio prog. sales, Artransa, Telefilm Sales, Artransa Park TV; sales prom. officer, Television Associates Pty Ltd. Now Syd. sm WIN. Studied to A. Mus.A standard Conservatorium of Music, Sydney. Married, resident Manly, NSW.

LEVER, Rodney Edwin. TV viewer-magazine editor. Born Aug. 14, 1932, Bris, Qld. Journal-

ism Syd. Telegraph, 1948-52; Listener-in 1952; appt editor TV Week, 1958. Now editor-in-chief TV Week. Married, 4 children; resident Doncaster, Melbourne.

LEWIS, Gordon Charles. Radio Network general manager. Born Melb., Vic. Copywriter, Goldberg Advtg, Melb., 1936; chief anncr-copywriter 3UL, 1938-39; night anncr, program dept 3SR, 1939; chief anncr-studio mngnr-salesman 7HO, 1939-41; studio mngnr 3TR, 1941; mngnr 3SH, 1946; part-time anncr 4BH & freelance ABC, Bris., 1944; mngnr 3TR 1952-60. Gen. mngnr GLV10, 1960-63. Dir Aust. TV Facilities Pty Ltd, 1961-63. Gen. mngnr 6PR-TZ-CI 1963. Councillor, City of Sale 1954-60. Five yrs AIF, World War II. Fellow Royal C'wealth Society. Married (3 sons, 1 daughter), resident Peppermint Grove, WA.

LEWIS, Leslie Markham. Agency director. Born Sept. 30, 1913, Melb. Acctn exec. Geo. Patterson, 1937-40, 1946-47; Chapman Hendrie, 1947-48; pub. mngnr, British Cwealth Pacific Airlines, 1948-55; ad-mngnr Qantas, 1955-56; co-founder Russell Lewis & Assoc., 1956. AIF, 1940-45 (Lieut.). Placed advtg in 17 countries. Now dir. Russell Lewis & Assoc, Amalgamated PR, Pharmaceutical & Medical Advtg Service. Diploma of Advtg. Married, 2 children; resident Castlegrag, Sydney.

LIMB, Bobby. Comedian-band leader-TV compere. Born Adelaide, SA, Nov 10, 1926. Radio, stage, TV, cabaret exp. Appeared London BBC, TV, stage, cabaret, London Palladium, Albert Hall. Longest appearance, Club Pigalle, Piccadilly, London. Married, resident Killara, Sydney.

LINCOLN, Ronald Alan. Radio station studio manager. Born Hurstville, NSW, Aug., 1942. Joined 2LT in 1960 as anncr/copywriter progressing through sales, service and studio management. Now studio mngnr. Single, resident Lithgow, NSW.

LINDSAY, Colin Strathearn. Agency director. Served RAN. Agency exp. acctn/media mngnr, A.E. Joined Fortune 1957 as mngnr Fortune New Zealand, then mngnr Fortune, Melb. Now nat. accnts dir based Syd. Married, resident Bronte.

LINTON-SMITH, Ross. Agency production mngnr. Born 1940. Formerly with H. Pole and Co. Pty Ltd (printers), Bris. as prod. and art super (4yrs). Now prod. mngnr T. Hilken Waite Pty Ltd. Wide exp. reprod. processes. Single, resident Rosalie, Brisbane.

LITCHFIELD, Ainslie Roland. Film producer, director, and manager, documentary development at Artransa, consultant. Born Cooma, NSW. Educated SCEGS, North Sydney, leaving cert. Began film prod. as Litchfield Film Advtg, 1945; later formed Litchfield Film Productions Pty Ltd; Litchfield TV Pty, 1948. Appt. Artransa mngnr of documentary development in Jan. 1961. Holds amateur op's radio transmitting licence. C'missioned Aust. Spec. Wireless Group,

then Adj. NG Air Warning Wireless Co. AIF; attached NG & US Fifth Army Air Force four yrs, Sth Pacific. Married, resident Avalon Beach, Sydney.

LITHGOW, Henry Nevill. Radio station manager. Born Hamley Bridge, SA, Sep. 30, 1913. Freelance radio work Adelaide; then 3MA; anncr, later apptd mngr 3SH. Handles 3SH sport b'casts. Married, 1 son, 1 daughter, resident Swan Hill, Vic.

LITTLETON, Edgar George. Agency radio director. Born Berkshire, Eng. Journalist two yrs, then six yrs continuity chief, editor 4BC; six yrs radio mngr Noble-Bartlett Advtg. Dir. own agency, Littleton-Harvey Advtg, since 1946. Awarded second prize Aust.-NZ short story contest, Authors & Artists' Assoc. Written 100 radio plays. Vp Bris. Esperanto Soc.; hon. dip., Esperanto, Aust. Esperanto Assoc. Two yrs war service. Married, resident Holland Park, Brisbane.

LLEWELLYN, Leonard Richard. Agency creative director. Born London, Eng., Feb. 11, 1927. Acct/exec., L. B. Rennie Advtg (three yrs). Cossey-Waite Advtg (four yrs). Joined John Clemenger Advtg, Syd., 1953. Apptd mngr 1960. Apptd creative director 1963. AIA (Aust.); Oxford Uni. Schl cert. Fleet Air Arm (SEAC). Married, resident Jannali, Sydney.

LLEWELLYN, Norman. Radio station manager. Born Brisbane, Qld, May 2, 1930. 20yrs with 4BH. Studied radio-TV prod. BBC staff training centre, 1954; comm. TV, London; radio-TV Canada, USA. Apptd 4BH mngr, Feb., 1962. Married. 3 children; resident Stafford Heights, Brisbane.

LLOYD, Gordon C. TV production unit Victorian manager. Born Melbourne. Ed. Scotch College. Began film career 1939 with Movietone, then Dept of Information on lab., editing and cutting side and cameraman. Accredited war correspondent, rejoining Movietone as cameraman/dir. Now Vic. mngr. Single, resident East Malvern, Vic.

LLOYD, Kenneth Percival Garrick. Radio network Sydney representative. Born Aug. 13, 1917, Leongatha, Vic. ABS Gippsland unit 3UL 1938 as anncr, sport comm'tor, salesman; re-joined coy as Melb. rep. Apptd mngr 3YB 1948. Sydney rep. ABS since 1958. Sqdn-Ldr RAAF. Married, 2 children, resident Northbridge, Sydney.

LOCKLEY, William Arthur. Advertising agency general manager & director. Born Oct. 2, 1919, Sydney. Post-war with Hansen Rubensohn until 1952; senior acct-exec., Fortuna; rejoined H&R, assoc. dir & mngr 1954. Harvard Business School AMP, 1962. Now dir and gen. mngr Hansen Rubensohn-McCann Erickson Advtg. Married; resident Epping, Sydney.

LORD, Robert Thueh. TV station manager. Born Tamworth, NSW, Aug. 12, 1920. Prod. dept, MBS, 1944, network service officer, 1945; personal asst to gen. mngr 2GB & MBS 1946; asst mngr Artransa, 1947 mngr Artransa & World B'casting System of Aust., 1950. Advisor SABC in estab. Springbok Radio, 1949-50. Mngr Artransa Park Television P/L, then gen. mngr Television Wollongong Transmissions Ltd. Now station mngr TEN. Capt. AIF. Married, 1 son, 1 daughter; resident Mt. Ousley, NSW.

LORD, Tasman. Radio network director and general manager. Born Sheffield, Tas. Director and gen. mngr Tasmanian B'casting Network and 7BU. Director 7AD, 7SD. Past pres. Burnie Rotary Club. Chmn Navy League. Married, 2 sons; resident Burnie, Tas.

LOVEJOY, George B. Radio station advertising manager. Born Bundaberg, Qld, December, 1923. Anncr, copywriter, 4BU 1946-48; in charge advtg 4BU 1948-49; joined 4BH in charge continuity, 1949; appointed asst sales mngr 1953; now advtg mngr; also broadcasts football, sport. Married, resident Carina, Brisbane.

LOW, Maitland Esmond. Radio station general manager. Born 1915. 25yrs radio and allied industries; RAAF; 4yrs post-war exec. eng. and managerial posts in Syd. 7yrs mngr Fields Pty Ltd, radio & elect. appliance retailer Mackay, Qld; joined 4MK 1957 as gen. mngr, snr member IREE, assoc. fellow AIM; Country vice-pres. 1960-61, member Fed. council FACB. Past secy, past pres. Rotary Club of Mackay, now Rotary District Gov. District 255. Married, one daughter; resident Mackay, Qld.

LOWNEY, Calvin John. Radio station assistant manager. Born Bris., Qld., Jan. 15, 1930. Educated Church of England Grammar School, Bris. 1955 anncr 2AD, 1959 chief anncr 4GR, 1957 actg mngr 4LG. Now assistant mngr 2QN. Married (two sons); resident Deniliquin, NSW.

LUCAS, Charles Hugh. Agency principal. Joined Goldberg Advtg, Melb., 1931; dir. N. V. Nixon Advtg, 1946-49; now principal C. H. Lucas Advtg, Melbourne; Federal councillor, AIA, FAI (Aust.). RAAF, 1940-45. Married; resident Camberwell, Victoria.

LUMMIS, William Henry Wesson. Agency manager. Born Perth, WA, March 12, 1924. Qualified machine and hand compositor. Formerly sales and service mngr Frank Daniels Pty Ltd, Perth. Now mngr Ian H. Smith & Partners. Admitted to Advertising Institute of Aust., 1950.

LUKE, John. Radio station studio manager, feature announcer and compere (audience participation show). Born Midland Junct., WA, Oct., 1915. Whitford Network; won drama award 1951. Married, resident Dalkeith, Perth.

LYNCH, Bernard Vincent. Radio station chief announcer. Born Melb., July 21, 1938. Copy mngr/news editor 2QN 1960-62. Joined 3SR as night anncr 1962. Apptd chief anncr 1963. Married, 2 children. Resident Shepparton, Victoria.

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MACASKILL, Alexander Henry. Radio station program manager. Born Auburn, NSW, Feb. 3, 1921. Educated Perth Modern School. Joined 6PM 1938, then to 5AD as anncr, 1946. Apptd program mngr, 1962. Served AIF, 1940-2. Married; resident Linden Park, Adelaide.

MACDONALD, Ian. Agency managing director. Born Manly, NSW, June 21, 1921. Operated creative service group 1947-55; with George Patterson Pty Ltd as art dir, acct-exec. and later co-ordinator Colgate Palmolive group. Joined Willmott's Advertising April, 1960, as snr acct-exec. (Johnson & Johnson Pty Ltd, etc). Apptd dir Oct., 1960; gen. mngr May, 1963; mng dir May, 1964. Approx. 5yrs 9th Aust. Div. Service in Syria, Palestine, Egypt. Married (4 children), resident Willoughby, Sydney.

MACDONALD, Keith Alexander. TV station general manager. Born Melbourne, Jan. 20, 1910. Educated St. Peters College Adel., St. Marks College, Adel. Uni., grad. LLB, 1932, admitted to Bar, 1933. Anncr 5AD 1937, then prod. mngr, advtg mngr, acting mngr. Apptd mngr, 1945. Later apptd mngr Advertiser Network. Now manager ADS. Pres. FACB, 1950; chairman SA Carols by Candlelight committee, 1945-58; member mgement Bd Adel. Children's Hosp. Rotary Club. Resident Adelaide.

MACKENZIE, Roderick Maton. Joint managing director, Sydney agency. Born Melbourne, Sept. 19, 1920. Ed. Melbourne Grammar School. Served RAAF Europe 1940-45. Bartlett, Murphy & MacKenzie Pty Ltd acct-exec. 1945, appt. director and in 1948 mng dir. Now joint mng dir of USP-Benson (NSW) Pty Ltd. Married, resident North Sydney, NSW.

MACNAMARA, Lindsay John. Agency governing director. Founded NAS L. J. Macnamara Advertising Service Pty Ltd, now NAS Macnamara (Adel.) Pty Ltd, dir NAS (Aust.) Pty Ltd. FAI (Aust.), senator and life member, Jnr Chamber of Commerce Int'l; Federal pres., 4As 1959-60, 1960-61. Chmn Market Research Society (SA div.), 1961-64. Married, resident Hazelwood Park, SA.

MACOBOY, Stirling. Agency director of radio-TV productions. Born Melbourne, Jan 4, 1927. Radio dept J. Walter Thompson, 1942, assoc. with TV New York, 1952-54; comm. TV adviser London, 1954. Creative services chief JWT. Now director radio-TV prod. George Patterson Advtg. RAAF linguist. Single, resident Neutral Bay, Sydney.

MACONACHIE, Robert William Keith. Radio network company secretary. Born Jan 11, 1916. Joined WA Beasters Pty Ltd (6IX-WB-MD-BY) 1938, now company secretary. War service 1941-45, AASA. Married, resident Innaloo, Perth.

MACPHERSON, James Alexander. TV station sales manager. Born Adel., Mar. 19, 1933. Educated Prince Alfred College, Adel. Formerly sales super. Kelvinator Aust. Ltd. Apptd sales mngr NWS, 1960. Married (2 children), resident Sealcliffe Park, SA.

MADISON, Graeme Michael. Agency associate director. Born Melb. Educated Melb. Grammar School. Drama scholarship Melb. Conservatorium. Toured Aust., Shakespeare Memorial Theatre Co. 1949-50; toured Scotland Arden Rep. Co. Anncr 3BA, 3UZ; chief anncr 3AK, 3GL; studio mngr 7AD. 1954 advtg mngr Webbs Radio group; 1957 apptd dir. 1961 advtg mngr Amalgamated TV Retailers, 1962 assoc. dir i/c radio, Hayes Publicity. Married (2 children), resident Beaumaris, Melbourne.

MAGOFFIN, Richard David. Radio station studio manager. Born Charters Towers, Qld, June 13, 1917. Anncr ABC, 2CH, then seven yrs freelance actor, Syd. & Melb. Joined 4BK, 1953, now studio mngr. RAAF. Married, resident Windsor, Brisbane.

MAIR, Robert Bruce. Broadcasting Control Board member. Born Armadale, Vic., March 30, 1900. Snr demonstrator engineering, Melb. Uni. 1924-25; research engineer, radio sect., PMG's dept, 1925-30, chief radio designing engineer, 1931-43, supervising engineer, radio development, 1944-48. Aust. delegate Internat. Radio Conf., Mexico City, 1948. Member, Broadcasting Control Bd since 1952. Dir. tech. services, 1949-52. B. Elec. Engineering. Assoc. member Ins. Engineers Aust.; FIRE Aust., SMIRE USA. Married, 1 daughter; resident Brighton Beach, Victoria.

MAJEWSKI, Keith Robert. Agency media director. Associate dir Geo. Patterson-Noble Bartlett Advtg. Born Melbourne, Aug., 1929. Married (1 child), resident Clontarf, Qld.

MALIN, Robert Barry. Agency radio-TV director. Born Sheffield, Eng., Aug. 10, 1920. Journalist, London Daily Mirror, 1934-39. Joined Clem Taylor Advtg, Adelaide, 1947. Now radio-TV dir. FAI (Aust.), RAF UK, France, Africa, Burma, SW Pacific, 1939-45. Editor service publications, 1945-47. Lecturer S.A. Inst. Technology, member Legacy Club. Married, 1 son, 1 daughter, resident Nth Brighton, Adelaide.

MANION, Geoffrey Francis. Radio station announcer. Born Hobart, Sept. 30, 1920. Joined 3DB 1936 in transcription dept. Breakfast anncr, copywriter & programmer, 7EX, 6PM, 1938 as feature announcer — compere. RAAF 1940-45. With 6PM till 1947 thence 6PR, 6KY. Joined 3AW 1956 b'fast announcer and music program compere. Resident Sandringham, Vic.

MANN, Eugene C. (Gene). Radio network sales manager. Born Perth, Oct. 9, 1921. AISM. Formerly New Guinea resident, with Dept. Civil Aviation; joined 3AW as sales rep. 1955, transferred to MBS 1958; apptd MBS Vic. sm, Feb. 1961. Network sm (Sydney), 1963. Former pres. and hon. secy Melb. Time Club, 1959-63. Married (two children), resident NSW.

MANNERS, Norman G. Radio station executive officer. Born WA, April 28, 1932. With 6PR as announcer for 4 years. Joined 6IX as evening announcer for 5yrs, then took position with Shell. Joined 6KY in 1959 as sales rep.; made exec. officer 1961. Married, 3 children; resident City Beach, WA.

MANSELL, John. Agency copy director. Born 1927. Formerly Crown Film Unit, London 1947-54; O'Brien Publ., Syd., TV scriptwriter; T. Hilken Waite, TV dir; McCann Erickson, TV dir; Lintas, TV scriptwriter; rejoined T. Hilken Waite as copy dir. Wide exp. TV-radio and press advtg. Single, resident Annerley, Brisbane.

MANTLE, Joseph. Radio station manager. Born Bris., July 16. With Hoyts Theatres Ltd, Starline Drive-In Theatres; apptd eng. RCA then Qld mgr RCA 12yrs, then sales mgr 4WK. Now Manager 4TO. Operates amateur radio station VK4XF. Served RANVR Communications, World War II as proj. eng. Resident Warwick, Qld.

MARSDEN, William P. Television station manager. Born Sydney, NSW, Aug. 12, 1924. Mng dir, furniture mfg & retail business, 1946-50. Cudgegong Motors, Mudgee, 1950-52; asst mgr 2MG, 1952-53, mgr 1953-56. Mgr 2LF 1956-62. Dir ATF and TVA. Now manager, Riverina Television Ltd. Engineer, RAAF, 1942-46. Assoc. member AIA. Married, 2 daughters, resident Wagga, NSW.

MARSHALL, Ronald Allan. TV film buyer and distributor. Born Sydney, October 11, 1924, educated Hurlstone Agricultural High; with Universal Pics. 1939-42, AMF and AIF 1942-46. Joined Columbia Pictures 1948 as advtg sales mgr, then transferred Vic. 1951 as country rep. Returned Sydney 1957 as asst to NSW mgr, then joint Screen Gems as asst to manag. dir. 1959-61. Now exec. officer Australian Television Facilities. Dir. Parramatta Dist. Hosp. Married (4 children), resident Dundas, NSW.

MASSEY, Gordon F. Agency writer, radio-TV producer. Educated Scotch College, Melb. 1932 copywr. 3KZ, later annrc/studio & prod. mgr 3AW; wrote and produced radio plays; joined Paton Advtg Service to form radio div., 1936, apptd assoc. dir 1939. Army 1939-45, then Noel Paton i/c radio. 1956 with Hayes Publ. (org. TV div.), spent major part last 5yrs in TV studios as cameraman & control room op. Now Hayes Publ. writer, radio-TV producer. Married (2 daughters).

MATHEWS, George. Radio station chief engineer. Born March 11, 1910. Educat. Adel. tech.

12yrs in charge service dept Phillips Lamps, Adelaide 5yrs, 5AU 10yrs, 5KA recd. dept as 2IC. Now chief eng. 5KA. Assoc. member IRE.

MAUGER, Leonard Albert. TV station general manager. Radio roundsman, studio and production mgr 2CA, 3AW. Studied TV, Melb. Tech. College, 1952-56. Joined ATN 1956; prod. ngr, station mgr, 1957, asst general mgr 1958, then director of international ops. Now general manager ATV-0. RAAF aircrew, Sth Pacific. Married, 1 child; resident Sth Yarra, Victoria.

McCLELLAND, Allan Edward. Radio station manager. Born Melbourne, Sept. 17, 1921. Apptd mgr of 7EX, 1960. Member Lions Club, Launceston. Chmn Xmas Parade Committee, Launceston Fiesta. RAAF 4 years instructor. Married, 2 children; resident Launceston, Tas.

McCLENAUGHAN, Brian Darcy. Radio station manager. Born Sydney, NSW, Oct. 15, 1921. Sports commentator ABC, 1949. Now station manager 2UE. Served Pathfinder Force, RAF, Eng. Flt/Lt, DFC & Bar. Married, resident Woollooware, NSW.

McCOMAS, Geoffrey Charles. Radio station merchandising manager. Born Melbourne 1923. Ed. Northcote High, Melb. Uni. Anncr 3BA (1945-47), 3DB (1947-59); apptd studio ngr 1959, merchandising mgr 1963. Married (2 sons), resident Camberwell, Melbourne.

McCORMICK, John Lawrence. Radio station general manager. Born Fremantle, WA, Feb. 4, 1932. With 6PR as annrc, copywriter, then sales rep. 4yrs. 6GE 2yrs, then 6KY as copywriter, annrc 1yr, sales rep. 2yrs, sales mgr 1yr. Now gen. mgr 2WG. Married (3 children), resident Wagga, NSW.

McCREDIE, Ronald Graham. Agency director. Born Sydney. Advtg mgr several nat. companies; acct-exec., Hansen-Rubensohn; advtg mgr 2KO; David Jones & Farmers advtg depts; partnership with G. N. Chessell 1946-51 when Chessell & McCredie P/L formed. Now dir. Fellow of Advtg. Dip. journalism, London. Two yrs with Dept of Trade Publ., London. Four yrs RAAF (Ft/Lt.). Married, resident Lane Cove West, NSW.

McCRINDLE, Hugh Calmar McColl. Radio station assistant manager. Born Syd., Aug. 4, 1928. Began comm. b'casting 1945, 3yrs annrc 2KA. 2KM 2yrs, 2TM 8yrs, 2AD 5yrs. Now 2AD asst. mgr. Commentator AFCBS Melb. Olympic Games, 1956, rep. NSW hockey, NZ, 1956, NSW Hockey umpire & selector, life member Tamworth Men's Hockey Asscn. Single, resident Armidale, NSW.

McDONALD, Donald. Broadcasting Control Board technical services division director. Born Creswick, Vic., June 23, 1908. PMG's dept, 1924-

50; rep. Aust. ITU conferences, 1947; joined Aust. Beasting Control Bd, 1950, dir. tech. services div. since 1952. B.Sc. Melb. Uni. Radar development during war. Married, resident Elwood, Vic.

McFERRAN, Athol, Robert. Agency director, Claude Mooney Advtg, Melbourne. Born Melb., Oct., 1916; appren. compositor Melb. printing house from 1931. Joined McFerran Advtg (established by his father, W. R. McFerran) in 1938, apptd dir. AIF service 1940-46. Married, resident Nth Balwyn, Vic.

McFERRAN, William Robert, MBE. Agency director. Mng dir McFerran advtg, Melb. agency founded 1923; previously Vic. mgr Meyer Bros Ltd, advtg; now dir Claude Mooney Advtg, Melb.; past pres. AIA and past chmn of Vic. 4As. Chmn 4As Natl Aust. Day Committee. Resident Kew, Melb., Vic.

McGEE, David. Radio station announcer. Joined 3TR in 1948 after spending year as teacher. Early 1952 appt to Hobart station 7HO. Appt chief announcer 1953. Produced and compered Hobart Carols by Candlelight Festival 1953-54. Member of Tasmanian Royal Tour B'casting team in 1953. Transferred to 3AW 1955. Senior annrc. 1956. Specialises in daytime women's programs.

McGILCHRIST, William. Agency media manager. Born Sydney, NSW, Feb. 28, 1937. Media exec. Jackson Wain (5 years); media mgr Amalgamated Advtg (18 months); and W. B. Lawrence (2 years). Apptd media mgr John Clemenger Advertising, Sydney, Oct., 1962. Resident Double Bay, NSW.

McGOWAN, Rex. Agency director. Born Auckland, NZ, October 3, 1924. With NZ newspapers—advtg, editorial, circulation, management until 1949, then various Syd. & Melb. agencies, all departments until 1953. Apptd advtg mgr Woolworths (NZ) 1953, then advtg mgr Woolworths head office, Sydney, 1954. Est. MAC Merch. Advtg Consultants P/L, 1957. Married. resident Roseville, Sydney.

McGOWEN, Ernest Edwin. TV station representative. Born Brighton-Le-Sands, NSW, Mar. 13, 1914. 16yrs Roffs Poster Advtg, 1yr Truth & Sportsman Ltd, 1yr with 2SM, 9yrs 2UW. Now Syd. rep. BTQ. Served 4yrs AIF. Married (2 children), resident Artarmon, Sydney.

McGRATH, Loxam John. Radio station studio manager. Born Melb. April 6, 1931. Educated to matriculation at Dandenong High. Joined 3AW as junior technician in 1949, technical prod. work, including Melb. Olympic Games for MBS. Covered Round Australia trials for Macquarie Network and appointed studio manager in 1956. Now associated with 3AW mobile studio promotions. Married, resident Melbourne, Vic.

McGREGOR, Ian Douglas. Radio station Victorian sales manager. Born Jan., 1935. Melb. 5yrs with Argus Broadcasting Network; 4yrs with AWA on broadcasting and recording sales; prod. exp.; 1955-57 Radio and TV program service sales rep.; 1956-58 in Melbourne, 1958-59 in Sydney. Then to VBN February, 1958. Joined 2UW 1960; now Vic. sm. Past Melb. Time Club secy, current Time Club pres. Married, resident Blackburn Sth, Vic.

McGREGOR, Thomas Callender. Radio station program manager. Born Falkirk, Scotland, 1902. With ABC, 1930-34; 4BC, 1935; acting, anncing, writing, prod. exp. On official panels, Gloucester visit, 1934, Royal visit 1954, Olympic Games, 1956, 1960 and 1964, C'with Games 1962. Now program mgr 4BC. Four yrs RAAF, Flt/Lt World War II. Married, resident Brisbane, Qld.

McINTYRE, Alan Lachlan. Agency director, account executive. Born Penrith, NSW, May 29, 1914. Research dept, J. Walter Thompson, 1945-47, media, W. E. Smith Advtg, 1947-49; sales & research MBS, 1950-53; mgr Rodgers & Assoc., 1953-54; acct/exec. Murray Evans Advtg since 1954. BA, Dip Com. ACIS, AIF, 1940-45. Married; resident Elnora, Sydney.

McIVOR, Ivor. Agency director. Born SA, September 4, 1929. Photo-engraving Syd. Morning Herald; commercial artist Consolidated Neon; journalist Truth & Sportsman Ltd and ABC; mgr Chas. Weldon & Co., importers. Apptd advtg mgr Woolworths (Vic.) Ltd, 1955, advtg mgr Woolworths (NSW) Ltd, 1956. Est. MAC Merchandising Advtg Consultants Pty Ltd, 1957. Now dir. Married, resident Cammeray, Sydney.

McKAY, James William. TV station general manager. Born Goulburn, NSW, March 25, 1916. 25yrs with 2UW. 5yrs program dept, 4yrs annrc & assoc. sporting dept, two yrs mgr Fidelity Radio Pty Ltd, three yrs service mgr, six yrs sales mgr 2UW. Now gen. mgr QTQ. 5yrs RAAF aircrew, served 4yrs RAAF sqdns 612 and 58. Awarded DFC 1943. Married, 3 children, resident Indooroopilly, Brisbane.

McKEAN, Doug. Company director. Born Orange, NSW, May 6, 1933. 2yrs tech. officer E.C. NSW. Now mng dir Permafilm Australia Pty Ltd. Married, resident Eastwood, Sydney.

McLAREN, Alexander Arthur. Radio station sales executive. Born May 24, 1920, Rockdale, NSW. Original staff member Country Beasting Services Ltd, joining 1935 as clerk. 6yrs AIF then to CBS's sales div. Now sales exec. Contact Club life member. Single, resident Sydney.

McLAUGHLIN, Charles. Radio station executive. Born Perth, WA, Oct. 26, 1936. Began radio career, 1954, annrc/copywriter 6GE. Later anncing. positions 6PR, 6KY 1955-59, 7HT, TVT6 1959-60, HSV7 1960-62. Joined 2GB-Macquarie May, 1962 as creative prom. writer. Launched 2GB's 870 Club (membership 84,000, Sept., 1964). Now dir 870 Club and station publ. mgr. Also handles 870 Club sessions

and 2GB weekend programs. Married, 2 sons; resident Lewisham, Sydney.

McLEAN, Rex Burgess. Radio station technician-in-charge. Born Devonport, Tas., July 6, 1921. 25yrs 7LA, now tech. i/c. Holds B'cast operator's cert. of prof., AMIRE, member WIA. Holds Amateur Call VK2RB. Tech. consultant to 7QT since 1960, installed transmitters 1953. Design construction and installation of complete sound reinforcement systems for three Launceston churches. Married, resident Prospect, Launceston, Tas.

McLEAN, Sidney Gordon. Television station chief engineer. Born Dec. 15, 1919, Gawler, SA. 1946-56 5KA, eng.-in-charge. 1956-58 TCN i/c transmitters. 1958 ADS asst. eng. responsible for technical and building layout. Now chief eng., transmitter services. 5½ years RAAF, signals officer. AMIRE (Aust.) committee member, SA div. Married, 2 children, resident Clovelly Park, SA.

McLEOD, Roderick Harding. Radio station announcers' supervisor. Born Red Cliffs, Victoria, Nov. 17, 1929. Sound eng. for 7yrs. Began announcing 2QN, 1953. Annr and sales rep. with Assoc. Broadcasting Services prior to joining 3KZ as news reporter in 1959. Football commentator; sports editor. Married, resident Essendon, Victoria.

McMAHON, John Kennedy. Radio station program director. Born Hamilton Vic., June 28, 1913. Entered radio as actor-singer; since worked on all Melb. stations. Former breakfast annr. now program dir. 3UZ. Member gov. board, Green Room Club, VATC Vic. Married, 3 children, resident Caulfield, Melb.

McMANUS, Francis Alexander. TV station general manager. Born Neutral Bay, NSW, Aug. 27, 1918. With AWA's works Ashfield; then salesman 2AY, 3BO, 1946-48, mngr 3BO, 1948-54. Sales mngr AWA country stations thence mngr 3BO. Now gen. mngr Bendigo & Central Vic. Telecasters. Member IREE Aust., PMG broadcast engineers cert. Army Aust, NG, communications instructor LHQ officers school, officer commanding heavy wireless & crystal grinding sects. Member Bendigo Bowling, Jockey, Sandhurst and Rotary Clubs. Married, resident Bendigo, Victoria.

McNAIR, Ian Wallace. Market research company director. Born Sydney, NSW. Educated North Sydney Boys' High School. Former audit clerk. Joined McNair Survey Pty Ltd. 1952. Gained exp. New York, Internat. Research Assoc. Inc. & Pulse Inc. Studied marketing & media research Canada, USA, UK & Europe. Returned Aust. 1957, now dir McNair Survey. B. Ec. Syd. Uni. (hons in statistics); M.Sc. Columbia Uni., New York. Resident Neutral Bay, Sydney.

McNAIR, William Allan. Market research company managing director. Born Auckland, NZ. Acct research officer, Wellington branch J. Walter Thompson, NZ, 1930. Transferred to JWT Syd., 1932 as dir. Founded McNair Survey in 1944. 30yrs Aust.-NZ marketing & Advtg in Aust., 1936 & Starland of the South. Master of Commerce (NZ), hons economics & economic history; Dip. Soc. Science; assoc. Chartered Inst. Secretaries, NZ Soc. Accts. Married, resident Northbridge, Sydney.

McNAMARA, Joseph Arthur. Secretary Broadcasting Control Board. Born Bendigo, Vic., July 19, 1921. With PMG's Dept 1935-49 then B'casting Control Board since 1949. BA, B.Com. Melb. University. Married, 1 son, 3 daughters; resident Kew, Victoria.

McNEILL, Thomas Albert Edward. Radio station chief engineer. Born London, Eng., Feb. 13, 1901. Radio op., Marconi Co. London, 1918. pub. opinion survey exp. Published Radio Broadcasting exp. Calcutta, 1925. Tech. 2BL, 1927, supervisor, 1929-32; chief engineer 2CH, 1932-36; chief engineer, 2UW, since 1936. FIRE (Aust.). Married, 2 sons, resident Roseville, Sydney.

McPHEE, Henry John. TV station chief engineer. Born Cessnock, Jan. 10, 1930. Tech. 2KO 1948-1960. Joined NBN Jan., 1960 as asst chief eng. Apptd chief eng. NBN Sept., 1963. Married, resident Charlestown, Newcastle.

McPHEE, Nathan Thomas. Radio station assistant manager and sales manager. Born New Plymouth, New Zealand, Oct. 27, 1927. Ed. Gore High School, New Zealand. A'sian Missionary College, Cooranbong. Started 1960 as 2BH annr; sales mngr 3yrs. Married; resident Broken Hill, NSW.

McRAE, Eric George. Television station managing director. Born Mar. 30, 1913. Sales rep. 3SR, 1937; sales mngr 7HO, 1940; mngr 7HO, 1947-59. Now mng dir TVT; dir 7HO; dir TVT & 7HO (Properties) Pty Ltd; dir MBS. 5½yrs active service AIF. Commissioned RAA, 1942. Married, resident Sandy Bay, Hobart.

McSPEERIN, Meg. Radio station women's league organiser. Born Yarrowonga, Vic., Jan. 25, 1906. 25yrs annr and organiser 2CH Women's League. Married, resident Narrabeen, Syd.

McSWINEY, Peter. Agency director and assistant general manager. Born Feb. 24, 1927. 9yrs interstate advtg-promotions officer RKO Radio Pictures; 8yrs Vic advtg-PR mngr, Hoyts Theatres, Melb.; 2yrs USP-Benson. Now dir. & asst general mngr Goldberg Advtg. RAAF. Married, 1 daughter, 3 sons, resident Northbridge, NSW.

MENDELSON, Henry David. Agency managing director. Advtg exp. London, Toronto and Sydney. Account/exec. Ruthrauff & Ryan Inc., USA, Commercial Advtg, N. V. Nixon Advtg, Sydney, now managing dir Partner Advtg. BA (subsid.) London Uni. TV radio prod. dip., Cal. Uni., USA, LIA dip., AIA, AISM. Married, resident Chatswood, Sydney.

MENHENNETT, Lloyd Alwyn. Radio station program manager. Born Perth, WA, Aug. 18, 1928. Actor-producer Little Theatre. B'fast annr, sport dir., commentator 1950-1960. PR officer 1960-1961. Now prog. mngr 6PM-AM. Married, resident Claremont, Perth.

MERCER, Robert John. TV station general manager. Born Perth, WA, Nov. 20, 1919. Mngr 6KY-NA since 1954. Gen. mngr & dir of company, 1958. Now gen. mngr Swan Television, Perth. Fighter pilot, RAAF, 1940-45. Married, 1 son, 2 daughters; resident Floreat Park, Perth.

METTAM, John Jameson. Agency manager. Born Boulder, WA, May 3, 1923. Acct-exec. Willmott's Advertising (five years); R. & K. Powell (4 yrs). Acct-exec. Foster Advertising Ltd, Toronto, Canada (5 yrs). Apptd gen. mngr John Clemenger Advtg, Sydney, 1963. RAAF 1941-46. Married, resident Lindfield.

MICHAELS, Ronald Guy. Managing director, United Artists A'asia (film distributors). Born Melb., May 8, 1915. Joined United Artists 1931 as office boy, graduated through all depts to branch manager, SA; then sales mngr NSW, then general sales mngr and finally mng dir. RAAF service 3½yrs. Married, 3 daughters; resident Balgowlah, Sydney.

MILESKEY, Victor David. Association sales manager. Born May 25, 1901, Newcastle, NSW. 5yrs law; retail departmental mngr; with Aust. Performing Right Assoc. 20yrs. Now APRA sales mngr. 8th Div. AASC. Married (son & daughter), resident Waverley, Sydney.

MILLER, Adrian Howard. TV station chief accountant. Born Melb., Dec. 2, 1916. Joined accnts staff Sun News-Pictorial 1932, acct 3DB B'cstg 1947, acct HSV 1956. AASA, ACIS, AMIRE (Aust); 5yrs RAAF (radar). Married (two children), resident Glen Waverley, Vic.

MILLER, John William. Agency director and TV-radio director, Geo. Patterson-Noble Bartlett Advtg. Born Rockhampton, Qld. Four yrs RAAF. Married, 4 children; resident Coorparoo, Bris.

MILLINS, James Glen. Radio station officer i/c tapes and production. Born London, Eng., May 4, 1912. Asst stage mngr Drury Lane Theatre, London; rep. actor, York & Reading, Eng. 1952; prod. mngr 3DB 1953, 3XY 1954. Appt prod. & pub. mngr, 3XY, 1957. 4½yrs o'seas, 34th NZ Anti/Tank Battery, NZEF,

Egypt, Syria, Malta, Crete, W. Desert. License AIA, LAI. Married, resident East Brighton, Melbourne.

MILNE, Murray Raymond. TV station sales executive. Sales exec. with Qld Television Ltd for 2½yrs. 8yrs Mobil Oil Aust. Now sales exec. Television Assoc. (Vic.) Pty Ltd, Melb. Married, 3 children.

MITCHELL, Edward William. Agency Melb. manager. Born Brunswick, Melb. Began with 7EX, 1938; later 3BA; 1946, continuity writer 3XY; radio mngr and acct exec. John Hayson Advtg, 1948-1956; advtg mngr United Distillers, 1957; now Melb. mngr Traders Advtg. RAAF. Married; resident Moorabbin, Melbourne.

MOFFATT, Thomas. Agency principal. Born Herts, Eng., May, 1919. Myer Advtg 1934; jnr copywriter Richardson Advtg 1935-37; jnr acct-exec. W. John Hayson Advtg 1937-39; acct-exec. George Patt. 1939-40; O'Brien Publ. 1941; captain AASC 1941-45; advtg mngr Kelly & Lewis Ltd 1946-48; acct-exec. Goldberg Advtg 1949; dir and acct-exec. Rickards Advtg 1949-57; estab. own agency Moffatt Advtg Pty Ltd 1957, now principal. FAI Married, resident Nth Caulfield, Victoria.

MOORATOFF, George Walter. Sales manager TV representation company. Born Shanghai, China, Sept. 14, 1933. Panel op., sales rep. 2CH 1950-57, sales rep. ATN, 1957-60. Apptd asst sales mngr ATN. 1961, then Syd. sales mngr BCV-9 1961. Now sales mngr Television Time Sales. Married (1 daughter), resident Beacon Hill, Sydney.

MOORE, Leon Gordon Inglis. Agency director. Born April 19, 1919. Agency copywriting and acct-exec. exp., Melb. and London. Apptd retail advtg mngr Snows Men's Wear, 1947-53. Now dir USP-Benson (Vic.) Pty Ltd. Served RAN World War II. Married (4 children), resident Blackburn, Vic.

MOORE, Raymond John. Radio station sale manager. Born in Sydney, Aug. 10, 1930. Worked with 2UW as control op.; joined 2DU as announcer. 2DU sales rep. Appt sales mngr in 1959 and feature announcer. Educated Homebush Boys' High. Married, 3 daughters, one son; resident Dubbo, NSW.

MOORE, Richard. Radio network studio manager. Born Sth Melb., Vic, April 13, 1918. Educated Christian Bros., Adel. Acting exp. Salesman-annr 5SE, 1940; transferred 5AD, 1941, chief annr, 1945, studio mngr since 1955; compere 5AD live artist shows. Dir. 5AD Kangaroo Club. Member press, radio party toured Sth Is., NZ, 1955. Royal tour cmntr, 1957. Member SA Carols by Candlelight committee. Married, resident Netherby, Adelaide.

MOORE, William Stewart Melville. Radio station technician-in-charge. Born Bowral, NSW, Mar. 28, 1915. Joined AWA 1936 at 3BO, trans. 4CA 1939. With 6TZ 1941, 2AY and 2GN 1942-43. Reapptd 3BO 1943, now tech. i/c. Assoc. Mem. IRE. Member Quarter Century Club. Married, resident Bendigo, Vic.

MORCOM, Edward George. Agency TV executive. Gen. mngr and director Cambridge Film & TV Productions Pty Ltd. Now TV dept, George Patterson, Melb. Born Melbourne, Vic., 1925. Married (2 children), resident Baiwyn, Victoria.

MORGAN, Arthur Byers. Radio station assistant manager. Born Hobart, Dec. 10, 1913. Apptd acct 7HT 1942. Served with AIF 1939-42. Now asst mngr 7HT. Married (four sons), resident Dynnyrne, Hobart.

MORGAN, Harold David. Radio station sales manager. Born Sept. 25, 1934. Joined 2GF as anncr 1956; news editor/anncr 2LF 1957; sales exec. 2UE, 1959; acting sales mngr 2NX-NM 1961; apptd sales mngr 1962. Married (2 children), resident Cooranbong, NSW.

MORGAN, Sydney. Radio station managing director. Born Sydney, NSW. Managing dir. 3KZ since 1932, dir. Val Morgan & Sons and associated companies. Married, 2 sons, resident Toorak, Melb.

MORGAN, Valentine Charles. Born Melb., Vic., 1926. Joined Val Morgan & Sons Pty Ltd, 1946, dir since 1951, also secretary Val Morgan & Sons, 3KZ Advtg Service; dir Wagstaff Films Pty Ltd, Tasmanian Publicity Pty Ltd, Filmads (SA) Pty Ltd. Assoc with Morgan Street Directory, B. Comm., Melb. Uni. RANR 1945-46. Married, resident Kew, Melbourne.

MORGAN, William Valentine. Director, Val Morgan & Sons Pty Ltd, 3KZ B'casting Co., Filmads (SA), Tasmanian Publ. Born Melbourne, Vic. Married, resident Caulfield Nth, Melbourne.

MORRISBY, Rex. Radio station manager. Born Hobart, Nov. 9, 1911. Entered radio 1940 with country stations, manager 2PK, 2½yrs, mngr 2KM. Ten years sales exec. and feature announcer 2CA. Appt. mngr 2VM, May, 1959. Married, 2 sons, resident Moree, NSW.

MORRISON, William Shorey. TV station chief engineer. Born Hobart, Tas., Sept., 1920. Control op. 7HO 1937, tech. 1938, chief eng. 7HO 1951, chief eng. TVT6 1959. Installed forces broadcasting stn. Jaquinot Bay, New Brit., 1946, supplied eng. information for TVT licence application 1958, toured overseas on behalf of TVT and 7HO, March-May, 1959. Married, resident Hobart, Tas.

MORT, Les. Agency joint managing director (Nichols Cumming Advtg (NSW) Pty Ltd). Married, resident Oatley, NSW.

MOSES, Sir Charles Joseph Alfred. Secretary-General, Asian Broadcasting Union. Born Lancashire, Eng., Jan. 21, 1900. Educ. Oswestry Grammar School, RMC, Sandhurst. Fruitgrower, Bendigo, 1923-24; salesman-sales mngr motor business, Melb., 1924-30; anncr ABC 1930-32, NSW sporting editor, talks editor 1933-34, Federal talks controller 1934-35, general manager 1935-1965. Apptd secy-gen. Asian B'casting Union, Jan., 1965. AIF 1940-43, CBE 1954. Knighted 1961. Married, 1 son, 1 daughter, resident Double Bay, Sydney.

MOSS, Frank Archer, Cecil. TV station secretary. Born Perth, WA, June, 1920. RAAF 5yrs. ACAA, AASA, appt secty, TVW Ltd, Jan., 1959.

MUHLING, Clifford Hermann. Radio station chief engineer. Born Claremont, WA, July 14, 1919. Anncr-copywriter 6PM-AM, 1938-40; jnr observer, Carnegie Inst. Washington, Watherot Observatory, 1940-41; tech. 6ML 1941-42, 6IX 1943, asst chief engineer 6IX 1949-1964. Chief eng. from July, 1964. Assoc. member IREE Aust. Lt. AIF 1944-46. Married, 2 sons, resident Nedlands, WA.

MUIR, David Elliott. General manager Whitfords Broadcasting Network. Born Kalgoorlie, WA, 1904. Widower. resident Nedlands, Perth.

MURPHY, Keith. TV station advertising manager. Born Melb., Oct. 30, 1916. Educated Xavier College, Melb. With Truth & Sportsman Ltd, 1934-56; advtg mngr Vic., SA & Tas. editions of Truth 1949-56; asst to advtg mngr HSV, 1957-59; now advtg mngr ADS. Married (3 children), resident Beaumont, Adelaide.

MURPHY, Mervyn Ross. Proprietor TV production unit. Prop. Supreme Sound Studios since 1935. Resident Elizabeth Bay, Sydney.

MURPHY, Raymond James. Agency managing director. With Hansen-Rubensohn, 1932-36; Harry Julius Advtg, 1936-38; sales prom. mngr, Wormald Bros, 1938-40. Joined O'Brien Publicity 1945, now managing director. FAI. Sqdrn leader, pilot, 230 sqdrn RAF. RAAF 1940-45. Married, 2 daughters; resident Wahroonga, Sydney.

MUSTON, Lee. Agency TV and radio director. Former sales rep. NWS; also radio-TV dir O'Brien Publ., Adelaide office. Now SA TV and radio dir Fortune Advtg. Resident Adelaide, SA.

N

NASH, Colin Henry. TV station secretary. Born Maitland, NSW, June 3, 1918. Qual. as secty (ACIS) and acct (AASA). Fed. secty AFCBS 1948-53; acct-cont. Masonite Corp. to Dec., 1960. Apptd NBN Jan., 1961. Married, resident Newcastle.

NASH, Peter Hugh. Manager radio stations 6TZ-CI. Born Melbourne, Victoria, June 24, 1924. 1941 anncr 6KY. Studio mngr, chief anncr 3SR 1947-49; anncr studio mngr 6KY 1950-55 salesman 6PR 1959-62. Apptd mngr 6TZ-CI March, 1962. 4yrs RAAF World War II. Married (2 daughters), resident Bunbury, WA.

NAUGHTON, Keith. Agency art director. Previously agency dir, Syd. mngr, freelance designer, art dir leading Syd. agencies; also journalist, creative group head G. S. Royds (London). Now creative and joint Ltd. Join Pritchard Wood Aust. 1963. Married, resident Pymble, NSW.

NEAL, Bruce Harley. Media representative. Born Melb., Apr. 23, 1925. Joined AWA 1941, Radiola sales dept 2yrs, paymaster 6yrs. Radio network rep. since 1954. Now Vic. rep. 2CH. Served RAAF Aircrew 1943-46, Pacific theatre. Married (2 children), resident Mt Waverley, Melbourne.

NELSON, Gwen. Market research company director. Born Sydney, NSW. Research clerk, J. Walter Thompson, 1938, then personnel officer & asst research mngr. Joined McNair Survey, 1952 as dir. Single, resident Neutral Bay, Sydney.

NICHOLSON, Victor John Adey. Manager, Third View Limited. Born Adelaide, SA, April 9, 1933. Trainee News Limited, 1950. Martin Advtg (SA) 1951-1956, copywriter to copy chief to senior acct-exec. 1956, studied TV KPIX, San Francisco. 1957 Lovick, Canada, snr copy/visualiser. 1957-58 MacLaren, Canada, as creative group head, 1958-60 Vickers & Benson, Canada as copy dir. Apptd HR-McCCE 1960 as exec. copy dir. Now mngr Third View Ltd. Married (1 daughter), resident Bellevue Hill, Sydney.

NILSEN, Oliver John. Electronics organisation governing director. Born Fitzroy, Vic., Aug. 17, 1884. Chairman Oliver J. Nilsen (Aust.) Ltd. and subsidiaries all States, including Nilsen's Broadcasting Service P/L (3UZ). First commercial broadcasting licence Vic. Founder and chairman Neon Electric Signs Ltd. Foundation dir of GTV9. Melb. Rotary since 1932. Melb. city councillor since 1934. Lord Mayor 1951-52. Commissioner Melb. and Metro. Board of Works since 1939. Civic Committee Royal Tour 1954. Organising Committee Olympic Games 1956. AFCBS Award 1944. CBE 1956. Clubs: West Brighton, Danish, Green Room, Royal Caledonian, RACV, VRC, VATC, MVRM, MCC, RACA. Widower, resident Elsternwick, Melbourne.

NIXON, Noel Vandervord. Agency managing director. Born Melb., Apr. 23, 1908. Patons & Griffin Shave, Melb.; Maynards Advtg, Bris.; Goldbergs, Melb. & Cats Patterson, Syd. Est. own agency, 1935, merged with Compton Advtg Inc., NY. Now mng dir Nixon-Compton Advtg. Past pres. 4As. Married (2 sons), resident Kew, Melbourne.

NORRIS, Murray Alison. TV station sales manager. Born Syd., Jan. 13, 1915. Agency exp. commercial radio, then sales rep. Melb. Argus. mngment Vic. country radio stations; sales

exec. GTV. Now sales mngr BTQ. Served 6½yrs RAAF incl. 4½yrs o' seas. Married (3 children), resident Clayfield, Brisbane.

NORWOOD, Herbert William. Agency managing director. Born Camberwell, Vic, March 11, 1909. With Griffin, Shave Advtg, 1923; advtg staff Foy & Gibson, Perth, 1928; advtg mngr Ahern's Ltd, dept. store, 1931-42; estab. own agency, H. W. Norwood Advtg, 1945, now managing dir. FAIA. Served AA Arty 1942-45. Married, resident Mahogany Creek, Perth.

NUNN, Clifford Walter. Radio station sales manager. Born London, Mar. 15, 1928. Educated Kings School, Ottery St Marks, Devonshire. Advtg mngr Touring Repertory Co., England, migrated to Aust. 1949, joined 7BU as sales rep., 1956, now sales mngr. Served 3yrs RAF. Married (2 sons, 3 daughters), resident Cooea, Burnie, Tas.

O'DONOHUE, Kevin Brian Patrick. Radio station manager. Born Sydney, NSW, Oct. 1, 1934. Anncr-newsreader 2AD; 4yrs feature anncr 2DU; publ. mngr 2BS-DU; compiled Monitor material western NSW. Joined 2SM 1957 as publ. mngr; apptd exec. officer 1958; station mngr, 1962. Lieut. 8yrs CMF (hq 8 Inf. Bde, Syd.), LAI (Aust.). Member ISC, Royal Automobile clubs. Publ. officer Time Club. Single, resident Mosman, Sydney.

OGILVY, William David. Radio network NSW assistant sales manager. Born Manly, NSW, 1902. 13yrs Syd. mngr 2KA, 2KM; pub. mngr AWA; advtg mngr Aust. Medical Journal; advtg dept NSW Govt. Railways; joined MBS 1954; now NSW asst sales mngr; 1½yrs AIF. Married, resident Manly, NSW.

O'GORMAN, Kevin Bride. Radio station sales promotion manager. Born Melb., Vic., Nov. 12, 1923. Entered radio as ventriloquist, then breakfast, day & evening anncr, 3KZ. Program supervisor, now sales prom. mngr 3KZ. Married, resident Clayton, Melbourne.

O'REILLY, Dennis Hudson. Radio station manager. Born Bega, NSW, Oct. 20, 1920. Holds higher elec. trades cert Syd. Tech. College. Served apprenticeship AWA from 1937; AWA bcst transmitting test room, then service dept & pub. address sales; asst mngr 4CA, 1950; mngr 2GN from 1954. Vp Goulburn Chamber of Commerce; past pres. Rotary Club. Married, 2 sons, 1 daughter; resident Goulburn, NSW.

OSBORNE, Robert Gumley. Chairman, Broadcasting Control Board. Born Hobart, Tas, June 18, 1903. Legal asst O'wealth Attny Gen's dept., 1929, asst Parly Dftsman, Tas, 1929-39, Parly Dftsman 1939-42, Chief Parly Dftsman, 1944-47, Registrar, Aust. Natl Univ., Canberra 1947-49; now chairman Aust. Bcsting Control Board. Asst dir. (Admin) dept WOI, 1942-44, Chairman State Finance Committee, Tas.; former member Uni Cl., lect. constitutional law, dean Faculty of Law, Uni. Tas. BA, LLB, CBE (1957 New Year's Hons. List). Married, resident Melb., Vic.



O'SHEA, Stephen Thomas. Radio station manager. Born Feb. 7, 1929. 3mths engineer 3UL, 3mths engineer 3HA, 2½yrs engineer-annr-news editor 2WG, 18mths sales mngr 3NE, 4yrs sales mngr 2GF. Now mngr 2NM. Broadcast Operator's Cert. Married (three children); resident Lake Macquarie, NSW.

OSWIN, James Henry Martin. TV station general manager. Born Lismore, NSW, Aug. 5, 1923. Sales promotion dept Assoc. Newspapers, 1940-49; pub. mngr, 2GB, 1949-51; sales mngr Artransa, 1951-53; gen. mngr 3AW, 1953-55; joined ATN, 1955, now general mngr ATN and Artransa Park TV. Flt/Lt., pilot RAAF, Aust., USA, Canada, UK. Married, resident Killara, Sydney.

P

PACEY, Maurice Alexander. Agency account executive. Born Sydney Feb. 18, 1932. Began career with W. B. Lawrence Advtg. Switched to merchandising specialising in rural markets. Assistant sales mngr Mitchell-Shearer Farm Machinery 1955, merchandise exec. David Brown P/L 1957. Joined Country Press as acct-exec. 1959. Married, resident Thornleigh, Sydney.

PADDISON, Alfred Cornwallis. Radio stations general manager and director. Born Albury, NSW, April 4, 1901. Ed Albury High, Univ. Syd., Publications: Lang Plan 1930; Labor Year Book 1933-35. Pres. AFCBS 1945-46; smr vice-pres. 1942-44. Mng. dir. Express newspaper (Century) Ltd since 1943. Assoc. editor Labour Daily 1934-38. Pres. NSW Teachers Assoc. 1930-34. Gen. mngr and dir Transcontinental Broadcasting Corp. Ltd since 1938. Widower, 1 son, 2 daughters; resident Elizabeth Bay, Sydney.

PAGAN, David P. Manager raw film suppliers. Born Sydney, NSW, Feb. 28, 1917. Ferrania dept mngr, Drug Houses of Aust. Ltd, NSW division. Resident St Ives, Sydney.

PAGE, James Raymond. Network sales executive, MBS. Born Oct. 17, 1917. Sales rep. Truth, Melb., 1936-49; sales exec. 3AW-Macquarie, 1949-53. RAAF, 1940-45, Milne Bay, Nabzab, Biak, Noemfoor Is., appt RAAF staff Aust. Joint Staff Mission, Washington, 1945. Married, 2 sons, resident Caulfield, Victoria.

PALETHORPE, Nigel. Agency executive. Born Auckland, NZ, Aug. 30, 1916. Former editor Woman's Day. Copy chief, Briggs, Canny, James & Paramor Advtg, Sydney 1961. Joined Geo. Patterson. War correspondent, SE Asia, 1944-46. Married; resident Newport, Sydney.

PALMER, Arthur Rex. Radio station sales manager. Born Adel., 23rd Dec., 1930. Ed. Queens College. Presentation duties 5DN, 1947-49; 5KA 1949-50. Annr 2BH, 1952-53. Sales mng 1953-60. Joined sales staff 5DN 1960. Apptd

sales mngr April 1964. Pres. Broken Hill Apex 1955, 1960. Pres. Prospect Apex 1961. Married, 3 children. Resident Greenacres, SA.

PALMER, Geoffrey Allen. Radio station advertising manager. Born St. Kilda, Vic., June 22, 1912. Educated Wesley College, Melb., 1918-29. Journalist Richmond Guardian, program, turntable duties, 3DB, 1931, then daytime, Sunday night annr. Pub. officer. Advtg mngr since 1946. Member Soc. Aust. Authors. RAN. Married, 1 son, 1 daughter, resident Eaglemont, Vic.

PARAMOR, John Weston. Agency joint deputy chairman. Born Casterton, Vic., April 5, 1904. Retail, wholesale salesman; gen. sales mngr Aust.-NZ div American co. Partner Canny, Paramor & Canny Advtg 1954-60. Now joint deputy chrmn, BCJP-Foote, Cone & Belding. Also marketing director. Single; resident Pymble, Sydney.

PARHAM, K. Ross. Radio station general manager. Born Gawler, Aug. 23, 1919. Acct for Ozone and Hoyts Theatres Ltd (20yrs). Served 202 RAF Sqdn in UK and Mediterranean. 1959 apptd gen. mngr 5KA-5AU-5RM. Married, two sons, one daughter. Resident St. Georges, Adelaide.

PARISH, Hugh Radcliffe. Radio station assistant manager. Born Beaconsfield, Tas., Nov. 6, 1914. Chief annr. engineer 7BU, 1935-37; mngr 7DY, 1938-50; studio mngr 7LA, 1951-56. Now 7LA asst mngr. Married, resident Trelalyn, Launceston.

PARKER, George Henry. Radio station manager and sales manager. Born Charters Towers, Jan. 14, 1906. Joined Toowoomba Foundry Co. Ltd, 1922; Townsville mngr for 11 yrs. Joined Chandlers Pty Ltd, Bris., 1938; apptd manager 4SB, 1942. Chief interests, fishing and golf. Past pres. Kingaroy Golf Club; member Kingaroy Rotary Club. Married, 3 daughters; resident Kingaroy, Qld.

PARKER, Kenneth John. Radio station manager. Born Burnley, Vic., June 7, 1917. Seven yrs. tech-annr 3MA; 20 yrs 3CV, now mngr. Holds bcst stations ops, amateur radio ops, certs. Life gov. Maryborough, Daylesford, Maldon, Dunolly Hosps. Creswick. Married, 3 sons, 1 daughter, resident Carisbrook, Vic.

PARKER, Richard Roy. Media representation company managing director and manager. Born Mosman, NSW, Nov. 28, 1930. Eight yrs MBS to network service mngr, sales exec.; appt to begin Country Radio & Television Pty Ltd representation operations 1955 as mngr. Also mng dir, Parker Associated Representations Pty Ltd. Committee member Time Club. Married, 2 daughters, 1 son; resident Pymble, NSW.

PARKINSON, John A. Advertising director, Sterling Pharmaceuticals Pty Ltd. Born Atherton, Nth Qld, Oct. 26, 1915. 3½yrs advtg dept of Philips Lamps A/sia Ltd; 30 yrs Sterling Pharmaceuticals as asst advtg mngr 1936-45, marketing mngr 1945-50, advtg mngr 1950-57, apptd advtg dir 1957. Fellow Advertising Institute of Aust.; councillor Advertising Institute.

5½yrs 2nd AIF (Lieut. Feb., 42-Nov., 45). Married, resident Warrawee, Sydney.

PASCOE, Robert. TV production unit manager. Born Elwood, Vic. Wide experience as sales mngr commercial organisations. From 1961, sales mngr, Crawford Productions. Apptd mngr 1964. Member AIM. Married, 1 daughter, 1 son; resident Mt Waverley, Vic.

PATISON, Eric Joseph. Radio station manager. Born Warranbool, Vic., Aug. 23, 1927. Joined B'casting Dept AWA 1944, prod. radio features 1946-51. Annr/salesman 3BO 1951-54. Asst mngr 3BO 1954-60. Apptd mngr 2AY 1962. Married (3 daughters), resident Albury, NSW.

PEARCE, Frederick Reginald. Queensland representative radio stations 4TO, 4CA, 4WK, 2GF, 2GN, 2AY, 2CH, 3BO. Born Petersham, NSW, Oct. 14, 1906. Grad. Marconi School of Wireless. Joined Amalgamated Wireless (A/sia) Ltd Jan., 1921. Service Broadcasting Dept AWA Tech. 2FC, 2BL; eng. i/c 2AY 1932. Acting mngr 2GF, 3BO; eng. mngr 2GN, 1934. 4CA, 1936; 2GN, 1946; mngr 2GF 1954-59; mngr 4TO, 1959. Member IREEE (Aust.). Signals unit 2/6 Aust. Armoured Regt 1941-45. Married (1 son), resident Bardon, Qld.

PEDDER, Royce Sinclair. TV station business manager. Born Sydney, NSW, Sep. 26, 1915. Accts dept NRMA, 1933, asst acct, 1937; acct, 1951; chief acct, ATN, 1956-58. Now business mngr. AASA, ACIS, JP. Five yrs pilot RAAF (PI/Lt) Nth Aust., Pacific Islands. Married, resident Mosman, Sydney.

PENGILLY, Geoffrey James. TV station sales manager. Born Melb., Oct. 16, 1924. Joined Women's Weekly as Vic. rep., 1948, then asst advtg mngr Sydney 1957. Apptd asst sales mngr HSV-7, 1959, then Syd. mngr 1962. Apptd sales mngr ATV-O, 1963. Married, resident East Malvern, Melbourne.

PENGLIS, John Nicholas. Media representative. Born Bris., Qld., Nov. 11, 1933. Was variously advtg mngr Tom Whitworth Pty Ltd, asst secy Red Comb Co-Op. Housing Societies Ltd, publ. offer QTQ. Now station rep. located Bris. LAI (Aust.). Member PR Institute of Aust. Married (1 daughter), resident Victoria Point, Bris.

PETT, Alfred Vernon Marchant. Agency owner-manager. Born Armadale, Vic., Feb. 28, 1899. Five yrs annr 3AW; co-compere quizzes, later sales rep. Now mngr own agency, Vernon Pett Advtg. Educated Melb. Grammar School. Played football, cricket, pennant squash, golf. Aust. Flying Corps, 1918. RANVR. bomb disposal, 1942-45. Married, 1 son, 1 daughter, resident Toorak, Melbourne.

PETTENGELL, Kenneth Vivian. Agency account executive. Born India, 1929. With Reckitt & Colman (Aust.) P/L, and Qantas. Now dir F. P. Leonard Advtg Pty Ltd. Single, resident Riverwood, Sydney.

PETTETT, John Henry Stephen. Agency assistant manager TV dept. Born Sydney, NSW, Oct.

31, 1917. 2UE 1934-63, eng. studio mngr, prod., mngr recording-prod. dept. Joined Kingeroff Productions April, 1963. Joined Jackson Wain as asst mngr TV dept Aug., 1964. 5 yrs RAAF, active service SW Pacific. Flt/lt. Married (2 sons, 2 daughters), resident Balgowlah, Sydney.

PHILLIPS, Rodney John. Agency manager. Mng The Sellers Company, Sydney.

PHILLIS, Roy Frederick. TV station business manager. Born Temora, NSW, Feb. 8, 1906. 20 yrs acct Australian Consolidated Press Ltd. Now business mngr TCN. Member Jns. Chartered Accts, Aust. Vice-pres. NSWLTA. Married, resident Waitara, Sydney.

PICKHOVER, Peter. Radio station sales manager. Newcastle radio stations for 29yrs; founded 2KO 1930 and in charge till 1946, continued as studio manager till 1956. Prod. and advtg mngr of 2NX from 1956; joined 2HD, 1959, as sales manager.

POECKE, Rein Van. Radio station technician-in-charge. Born The Hague, Holland, Apr. 19, 1932. Joined AWA 1956, then to 2GN, 2AY 5½yrs. Now tech. i/c 4WK. Holds B'cast Ops. Cert. Married (1 daughter), resident Warwick, Qld.

PORTER, Eric Ernest. TV production unit principal. Prod. animated films, documentary cartoons, feature films, advtg films. TV material. Now principal Eric Porter Prod. Married, resident Castlecrag, Sydney.

POULTER, Stanley Thomas. Agency director. Born Sydney, NSW, Oct. 18, 1926. 15yrs agency exp. (Goldbergs, Hansen Rubensohn, Jackson, Wain). Aust. advtg mngr Wormald Bros. Opened own agency, Slatter & Poulter Advtg. in partnership with E. C. Slatter, AIF. Single, resident Ashbury, NSW.

POWER, Phyllis M. Agency media director and company secretary. Born Melb. Joined Catts-Patterson 1932; Hayes Publ. Service on foundation 1944, apptd media dir & co. secy Hayes Publ., 1962.

POWERS, William Joseph. TV station sales manager. Born Philadelphia, Penn., USA, July 23, 1917. Retail, classified rep. US newspaper; joined Melb. Herald, 1947, retail, nat. rep. Apptd spec. sections advtg mngr, 1954; Melb. rep. HSV, 1956; Syd. mngr, 1962. Now sales mngr HSV. US Army, 8th West Pacific area, 1942-45. Married, resident Melbourne, Vic.

PRETE, Julie-Ann. Agency media manager. Formerly with Vinnicombe Advertising, Bris., as media mngr. Now media mngr, T. Hilken Waite Pty Ltd, Bris. Resident The Valley, Brisbane.

PRIDE, George Harold William. Association secretary. Born Balmain, NSW, July 20, 1912. Chief clerk Assoc. Newspapers 1952; secy 2UE 1952-57. Now secy Aust. Performing Right Assoc. Ltd. AASA. 4yrs 2nd AIF. Married, 2 sons, resident Gladesville, Sydney.

PRIDER, John William. Radio station manager. Born Kalangadoo, SA, Feb. 14, 1908. Educated Prince Alfred College, Adel. acting, musical comedy exp. Anncr 5DN; 23 yrs 2BH, now mngr. Past pres. Rotary Club, Broken Hill. Married, resident Broken Hill, NSW.

PRINCE, Harold John Alexander. Radio station sales manager. Born Launceston, Oct. 17, 1924. Joined 7EX as announcer 1949. Appointed sales manager May, 1960. RAAF 3½yrs, aircrew. Married (2 children), resident Launceston, Tas.

PROUDFOOT, Rona. Agency radio media manager. Born Melb. Joined Richardson-Cox 1952 for 3½yrs; then 4yrs with John Clemenger Advtg as radio media mngr. Now radio media mngr USP-Benson. Married, resident East St Kilda, Vic.

PROVIS, Brian Leslie. Network sales executive, MBS. Born Adelaide, SA, July 27, 1930. Five yrs advtg dept Adelaide News and Mail, then press, radio rep. Joined 3AW 1953, as sales exec. Married, 2 children; resident Beaumaris, Melbourne.

PROWD, James William. Radio station sales manager. Born Melb., June 7, 1933. Educated University High School, Melb. Entered radio 1952 as anncr 3BA; 2yrs sales rep. and area sales mngr cigarette co.; rejoined 3BA as sales mngr, 1962. Also actor. Married, resident Ballarat, Vic.

Q

QUICKE, John Richard. TV station chief engineer. Born Perth, March 1, 1939. Associate, Communication Engineering (Perth Tech. College) 1961. Grad. member Inst. of Eng. (Aust.). Apptd chief eng TVW May, 1964.

QUINN, Robert. Radio station program manager. Born Melb., Vic., March 16, 1919. Joined 3AW, 1934. Librarian, prog. exec. 4yrs AIF—armoured div. signals. Married, 3 children, resident Nth Balwyn, Melbourne.

R

RADFORD, Dr. William Croyley. Part-time member Broadcasting Control Board. Born Vic., May 20, 1913. Educated Vic. High Schools, Universities of Melb. and London. Teacher, res. officer Vic. Education Dept, 1936-39; asst dir, 1946-54 and dir. since 1955, of Aust. Council for Educational Research. Apptd Control Board, 1961. Served World War II, 1940-46. MBE, MA, M.Ed., Ph.D. (London), FACE. Married (1 son, 2 daughters), resident Balwyn, Vic.

RAMSDEN, Michael. TV station news director. Born Auckland, NZ. With Daily Telegraph; reported from Washington, New York, 1951-52 war corres. in Korea, 1955 to TV. Trained,

Columbia Uni., NBC Network (USA) & in Eng. Now news dir. TCN. Prod. 1st TV prog. in Austral/a. Married, resident Clontarf, Sydney.

RASMUSSEN, Paul. Radio station studio manager. Born Barcaldine, Qld, Sept. 8, 1924. Anncr 4MK 1947-56, then specialty & sales field to 1961. Joined 4KQ as bkfst anncr May, 1963; apptd studio mngr July, 1964. Married, 1 child.

RATCLIFFE, Gordon James. Radio station manager. Born Lithgow, NSW, April 3, 1916. One yr agency exp., J. Walter Thompson & Country Press. Copywriter 2GZ, 1935, then anncr, control op., salesman. Now station mngr. LIA. Captain, AIF, NG, Borneo. Married, 1 daughter; resident Orange, NSW.

RAYNER, William George. TV station sales manager. Born Kuala Lumpur, April 4, 1932. Program mngr, 2RE; asst mngr, 2MO; asst mngr, 8DN. Now sales mngr CTC. Holds Broadcast Operators Certificate of Proficiency and Television Operators Certificate of Proficiency. Married, resident Canberra, ACT.

RHEUBEN, Ernest Joseph. Radio station manager. Born Bris., Oct. 30, 1901. 32yrs in b'casting; 30yrs as mngr 4RO. At present dir Rockhampton Television Limited; also dir Chandlers Aust. Limited, Bris. Married, resident North Rockhampton, Qld.

RIELLY, Athol. Agency radio manager. Radio mngr George Patterson Pty Ltd, Melbourne.

RICHARDS, William Oliver. Agency managing director. Born Nov. 11, 1875. Mng dir Weston Advertising Pty Ltd. Widower, resident Randwick, Sydney.

RICHARDSON, Barton Robert. Agency governing director. Born Wycheproof, Vic., Oct. 30, 1900. Formed Richardson Cox Advtg, 1924; now gov. dir. also dir Cox Bros, Sydney Snow Pty Ltd, and Foy & Gibson stores. RAAF 1941-45. Married, resident Mt Eliza, Victoria.

RICHARDSON, Norman Alan. Agency general manager. Born Feb. 23, 1910. 30yrs' agency experience (Samson Clark, Goldbergs, Hansen-Rubensohn, George Patterson). Now dir and general mngr Goldberg Advtg. AIF 1940-45. Married, 2 daughters, resident Castlecrag, NSW.

RIDLEY, Alan. Radio and TV station general manager. Born Gulargambone, NSW, July 18, 1910. Country rep. 2GZ, 1935, then sales mngr, asst mngr. Gen mngr 2GZ-2NZ since 1952, gm OBN8 since 1961. Mayor of Orange, 1956-57-60; deputy mayor, 1954-55; ald., 1954-61; past pres. Orange Golf, Legacy Clubs. Ex-internat. rugby footballer, 1929-36, toured Eng. 1929-33. NZ 1934. Holds b'cast ops cert. Married, 2 children; resident Orange, NSW.

RIDLEY, John Edward. Chairman of directors radio and TV stations. Born Stanmore, NSW, Sept. 4, 1902. Mngr 3HA, 1930-35; asst mngr 2GZ, 1935-38; gen. mngr 2GZ-NZ, 1938-50, 2UE,

1950-57; chairman of dirs 2GZ, 2NZ since 1950. Appt mng dir., 1953. Also mng dir. Country TV Services Ltd. Pres. AFCBS, 1946-50, 1956-57. Married, resident Gordon, NSW.

RING, Eric Desmond. Agency managing director. Born Adel. SA, 1917. Mercantile, selling, retail advtg exp. Now mng dir, Eric Ring, Jackson, Wain Pty Ltd, FAI (Aust.). AIF. Married, resident Brighton, SA.

ROBERTS, William Keith. TV station chief engineer. Born Lindfield, NSW, Oct. 10, 1927. 15yrs STC, 3yrs ATN videotape ops. Joined WIN4, Feb., 1961, installed and planned equipment. Now chief engineer. Holds dip. radio eng. Married (2 children), resident Lake Illawarra South, NSW.

ROBERTSON, Albert Nathan. Radio station promotion executive, women's announcer. Born Melb. April 18, 1929. Tech. 3KZ (1946), anncr 4BK (1951), anncr-sales 2MW (1952). Commonwealth B'casting 1953. Resident East Brisbane.

ROBERTSON, George Wilfred. Radio station assistant manager. Born Motherwell, Scotland, March, 1912, educated Toowoomba; 4GR 1935, 4ZR 1937, 1945 Radio Maccassar, 4MB 1946. 4½yrs war service; now assistant manager 4MB. Married; resident Maryborough, Qld.

ROBINSON, Dudley. TV production unit photographer. During World War II, in charge tech. photog. div., Commonwealth Aircraft Corp. Later chief cameraman, HSV. From 1962, chief photog., Crawford Productions. Married; resident Black Rock, Victoria.

ROBINSON, Kenneth Caswell. Radio station general manager. Born Singleton, NSW, 1908. Served AIF 1942-46. Now gen. mngr 2NX-NM. Married, resident Lake Macquarie, NSW.

ROGERS, Harold George. TV production unit animation director. Born Sydney. Commercial artist. Dir Pilgrim Productions Ltd. Married, resident, West Pymble, NSW.

ROGERS, Robert Barton (Bob). Radio station personality. Born Donald, Vic., Dec. 12, 1926. 3XY, 1942-44; 3MA, 1944-45; 2TM, 1945-6; 3XY, 1946; 2GZ, 1948; 2UW, 1948; 7HO, 1949-50; 4BH, 1950-58; 2UE, 1958-62; 2SM, 1962-3; 2UE, 1964. Married (3 daughters), resident Seaforth, Sydney.

ROGERSON, Bruce. Radio station sales manager. Born Sydney, Jan 29, 1931. Joined 2NZ as anncr, 1949; sm John Craig Radio Productions, 1951; sales exec. 2BS 1952; 2KO 1953; joined 2UE 1957, now sales mngr. Married (two children), resident Sans Souci, Sydney.

ROLLE, Ian Richard. Trade magazine director. Born Sydney, March 18, 1932. Overseas rep. for leading Austrn trading org. Now director Greater Publications Pty Ltd (B&T), and Derwent Enterprises Pty Ltd. Married (three children), resident Warrabee, Sydney.

ROSEBERRY, Arthur Lionel. Agency principal. Born Edinburgh, Scotland, May 29, 1915. Advtg exp. since 1934. Snr exec. Goldberg Advtg 1938-40; estab. own agency, Arthur Rosebery Advtg, 1945, now principal. AIF 1940-45. FAI Aust. Past pres. NSW div. of Advtg Inst. Married, resident Roseville, NSW.

ROSS, Darcy Nicholas Danvers. Agency managing director. Born Bris., June 21, 1921. Joined Johnston Jones Advertising 1937, partner 1952. Dir Johnston Jones, Jackson Wain Pty Ltd 1959, mng dir 1964. Immed. past chmn 4As; fellow Advtg Inst.; Assoc. Fellow Aust. Inst. of Management; Assoc. Market Research Society of Aust. 2nd AIF 1943-46. Married, 1 daughter, resident Alderley Heights, Brisbane.

ROSS, John McKenzie. TV station sales manager. Born Sheffield, Tas. 18yrs radio, stage & TV anncr/actor. Joined BTW6 as prod. super Jan., 1964; apptd sales mngr 1964. Married, resident Ballarat, Vic.

ROWAN, David Philip. Network promotion manager. Born Oct. 22, 1935; Joined 2QN 1960 as Echuca studio mngr; apptd sm 1961. Joined VBN Feb., 1963, as sales exec.; apptd acting sm Feb., 1964. Apptd net. prom. mngr Oct., 1964. Single, resident St Kilda, Vic.

ROWLANDS, William Leighton. Radio station manager. Born Oxford, England, Nov. 22, 1932. Commenced 2KA 1956; evening anncr 4BH 1960; studio mngr 4LM 1961-63; mngr 4LG as from March, 1963. Married, 1 daughter, resident Longreach, Qld.

ROWLEY, John Gerald Frederick. Radio station snr sales executive. Born Ballarat Dec. 13, 1912. Sales rep. AWA Syd. & Melb. Mnr 3CS. Sales mngr 3XY to 1964; then apptd snr sales exec. Married, 1 son, 1 daughter, resident Caulfield, Melbourne.

ROY, John. Agency director. Born Perth, WA, June 11, 1917. Charles Haines Advtg 1934; AGE, 1936-39; Apptd mng Fortune (Aust.) Pty Ltd, 1946; then sales dir Herco Pty Ltd, 1949-53. Dir Coudrey-Gotham Assoc. Pty Ltd, since 1953. Served 6th div. AIF, aircrew, RAAF. Married, resident Denistone, Sydney.

RUSSELL, Frederick William. Radio network representative. Born Auckland, NZ. Active in commercial radio since 1931. Assoc. with 3KZ & 3AW. 1951 opened Sydney office VBN, now VBN Syd., rep. Married, resident Edgecliff, Sydney.

RUSSELL, Robert Blackwood. Agency director. Born Victoria, June 28, 1913. Sales & advtg mngr Rocco Tompsitt (Melb.); factory mngr Warner Lambert (Syd.); gen. mngr Aust. & NZ Fasset & Johnson (Syd.). Now dir. Russell Lewis Advtg. Pharmaceutical chemist, MPS. Fellow ISM. Ass. Fellow IM. Married, 2 children, resident Mosman, Sydney.

RUTTLE, George P. TV production company Victorian manager. Born Kalgoorlie, June, 1919. RKO-Radio Pictures from 1934-58 in charge of advtg and publicity Vic. branch 1946-47, chief booker Vic. and Tas. 1948-50,

sales rep. Vic., Tas. and Sth Riverina 1950-58. Served AIF 1941-46. Now Vic. mgr Featured Theatre Ads and Reilly Advertising Co. Pty Ltd. Married, 1 daughter, resident Eaglemont, Vic.

RYAN, John William. Radio station chief engineer. Born Oct. 2, 1898. Chief engineer several radio stations, now chief engineer 3AW. MIRE. RAN, 1914-18, Lt/Col. AIF, 1939-45. Married, resident Alphington, Melbourne.

RYAN, Peter Pearson. Agency proprietor. Born Brisbane, Qld, Feb. 1, 1933. With G. J. Coles (merch.); Anthony Horderns & Sons (advtg); W. B. Lawrence Advtg; Chessell & McCredie; Jackson Wain; J. Clifford McKay Advtg. Now proprietor Peter Ryan Advertising, Sydney. Married (two children), resident Castlcrag, Sydney.

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SAMUELS, Lewis. Agency managing director. Born Sydney, NSW, Dec. 31, 1911. Media mngr George Patterson Advtg, 13yrs; nine yrs media mngr, asst mngr dir Goldbergs, Melb.; 14yrs mngr dir Rickards Advtg. FIA Aust. 43yrs RAAF, NG, Morotai, Borneo. Married, 3 children, resident East Malvern, Melb.

SANDOW, D. P. Agency manager. Apptd. manager Jan. 1960, Rickards Advertising, Adelaide.

SAULWICK, Irving David. Economist. Born Melb., April 25, 1930. Dir Australian Sales Research Bureau. Lecturer, School of Management, Royal Melb. Institute of Tech. Chmn Vic. div. Market Research Society. B.Com. (Hons) Melb. Married (4 children), resident Beaumaris, Vic.

SAWYER, Norman. Television station chief engineer. Born Aug. 17, 1932. Diploma, radio eng., Uni. of NSW, 1956. ASTC credit, MIRE C'tee member IRE Adel. branch 3yrs. Cadet eng. 2UE 1949-56. Ops eng. ATN 2yrs. Eng. in-charge Jacoby Mitchell & Co., Sydney, 1958. Joined ADS, 1959. Spent 6 months o'seas, Continent, England & USA. Appt. asst eng., 1959. Apptd chief eng., studio services ADS, 1961. Married (3 children), resident Parkside, SA.

SCETRINE, Bert. Radio station manager and chief engineer. Born Zeehan (Tas.). Ed. Burnie High School; Marconi School, Sydney; 1/c test room, Zenith Radio, Sydney (1935), 2CA announcer-engineer (1937); 1937-54, engineer, later senior tech. 3BA. Appointed manager 7SD May, 1954. Married (3 children), resident Scottsdale, Tas.

SCHAUMLOFFEL, Johann Ludwig. Radio network chief engineer. Born June 29, 1918, Adelaide. Educ. Unley High School, SA. Jun. tech. 5AD 1937; chief eng. 2BH 1942-47; maintenance eng. 5AD 1948, assist eng. 1956, chief eng. Advertiser Net. (5AD-PI-MU-SE), 1958. IREE. Radio consultant, Royal Auto. Assoc. 1958. IREE. Radio consultant, Royal Auto Assoc. of SA. Member SA Carols by

Candlelight committee. Married, resident Panorama, Adelaide.

SCHEPISI, Frederic A. Production company Victorian manager. Born Melb. Ed. Assumption College. Began film career Carden Advtg 1956, Then Paton Advtg TV dept. Now Vic. mngr Cinesound prods. Married, resident Mt Waverley, Vic.

SCHMID, Grahame Thomas. Radio station general manager. Born Townsville, Qld, Oct. 6, 1928. Mech. eng. working in various centres throughout Nth Qld. Entered radio 1952 as tech. 4AY. Then tech.-in-charge, transferring to sales and anncng. Appt asst mngr 1957. Now 4AY gen. mngr. Married, two daughters, one son, resident North Ward, Townsville, Qld.

SCHMIDT, Anthony Vincent. Radio station studio manager. Born Maryborough, Qld, May 31, 1932. Entered radio at 4MB, 1956, as b'fast anncr & dj; joined 2MW 1960 as even. anncr, now mngr Gold Coast studio. Began 4MB Record Hops Maryborough, on Gold Coast Spring Festival C'tee. Married (1 daughter), resident Main Beach, Gold Coast, Qld.

SCHULTZ, Leonard Nelson. Radio station technical director. Joined 2GB, 1927, chief engineer 1928. Designed 2GB transmitters, studios; designed, installed transmitters 2CA, 4BH, 2MG, 5DN. Assoc. with design of film studios, radio and TV stations. Studied broadcasting overseas. Now tech. dir 2GB-Macquarie, dir CTC, dir Planned Music and dir Tech. Services B'casting Assoc. Past pres. Royal Flying Doctor Service; past pres. IREE; 20yrs flying instructor Royal Aero Club. Holds Aust. gliding records. Married, 1 son, resident Clifton Gardens, Sydney.

SCOTT, Geoffrey Allan. Agency Victorian manager. Born Yea, Vic. Ed. Trinity Grammar. Kew. 7yrs Bank of A'sia; 6yrs 2nd AIF; 6yrs real estate agent and freelance writer; 7yrs copywriter and radio mngr, John Clemenger Advertising. Now Victorian mngr Traders Advertising Service. Married, resident Frankston, Victoria.

SCOTT, Ronald Joseph Hallett. Television station sales manager. Born Southampton, England, Oct. 4, 1911. 2GZ and 2NZ 1935-46. 15yrs retail gramophone records. Joined DDQ May 13, 1963. Married, resident Toowoomba, Qld.

SCOWN, Albert. Radio station manager. Born Melbourne, Sept. 24, 1921. Joined AWA Nov., 1947, at 3BO as salesman/anncr. Transferred Melb. office Dec., 1951, as Network rep. Returned 3BO, 1953, apptd asst mngr Sept., 1962. Apptd mngr July, 1964. Ex AIF. Married (2 children).

SCRUBY, Charles. Agency account service dir. Born Edinburgh, Scotland, 1916. Stewart Films 1934-36; BBC 1936-46; British Foreign Office 1946-48; HR-McCee 1948-1963, radio & TV dir (and acct service). Now acct service dir Pritchard Wood Aust. Pty Ltd. Attended McCann Erickson International Workshop 1961. First airborne div. (British Army) 1939-45. Married, three children, resident Mosman, NSW.

SEMMLER, Clement William. Assistant general manager (programs), ABC. Born Eastern Well, SA, Dec. 23, 1914. Ed. supervisor ABC Adel., 1942-46; asst dir of variety, 1947-48; asst controller of progs, 1948-60; asst gen. mngr (programs) 1960. MA (English language & literature) Adel. Member C'wealth Immigration Publ. Council, Canberra Theatre Trust. Author For the Uncanny Man (1963), Barcroft-Boake —Poet of the Stockwhip (1964). Assoc. editor Meanjin. Married (1 son, 1 daughter), resident Longueville, NSW.

SERPELL, Noel. Radio station chief engineer. Born Melb., Vic., Dec. 26, 1917. Tech. 3BA, 1938-40, broadcast tech. ABC Melb. studios, 1945-46. Chief engineer, 3AW. Member TV Soc. Aust. RAAF signals, 1940-45. Married, resident Glen Iris, Melb

SHAW, Alfred George. Radio station sales manager and sporting editor. Born Melbourne. 2QN, 1953. 3HA, 3BO, announcing-copywriting-sporting commentaries. 2QN, 1956-60, studio mngr. Bayne Mackay Advertising, Melb., radio-TV mngr. 2UW sales executive. Re-joined 2QN Dec. 1962. RAAF 1944-47. Married (2 daughters), resident Deniliquin, NSW.

SHAW, Corbett Henry. Radio station news editor, formerly state political correspondent, asst/ chief of reporting staff and sub-editor of The Sydney Morning Herald; Aust. corresp. Time News Magazine, Life International, 3AW news editor since 1959.

SHIELD, Alan. AAUQ, AASA. Agency secretary. Born Penshurst, Vic., 1932. Formerly export mngr R. M. Gow & Co. Ltd. Travelled SE Asia. Secy T. Hilken Waite Pty Ltd. Resident Auchenflower, Brisbane.

SIEVERS, Kenneth Roy. Media research company managing director. Born Pahiatua, NZ, Sept. 23, 1925. Acctt (NZ) Asst. Secy National Cash Register Co., later accounting machine div. sales. Now mng dir Anderson Analysis Pty Ltd. Fellow, Aust. Institute of Mngment. Associate, Institute of Sales Mngment. Acctncy and secretarial exams, NZ. Married, resident Mosman, Sydney.

SIMPSON, James Quintin. Agency media director. Born Sydney, NSW, July 15, 1928. Media Dept, Lintas, 1947; media mngr L. V. Bartlett, 1949, O'Brien Pub., 1950; advtg sales rep. Truth & Sportsman, 1951-52; media mngr J. Clemenger Pty Ltd, 1952-56. Acctts dir E. C. Slatter & Poulter Pty Ltd, 1957. Lecturer in advertising, Syd. Tech. College. Married, resident Killarney Heights, Sydney.

SLATTER, Eric Charles. Agency managing director. Born Sydney, NSW, Sep. 26, 1910. Gen. sales mngr, bldg materials div., CSR, 1950-53, George Hudson, 1953; assoc. dir., prom., Wormald Bros., 1954-56. Managing dir., E. C. Slatter & Poulter Advtg, since 1957. Also dir. Bell Advtg. RAAF, Navigator-B 459 Sqdrn. Married, resident Greenwich, Sydney.

SMART, Gerald Richard George. Manager, television division, Pyrox Ltd. Born Caulfield, Vic., Oct. 27, 1925. Univ. of Melb. 1948-50. RMIT radio eng. diploma. Pye Ltd, Cambridge, UK

1953-56; installation Baghdad TV 1956-57; Television Eng. Pty Ltd, 1958 — Pyrox Ltd, television systems and studio project engineer. Tech. adviser to TV station applicants 1959-63. RAAF 1943-46, aircrew and radio (HF/DF). Grad. I. E. (Aust.). Assoc. member Inst. Radio & Electronic Eng. (Aust.). Married, resident Heathmont, Victoria.

SMITH, Donald William. Television station manager. Born 1930. Ed. at Geelong Grammar School and the Management School of Geelong Tech. College. Sales and advtg exp. Ford Motor Company, The Blue Star Line and Macquarie Broadcasting Service. Asst sales mngr, GTV. Apptd station mngr GLV 1963. Past pres. TV Club of Vic. Married, 4 sons.

SMITH, Ian Hamilton. Agency proprietor. Born Perth, WA, Oct. 1, 1914. 30yrs active participation in advtg. Fully trained artist/designer. Practical exp. in all branches of graphic art.

SMITH, Lyndon Betteridge. Radio station continuity manager. Born Adelaide, SA, March 29, 1914. Theatrical prod. & advtg; cinema management & advtg. Radio writing. Now continuity mngr, 5KA. LAI. RAAF. Married, 3 children, resident Wattle Park, SA.

SMITH, Peter W. TV station chief engineer. Born Bowral, NSW, April 20, 1933. Design eng., project eng. for television and chief eng. telephony and telegraphy with Telecommunications Co. of Aust., Henden, SA. Joined South Australian Telecasters as chief eng., May, 1964. Graduated Univ. of Sydney. Bachelor of Science 1952, Bachelor of Eng. with 1st class Hon. in electronics, 1954. Married, 3 sons; resident Belair, SA.

SMITH, Robert Edward. Radio station chairman of directors. Born Croydon, Qld, 1898. Former Mayor of Cessnock, ald. for many years. Pres. Cessnock District Tech. Advisory Committee, 30 years. Member Newcastle Racing Registration Board. Snr vice-pres. Aust. Hotel Assoc. and Federal treas. Chairman, Hunter Broadcasters Pty Ltd. Married (5 children), resident Cessnock, NSW.

SMITH, Robert Thomas. Agency principal. Born July 14, 1922. Principal, Comm. & Industrial Advtg Pty Ltd, Brisbane. AIA Aust. RSA London. Six yrs RAAF, Europe. Married, 2 daughters, resident Holland Park, Brisbane.

SMITH, Walter Ranfurly. Radio station sales executive. Born Maitland, NSW, Feb. 20, 1904. Educated Syd. High School. Five yrs acctncy; clerk, travelling inspector Atlantic, field super., Ampol. Joined Country Beasting Services Ltd, 1942. Now sales exec. Four yrs RAAF. Capt. Long Reef Golf Club, 1950-56, pres. 1960-64; represented NSW (golf) 1928-29. Married, resident Manly, Sydney.

SNASHALL, Norbert Myles. Agency media director. Born Syd. Feb. 7, 1928. Advtg mngr Lever Bros. 1956-1960. Now media dir Lintas Agency. BA (Syd.). Married, resident Pymble, NSW.

SNELL, Edwin Charles Joseph. TV station chief engineer. Born Melb. Sept. 26, 1927. Snr instruc-

tor radio & TV dept. Royal Melb. Tech. College. Appt chief eng. TVW Limited, Perth, Sept. 1962.

SOLOMON, Eric Saxby. Trade paper managing director. Born Cootamundra, NSW, June 27, 1907. Managing dir. Greater Publications Pty Ltd. (B&T) & Derwent Enterprises Pty Ltd. Life gov. Dalwood Health Homes, Food for Babies Fund; MLA for Petersham, NSW, 1932-41; Ald. Ku-ring-gai Municipal Council, 1948-53, Mayor 1951-52. Married, 2 daughters; resident Stokes Point, Avalon, NSW.

SOUTHEY, Reginald Vincent. Recording division director. Born London, Eng., Aug. 4, 1903. With Gen. Elec. Co., Eng.; Columbia England (1922); recording work, Europe; Aust., 1926. 1/c radio set prod., Columbia, 1934. Recording mngr 1947. Now dir., recording div., EMI. Installed 1st elec. recording equip., Egypt, Italy, Aust. FIRE. Member Audio Engineering Society (USA) and TV Socy (Aust.). President ARPA, member Time Club, member BREIF Club, Contact Club, Killara Golf Club, RACA. Married, 2 children, resident Killara, Sydney.

SPENCER, Harvey Tressider. Film director and production executive. Born Sydney, Apr. 4, 1930. Ed. Sydney High. Entered film ind. Rank Organisation London, 1952. Canadian B'casting Corp. Toronto 1953-54, asst to pbcty dir Universal Pictures, unit pbcty dir on Brit. feature films ABPC Elstree & Warwick Films London, 1956-58; TV prod. dir Nichols-Cumming Advtg. Now dir Grimsdale & Assoc. Married (1 son, 1 daughter), resident Forestville, Sydney.

SPENCER, Norman. Television station assistant manager. Born Melbourne, Jan. 21, 1923. Joined HSV7, August, 1960. 2nd 24th Battalion 1940-46. Served Middle East and South West Pacific. Married, 1 son, 1 daughter, resident Sandringham, Melbourne.

SPICER, Frank William. Radio station chairman, managing director. Born Parkes, NSW. Dir. MBS. Chairman & managing dir., 2PK. MLC, NSW, since 1925. Married, resident Parkes, NSW.

SPICER, Norman Thomas West. Radio station manager. Born Parkes, NSW, May 30, 1925. Seven yrs Rural Bank, NSW. Mngr 2PK, since 1948. WO, RAAF aircrew. Married, resident Parkes, NSW.

SPINNER, Leslie Austin. Radio station chief engineer. Born Syd. 30yrs b'casting, now chief eng. 2KY. 5yrs offer RAEME Corps, radar installation and workshops, then Inspection and design unit Army, 1944. Married, resident Seaforth, Sydney.

SPITZKOWSKY, Maxwell. Radio station chief engineer. Amateur Op. Licence 1926. Joined 2KO April 1933; B'cast Op. Certif. same yr; assoc. member IRE (Aust.), foundation member Quarter Century Club. Now 2KO chief eng.

SPRING, George Robert. Media representation company radio supervisor. Born Syd. With Hardie Rubber Co. Ltd, then Dunlop Rubber

(Aust.) Ltd as sales rep., then marketing & merchandising. Joined Country Radio & Television Pty Ltd as sales rep. 1960, then apptd sales exec. 1961. Now radio supervisor Parker Associated Representations and Country Radio & Television. Served RAAF air crew trainee, 1944-45. Married (2 daughters), resident Rose Bay, Sydney.

STANGER, Donald. Technical director, Eric Porter Productions. Started with Comm. Film Studios (later Avondale); supervised sound recordings for Aust. Instruct. Films; won Savage Club's Lubra Film Award for best sound recording 1960; organised sound dept for Eric Porter Pctns. Married, resident Longueville, Sydney.

STAPP, John Langston. TV station production manager. Born Manly, NSW 2yrs HR-McCE; 2yrs NWS. Joined BTV Sept., 1961. Now prod. mngr. Married, resident Ballarat, Vic.

STEELE, Richard. Agency governing director. Born London, Eng., Feb. 3, 1911. With T. B. Browne Ltd, London; copywriter, Catts Patterson, Syd; prod. mngr, Patons, Melb.; copywriter, George Patterson, Melb.; joined Noble Bartlett Advtg, Brisbane, 1938. Became partner 1947. Opened Sydney branch 1954. Bought out Sydney business 1958, establishing Steele Kelly & Company (now Steele Kelly Kain & Patten Advtg). FAI. Capt. 7th, 9th Div. AIF, Middle East, NG, Borneo, Celebes. Married, 3 children, resident Seaforth, Sydney.

STEELE, Robert. Born Fremantle, WA, May 29, 1907. Managing director and producer of film production co. since 1930; has made numerous travel-promotion films of Tahiti and Pacific. Operates from Tahiti to Hong Kong. Now proprietor of Steele-Telefilm. Single; resident Auckland, NZ.

STEPHENSON, William Humphrey. Radio station general manager. Born Sydney, NSW, April 24, 1909. Nine yrs office mngr, 2UE, four yrs sales exec. Now general mngr 2SM. Snr vice-pres. FACB. Married, resident Balgowlah, Sydney.

STEVENS, Edward John. Radio station senior sales executive. Born Dunedin, NZ, Aug. 7, 1917. Joined 2CA, 1938; mngr 2LF, 1946-50; service mngr MBS, 1951; dir. Comm. Service Radio Ceylon 1952-53; sales mngr 4BC, 1954-56. Joined 2UE, 1956, now senior sales exec. Married, 2 sons, resident Miranda, Sydney.

STEVENS, Keith Courtney. Executive, Macquarie B'casting Service. Born Sydney, NSW, Feb. 23, 1917. Accts dept, 2GB, 1933, transcriptions dept, 1940, sales rep., 1946; sales mngr 3AW, 1949; Vic. mngr MBS, 1952. Assted formation Sellers, Lane, Stevens Pty Ltd, 1953 joined EMI Aust., Jan. 1958, as mngr, radio program and commel recdg dept. Rejoined MBS July, 1960. Five yrs 2/12 Fld Coy, RAE, 8th Div. AIF. C'ttee member Time Club. 3½ yrs Jap. POW. Resident Cremorne, Sydney.

STEVENS, William Ronald. Radio representation division manager (rep. Interstate cap. city and Qld. cntry stations). Born Sydney, May 2, 1916. Anncr 4SB (1947), 4BH (1949), 4BC (1950). 4½yrs RAAF. Married (three children), resident Kedron, Brisbane.

STEVENSON, Albert Victor Gordon. Agency managing director. Member FIA (Aust.), 4As London Advtg Assoc., Inst of Secretaries. Mng dir. Stevenson Advtg Service. Resident Hawthorn, Melbourne.

STEVENSON, John Charles. TV station chief engineer. Born Melb., May 10, 1937. Ed. Box Hill High, Royal Melb. Tech. College. Obtained Fellow. Dip. Communic. Eng., 1958. 2yrs spec. Investig. eng., HSV; 3½yrs chief eng. GLV. Now chief eng. TVQ. Assoc. member Inst. of Radio and Electronic Eng. (Aust.). Married, one son; resident Kenmore, Brisbane.

STEVENSON, Murray H. TV station manager engineering services. Born Sydney, NSW, April 17, 1905. Chief engineer 2UE, 1931, appt bd dirs, 1947. Chief Engineer, ATN Channel 7 1955. FIRE; snr member IREE; member Soc. Motion Picture & TV Engineers. Married, resident Turramurra, Sydney.

STEVENSON, Robert. Radio station manager. Born Toowoomba, Qld, Jan. 26, 1922. 11yrs comm. radio as chief anncr, studio mngr, asst mngr; now mngr 4GR. Formerly prof. singer, actor. Appeared with 1949 Italian Opera Tour, gained A.Mus.A Dip. Sydney Conserv., 1948. Asst dist officer and magistrate for Native Matters, New Guinea. Admin. and commissioned officer AIF, New Guinea. Resident Toowoomba, Qld.

STEWART, Keith. Agency TV director. Born Poole, Eng., Jan. 20, 1920. Radio anncr 1942-50. Radio manager Richardson-Cox 1951; film director Standard Motor Products 1953-58; joined Rickards Advtg. TV-radio director, 2nd AIF Middle East. Married, 2 children. Resident Chadstone, Melbourne.

STEWART, Val D. Film and TV production unit sales manager. Born Geelong, Vic., Dec. 14, 1921. 2yrs film consultant, now sm Crawford Prod. Pty Ltd. Singer — Opera for the People, Music for the People, Holiday for Song. JP, ex AIF. Widower, 2 daughters.

STILL, Frederick William. Advertising agency director. Born Sydney October 16, 1916. Joined Weston Advtg 1934, served all depts, now dir. Served 18months 1st AA regiment, 5yrs RANR. Married, resident Balgowlah, Sydney.

STIRLING, Lance Hugh. TV production unit art director. Born Melbourne. Commercial artist. Dir, Pilgrim Productions Ltd. Married, resident Ringwood, Victoria.

STONE, Kenneth Walter. TV station manager. Born Hong Kong, June 22, 1926. Anncr 2CH, 1942-44; radio engineer, Hong Kong Govt, 1945-46; anncr, 2GZ, 1947-50; 2UE, 1950-57. Program mngr 2UE, 1957-1960. Now manager, Newcastle B'casting & TV Corp. Ltd. Commentator, Royal Tour, Aust., 1954; NG, 1956. Merchant Navy, 1944-45. Married, 2 daughters; resident Merewether, Newcastle.

STORY, Oliver James. Radio station general manager. Born Eng., June 1909. Freelance radio player, 1933; joined 2WG, 1934; estab., 2BS, 1936; studio mngr 4MB, 1939. Appt mngr IRI-

sales B'casting Co., 1944, opened 2HD, 1945. Gen. mngr 2HD. AIF Gunner, Heavy Arty. RAAF. AC2, aircrew training. Married, resident Bolwarra, NSW.

STUART, James Gray. Sales manager and director media representation company. Born Melb. Now sales mngr/dir Haig-Muir P/L. Married (3 children), resident Rosanna, Victoria.

STYLES, James. Sales executive, Television Associates (Vic.) P/L. Held similar position with NWS and BTV; also, TV and radio dir. Fortune Advtg, Adel. Previously assoc. with large mfg and retail organs. in advtg/prom. activities. Married, 1 child; resident Mitchem, Melb.

SURREY, Peter. Radio station production manager. Born London, Eng., June 2, 1928. Scriptwriter, anncr 3XY, 3DB, 3TR, 3CV, 3AK; radio media mngr, Paton Advtg. Apptd 3DB prod. mngr, 1956. Married, 2 sons, resident Blackburn, Melbourne.

SUTTON, Leslie James. Radio Network sales manager. Born Melbourne, Dec. 1, 1924. AWA advtg and sales promotion. Advtg mngr and later NSW mngr, N. V. Appleton Pty Ltd. Gen. sales mngr, Aust. Record Company Ltd. Now sales mngr, Advertiser Network (5AD-PI-MU-SE). Served RAAF, Eng., 4yrs. Resident Henley Beach, SA.

SWANSON, Andrew James. Production company executive. Graduate Adel Uni. (Bach. of Econ). Studied motion pic. prod. at Uni. of Calif., USA. 2nd asst. to Stanley Kramer in Aust. (On the Beach) also with Kramer in USA, then to Paramount Pics, Hollywood (2yrs) returning to Aust. to join Cambridge Film & TV Productions in May, 1962.

SWIFT, Richard. Radio station sales manager. Entered commercial radio as sales rep. 4BH. Joined 4KQ July, 1964. Resident The Gap, Brisbane.

SYME, David Farnell. Radio network chairman. Born Melb., Vic., 1905. Asst works mngr, The Age, then into b'casting. Pastoralist. Now chairman, Victorian Broadcasting Network Ltd. Married, resident Pakenham, Vic.

SYMONS, Ian Ross. Media manager Aldwych Advertising. Married, resident Bonbeach, Melbourne.

TAINSH, Douglas. TV production unit film director, scriptwriter, cartoonist, black-and-white artist. Joined Crawford Productions as film dir, 1961. Married (2 sons), resident Croydon, Vic.

TAYLOR, Cecil Randel. Radio station manager. Born Gympie, Qld, March 24, 1927. Matric. 1945. Qld Uni., Faculty of Engineering, 1946-

47. With 4GR, 1947-48. Received BOCP, 1949 Tech. 4ZR, 1948. Chief engineer 1950-58; now mngr. Single, resident Roma, Qld.

TAYLOR, Ernest James. Radio station managing director. Born Cambridge, Eng. Estab. 2LT. Now mng dir 2LT and dir MBS. Active interest in Lithgow civic activities. Chairman Western Newspapers Ltd. MBE, FSTC. Married, resident Earlwood, NSW.

TAYLOR, Henry Arthur. Radio network chief engineer. Born Caterham, Eng., March 23, 1907. Early licenced amateur op., telegraphy and telephony. Mngr 6KG, 1941. Chief engineer. Whitfords Broadcasting Network, since 1947. Estab. radio service, East Goldfields, Royal Flying Doctor Service, 1937, tech. advisor, 1937-47. Founded Goldfields Radio Soc., 1935. Designed four WA broadcast transmitters. Trade cert. competency, WA, 1927; AMIRE, 1935; radio op. air survey. Married, resident Nedlands, Perth.

TAYLOR, Kenneth Thomas. Radio station manager. Born Grafton, NSW, May 29, 1921. 5yrs dept. mngr and buyer McDowells, radio freelance annr Apptd gen. sales mngr and artists and repertoire mngr and dir Festival Records Pty Ltd 1953-61. Now 2GB station mngr. Married (1 child), resident Concord, NSW.

TAYLOR, William Rickwood. Agency managing director. Born Melbourne, Vic., June 27, 1927. Educated Prince Alfred College, studied economics, stat. Adel. Uni. Now managing director, Clem Taylor Advtg, Adelaide. Lecturer, marketing management, market research, SA Inst. of Technology. Member Rotary Club, Adel. 1958 pres. Adelaide Contact Club, FAI (Aust.). Married, 2 children, resident Kensington, Adelaide.

THOM, John David. Radio station representative. Born Sydney, Sept. 10, 1906. Sun-News Pictorial advtg dept; Ben Jordan (Melb.) sales; George Patterson Adv. (Melb.), prod mngr. Cptn, infantry & RAAF, served Pacific Area. Now Melb. media rep. Married, 5 children, resident Kew, Melbourne.

THOMAS, Mervyn Albert. Radio station program director. Born Adelaide, SA, Aug. 16, 1922. Office duties, 6DN, 1937-41, prod., transcription depts, 1945-49; asst program dir., 1949. Program dir. since 1951. Torpedo Op., RAN, 1941-45. Pres. Woodville RSL, 1957. Current State v-p of Naval Assoc. Married, 2 children, resident Woodville West, SA.

THOMPSON, Allan Walton. Radio station manager. Born Bondi, NSW, April 8, 1927. Annr, program arranger, 2GB, then annr, copywriter, tech. several country stations. Two yrs asst mngr 2LT. Now station mngr 2RE. Holds PMG 1st class COP. Married, resident Taree, NSW.

THOMPSON, Geoffrey George. TV film production company director & producer. Born Melbourne, Vic., Feb. 25, 1911. Journalist, then sound recording engineer Aust. Sound Film Co., 1931; motion picture cameraman, Melbourne Cinema, 1940-53. Estab. Films Advisory Bureau & TV Prod., 1953. Also prod. supervisor, dir., Cine Service Pty Ltd. War correspondent.

Filmed air combat, Korea, 1950. Married, 3 children, resident Hawthorn, Melbourne.

THOMSON, Donald Francis. TV station executive. Born Wellington, NZ, Nov. 8, 1924. Served AIF 1942-47. Appt advtg mngr Gordon & Gotch (Bris.) 1953. Account exec. Duthie National, then senior acct-exec. Country Press. Now ABN2. Married, resident Forestville, NSW.

THOMSON, Neville Lloyd. Television station program manager. Born Newcastle, NSW, Aug. 10, 1926. Educated Homebush Boys' Jun Intermediate High. Licentiate of Institute of Advertising. Completed 12mths course TV, Royal Melbourne Technical College. 12mths course Commercial art, Ultimo Technical College. RAAF 2yrs, 1944-46. Columbia Pictures, Sydney/Melbourne, publicity mngr, exploiteer, 1941-51. 3AW publicity mngr, 1951-53; 3DB publicity mngr, sales exec. 1954-59. Film critic. Now program mngr ADS Channel 7. Obtained USA Dept of State TV grant 1960. Married, 3 children, resident Blackwood, Adelaide.

THOMSON, T. W. Donald. Agency managing director. Born Sydney, Oct. 25, 1920. Agency exper. JWT, Marsh, O'Brien, Rodgers, Cwlth Adv. Div.; formed Don Thomson Adv.; FAI (Aust.). Army. ME. Married, resident Wahroonga, Sydney.

TREASURE, Brian Sydney. TV station assistant general manager. Born Moora, WA, Dec. 7, 1927. Two yrs RAN; WA Newspapers Ltd, 1949; appt asst. advtg mngr 1954; sales mngr TVW Ltd, 1958; sales and prog. mngr TVW Ltd, 1960. Now asst gen. mngr.

TREGONNING, James Edward. Radio station feature announcer. Born Melbourne, Vic., Jan. 29, 1928. 3BA 1947-49; ABC and Radio Aust. annr, commentator, newsreader, 1949-50. 3AW chief annr, 1950-55; Ron. R. Beck, 1956-59. Joined 2KY, June, 1959. Married (3 children), resident Normanhurst, Sydney.

TRETHERWEY, Clifford Henry. Radio station assistant manager, chief engineer. Born Burnie, Tas. Educated Burnie High School. With 7BU, 1936, designed, constructed, studio & transmitting equip. Asst mngr, chief engineer, 7BU since 1952. 3yrs pilot, RAAF, Darwin, NG. O/c Burnie Flight, ATC. Married, 2 sons, 2 daughters, resident Burnie, Tasmania.

TULLOH, Nigel John. Production company managing director. Chartered accountant. Born Melbourne, Apr. 7, 1924. Professional accty 1946-53, 1956-59. J. Arthur Rank Org., London, 1954. Acct Cambridge Film & TV Productions Pty Ltd, lyr. Now mng dir & secy Senior Film Productions Pty Ltd, Melbourne. Served RANR, 1943-45.

TUOHEY, William Patrick. Radio station manager. Born Cootamundra, NSW. Own business 1948-54. Staff super. Noek & Kirby 2yrs. Annr/salesman 2LT 2yrs. Annr/copy chief 2TM 2yrs. Joined 2BS 1961 as sm. Now station mngr. Married, 4 children; resident Bathurst, NSW.

TUOHY, Lloyd John. Radio station studio manager. Born Adelaide, March 30, 1936. Joined

3SH 4yrs ago; starting as bkfst annr. Wide exp. all phases country comm. radio.

TURNER, Geoffrey Colin. Agency director. Born Melbourne, Vic. Joined 3XY, 1945 asst program mngr, 1951; then snr record librarian, prod. mngr, personal asst to gen. mngr, 3UZ. Radio div. mngr Cossey-Waite Advtg, Brisbane, radio-TV mngr, 1956. Now dir O'Brien Pub., Brisbane. Pres. Moreton Lions' Club, 1957. Married (2 children), resident Lutwyche, Brisbane.

TURNER, Rev. Vernon Kenneth. Radio-TV religious program production unit managing director. Born Oct. 2, 1917. Minister Presbyterian Church of Aust. 25yrs exper. religious broadcasting. 1953 founded Christian Broadcasting Assoc., manag. dir.; 1956 founded Christian TV Assoc. (hon. secy). Married, 5 children, resident Five Dock, Sydney.

TWOMEY, Peter. Television station assistant manager. Born Christchurch, NZ, Dec. 4, 1927. New Zealand Broadcasting Service; with UK TV; HSV to 1961; chief engineer GMV from 1961. Now asst mngr, GMV.

TWYFORD, John William. Radio station manager. Born Camperdown, NSW, May 18, 1904. 18yrs 2NZ, copywriter. Now mngr 2NZ. Former costing clerk, ledger keeper, shipping, customs exp., interstate salesman. Dir Inverell Hosp.; East-West Communication Committee member. Promoted 1st syndicate to obtain whaling licence (Byron Bay Whaling), 1st chmn. Mngr 20yrs and life member of NSW Ambulance. Married, resident Inverell, NSW

V

VASTCHENKO, Nicholas. Technical director TV production company. Diploma of Eng. 13yrs exp. in tech. & industrial photography. France & Germany. I/c processing and still photography depts, Cambridge Film & TV Productions Pty Ltd, 1956-60. Now tech. dir & co. dir, Senior Film Productions Pty Ltd, Melbourne. Served World War II, Air Force photographer.

VENN, Shirley. Radio station publicity manager. Trained in PR with Trade Publ. Dept London, 1955-57 on staff, High Commissioner for Aust., 1958. Returned to Aust. 1959, acct-exec. John and Esta Handfield. Directed pu-l. for Elizabethan Theatre Trust, Gallery A and Sportscraft Pty Ltd. Joined 3AW, Sept., 1963.

VERTIGAN, Rich. Mills. TV station manager. Born Kindred, Tas., Aug. 24, 1910. Writer-publicist, 3AW, 1935; mngr 7QT, 1937; sales-annr 7HT, 1938, then chief annr & studio mngr, sales dept, prod., scripting, 8yrs copy chief. Mngr, 7HT, 1953. Now TVT mngr. Married (2 sons, 1 daughter), resident Mt Wellington, Hobart.

VINNICOMBE, Harold. Agency general manager. Born Brisbane, Qld, 1926. Joined Vinnicombe Advtg 1949, then mng dir till 1962. Joined Fortune (Aust.) Pty Ltd as dir and gen. mngr in 1963. Now mng dir Harold Vinnicombe & Assoc. Brisbane. Fellow of the AIA. RAAF 1944-45. Married, resident Brisbane

VIRGONA, Vincent. Radio station chief engineer. Born Fitzroy, Vic., Oct. 2, 1911. 35yrs with 3UZ. Married, resident Eltham, Melbourne.

W

WADE, Ewart. TV production unit film editor. Born Malvern, Vic. With Visual Ed. Centre, Ed. Dept, Melbourne, 1950. Gaumont British Equipments, London, 1952-3. Film Librarian, Ed. Dept, Melbourne, 1954. Film Librarian at ABC-TV, 1956. Film editor, ABC-TV, 1960. Joined Crawford Productions 1963, as film editor. Member Aust. Radio, Television & Screenwriters' Guild. Married (1 son), resident Ringwood, Vic.

WADE, Graham Randell. TV production unit art director. Born June, NSW. Storyboard design specialist and film planner. Formerly dir, Fullarton Artists Pty Ltd; now dir Pilgrim Productions Ltd. Married, resident Normanhurst, NSW.

WAGSTAFF, Vernon Frederick. TV production company manager & director. Born Golden Square, Vic., Oct. 23, 1909. 10yrs engineering. Designed, built, installed prod. unit, Vic. Dept Agriculture, Estab. Cine Service Pty Ltd, 1947, now mng dir, also a principal, Film Records Pty Ltd. Married, 4 children, resident Brighton, Melbourne.

WAITE, Thomas Hilken. Chairman and managing director T. Hilken Waite Pty Ltd. Managing director, Thomas Waite (Holdings) Pty Ltd, and Thomas Waite Pty Ltd. Born England. Sr rep. Brisbane, 1932-38; advtg mngr 1938-41 and 1946-50, snr partner and mngr of Cossey Waite Advtg 1951-61. Diploma ICS Advtg Course, ISM, FIA. Lt RANVR, British and US fleets 1941-46, holds Philippines' Liberation Medal. Cr French Chamber of Commerce, Cr Home Improvement Counsel. Married, resident Hamilton, Brisbane.

WAKELING, Austin Harrison. Radio station accountant. Born Melbourne, Vic., Feb. 22, 1934. Matric. Univ. High. AASA. Chartered accountants 4yrs; joined 3AW as asst acct 1955-63. Apptd acct 1963. Married, 4 children; resident Mt Waverley, Victoria.

WALCH, Garnet Max Fletcher. Radio-TV commercials monitoring service proprietor. Born Malvern, Vic., Dec. 13, 1912. 15yrs Melbourne agency exp. Asst sales mngr MBS, assist mngr 2GB. gen. sales mngr, Artransa. Now operates his own radio-TV commercials monitoring service. Five yrs RAAF. Married, resident Clareville, Sydney.

WALKER, Hugh Richard. Agency executive. Born Sydney, NSW, May 10, 1913. With George Patterson Advtg; joined Willmotts Advtg, 1947. Resigned 1957. Lieut. RAN, also with RN in England. Single, resident Rose Bay, Sydney.

WALKER, Murray Mack. Agency managing director. Born Sydney, NSW, Nov. 10, 1930. Acct-exec. George Patterson; sales exec. Granada TV Limited, UK; acct-exec. and company dir Alfred Pemberton Ltd (Advertising Agents), London; manag dir BCJP-Foote Cone & Belding, NSW. Resident Rose Bay, Sydney.

WALKER, Robert John. Radio station assistant to the general manager. Born Northcote, Melb., Oct. 11, 1933. Child actor, stage and radio. Joined 3AW as office jnr 1947; control op., librarian, programmer, cadet announcer. 3AW sponsored ed. Melb. Univ. (Arts). Joined 2CA 1952 as announcer-copywriter; 1954 Monitor reporter; 1955 copychief; 1956 salesman; 1959 sm. Joined 5DN March, 1964 as asst-to-the-gen. mngr. Active Jaycee. National office-bearer. Married, 2 children; resident Vale Park, SA.

WALLACE, Thomas Bevan. Agency managing director. Born Sydney, April 1, 1915. 1931-45 Lever Bros. salesman, asst. sales mngr. 1946 Lintas, jnr acc. exec. 1949 mngr, 1950 advtg & gsm, Lever Bros. NZ. 1952 gm J. Kitchen & Sons. 1952 attended Admin. Staff College, Henley, UK. 1955 acct dir. Lintas, now mngr dir. AIF Middle East, RAAF Italy. Dep. v-p 4A's (nthn zone), 1964-65. Married, 4 children, resident Mosman, Sydney.

WALLS, Rodney Junior. Agency media manager. Born Dubbo, NSW, June 18, 1933. Asst media mngr Arthur Smyth 3yrs; media and agency mngr Murray Evans Advtg 5yrs. Apptd media mngr, John Clemenger Advtg, Sydney, March, 1964. Married, resident Bondi, NSW.

WALSH, Timothy. Marketing director. Trained Marketing US; dip App. Psychol. Columbia Sys. RM Mid East. Agency, Manuf. Co., Economics experience; sales prom. mngr G. M. Frigidaire Div., Philips Elec. Ind. Joined John Clemenger 1961, now marketing dir. Married, resident Pymble, Sydney.

WALSHE, Keith Douglas. Television station executive producer. Born Ballarat, Vic., March 28, 1924. Appeared with 5AD when 8yrs old. Joined 2GB-Macquarie 1941. Scripted and starred in Bunkhouse Show. Joined ATN, 1956. Compere Sydney Tonight 3½ yrs. Exec. prod. NLT Productions 1961-63. AIF. Now exec. prod., ADS. Married (1 daughter), resident Adelaide, SA.

WARD, Alfred George Crewdson. Radio production company manager. Born Ashfield, NSW. Engineering exp., then into selling, thence salesman 2GB, rep., MBS; asst sales mngr, 2UW, 1947-50. Sales mngr Fidelity Radio Co., 1950-58. Now manager. Member Aust. v. NZ rugby union team, 1929. RAAF. Married, 3 children, resident Cremorne, Sydney.

WARD, Ronald Egbert. Radio station manager and director. Born Adel., SA, 1905. Mngr 7QT 1938, 7AD 1939, asst mngr 7LA 1946, mngr since 1951. Alternate dir 7LA, supervising dir 7QT. F/Lt. RAAF, awarded US Bronze Star. Married (2 daughters), resident Kings Meadows, Launceston, Tas.

WARD, Stratford Andrew. Radio station service manager. Born Sydney, July, 1932. Annr 2XL, 2LM. Joined 2LF 1957, 5 yrs as mngr of 2LF Cowra studio. Now service mngr 2LF. Married, resident Young, NSW.

WARNE, Clifford Graham. Production unit radio & TV director. Born Sydney. Specialising in scriptwriting for Christian radio and television production. Radio & TV prod. dir, Pilgrim Production Pty Ltd.

WARNER, Stafford. TV station representative. Born Syd., Aug. 9, 1923. Joined 2UW as sales rep. 1939-1950 (except war years), then 2CH sales rep. 1953, 2SM sales rep. to 1957. Joined ATN 1957, transferred QTQ as Syd. sales mngr, 1960. Served 5yrs AIF. Dip. sales, psychology & merch., MBS. Married (1 son, 1 daughter), resident Longueville, Sydney.

WARRICK, Leslie Thomas. Radio and TV station managing director. Born Kalgoorlie, WA, March 2, 1907. North Qld Newspaper Co. Ltd, Townsville, 1924; mngr, Charters Towers office, 1933. Gen. mngr Northern Star Ltd and Richmond River Beters (2LM) since 1948. Managing director RTN-TV, Northern Star newspaper and 2LM. RAAF 1944-46. AASA, ACIS. Married, 3 children, resident Lismore, NSW.

WATERS, Clive Sylvester. Radio station news editor. Born Richmond, Vic., Oct. 1, 1913. Mngr comm. printing org.; chief announcer, 3XY. Now news editor 3UZ. AFCBS Dir. ops, Olympic Games, Melb. 1956, Rome 1960. AIF, O.C. Radio St'n 9AB, Lae. Married, 4 sons, resident Mentone, Melbourne.

WATSON, Thomas David. Governing director, Cineoptics. Born London, Eng., Nov. 5, 1910. 30yrs motion picture exp. Gen. sales mngr, Gaumont Brit. Equip., London. Now gov. dir Cineoptics. Snr exec. Ministry Aircraft Prod., during war. Married, 2 children, resident Balgowlah, NSW.

WEBB, Edward James. Agency managing executive. Born Melbourne, Aug. 21, 1912. 1929, Price Berry Adv. 1930-31, asst. ad-mngr Ackmans. 1931 formed Mooney-Webb Pty Ltd, 1956, Webb Publicity, 1957 Mooney-Webb TV. FAI.

WEEKES, Brian. Agency creative director. Born Sydney, NSW, April 6, 1906. Joined Lintas, London, 1934, transferred Syd., 1937. Creat. dir, Lintas Advtg, since 1947. Armed forces, 1942-45. Married. Resident Balmoral, Sydney.

WEEKES, Francis Edwin. Agency executive director. Born London, Eng. Retail advtg, 1929-33, then with Jas. Hardie Pty Ltd, Frederick Stearns. 25yrs, Willmott Agency. Now exec. dir. FIA. 2½yrs hq 3rd Armoured Div. Single, resident Woollahra, Sydney.

WEIR, William Borland. TV station specialty news reporter. Born Glasgow, Scotland, Nov. 18, 1917. Former jour. World Newspaper, Country Press; with 2AD, then 2TM until 1940; chief announcer 2CH 1943-49; joined MBS 1949; apptd exec. prod. Monitor. Now with ATN7. Army service 1940-43, war corres. Korea, 1952. Married, resident Fivedock, NSW.

WELCH, Roger. Agency principal. Born Palmerston Nth, NZ. Copywriter. Estab. Roger Welch Advtg, 1942, FAIA. Resident Greenwich, NSW.

WETZEL, Hans Edmund Richard. Director, Visatone Television. Born Mannheim, June 23,

1913. Research chief G. B. Kalee, England 1942-46; tech. dir G.B.I. 1946-48; Ealing Studios Pagewood 1948-52; tech. dir Pagewood 1952-57. Married, resident Woollahra, Sydney.

WHEELER, Joan I. Agency media manager and director. Born Sydney, NSW, Dec. 13, 1918. With Lintas, Paton Advtg, Syd. Media mngr Coudrey-Gotham. Media mngr, O'Brien Pub. 1951-1957. Neville Corbett Advtg 1958; now media mngr, Best & Swift Advtg, Sydney, apptd dir 1959. Aust. Women's Army Service. 33 mths NCO, Married, resident Waverton, Sydney.

WHITE, Anthony Alan. Agency supervisor. Joined Nichols-Cumming as acct-exec. 1962 from Berry Currie Advtg. Previously with Tom Moffat Advtg and Claude Mooney Advtg. Married, resident South Yarra, Victoria.

WHITE, Aubrey Raymond. Radio station sales manager. Born Perth, WA., 15th Nov., 1916. Formerly salesman 1949-63 with 6IX. War service, RAN 1942-46, Pacific area. Married, 2 children; resident Kensington, Perth.

WHITFORD, John Ewen. Radio station sales manager. Born Wagga, NSW, March 26, 1933. Joined 2WG as copywriter-announcer 1951. Sales rep. from 1954. Married, 1 child, resident Wagga, NSW.

WHITTAM, David Alan. Animator, film production company. Born Sydney. Overseas exp. Pearl & Dean, London. Formerly with Eric Porter Prods, now with Pilgrim Animation. Resident Naremburn, NSW.

WHYKES, Ernest John Wasley. Radio station manager. Born Ballarat, Vic. Secretary, 3BA, 1930, mngr since 1955. Country v-p FABC, 1964-65. Married, 3 sons, 1 daughter; resident Ballarat, Vic.

WIDOCKS, Edward David. Agency managing director. Born Perth, WA, Mar. 16, 1932. Previously journalist and illustrator. Comm. advtg art & copy service, 1949. Founded Amalgamated Advertising Pty Ltd 1957, now managing director. Married, resident Neutral Bay, Sydney.

WIELAND, Maxwell H. Radio station chief engineer. Born Dubbo, Jan. 16, 1927. 16yrs experience with Western Broadcasters P/L; educated Dubbo High. Now chief engineer 2DU. Interests, photography, fishing, bowls. Single, resident Dubbo.

WIGGS, Jonathon Spencer. Agency account executive. Born New Zealand, 1937. With Colonial Sugar Refining Co. Ltd and Wunderlich Ltd. Now acct-exec. F. P. Leonard Advtg P/L. Married, resident Mosman, Sydney.

WILLIAMS, Bede. TV station assistant general manager. Born Goondiwindi, Qld. 16yrs Assoc. Newspapers Ltd; 2yrs Artransa P/L; 3yrs Television Corp. Ltd; joined Queensland Television

Ltd April 12, 1959. RAAF. Married, 2 children; resident Kenmore, Brisbane.

WILLIAMS, Edmund Netterville. Radio station managing director. Born Perth, WA. Engineer; spent several years connected with theatrical enterprises. With 2LT, later 2BS. 2DU. Now mngr dir 2BS. Helped estab. speedway, motor racing, Bathurst. Dir Bathurst newspaper; also dir 2DU. Ald. Bathurst City Council, nine yrs. Married, 1 son, resident Bathurst, NSW.

WILLIAMS, Ronald A. Television station general manager. Born Melb., Vic., Dec. 11, 1916. Asst acct, Argus & A'sia Ltd, mngr 3UL. Now gen. mngr GMV-6, AASA, ACIS. Five yrs Lieut. Army, signals. Married, 3 children, resident Shepparton, Vic.

WILLIAMSON, Michael Francis. TV station sports editor. Born Melbourne, June, 1928. 3yrs Herald & Weekly Times; feature announcer 3AK (1951-52), 3AW (1953). With 3AW Radio Newsreel and as compere 1954-60. F'lance actor. First radio reporter to broadcast from altitude over 40,000ft. AFCBS repr Olympic Games 1956 (athletics). HSV7 sports editor 1960. Married, 3 children, resident West Coburg, Vic.

WILLMOTT, Ronald. Agency director. Born Sydney, NSW, April 19, 1911. Stock Exchange, 1930-34. Now director Willmott's Advtg Service. 2/1 Btn, 2nd AIF. Married, 3 children, resident Point Piper, Sydney.

WILSON, Harper Robert. Agency chairman. Born Melb., Vic., Dec. 31, 1912. 3UZ announcer, prod. writer, prog. dir, 1933-40. Now chmn USP-Benson. AIF, New Guinea. Pres. 4A's 1964-65. Married, resident South Yarra, Vic.

WILSON, James. TV station representative. Born Allawah, NSW, July 25, 1929. Served Merchant Navy, 1946-53 as deck officer. 7yrs sales rep. British Petroleum; asst sm (Adel.) NWS, transferred Dec., 1961 as Syd. sm. Apptd Syd. sales mngr ATV-0 April, 1964. Married, 1 son; resident Killara, Sydney.

WINCH, Joseph William Clyde. Radio station sales manager. Born Hobt, Tas., Aug. 26, 1911. Educated Hobt Tech. College. Joined Commercial Bank of Aust. Ltd, 1928, Hobt Branch, resigned Scottsdale Branch as acct, after 32yrs. Now sales mngr 7SD. Married (3 children), resident Scottsdale, Tas.

WOOD, Eric Albert. Radio representative and PR officer. Born London, Oct. 4, 1902. 1930-44 radio station mngr. 1944 joined 3UZ, 1946 apptd Syd. mngr. 1952 opened Bris. repr. business. Married, 2 children, resident Indooroopilly, Brisbane.

WOOD, Kenneth James. Radio station production and program manager. Born Newcastle, NSW, Jan. 1, 1928. Educ. to Leaving Cert. (hous German and English). Entered radio mid-1940s in 2HD prog. dept, then 4BU b'fast-children's announcer. AWA sales & prog. exp., then to Hoyts publ.-production. Snr announcer 2WG. Now prod. & prog. mngr 2NX-NM.

Awarded Quigly Merit for "outstanding promotion" of Guys and Dolls. Written and prod. revues, appeared in stage prods Hasty Heart, Oklahoma, Sth Pacific. Single, resident New Lambton, Newcastle, NSW.

WOOD, Warren John. Agency manager. Sales rep. The News, Adelaide and prom. dept GU Theatres, Adel. Previously acct-exec, now SA mngr Fortune Advtg. Resident Adelaide.

WOODBIDGE, Thomas Stanislaus. General manager APRA. Born Gundagal, Apr. 9, 1900. 1918-31 Insp. Cwith Audit Office. 1931-39 political secty to the late Sir E. Page. Now APRA gm. Assoc. Aust. Society Accountants. Married, 2 daughters, 1 son, resident Coogee, Sydney.

WOODLAND, Cecil Alfred. Radio station sales manager. Born Toowoomba, Qld, June 12, 1933. 5yrs Noble-Bartlett Advt, Bris; 2yrs anncr/copy 4VL; 9yrs 3CS, as anncr/copy, subsequently sales mngr, studio mngr and asst mngr. Apptd 2MW sm 1964. Married, 3 children; resident Murwillumbah, NSW.

WOODS, Raymond William. Radio station program director. Born Melb., Vic., Sept. 9, 1919. Control op. 3XY, 1935-37, program arranger, 1937-41, program mngr, 1946, then studio mngr. Now program dir. 3XY. Five yrs, 14/32nd Bu AIF, NG. Married, resident Carnegie, Vic.

WOODWARD, John M. Radio-TV production company manager. Born Sydney, 1922. Recording, AWA, nine yrs; six yrs studio engineer, snr control op., ARC. Mngr, chief engineer, Brit. Aust. Programs Pty Ltd, since 1951. Manager Grace Gibson Radio TV Productions 1963. MIRE (Aust). Radio officer Merch. Navy, 1941-43. Married (two children); resident Blakehurst, Sydney.

WOOLF, Harry. Agency managing director. Born Perth, WA, May 14, 1917. Joined Goldberg Advtg, rose copy dept. to acct-exec.; appt. to board, 1947; chief exec. until 1951. Appt. dir., Goldberg Advtg, 1951. Estab. Frank Goldberg Advtg, Melb., 1957. Married, 2 sons, 2 daughters, resident Bellevue Hill, NSW.

WRIGHT, Brian. TV station news and public

affairs director. Born Burwood, NSW, May 25, 1918. Ed. Fort Street Boys' High School, Sydney. Entered radio and theatre as actor, 1934. Radio anncr 2GB, 1938; resumed after war service 1946. Radio prod. Lintas Pty Ltd, 1947. Freelance radio personality, prod. and script-writer, 1947-50. 1956 joined ATN as first news-reader, then prog. and prod. mngr and dir of special events. Joined ATV-0 as dir of news and public affairs Jan., 1964. Prod., scripted and commentated a number of documentary films and special TV programs. War service 1939-45, lieutenant AIF. Married, 2 daughters; resident East Burwood, Victoria.

WRIGHT, Myles Fortunatus Evelyn. Radio station general manager. Born Christchurch, NZ, July 9, 1915. Educated Wellington College, NZ. Cadet reporter, The Dominion; journalist, Nat. Magazines Ltd; assoc. editor NZ Radio Record. Writer-actor-prod. Radio Features, 1938. Prod. NZ stage, radio plays. Toured Aust, JCW, 1945. Prod. 3AW, 1947. Prod. mngr 3AW, 1950, asst mngr, 1954, acting mngr, 1955. Gen. mngr 3AW, since 1957. Senior v-p FACB 1960-2, pres. 1962-63. Married, resident Nth Balwyn, Vic.

WYNNE, Alfred Percy. Radio station manager-director. Born Warwick, Qld., April 24, 1885. 1901-1918 Palings Qld. appr. tuner, salesman. 1918-19 dairy farmer. 1919 estab. music business, Maryborough. 1931 estab. radio stat. 1932 bcasting from own home. Ex-pres. RACQ Chamber of Commerce; Eisteddfod of Qld., now life vice-president, also mng dir 4MB. 1949-50 gov. of Rotary district 31—Cairns to Grafton. Vice chairman SWL. Married, resident Maryborough, Qld.

Y

YATES, Frederick Tresise. TV station general manager. Born Melb., Aug. 31, 1926. Journalist radio-TV writer; asst editor Woman's Day; assoc. editor Home Beautiful; assoc. dir and TV mngr George Patterson P/L. General mngr WEBQ. RAAF. Married, 4 children; resident Maryborough, Qld.

YOUNG, David. Agency director. Born Sydney, April 22, 1918. Lewis Berger & Sons, 1935-50; apptd publ. mngr Noyes Bros (Syd.) Ltd 1950-53. Joined Weston Advtg Pty Ltd 1953, now dir. Served 5yrs AIF. Married, resident Strathfield, Sydney.

Legislation, regulations and standards

- *Main provisions, Broadcasting and Television Act 1942-1962 — Pages 396-398*
- *FACB Standards of Broadcasting Practice, including Advertising and wordage — Pages 399-402*
- *TAB TV advertising regulations — Pages 403-407*
- *Broadcasting Control Board's TV program standards — Pages 408-415*
- *Broadcasting Control Board's broadcasting program standards — Pages 416-424*
- *Notes on medical advertising — Pages 425-427*
- *Voluntary Medical advertising code — Page 428*
- *FACB rules of accreditation — Pages 429-431*
- *Television Advertising Board's rules of accreditation — Pages 432-436*

BROADCASTING AND TELEVISION ACT 1942-1963

THE following represents an extract of the Commonwealth Act, as many sections of a general character or related to the Australian Broadcasting Commission have been omitted.

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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)

1: (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;

(c) to ensure that adequate and comprehensive programs are provided by commercial broadcasting stations and commercial television stations to serve the best interests of the general public;

(d) to detect sources of interference, and to furnish advice and assistance in connection with the prevention of interference, with the transmission or reception of the programs of broadcasting stations and television stations;

2: The Board may make recommendations to the Minister as to the exercise by the Minister of any power under Part IV of the Act.

POWERS (SECTION 16)

3: (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.

4: 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.

5: 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.

Where a station licence is revoked, the licensee has the right of appeal to the Commonwealth Industrial Court.

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 OF OWNERSHIP OR CONTROL OF COMMERCIAL TELEVISION STATIONS (SECTIONS 91-92K)

A television station licence is subject to a condition that not less than 80pc of the shares in the licensee company must be held by Australian residents and not more than 15pc of the shares may be held by a non-resident.

(1) A person shall not be in a position to exercise control, either directly or indirectly, of—

(a) Licences in respect of more than one commercial television station within a Territory, or more than one commercial TV station within a radius of 30 miles from the General Post Office in the capital city of a State; or

(b) More than two licences in respect of commercial television stations in Australia. Penalty: £1000, and £100 for every day on which the offence continues.

The meaning of control is defined in sections 92a and 92b. Section 92c restricts directorships.

TECHNICAL CONDITIONS (SECTIONS 93-98)

The technical equipment of a broadcasting or television station must comply with standards laid down by the Board, and the Board has power to fix the location, power, frequency and hours of operation of all stations.

PROGRAMS (SECTIONS 99-105)

The Board has power to fix standards for programs and advertising, to censor matter which it has reason to believe is of an objectionable nature and to determine the periods during which religious broadcasts shall be made.

A licensee must publish particulars of his advertising charges and must not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

Advertisements relating to medicines must be approved by the Director-General of Health before they can be broadcast.

Copyright works must not be broadcast or televised without the consent of the owners of the copyright and news obtained from newspapers must not be broadcast or televised except in accordance with the terms of an agreement between the licensee and the newspaper, news agency, or newspaper association.

The Minister may require a licensee to broadcast or televise without charge items of national interest but such items are limited to a period of 30 minutes in any period of 24 consecutive hours.

A licensee is required to make program details available on equal terms to the publishers (including the ABC) of any newspaper, magazine or journal published in Australia.

Section 105a deals with prevention of monopolies over television programs.

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.

Section 117a. Where matter relating to a political subject or current affairs is broadcast or televised, the licensee shall retain a record of the matter broadcast or televised for a period of six weeks or in certain cases for such longer periods as is indicated in the Act.

OBJECTIONABLE ITEMS (SECTION 118)

No matter shall be broadcast or televised which is blasphemous, indecent or obscene.

PUBLICATION OF BROADCAST MATTER (SECTION 120)

The text of an item broadcast or televised is not to be published without the consent of the owner or licensee of the station and the approval of the Board.

BROADCASTING PROGRAMS OF OTHER STATIONS PROHIBITED (SECTION 121)

A broadcasting station may not broadcast another station's program without the consent of the owner or licensee of that station, and in the case of a re-broadcast, without the permission of the Board.

MEDICAL TALKS (SECTION 122)

A talk on a medical subject must not be broadcast or televised without the approval of the Director-General of Health.

CODES FORBIDDEN (SECTION 123)

The text of any matter broadcast or televised shall not, without the permission of the Board or an authorized officer, be in code.

DEFAMATORY BROADCASTS (SECTION 124)

For the purposes of the law of defamation, the transmission of words or other matter by a broadcasting station or a television station shall be deemed to be publication in permanent form.

RADIO-TV RECEIVER LICENCES (SECTIONS 125-128)

The annual fee for a broadcast listeners' licence is £2 15s if the listener is within a radius of 250 miles of a broadcasting station specified by the Board, and £1 8s otherwise.

The annual fee for a television viewers' licence is £6.

Special conditions apply to schools, blind people and pensioners.

Section 126a contains the conditions relating to licensing of hired receivers.

Section 126b provides for lodging house licences.

CONDITIONS GOVERNING COMMUNITY TELEVISION (SECTION 130a)

Contains the conditions under which the Postmaster-General may authorise community television aerial systems.

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.

FACB STANDARDS OF BROADCASTING PRACTICE

Following are revised Standards of Broadcasting Practice, drawn up by the Federation and approved by the 1958 FACB convention at Mildura and amended in 1959, 1960 and 1962.

Standards are listed under the fifteen general headings set out below.

- PART (1) GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCAST MATERIAL,**
 - (2) STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER,**
 - (3) ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING,**
 - (4) SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS,**
 - (5) PROCEDURE IN RESPECT OF RECORDED COMMERCIALS,**
 - (6) TECHNICAL STANDARDS FOR RECORDED COMMERCIALS,**
 - (7) COMMERCIAL ANNOUNCEMENTS INCORPORATED IN TRANSCRIBED PROGRAMS,**
 - (8) ACCURATE INDICATION OF PLAYING TIME — TRANSCRIBED PROGRAMS,**
 - (9) MEDICAL ADVERTISEMENTS OR TALKS FOR LIVE PRESENTATION,**
 - (10) WORDAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS,**
 - (11) PRESENTATION OF ADVERTISING COPY,**
 - (12) STANDARD SCHEDULE FORM,**
 - (13) TECHNICAL STANDARDS FOR TAPE RECORDINGS,**
 - (14) LABELLING OF TAPE RECORDINGS,**
 - (15) SUITABLE CUEING MARKER.**
- PART I: GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCAST MATERIAL**

COMMERCIAL broadcasting stations are bound not to accept any script, continuity or program matter for broadcasting, recorded or otherwise, which introduces or incorporates:—

- (a) Matter which is contrary to the Broadcasting Program Standards determined by the Australian Broadcasting Control Board in pursuance of the Broadcasting and Television Act 1942-1962.
- (b) Any statement that comments upon, ridicules, or incorporates the name of a mem-

ber of any Royal Family, or any Australian or overseas personality in a derogatory manner, or in relation to advertising, other than advertising placed on behalf of a publisher of a periodical concerning any article published or to be published in such periodical.

- (c) Matter of such a nature as would destroy or tend to destroy public confidence, or create any feeling of insecurity in the community.
- (d) Medical advertisements or talks on medical subjects which have not been approved by the Director-General of Health pursuant to sections 100 and 122 of the Broadcasting and Television Act. In addition to the words and phrases prohibited by the Director-General of Health in his Notes on Censorship of Matters of a Medical Nature, the use of the word "constipation" will not be permitted.

PART II: STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER

When approval is required to an advertisement relating to any medicine or to a talk on a medical subject as required under the Broadcasting and Television Act, or to any advertisement or talk under any legislation or authority, the obtaining of such approval shall be the responsibility of the advertiser or the advertising agency.

PART III: ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING

In addition to complying with the conditions set out in clause 1 above, advertising copy must not incorporate:—

- (a) Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency. Stations must not be requested to "fade out" any undesirable sound effects in recordings owing to the margin for error. Undesirable sound effects present in recordings must be eliminated beforehand by practical methods by the advertiser or advertising agency to obviate any possibility of broadcasting.

(b) "Dramatised testimonials." For example, it should not be inferred that the testimonial being read is being broadcast by the person who wrote it, and in order that this should be made clear in copy it will be necessary to indicate that the testimonial is a written one from the person concerned, and it shall be broadcast in the normal voice of the announcer.

(c) The simulated voice of a real person unless bona fide evidence is available that such person has given permission for the simulation of his or her voice and it is clearly understood that stations broadcasting such simulated voice are indemnified by the advertiser or advertising agency against any possible legal action.

(d) Testimonials which do not reflect the genuine experience or opinion of a competent witness.

Testimonials shall be produced where required to the Secretary of the Federation for verification.

Anonymous advertising testimonials shall not be permitted.

Any advertisements incorporating a testimonial shall contain the name and address of the author of the testimonial.

PART IV: SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS

All scripts, continuities, advertising copy, recorded commercials, talks or addresses, entertainment discs, etc., intended for broadcasting, must be supplied to commercial stations in accordance with the following schedule:—

(a) Not less than thirty-six (36) hours before the time of broadcast if such broadcast is to take place on any day from Tuesday to Saturday, both inclusive.

(b) By twelve (12) noon on the previous Friday in respect of broadcasts intended during the following Sunday or Monday.

A clearance of scripts, recorded commercial announcements, etc., given by the Federation as provided herein may be accepted by commercial stations in any State.

PART V: PROCEDURE IN RESPECT OF RECORDED COMMERCIALS

The following procedure will apply in respect to recorded commercial announcements for broadcasting by commercial stations.

(a) Prior to recording, two copies of the script shall be submitted to the Office of the Federation.

The script shall indicate the name of the advertiser or advertising agency, the name of the product advertised, sound effects to be used, the category of the announcement and the actual word count.

If the script is in order, one copy, duly stamped, will be returned and the other retained in the Federation Office.

(b) After recording a copy of the disc shall be submitted to the Federation office for approval, with a list of the stations among which it is intended the recording will be distributed for broadcasting.

If approved, the required number of Federation approval stamps will be issued, and these must be affixed to disc labels prior to distribution to stations.

(c) When recordings approved by the Federation are forwarded to stations there must be endorsed on the label the name of the client and the product for each track or such details must be listed on an accompanying schedule.

(d) All recorded commercials containing music should be identified by the letter M on the disc label and should, when submitted for Federation approval:—

- (i) bear a mechanical copyright stamp or facsimile of a stamp on the disc label or
- (ii) if the music is an original composition owned by a non-member of the Copyright Owners Reproduction Society be accompanied by a written notification to that effect from the agency advising the name

of the copyright owner and the fact that approval for recording has been granted or

(iii) if the number is non-copyright by being in the public domain, be accompanied by a letter from the agency to that effect and naming the number.

(e) Unless positive instructions to the contrary are issued by the agency or the advertiser, stations will be at liberty to destroy commercial discs at the end of a period of twelve months from the last day of broadcast.

(f) Recordings which contravene the provisions of the Control Board's Standards or the provisions contained herein shall neither be approved by the Federation nor accepted by stations, and the responsibility for unacceptable recordings shall rest solely with the advertiser or advertising agency.

PART VI: TECHNICAL STANDARDS FOR RECORDED COMMERCIALS

Recorded commercial announcements submitted to the Federation for approval shall be recorded on 45 rpm. discs 7in. in diameter and shall conform to the following technical standards:—

(a) The number of tracks on any side must not exceed:

- 5 x 15 secs or less
- 5 x 25 secs or less
- 3 x 45 secs or less
- 3 x 60 secs or less

(b) The space between tracks must be not less than 1/16 inch.

(c) Each track must include two grooves before commencement of modulation and one groove at the conclusion of modulation, plus a locked concentric groove.

(d) The minimum groove width shall be not less than .0025 inch.

(e) The outermost groove diameter shall be not more than 6 3/8 inches and the innermost modulated groove diameter shall be not less than 4 3/8 inches.

(f) The label diameter shall be 3 1/2 inch tolerance minus 1/16 inch to plus 1/16 inch.

Commercials recorded on 33 1/2 rpm and 78 rpm discs will not be accepted.

PART VII: COMMERCIAL ANNOUNCEMENTS INCORPORATED IN TRANSCRIBED PROGRAMS

The provisions contained in clause 5 above shall also apply to commercial announcements incorporated in recorded entertainment programs or features.

In cases where large numbers of recorded entertainment programs are involved, this ruling will be met if the advertiser or advertising agency prior to recording submits to the Federation two copies of the text of commercials including sound effects that will be incorporated in such recordings

If the text of such commercials is approved by the Federation one copy will be returned duly stamped to that effect, together with the required number of stamps for the discs involved which the advertiser or advertising agency must ensure are properly fixed to each recording before despatch to stations subject to the condition that an undertaking is given that the recorded commercial will be identical with the approved text.

These special provisions, however, may be amended at any time should it be deemed necessary.

PART VIII: ACCURATE INDICATION OF PLAYING TIME — TRANSCRIBED PROGRAMS

In the case of transcribed programs an accurate indication of the playing time of the program shall be included on the disc label, and where the program contains commercials the exact timing of the advertising matter shall also be included.

Advertising matter is defined by the Australian Broadcasting Control Board as including all words relating to goods and services, whether in the form of a direct advertisement, a slogan, a description, or any other identifiable reference in the course of the program to any goods or services included in the program, whether of the advertiser or not; and all music and sound effects associated with such advertisements.

PART IX: MEDICAL ADVERTISEMENTS OR TALKS FOR LIVE PRESENTATION

Where it is desired to issue to stations copy for live presentation of medical advertisements or talks, the original script stamped by the Director-General of Health should be submitted to the Federation office, together with the required number of station copies.

After verifying that the copy has been approved by the Director-General, the Federation office will stamp each station copy to serve as an indication to stations that the necessary legal requirements have been observed.

PART X: WORDAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS

(a) The following table sets out the maximum permissible wordage and/or duration of each category of advertising announcement.

	Maximum duration for recorded commercials	Maximum no. of words for live copy
Spot announcements:	10secs	15
	15secs	25
	20secs	35
	25secs	50
	30secs	65
	45secs	100
	66secs	140

Sponsored Sessions

Minutes	Max. No. of Words	Sundays Christmas Day and Good Friday		Weekdays Maximum duration including all music and/or sound effects Minutes
		Max. Duration including all music and/or sound effects	Maximum No. of Words	
5	75	1/2	150	1
7 1/2	110	3/4	225	1 1/2
10	150	1	300	2
15	225	1 1/2	375	2 1/2
30	450	3	600	4
45	675	4 1/2	900	6
60	900	6	1200	8

(b) Counting of Words

- (i) A telephone number counts as one word, eg. BW 3121 Epping 789 } Both equal one word.
- (ii) Place names count as one word, eg. Double Bay South Australia New South Wales } All equal one word.
- (iii) Figures when relating to addresses or quantities count as one word, eg. 11 George Street — equals three words. 150 yards — equals two words.
- (iv) Prices count as two words, eg. 6d } Both equal two words. £99 11s 6d }

(c) Any excess of the prescribed limits of wordage or time will be charged for at the next highest rate.

(d) Any recorded announcement that requires the addition of live copy spoken by station personnel will be charged in accordance with the above, provided that the wordage in the recorded announcement is reduced to permit of the addition of the spoken tag line, without exceeding the total wordage and/or time ordered, ie, a 25word announcement requiring the addition of a tag-line of 5 words must be limited to 20 words in the recorded portion of the announcement nor must the complete advertising exceed 15 seconds.

PART XI: PRESENTATION OF ADVERTISING COPY

Advertising copy submitted to stations should show the following information at the top of each page.

Client:	Key:
Product:	Category:
Station:	Actual Count:

Each page should contain one announcement only.

PART XII: STANDARD SCHEDULE FORM

The Standard Schedule Form shall be used for instructing stations of broadcasts required.

The form is made out in triplicate, the original and duplicate being sent to the station and the triplicate retained by the agency.

The original serves as the Instruction Order to the Station.

The duplicate is completed by the station and returned to the agency, thus serving as a Broadcast Advisory Report.—

Adam Smith Advertising Agency Pty Ltd
George-st, Sydney.

Station.....Please broadcast on behalf
of client.....
in respect of Product.....

Day & Date Length Track Script or
Episode No.
Time Broadcast

Session & Time
Desired

Material
This is our charging I hereby certify that
Voucher. each of the above was
Station please certify broadcast on the date
& return. and time stated.
Authorised by

for and on behalf of
ADAM SMITH ADVERTISING AGENCY PTY LTDDate.....

PART XIII: TECHNICAL STANDARDS FOR TAPE RECORDINGS

Any tape recordings supplied to a broadcasting station must:—

- be of good quality
- be confined to a single track
- be recorded at 15 or 7½ ips.
- comply with the technical standards prescribed by the Australian Broadcasting Control Board in respect to noise level and frequency characteristic.

Present requirements are:—

"103 (6) Tape, wire and disc records employed (whether recorded by the studio staff or otherwise acquired) shall be of good quality, and shall not introduce noise into the system (during silent periods) at a higher level than 35 db below the level of the loudest passage in the record, as measured using peaks on a standard VU meter on the studio reproducing system.

103 (7) The frequency response of tape recording and reproducing equipment employed for reproduction of music shall be within plus or minus 2 decibels of the 1000 cycles/sec. response between 50 cycles/sec. and 7500 cycles/sec."

- be recorded on equipment aligned by means of a standard azimuth tape,
- not contain commercial announcements except as part of the recorded program.

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 spool;

Tape No.	Owner	Speed	Type of track
Reel Size	Ins.		

Program No.	Episode No.	Playing Time	Com- mences	Ends	Ad- vtg Time	Rem- ark

PART XV: SUITABLE CUEING MARKER

15. A suitable cueing marker shall be attached to the tape at the beginning of each program on the tape. The identification number or symbol on the cueing marker shall correspond to the appropriate number or symbol shown against the program details included on the box label specified in Part 14.

TELEVISION ADVERTISING BOARD ADVERTISING REGULATIONS

1. BACK TO BACK ANNOUNCEMENTS:

OPENERS

(a) SPONSORED SESSIONS

In sponsored sessions an advertiser is permitted if so desired, to run two separate commercials back to back in each commercial break to which he is entitled, but no more than this number is allowed.

Each such separate commercial is to advertise one product only unless it is a specially designed commercial in which the video and audio have been integrated to allow the display of two or more of the sponsor's products.

(b) PARTICIPATION PROGRAMS AND STATION BREAKS

Filmed advertisements incorporating back to back announcements may only be scheduled if arrangements have been made beforehand with the station concerned. If such arrangement is made each commercial contained in the back to back advertising film will be regarded as a completely separate unit and be charged for as such.

Each commercial used in this way must be of a length that conforms to the length of commercials listed for sale on each station's published rate card, and is to advertise one product only unless it is a specially designed commercial in which the video and audio have been integrated to allow the display of two or more products.

Note: This rule (b) only applies to advertising scheduled between 6pm and 11pm on ATN, TCN, GTV, HSV, BTQ, ADS, and NWS. In respect to advertising placed on other stations for transmission during participation programs or station breaks the provisions of paragraph (a) apply.

(c) Any agency which desires to obtain industry approval of any integrated commercial as mentioned above, before forwarding same to the station or stations concerned may submit the script (and storyboard where available) to the FACTS office, Sydney.

2. BILLBOARDS: (Sponsored Sessions)

The Television Program Standards prescribed by the Australian Broadcasting Control Board allow the brief announcement or visual presentation of a sponsor's name and business at the beginning or end of a program which is not considered as advertising content.

TAB Rules governing the use of such billboards are:—

(a) To be of 10seconds duration.
(b) The opening billboard can take the form of a slide or film, and in addition to the sponsor's name may mention and illustrate not more than three of his products.

(c) The name of the product to be mentioned without qualification or the use of adjectives.

(d) Products mentioned to relate to those nominated for product protection, unless otherwise approved beforehand by the station concerned.

(e) In the case of shared sponsorships, the major sponsor will be entitled to the opening billboard.

CLOSERS

(a) To be of 10seconds duration, visual and with voice over.

(b) To be presented as a billboard slide, at least one-third of the area of which will be devoted to the title of the program. The balance may contain the sponsor's name and mention of three of his products without qualifying words or use of adjectives.

(c) The billboard to immediately follow the end title of the program.

(d) In the case of shared sponsorships, the minor sponsor will be entitled to the closing billboard and to take credit for the program being brought to viewers on the following week.

(Note: Any agency desiring to submit a sound on film closing billboard in lieu of a slide with voice over may do so provided the above conditions are complied with including that the billboard does not exceed 10seconds duration, one-third of which is devoted to the program title.)

INDUSTRY APPROVAL

All stations reserve the right to reject opening or closing billboards which do not comply with these Rules and suggest that scripts and storyboards be submitted beforehand to FACTS.

3. COMPOSITE ADVERTISING:

(1) In all cases where an advertisement used in a sponsored or participated program or

station break contains a reference to any product or service other than that of the advertiser on whose behalf the advertisement is placed, casual rates shall apply to that advertisement unless:—

(a) A declaration made by the advertiser on whose behalf the announcement is placed has been lodged beforehand with the general manager of the Federation of Australian Commercial Television Stations (Room 404, Caltex House, 167 Kent-st. Sydney) for determination of a basis of charging, and showing:—

(i) that no part of the cost of the advertisement is directly or indirectly contributed to by any person, partnership or company other than the advertiser, or

(ii) the basis of any direct or indirect contribution to the cost of the advertisement made by any person, partnership or company other than the advertiser,

(b) such declaration is accompanied by the script of the advertisement (and storyboard where available).

(2) The Television Advertising Board shall have full and free right at any time and from time to time, to decide the basis for charging under the provisions of this regulation but without affecting the generality of the foregoing (and the right of any individual member station to refrain from accepting the advertisement for any reason including competitive or adjacency problems), shall base the charges on the following:—

(a) If the copy is acceptable to the Television Advertising Board and the declaration shows that no part of the cost of the advertisement is directly or indirectly contributed by any person or persons other than the advertiser — at the rate of the advertiser authorising the telecast;

(b) If the declaration shows that two or more advertisers are sharing the cost of an advertisement directly or indirectly, a 12½ per cent loading will be charged to the advertiser or agency authorising the telecast. In composite advertisements used in sponsored programs, the loading will be applied to the actual cost of the composite commercial or commercials within that program.

(c) In the case of stations employing the monetary discount system the total loading is not taken into account in assessing gross expenditure but is subject to normal rebate and surcharge conditions.

4. FILM CREDITS:

Stations will not accept film commercials containing symbols or credits of any film production company.

5. FINANCIAL ADVERTISING: (APPLICABLE TO STATES IN WHICH THE NEW COMPANIES ACT 1961 APPLIES)

(a) All financial advertisements within the meaning of Section 40 of the Companies

Act 1961 offering or calling attention to any offer or intended offer of shares in or debentures of a corporation or proposed corporation to the public for subscription or purchase shall be accompanied by a certificate signed by two directors of the corporation on whose behalf the advertisement is to be inserted, certifying that the properties will not be deemed to be a prospectus.

(b) The certificate is to be attached to one copy of the script by gumming to the first page thereof. As this script copy is for record purposes it will be additional to the number of copies normally required.

(c) The certificate shall be in the following form:

To (name of television station)

We being (name) of (address)

Do hereby certify

(a) that each one of us is a director of (name of company) and

(b) that the advertisement proposed to be placed by the company on the television station named above (a copy of the script of which advertisement is hereunto annexed by the Key Number is an advertisement that will not be deemed to be a prospectus by virtue of Section 40 Subsection (1) of the Companies Act 1961).

Dated this day of 196
Signed by the said and.....

In the presence of

(d) Supplies of certificates are available from any member station or from FACTS.

6. IMPORTED FILM COMMERCIALS:

By direction of the Postmaster-General, no imported television advertisement may be transmitted by any television station. The Australian Broadcasting Control Board has ruled in this respect that:—

(1) An imported advertisement is one which has been produced in any country other than Australia. No part of the pictorial matter or sound of such advertisement may be televised by Australian commercial television stations.

(2) An advertisement which is produced in Australia may include:—

(a) A proportion of pictorial matter (excluding animation) obtained outside Australia only if it portrays persons, places, or events which cannot be photographed in Australia; and

(b) A proportion of sound recorded outside Australia only if it consists of the voices of personalities, or the sounds associated with places or events which cannot be recorded or otherwise created in Australia; provided that in each case not more than 20pc of the stated duration of the advertisement is occupied by the matter obtained outside Australia, and that the production of the advertisement in the form in which it is televised has been undertaken in Australia.

(3) The Board's rules are not intended to prevent the use in advertisements of films of overseas scenes produced by and obtained from Australian film producers.

7. MASTER ORDERS:

(a) Application for the issuing of a Commissionable Master Order shall be made to the Television Advertising Board.

(b) For the purpose of these Regulations a Commissionable Master Order shall be deemed to be one in respect 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 proprietor supplies satisfactory evidence that the products 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 are attached more than half the voting power in the company or holds directly or indirectly a controlling interest in firms owning the brands for which advertising is being placed; or

(iv) The advertising principal is the registered proprietor of Australian rights to the brands to be advertised and is able to furnish satisfactory evidence that:—

(a) All the component parts of the product or products the subject of the brand are wholly manufactured and the product is or the products are assembled by the advertiser within the Commonwealth of Australia; and

(b) He is defraying entirely the cost of the advertising; or

(v) The advertising is being carried out on behalf of a department of the Government of the Commonwealth of Australia or a statutory or other body, company, governmental agency, organisation or bureau, the advertising for which is at the time of placing the advertising, ordered by or through the Commonwealth advertising division and/or is advertising on behalf of such departments, bodies, agencies, companies, organisations or bureaux as the Television Advertising Board may from time to time determine, should be considered to be Commonwealth of Australia Government advertising; and

(vi) 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; and

(vii) The television station accepting the order for advertising accepts the same as a "Commissionable Master Order".

(c) A Commissionable Master Order may be operated on by more than one agent subject to the provisions of sub-paragraph (b) (vi) above being carried out.

(d) (i) The agent signing the Master Order shall be responsible to the television station which accepts the Master Order only for the advertisement in respect of the products or brands for which he is shown on the Master Order as the advertising agent.

(ii) Each other accredited agent named in the Master Order shall be responsible to the television station which accepts the Master Order for all advertising in respect of the product or brands for which he is

shown on the Order as the advertising agent, although he has not signed the Master Order, and for that purpose such agent shall be deemed to have appointed the agent signing the Master Order as his agent before so doing.

(iii) The agent signing the Master Order shall be responsible to the television station for all rate adjustments payable in respect of the whole or any part of the Master Order under the advertising contract with the newspaper proprietor.

(iv) Subject to the last preceding sub-clause it shall not be a term or condition of the Master Order that the agent signing the same shall be liable for the payment of any advertising in respect of which any other agent liable under the Master Order shall hereunder be primarily responsible.

8. MEDICAL ADVERTISING:

Section 100 of the Broadcasting and Television Act prescribes that a licensee shall not broadcast an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health. Agencies placing medical commercials are required to notify the station that the necessary approval has been granted.

Notes for those who prepare medical advertisements have been prepared by the Director-General of Health and are incorporated in the book of Television Program Standards issued by the Australian Broadcasting Control Board.

9. NOMINATION OF PRODUCTS: (Sponsored Sessions)

See protection against adjacent competitive advertising.

PERSONAL PRODUCT ADVERTISING

(a) The Program Standards issued by the Australian Broadcasting Control Board prescribe that great discretion and care should be applied in the acceptance and presentation of personal products, some of which may be considered unsuitable for inclusion in programs which may be viewed in the family circle.

(b) The Standards make special reference to advertising on Sundays when advertisements relating to medicines and medical or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating to personal hygiene, underclothing and the like should be avoided.

The Control Board has queried film commercials for brassieres basing objec-

not only on "the occasional stark realism of the video content but also on the uninhibited nature of the audio content". Stations believe that advertising of this nature complained of by the Board would not be objected to if it was only scheduled in adult program periods.

- (c) Stations collectively do not lightly take action to modify commercials after they have been prepared, because of the additional expense involved on the agency and advertiser. It is suggested therefore that scripts and storyboards of any intended advertising for a personal product as defined hereunder, be cleared with FACTS before proceeding to finality. This suggestion is made in order to provide a safeguard to an agency in the avoidance of expense in the future.

- (d) Comments prepared by the National Association of Broadcasters in the USA described as "common sense guideposts" to the making of personal product commercials have been adopted by the TAB. The NAB Code Review Board of USA, in its report on personal product commercials, offers a series of "common sense guideposts, each formulated in unanimous agreement".

It also notes: "Of course, they cannot cover every commercial technique. The committee recognises the need for flexibility in its analyses and recommendations." Product-by-product, they are:

LAXATIVES

Avoid: Techniques which over-dramatise the discomfort of one requiring a laxative; which emphasise the speed or efficiency of the laxative; which duplicate the mechanics of elimination by charts or props.

Seek: Techniques which demonstrate the pleasant after effects of the product, and dramatic settings connected with places other than the family bathroom.

DEODORANTS

Avoid: Graphic words like "sweat" and "odor"; camera shots which show the armpit or the actual application of the deodorant; those which demonstrate the deleterious effects of perspiration on clothing settings connected with unpleasant odors.

Seek: Clinical words like "perspiration"; visual devices like the "silhouette" technique which lends an impersonal air; techniques which imply cleanliness and good grooming after use of the product.

DEPILATORIES

(including body lotions, women's razors, electric shavers).

Avoid: Wording or camera shots which depict axillary or body hair as "unsightly or bristly"; camera emphasis on the armpit area; scenes which show the actual process of hair removal from legs or face; settings or costuming over-emphasising sexual attraction.

Seek: Situations, settings and descriptions which dwell on high fashion or good grooming; which are associated with the purchase or after effects of the product.

TOILET TISSUE

This category seems the most "sensitive" of the six product categories in the study. With rare exception most television advertising for toilet tissue was found to be in excellent taste undoubtedly because of the need of special decorum and delicacy in treating the product.

Avoid: More blunt terms for the product such as "toilet paper".

Direct descriptions and demonstrations of its softness, strength or tearing qualities; settings associated with its actual use.

Seek: Techniques which have a fantasy or fictional air; settings associated with the purchase or storage of the product; devices which describe or compare the tissue indirectly.

CORN AND CALLOUS REMEDIES

(these include athlete's foot preparations and foot powders).

Avoid: Words like "itching" and "burning"; visual dramatisations of foot discomfort; presentations of product in use.

Seek: Means of demonstration by comparison and techniques which show the product as an adjunct to good grooming or well-being.

FOUNDATION GARMENTS

Problems of taste in the five preceding categories have centred on techniques which might tend to disgust or repel the viewer. Commercials for foundation garments, bras and girdles, because of their real or implied association with sex, can create problems of offence to propriety or decency. The committee emphasises the need for special care on the part of the advertiser in creating the commercial, and great caution on the part of the broadcaster in scheduling it.

Avoid: The use of "live" models unless fully clothed; copy appeals or camera shots emphasising sexual allurements, copy appeals to teenagers; demonstration with the human hand; overuse of close-ups.

Seek: Copy appeals of style and fashion, the use of "dummies" or visual devices like the "extoplasm" technique which demonstrate the garment rather than the body.

10. PLACEMENT OF COMMERCIALS:

Commercial announcements telecast in the specified session for the sponsor will be placed within the opening and closing announcements of the program, and the station is the sole arbiter of the placing of commercial announcements.

11. PROTECTION AGAINST ADJACENT COMPETITIVE ADVERTISING: (Sponsored Sessions)

- (a) Approximately 15minutes' protection against competitive advertising will extend only

to any product advertised within a sponsored program which has been included in the list of products nominated in writing to the station concerned and accepted by the station, viz:—

(i) Three products for a sponsorship or share amounting to a quarter hour or 20minutes;

(ii) five products for a half-hour;

(iii) eight products for an hour.

(b) An advertiser will not be precluded from advertising products in the sponsored session other than those nominated, provided the permission of the station is first obtained. This would be granted provided competitive products had not been nominated either side preventing application of the approximate 15minutes' separation. ("Approximate" is mentioned because the positioning of commercials is subject to the breaks in the imported films for this purpose.)

(c) An advertiser who wishes to change the designation of protected products will be required to give three weeks' written notice to the station, and this change is subject to acceptance by the station.

(d) The opening and closing billboards may mention up to three of the products nominated by the sponsor for the program covered by the billboard.

TELEVISION PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from July 1, 1956.

GENERAL PROGRAM STANDARDS

INTRODUCTORY

1. The primary obligation of licensees of commercial television stations, in accordance with the general conditions of licences conveyed to them by the Postmaster-General on behalf of the Government, and accepted by them, is to provide programs, and to supervise the televising of programs from their stations so as to comply in all respects with such standards as the Australian Broadcasting Control Board determines. This document has therefore been prepared, after consultation with licensees and other interested bodies, for the purpose of setting out in a convenient form a statement of general program standards to be observed by licensees. In its preparation the Board has been greatly assisted by similar statements or standards or "Codes" prepared in other countries, particularly the United Kingdom and the United States of America.

2. Wherever television has been established it has exerted a very powerful influence on the community, adults and children alike. As a medium for entertainment, information and education it reaches a great number of persons of all ages, of all educational backgrounds, and of many religious faiths, in the privacy of their homes. Responsibility for the selection of programs to be seen and heard in each home must to some extent lie with the viewer; but it is reasonable for the viewer to assume that the programs offered will reach standards which have been determined having regard both to the nature of the medium and the obligation to use it in the best interests of the Australian community. It is therefore the responsibility of licensees to ensure that programs which fail to reach those standards are not broadcast.

3. Much of what follows is necessarily of a negative nature and may indeed be regarded as almost a self-evident application of the over-riding obligation of licensees to avoid those errors of taste which can cause offence to sections of the public or be harmful to the young people who will make up a large part of the television audience; but the need for a clear statement of program standards has been demonstrated by the experience of other countries. Compliance with these standards is the least that licensees can do in the fulfilment of their responsibilities. Television can be an instrument of really significant importance in the life of the nation. Negative regulations may eliminate abuses; only the goodwill and high purpose of those who actually operate the stations and plan the programs can ensure that television will be used constructively for the welfare of the community. This responsibility will be discharged only by constant vigilance and effort, in order both to avoid possibilities of abuse of the great medium, and what is more important, to secure and maintain the positive standards of value in television programs to which the Royal Commission on Television referred. In this way the great opportunities which television presents will be achieved. This applies particularly to programs for young people. It is therefore not sufficient that these standards should be regarded as a formal set of rules to be complied with to the letter: they must also be regarded as a practical guide to licensees and be applied in the spirit which this paragraph has endeavoured to indicate.

4. It should be appreciated that the Board will be anxious to provide opportunities to licensees and other interested bodies for con-

sultation and discussion with a view to ensuring constant review of these Standards in the light of developments, with the object of securing what the Broadcasting Act describes as adequate and comprehensive programs to serve the best interests of the general public. In these discussions the Board expects to have the benefit also of the assistance and advice of its Advisory Committees on certain aspects of programs.

5. It should also be understood that these Standards are not intended to prevent the televising in good faith, at appropriate times, and in appropriate circumstances of —

- (a) genuine works of artistic or literary merit; or
- (b) serious presentation of moral and social issues.

Such programs are, indeed, to be encouraged, so long as due warning of the nature of the program is given, where necessary, both in advance publicity and at its commencement.

6. Fundamentally these Standards require the observance in television programs of —

Ordinary good taste and common sense; respect for the individual opinions of the public; proper regard for the special needs of children; and respect for the law and social institutions.

7. In the presentation of television programs, certain basic requirements must always be observed. They are —

No program may contain any matter which is—blasphemous, indecent, obscene, vulgar or suggestive or of doubtful propriety; or likely to encourage crime or public disorder.

Likely to be injurious to community well-being or morality; or contrary to law.

Or undesirable in the public interest because it includes matter of the same general nature as that referred to in the preceding paragraphs.

To preserve decency and decorum in production, and so avoid embarrassment or offence to viewers at home; the presentation of all performers must be within the bounds of propriety.

Special care must be taken as regards costuming, movements of dancers and others, and selection of camera angles.

Programs which contain matter that is not generally suitable for viewing by children must not be broadcast at times when large numbers of children are likely to have access to television receivers (see paragraphs 10 to 16).

8. The following particular applications of the preceding standards refer to a number of aspects of programs on which great care is needed in production:

(a) No program should contain matter which, if imitated, could be harmful to the well-being of individuals or of the community; this includes such sequences as those which —

Demonstrate any techniques of crime in such a way as to invite imitation; or likely to incite any person to crime, violence, or anti-social behaviour; deride or otherwise discredit the law and its enforcement, or significant social institutions; or display in detail any form of violence or brutality.

(b) Dramatic productions should not simulate the presentation of news or special events in such a way as to mislead or alarm viewers.

(c) While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

(d) Any program which includes a portrayal

of religious rites should ensure the accurate presentation of those rites and correct and dignified treatment of the religious dignitaries and officers in their various callings.

(e) Respect should be maintained for the sanctity of marriage and the importance of the home. Divorce should not be treated casually or as a convenient solution to marital problems.

(f) The use of intoxicating liquor should not be displayed prominently in programs, and should generally be avoided except when necessary for the development of plot or characterization.

(g) The portrayal of, or reference to, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot or characterization and not presented as desirable.

(h) Reference to mental or physical afflictions should be treated with great care, to avoid offence to sufferers of similar ailments.

(i) While certain forms of gambling may form an accepted part of the social structure, it is undesirable to transmit scenes or sequences which unduly emphasize betting or might tend directly to promote interest in gambling.

(j) The presentation of superstitious or pseudo-scientific beliefs associated with the foretelling of the future is not desirable, except as required for development of plot, when it must be treated with discretion.

(k) Reference to sex relations should be treated with discretion; reference to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.

(l) The presentation of cruelty, greed, selfishness, unfair exploitation of others, and similar unworthy motivations should not be made in a favorable light.

(m) The condoning of crime and the treatment of the commission of crime in a frivolous, cynical, or callous manner should not be permitted.

(n) The deliberate use of horror for its own sake, and sound or visual effects likely to cause unnecessary alarm should not be permitted.

9. The use of correct English in all programs is important; but appropriate idiom and colloquialism may be employed sparingly when necessary for special characterization.

Care should be taken to avoid the use of objectionable words or words which though originally acceptable have acquired undesirable or offensive implications.

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMS

10. At certain times of day, particularly in the late afternoon and early evening, and during week-ends and holidays, the television audience is likely to contain large numbers of children and young people.

Programs to be televised at these times should therefore be wholly suitable for viewing by children though not necessarily directed exclusively to them. There are special problems to be faced and special responsibilities to be discharged in the production and presentation of programs during these periods.

These arise mainly from the overriding consideration that children are very vulnerable to the impact of television. The child's education and training receive very close supervision, both by his parents and by the State, so that by the time he reaches maturity he may be able to fit into the complex adult world

with a minimum of difficulty. To achieve this goal, the child must gradually acquire a sound standard of values, self-discipline, and an appreciation of adult responsibilities. In the course of his development he is brought into gradual contact with the good and not-so-good aspects of life, so that the training he has received will enable him to cope with the various experiences he will encounter. Just as a good parent would not expose his child to an aspect of life for which the child is not equipped, so the television broadcaster must allow for the likely composition of his audience at these times of day. At the same time it must be remembered that during these periods there are great opportunities for good in television, in enlarging the horizons of children and in cementing family ties and associations. It is earnestly hoped that television stations will make the most of these opportunities.

11. It is therefore necessary to make special provisions in these Standards in respect of programs to be televised between 5-7.30pm week days, and at any time before 7.30pm on Saturday and Sunday. Programs to be televised during these times must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:

(a) Family programs, which are suitable for viewing by persons of all ages, and which will not produce any undesirable effects on children;

(b) Children's programs, which are specially designed for children in various age groups. As large numbers of young persons are likely to be viewing television programs on public holidays and during other holiday periods it is important that care be exercised in the selection of programs for transmission at any time before 7.30pm on all such days.

12. Family Programs.—These must be selected and presented with great care.

It is imperative that parents feel secure in allowing children to see these programs without supervision, and that family groups of all ages may view them with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing general standards to be scrupulously observed, and in addition for the following special provisions to be complied with:

(a) The selection of subject-matter and treatment of themes should be wholesome and fresh in outlook. On no account should the more sordid aspects of life be presented in such a way that they appear to play a greater part in life than they actually do.

(b) The following in particular should be avoided:

(i) Torture or suggestion of torture; horror or undue suspense; the use of the supernatural or superstition so as to arouse anxiety or fear; or other matter likely to lead to undesirable emotional disturbances in children (e.g., hysteria and nightmares).

(c) Dramatic action should not be over-accentuated, particularly by suggestions of excessive violence. Morbid sound effects intended to anticipate or simulate death or injury should not be used.

(d) Particular attention should be paid to the treatment of child or animal characters, as children's imaginations can be readily overstimulated by suggestions of ill-treatment of such characters.

(e) Children readily imitate speech and pronunciations heard in sound broadcasting and television programs. They should be encouraged in the art of correct speech and pronunciations, and slang and incorrect English should be avoided, except when necessary for characterization; when a minimum amount of appropriate vernacular may be employed.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins.

13. Children's programs should provide for these programs to be supervised by a person who is specially qualified for this type of work and who would be directly responsible for the meticulous supervision necessary in the preparation and presentation of all such programs.

14. Programs specially directed to children must comply not only with the general standards and the standards for family programs, but also with the following special standards:—

(a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programs are intended;

(b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

(c) In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to "show off" in front of the studio or home audience.

(d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

15. It is recommended that there be regular sessions for children designed—

(a) To impart a broader knowledge of the history and potentialities of our country and of current affairs;

(b) To foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature.

(c) To encourage interest and active participation in simple scientific investigations such as botanical, geological and other pursuits; and

(d) By the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honour and integrity which are essential to the full development of the individual, and of national greatness.

It is further recommended that programs be designed to cater for children's propensities for sport and for hobbies such as handicrafts and the care of animals.

16. Programs Unsuitable for Adolescents. Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in adolescents a false or distorted view of life.

These programs, because they deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment, should not be televised before 8.30 p.m.

FILMS USED IN TELEVISION

17. It is the responsibility of the Commonwealth Film Censorship Board to examine all films imported into Australia.

In consequence of arrangements made with the Chief Film Censor, all imported films (and such other films and types of films as may be

specified from time to time) will be classified for use in television in accordance with the relevant provisions of these Standards.

The classifications to be applied will be as follows:—

(a) Unrestricted for television. (Symbol 'G');

(b) Not suitable for children. (Symbol 'A');

(c) Not to be televised before 8.30pm. (Symbol 'AO');

(d) Not suitable for television.

Programs classified as "Not suitable for children" ('A') are those which do not comply with the special standards for family and children's programs, and must not be televised during periods to which those standards apply. Programs classified as "Not to be televised before 8.30pm" ('AO') are those to which reference is made in paragraph 16.

TELEVISION OF RELIGIOUS MATTER

18. Section 103 of the Broadcasting and Television Act 1942-1964 provides that—

A licensee shall . . . televise from his station divine worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge.

19. The following principles should be applied in the allocating of time for the televising of religious matter (other than sponsored religious matter):—

(a) Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent. of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programs on one or more days of the week, with a minimum of 5 minutes for each program;

(b) Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

(c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for televising of the services or other religious matter proposed to be televised.

(d) Religious programs should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.

TELEVISION OF POLITICAL MATTER

20. Sections 116 and 117 of the Broadcasting and Television Act 1942-1964 provide

in relation to commercial television stations, that:—

116.—(2) . . . a licensee shall not . . . televise a dramatisation of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee . . . televises election matter, he shall afford reasonable opportunities for the . . . televising of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is to be held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held . . . televise election matter.

(5) Nothing in this section requires a licensee to . . . televise any matter free of charge.

(6) In this section—"election" means an election of a member or members of either House of the Parliament of the Commonwealth or of a State while "election matter" means matter of any of the following kinds, namely:—

(a) Matter commenting on, or soliciting votes for a candidate at an election;

(b) Matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;

(c) Matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and

(d) Matter referring to meetings held or to be held in connection with an election.

"Election period" means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117.—(1) . . . the licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for . . . televising.

(2) If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

(3) If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

20A. After consultation with the Attorney-General's Department, the Board has prepared the following explanation of the expression "dramatisation of political matter" for the guidance of licensees of both broadcasting and television stations:—

The expression "Dramatisation of political matter" includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes:

(a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally)

of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;

(b) any statement, address, or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purporting to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling could only be given by a Court in the light of the actual facts of a particular presentation.

PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1964 provides that a licensee shall not televise a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for television purposes.

NEWS AND NEWSREEL PROGRAMS

22. A station which undertakes to provide a news or newsreel service should observe the following principles:—

(a) News should be presented accurately and impartially.

(b) Each news session should be well-balanced and reasonably comprehensive;

(c) Commentary and analysis should be clearly distinguished from news;

(d) Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be televised in such a manner as to avoid panic and unnecessary alarm;

(e) Pictorial representation of news should be carefully selected to ensure fairness, and should not be misleading or sensational;

(f) No advertising matter should be offered as news, or included in the contents of a news program or newsreel.

This does not prevent the televising of short advertisements during natural breaks between recognised sections of a news program; but no advertisement in the form of a "story", or which could be mistaken by viewers for a news item, should be accepted.

TELEVISION OF SPORTING EVENTS

23. Section 115 of the Broadcasting and Television Act 1942-1964 provides that:—

The holder of a licence for a commercial television station shall not televise, either directly or by means of any recording, film or other material or device or otherwise, the whole or a part of a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a charge is made for admission, if the images of the sporting event or other entertainment originate from the use of equipment outside that place.

The following rules should also be observed in relation to the televising of sporting events:—

(a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should also be observed;

(b) Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be televised at any time prior to the conclusion of the last event on the program of that meeting, unless the televising of such information at an earlier time is expressly permitted by the law of the State in which the television station is situated, and then only the type of betting information specified by the State Law may be televised;

(c) Advertisements soliciting business concerning forecasts of results of sporting events should not be televised. This rule does not prevent the televising of programs containing forecasts and summaries of sporting events.

TRANSMISSION OF TELEPHONE CONVERSATIONS

24. The privacy of telephone conversations is protected by the telephone regulations made under the Post and Telegraph Act 1901-1950, and such conversations, whether on wire or radio circuits or both, may not be included in any television program unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department and the concurrence of all parties to the conversation has been obtained.

TRANSMISSION OF PERSONAL MESSAGES

25. Messages intended primarily for individual listeners should not normally be included in television programs (see section 112 of the Broadcasting and Television Act 1942-1964). It is, however, permissible to transmit certain messages, under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:—

(a) Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, may be transmitted; provided that such messages are verified and approved by a senior officer of the Police Force, or his deputy;

(b) In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting

messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission;

(c) Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a television station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs a, b and c above.

26. Programs which are based on the exchange of letters, or include answers to correspondents do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

USE OF FOREIGN LANGUAGES

27. The use of foreign languages in programs should be kept to a minimum, and should be avoided in the presentation of advertisements. If a language other than English is used in a program the matter conveyed in a foreign language should be preceded or followed by an adequate translation into English, except in the following instances:—

(a) programs designed for use in schools, or for other educational purposes;

(b) brief incidental dialogue in dramatised or similar programs where the development of the program requires the use of a language other than English;

(c) programs of a national nature which are broadcast on special occasions;

(d) periods of local emergency during which it may be beneficial to convey warnings or instruction on safety measures in one or more foreign languages as well as in English.

These rules do not apply to the performance of musical items; or to the broadcasting of religious services.

CONTESTS

28. Any contest included in a program or in an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

29. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarized on each occasion. The names of winners should be released as soon as possible after the close of the contest. The conditions of all contests must meet the requirements of Federal and State laws.

30. All spoken or visual references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organisations, should be regarded as part of, and included in, the total time allowances for advertising as set out in paragraphs 37-46 of these Standards.

31. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest

must be fixed so as to provide reasonable opportunity for any person viewing the program to send in an entry to the contest before that date.

In the case of a continuing contest which closes immediately on receipt of the correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by viewers in the submission of entries which no longer have any chance of winning.

32. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

ADVERTISING

33. Section 100 of the Broadcasting and Television Act 1942-1964 provides that:—

(i) Subject to this Act, a licensee may televise advertisements.

(ii) A licensee intending to televise advertisements shall publish particulars of his advertising charges.

(iii) A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

(iv) A licensee shall comply with such standards as the Board determines in relation to the televising of advertisements.

(v) A licensee shall not televise advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As television will reach persons with widely varying interests and opinions in the privacy of their homes, it is most important that, in addition to being honest and truthful, all advertising matter which is televised should comply with the general program standards set out in preceding paragraphs and be generally acceptable for viewing in the home.

Methods suitable for other media may be quite unsuitable for television, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these Standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

34. It is therefore the responsibility of licensees to ensure that the following practices are observed in the preparation and televising of all advertising matter:—

(a) The content, presentation and placement of all advertising matter must comply with the general program standards. Very great care and judgment should be exercised in respect of advertisements to be televised during times when large numbers of children or adolescents may be likely to be viewing.

All advertisements televised during such periods must conform to the principles stated in paragraphs 10, 11, 12, 14 and 16, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children;

(b) Advertising matter should be presented with courtesy and good taste, disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency should be avoided; every effort should be made to keep the advertisement in harmony with the content and general tone of program in which it appears;

(c) Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions;

(d) Advertisements on Sundays must comply with the foregoing standards and are also

subject to special conditions set out in paragraphs 45 and 46 of these Standards.

(e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1964 (see paragraph 20).

ACCEPTABILITY OF ADVERTISING MATTER

35. In the application of section 100 of the Act licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:—

(a) All advertising matter must comply with the laws of the Commonwealth and the States relating thereto;

(b) A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser;

(c) A licensee may refuse to permit the use of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

(d) The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the television audience may be expected to include a large proportion of young people.

Such advertisements should not be televised between 5pm and 7.30pm, Monday to Saturday inclusive, nor at any time on Sunday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be viewing) is presented in good taste and with restraint;

(e) Because some products (especially those of a personal nature) are unsuitable for inclusion in programs which may be viewed in the family circle, great discretion and care should be applied in the acceptance and presentation of advertisements of such products. Products which are generally regarded as unsuitable for conversation in mixed groups should not be advertised;

(f) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be televised. Such advertisements should not be televised in proximity to children's sessions, at times when the audience may be expected to include a large proportion of young people, between 5pm and 7.30pm, Monday to Saturday, or at any time on Sunday; and when transmitted at other times should be presented in good taste and with restraint.

Advertisements soliciting business concerning forecasts of results of sporting events should not be televised;

(g) Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted;

(h) The advertising of firearms and associated equipment should be treated with discretion and all such advertisement should make reference to the legal conditions under which firearms may be acquired or owned;

(i) Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses should be avoided;

(j) Advertisements for moneylenders should be avoided; and advertisements for any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

ADVERTISING TIME STANDARDS

36. For the purpose of calculating the time occupied by advertising matter, this expression includes:—

(a) All advertisements for goods and services whether by means of words or of visual presentation or both, and whether in the form of direct announcements, slogans, descriptions or otherwise, as well as any identifiable reference in the course of the program to any goods or services, whether of the advertiser or not; and

(b) All visual and sound effects (including music) associated with such advertisements.

WEEK-DAY ADVERTISING

37. The following time standards apply to the televising of advertising matter by a commercial television station on any day except Sundays, Christmas Day, and Good Friday.

38. In programs which are sponsored either by one advertiser or by several advertisers jointly, the time devoted to advertising matter should not exceed the following periods:—

(a) in programs exceeding 15mins in duration, a period calculated at the rate of one and a half minutes in each 15mins of program, or part thereof.

(b) in programs not exceeding 15mins in duration, the following periods:

in a 5min program, 1 min.
in a 10min program, 1½mins.
in a 15min program, 2mins.

39. In each sponsored program the periods available for advertising, as set out in the preceding sub-paragraphs, may be used either for a single advertising announcement occupying the full period, or for several shorter advertisements, at the discretion of the licensee.

40. A period equal to 30 seconds in each 30 minutes of program transmission time should be reserved for station identification and items of national interest or importance; under normal conditions not more than one minute should be so occupied at any one time.

If not required for items of national interest or importance these periods may be used for spot advertisements subject to the provisions of paragraph 42.

41. Spot advertisements may be included in "announcement programs", which are designed to contain individual advertisements, at the rate of one minute of advertising matter in each period of five minutes. Such advertisements should be so spaced that no period of consecutive advertising exceeds two minutes. Spot advertisements may be of any duration up to two minutes.

42. Programs should be so arranged that no more than three advertisements occur consecutively, either within a single program unit, or at the break between two programs. (For the purposes of this paragraph the brief announcement or visual presentation of a sponsor's name and business at the beginning or end of a program is not regarded as an advertisement).

43. Backgrounds, scenery, or properties which

show the sponsor's name, or his product, or the name of his product, or his trade mark or slogan, should be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of this nature should be brief and not too frequent, having regard to the need for maintaining a proper program balance.

44. Paragraphs 38, 41 and 42 do not apply to programs which take the form of a shopping guide, market information, or other material and so provide a special service to viewers in which advertisements provide an informative and integral part of the program content; but—

(a) Such programs should not be televised between 7.30pm and 9pm;

(b) The time occupied by any such program should not exceed 30 minutes at any one time;

(c) The time occupied by an advertisement for any article should not exceed two minutes;

(d) An interval of at least one hour should separate each such program;

(e) Not more than three hours should be occupied by such programs in any period of seven days.

SUNDAY ADVERTISING

45. In addition to the general provisions of these Standards the following special provisions apply to the televising of advertisements on Sundays:—

(a) In the application of this paragraph, the expression "advertising matter" does not include a brief announcement or visual presentation of a sponsor's name and business at the beginning and end of sponsored programs;

(b) Advertising matter in sponsored programs shall be calculated at the rate of, and may not exceed in the aggregate, one minute in each ten minutes of sponsored program time; but no advertisement shall exceed three minutes in length, and the number of advertisements shall not exceed two in any period of 15 minutes;

(c) The total time occupied by spot advertisements shall not exceed six minutes in any period of one hour, and the time occupied by such advertisements shall not exceed two minutes in any period of 15 minutes;

(d) The interval between advertisements, whether within the framework of one program or in adjacent programs or periods shall not be less than three minutes;

(e) The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service;

(f) No advertisements relating to alcoholic liquor shall be televised;

(g) Sub-paragraphs (c) and (d) do not apply to a session containing a group of advertisements in the form of a shopping guide. Such programs may be televised in conformity with the principles specified in paragraph 44.

46. Special care should be taken to ensure that advertisements are presented in good taste and with discretion. Sensational presentation and prolonged emphasis on the goods or services advertised should be avoided.

Advertisements relating to medicines and medical or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating to personal hygiene, underclothing and the like should be avoided.

ADVERTISING ON CHRISTMAS DAY AND GOOD FRIDAY

47. If advertisements are televised on Christmas Day or Good Friday they should be selected and presented with discretion. No advertisements should be televised before 6pm and thereafter the standards for advertising on Sundays should not be exceeded.

MEDICINE ADVERTISEMENTS

48. Section 100 of the Broadcasting and Television Act 1942-1964 provides that a licensee shall not televise an advertisement relating to medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer in a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorized delegates.

49. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject.

BROADCASTING PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from October 6, 1958

PART I.—PROGRAM STANDARDS AND PROCEDURES

Section 16 of the Broadcasting and Television

Act 1942-1964 provides that the functions of the Board shall be, inter alia—

to ensure that adequate and comprehensive programs are provided by commercial broadcasting stations . . . to serve the best interests of the general public.

The Act further provides, in sub-sections (1) and (2) of Section 99, that—

(1) A licensee shall provide programs and shall supervise the broadcasting . . . of programs from his station in such manner, as to ensure, as far as practicable, that the programs are in accordance with standards determined by the Board.

(2) If the programs broadcast . . . from a commercial broadcasting station are not, in whole or in part, in accordance with the standards determined by the Board, the licensee shall, if so directed by the Board, vary the programs so that they shall conform with those standards.

This document has therefore been prepared, after consultation with the management committee of the Federation of Australian Commercial Broadcasters and other interested bodies, for the purposes of setting out in a convenient form of statement of general program standards to be observed by licensees of commercial broadcasting stations.

In its preparation the Board has been greatly assisted by statements of standards or Codes prepared in other countries, and by the Standards of Broadcasting Practice issued by the Federation of Australian Commercial Broadcasters.

2. Broadcasting is an accepted part of the life of the Australian community reaching as it does a great number of persons with widely varying interests in the privacy of their homes. Its capacity to provide entertainment is no less than its power to exert a strong influence on the life of the individual, particularly the young and impressionable.

Broadcasting services are available to practically every person in Australia and while the selection of programs rests with the listener it is reasonable to expect that all programs broadcast will be of an acceptable standard and that consistent with the principle stated in the Act they should be in the best interests of the Australian community.

It is the responsibility of the licensee of each commercial broadcasting station to satisfy himself as to the suitability of all program matter to be broadcast from his station whether it is originated in the studios of that station or produced by some organization which is not under his direct control.

3. Much of what follows is necessarily of a negative nature and represents the over-riding obligation of licensees to avoid those errors of taste which can give offence to sections of the public or can be harmful to the young people

who make up a large part of the audience.

The development of program material and the search for new program forms will always make great demands on the ingenuity and initiative of licensees but it is important that the principles of these Standards should be fully complied with, both in the letter and in the spirit, in order to ensure a satisfactory degree of quality and acceptability in Australian broadcast programs.

Care should always be taken to avoid the presentation of matter which, by accepted social standards, is unsuitable to this medium of mass communication.

4. It should be understood that these standards are not intended to prevent the broadcasting in good faith, at appropriate times, and in appropriate circumstances, of—

(a) genuine works of artistic or literary merit; or

(b) the serious presentation of moral and social issues.

Such programs are, indeed, to be encouraged, provided that due warning of the nature of the program is given, where necessary, both in advance publicity and at its commencement.

5. These standards should not be regarded merely as a formal set of rules to be complied with to the letter; they must also be regarded as a practical guide to licensees to be applied in the spirit which the preceding paragraphs have endeavoured to indicate.

GENERAL PROGRAM STANDARDS

6. Fundamentally these standards require the observance in programs of—

(a) ordinary good taste and common sense;

(b) respect for the individual opinions of the public;

(c) proper regard for the special needs of children; and

(d) respect for the law and social institutions.

7. In the presentation of programs, certain basic requirements must always be observed. These are—

(a) No program may contain any matter which is—

(i) blasphemous, indecent, obscene, vulgar, suggestive, or of doubtful propriety;

(ii) likely to encourage crime or public disorder;

(iii) likely to be injurious to community wellbeing or morality;

(iv) contrary to law;

(v) undesirable in the public interest be-

cause it includes matter of the same general nature as that referred to in the preceding sub-paragraphs.

(b) Programs which contain matter that is not generally suitable for children must not be broadcast at times when large numbers of children are likely to have access to receivers (see paragraphs 10 to 15).

8. In the application of the principles stated in the preceding paragraph certain aspects of programs require particular care—

(a) No program should contain matter which, if imitated, could be harmful to the well-being of individuals or of the community: this includes such sequences as those which—

(i) explain any techniques of crime in such a way as to invite imitation;

(ii) describe in detail any form of violence or brutality;

(iii) are likely to incite any person to violence or anti-social behaviour;

(iv) deride or otherwise discredit the law and its enforcement, or significant social institutions.

(b) Dramatic productions should not simulate the presentation of news or events in such a way as to mislead or alarm listeners.

(c) While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

(d) Any program which includes a presentation of religious rites should ensure that they are presented accurately and that the treatment of the religious dignitaries and officers in their various callings is correct and dignified.

(e) Respect should be maintained for the sanctity of marriage and the importance of the home. Divorce should not be treated casually or as a convenient solution of marital problems.

(f) Reference to the use of intoxicating liquor, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot and characterization, and should not be presented as desirable.

(g) Reference to mental or physical afflictions should be treated with caution, to avoid offence to sufferers of similar ailments.

(h) While certain forms of gambling may form an accepted part of the social structure, it is undesirable to transmit dialogue, narrative, or descriptive matter which unduly emphasises betting or might tend directly to promote interest in gambling.

(i) The presentation of superstitious or pseudo-scientific beliefs associated with the foretelling of the future is not desirable, except as required for development of plot, when it must be treated with discretion.

(j) References to sex relations should be treated with discretion; reference to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.

(k) The presentation of cruelty, greed, selfishness, unfair exploitation of others, and similar unworthy motivations should not be made in a favourable light.

(l) The condoning of crime and the treatment of the commission of crime in a frivolous, cynical, or callous manner should not be permitted.

(m) The deliberate use of horror for its own sake, and sound effects likely to cause unnecessary alarm, should not be permitted.

9. The correct use of English in all programs is important, and the use of slang, wrong pronunciation, and bad grammar in routine announcements, advertisements, and entertainment programs should be avoided. When special characterization is necessary the appropriate idiom and colloquialism may be employed sparingly, but intentional errors of

grammar or syntax should be so treated that their nature is clearly indicated by the context. Care should be taken to avoid the use of objectionable words or words which though originally acceptable have acquired undesirable or offensive implications.

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMS

10. At certain times of day, particularly in the late afternoon and early evening, the audience is likely to contain large numbers of children and young people.

Programs to be broadcast at these times should therefore be wholly suitable for children though not necessarily directed exclusively to them. The child's education and training receive very close supervision, both by his parents and by the State, so that by the time he reaches maturity he may be able to fit into the complex adult world with a minimum of difficulty.

To achieve this goal, the child must gradually acquire a sound standard of values, self-discipline, and an appreciation of adult responsibilities. In the course of his development he is brought into gradual contact with the good and not-so-good aspects of life, so that the training he has received will enable him to cope with the various experiences he will encounter.

Just as a good parent would not expose his child to an aspect of life for which the child is not equipped, so the broadcaster should design his programs having in mind the likely composition of the audience at these times of day.

Broadcasting can be a considerable force for stimulating the interest and imagination and it is therefore important that both in respect of programs directed to them and programs which they may reasonably be expected to hear, children should gain impressions of a type which would be beneficial to their balanced development.

11. Special provisions have therefore been made in these Standards in respect of programs to be broadcast during periods when large numbers of children and young persons are likely to be listening.

Such programs must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:—

(a) Family programs, which are suitable for persons of all ages, and which will not produce any undesirable effects in children;

(b) Children's programs, which are specially designed for children in various age groups.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins during the periods to which it applies.

12. Family Programs—These must be selected and presented with great care so that parents may feel secure in allowing children to hear these programs without supervision, and that family groups of all ages may listen with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing General Program Standards to be scrupulously observed, and in addition for the following special provisions to be complied with:—

(a) The selection of subject matter and treatment of themes should be wholesome and fresh in outlook. On no account should the more sordid aspects of life be presented in such a way that they appear to play a greater part in life than they actually do.

(b) The following in particular should be avoided:—

- (i) torture or suggestion of torture;
- (ii) horror or undue suspense;
- (iii) the use of the supernatural or superstition so as to arouse anxiety or fear;
- (iv) other matter likely to lead to undesirable emotional disturbances in children.

(c) Dramatic action should not be over-accentuated, particularly by suggestions of excessive violence. Morbid sound effects intended to anticipate or simulate death or injury should not be used.

(d) Particular attention should be paid to the treatment of child or animal characters, as children's imaginations can be readily overstimulated by suggestions of ill-treatment of such characters.

(e) Children readily imitate speech and pronunciations heard in broadcast programs. They should be encouraged in the art of correct speech and pronunciation, and slang and incorrect English should be avoided, except when necessary for characterization, when a minimum amount of appropriate vernacular may be employed.

13. Children's Programs—Programs specially directed to children must comply not only with the General Program Standards and the standards for family programs, but also with the following special standards:—

(a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programs are intended; adventure stories in serial form should be so concluded that no episode ends with an incident which would give rise to undesirable emotional disturbance.

(b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasise the desirability of fair play and honourable behaviour.

Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the life of a hero.

(c) In programs in which children appear as artists particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to "show off".

(d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose presents a definite element of danger to children and should be avoided.

14. It is recommended that there be regular sessions for children designed:—

(a) to impart a broader knowledge of the history and potentialities of our country and of current affairs;

(b) to encourage the habit of reading and illustrate the pleasure and profit which can be obtained from it;

(c) to encourage active participation in sport and an interest in hobbies; and

(d) by the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual value and of the qualities of courage, honour and integrity which are essential to the full development of the individual and of national greatness.

It is further recommended that music included in children's programs should be such as to encourage in children an appreciation of quality in its composition and performance.

15. Programs Unsuitable for Adolescents—Certain types of programs, either because of their themes or the method of treatment of the

themes, may tend to produce in older children and adolescents a false or distorted view of life. These programs are broadly those which deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment. Special care should be exercised in selecting the times for broadcasting programs of this type.

BROADCASTING OF RELIGIOUS MATTER

16. Section 103 of the Broadcasting and Television Act 1942-1964 provides that—

A licensee shall broadcast . . . from his station divine worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge.

17. The following principles should be applied in the allocating of time for the broadcasting of religious matter (other than sponsored religious matter):—

(a) Time should be allocated for the broadcasting of matter of a religious nature to the extent of at least one hour per week to be scheduled either as a complete unit occupying the whole time allocated, or as a series of programs on one or more days of the week.

(b) Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

(c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for broadcasting of the services or other religious matter proposed to be broadcast.

(d) Religious programs should be presented only by reputable persons or bodies, and should not contain statements ridiculing any form of religious belief.

BROADCASTING OF POLITICAL MATTER

18. Sections 116 and 117 of the Broadcasting and Television Act 1942-1964 provide, in relation to commercial broadcasting stations, as follows:—

116—(2) . . . a licensee shall not broadcast . . . a dramatization of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee broadcasts . . . election matter, he shall afford reasonable opportunities for the broadcasting . . . of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is to be held at the time of its last meeting before the election

period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held, broadcast . . . election matter.

(5) Nothing in this section requires a licensee to broadcast . . . any matter free of charge.

(6) In this section—
"election" means an election of a member or members of either House of the Parliament of the Commonwealth or of a State;
"election matter" means matter of any of the following kinds, namely:—

(a) matter commenting on, or soliciting votes for, a candidate at an election;

(b) matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;

(c) matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and

(d) matter referring to meetings held or to be held in connection with an election;
"election period" means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117—(1) . . . the licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for broadcasting.

(2) If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

(3) If the address is delivered or the statement is made on behalf of a political party the name of the party shall be included in the announcement.

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

19. After consultation with the Attorney-General's Department, the Board has prepared the following explanation of the expression "dramatization of political matter" for the guidance of licensees of both broadcasting and television stations:—

The expression "dramatization of political matter" includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes:—

(a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally) of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;

(b) any statement, address, or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purporting to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling

could only be given by a court in the light of the actual facts of particular presentation.

ENCOURAGEMENT OF AUSTRALIAN ARTISTS

20. Section 114 of the Broadcasting and Television Act 1942-1964 provides that—

(1) . . . licensees shall, as far as possible, use the services of Australians in the production and presentation of broadcasting . . . programs.

(2) . . . not less than five per centum of the time occupied by the programs of a commercial broadcasting station in the broadcasting of music shall be devoted to the broadcasting of works of composers who are Australians.

(3) . . . In this section "Australian" means a person who was born or is ordinarily resident in Australia.

While the provisions of sub-section (1) may be met either by the broadcasting of live programs or by the broadcasting of transcribed programs in which those taking part are Australians, the use of transcriptions alone should not be regarded as a complete discharge of a licensee's obligations under this section, and each station should, to the best of its ability, also use the services of Australians who may be competent to contribute to its program.

The provisions of sub-section (2) may be met by the broadcasting of either live or recorded performances of music composed by Australians. It is not necessary for the performers also to be Australians. For the purpose of calculating the five per centum of time specified in the Act the following should not be taken into account as the broadcasting of music:—

- (a) music used as a regular theme;
- (b) music used for bridging purposes in dramatized and similar presentations;
- (c) music used in the form of a singing commercial or similar musical advertisement.

PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1964 provides that a licensee shall not broadcast a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for broadcasting purposes.

NEWS PROGRAMS

22. Stations should observe the following principles in the presentation of programs of

news:—

(a) News should be presented accurately and impartially.

(b) Commentary and analysis should be clearly distinguished from news.

(c) Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual, reporting, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic, unnecessary alarm, or distress to individuals. The provisions of this sub-paragraph apply particularly to news-flashes.

(d) News or newsreel type programs which include actual or recorded descriptions of events, or interviews, require particular care in preparation and presentation to avoid such undesirable forms of presentation as unnecessary sensationalism.

(e) No advertising matter should be offered as news, or included in the contents of a news broadcast. This does not prevent the broadcasting of short advertisements during natural breaks between recognised sections of a news program; but no advertisement in the form of a 'story', or which could be mistaken by listeners for a news item, should be broadcast.

BROADCASTING OF SPORTING EVENTS

23. The following rules should be observed in relation to the broadcasting of sporting events:—

(a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should be observed.

(b) Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be broadcast at any time prior to the conclusion of the last event on the program of that meeting, unless the broadcasting of such information at an earlier time is expressly permitted by the law of the State in which the broadcasting station is situated, and then only the type of betting information specified by the State Law may be broadcast.

(c) Advertisements soliciting business concerning forecasts of results of sporting events should not be broadcast. This rule does not prevent the broadcasting of programs containing forecasts and summaries of sporting events.

USE OF FOREIGN LANGUAGES

24.—(1) Foreign languages may be used in programs subject to the following conditions:—

(a) not more than 2½ per centum of the station's weekly hours of transmission, as determined by the Board, shall be occupied by programs in which foreign languages are used; provided that the Board may increase this proportion in respect of a station, being one of several stations serving the same area, which in the Board's view would serve a useful purpose by employing foreign language in a greater proportion of programs.

(b) in such programs the words spoken in a foreign language, including the words in an advertisement, shall be immediately preceded

or followed by an adequate translation into English, and the time occupied by such translation shall not be less than 25 per centum of the total time occupied by the words spoken in a foreign language;

(c) advertisements in a foreign language may be broadcast only during a program which itself is presented in a foreign language;

(d) each such advertisement shall contain not more than 100 words, including the matter spoken in a foreign language and the translation into English;

(e) each station which broadcasts programs or advertisements in a foreign language shall obtain in advance, and retain for three months after the date of broadcasting, a script of all spoken matter, containing the words in the foreign language and in the English translation, together with a declaration by a responsible person that the English words are an adequate translation of the foreign words;

(f) in addition to the foregoing conditions all programs and advertisements in a foreign language shall comply in all respects with the provisions of these Standards; except that the provision of paragraph 45 of the Standards shall not apply to such programs and advertisements.

(2) Sub-paragraph (1) of this paragraph does not apply to the performance of musical items, the broadcasting of religious services, or to the following:—

(a) programs designed for use in schools, or for other educational purposes;

(b) brief incidental dialogue in dramatised or similar programs where the development of the program requires the use of a language other than English;

(c) programs of a national nature which are broadcast on special occasions;

(d) periods of local emergency during which it may be beneficial to convey warnings or instructions on safety measures in one or more foreign languages as well as in English.

In regard to sub-paragraph 24(1)(a) the Board has specified that no increase in the amount of programs using a foreign language may be made above 2½ per centum of the weekly hours of transmission until a station has made application to the Board and has received the Board's approval to do so.

CONTESTS

25. Any contest included in a program or in an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

26. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarised on the occasion of each announcement. The names of winners should be released as soon as possible after the close of the contest. The condition of all contests must comply with the requirements of Federal and State laws.

27. All references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organisations, should be regarded as part of, and included in, the total time allowed for advertising as set

out in Part 2 of these Standards.

28. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person hearing the program to send in an entry to the contest before that date.

In the case of a continuing contest which closes immediately on receipt of a correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by listeners in the submission of entries which no longer have any chance of winning.

29. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

TIME SIGNALS AND TIME ANNOUNCEMENTS

30. Periodic announcements of the correct local time should be made. The following rules should be observed:—

(a) The correct time should be announced not less frequently than once in each 30 minutes period, but a program exceeding 30 minutes in duration may be completed without such interruption.

(b) The correct time should be announced at the opening and closing of each transmission, and preceding each regular service program, such as news broadcasts. Observatory time signals and public clock chimes may be broadcast at the discretion of a station, provided that such time signals should not be broadcast except on the hour, Eastern Standard Time or Western Australian Time. Stations situated in territory in which South Australian Time is observed should broadcast observatory time signals only at the equivalent of the hour, EST, namely, 30 minutes past the hour, SAT.

(c) Frequent announcements of the time should be made during early morning sessions.

(d) No station should radiate any signals which might be mistaken for standard time signals of the type transmitted by observatories throughout the Commonwealth.

(e) If, at the time of broadcasting, a program is recorded for subsequent repetition care should be taken to avoid recording time signals or announcements which would be inaccurate during the rebroadcasts.

STATION IDENTIFICATION

31. All broadcasting stations should identify themselves periodically, and the following practice, which will meet the requirements of aviation and other authorities, should be observed:—

(a) The call-sign and location of each broadcasting station should be announced not less than once in each 30 minutes (on the hour and half-hour where possible) provided that a program unit exceeding 30 minutes in duration may be completed without such interruption.

(b) At the conclusion of a relayed program

in which another station's call-sign has been announced, each station participating in the relay should identify itself by the announcement of its own call-sign and location.

TRANSMISSION OF PERSONAL MESSAGES

32. Messages intended primarily for individual listeners should not normally be included in broadcast programs (see Section 112 of the Broadcasting and Television Act 1942-1964).

It is, however, permissible to transmit certain messages under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:—

(a) Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, may be transmitted, if such messages are verified and approved by a senior officer of the Police Force, or his deputy.

(b) In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission.

(c) Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person whether employed by a broadcasting station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs (a), (b) and (c) above.

33. Programs which are based on the exchange of letters, or include answers to correspondents, do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

CASUAL INTERVIEWS AND CONVERSATIONS

34. Persons who are interviewed or engaged in conversation with the object of simultaneously or subsequently broadcasting their views should be informed of the purpose of the interview or conversation. It is especially important that this should be done if:—

(a) a cordless microphone, miniature recording device, or other technical equipment which is not readily discernible is to be used, or if

(b) the interview or conversation is conducted by means of a telephone circuit.

The privacy of telephone conversations is protected by the Telephone Regulations made under the Post and Telegraph Act 1901-1950, and such conversations, whether on wire or radio circuits or both, may not be included in any broadcast program unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department, and agreement has been obtained from all parties to the conversation.

PART 2.—ADVERTISING STANDARDS

GENERAL ADVERTISING STANDARDS

35. Section 100 of the Broadcasting and Television Act 1942-1964 provides that—

(1) Subject to this Act, a licensee may broadcast . . . advertisements.

(2) A licensee intending to broadcast . . . advertisements shall publish particulars of his advertising charges.

(3) A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

(4) A licensee shall comply with such standards as the Board determines in relation to the broadcasting of advertisements.

(5) A licensee shall not broadcast . . . advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As was pointed out in paragraph 2 of these Program Standards, broadcast programs will reach persons with widely varying interests and opinions in the privacy of their homes. It is therefore most important that, in addition to being honest and strictly truthful, all advertising matter which is broadcast should comply with the General Program Standards set out in preceding paragraphs and be generally acceptable for reception in the home.

Methods suitable for other media may be unsatisfactory for broadcasting, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these standards are fulfilled.

The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

36. It is the responsibility of licensees to ensure that the following standards are observed in the preparation and broadcasting of all advertising matter:—

(a) The content, presentation and placement of all advertising matter must comply with the General Program Standards. Great care should be exercised in respect of advertisements to be broadcast during times when large numbers of children or adolescents may be likely to be listening.

All advertisements broadcast during such periods must conform to the principles stated in paragraphs 10, 11, 12, 13 and 15, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children, or arousing false hopes in their minds.

(b) Advertising matter should be presented with courtesy and good taste. Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying urgency should be avoided. Every effort should be made to keep the advertisement in harmony with the content and general tone of the program in which it occurs.

(c) Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Advertisements on Sundays must comply with the foregoing standards and are also subject to special conditions set out in paragraphs 46 to 54 of these Standards.

(e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1964 (see paragraphs 18 and 19).

(f) The simulation of voices of real persons should be avoided unless permission has been obtained from the person whose voice it is proposed to simulate.

ACCEPTABILITY OF ADVERTISING MATTER

37. In the application of sub-section (3) of section 100 of the Act licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:—

(a) All advertising matter must comply with the laws of the Commonwealth and the States relating thereto.

(b) A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser.

(c) A licensee may refuse to permit the broadcasting of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

(d) The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements.

Liquor should not be advertised in proximity to children's sessions, or at other times when the audience may be expected to include a large proportion of children and young people. Such advertisements should not be broadcast on Sundays.

Licensees should ensure that all liquor advertising and especially that associated with sporting events (when large numbers of adolescents may be listening) is presented in good taste and with restraint.

(e) Because some products (especially those of a personal nature) are unsuitable for inclusion in programs which may be listened to in the family circle, great discretion and care should be applied in the acceptance and presentation of advertisements of such products.

Products or services which are generally regarded as unsuitable for conversation in mixed groups should not be advertised.

(f) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be broadcast. Such advertisements should not be broadcast in proximity to children's sessions, at times when the audience may be expected to include a large proportion of children and young people, nor at any time on Sunday; and should be presented in good taste and with restraint.

Advertisements soliciting business concerning forecasts of results of sporting event should not be broadcast.

(g) Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted.

(h) The advertising of firearms and associated equipment should be treated with discretion.

(i) Advertising by intitions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses should be avoided.

(j) Advertisements for money-lenders should be avoided. Advertisements for any form of speculative finance should be closely examined

before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

(k) Direct or indirect advertisements relating to lotteries, or any information concerning them, may be broadcast only if it is permissible to publish such an advertisement under the law of the State in which the station broadcasting the advertisement is situated.

(l) No advertising matter should be associated with any actuality program in which the principal interest centres around a public appearance of any member of the Royal Family.

ADVERTISING TIME STANDARDS

38. For the purpose of calculating the amount of time occupied by advertising matter this expression includes—

(a) all words relating to goods and services whether in the form of a direct advertisement, a slogan, a description, or any other identifiable reference in the course of the program to any goods or services included in the program whether of the advertiser or not; and

(b) all music and sound effects associated with such advertisements.

In programs containing information which purports to have general application but which in practice refers only to the goods or services of the advertiser whose name is associated with that part of the program, the time occupied by the broadcasting of such information shall be regarded as time occupied by advertising matter.

39. Weekday Advertising.—The following standards shall apply to the broadcasting of advertisements from a commercial broadcasting station on any day except Sunday, Christmas Day and Good Friday.

40. In programs which are sponsored the time devoted to all advertising matter should not exceed the following periods:—

(a) in programs exceeding fifteen minutes in duration, a period calculated at the rate of two minutes in each fifteen minutes of program, or part thereof;

(b) in programs not exceeding fifteen minutes in duration, the following periods:—

In a 5-minute program, 1 minute.

In a 7½-minute program, 1½ minutes.

In a 10-minute program, 2 minutes.

In a 15-minute program, 2½ minutes.

41. Spot advertisements may be included in any program period set aside for the purpose of broadcasting such advertisements but should be distributed at reasonable intervals throughout the program, having regard to the entertainment or service to be provided during the period.

42. Not more than 30 per centum of any program period during which spot advertisements are broadcast may be devoted to advertising matter; and not more than eighteen minutes may be so occupied in any period of 60 minutes.

43. Programs should be so arranged that no more than four advertisements occur consecutively.

44. Subject to the preceding paragraph, spot advertisements may be broadcast in groups, if each advertisement complies with these Standards and if no group exceeds 1½ minutes in duration.

Each group of advertisements should be separated from adjacent groups by a substantial item of service or entertainment. In this context an announcement of the time, or station identification, or both together, will not be regarded as a substantial item.

45. Paragraphs 40, 42, 43 and 44 do not apply to programs which take the form of a shopping guide, market information, or similar matter and so provide a special service to listeners in which advertisements provide an

informative and integral part of the program content; but

(a) the time occupied by any single advertising announcement should not exceed one minute;

(b) not more than nine hours in any period of seven days should be devoted to such programs.

46. Sunday Advertising.—The standards set out in the following paragraphs shall apply to advertisements broadcast on Sundays.

47. Advertisements may be included in a sponsored session, but the time devoted to advertising matter in such a session shall not exceed ten per centum of the total time occupied by the session, and the number of advertising announcements shall not exceed two in any period of fifteen minutes.

48. Spot announcements may be broadcast, but, except as expressly provided in paragraph 53, the total time occupied by such announcements shall not exceed six minutes in any period of one hour. Not more than two groups of advertisements shall be included in any one period of fifteen minutes.

49. The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service.

50. No advertisements relating to alcoholic liquor shall be broadcast.

51. Advertisements (other than opening and closing announcements) shall not be broadcast during any part of a sponsored session which is devoted to the broadcasting of divine worship or other matter of a religious nature. Opening and closing announcements in respect of such a session shall not contain any reference to the price of any goods or services.

52. Spot advertisements shall not be broadcast during a session which is devoted to the broadcasting of divine worship or other matter of a religious nature.

53. A session containing a group of advertisements, in the form of a shopping guide, may be broadcast at any time, not later than 6pm, provided that—

(a) the time occupied by such session does not exceed fifteen minutes;

(b) the time occupied by any single advertising announcement in such session does not exceed one minute in duration; and

(c) the session is not broadcast between 11am and 12.15pm, or such other period as is usually accepted by the majority of churches in the area served by the station as the hour for holding divine worship.

54. Advertisements which are broadcast on Sunday should be presented in good taste, with discretion, and as unobtrusively as possible. Repetition and sensational presentation should be avoided, especially in statement relating to prices. Advertising matter relating to medical and toilet preparations should be kept strictly within the bounds of good taste.

55. Advertising on Christmas Day and Good Friday.—If advertisements are broadcast on Christmas Day or Good Friday they should be selected and presented with discretion, and the standards for advertising on Sundays (paragraphs 46-54) should be observed.

ADVERTISING OF MEDICINES

56. Section 100 of the Broadcasting and Television Act 1942-1964 provides that a licensee shall not broadcast an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer in a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorised delegates.

57. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject.

PART 3.—MISCELLANEOUS

PROHIBITED PROGRAM MATTER

58. The Postmaster-General, in exercise of powers conferred on him by the Broadcasting Act 1942, issued in 1946 a direction to the licensees of commercial broadcasting stations requiring them to refrain from broadcasting any talks relating to sex matters or venereal disease. This direction is still in force.

PERIODS OF OPERATION

59. Paragraph (c) of sub-section (3) of section 16 of the Act provides that the Board shall have power to determine the hours during which programs may be broadcast. The following procedure should be observed by licensees in connection with the variation of hours of service:—

(a) In the case of a proposal to vary the hours of service permanently, an application for permission to do so should be addressed to the Board's representative in the capital city of the State in which the station is located.

The application, which should be made well in advance, should include a full schedule of the proposed hours of service, and the date on which it is desired to commence the new schedule.

(b) In the case of a proposal to vary the hours of service temporarily, where the need for such a variation is known well in advance of the date concerned, application should be made to the Board's representative in the capital city of the State in which the station is located.

The application should include details of the proposed altered hours of operation and the date or dates affected, as well as the reason for the proposed variation.

(c) In an emergency, such as local or district flooding, bushfires or on other occasions on which it is desirable for special matter to be broadcast at short notice, notification of proposed temporary alterations of hours of service should be given to the Board's State representative in advance, or if this is not possible, such notification should be given with the minimum of delay after the event.

In all cases of such emergency variations, the State representative should be subsequently informed of the actual hours of service observed during the period of emergency.

MEDICAL ADVERTISING

Notes issued by the Commonwealth Director-General of Health for guidance on the preparation of medical advertisements or talks on medical subjects for broadcasting and television purposes.

THE control of advertising matters and talks on medical subjects is provided for in the following sections of the Broadcasting and Television Act 1942-1964:—

Section 100.—(1) Subject to this Act, a licensee may broadcast or televise advertisements.

(6) A licensee shall not broadcast or televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(7) The Director-General of Health may delegate to a medical officer of a State his power under this section to approve the text of an advertisement.

(8) Any such delegation is revocable in writing at will and does not prevent the exercise of a power by the Director-General of Health.

(9) A person may appeal to the Minister from any decision of the Director-General of Health or of a delegate of the Director-General of Health under this section.

Section 122.—(1) Except as prescribed, a person shall not broadcast or televise a talk on a medical subject unless the text thereof has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(4) Any person may appeal to the Minister from any refusal of the Director-General of Health or a delegate of the Director-General of Health to approve of the text of a talk on a medical subject.

It should be noted that the Act does not indicate any standards upon which the Director-General of Health is to give or withhold his approval. The Act leaves the decision to the absolute discretion of the Director-General.

Experience has shown that considerable difficulties will be avoided by the publication of a guide to standards which will help in the preparation of advertisements and talks on medical subjects. These standards are offered for the guidance of those interested and do not limit the absolute discretion vested by the Broadcasting and Television Act in the Director-General.

It is also to be noted that the approval of the Director-General of Health does not remove the requirement that the General Program Standards laid down by the Australian Broadcasting Control Board must be observed.

CENSORSHIP OF ADVERTISEMENTS BY DIRECTOR-GENERAL OF HEALTH

● Censorship is required for —
Mixtures, powders, tablets, lozenges or any

product to be taken by mouth for therapeutic use.

Drops or paints, such as eye, ear or nose drops, throat paint, etc.

Ointment, cream, pastes or powders for therapeutic use externally.

Liniments or any product to be rubbed on.

Injectations.

Tooth paste or any type of dentifrices claiming cure of decay or mouth conditions.

Hair restorers.

Antiseptic or disinfecting tablets, lotions, gargles or dressings — as applied to the human patient.

Slimming or weight reducing measures.

Foods which claim to assist "regularity" or other health problems.

● But is not required for —

Beauty creams.

Depilatories.

Baby powders or talc powders.

Sterilizing agents for false teeth.

Antiseptics or disinfectants, as applied to floors, walls, etc.

Deodorants.

Foods which claim only to provide a balanced diet or to give calorific value.

GUIDE TO STANDARDS (A) TRUTH GENERALLY

1. No matter shall be included which in any way departs from truth as to the composition, character, or action of a product or method of treatment or its suitability for the purposes for which it is recommended. No untruthful implications should be imported into any advertising matter.

2. When any testimonial is used, it must have been honestly obtained and must be limited to the actual views of the user. No testimonial should be used which has been paid for.

No testimonial given by a foreign doctor should be in any way used so as to imply that the doctor is a British doctor.

No testimonial given by a person holding the title of "doctor", who is not a doctor in medicine should be used without a definite statement of the profession or cult in which this person holds the title.

In the case of any testimonial, the person using it may be called upon to furnish the original.

3. Any statement or testimonial given by a doctor in medicine should be accompanied in the advertising matter by the reference to the original publication in which the statement appeared.

4. Where any reference to a published statement is used the person using it may be called upon to furnish the original reference.

Any reference to a published statement will be disallowed if the passage has been removed from its context so that its original sense is distorted, or so that it is applied to support the advertiser's interests in a manner not contemplated by the original author.

5. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

6. No manufacturer or distributor of proprietary medicines should without authority use any title, description or address which may lead persons to believe that the product recommended emanates from any hospital or official source, or is otherwise than a proprietary medicine advertised by a particular manufacturer for the purpose specified.

(B) DECENCY AND ETHICS

7. No spoken or pictorial representation may be used which dramatizes distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the medicine not being used. No spoken or pictorial representation of vivisection will be allowed.

8. No advertisement should contain any matter which would lead persons to believe from the symptoms described that they are suffering from any serious ailment.

9. No description of any proprietary medicine should be used which describes graphically or repellantly any bodily functions or matters which are generally not considered acceptable topics of conversation in mixed social groups.

For example, and without limiting the scope, the use of the following words or expressions will not be permitted:

Bad breath, bladder disorders, bowels, diarrhoea, excreta, flushing the kidneys, festers, scabs, intestines, piles, urine, body odour, sour stomach.

Advertisements relating to contraceptives will not be permitted.

10. No advertisement should contain any intimation that—

(a) The person advertising is prepared to diagnose by correspondence diseased conditions or any particular diseased condition in a human being;

(b) The person advertising is prepared to receive from any person a statement of his or any other person's ill health with a view to advising as to, or providing for, the treatment of such ill health by correspondence.

11. No person should issue any advertisement claiming to cure chronic or incurable ailments or for use in conditions in which self-medication presents a risk.

12. No person should advertise any prepara-

tion which contains drugs in dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

13. An advertisement should not contain any guarantee of "money back".

14. No advertisement should contain any matter which could be regarded as claiming that any course of treatment or proprietary medicine is efficacious for the prevention or cure of a serious disease which properly should be under the care of a medical man, and, in particular, no person should advertise or offer for sale to the public any course of treatment or proprietary medicine which is directly or by implication held out as being effective:

(a) for the treatment of diseases of the kidneys, cancer, tuberculosis, diabetes, epilepsy, fits, locomotor ataxia, gastric ulcer, varicose veins, gallstones, high or low blood pressure or diseased arteries, apoplexy or "stroke", lupus, paralysis, hernia or rupture.

(b) For the cure of amenorrhoea, blindness, or any structural or organic ailment of the auditory system;

(c) For developing the bust or raising the height;

(d) For removing sexual weakness or impotence or increasing virility or reproductive power;

(e) For procuring miscarriage or abortion;

(f) For the treatment of conditions or habits associated with sexual excess or indulgence or of any ailment associated with those habits.

15. In the case of any preparation stated to contain vitamins, the advertiser may be requested to furnish information as to the name of each vitamin present in the preparation and the quantity (expressed in international units or milligrammes) of each vitamin in a stated quantity of the preparation.

16. Reference to alcohol as a medicine will not be permitted either by direct advertisement or by implication.

17. No derogatory reference whether spoken or visual will be allowed for advertising purposes to any physical or mental affliction or deformity. Any reference to such infirmities must avoid bringing ridicule or offence to the sufferers or their families.

18. Advertising material should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.

19. Actual methods of treatment shall not be depicted as part of an advertisement relating to any course of treatment or proprietary medicine.

20. The appearance of a patient receiving treatment, or under the influence of a drug or hypnotism will not be approved for advertising purposes.

21. The appearance of a patient implying or testifying to the cure of any condition will not be approved.

(C) TRUTH IN RELATION TO MEDICAL ADVERTISING

22. The word "cure" or any visual implication that the proprietary medicine will

definitely cure the condition described, will very rarely be justified. The use of this word and such pictorial matter will be critically examined.

23. Advertisements should not contain—

(a) General statements not properly qualified;

(b) Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;

(c) Statements directly stating or implying that "all" diseases are due to a particular cause.

For example—

(a) "All skin rashes and blotches, not over-looking rheumatism, neuritis and other similar functional disorders. All these complaints are the direct result of improper eating of foods and the improper combination of foods".

(b) "If your body has the right food, and digests that food properly, then you will be perfectly healthy".

24. Statements should not be used in respect of any preparation that is "the best", "the most successful", "safest", "quickest", or containing any similar use of superlative adjectives involving comparison with other remedies, or departures from strict truth.

Examples of expressions which should not be used are—

"The only preparation" which will achieve a certain result; "A certain" or "unfailing" remedy for any particular purpose; "Nature's own remedy"; "Australia's national remedy"; "One dose will immediately . . ."; "Never fails"; "You can always depend on . . .";

"Used by more persons than any other preparation of its kind"; "There's nothing better than . . ."; "There's nothing like . . ."; "The ideal remedy". One particular form of advertising should not be used. This form attempts to convey the impression that the preparation is a secret held by the manufacturers as a result of years of devoted and persistent research on the part of eminent scientists who are at last able to present the nation with wonderful results.

An alternative method of conveying the same ideas and equally to be avoided is that the formula is one that is "centuries old", "was known to the ancients"—and it is occasionally suggested that it has been lost for centuries and only just now rediscovered.

Variants of this kind of advertising are—
". . . is a new scientific preparation perfected by over 50 years' scientific research";
". . . men of science have for years searched for . . . At last they have found it".

". . . unique formula adopted after years of research by highly skilled chemists";
". . . originated in a centuries-old oriental formula".

25. Certain words, such as "vitality", which are capable of an interpretation possibly not intended by the advertiser should not be used.

26. There shall be no implication that the announcer is a doctor or dentist nor shall the background or set imply in any way that the announcement is being made from the professional rooms of a doctor or dentist or from a hospital.

MEDICAL ADVERTISING

ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF ADVERTISERS AND BROADCASTERS

A: BROADCASTING

(i) All approvals for broadcasting scripts will be for a definite period only. The period will be indicated by the Director-General of Health in his approval.

(ii) Broadcasting scripts should reach the Director-General at least ten days before the projected date of broadcasting.

(iii) Broadcasting script must be sent in duplicate so that an approved copy may be returned to the sponsor while the original is held by the Director-General.

(iv) Extra copies should not be sent.

(v) Space should be left at the bottom of each page of script in order that any written approval or stamp by the Director-General may be inserted without covering the actual script.

B: TELEVISION

All material proposed for medical advertising by television will require to be submitted in a form that allows the relationship of the visual and sound contents one to the other

to be clearly understood.

A large proportion of television advertising will be by "stills" or by films.

For "stills", approval may be sought when the preliminary sketches have been drawn or when the slides or art work are complete.

For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that the advertisers might consult the Director-General at the commencement, when little expenditure has been incurred but when the treatment has been decided on and at one or both of the following intermediate stages in the preparation of material if required:—

(i) When the screen play, shooting script or story board has been finalised.

(ii) When the film has been completed but before the sound track has been added.

Films which have been imported into Australia in completed form will of necessity require to be submitted to the Director-General in that form. These films will have been subject to censorship by the Commonwealth Film Censorship Board on importation.

The approval by that Board for the use on television of films which deal with matters of a medical nature, whether for advertising or other purposes, will be given subject to the subsequent approval of the Director-General of Health in the terms of his authority under the Act.

VOLUNTARY GUIDE FOR MANUFACTURERS AND ADVERTISERS

RULES RELATING TO THE ADVERTISING OF PROPRIETARY MEDICINES

Agreed to by the Federal Government health authorities, advertisers, agencies and media and issued in November, 1961.

PREFACE: Advertising is an important commercial procedure in marketing products and no group of commodities receives more attention in this respect than proprietary medicines.

In the public interest and in the interest of reputable advertisers of these commodities a code of rules is necessary as a guide in the preparation of advertisements.

Labelling and packaging must comply with State requirements and, before a commercial script is submitted to the censor, care should be taken to ensure that State legislation controlling advertising is not contravened.

While the advertising and displaying of goods in an attractive manner is essential to the vendor in this competitive world, it is also helpful to the consumer if fairly and honestly done. On the other hand, it may be abused in such a way as to deceive the consumer through the employment of unfair and dishonest practices. Such objectionable methods are a disadvantage to ethical competitors and detrimental to trade as a whole.

PRINCIPLES: The following principles should be observed:—

- (1) Tell the truth about what is offered in such a manner that its significance will be understood by the trusting as well as the analytical consumer.
- (2) Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.

SCOPE: This Code applies to proprietary medicines for which a therapeutic use is claimed.

Therapeutic use means use for the purposes of:—

- (1) Preventing, diagnosing, curing or alleviating a condition, ailment, defect or injury.
- (2) Influencing, inhibiting or modifying a physiological process.

PROHIBITED: No advertisement may contain any reference to the following:—

Anaemia (all forms), Arthritis (all forms), Barber's Rash, Cancer, Cardiovascular disease, including low or high blood pressure, diseases of the central nervous system, consumption, croup, development of the bust, enlarged glands, epilepsy, erysipelas.

Also gallstones, glandular ailments of any kind, goitre, hormones, impotence or virility, diseases of the kidneys, lupus, menopausal conditions, menstrual irregularities (claims for relief of pain are permissible), phlebitis, psoriasis, purpura, pyorrhoea, raising the height, ringworm, scabies, sexual weakness, thrombosis, tuberculosis, ulcers in the mouth, varicose ulcers, venereal disease, whooping cough,

and any others which may be determined by the agreement of all parties.

ACCEPTED WITH LIMITATION: Only claims to relieve the sufferer, or to alleviate the condition, are permissible in the following:—

Asthma attacks, baldness, bladder conditions (advertising prohibited in certain States), bronchitis, catarrh, colds and coughs, deafness,

duodenal ulcer, eczema, fungus infections, except ringworm, gastric ulcer.

Also haemorrhoids, headaches, indigestion, impetigo, influenza, overweight, rheumatism, rupture, sinus infection, varicose veins, vitamin deficiency,

and any others which may be determined by the agreement of all parties.

ADVERTISED LITERATURE: When advertising from any source offers in its copy a booklet — paid or unpaid — the advertiser must submit such booklet or book to the censor together with his proposed advertisement. If the booklet does not conform with these censorship regulations, the advertising copy will not be accepted.

It should not be assumed that new copy prepared is in conformity with rulings on previous copy. It is necessary to submit ALL new copy.

Reference to a published statement will be disallowed if the passage has been removed from its context leading to distortion of the original sense.

UNACCEPTABLE WORDS: Words such as piles, constipation, flushing the kidneys, scabs, excreta, etc., are not acceptable in headings or display lines.

Offensive words are not permitted in any advertising copy.

ILLUSTRATION: Illustrations or diagrams of the human body shall not include the area between the shoulders and the knees, except when approval is specifically obtained. An illustration will be barred if it depicts excessive pain or suffering, or is for any other reason unsuitable for publication.

OVERSTATEMENTS: False and misleading statements are specifically prohibited. Statements such as the following are generally regarded as false and misleading:

"Vanishes like magic", "disappears overnight", "never fails", "infallible", "the ideal remedy", etc.

The use of superlatives will not be approved, nor should disparaging references to other preparations be made, overtly or by inference.

SCIENTIFIC CLAIMS: Where a scientific claim, such as "Laboratory tested", "Science has proved", etc., is made, concerning which the Censor has any doubt, he should consult an appropriate scientific authority.

DIAGNOSIS OR TREATMENT BY CORRESPONDENCE: No advertisement should contain any intimation that the person advertising is prepared to diagnose or treat by correspondence, diseases, conditions or symptoms of ill-health in a human being.

MONEY BACK GUARANTEE: Money back guarantees are prohibited.

ADDITIONAL ITEMS, not involving the use of proprietary medicines:—

No advertisement may contain any reference to therapy by hypnosis or to restoration of more effective eyesight by eye exercises.

AMENDMENT TO RULES: This code is to be revised every five years or as required, by the agreement of all parties.

This is a voluntary code and has no legislative implications.

FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS

Rules for Accreditation of Advertising Service Agencies. (Amended October, 1959)

1. For the purpose of these rules—

(a) "Federation" means Federation of Australian Commercial Broadcasters.

(b) "Federal Council" means the Federal Council of the Federation of Australian Commercial Broadcasters.

(c) "Secretary" means the secretary of the Australian Federation of Commercial Broadcasters.

(d) An "agency" is for the purpose of these rules an advertising service agency which has applied for or has obtained accreditation from the Federal council.

(e) A "member" of the Australian Association of Advertising Agencies means a member of any of the bodies affiliated with that Association.

(f) "Station" means a commercial broadcasting station.

2. For the purpose of these rules full powers on behalf of the Federation to issue, withhold and cancel accreditation certificates are vested in the Federal council.

3. All applications for accreditation or renewal of accreditation shall be made to the secretary on the form prescribed in the schedule hereto accompanied by a fee of £5 5s, and agencies seeking renewal shall make application not later than the 31st October of each year. Such applications shall be supported by whatever evidence may be required by the Federal council that the applicant maintains a properly equipped office, has the necessary financial standing and ability to carry out the undertakings involved in the granting of accreditation under these rules and in respect of an agency established after the 1st January, 1938, is independent of any financial control by or arrangement with any advertiser or station whereby the latter obtains any interest in the commissions paid to the applicant.

4. Applications for accreditations shall be made individually by agencies whether trading as individuals, partners or incorporated companies. In the case of partnerships the application must be signed by all of the partners, and in the case of corporations the application must be signed in conformity with the company's articles of association.

5. (a) The period of accreditation shall be

as determined by the management subject to no accreditations exceeding 12 months from the first day of January in each year.

(b) All accreditations in force on the 31st December of each year shall terminate on that date.

6. A certificate shall be issued by the secretary to the agency accredited.

7. The Federal council shall consult with the Australian Association of Advertising Agencies upon all matters affecting the interest of their 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 Federal council.

9. Accreditation may be withdrawn or withheld by the Federal council 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 punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the said books on the premises and permit at all times the Federation, its auditors, servants or agents authorised thereto in writing to examine and report on the said books, and to inspect all contracts and other documents of the accredited agent, and the accredited agency shall at all times furnish all such information as the Federation or the said auditors, servants or agents may require for the purpose of verifying the same or otherwise.

11. No agency shall offer to any advertiser or seek from any station an advantage or concession in its rates, station time or other advantage not included in the station's schedule of rates and conditions upon which advertising agencies are authorised to quote.

12. Stations shall pay accredited agencies commission on air time and features at the ruling rates fixed from time to time by the Federation. Not less than two months notice shall be given to the accredited agencies

of any variation in the rate of commission. In the event of any variation of commission rates or any variation in advertising rates, such variation shall not apply to existing orders or to bona fide quotations already made by an agency to an overseas client; this arrangement to be subject to the production of evidence satisfactory to the station concerned.

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 stations shall be retained by the agency and shall not be shared with or rebated to any person, firm or company directly or indirectly and shall be apart from any service fees that may be charged by the agency to the client.

15. The agency shall accept full responsibility for the payment of its clients' accounts in respect of all orders placed by the agency, or on which commission is paid or payable in accordance with the standard terms and conditions of the form of advertising contract issued by the Federation and in addition will be liable jointly and severally with the advertiser in respect of all other monies 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 obligations of the order shall rest with the agency to whom the contract has been transferred, and all monies payable under the order for which the transferring agency is or could thereafter become liable to the station or stations shall be payable by the agency to whom the contract has been transferred without, however, releasing the transferring agency from its liability to the station or stations under the terms of the contract.

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 time be made 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 com-

missionable master order shall be deemed to be one in respect 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 proprietor supplies satisfactory evidence that the products 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 are attached 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 defraying 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 but such other agent shall be responsible for any payment in respect to 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 cancelling of a master order is vested in the Federal council.

21. The agency shall conform strictly to the Federation's Standards of Broadcasting Practice and to the standards laid down from time to time by the Australian Broadcasting Control Board, and the individual station's conditions respecting:

(a) Program standards

(b) Policy

(c) Receipt of copy

(d) Amount of wordage

and shall ensure that all advertising submitted is clean, honest and truthful advertising.

22. Should an agency retire from business as an agency, its right of accreditation shall forthwith lapse but it shall be responsible for all obligations under current contracts with stations.

23. In the event of an agency reconstructing its business or effecting any changes in its proprietary, the secretary shall immediately be advised and its accreditation shall be subject to review by the Federal council 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 Federal council 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 Federal council nor any member thereof shall be liable to be sued by reason or in respect thereof.

25. All orders shall be deemed to include the terms and conditions prescribed by the Federation, providing any variation thereof may, at the option of either party, be subject to the approval of the Federation prior

to acceptance of the order. Such conditions shall operate irrespective of whether or not an order is issued on the official order form of the agency, and such conditions shall supersede anything to the contrary which may appear on the order issued by the agency.

26. An agency may require from any station a declaration certifying that announcements scheduled have been duly made in terms of the order on the Standard Broadcast Advisory Reports.

27. An agency shall not undertake to represent exclusively any station or group of stations.

28. Nothing in these rules shall impair the right of a station of direct access to the advertiser on all questions affecting the latter's business with the station.

29. Subject to observance in all respects of the foregoing rules, the rate of commission to be paid by stations to agencies shall be:

(i) $7\frac{1}{2}$ pc of the amount of station time involved if the agency negotiates and signs the contract but does not prepare the copy and service the account.

(ii) $12\frac{1}{2}$ pc of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) $12\frac{1}{2}$ pc of the value of the features purchased from a station on behalf of a client but which excludes landlines, prize money, or other out of pocket expenses.

TELEVISION ADVERTISING BOARD

Rules for Accreditation of Advertising Service Agencies

DEFINITIONS

1. For the purpose of these Rules:—
 - (a) "Accredited agent" means an advertising agent which has been granted current accreditation by the Television Advertising Board pursuant to these Rules.
 - (b) "General manager" means the general manager of the Federation of Australian Commercial Television Stations and its Television Advertising Board division.
 - (c) "Rules" means these Rules of Accreditation of advertising agents.
 - (d) "Station" means a commercial television station which is a member of the Federation of Australian Commercial Television Stations.
 - (e) "Television Advertising Board" means the Television Advertising Board division of the Federation of Australian Commercial Television Stations.

RULES

2. These Rules may be altered at any time and from time to time by resolution of the Television Advertising Board, and a statement signed by the general manager shall be prima facie evidence of the rules for the time being in force.

APPLICATION FOR ACCREDITATION

3. An advertising agent whether it be an individual, partnership, or company seeking accreditation pursuant to these Rules shall make written application in the form or forms prescribed by the Television Advertising Board, and shall contain an undertaking of agreement to abide and be bound by the rules issued from time to time by the Television Advertising Board.

4. Application shall be supported by evidence to the satisfaction of the Television Advertising Board:—
 - (a) In the case of an individual or partnership that the applicant has the ability, experience and financial standing necessary to carry out the obligations accepted by and imposed upon accredited agents under these Rules.
 - (b) In the case of a company that the directors of the company have the ability and experience and that the company has the financial standing necessary to carry out the obligations accepted by and imposed upon accredited agents under these Rules.
 - (c) That the applicant maintains a properly equipped office to the standard required by the Television Advertising Board.
 - (d) That the applicant services and places a volume of advertising satisfactory to the Television Advertising Board.

GRANT OF ACCREDITATION

5. (a) For the purposes of these Rules full powers to grant, refuse and cancel accreditation is vested in the Television Advertising Board which is not required and compelled to assign or give any reason for its refusal or cancellation.
- (b) A grant of accreditation may be made either on a Federal basis or on a State basis which has limited operation within a particular State or States.
- (c) A Certificate of Accreditation shall be issued by the general manager to the agency accredited under these Rules, but such certificate will at all times remain the property of the Federation of Australian Commercial Television Stations and is to be returned on demand by the general manager.
- (d) A statement signed by the general manager as to whether or not an advertising agent is an accredited

agent pursuant to these Rules shall be conclusive evidence as to whether or not such agent is accredited or not on the date mentioned.

PERIOD OF ACCREDITATION

6. (a) The grant of accreditation shall be for the period determined by the Television Advertising Board subject to no accreditation exceeding twelve months from the first day of January in each year.
- (b) All accreditations in force on the 31st December of each year shall terminate on that date. Application for renewal of accreditation may be made by any agent in the manner provided for application for accreditation under those Rules.

CHANGES IN PROPRIETARY OR EXECUTIVE CONTROL OR IN SHAREHOLDING

7. (a) (i) An accredited agent who ceases to carry on business as an advertising agent or who retires from a firm or partnership consisting of accredited agents, must give notice to the Television Advertising Board within seven days after the cessation of his business or of his retirement.
- (ii) Within seven days after the admission of any additional member to partnership in a firm or partnership of accredited advertising agents or of the conversion of any existing partnership consisting of accredited agents notice of any such admission or conversion to a company must be given in writing to the Television Advertising Board;
- (iii) In the case of any company granted and holding accreditation under these rules notice must be given by the company to the Television Advertising Board within seven days of—
 - (i) Any change made in the constitution, memorandum or articles of association of the accredited company;
 - (ii) Any reconstruction of the accredited company or

amalgamation of the accredited company with any other company;

- (iii) Any transfer of any share or shares in the company registered by the directors of the accredited company;
 - (iv) Any change in the beneficial ownership of any share or shares in the company known to the directors of the accredited company;
 - (v) Any allotment or issue of any new shares in the accredited company;
 - (vi) Any change made in the personnel of the directors of the accredited company;
 - (vii) Any substantial alteration made in the capital invested in or lent to the accredited company;
 - (viii) Any other change or changes made in the constitution membership or control of the accredited company.
- (b) An accredited agent shall forthwith give to the Television Advertising Board in writing all relative information, facts, data, particulars and material as the Television Advertising Board may at any time or from time to time require in respect of any changes in the constitution of a partnership or firm of which the agent is a member; of the formation of any incorporated company to carry on business of an advertising agent and of which the agent has become a member; of any changes in the constitution or memorandum or articles of association or of the reconstruction or amalgamation or of the transfer, change in beneficial ownership or allotment or issue of any shares in or of any changes in the directorate of capital invested or lent to or changes in the constitution membership or control of any accredited company. If so requested by the Television Advertising Board such information, facts, data, particulars and material must be verified by statutory declaration or affidavit.
 - (c) Unless the Television Advertising Board approves the continuance of accreditation, it shall forthwith lapse but the agency will be held responsible for all obligations under current contracts with stations.

CANCELLATION OF ACCREDITATION

8. (a) Accreditation may be cancelled at any time by the Television Advertising Board:—
- (i) in the event of any misstatement or nondisclosure to the Television Advertising Board,
 - (ii) in the event of the accredited agent being unable to pay its debts as they become due,
 - (iii) in the event of the accredited agent not paying its account to any station within its due date or
 - (iv) for any breach, non-performance or non-observance of these Rules for the time being in force, or
 - (v) if the Television Advertising Board in its absolute discretion shall so determine.
- (b) Accreditation may be cancelled by resolution of the Television Advertising Board. Before passing any such resolution the Television Advertising Board may call upon the accredited agent whose accreditation it is proposed to cancel, to make such application, either orally or in writing, as it may require, but the Television Advertising Board shall not be bound to do so.
- (c) Immediately a resolution of cancellation of accreditation is passed by the Television Advertising Board, the accreditation shall forthwith be determined and the advertising agent shall be so informed in writing of such termination and is required to return to the general manager the Certificate of Accreditation.

COMMISSION

9. Only accredited agents shall be eligible to receive commission from a station, and commission shall be payable only to the agent preparing and lodging copy, and then only as time and/or programs are paid for in accordance with Rule 13.
10. Ten per cent (10pc) commission is payable on all advertising handled and placed by accredited agents with the exception of:—
- (a) Advertising which has not been accepted and/or telecast for any reason whatsoever by the station with whom the advertising is placed or sought to be placed.
 - (b) Advertising placed by agents which

are in breach of the rules of the Television Advertising Board and telecast after such breach.

- (c) Advertising placed by an accredited agent whose accreditation has been cancelled prior to the telecast of the advertising in respect of which commission would otherwise be payable.
 - (d) Advertising in respect of which an accredited agent gives, credits or promises to an advertiser any benefit in the nature of rebate or commission.
 - (e) Advertising in respect of which an accredited agent commits a breach of Rule 15.
 - (f) Advertising in respect of which a resolution is passed by the Television Advertising Board that or to the effect that no commission shall be payable.
 - (g) Advertising not paid in accordance with the provisions of Rule 13.
11. No commission shall be payable on the cost of PMG microwave or coaxial relays; prize money; sporting rights or other out of pocket expenses.
12. No accredited agent shall accept from any member station any higher commission than the ten per cent prescribed by Rule 10.
13. Except where stipulated by stations, all commissionable advertising received through an advertising agent will be charged to the advertising agent, and the account will be due and payable within 30 days of the date of the invoice. In cases where advertising agents' accounts are not paid within 45 days from the end of the month in which the account is incurred, such non-payment shall be reported to the Television Advertising Board by the member station concerned and no commission shall be paid on such accounts.
14. In the event of any agency being granted an extension of time for payment of an account, the advertiser shall be informed by the Television Advertising Board. If an extension is granted commission shall not be paid.

REBATING OF COMMISSION

15. (a) The full commission allowed by the station shall be retained by the accredited agents, and subject to the provisions contained in this clause, shall not be shared with or rebated to, any other person, firm or company, directly or indirectly. This provision shall not be held to prohibit an accredited agent sharing any part of the commission with any accredited agent or from paying to any bona fide canvasser or repre-

sentative employed by the agent to secure advertising accounts, a share of the commission payable by the station.

- (b) Agencies break this rule if they supply free or partly free any material or if they defray in whole or in part the salary of any employee or an advertiser, or make any allowance or do anything which in effect is equivalent to rebating any part of the commission.

TRANSFER OF ACCOUNTS

16. In the case of the transfer of an advertising account from one agency to another during the currency of any order, both agencies shall inform the station or stations in writing of the transfer, and the fulfilment of all obligations of the order shall rest with the agency to whom the contract has been transferred.

LIABILITY

17. The advertising agent shall accept full responsibility for the payment of his client's accounts in respect of all orders received from or through the agent on which commission is payable.
- Signature to the order shall be by the accredited agent; signature "for and on behalf of" his client will not be accepted.
- In the case of a transfer of an advertising account from one accredited agent to another accredited agent, both agents shall inform the station or stations in writing of the transfer.
- The current advertising order may be cancelled by the agent relinquishing the account in which case debits or credits due at the time of cancellation will be passed to him; or the agent taking over the account may signify in writing that he accepts responsibility for the original order in which case he will be responsible for any adjustment of charges that may be made at the end of the period.

RIGHT OF INVESTIGATION

18. Every accredited agent shall keep the usual books of account and punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the set of books on the premises and

permit at all times the Television Advertising Board, its auditors, servants or agents authorised thereto in writing, to examine and report on the said books and to inspect all contracts and other documents of the accredited agent, and the accredited agent shall at all times furnish all such information as the Television Advertising Board or the said auditors, servants or agents may require for the purpose of verifying same or otherwise.

RIGHTS OF ACCESS

19. Nothing in these rules shall impair the right of the station to direct access to any advertiser on all matters relating to advertising.

ADVERTISING STANDARDS

20. The Agency shall conform strictly to the Broadcasting Control Board Standards on Television Broadcasting Practice, the Television Advertising Board's Advertising Regulations as issued from time to time, and the individual station's conditions respecting:
- (a) Program Standards
 - (b) Policy
 - (c) Receipt of advertising matter
 - (d) Commercial time limitations
- and shall ensure that all advertising submitted is clean, honest and truthful advertising.

NOTICES

21. (a) Notifications to the Television Advertising Board pursuant to these Rules are required to be made to:
The General Manager,
Television Advertising Board,
Suite 404, Caltex House,
167 Kent Street,
Sydney.
- (b) Any notice sent by post by the Television Advertising Board shall be deemed to have been served on the day following that on which the envelope or wrapper containing the same is posted, and in proving such service, it shall be sufficient to prove that the envelope or wrapper containing the notice was properly addressed and put into a post office or receptacle provided for the posting of letters.
- A certificate in writing signed by the general manager that the

envelope or wrapper containing the notice was so addressed and posted shall be conclusive evidence thereof.

ACCREDITING BODY

22. (a) Accreditation by the Television Advertising Board will be accepted by member stations of the Federation of Australian Commercial Television Stations.
- (b) Any additions or alterations in such membership will be advised from time to time to accredited agents but as at the 31st December, 1964 membership consisted of:—

A.C.T. AND NEW SOUTH WALES
Amalgamated Television Services Ltd (ATN-7) Sydney
Television Corporation Ltd (TCN-9) Sydney

United Telecasters Sydney Ltd (TEN-10)

Country Television Services Ltd (CBN-8) Orange

Canberra Television Ltd (CTC-7) Canberra

Newcastle Broadcasting and Television Corporation (NBN-3) Newcastle

Northern Rivers Television Ltd (NRN-10)

Richmond Tweed TV Ltd (RTN-8) Lismore

Riverina Television Ltd (RVN-2)

Television Wollongong Transmissions Ltd (WIN-4) Wollongong

VICTORIA

Austarama Television Pty Ltd (ATV-0)

General Television Corp Pty Ltd (GTV-9) Melbourne

Herald-Sun Television Pty Ltd (HSV-7) Melbourne

Albury Upper Murray TV Ltd, (AMV-4)

Bendigo & Central Vic. Telecasters Ltd (BCV-8) Bendigo

Ballarat & Western Victoria TV Ltd (BTV-6) Ballarat

Gippsland-Latrobe Valley Telecasters Ltd (GLV-10) Traralgon

Goulburn-Murray Television Ltd (GMV-6) Shepparton

QUEENSLAND

Brisbane Television Ltd (BTQ-7) Brisbane

Queensland Television Ltd (QTQ-9) Brisbane

Darling Downs TV Ltd (DDQ-10) Toowoomba

Telecasters North Queensland Ltd (TNQ-7) Townsville

Rockhampton Television Ltd (RTQ-7) Rockhampton.

ADELAIDE

Television Broadcasters Ltd (ADS-7) Adelaide

Southern Television Corporation Ltd (NWS-9) Adelaide

WESTERN AUSTRALIA

TVW Limited (TVW-7) Perth

TASMANIA

Tasmanian Television Limited (TVT-6) Hobart

Northern Television Ltd (TNT-9) Launceston

New Zealand Section

- *New Zealand Broadcasting Corporation (page 438)*
- *Advertising agencies (pages 439-442)*
- *Public relations consultants (page 442)*
- *Leading advertisers (pages 443-449)*
- *Television production companies (page 450)*



NEW ZEALAND BROADCASTING CORPORATION

BRROADCASTING began in New Zealand with the endeavors of numerous small radio stations to provide some form of service and entertainment to their local communities.

While the earliest of such efforts dates back to 1922, systematised broadcasting was not initiated until 1926 when the Government granted the Radio Broadcasting Company of New Zealand a five-year licence to establish and operate a national, non-advertising broadcasting service.

By the Broadcasting Act of 1936 the National Broadcasting Service was established as a Government department with a Director of Broadcasting responsible for administration.

The following year a Broadcasting Amendment Act created the National Commercial Broadcasting Service, administered by a controller, and until 1943 the two organisations existed side by side.

A Statutes Amendment Act in 1943 abolished the commercial service as a separate entity and made it part of the National Broadcasting Service.

In 1946 the name was changed to the New Zealand Broadcasting Service and became a corporation in 1962.

Head Office: Bowen State Bldg, Bowen-st, Wellington, NZ. PO Box 98. Phone 70-999.

RADIO STATIONS

In the following list of medium wave broadcasting stations of the NZBC, those marked * are advertising or part-time advertising stations.

Whangarei: 1XN,* PO Box 333 (970kcs, 2kw); repeater transmitters, 1XA,* Kaitaia (1440kcs, 2kw), 1XE,* Kaikohe (1220kcs, 2kw).

Auckland: 1YA, PO Box 2209 (760kcs, 20kw); 1YC, PO Box 2209 (880kcs, 10kw); 1ZB,* PO Box 2209 (1070kcs, 10kw); 1YD,* PO Box 2209 (1250kcs, 2.5kw).

Tauranga: 1ZD,* PO Box 205 (1000kcs, 10kw).

Hamilton: 1XH,* PO Box 489 (1310kcs, 2kw); 1YW, PO Box 489 (1140kcs, 2kw).

Rotorua: 1YZ, PO Box 498 (800kcs, 10kw); 1ZC,* PO Box 498 (1350kcs, 2kw).

Gisborne: 2XC,* PO Box 365 (1010kcs, 2kw).

New Plymouth: 2XP,* PO Box 141 (1370kcs, 2kw).

Napier: 2YZ, PO Box 161 (860kcs, 5kw); 2ZC,* PO Box 161 (1280kcs, 2.5kw).

Wanganui: 2XA*, PO Box 419 (1200kcs, 2kw).

Palmerston North: 2ZA,* PO Box 617 (940kcs, 2kw).

Masterton: 2XB,* PO Box 220 (840kcs, 2kw).

Wellington: 2YA, PO Box 2396 (570kcs,

100kw); 2YC, PO Box 2396 (660kcs, 60kw); 2YX, PO Box 2396 (1400kcs, 2kw); 2ZB,* PO Box 2396 (980kcs, 20kw); 2YD,* PO Box 2396 (1130kcs, 2kw).

Nelson: 2XN,* PO Box 113 (1340kcs, 2kw).

Greymouth: 3YZ, PO Box 24 (920kcs, 10kw); 3YW, PO Box 24 (1460kcs, 2kw); 3ZA, PO Box 24 (750kcs, 2kw).

Christchurch: 3YA, PO Box 1484 (690kcs, 20kw); 3YC, PO Box 1484 (960kcs, 10kw); 3ZB,* PO Box 1484 (1100kcs, 10kw); 3YD, PO Box 1484 (630kcs, 2kw).

Timaru: 3XC,* PO Box 275 (1160kcs, 2kw).

Dunedin: 4YA, PO Box 888 (780kcs, 20kw); repeater station 4YX, Alexandra (640kcs, 2kw); 4YC, PO Box 888 (900kcs, 10kw); 4ZB,* PO Box 888 (1040kcs, 10kw).

Invercargill: 4YZ, PO Box 802 (720kcs, 5kw); 4ZA,* PO Box 802 (820kcs, 10kw).

SHORT WAVE SERVICE

Radio New Zealand, PO Box 2396, Wellington (7.5kw, operating simultaneously on two frequencies which are varied as required for best results).

TELEVISION

AKTV-2, Auckland. Opened: June 1, 1960. **Transmitter:** Waitakere Ranges. **Studios:** Shortland Street. **Operating Hours:** Mon.-Thur., 5pm-11pm; Frid., 5pm-midnight; Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical Facilities:** Channel 2 (54-61mcs, vision 55.25, sound 60.75), 10kw ERP visual, 2kw ERP sound.

WNTV-1, Wellington. Opened: July 1, 1961. **Transmitter:** Mount Victoria. **Studios:** Waring Taylor Street. **Operating Hours:** Mon.-Thur., 5pm-11pm; Frid., 5pm-midnight; Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical Facilities:** Channel 1 (44-51mcs, vision 45.25, sound 50.75), 10kw ERP visual, 2kw ERP sound. **Translator:** Channel 6, Masterton, 188-195mcs, 100wts ERP.

CHTV-3, Christchurch. Opened: June 1, 1961. **Transmitter and studios:** Gloucester Street. **Operating Hours:** Mon.-Thurs., 5pm-11pm; Frid., 5pm-midnight; Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical Facilities:** Channel 3 (61-68mcs, vision 62.25, sound 67.75), 10kw ERP visual, 2kw ERP sound.

DNTV-2, Dunedin. Opened: July 31, 1962. **Transmitter:** Highcliff. **Studios:** Dowling Street. **Operating Hours:** Mon.-Thurs., 5pm-11pm; Frid., 5pm-midnight; Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical Facilities:** Channel 2 (54-61mcs, vision, 55.25, sound 60.75), 1kw ERP visual, 0.2kw ERP sound.

EXECUTIVES

Director-General: G. H. Stringer. **W. L. Harrison** (dir, engineering), **L. R. Scats** (dir, sound b'casting), **N. R. Palmer** (dir TV).

ADVERTISING AGENCIES

ABBREVIATIONS: NPANZ — Newspaper Proprietors' Association of New Zealand.

NZBC — New Zealand Broadcasting Corporation (radio and television).

NOTE: All agencies listed are members of the Association of New Zealand Advertising Agencies.

ABEL ADVERTISING LIMITED, 102 Albert-st, Auckland, Cl. PO Box 1401. Phone 43-661.

Directors: R. W. Abel, L. I. Abel. **Executives:** J. W. Dixon (mng'r), M. R. Pinkney (acct-exec.), K. G. Ford (prod. exec.).

Repr.: Taylor-Harmer, Adelaide, SA, Australia. **O'seas:** Worldwide offices.

Accreditations: NPANZ, NZBC.

Main Clients: Harnish & Jordan Ltd, Mac-ewans Machinery Ltd, Rickstan Industries Ltd, Coal Mining Districts Welfare & Research Council, NZ Ringamops Ltd, Butcher & Co. (NZ) Ltd, T. A. Macalister Ltd, Sutton Mason Ltd.

BARRON SHARP ADVERTISING LIMITED, CTA Bldg, 107-109 Customhouse Quay, Wellington, Cl. PO Box 2055. Phone 71-969.

Directors: R. Kenneth Barron (mng dir), John Sharp.

Executives: R. Kenneth Barron (mng dir), John Sharp (production mng'r), Laura E. Barron (secy & acct).

Repr.: Third and Partners, Auckland; L. B. Rennie and Partners, Sydney.

Accreditations: NZNPA, NZBC.

CARLTON CARRUTHERS du CHATEAU LIMITED, 111 Molesworth-st, Wellington. Phone 70-729. Telegrams Carltonad. PO Box 669.

Directors: L. L. du Chateau (mng dir), E. R. Neal, R. H. Lewis, H. P. Edwards.

Executives: Mrs Leigh-Martin (secy), E. R. Neal (office mng'r), D. Donovan (copy chief), I. D. Stirrat (media mng'r), D. Fowler (radio-TV mng'r), R. C. George, Mrs J. S. Siers, J. D. Parr, B. Maxwell, E. Parker (acct execs).

Branches: Auckland, Christchurch. **O'seas Repr.:** Henry Deschampsneufs, export advertising and marketing consultant, London; Jackson Wain & Co. Pty Ltd, Australia.

Accreditations: NPA, NZBC.

Clients: Lane Walker Rudkin Ltd, NZ National Airways Corporation, Zip Industries Ltd, Rover New Zealand Ltd, New Zealand Post Office, Cadbury Fry Hudson Ltd, Reckitt & Colman (NZ) Ltd, Berlei (NZ) Ltd, Sanitarium Health Food Co., International Harvester Co. of NZ Ltd, Qantas, Fletcher Industries Ltd.

CASSRELS ADVERTISING LTD, 323 Queen-st, Auckland, PO Box 2941. Phone 40-860. Telegrams Casad Auckland.

Directors: G. A. Cassrels (mng dir), T. A. McCloy, R. A. Boyd.

Executives: G. A. Cassrels (mng dir), T. A. McCloy, D. Henderson, H. D. Stewart, J. E. Lambert (acct-execs), R. A. Boyd (art dir).

Repr.: Mackay King Advertising Ltd, Wellington; Rodney H. Evans, Sydney.

Accreditations: NPANZ, NZBC.

CATTS-PATTERSON COMPANY (NZ) LIMITED, Normandie Bldg, 116 Cuba-st, Wellington, PO Box 6084 Te Aro. Phone 54-617. Telegrams Catpatson, Wellington. **Auckland office:** Guthrie Bowron Bldg, Albert-st. PO Box 2120. Phone 24-979.

Directors: George S. Richards, Arthur S. King, Arthur Cheesman, Ian R. Donald.

Executives: Aubrey E. Bond, W. H. Neville, L. J. Bell, Peter J. Frude, Salve A. Criscillo (acct-execs), Kevin Woodill (radio-TV exec.).

O'seas Repr.: Chalcroft Ltd, 3 Cork-st, London; worldwide associate houses.

Accreditations: NPANZ, NZBC (radio-TV). **Clients:** Caltex Oil (NZ) Ltd, Dalgety-Loan Ltd, The Dominion Motors Limited (BMC), C. B. Norwood Ltd (Massey Ferguson), NZ Government, Potter & Birks (NZ) Ltd, Johnson & Johnson (NZ) Ltd, McWilliams Wines (NZ) Ltd, Middows Bros & Taylor Ltd, Mutual Rental Cars Ltd, John Dewar & Sons Ltd, Wormald Bros (NZ) Ltd, National Bank, Taubmans Products Ltd, J. C. Hutton Limited.

DOBBS WIGGINS GOLDBERG LIMITED, Anvil Hse, Wakefield-st, Wellington. Phone 43-497. Telegrams Dobbsad. Also 66 Symonds-st, Auckland (24-457) and 271 Madras-st, Christchurch (62-980).

Directors: F. G. F. Dobbs, D. E. Wiggins, E. T. Hogg.

Executives: C. Clark-Smith (Auckland mgr), R. G. James (Christchurch mgr), L. J. Underwood (Wellington gen. mgr).

Accreditations: NPANZ, NZBC.

DORMER-BECK ADVERTISING LIMITED, 54 Ponsonby-rd, Auckland, PO Box 801. Phone 12-099. Telegrams Dorbeck, Auckland.

Directors: L. M. Beck (chmn), A. G. Robson (mng dir), S. J. Duff, R. C. Dormer, R. Trenchard Smith.

Executives: L. M. Beck (chmn), A. G. Robson (mng dir), S. J. Duff (dir, Wellington), G. B. Collier (mng, Auckland), W. F. S. Shortt (secy), B. Ginders (creative dir).

Repr.: Dormer-Beck Advertising Limited, Wellington & Dunedin. O'seas: J. Walter Thompson International Ltd.

Accreditations: NPANZ, NZBC.

GOLDBERG ADVERTISING (AUCKLAND) LIMITED, RSA Bldg, 35 High-st, PO Box 1759, Auckland, Cl. Phone 24-177. Telegrams Goldberg, Auckland. Cables Goldad, Auckland.

Directors: Bernard Bookman (mng dir), Lewis N. Ross (finance dir).

Associate directors: B. Blake (art dir), D. R. R. Herridge (radio-TV dir), N. M. Nash (office mgr & snr acct exec.), H. J. W. Pye-Smith (group head).

Executives: D. H. Vahry, G. L. Morris, J. C. Mount (snr acct execs), A. A. M. Ducat (copy chief), P. Golder (mechanical production mgr), R. Young (media mgr), G. R. Ager, Ph.D. (research officer), Rita Bookman (secy), Bernice J. O'Hara (acct).

Associate companies: McKnight Oliver & Bryce Advertising, Wellington; Stuart Wearn Advertising, Christchurch.

O'seas Repr.: Associate houses throughout the world. Sole NZ Member of Affiliated Advertising Agencies International network with members in USA, Australia, Belgium, Canada, Colombia, UK, France, Germany, Hawaii, Italy, Lebanon, Mexico, South Africa, Spain, Switzerland.

Accreditations: NPANZ, NZBC.

Clients: Alitalia Italian Airlines, Aluminium Co. of NZ Ltd, Aluwood Products Ltd, Australia & New Zealand Bank Ltd, Australian Cotton Textile Industries Ltd, Betty Crocker Ltd, Black & Decker (NZ)

Ltd, Collins Bros Ltd, The Continental Cigar Co. Ltd, Chemists Radio Advertising Committee, Foodstuffs NZ Ltd, Harrisons & Crosfields Ltd, L. T. Hayman Ltd, Home Products (NZ) Ltd, James Stedman-Henderson's Sweets Ltd, Lamson Paragon (NZ) Ltd, Leyland Motors Ltd, Lockwood Buildings Ltd, Melody School of Music Ltd, L. D. Nathan & Co. Ltd, Neill, Cropper & Co. Ltd, The Nestle Co. (NZ) Ltd, The NZ Labour Party, Paul Duval (NZ) Ltd, Pye Ltd, Reckitt & Colman (NZ) Ltd, E. L. Riley Ltd, E.S.&A. Robinson (NZ) Ltd, Sharland & Co. Ltd, Shulton (Great Britain) Ltd, Standard-Triumph (NZ) Ltd.

GRAY/SCOTT ADVERTISING LTD, 102 Albert-st, Auckland, Cl. Phone 20-796 (3 lines).

Directors: C. Russell Gray (mng dir), Clyde H. Scott.

Executives: C. R. Gray (snr acct-exec.), C. H. Scott (art dir).

Accreditations: NPANZ, NZBC.

CHARLES HAINES LIMITED, Head office, Dominion Bldg, Wellington, PO Box 1490. Phone 70-079. Telegrams Haines Advertising.

Directors: A. O. Aitken (mng dir), R. A. Dalton, N. R. Knight, T. H. M. McCormick, E. J. Thomson.

Branches: MLC Bldg, Queen-st, Auckland, PO Box 1432 (phone 21-159); 44 Chester-st, Christchurch, PO Box 65 (phone 65-334); 6th floor, Barraud & Abraham Bldg, Rangitikei-st, Palmerston North, PO Box 659 (phone 87-287); T&G Bldg, Princess-st, Dunedin, PO Box 12 (phone 77-648). Telegrams Haines Advertising (all branches).

Accreditations: NZNPA, NZBC (radio, TV).

HAYTHORN-THWAITE, W., ADVERTISING LTD, 149 Grafton-rd, Auckland. Phone 24-579. Telegrams Adeptads, Auckland.

Accreditations: NPANZ, NZBC.

N. HILL-SKINNER ADVERTISING AGENCY LTD, THE, 154-156 Hereford-st, Christchurch (PO Box 819). Phone 65-459. Telegrams Hillskinner.

Director: J. H. Skinner, MBE, FIA.

Executives: R. M. Conly (prod. mgr), R. A. Robertson (secy-acct).

Repr.: NAS Auckland and Wellington. O'seas Repr.:

NAS Sydney, Melbourne, Perth, Adelaide, London, New York.

Accreditations: NZNPA, NZBC, ANC, ANPA, ABC.

ILOTT, J. LIMITED, Cnr Jervois Quay & Harris-st, Wellington. Phone 70-539. Telegrams Ilottads, Wellington.

Directors: Sir John Ilott (chmn), H. I. Austad, MBE (mng dir), J. V. Ilott, D. Grist, H. G. Markham, G. R. Allen.

Executives: B. Russ (TV exec.), H. Lange (radio exec.).

O'seas Repr.: London office, 33 Regent-st, Piccadilly Hse, London.

Accreditations: NPANZ, NZBC.

INGLIS WRIGHT, J., LTD, AMP Bldg, Customhouse Quay, Wellington, PO Box 1462. Phone 71-039. Telegrams Writeads, Wellington.

Directors: G. T. Wiggs (mng dir), W. B. Griffiths, David Cody, L. M. Enting (Wellington office), Herbert Staton (Auckland), C. Spring (Christchurch).

Assoc. dirs: R. Foulkes, H. J. Russell, H. W. Thoms. **Exec. dirs:** J. Belich, J. R. Morris, A. J. O'Dea.

Executives: E. A. Taylor (secy), H. M. Cox (Wellington mgr), B. J. Stewart (Auckland mgr), B. A. Jones (Christchurch mgr), H. W. Thoms (Dunedin mgr), J. Belich (research mgr), A. L. G. Dunford (radio-TV mgr), P. L. Brown (media mgr), J. R. Morris (mgr, copy & art dept).

Repr.: J. Inglis Wright Ltd, PO Box 2188, Auckland (24-299); J. Inglis Wright Ltd, PO Box 305, Christchurch (30-905); J. Inglis Wright Ltd, PO Box 90, Dunedin (76-026). O'seas: World-wide associates.

Accreditations: NPANZ, NZBC.

Main clients: Griffin's, Felt & Textiles, W&R Smallbone Ltd, Bushells, General Foods, National Distributors, BOAC, Firestone Tyre & Rubber Co. of NZ Ltd, NZ Savings Committee, Schweppes (NZ) Ltd, Ford Motors, Beecham (Aust.) Pty Ltd, BP (NZ) Ltd, Assoc. Beauty Aids, ANZ Bank, NZ Egg Marketing Authority, Philips Electrical Industries, Singer Sewing Machine Co., Tanqueray Gordon NZ Limited, W. D. & H. O. Wills Ltd, Ivor Watkins-Dow Ltd, Johnson's Wax of NZ Ltd.

KENYON BRAND & RIGGS LIMITED, KBR Hse, 159-161 Vivian-st, Wellington. Phone 55-700. Telegrams Kenads, Wellington.

Directors: G. Brand (mng dir), Miss M. E. Shrimpton, V. F. Meachen, G. J. Martin, P. G. Leitch.

Executives: G. Brand (mng dir), Miss M. E. Shrimpton (secy), V. F. Meachen (prod.

dir), G. J. Martin (art dir), P. G. Leitch (contact dir).

I/State & O'seas Repr.: Member NAS A/sia.

Accreditations: NPANZ, NZBC.

Clients: Dunlop New Zealand Limited, Atlantic Union Oil Co. (NZ) Ltd, G.E.C. New Zealand Ltd, Post Office Savings Bank, NZ Savings Committee.

LINTAS PROPRIETARY LIMITED, CPD Bldg, 108/110 The Terrace, Wellington, PO Box 1808. Telegrams Lintas, Wellington.

Directors (Aust. Directorate): T. B. Wallace (mng dir), A. D. Brett, A. V. Dibbs, B. Harris, H. S. Weekes.

Executives: M. T. Lockwood (gen. mgr), R. F. Graham (admin. mgr), J. Nickoll (acct mgr), I. Cotthart (creative mgr), D. Butler (research mgr).

Accreditations: NPA, NZBC.

MACKAY, KING ADVERTISING LTD, PO Box 6311, Wellington. Phone 51-165. Telegrams Mackinad, Wellington.

Directors: I. Mackay, L. King, A. C. W. Mantell-Harding, A. S. Macleod, J. E. Blennerhassett.

Accreditations: NPANZ, NZBC.

NEWSON STENBERG ADVERTISING LIMITED, Levien Bldg, Cnr St Pauls and Airedale-sts, Auckland. PO Box 1917. Phone 23-109. Telegrams Newsten, Auckland.

Directors: M. L. Inch, W. F. Newson, R. W. Stenberg, D. W. Lever.

Executives: R. G. Lodge (assoc. dir), A. A. Thompson (creative dir), I. L. O'Hara (snr acct-exec.), E. G. Wright (office mgr).

O'seas Repr.: Member Advertising, Marketing International Network, Europe, USA, A/sia.

Accreditations: NPANZ, NZBC.

Clients: Rothmans (NZ) Limited, Butland Industries Ltd, Sonata Laboratories Limited, Ambler & Co. Limited, Fayreform Ltd, Lincoln Industries Ltd, Formica NZ Limited, NZ Fibre Glass Co., Consolidated Chemicals Limited.

JACK PENNY ADVERTISING LTD, 222 High-st, Christchurch, New Zealand. Phone 42-356. Telegrams Penads.

Directors: Jack Penny, M. Penny, J. B. Penny.

Executives: Jack Penny (gov. dir), J. B. Penny (prod. dir), Leigh Merton (branch

mngr).

Branch: Cnr Tay and Dee-sts, Invercargill, PO Box 320 (phone 3418). Telegrams Penads.

O'seas Repr.: London, Dankly & Friedlander Ltd; Sydney, Mundell Walker Pty Ltd; Melbourne, John de Crespigny Advertising Ltd.

Accreditations: NZNPA, NZBC.

Clients: Fropax (NZ) Ltd, David Strang Ltd, Pacific Cruises Ltd, Christchurch City Council, Golden Breadcrumbs 1956 Ltd, Nicholl Bros Ltd.

JAMES SANDERS ADVERTISING LIMITED, Harvey's Bldgs, 5 Albert-st, Auckland. Phone 23-519. Telegrams Sanderad.

Directors: J. E. Sanders (mng dir), D. I. Sanders, D. L. Ellerm (creative dir), I. J. Macrea (marketing dir), L. S. Milne (administration dir).

Executives: D. Hardy (art dir), J. J. Booth (production mngr).

Branches: Associate NAS members Wellington and Christchurch.

O'seas Repr.: NAS (Sydney), NAS (Melbourne), NAS Macnamara (Adelaide), Duthie National Advertising (Brisbane), Successful Advertising (Perth). Also London and New York.

STUART WEARN ADVERTISING LTD, 914 Colombo-st, Christchurch. Phone 60-293 (2 lines). Telegrams Wearnad, Christchurch.

Directors: S. J. Wearn (mng dir), J. S. Wearn.

Executives: S. J. Wearn (mng dir), J. S. Wearn (dir & marketing mngr), P. M. Ninness (prod mngr), A. F. R. Carr (media mngr), J. A. Armstrong (secy).

Repr.: Wellington, Auckland. **O'seas:** Sydney, London, New York.

Accreditations: NPANZ, NZBC.

THOMPSON, WALTER J., ADVERTISING LIMITED, Armishaws Bldg, 102 Albert-st, Auckland, Cl. PO Box 333. Phone 23-479.

Directors: Walter J. Thompson (chrnm), Graham J. Thompson (mng dir), D. D. Clarke.

Executives: Dennis J. Thompson (production mngr), R. R. Ferri (acct exec.), D. D. Clarke (art dir).

Accreditations: NPANZ, NZBC.

Clients: Fashion houses, automobiles, liquor industry, building and hardware, footwear, tubular furniture, outboard motors, paint industry, cosmetics, internal heating, timber industry, packaging industry, approximately 60 accounts.

O'seas Repr.: Maurice Kay Advertising Pty Ltd, Sydney, Aust. (Whakatane Timber Mills); W. B. Lawrence Advertising Service Pty Ltd (Hickory Foundation Wear); Cruick-

shank Maxwell Pty Ltd (Simoniz Auto Polishes).

WARDLAW ADVERTISING AGENCY LTD, 6a Princes Court, Princes-st, Auckland. Phone 24-576.

Directors: Robert J. Wardlaw, Reginald W. Wardlaw.

Executives: F. C. Rickman, R. W. Muir (snr acct-exec), B. L. Bryant (art dir).

O'seas Repr.: Robt Hughes Pty Ltd, Murray Evans Advertising Pty Ltd, Berwen Paine Advertising Ltd, Australia; Publvinco (Europe) SA.

Accreditations: NPANZ, NZBC.

Clients: W. F. Tucker & Co. Ltd, Dominion Radio & Electrical Corp., Government of India, R. & W. Hellaby Ltd, Stewart Hopwood Ltd, Holeproof (NZ) Ltd, NZ Co-op. Dairy Co. Ltd, NZ Tanners Federation, Rodd. (NZ) Ltd, N. W. Stevens Ltd, The Marley Co. (NZ) Limited, Venetian Blind Manufacturers' Federation, J. Yock & Co. Limited.

WOOD & MITCHELL ADVERTISING LTD, 118 Dixon-st, Wellington. Phone 54-127. Telegrams Mitchwood, Wellington.

Directors: Felix Wood (mng dir), K. Parry.

Executives: H. Clements (mngr, Wellington branch), P. R. Wood (mngr, Auckland branch), M. Cochrane (mngr, Palmerston North branch).

Branches: 7 Hobson-st, Auckland; 134 Broadway, Palmerston North.

O'seas Repr.: Sole NZ member, International Markets Advertising. Representatives in 42 countries.

Accreditations: NPANZ, NZBC.

WOODWARD ADVERTISING LTD, Somerset Hse, Eva-st, Wellington. Phone 56-200. Telegrams Woodadwert, Wellington.

Directors: Alan Woodward, Philip Smith, Warwick Woodward.

I/state Repr.: Auckland. **O'seas:** Sydney, Melbourne, London, New York.

Accreditations: NPANZ, NZBC.

Clients: Merck Sharp & Dohme (NZ) Ltd, HMV (NZ) Ltd, Minnesota Mining & Manufacturing (Aust.) Pty Ltd, Australian Guarantee Corp. (NZ) Ltd, TAA, World Record Club, NZ Fence & Gate Works.

PUBLIC RELATIONS CONSULTANT

CREATIVE PUBLIC RELATIONS LTD, 149 Grafton-rd, Auckland, NZ.

Managing Director: W. Haythorn-Thwaite.

LEADING ADVERTISERS

ATLANTIC UNION OIL COMPANY (NZ) LIMITED, PO Box 2592, Wellington. Phone 43-500. Cables Atlantic.

Executives: R. F. Blackmore (NZ sales mngr), P. G. Wilkinson (advtg mngr).

Products: Petrols, oils and lubricants.

Agency: Kenyon Brand Riggs Ltd, Wellington.

Repr.: Throughout NZ.

BALM PAINTS (NZ) LTD, ICI Hse, Molesworth-st, Wellington. GPO Box 3646. Phone 70-609. Telegraph — Pigments, Wellington.

Executives: A. C. Baird (gen. mngr), E. C. Robinson (comm. mngr), J. M. Robertson (finance mngr), D. J. Cauldwell (supply mngr), R. C. Parker (tech. mngr), N. Kemble (advtg mngr).

Products: Paint, lacquer and varnish — Duco, Dulux, Dulon.

Agency: J. Ilott Ltd.

BANK OF NEW SOUTH WALES, PO Box 691, Wellington. Phone 71-859. Telegrams Bankwales.

Executives: D. M. Arnold (chief mngr), B. M. Warden (asst chief mngr), J. A. Hinchcliff (asst chief mngr).

Company's Operations: Banking.

Agency: Charles Haines Limited.

O'seas Repr.: Australia, New Guinea, Fiji and London.

BEECHAM (AUSTRALIA) PTY LIMITED, 950 Great South Road, Penrose, Auckland SE6. Phone 598-192. Cables Beechanz.

Executive: J. F. Bowman (works mngr).

Company's Operations: Manufacturing chemists. MacLeans toothpaste, Brylcreem, Silvikrin, Eno Fruit Salt.

Agency: J. Inglis Wright.

Sales agents: Butland Industries.

BERLEI (NZ) LTD, PO Box 1134, Auckland. Phone 32-680. Cables & telegrams Berlei.

Directors: Robert King (chrnm), C. Rex Moore (mng dir.), Stanley Reid, John L. Gentles, Percy Harrison.

Executives: Colin I. Stichbury (secty), William M. Outrim (prod. mngr), A. Ross Johnstone (Berlei sales mngr), Dawn Forbes (prom. & advtg mngr), Peter G. Morris (buyer).

Products: Sarong, Hollywood Vassarette,

Warner's USA, Maidenform foundation garments.

Agencies: Carlton-Carruthers Du Chateau Ltd; J. Ilott Ltd.

Repr.: Berlei sales representatives throughout New Zealand.

BIRO SWAN & GOLLIN (NZ) LIMITED, PO Box 3556, Auckland. Phone 22-743. Telegrams Biroswan.

Directors: E. R. Wilmoth, K. H. MacDonald, S. B. Hale.

Executives: S. B. Hale (gen. mngr), D. W. Crowe (asst gen. mngr).

Products: Biro and Bic pens.

Agencies: A. N. White Ltd (Bic), J. Inglis Wright Ltd (Biro).

BP (NEW ZEALAND) LIMITED, AMP Chambers, 189 Featherston-st, Wellington. PO Box 892. Phone 40-070 (11 lines). Telegrams Beepee.

Directors: Sir Bernard Ashwin, KBE, CMG (chrnm), H. J. Russell, J. M. C. Fletcher, R. A. Davison, T. S. Machington, L. G. Hucks (mng dir).

Executives: J. C. Fair (gen. mngr), F. R. Shelton (secy), J. C. Stone (retail sales mngr), C. F. Omerod (commercial sales mngr), G. A. P. Lightband (operations mngr).

Company's Operations: Suppliers of petroleum products for all forms of industry and all automotive uses. BP Super petrol, BP Viscostatic Longlife motor oil.

Agencies: J. Inglis Wright Ltd, Woodward Advertising Ltd.

BRISTOL-MYERS CO. PTY LIMITED, PO Box 9175, Newmarket, Auckland, SE1. Phone 20-985. Telegrams Mytoldo.

Executive: B. B. Williamson (NZ mngr).

Company's Operations: Manufacturers and marketers of Ipana toothpaste, Mum and Trig deodorants, Theraderm shampoo and anti-dandruff formula, Ingram shaving cream and toothpowder.

Agency: Charles Haines Advertising.

D. H. BROWN & SON LTD, Moorehouse Ave, Christchurch. Phone 62-149. Cables and telegrams Peerless.

Executives: J. K. Ireland (mng dir), J. R. Wright (mktg mngr), S. L. Meares (supply mngr), A. D. Shand (tech. & prod. mngr).

Products: Flour millers, marketers of grocery products, specialty flours and stock feeds.

Agency: Claude & Associates.

CADBURY FRY HUDSON LIMITED, Castle-st, Dunedin. PO Box 890. Phone 79-320. Telegrams Cocoa.

Directors: E. E. Barringer (chrnm), R. R. Hudson, E. W. Griffiths, D. J. Graham.

Executives: L. W. Logan (secy), H. W. McElroy (sales mngr), L. M. Hill (advertising mngr), P. J. Kenna (display mngr), N. C. Bain (cost acct), A. H. Lewin (chemist), M. J. McClatchy (computer mngr), D. R. Brickell (factory mngr), G. Mason (chief eng.), J. H. Otway (planning officer), W. M. Smith (personnel officer), D. Robertson (buying officer).

Company's Operations: Manufacturers of chocolates, cocoa, confectionery, biscuits, food drinks and allied products.

Agency: Carlton-Carruthers du Chateau Ltd.

CALDER MACKAY COMPANY LIMITED, 115 Worcester-st, Christchurch. Phone 65-599. Telegrams Camac.

Directors: W. Calder Mackay, OBE (chrnm), Robert A. Laidlaw, CBE, A. L. Laidlaw.

Executives: William G. V. Fernie (gen. mngr), Miss D. J. Roberts (secy).

Company's Operations: Furniture and furnishings retailers, furniture manufacturers, radio-TV dealers.

Branches: Christchurch, Dunedin, Invercargill, Greymouth, Timaru.

O'seas Repr.: Buying house: F. J. Tytherleigh & Co. Ltd, London.

CALTEX OIL (NZ) LIMITED, DIC Buildings, Wellington. PO Box 2297. Phone 46-020. Telegrams Caltex.

Director: H. A. Hansen (mng dir.).

Executives: W. J. C. Berry (asst gen. mngr), D. Bryce (secy), W. S. Trenwith (finance & accounts mngr), H. F. Skinner (operations mngr), J. L. Sullivan (sales mngr), H. G. Wall (w'sale sales & tech. mngr), W. G. Tulloch (reseller sales mngr), H. E. McDougall (advertising mngr).

Company's operations: Manufacture of Caltex Quality petroleum products; petrol, motor oils, lighting power kerosene, diesel fuel, diesel lubricants, fuel oil, greases, petrolatum, mineral turpentine & dry cleaners, paint thinners, medical & technical oils, bitumen and full range of other petroleum products.

Agency: Catts-Patterson Co. (NZ) Ltd, PO Box 6084, Te Aro, Wellington.

Branches: Auckland, Wellington, Christchurch, Dunedin, main provincial centres.

O'seas Repr.: Caltex.

CLARKE, H. W. (NZ) LIMITED, 42-46 Cable-st, Wellington. Phone 54-655 (5 lines). Telegrams Gultouch.

Directors: G. Parsons (chrnm), W. B. Clarke (jnt mng dir.), P. D. Edwards (jnt

mng dir.), K. W. Stephen.

Executives: K. W. Stephen (gen. mngr), J. H. Herbert (secy), J. T. Rae (acct/asst secy).

Company's Operations: Importers, manufacturers, wholesale distributors.

Advertising Agencies: Dobbs - Wiggins - Goldberg, J. Inglis Wright Ltd.

Branches: Auckland, Hastings, Nelson, Christchurch, Oamaru, Dunedin, Invercargill.

O'seas Repr.: Great Britain, Germany, Denmark, Japan, Australia.

THE COCA-COLA EXPORT CORPORATION (INC. IN USA LIABILITY LIMITED), PO Box 450, Lower Hutt, New Zealand. Phone 64-926. Telegrams Cocacola, Lower Hutt.

Executives: William M. Chapman (NZ district mngr), Keith H. Sutton (advgt and sales prom. mngr), Roy S. Pottinger (NZ chemist and eng.), Brian G. McKee (NZ district acct).

Products: Manufactures and distributes syrups and concentrates for soft drink beverages; coffee, tea and citrus products.

Agency: Dormer Beck Advertising Limited, Wellington.

O'seas Repr.: The Coca-Cola Export Corp., 515 Madison-ave, New York 22, NY, USA.

COLGATE-PALMOLIVE LIMITED, Petone, NZ. PO Box 77. Telegrams Palmolive, Petone.

Executives: P. E. Bowen (mng dir.), R. G. Lynch (secy), E. J. Tate (ad. mngr), B. E. Teirney (sales mngr), J. A. Burrows (factory superintendent).

Products: Toilet soap, toothpaste, toiletries and household cleansers.

Agency: J. Ilott, Wellington.

Branches: Branch warehouses in Auckland, Christchurch and Dunedin.

COMMUNICATION SYSTEMS (NZ) LIMITED, 69-85 Airedale-st, Auckland, Cl, New Zealand. Phone 21-519. PO Box 6040, Auckland. Telegrams and cables Commsys, Auckland.

Directors: C. J. Lovegrove (chrnm), G. F. Perry (mng), W. A. Travers (England), E. H. Halstead, G. H. Turner, H. A. Peterson.

Executives: R. A. Harris (group admin. mngr), L. G. Annan (group secy), P. M. Cummiskey (mngr), E. W. Bensemann (engineer).

Company's operations: Communications and light current equipment engineers.

Agency: Carlton Carruthers du Chateau Ltd.

Branches: Auckland, Wellington, Christchurch, Dunedin, Hamilton.

O'seas Repr.: Plessey group of companies.

T. J. EDMONDS LIMITED (Edmonds-White Wings Ltd, Instant Foods (NZ) Ltd, G. E. Winson Ltd). PO Box 472, Christchurch. Phone 65-789. Telegrams Suretorise.

Directors: C. W. Evans (chrnm), D. L. Cropp, K. W. Edmonds, G. Gibson, A. R. Guthrie, J. L. Pearson.

Executives: H. W. Revell (gen. mngr), B. S. Smith (secy), C. G. Cox (factory mngr), P. MacFarlane (sales mngr).

Company's Operations: Food manufacturers.

Agency: J. Ilott Limited.

Branch: Frost-rd, Auckland.

ARTHUR ELLIS & CO. LTD, Private Bag, Dunedin. Phone 86-490. Telegrams Flokapok.

Directors: A. R. M. Ellis, N. M. Ellis, C. M. Ellis, M. R. Ellis, J. L. Ellis, G. N. Ellis.

Executives: M. R. Ellis (engineer), J. L. Ellis (sales mngr), G. N. Ellis (prod. mngr).

Products: Bedding, quilts, sleeping bags and felt.

Agency: Ilotts Advertising Ltd, Dunedin.

Branches: Offices at Christchurch, Auckland, Wellington, Invercargill.

O'seas Repr.: Branch office in London.

FELT AND TEXTILES OF NEW ZEALAND LIMITED, 85 Customhouse Quay, Wellington. Phone 49-980. Cables and telegrams Feltext.

Directors: I. D. Reid, H. W. Whyte, K. A. Wills, The Hon. J. T. Watts, H. W. Rowden, L. A. Lochrin.

Executives: K. A. Wills (mng dir.), G. E. Pearce (asst gen. mngr).

Products: Riccarton carpets, Nafco floor tiles, Knight footwear, Vono bedding, Cinq-tique and Don furniture.

Agency: J. Inglis Wright Limited.

O'seas Repr.: Felt and Textiles of Australia Limited.

FLETCHER HOLDINGS LIMITED, Penrose, Auckland. Phone 596-099. Telegrams Flebros Auckland.

Directors: Sir James Fletcher (chrnm), L. J. Stevens (deputy chrnm), J. C. Fletcher (mng dir.), K. O. Brown, J. S. Fletcher, E. H. Rhodes, R. G. Stark, J. Vernon.

Secretary: H. F. Molony.

Company's Operations: Holding company for the Fletcher organisation engaged in construction, timber milling, merchandising of builders' supplies and steel, manufacturing and land development.

Agencies: Carlton Carruthers du Chateau Ltd, J. Inglis Wright Ltd, Walter J. Thompson Ltd.

FLETCHER, HUMPHREYS & CO. LTD, 904-908 Colombo-st, Christchurch 1. PO Box 946. Phone 60085 (5 lines). Cables Chancery Christchurch.

Directors: L. D. Cotterill (chrnm), R. G. F. Kingscote (mng dir.), A. M. Duffield, B. H. Ballin, N. W. Millner.

Executives: R. G. F. Kingscote (mng dir.), A. M. Duffield (mngr), I. G. M. Smith (secty/acct).

Products: Wine and spirit merchants, general merchants and importers.

Brands: Haig, Grouse Whisky, Bacardi rum, French, German, Continental, South African and Australian wines.

Agency: N. Hill-Skinner Advertising Agency Ltd.

GEC (NEW ZEALAND) LIMITED, 31 Taranaki-st, Wellington. Phone 54-885. Telegrams Britgen, Gecwell.

Branches: Auckland, Hamilton, Rotorua, Gisborne, Palmerston North, Napier, Christchurch, Dunedin, Invercargill.

Company's Operations: Electrical manufacturers, distributors, wholesalers, etc.

Agency: Kenyon Brand & Riggs Ltd.

I/state Repr.: National Advertising Services (Auckland and Christchurch).

O'seas Repr.: National Advertising Services (Sydney, Melbourne, Adelaide, Brisbane and Perth).

GILLETTE (NEW ZEALAND) LIMITED, 148 Tory-st, Wellington. Phone 55-152. PO Box 2294. Telegrams Gilrazor.

Director: N. Stewart.

Executives: N. Stewart (mng dir.), F. J. R. Hadwin (secy).

Products: Gillette razors and razor blades, shaving cream, shaving brushes, surgical blades and handles, Toni home perms and spin curlers, Prom home perms.

Agency: J. Ilott Ltd.

GLAXO LABORATORIES (NEW ZEALAND) LIMITED, PO Box 624, Palmerston North. Phone 83-129. Telegrams Vitamins. Telex PN 3295.

Directors: T. M. Pacey (chrnm), H. W. Palmer, W. J. Hurran, R. Stagg, F. A. L. Hunt, N. A. Hunt, C. B. Radcliffe.

Executives: R. Stagg (mng dir.), N. A. Hunt (dir & secy), C. B. Radcliffe (development mngr), R. J. Kinniburgh (pub. rel. officer), A. Lofthouse (pharmaceutical sales mngr), B. D. Taylor (veterinary sales mngr), L. T. Maden (purchasing officer), J. A. Copping (advertising mngr), P. L. Chappell (pharm. factory mngr), D. J. Jull (vet. factory mngr), A. D. Mackie (dried milk factory mngr), E. C. Jessop (chief chemist).

Company's Operations: Manufacturer of foods, pharmaceutical and veterinary products.

Agency: J. Ilott Ltd.
O'seas Repr.: Glaxo Group Limited, London; Glaxo-Allenburys (Aust.) Melbourne.

GREGG, W. & CO. LTD., 51 Fourth-st, Dunedin, New Zealand. PO Box 956. Phone 79-191. Telegrams Redgee.

Advertising manager: C. F. Hebenstreit.
Branches: Auckland, Wellington, Christchurch.

Operations: Manufacturers and importers of coffee (incl. Gregg's Instant Coffee), spices, extracts, essences, desserts.

JAMES HARDIE & COY. PTY LIMITED, O'Rorke-rd, Penrose, Auckland, SE6. Phone 595-019. Cables & telegrams Fibrolite.

Products: Asbestos cement building materials and pipes.

Agency: Spanjer Murdoch Ltd, Auckland.

J. F. HARGRAVE LIMITED, 92-94 Jer vois Quay, Wellington, Cl. PO Box 493. Phone 42-460. Telegrams Harco.

Directors: J. F. Hargrave (chrnm), W. B. Brown, A. L. Hargrave, R. F. Hargrave, V. J. Harris, R. L. Hutton (mng dir).

Executives: V. J. Harris (secy), O. C. Joyce (indent dept mngnr), E. H. Pratt (chief purchasing officer).

Company's Operations: Engineers and machinery importers.

Agency: J. Ilott Ltd.

O'seas Repr.: London buying house, Arthur F. Parris Ltd.

HENRY, D., & CO., LIMITED, 12-14 Nelson-st, Auckland. PO Box 1412. Phone 30135. Cables and telegrams Glandless. Branches at Whangarei, Rotorua, Wellington.

Directors: R. H. Smythe (chrnm), D. O. Walker, T. G. Mason, R. J. Speight, T. W. Lile, W. J. Sandman, Mrs E. F. McCulloch.

Executives: T. G. Mason (gen. mngnr), J. Merkens (secy), A. V. McClelland (sales mngnr), T. W. Lile (works mngnr).

Operations: Plumbers merchants and manufacturers of plumbing materials, sheet-metal workers, brass founders and finishers, coppersmiths and electroplaters, brand name Starkie.

Agency: Catts Patterson Co. of NZ Ltd.

Repr.: McGibbon Dunne & Company, PO Box 2353, Christchurch; H. Chisholm Ltd, Box 686 PO, Dunedin.

HOME PRODUCTS (NZ) LIMITED, 911 Dominion-rd, Mt Roskill, Auckland. Phone 899-089. Telegrams Faxin.

Directors: J. E. Roberts (chrnm), E. Wilkinson, L. M. Browning.

Executives: J. E. Roberts (gen. mngnr), L. M. Browning (secy), J. G. Sinclair (plant mngnr).

Company's Operations: Kitchen cleaners and chemical preparations.

Agencies: Goldberg Advertising (Auckland), Dormer-Beck Advertising.

HUDNUT, RICHARD, LIMITED, 21 Federal-st, Auckland, Cl. PO Box 430. Phone 20089. Cables Quickpill, Auckland.

Directors: Robert H. O'Rourke, Laurence H. Southwick.

Executives: R. H. Gill (sales mngnr), F. A. McCarthy (advtg mngnr), D. H. Hood (secy & office mngnr).

Products: Cosmetics, toiletries, hair preparations. Brands, Three Flowers, Style & Quick Home Permanents, Richard Hudnut Egg Shampoo, Polycolor Shampoo Tint.

Agencies: Charles Haines Advertising Ltd, Cassrels Advertising Ltd.

O'seas Repr.: Head office, Warner-Lambert Pharmaceutical Co. Ltd, 201 Tabor-rd, Morris Plains, New Jersey, USA.

INDUSTRIAL CHEMICALS (NZ) LTD, PO Box 14-147, Panmure, Auckland. Telegrams & cables Caska. Phone 577-029.

Directors: Arthur G. Brown (chrnm), A. Lewis, W. A. Mason, Frank K. Brown, R. J. Bartle.

Executives: A. G. Brown (mng dir), F. K. Brown (gen. mngnr), C. M. O'Loughlin (secy).

Operations: Repr. Chesebrough-Ponds, USA; Vaseline, Ponds, Cutex, Odo-Ro-No, Swarfega, Neopol.

Agencies: Dormer Beck Advertising, J. Ilott Ltd.

INTERNATIONAL COMPUTERS AND TABULATORS (NEW ZEALAND) LIMITED, CPD Hse, The Terrace, Wellington. PO Box 1921. Phone 70-463. Telegrams Tabulorial.

Directors: B. R. Law (chrnm), G. A. Redhouse, W. H. Nankervis, W. D. Barclay, F. G. Dowding, V. Hindmarsh.

Executives: F. G. Dowding (mng dir), V. Hindmarsh (dir/secy), N. H. Ashton (customer service division mngnr).

Products: ICT computers and punched card equipment.

Agency: J. Inglis Wright Ltd.

Branches: Auckland, Wellington, Christchurch, Dunedin.

IVON WATKINS-DOW LIMITED, Box 144, New Plymouth. Phone 88-049. Cables Fruitful. Telex 3215.

Directors: W. G. Watts (chrnm), D. A. Watkins, G. L. Ewart, J. H. Fisher, C. D. Goodchild, C. E. Otis, R. E. Peterson, G. W.

Salmond, Macauley Whiting, J. O. J. Shellenberger.

Executives: D. A. Watkins (mng dir), J. N. Fitzgerald (asst gen. mngnr), J. C. Andrews (works dir), D. G. Brash (secy), B. D. Gundersen (mngnr, United Chemicals), J. L. Fairey (acct & asst secy), G. W. Mason (chemical research officer).

Company's operations: Agricultural chemicals and application equipment.

Agency: J. Inglis Wright Ltd.

KODAK NEW ZEALAND LIMITED, 18 Victoria-st, Wellington. Phone 70-939. Telegrams Kodak Wellington.

Directors: G. J. Stansfield, R. F. Riggs, G. T. Reynolds.

Executives: G. J. Stansfield (mng dir), R. F. Riggs (gen. mngnr, sales and ops), G. T. Reynolds (secy).

Products: Suppliers of amateur, professional and medical photographic goods and services.

Agency: Charles Haines Limited, Wellington.

Branches: Auckland, Wellington, Christchurch.

O'seas repr.: Agents throughout the world.

LEVERS NEW ZEALAND LIMITED, Jackson-st, Petone, NZ. Postal address: Private Bag, Petone. Phone 65-199. Telegrams Lever Petone.

Directors: C. R. Borland (chrnm), H. J. Barr (tech. dir), H. Betteridge (marketing dir), W. J. Symington (commercial dir).

Products: Sunlight, Rinso, Persil, Surf, Lux Liquid, Lux Flakes, Handy Andy, Vim and Solvol.

LICHFIELD (NEW ZEALAND) LTD, 179 Tuam-st, Christchurch. Phone 69-479. Cables & telegrams Lichfield.

Directors: R. H. Aston, J. G. Aston, L. H. Govan.

Executives: R. J. Moore (secy), A. H. Hazard (sales mngnr), A. A. Whittaker (asst sales mngnr).

Products: Lichfield shirts and setterjamas, Lady Lichfield blouses and pyjamas.

Agency: Shirwin Advertising Ltd, Christchurch.

O'seas repr.: H. Butt & Son, London; A. L. Shelton, Inc., Hong Kong.

McKENZIES (NZ) LTD, PO Box 692, Wellington. Phone 50-321. Telegrams Fancy Wellington.

Directors: Sir John Ilott (chrnm), H. R. Chalmers, CMG, F. R. Picot, CMG, A. W. Duncan, H. A. Carter, R. A. McKenzie, K. C. Campbell, C. P. Edwards.

Executives: A. W. Duncan (mng dir), H.

A. Carter (gen. mngnr), R. A. McKenzie (exec. dir), E. A. Clarke (buying controller), J. S. Clarke (branch controller), B. L. Lyons (advtg mngnr), C. J. Brydon (secy), I. N. Taylor (acct).

Operations: Chain Variety Stores, brand name Roydon.

Agencies: J. Ilott Ltd; Kenyon, Brand, and Riggs Ltd.

Branches: Fifty branches throughout New Zealand.

O'seas repr.: London, New York, Hong Kong, Japan (Tokyo, Kobe and Osaka).

MOBIL OIL NEW ZEALAND LIMITED, MLC Building, Lambton Quay, Wellington. Phone 47-030. PO Box 2497. Telegrams Mobiloil.

Directors: W. S. McLean (mng dir), N. L. Uniacke, W. A. Dobson, I. H. Nimmo.

Executives: Gordon Duncan (gen. mngnr), Kelvin H. Day (NZ sales mngnr), M. Keith Berry (advertising and sales promotion mngnr).

Company's operations: Marketing quality petroleum products.

Advertising agency: Charles Haines Limited, Wellington.

MOTOR SPECIALTIES LTD, 80-86 Anzac-ave, Auckland. PO Box 3201. Phone 32-800. Cables Motospecs.

Directors: J. F. Johnston (chrnm), T. A. Gibbs, H. W. Vercoe, C. C. Haswell, W. D. Barclay, Dr D. Tomlinson.

Executives: J. F. Johnston (mng dir), T. A. Gibbs (gen. mngnr), F. J. Dowd (asst gen. mngnr), W. C. G. Landman (secy).

Products: Automotive parts and accessories, industrial engines and equipment.

Agency: J. Ilott Ltd, Auckland.

Branches: 30 Motor Specialties Ltd branches throughout New Zealand.

NATIONAL MUTUAL LIFE ASSOCIATION OF AUSTRALASIA LIMITED, THE, National Mutual Centre, 153-161 Featherston-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

Local Directors: Sir John Ilott (chrnm), Sir Robert Macalister, G. D. Stewart.

Executives: S. R. Ellis (mngnr for New Zealand), G. A. Hoffmeister (secy, NZ branch), D. S. Wilson (prod. mngnr for NZ).

Services: All forms of life assurance (not industrial), superannuation plans, group assurance, mortgage repayment assurance and income assurance.

Agency: J. Ilott Ltd.

Branches: Branches throughout Australia and New Zealand.

O'seas repr.: Head office: 395 Collins-st, Melbourne; Britain, Eire, South Africa and Ceylon.

NATIONAL MUTUAL FIRE INSURANCE COMPANY LIMITED, National Mutual Centre, 153-161 Featherston-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

Executive: C. B. Hoadley, FAIL, FIINZ (NZ branch mngr).

Service: Fire, accident and general insurance.

NATIONAL MUTUAL CASUALTY INSURANCES LTD, National Mutual Centre, 153-161 Featherstone-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

Executives: S. R. Ellis (NZ branch mngr), D. B. Knight (secty, NZ branch).

Service: Personal accident and sickness insurances.

NESTLE COMPANY (NEW ZEALAND), LIMITED, THE, 1 Cleveland-rd, Parnell, Auckland, C4. PO Box 1784, Auckland. Phone 20509. Telegrams Nestfood Auckland.

Executive: H. W. Marchant (gen. mngr).

Products: Highlander sweetened condensed milk, Ideal Milk, Nestles Reduced Cream, coffee and milk, Milo, Nescafe, Maggi soups, Maggi sauces, Maggi stocks, Nestles chocolates.

Agency: Goldberg Advertising (Auckland) Limited.

Branches: Auckland, Wellington, Christchurch, Dunedin.

NEW ZEALAND NATIONAL AIRWAYS CORPORATION, PO Box 96, Wellington. Cl. Phone 43-440. Telegrams Headnac.

Directors: Air-Marshel Sir Andrew McKee KCB, CBE, DSO, DFC, AFC (chrnm), G. N. Roberts, CBE, AFC (dep. chrnm), G. A. Nicholls, E. T. Beaven, A. F. Gilkison.

Executives: D. A. Patterson, MBE ARAeS (gen. mngr), L. L. Ford, ARANZ, ACIS (dep. gen. mngr) G. K. Grocott (asst gen. mngr).

Operation: Domestic airline.

Agency: Carlton Carruthers du Chateau Ltd.

O'seas repr.: Trans-Australia Airlines, Australia.

NICHOLAS PRODUCTS LTD, 956 Gt South-rd, Penrose, Auckland. Phone 598-717. Cables and telegrams Aswell.

Directors: S. F. Kenneady (mng), R. Garlick (chrnm), K. Macdonald, V. Du Chateau (secty).

Executives: S. Kenneady (mng dir), V. Du Chateau (secty), M. Walker (mngr, cosmetic div.), R. Westwood (mngr, Ag. and Vet. div.), P. Hoffman (mngr, gen. products div.).

Products: Manufacturers and marketers of

pharmaceutical, cosmetic and veterinary products.

Agencies: Dobbs Wiggins Goldberg Ltd; Cassrels Advertising Ltd.

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND LIMITED, GPO Box 2097, Wellington. Phone 57-250. Telegrams Argenta.

Directors: G. P. Proctor (chrnm), D. Hudig (mng dir), A. M. Borren (tech. dir), J. M. Riethoff (finance dir), T. G. Morgan.

Executives: M. H. Harding (marketing mngr), B. D. Garden (commercial mngr), A. C. Crawford (secy).

Products: Radio, television, Philishave, domestic appliances, sound, X-ray and electronic equipment.

Branches: Auckland and Christchurch.

Agency: J. Inglis Wright Ltd.

REID NEW ZEALAND RUBBER MILLS LIMITED, Private Bag, Auckland. Phone 595-009. Telegrams and cables Reidrubber.

Directors: F. W. L. Milne (chrnm), D. Laugesen, F. D. Pidgeon, J. G. Barcham, J. P. Hooper, Sir Bernard Ashwin.

Executives: J. G. Barcham (gen. mngr), W. H. K. Mollard (secty), W. W. Wallace (gen. sales and export mngr).

Products: Motor tyres and tubes, general rubber products, plastic foam.

Agency: Dormer-Beck Advertising Limited, Auckland.

O'seas repr.: B. F. Goodrich Company, Akron, Ohio, USA; Avon Rubber Company, London, England.

ROSS & GLENDINING LIMITED, 9-13 Elliott-st, Auckland. Phone 34-690. PO Box 5336. Telegrams Glending.

Directors: B. E. Woodhams (chrnm), G. A. Ledgard, H. Hall, D. I. Ross, H. S. Jones, R. S. Brittain, N. E. Sinclair, J. G. Glending.

Executives: N. E. Sinclair (gen. mngr), S. R. Watts (finance controller), H. Johnson (secy), A. J. Loggy (marketing exec.).

Advertising agency: Charles Haines Limited.

O'seas repr.: London office.

SALMON & SPRAGGON LIMITED, Hope Gibbons Bldg, Taranaki-st, Wellington, E3. Phone 57-920. Telegrams Spragsam.

Directors: I. R. Salmond, G. W. Salmond, J. I. Cooke, J. R. Macted.

Executives: N. C. Ogilvie (mngr, gen. sales div.), R. L. Page (mngr, pharm. div.), H. H. Morrison (mngr, mftg div.), I. L. Joiner (mngr, Max Factor div.).

Products: Goddard's Polishes, Max Factor

cosmetics, Ovaltine, Vick Cough and Cold preparations.

Agencies: Dobbs Wiggins Goldberg Ltd; J. Ilott Ltd; Mackay King Advertising Limited; Wood & Mitchell Advertising Ltd.

W. & R. SMALLBONE LIMITED, PO Box 787, Wellington. Phone 42-475. Telegrams Walgrace.

Directors: N. R. Smallbone (mng dir), D. R. Britton, Dr G. A. Lau, D. McGrath.

Executives: D. R. Britton (sales dir), D. L. Snelling (secy), R. J. Donn (chief acctnt), P. O. Kershaw (development mngr), S. W. Jackson (marketing exec.).

Company's operations: Wholesale distributors and exporters.

Agencies: J. Inglis Wright Ltd and Dormer-Beck Advertising Ltd.

JAMES SMITH LIMITED, PO Box 2094, Wellington. Phone 45-845. Telegrams Jasmithco.

Directors: D. A. Smith (mng dir), B. K. Smith, W. A. Gordon, R. A. Smith, H. W. Smith, C. U. Plimmer, R. W. Baird.

Executives: A. M. Fergus (secy), B. J. Krause (merchandise mngr).

Company's operations: Department stores in Wellington and Porirua.

O'seas buying offices: Great Britain, France, Japan, America, Hong Kong.

STEELCASE ENGINEERING LIMITED, Wilford-st, Upper Hutt, NZ. Phone 6089. Telegrams Steelcase.

Executive: D. H. Whitcher (gen. mngr).

Company's operations: Office furniture, demountable partitions.

Agency: Charles Haines Advertising Limited.

J. STEELE LTD, 44-48 Rosebank-rd, Avondale, Auckland. Phone 889-146.

Directors: H. C. Steele, R. R. Steele, K. B. Steele, C. M. Bishopric, J. Kiff.

Executives: R. R. Steele (mng dir), H. C. Steele (chrnm).

Products: Steeles Form Fitting Foundations; Gossard; Youthcraft, USA; Elaine of Hollywood; Oblique, USA; Charmfit of Hollywood foundation garments.

Agency: Cassrels Advertising, Auckland.

O'seas repr.: F. J. Hawkes, London.

STERLING PHARMACEUTICALS (NEW ZEALAND) LIMITED, 475 Great South Road, Auckland, SE6. Phone 594-069. Telegrams Sterlab.

Directors: N. F. Leggatt, J. A. Gane, K. D. Given, C. F. McDonald.

Executives: J. A. Gane (gen. mngr), K. D. Giver (tech. dir.), C. F. McDonald (finance dir.), J. A. Oswin (sales & marketing mngr), D. R. Sutton (plant mngr), P. F. Thomas (purchasing officer).

Company's Operations: Manufacturing chemist. Winthrop Ethicals, Nyal & Glenbrook Medicines.

Agency: W. Haythorn-Thwaite Advertising Ltd.

O'seas Repr.: Parent company New York and international subsidiaries.

TOURIST HOTEL CORPORATION OF NEW ZEALAND, PO Box 2840, Wellington. Telegrams Welcome.

Directors: A. M. Satterthwaite (chrnm), D. S. Cox, H. Coxhead, L. J. Fisher, R. S. Odell, J. D. Swan.

Executives: Eric C. Colbeck (gen. mngr), J. E. Hopkirk (secy), Eric Honey (sales mngr).

Company's Operations: Administration of 13 resort hotels and related sightseeing services.

Agency: Charles Haines Advertising.

O'seas Repr.: Howlett Keeling & Associates, Sydney.

ULTIMATE EKCO (NZ) CO. LTD, 6-14 Quay-st, Auckland. PO Box 1166. Phone 22-009. Telegrams and cables Broadcast. (Member of the Pye group of companies.)

Directors: D. T. Clifton-Lewis, G. A. Wooller, T. J. F. Spencer, A. M. Cooper.

Products: TV, radio and household electrical appliances — Ultimate and Ekco.

Agency: Chas. Haines Advertising Ltd, Auckland.

WELLINGTON GAS COMPANY LIMITED, 64 Courtenay Place, Wellington. Phone 55-100. Telegrams Wellgas.

Directors: A. T. Young (chrnm), E. R. Norman, C. H. Benny, A. F. Downer, I. D. Reid.

Executives: M. J. Kennedy (gen. mngr & secy), C. H. Edwards (chief eng.), R. M. Beasley (acctnt), C. F. Mawhinney (sales supervisor).

Company's Operations: Coal gas by-products, gas manufacture and supply, gas appliance sales and installation.

O'seas Repr.: William Coward & Co. Ltd, St. James Square, London.

WRIGLEY COMPANY (NZ) LIMITED, THE, PO Box 14140, Auckland. Phone 594-099. Cables and telegrams Spearmint.

Executive: C. D. Irwin (mng dir.).

Agency: Dormer-Beck Advertising Agency Ltd.

TELEVISION PRODUCTION COMPANIES

ADVERTISING PHOTOGRAPHY LTD,
9 Princes Court, Princes-st, Auckland. Phone
44011.

Directors: Robert J. Wardlaw, Reginald
W. Wardlaw, M. H. Ferguson.

Executive: M. H. Ferguson (mng dir).
Service: Television, commercial and docu-
mentary film making. Complete services from
origination to finished release prints, in-
cluding optical and magnetic sound. Color
and black and white photography. Mural
photo-printing.

HAYWARD FILM PRODUCTIONS,
Studio 55 Esplanade-rd, Mt. Eden, Auckland.
N.Z. Phone 6-1144. Cables Newfilm Auck-
land.

Directors: Rudall C. Hayward, Ramai
Hayward.

Executives: Rudall Hayward (dir/camera-
man), Ramai Hayward (scriptwriter).

I/State Repr.: NBC Television Newsreel.

PEACH WEMYSS LTD, 24 Grafton-rd,
Auckland. Phone 45-765, 32-759. Vogue
Buildings, Wellington. Phone 83-141.

Directors: N. K. Peach, S. J. Wemyss, A.

H. Churton.

Executives: N. K. Peach (exec. dir), S. J.
Wemyss (prod.), G. R. Brabant (secty).
Producers of TV and industrial films.

**REYNOLDS PHOTOGRAPHIC LIMIT-
ED,** 47 Wakefield-st, Auckland, C1, NZ.
Telegrams Telefilm, Auckland.

Directors: A. H. Reynolds (mng dir), D. B.
Whyte (secty).

Executives: A. H. Reynolds (mng dir),
D. B. Whyte (secty).

Operations: TV commercials, film produc-
tions, TV slides and newsfilm, professional
equipment sales.

STEELETELEFILM LTD, 322 Queen-st,
C.1, and 20 Owens-rd, Epsom, Auckland,
New Zealand. Phone 61-160, 43-370. GPO
Box 1902, Auckland, C1.

Principal: Robert Steele.

**Produces all types of TV and cinema com-
mercials, documentaries and films.**

**Member Aust. Film Producers' Association
and NZ Film Producers' Federation.**

Radio-TV organisations in neighbouring Asian-Pacific markets

Japanese radio and television services



RADIO broadcasting in Japan began in 1925 and until the end of World War II, was monopolised by the Japan Broadcasting Corporation, a Government-controlled organisation.

But a public desire for a more liberal and informal form of broadcasting brought about the enactment of three Government laws, the Radio Law, Broadcast Law, and Radio Regulatory Commission Establishment Law which were passed on June 1, 1950.

With the legal basis laid for the liberation of broadcasting from Government monopoly, more than 70 applications for broadcasting licences were submitted.

Sixteen of these radio applicants were granted provisional licences in April, 1951. Commercial television started in 1953.

Confronted with numerous problems arising from the commencement of the new stations, the 16 companies formed an organisation called the National Association of Commercial Broadcasters, or NAB.

At September, 1963, Japan had 46 commercial radio companies, which operate 138 stations throughout the country. All are NAB members, two radio and TV companies in Okinawa associate members.

Since World War II, the production of radio receivers has increased rapidly. 12.85 million sets were produced in 1960, an increase of 28pc on the previous year.

There were 10,032,589 registered radio sets in Japan at the end of December, 1962, and 12,611,940 television receivers plus an uncalculated number of each unregistered.

Program content of Japanese radio is fairly evenly distributed. 1964 figures (average broadcast time of July, August and September), showed music programs comprised 42.0pc of total content, literature and entertainment (14.5pc), cultural and educational (24.3pc), news (14.4pc), advertising (2.3pc) and sport (1.9pc).

Japan Broadcasting Corporation, a government body, began telecasts in 1953. A few months later a private commercial company Nippon Television Network Corporation, went on the air.

Since then the number of television com-

panies has risen to 46, which operate 167 TV stations throughout Japan.

All the commercial TV companies are NAB members and 32 of them control radio stations in addition.

COLOR TELECASTING

Color telecasts were started by the Nippon Television Network and the Radio Tokyo Company early in 1959. Both stations used the American NTSC color TV system.

The number of television receivers has almost doubled every year since 1954.

Latest figures show literature and entertainment comprised the biggest proportion of television program content with 45.8pc. Cultural and educational features were next with 33.8pc, and other figures including news (12.4pc), sport (5.2pc), advertisements (.8pc).

Japanese advertisers spent an aggregate 36.4pc of their budgets in 1962 on radio and television. This was raised by 2.5pc on the 1961 figures and everything pointed to a greater percentage of advertising funds being spent on the media.

The largest percentages of radio advertising in Japan for 1961 were placed by the sponsors of drugs and medical supplies (20.6pc), foods and beverages (3.4pc), machinery and appliances (13.1pc). Television advertising: drugs (5.6pc), foods (10.2pc), machinery (23.4pc).

Administration of all commercial broadcasting in Japan is controlled by the board of directors of the NAB.

The board has 20 members who are all presidents or directors of commercial broadcasting companies. President of the board is Tadashi Adachi, vice-presidents Etsuo Horiuchi and Hidezo Haneko, and managing director Saburo Sakai.

Head office: 8-7 Ginza-Nishi, Chuo-Ku, Tokyo, Japan.

(Information supplied for this Year Book by the National Association of Commercial Broadcasters in Japan.)

ADVERTISING EXPENDITURE IN JAPAN

(Official Exchange Rate: 360 yen for one US dollar, 805.08 yen to one Aust. £)

	Ad. Volume Yen	Percentages to National Income
1960	174,000 million	1.52
1961	211,100 million	1.56
1962	243,500 million	1.59
1963	298,200 million	—

ADVERTISING EXPENDITURES IN JAPANESE MEDIA IN 1963

Media	Expenditures (million yen)		Ratio to total expenditures	
	1962	1963	1962	1963
Newspaper	92,200	112,000	37.9pc	37.6pc
Magazine	14,400	16,900	5.9	5.7
Radio	17,300	17,100	7.1	5.7
Television	69,000	89,900	28.3	30.1
Others	45,500	55,800	18.7	18.7
Export ad.	5,100	6,500	2.1	2.2
Total:	243,500	298,200	100.0	100.0

Radio and TV services — Singapore



BROADCASTING began in Singapore before World War II, with the BMBC and later the MBC paving the way for the Pan-Malayan Department of Broadcasting which was born on September 3, 1945, immediately after liberation from the Japanese.

Early in 1946, the civil Government took over from the British military administration and inaugurated a medium and short wave service for the whole peninsula known as Radio Malaya.

Until the end of 1958 Singapore was the headquarters of the Pan-Malayan Department of Broadcasting, otherwise known as Radio Malaya.

However, when the Federation of Malaya achieved independence it decided to set up its own radio organisation without the Singapore station.

The Singapore Government then took control of the ex-Radio Malaya base station and on January 4, 1959, the first broadcast from Radio Singapore was heard.

Its new identity was again changed after the formation of Malaysia.

Since September, 1963, it has become the Singapore station of Radio Malaysia.

However, although its overall policy is determined by the Central Government in Kuala Lumpur, for the day-to-day administration and programming the Singapore station remains as the broadcasting division of the Ministry of Culture, Singapore.

Radio Malaysia, Singapore broadcasts over four separate channels on both medium and short wave.

Each channel is on the air 18 hours daily, continuously from 6 a.m. to 12 midnight.

The first channel carries English language programs, the second channel Malay language programs, the third channel Chinese language programs (in seven dialects) and the fourth channel Tamil language programs.

The Chinese dialects are: Mandarin, Hokkien, Cantonese, Teochew, Hakka, Foochow and Hainanese.

Although there are four separate language channels, there is an overall cultural direction common to all transmissions.

Radio Malaysia, Singapore provides a 72-hour daily domestic broadcasting service to an estimated regular audience of more than 1½ million people.

In addition, its short wave transmitters broadcast the domestic service to many more millions in the rest of Malaysia and beyond. Among the short wave transmitters are three high-powered 50kw transmitters.

Since February 1963 the broadcasting division has also been responsible for the State's television service.

Similar to sound radio the overall control of Television Malaysia, Singapore, as the service is called, is in the hands of the Central Ministry of Information and Broadcasting with the day-to-day administration and programming being retained by the Ministry of Culture, Singapore.

Both radio and television programs cover every aspect of community service and entertainment excepting that unlike radio, which provides a four-language Broadcasting to Schools service, educational TV has not yet started.

The news section provides 42 news bulletins a day for radio and two on-camera news bulletins (followed by newsreels) for television.

Both radio and television carry advertising. The television service employs 625/50 CCIR standards.

A second channel was inaugurated in November 1963, and in Singapore Channel 5 and Channel 8 are employed. Each television transmitter has an erp of 20kw. Channel 5 provides a six-hour daily service and Channel 8, three hours daily.

The programs are allotted as follows:—

English language	35pc
Chinese language	35pc
Malay language	20pc
Tamil language	10pc

Nearly 40pc of the total television output is locally originated.

Postal address of the broadcasting division is PO, Box 3002 Singapore. Telephone: 50 401. Telegrams and cables: Broadcast, Singapore.

Radio Malaysia



BROADCASTING was introduced to Malaya on a limited scale in the 1930s by a group of enthusiastic amateurs, and although broadcasting facilities were set up during the war, it wasn't until 1946 that the permanent service Radio Malaya came into being.

At this time the service came under a Pan-Malayan department administered from Singapore. The staff was small and equipment, most of it ex-service surplus, limited.

Outbreak of militant communist terrorism in 1948 made it necessary to expand Radio Malaya, and expansion and improvement were continued in subsequent years.

When Malaya achieved Merdeka (independence) in August, 1957, and became a sovereign independent Federation of Malaya, the Pan-Malayan radio service was an anachronism. On January 1, 1959, the new Radio Malaya was inaugurated in Kuala Lumpur, designed specifically to serve the needs of the Federation.

With the formation of Malaysia in September 16, 1963, the call sign Radio Malaya was changed to Radio Malaysia.

The domestic service of Radio Malaysia broadcasts for 368 hours a week in four languages — Malay (national language), English, Indian (Tamil) and Chinese (Mandarin, Amoy, Hakka and Cantonese). This figure excludes schools broadcasts.

Radio Malaysia's overseas service — Suara Malaysia (Voice of Malaysia) was introduced in February 15, 1963, and broadcasts a total of 49 hours a week in Indonesian, English and Mandarin.

Programs in the domestic service comprise entertainment (70.6pc), information (15.3pc), news (9.2pc), education (2.2pc), others (2.7pc), and are carried simultaneously on three networks over seven stations employing nine shortwave and eighteen medium wave transmitters up to 50 kilowatt strength linked by VHF and microwave systems.

The present five-year development plan (1961-1965) for Radio Malaysia will cost more than \$US2½ million and will see the establishment of numerous regional stations to cover the entire country with an overlapping network fed by medium wave transmitters.

A commercial service, integrated with the national service was introduced in January, 1962, and offers pan-Malayan coverage to advertisers in the four languages. 60pc of air time has been allocated to the commercial service for spot and sponsored program sale.

Overall revenue is derived from the commercial service and receiver licence fees. In 1964, 342,047 licences were issued, each covering all sets owned by one family.

Senior officials of the broadcasting service are Dol Ramli (Director), Murtadza Za'ba (deputy director and controller of programs), Hashim Hassan (assistant controller of programs), Sen Gupta (Chief engineer), Patrick Keith (head of news service), and Hugh Boudwyn (commercial manager).

Frequencies, wave-lengths and operating

hours GMT (of which Malaya is 7½ hours ahead) of the various language services are:

Malay service: short wave: 9515kc 31.5 metres, 7280kc 41.2m, 4790kc/s 62.6m. **medium wave:** 590kcs 508m, 660kcs 455m, 1010kcs 297m, 700kcs 429m, 960kcs 312m, 810kcs 370m, 740kcs 405m, 570kcs 526m. **Hours:** Mon. & Wed., 22.30-02.30, 03.00-07.30, 09.00-16.30., Tues. 22.30-02.00, 04.30-16.30. Thurs. 22.30-02.00, 04.30-07.30, 09.00-16.30. Fri. to Sun. 22.30-16.30 **News:** 00.00, 01.00, 06.00, 09.30, 12.30, 14.30. **Commercial programs:** Mon. to Thurs. 23.00-01.30, 04.30-06.30, 09.30-11.00, 12.00-13.15. Fri. 23.00-01.30, 06.00-08.00, 09.30-11.00, 12.00-13.15. Sat. & Sun. 23.00-11.00, 12.00-13.15.

English services: short wave: 7200kcs 41.7m, 4985kcs 60.2m, **Medium wave:** 880kcs 341m, 860kcs 349m, 1160kcs 259m, 840kcs 357m, 910kcs, 330m, 940kcs 319m. **Hours:** Mon. to Thurs. 22.30-03.30, 05.30-06.30, 08.30-16.30, Fri. 22.30-01.30, 05.30-06.30, 09.30-16.30, Sat. 22.30-01.30, 05.30-16.30, Sun, 22.30-16.30. **News:** 23.30, 00.30, 06.00, 09.30, 11.00, 14.00. **Commercial programs:** Mon. to Fri. 22.30-01.30, 05.30-06.30, 09.30-10.30, 12.30-14.30, Sat. 22.30-01.30, 05.30-06.30, 08.30-10.30, 12.30-14.30, Sun. 22.30-03.30, 04.30-06.30, 08.30-10.30, 12.30-14.30.

Chinese service: short wave: 6025kcs. 49.8m, **Medium wave:** 1070kcs 280m, 1040kcs 288m, 1280kcs 234m, 740kcs 405m, 910kcs 330m, 1220kcs 246m. **Hours:** Mon. to Fri. 22.55-02.30, 04.30-05.45, 08.00-16.30, Sat. & Sun. 22.55-16.30. **News:** 23.00, 23.30, 24.00, 00.30, 05.20, 05.35, 09.30, 12.30, 13.30, 14.30, 15.20. **Commercial programs:** Mon. to Fri. 22.55-01.30, 04.30-05.45, 08.30-10.30, 12.30-14.30. Sat. & Sun. 22.55-01.30, 04.30-05.45, 08.00-10.30, 12.30-14.30.

Indian service: short wave: 6135kcs 48.9m. **Medium wave:** 1070kcs 280m, 1040kcs 288m, 1280kcs 234m, 740kcs 405m, 910kcs 330m, 1220kcs 246m. **Hours:** Mon. & Wed., 22.00-00.30, 05.45-07.30, 09.00-15.30. Tues., Thurs. & Fri., 22.30-00.30, 02.30-04.30, 05.45-07.30, 09.00-15.30. Sat., 22.00-03.30, 05.45-15.30, Sun., 22.00-15.30. **News:** 22.45, 06.00, 09.30, 11.30, 14.00.

Commercial Programs: Mon to Fri., 22.00-22.55, 05.45-07.30, 10.30-11.00, 13.30-14.30. Sat. & Sun., 22.00-22.55, 01.30-03.30, 05.45-08.00, 10.30-11.00, 13.30-14.30.

Overseas Service of Radio Malaysia operates on 25 metres (11900kcs), 41.9m (7110kcs), 49m (6105kcs), 49m (6175kcs), 31m (9750kcs).

Broadcast times (GMT): 23.30-24.00 (news 23.40), 08.00-08.30, (news 08.01), and 08.30-10.30 (news 10.00), 14.30-16.30 (news 15.45) on 31m (9750kcs) and 49m (6175kcs) only. **English:** 24.00-00.30 (news 24.00) and 07.30-08.00 (news 07.31). **Mandarin:** 00.30-01.00 (news 00.31) and 07.00-07.30 (news 07.01).

Head Office address of Radio Malaysia is Department of Radio, Federal House, P.O. Box 1074, Kuala Lumpur. Cables Broadcasts, Kuala Lumpur.

At the last count to December 31, 1961, the population of the then Federation of Malaya was 7,250,000.

Fiji Broadcasting Commission



AMALGAMATED Wireless (Australasia) Ltd introduced broadcasting to the Colony of Fiji in 1935 with a 400watt medium wave transmitter in Suva.

The company was licenced by the Fiji Government to operate a limited commercial service and Frank Exon was manager.

In 1948 the Government appointed a committee to consider the future development of radio broadcasting in Fiji, and as a result of the committee's report, the Fiji Broadcasting Commission, an independent statutory corporation, the first of its kind in British Colonial Territories, was, in May 1953, appointed under the chairmanship of R. L. Munro, barrister and solicitor, of Suva.

The other members of the Commission were: Mrs I. B. Chalmers; Hon. J. N. Falvey, BA, LLB, MLC; H. W. Knapman; the Director of Education (Hon. W. W. Lewis-Jones, MA, Dip.Ed.); the public relations officer (L. G. Usher, BA); Hon. Ravuama Vunivalu, BA, MLC (as Fijian representative); Pundit Ami Chandra, MA, Dip.Ed. (as Indian representative).

The Commission's manager was K. G. Collins, whose executive staff was seconded from the New Zealand Broadcasting Corporation.



FIJI BROADCASTING COMMISSION

"Voice of the South-West Pacific"

The sole Commercial Radio Network
broadcasting to a total population of
450,000

EIGHT TRANSMITTERS

*Broadcasting in English, Fijian and
Hindustani.*

THE BEST AND FASTEST PUBLICITY
MEDIUM IN FIJI'S RAPIDLY
EXPANDING MARKET.

Write for Rate Card and Advice.

FIJI BROADCASTING COMMISSION

Box 334, Suva, Fiji.

Broadcasting House, in Suva, was completed at a cost of £82,000; new transmitters were installed and the Commission's services were inaugurated on July 1, 1954.

In 1957 John S. W. Stannage, formerly of the New Zealand Broadcasting Service, was appointed manager.

Programs of education, information and entertainment with a strictly limited number of sponsored programs and 50word commercial announcements are broadcast from the Commission's stations in English, Fijian and Hindustani languages.

News services relayed from the BBC, the ABC and NZBC are of great importance to Fiji's population scattered over 322 islands. To many, broadcasting is the only source of news and information. The local news service inaugurated in 1960 is also considered by the community of paramount importance. Transmissions originate from a 105-acre site at Naulu, eight miles from the capital Suva.

Present commissioners are: J. M. Hedstrom, LLB (chairman), Mrs Susan Parkinson, MNSc, Dip.HSc (NZ), D. M. N. McFarlane, LLB (Melbourne), Hon. J. G. Rodger, MA (Cantab), (Dip. Ed., London), MLC, Chanderpal Singh, MLC, R. C. Evetts (FASA), K. R. Bain, B.A., Livai Volavola, AIE, London.

Executive staff: G. M. Cullen manager; Gordon H. King, deputy manager and program organiser; T. C. Agar, engineer; G. P. Bezar, advertising manager; J. C. Crago, chief announcer; Miss I. Jackson, accountant; Uraia Koroi, Fijian section leader; B. Mishra, Indian section leader.

Staff: The Commission's present staff totals 74, and includes Europeans, part-Europeans, Fijians, Indians, Chinese and Rotumans.

FBC stations now operating are:
VRH, 710kc (English); VRH2, 930kc (Fijian-Hindustani); VRH3, 890kc (English-Hindustani); VRH4, 9.30am-4pm, 4756mc (English); VRH5, daytime, 4785mc (Fijian-Hindustani); VRH8, 6am-9.30am, 4pm-close, 3.23mc (English); VRH9, 6-9am, 4pm-close, 3284mc (Fijian-Hindustani); VRH11, 8am-12noon, Sundays only, 1320kc (English).

The Fiji Broadcasting Commission is located at Gladstone Road, PO Box 334, Suva, Fiji. Cables — Broadcom, Suva.

Radio Hong Kong

THERE are two broadcasting organisations in Hong Kong, the principal service being provided by Radio Hong Kong, the other by Hong Kong Commercial Broadcasting Co. Both cover a population of 3,642,500, and operate a bi-lingual service, English and Chinese.

RADIO HONG KONG

Head office is Mercury House, PO Box 200, Hong Kong. Cables Broadcasts, Hong Kong.

Principal executives are:

Director of broadcasting: D. E. Brooks.

Head of English programs: T. A. Birch.

Head of Chinese programs: N. Y. Chow.

Chief engineer: R. A. Winyard.

English service: 860kcs, 348.8m, 2kw.

Chinese service: 640kcs, 468.7m, 2kw.

Chinese service shortwave: 3940kcs, 76.14m, 25kw.

FM: 91Mc, 94Mc, 50kw.

Home service, English: 23.00-16.00. N.: 00.00, 05.15, 11.00 (BBC newsreel), 15.00 Wrp.: 23.58, 10.58, 13.13, 14.58. **Chinese:** 23.00-16.00. N.: 00.00, 05.30, 10.00, 12.00, 12.30. Wrp.: 23.58, 05.28, 11.58, 15.30. Rel. Far Eastern st. from London.

Languages used: Cantonese, Kuoyu, Chiu-chow, Hakka.

HONG KONG COMMERCIAL BROADCASTING CO.

Head office, 103 Victory House, Hong Kong. Cables, Radioads.

Managing Director: G. Ho.

Head of English programs: J. Gunstone.

Head of Chinese programs: T. P. Kwong.

English service operates on 1kw, 1050kcs, 286 metres. Cantonese, 1kw, 1530kcs, 196 metres.

Radio Ceylon



THE Department of Broadcasting or Radio Ceylon as it is commonly known is amalgamated with the Department of Information and the Government Film Unit and comes under the administrative charge of the Ministry of Broadcasting and Information which is an additional portfolio held by the Prime Minister.

It is headed by a Director General of Broadcasting and Information and is assisted by officers engaged on specialised work in broadcast engineering, programs, filming, journalism, administration and accounts. The Department of Broadcasting is charged with the responsibility of carrying on a public service of broadcasting as a means of information, education and entertainment. It comprises two main program services, the national and the commercial each under a Director.

NATIONAL SERVICE

The national service as its name implies is a nation building service and is intended to serve the country's needs of education, entertainment and instruction through the medium of broadcasting.

The Director of the national service who is the administrative and program Head, has under him one assistant Director and five program organisers who look after the Sinhalese, Tamil, English and External, Schools services and the newly opened Sandhaya Sevaya.

Each of these units works, more or less as a self-contained unit, using separate transmitters and wave-lengths.

The national service broadcasts programs for home listeners for over 200 hours a week in three languages: Sinhalese: 92 hrs., Tamil 63½ hrs., and English 45 hrs.

Programs for schools are also broadcast during school sessions in all three languages for nearly 21 hours a week.

Two external services each broadcasting 8½ hrs. a week, one beamed to South East Asia on 17820 K/cs. per sec. (16.83m.) and the other to Europe and the middle East on 15333 K/cs. per sec. (19.0 m.) were inaugurated recently to help listeners in these regions to know the Sinhalese culture, heritage, religion and music or simply its way of life.

Reception reports received so far have indicated that these programs are daily becoming popular among the listeners in Japan, Burma, Indonesia, Pakistan, several States in India, England, Switzerland, Germany, Sweden, Denmark, Finland and many other countries in central Europe and the middle East.

The Sandhaya Sevaya which broadcasts programs between 18.30 and 21.30 (C.S.T.)

daily serves as a dual service in Sinhalese to a majority of the listeners in this country who had no choice but to listen to the single service provided by the national Sinhalese service.

Planning of programs in order to cater to the whole audience of listeners becomes daily an important feature with the increase in the output of the department.

Great efforts are taken by all concerned in these lines and to bring very friendly relationships between the listeners and the Department.

The Sinhalese service is the most popular and has by far the largest number of listeners. It surpasses the total number of listeners to the Tamil and English services.

Radio Ceylon is the main source of entertainment of the Sinhalese listeners and as there is no other broadcasting station in the world broadcasting in Sinhalese, except the special services of the BBC, a great responsibility is cast on the Sinhalese service.

Unlike in English and Tamil services, the program staff has to depend almost entirely on the programs produced by the station.

There are no Sinhalese broadcasts or transcriptions from other broadcasting organisations, except the popular BBC weekly program 'Sandesaya' which is relayed on the Sinhalese service and occasional exchange of programs broadcast from other stations on days of special national significance.

The Sinhalese listener looks to Radio Ceylon as a major source of intellectual and cultural interests.

COMMERCIAL SERVICE

The Commercial service or Commercial broadcasting was started on an experimental basis in September 1950. Soon it proved to be a successful revenue earner for the Government.

The income derived by this Service on selling air-time during the financial year 61/62 was Rs. 3,671,820/= and a similar amount is estimated for the years 62/63 and 63/64.

Surveys conducted by various organisations have established that it has by far a greater number of listeners than any commercial broadcasting station in south East Asia.

This service broadcasts for home listeners in all three languages for over 161 hours a week; Sinhalese 61 hrs., Tamil 26 hrs., and English 74 hrs.

In addition to home broadcasts the commercial service broadcasts to overseas listeners mainly in the Asia region in English, Hindi and Tamil for nearly 115 hours a week.

Reception reports received have indicated that the English broadcasts are well received

by listeners even in Central Europe, Norway, Denmark, Finland, Sweden, Germany, Switzerland, Great Britain, South Africa, U.S.A., Australia and New Zealand.

A. English programs are broadcast daily from 01.30 to 03.30 (GMT.) on 15265 K/cs. (19.65 m.) and from 12.30 to 16.45 (GMT.) on 9567 K/cs. (31.38 m.)

Announcement: "This is the commercial service of Radio Ceylon."

B. Hindi and Tamil programs are broadcast daily from 01.30 to 04.30 (Sundays up to 07.30) GMT. on 15120 K/cs. 19.84 m.) and 9520 K/cs. (31.51 m.) and from 11.00 to 17.30 (Saturdays and Sundays from 10.30) GMT. on 11770 K/cs. (25.49 m.) and 7190 K/cs. (41.72 m.)

Announcement: "Yeh Radio Ceylon ka vyapaar vibhag hai."

Radio licences and Publications: The issue of radio licences is under the authority of the Postmaster-General.

The annual licence fee is Rs. 15/= and the licences are issued by the principal Post Offices of the areas in which the radio sets are installed. Under this scheme a family can install more than one radio set but exclusively for their purpose without an additional fee.

Portions of the premises which are sublet are however, not covered by such licences.

Similarly a wireless apparatus installed by a resident guest, lodger or boarder in either a private or a common room requires a separate licence. Rediffusion has also been fairly successful in many parts and the licence fee is Rs. 1.25 per month. Portable and car radio sets are each licensed irrespective of the household licence at Rs.15/= per year.

By the middle of 1964, the total number of radio and rediffusion sets-in-force was over 400,000. The population on this date according to the latest census was 10 million.

Broadcasting is thus becoming so popular that by now over 20pc of the entire population can listen to Radio Ceylon. A remarkable increase in the number of radio receiving sets was observed during the two years 1959 and 1960.

The increase was perhaps largely due to the setting up of the experimental relay station at Senkadagala and the general improvement effected in the broadcasting service.

Radio Times, a fortnightly publication contains details of the program output of both services. The price of each copy in Ceylon is 25 cents or else Rs. 7.50 per year and is available at all leading bookstalls.

Listener research: Through the listener research organisation, Radio Ceylon keeps itself informed of the listening habits, and the listener preferences of its audience.

The broadcasting station endeavours to know a great deal about its listeners for the efficient planning of its programs. For in-

stance, the station must know when its listeners are at leisure, when at work, what sort of things they look upon broadcasting to provide, what they choose to listen to, and their opinion of the programs they select.

It is the function of listener research to collect this information, sift it, interpret it, and pass these findings to the program planners.

The listener research section adopts several methods for this purpose. It has regular listening panels which provide answers to questionnaires sent by the listener research office.

Sample surveys have also been conducted and have interviewed listeners in the field.

A survey was carried out recently in Colombo District and a comprehensive report was prepared to serve as a useful basis for ascertaining the popularity of programs and the best listening-in hours.

Appreciation indices of programs and estimates of the size and composition of audience at prescribed hours are of considerable value to program organisers and are made available to them by listener research. Commercial advertisers are particularly interested in such data.

The engineering division: The engineering division of Radio Ceylon serves both the national and commercial services.

Programs are originated from a single studio centre at Torrington Square and fed by land lines and VHF links to medium and short wave transmitting stations in Welikada, Diyagama and Ekala.

Primary coverage on the medium wave is confined to a region within a radius of 25 miles from the city.

A relay station has been functioning in the hill-capital Senkadagala from about 1960. Future plans in engineering are to install high powered medium wave transmitters and several more relay stations with studio facilities to cover the entire island.

Foreign relations: Radio Ceylon maintains very cordial relationships with many sister organisations in the world. Ceylon is an Associate member of the European Broadcasting Union. The station also participates in the Commonwealth Broadcasting Conference, Asian Broadcaster's Conference and many technical conferences.

On days of national significance for other countries Radio Ceylon broadcasts special feature programs of the countries concerned.

A wealth of program material is made available at Radio Ceylon by foreign broadcasting organisations and local diplomatic representatives of foreign and Commonwealth countries.

Ceylon has entered into cultural exchange agreements with many countries and does its best to supply them in return a variety of indigenous programs.

Late listings**SURVEY AND RESEARCH****ORGANISATIONS**

(Change of Address)

MARPLAN PTY LIMITED, 93 Mount St, North Sydney. Phone 92-2587, 92-2786. See entry, page 244.

TV PRODUCTION UNITS

(Change of company title and administration)

VISATONE INDUSTRIES PTY LTD: (formerly Visatone Television Pty Ltd) 65 Ebley Street, Bondi Jcn, Sydney. Phone 38-1112.

Divisions of Visatone Industries, and divisional managers are: Visatone Film Studios (Bewick Hack), Festival Displays (Dennis Gentle), and S. S. Electronics (Hans Wetzel).

Visatone Television Pty Ltd ceased active trading December 31, 1964.

Visatone Film Studios: George Edwards (Sydney agency and client representative), Reg Burbury (prod. mgr). **Melbourne office:** 151 Wellington Pde Sth, East Melbourne (63-8478). R. Barrington Scott (Melb. rep. & resident prod.).

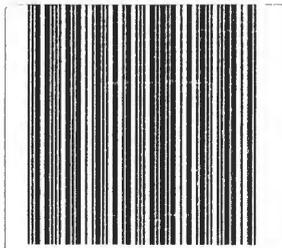
See entries, pages 203, 210.

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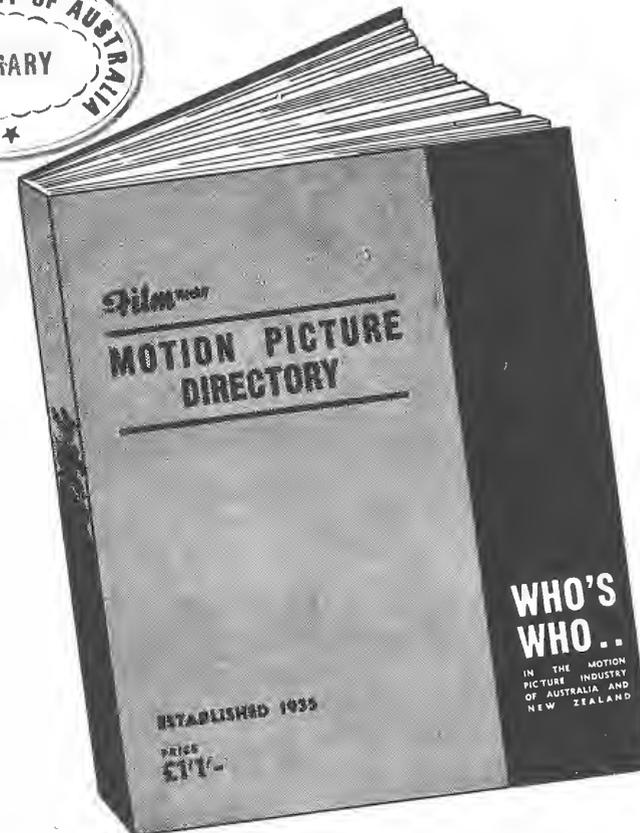
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