

1968

Eleventh Edition

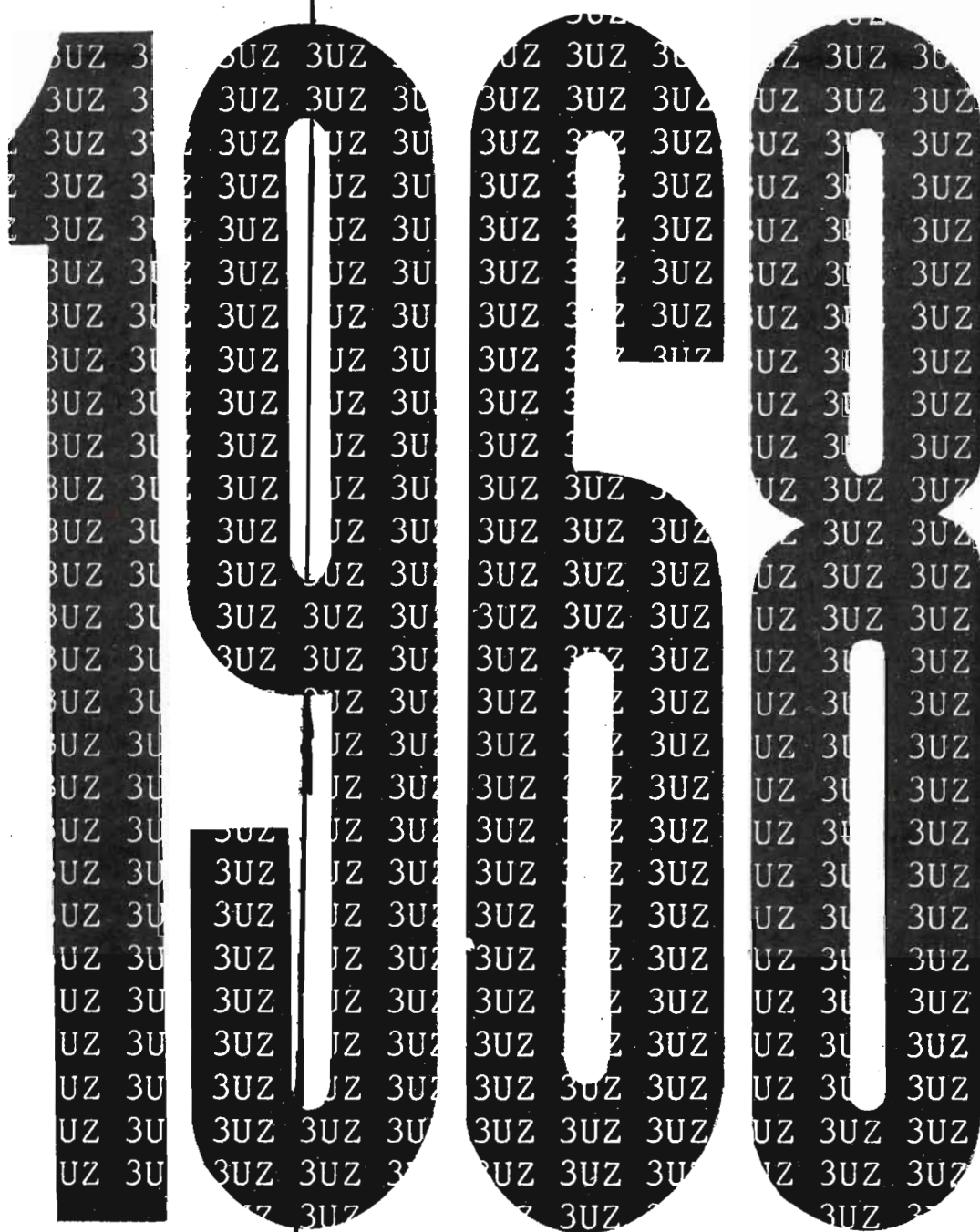
THE
BROADCASTING
AND **TELEVISION**
YEAR BOOK

Who, What, Where in . . .

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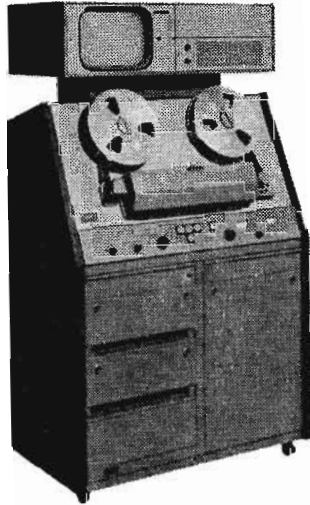
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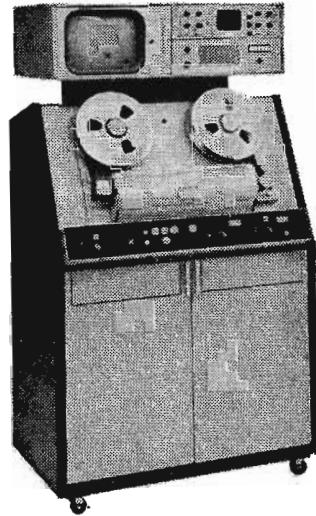
1. Monochrome

Our VR-1100 Videotape* recorder is a low-cost, fully transistorised recorder which offers broadcast quality and broadcast dependability for all fixed or mobile applications. It is fully compatible with all other four-head recorders. It's simple to operate and easy to maintain.



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Our VR-1200 is a moderately priced recorder, yet offers complete high-band colour recording capability. Completely solid-state, it is highly reliable, has low power requirements, and is relatively compact. Yet it offers complete production flexibility.



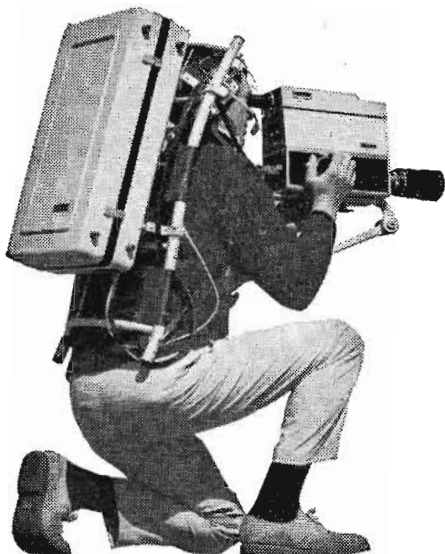
3. Slow Motion

A feature all sports fans know well is television's ability to furnish "instant replay" in slow motion, normal speed, or in freeze-frame format. Our HS-100 High-Band Disk video recorder-reproducer will let you furnish these instant playbacks of anything—in clear, crisp colour. And you can use it for teleproduction with special effects, supers, or video mixing.



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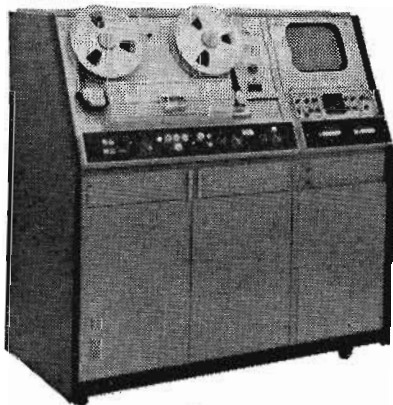


4. Backpack Portable

Our exciting new VR-3000 portable high-band Videotape recorder system, complete with its own 12-pound camera (for monochrome), now lets the television station have the flexibility of film for on-the-spot reportage—but without the processing delay associated with film. Tapes from the VR-3000 are compatible with other quadruplex recorders and are available for "on air" playback immediately.

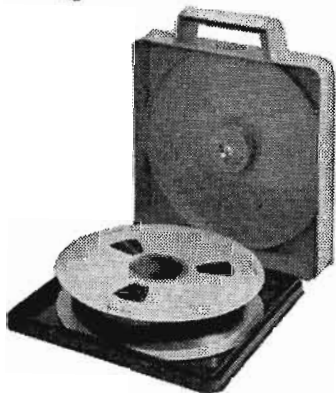
5. Teleproduction

Here's the ultimate recorder, our VR-2000. It produces multi-generation colour and monochrome dupes and production flexibility so superior that it has been called "The turning point in television tape production." The VR-2000 is more than an improvement over previous Videotape recorder designs; it is a **totally new** recorder, the result of a total evaluation of all available components and every technology involved. Its new high-band signal system lets you obtain colour copies with all the quality of the master.



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AMP14



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1968
(Eleventh Edition)

The
BROADCASTING
and
TELEVISION
YEAR BOOK

THE Broadcasting and Television Year Book is produced by the company and personnel responsible for the appearance of B&T Weekly, now in its 18th 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.

Published by Greater Publications Pty Ltd, 340 Pitt Street, Sydney, 2000, Australia. Postal address, Box 2608, GPO, Sydney, 2001. Phone 61-8143. Telegrams and cables Broadvision. Melbourne representative: Ray Brown, 1st Floor, 100 Drummond Street, Carlton. PO Box 58, Carlton Sth, N3, Victoria (34 1103-4). UK representative: Publishing & Distributing Co. Ltd, 167 Strand, London, W.C.2. Phone TEM 6534.

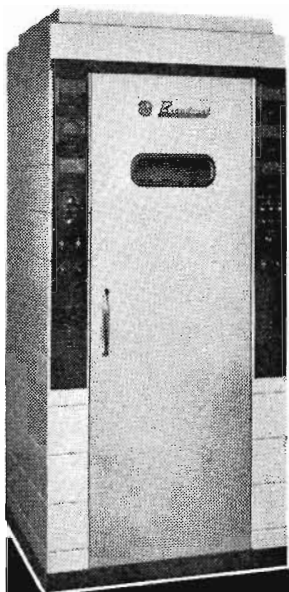
Managing Director: Eric Solomon
General Manager: Ian Rolle

Managing Editor: Leonard Blanket **General Sales Manager: Mac Bumpstead**
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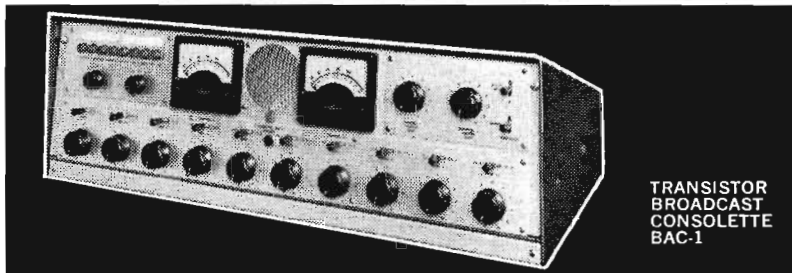
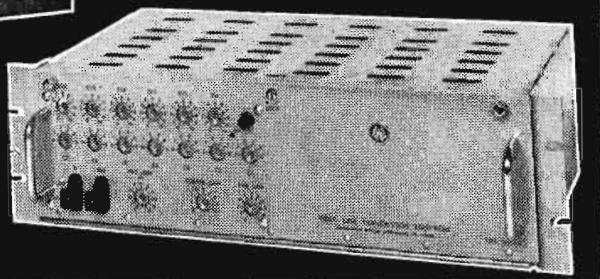
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POSTMASTER GENERAL.

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.

A handwritten signature in cursive script, appearing to read 'Alan Hulme'.

(Alan S. Hulme)
Postmaster-General

WAGGA



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BROADCASTING and TELEVISION YEAR BOOK, 1968

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**RADIO AND TV STATION
LOCATION MAPS
AND
ESSENTIAL MARKET FACTS**

...
(TAB. HERE)

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 67-123, television stations, pages 157-195.

Estimated total population for all Australian States and Northern Territory to June 30, 1967: 11,750,868.

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



**Where News Means
Listeners**

2SM388A

NEW SOUTH WALES MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$625,956,000
Number of new houses completed, year ended June, 1967	24,779
Number of new flats completed, year ended June, 1967.	12,088
Registration of new motor cars, year ended December, 1967	89,260
Registration of new motor vehicles, year ended December, 1967	133,728
Total value of retail sales, year ended June, 1967 (c)	\$mill. 2,632.2
Total production of all meat, year ended June, 1967	421,266 tons
Occupied private dwellings, as at June, 1966	1,297,469
Savings bank deposits, at end of June, 1967	\$mill. 1,984.3
Number of factories, year ended June, 1966	24,528
Value of factory production, year ended June, 1966	\$mill. 2,668.9
Value of factory output, year ended June, 1966	\$mill. 6,160.6
Wage and salary earners in civilian employment as at June, 1967	1,449,900
Gross value of agricultural production, year ended June, 1966	\$245,720,000
Gross value of pastoral production, year ended June, 1966	\$468,443,000

For footnotes, see page 40

POPULATION — NSW, ACT

Est. population as at June, 1967:	
NSW 4,300,083 (2,157,233 males, 2,142,850 females).	
ACT 103,573 (53,500 males, 50,073 females).	
Est. population as at June, 1966:	
Sydney city statistical division 2,539,627.	
Canberra statistical district 106,995.	
Newcastle urban area 233,967, Wollongong Greater 150,208 (urban area 162,835), Pen-	
rith 46,326, Cessnock Greater 34,517, Broken Hill 30,023, Blue Mountains 30,718, Maitland 28,424, Campbelltown 25,706, Albury 25,212, Wagga Wagga 25,939, Goulburn 20,849, Tamworth 21,682, Orange 21,000, Lismore 19,740, Shellharbour 22,028, Bathurst 17,220, Grafton 15,944, Dubbo 15,568, Lithgow 13,167, Armidale 14,990, Windsor 13,275, Taree 10,559.	

AUSTRALIAN CAPITAL TERRITORY MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$57,582,000
Number of new houses completed, year ended June, 1967	2,030
Number of new flats completed, year ended June, 1967	152
Registration of new motor cars, year ended December, 1967	3,224
Registration of new motor vehicles, year ended December, 1967	4,581
Total value of retail sales, year ended June, 1967 (c)	—
Occupied private dwellings, as at June, 1966	25,157
Savings bank deposits, at end of June, 1967	\$mill. 38.0
Number of factories, year ended June, 1966	220
Value of factory production, year ended June, 1966	\$mill. 17.6
Value of factory output, year ended June, 1966	\$mill. 31.8
Wage and salary earners in civilian employment at June, 1967	41,900
Gross value of agricultural production, year ended June, 1966 (b)	\$328,000
Gross value of pastoral production, year ended June, 1966 (b)	\$3,263,000

For footnotes, see page 40

**In 1968 . . . McNAIR will survey
50,000 people in N.S.W.**

For YOUR research, contact McNair Surveys, 929-6122 Sydney

VICTORIAN MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$471,943,000
Number of new houses completed, year ended June, 1967	22,126
Number of new flats completed, year ended June, 1967	10,138
Registration of new motor cars, year ended December, 1967	68,308
Registration of new motor vehicles, year ended December, 1967	101,601
Total value of retail sales, year ended June, 1967 (c)	\$mill. 2,022.8
Total production of all meat, year ended June, 1967	493,112 tons
Occupied private dwellings, as at June, 1966	956,301
Savings bank deposits, at end of June, 1967	\$mill. 1,926.7
Number of factories, year ended June, 1966	17,985
Value of factory production, year ended June, 1966	\$mill. 2,025.6
Value of factory output, year ended June, 1966	\$mill. 4,619.3
Wage and salary earners in civilian employment at June, 1967	1,087,800
Gross value of agricultural production, year ended June, 1966	\$263,081,000
Gross value of pastoral production, year ended June, 1966	\$413,582,000
For footnotes, see page 40	

POPULATION

Est. population as at June, 1967:	urban area 56,304, Bendigo	urban area
Victoria 3,271,993 (1,640,924 males, 1,631,069 females).	42,191, Yallourn Works 4,245, Moe 16,544 (Moe-Yallourn urban area 17,497), Morwell 20,773, Traralgon urban area 14,080, Warrnambool 7,492, urban area 17,497, Wangaratta 15,167, Shepparton urban area 17,523, Mildura 12,931.	
Est. population as at June, 1966:		
Melbourne city statistical division 2,228,511.		
Geelong and urban area 104,974, Ballarat		



**In 1968 . . . McNAIR will survey
30,000 people in VICTORIA**

For YOUR research, contact McNair Surveys, 929-6122 Sydney

QUEENSLAND MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$219,098,000
Number of new houses completed, year ended June, 1967	12,277
Number of new flats completed, year ended June, 1967	4,018
Registration of new motor cars, year ended December, 1967	30,972
Registration of new motor vehicles, year ended December, 1967	53,221
Total value of retail sales, year ended June, 1967 (c)	\$mill. 962.2
Total production of all meat, year ended June, 1967	368,660 tons
Occupied private dwellings, as at June, 1966	497,374
Savings bank deposits, at end of June, 1967	\$mill. 700.0
Number of factories, year ended June, 1966	6,008
Value of factory production, year ended June, 1966	\$mill. 542.2
Value of factory output, year ended June, 1966	\$mill. 1,507.8
Wage and salary earners in civilian employment as at June, 1967	469,300
Gross value of agricultural production, year ended June, 1966	\$274,221,000
Gross value of pastoral production, year ended June, 1966	\$256,027,000

For footnotes, see page 40

POPULATION

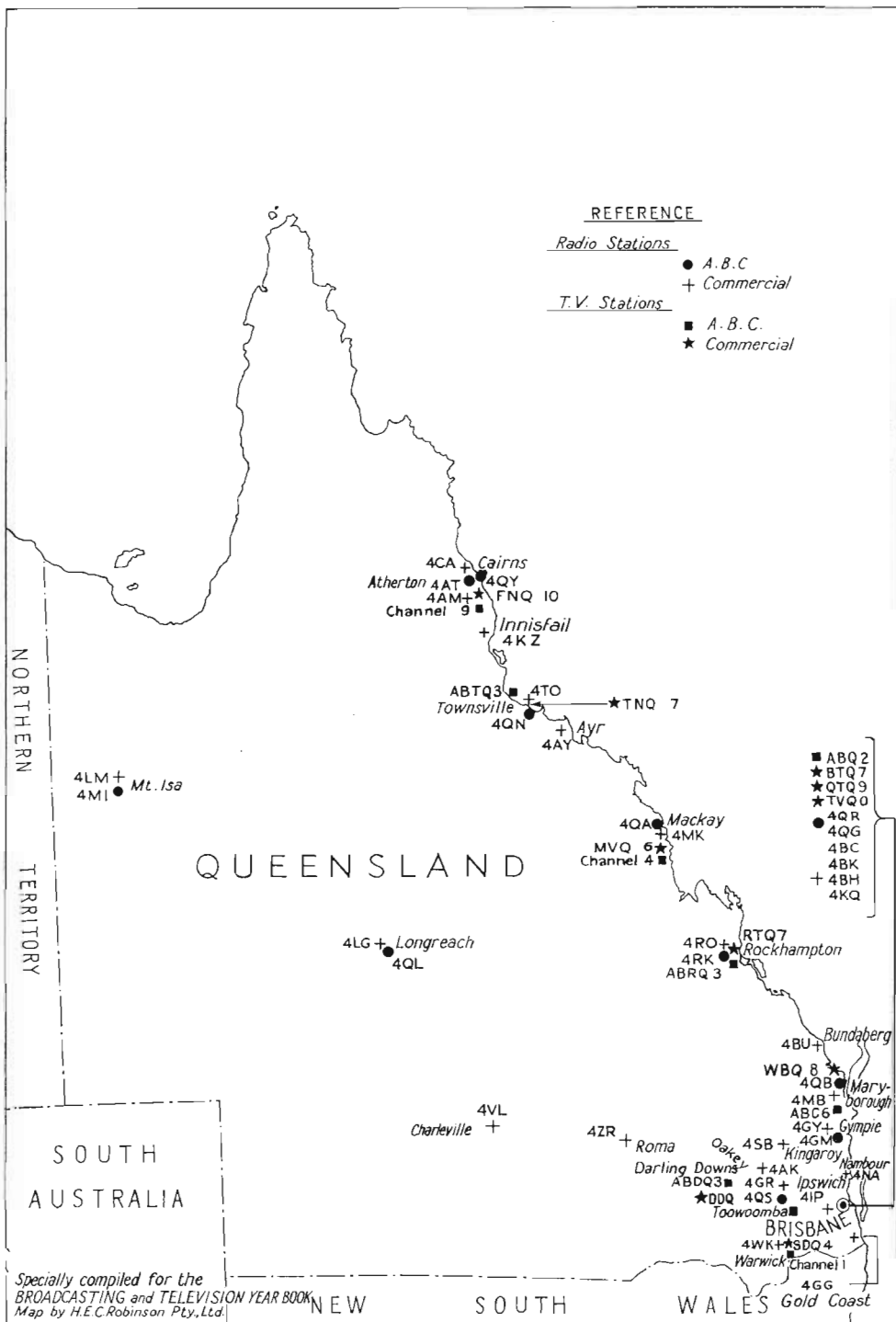
Est. population as at June, 1967:
 Queensland 1,688,529 (855,765 males, 832,764 females).
 Est. population as at June, 1966:
 Brisbane city statistical division 777,935.

Townsville 58,760, Toowoomba 55,774, Ipswich 54,534, Rockhampton 46,052, Gold Coast 49,338, Cairns 26,555, Bundaberg 25,404, Maryborough 19,647, Mackay 18,637, Mt Isa 17,234, Gympie 11,277.



**In 1968 . . . McNAIR will survey
 10,000 people in QUEENSLAND**

For YOUR research, contact McNair Surveys, 929-6122 Sydney



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

NOTE: Translator: Ch. 5 Cardstone Village 12m from Townsville (relaying TNQ programs). For additional ABC radio and Phase 4 TV stations see ABC section, pages 135-138.

SOUTH AUSTRALIAN MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$135,221,000
Number of new houses completed, year ended June, 1967.	9,354
Number of new flats completed, year ended June, 1967	1,482
Registration of new motor cars, year ended December, 1967	23,762
Registration of new motor vehicles, year ended December, 1967	34,855
Total value of retail sales, year ended June, 1967 (c)	\$mill. 623.5
Total production of all meat, year ended June, 1967	115,255 tons
Occupied private dwellings, at at June, 1966	329,966
Savings bank deposits, at end of June, 1967	\$mill. 605.2
Number of factories, year ended June, 1966	6,065
Value of factory production, year ended June, 1966	\$mill. 505.8
Value of factory output, year ended June, 1966	\$mill. 1,262.6
Wage and salary earners in civilian employment, at June, 1967	343,100
Gross value of agricultural production, year ended June, 1966	\$144,504,000
Gross value of pastoral production, year ended June, 1966	\$152,224,000

For footnotes, see page 40

POPULATION — SA, NT

Est. population as at June, 1967:	Adelaide city statistical division 770,628.
SA 1,107,178 (556,168 males, 551,010 females).	Elizabeth City 32,948, Mt Gambier 17,146,
NT 39,556 (22,479 males, 17,077 females).	Port Pirie 13,947 (urban area 15,549), Why-
Est. population as at June, 1966:	alla 22,126, Port Augusta 10,128, Port Lin-
	coln 8,867, Salisbury 35,739, Darwin 20,261.

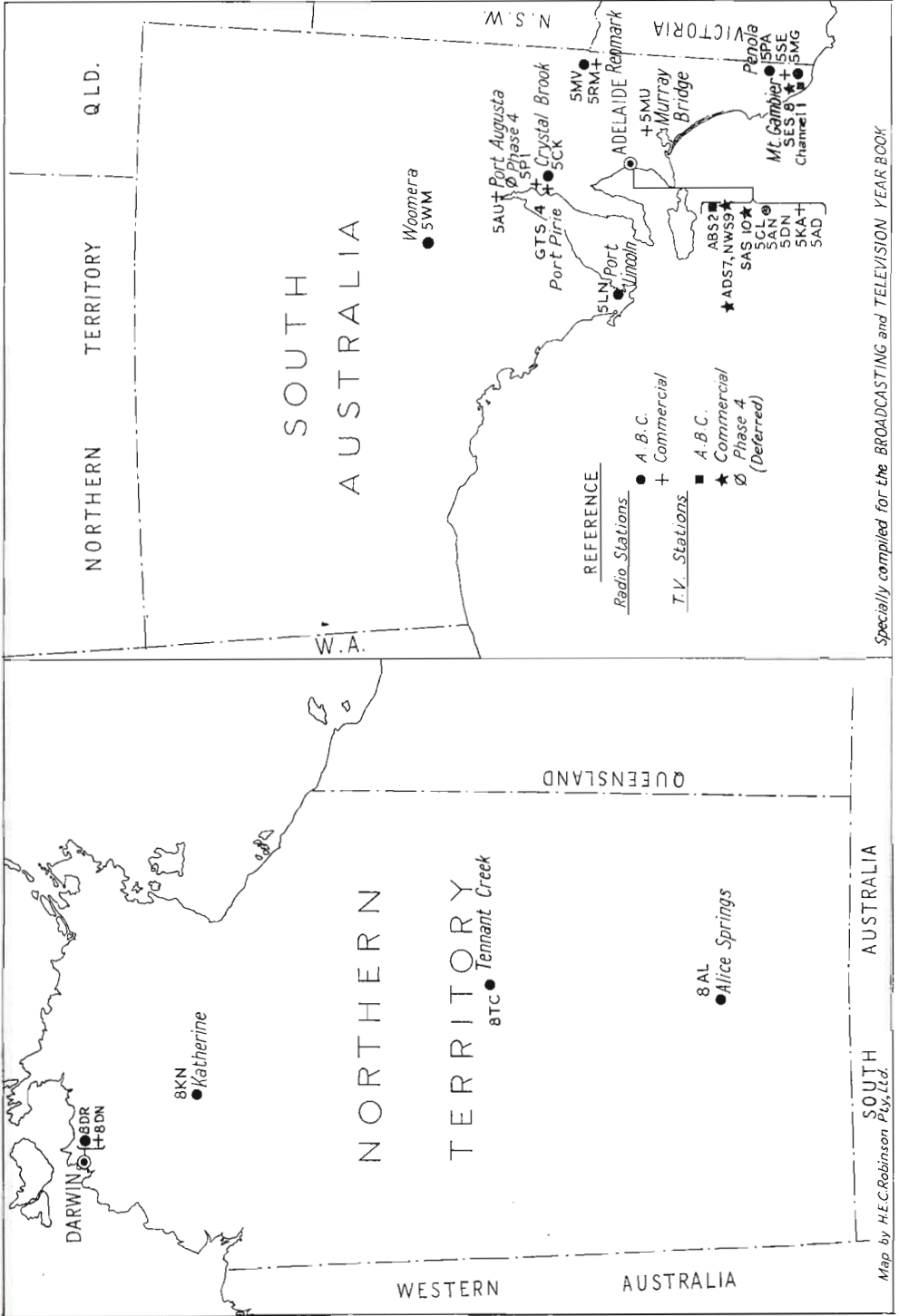
NORTHERN TERRITORY MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$13,243,000
Number of new houses completed, year ended June, 1967	357
Number of new flats completed, year ended June, 1967	127
Registration of new motor cars, year ended December, 1967	724
Registration of new motor vehicles, year ended June, 1967	2,022
Total value of retail sales, completed year ended June, 1965 (c)	\$mill. 10.8
Occupied private dwellings, as at June, 1966	9,709
Savings bank deposits, at end of June, 1967	\$mill. 12.5
Number of factories, year ended June, 1966	184
Value of factory production, year ended June, 1966	\$mill. 7.0
Value of factory output, year ended June, 1966	\$mill. 13.3
Wage and salary earners in civilian employment, at June, 1967	15,700
Gross value of agricultural production, year ended June, 1966 (b)	\$185,000
Gross value of pastoral production, year ended June, 1966 (b)	\$10,221,000

For footnotes, see page 40

**In 1968 . . . McNAIR will survey
10,000 people in SOUTH AUSTRALIA**

For YOUR research, contact McNair Surveys, 929-6122 Sydney



Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK

Map by H.E.C. Robinson Pty. Ltd.

NOTE: For additional ABC Phase 4 TV stations, see ABC section, pages 135-138.

WESTERN AUSTRALIAN MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$162,135,000
Number of new houses completed, year ended June, 1967	8,272
Number of new flats completed, year ended June, 1967	1,742
Registration of new motor cars, year ended December, 1967	20,198
Registration of new motor vehicles, year ended December, 1967	35,352
Total value of retail sales, year ended June, 1967 (c)	\$mill. 528.3
Total production of all meat, year ended June, 1967	109,764 tons
Occupied private dwellings, as at June, 1966	247,050
Savings bank deposits, at end of June, 1967	\$mill. 330.8
Number of factories, year ended June, 1966	4,903
Value of factory production, year ended June, 1966	\$mill. 290.5
Value of factory output, year ended, 1966	\$mill. 679.4
Wage and salary earners in civilian employment, at June, 1967	256,300
Gross value of agricultural production, year ended June, 1966	\$216,711,000
Gross value of pastoral production, year ended June, 1966	\$157,249,000

For footnotes, see page 40

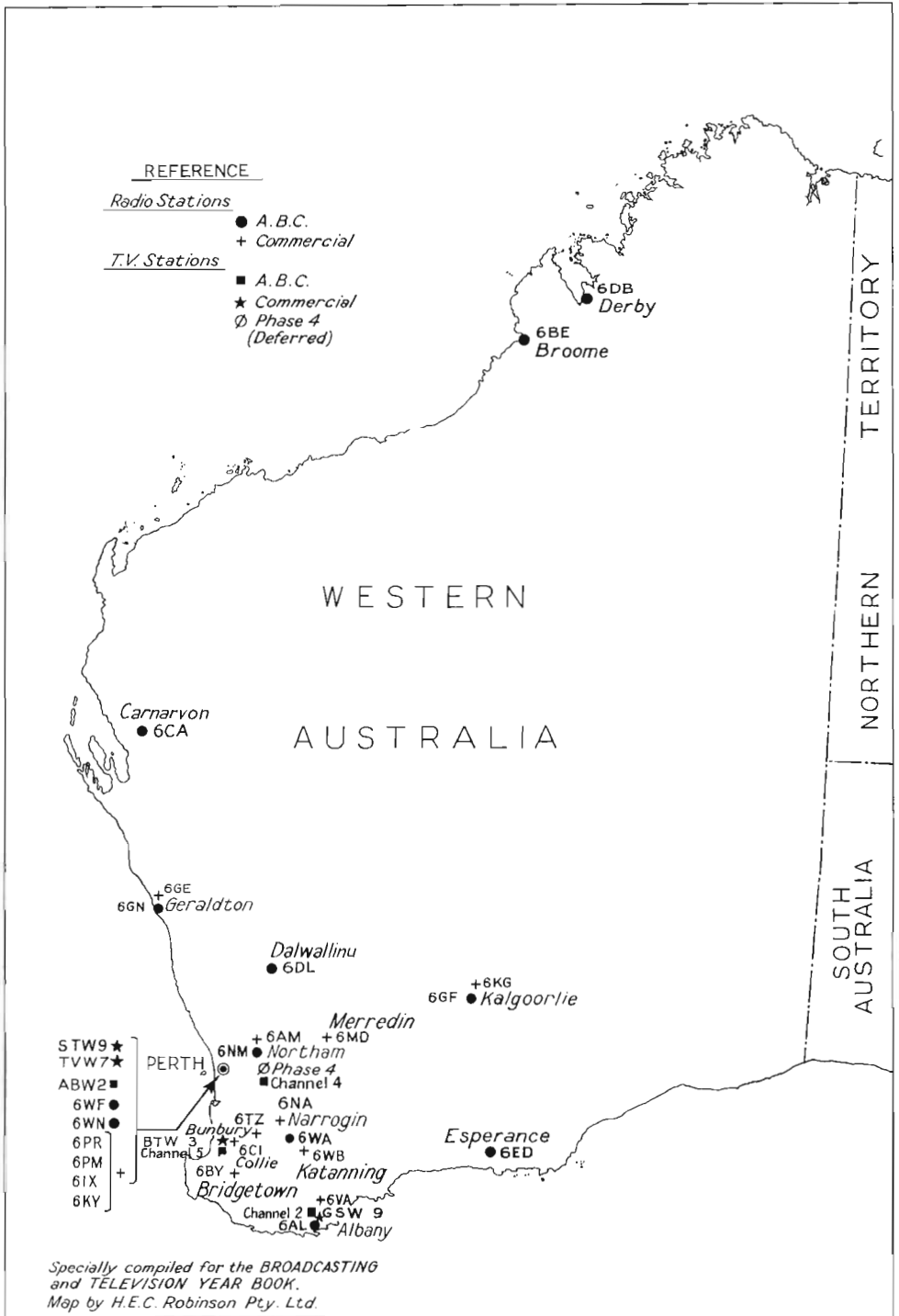
POPULATION

Est. population as at June, 1967:	Perth city statistical division 558,297.
WA 863,744 (439,956 males, 423,788 females).	Kalgoorlie urban area 19,892, Bunbury 15,453, Geraldton 12,118, Albany 11,417,
Est. population as at June, 1966:	Collie 8,530, Northam 7,392.



**In 1968 . . . McNAIR will survey
5,000 people in WEST AUSTRALIA**

For YOUR research, contact McNair Surveys, 929-6122 Sydney



NOTE: No commercial TV licence has been granted for the Central Agricultural (Northam-York) area. For additional ABC radio and Phase 4 TV stations, see ABC section, pages 135-138.

TASMANIAN MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$48,218,000
Number of new houses completed, year ended June, 1967	2,765
Number of new flats completed, year ended June, 1967	185
Registration of new motor cars, year ended December, 1967	8,595
Registration of new motor vehicles, year ended December, 1967	13,010
Total value of retail sales, year ended June, 1967 (c)	\$mil. 216.7
Total production of all meat, year ended June, 1966	53,986 tons
Occupied private dwellings, as at June, 1966	112,234
Savings bank deposits at end of June, 1967	\$mill. 167.1
Number of factories, year ended June, 1966	1,791
Value of factory production, year ended June, 1966	\$mill. 170.6
Value of factory output, year ended June, 1966	\$mill. 404.6
Wage and salary earners in civilian employment at June, 1967	113,500
Gross value of agricultural production, year ended June, 1966	\$40,523,000
Gross value of pastoral production, year ended June, 1966	\$37,350,000

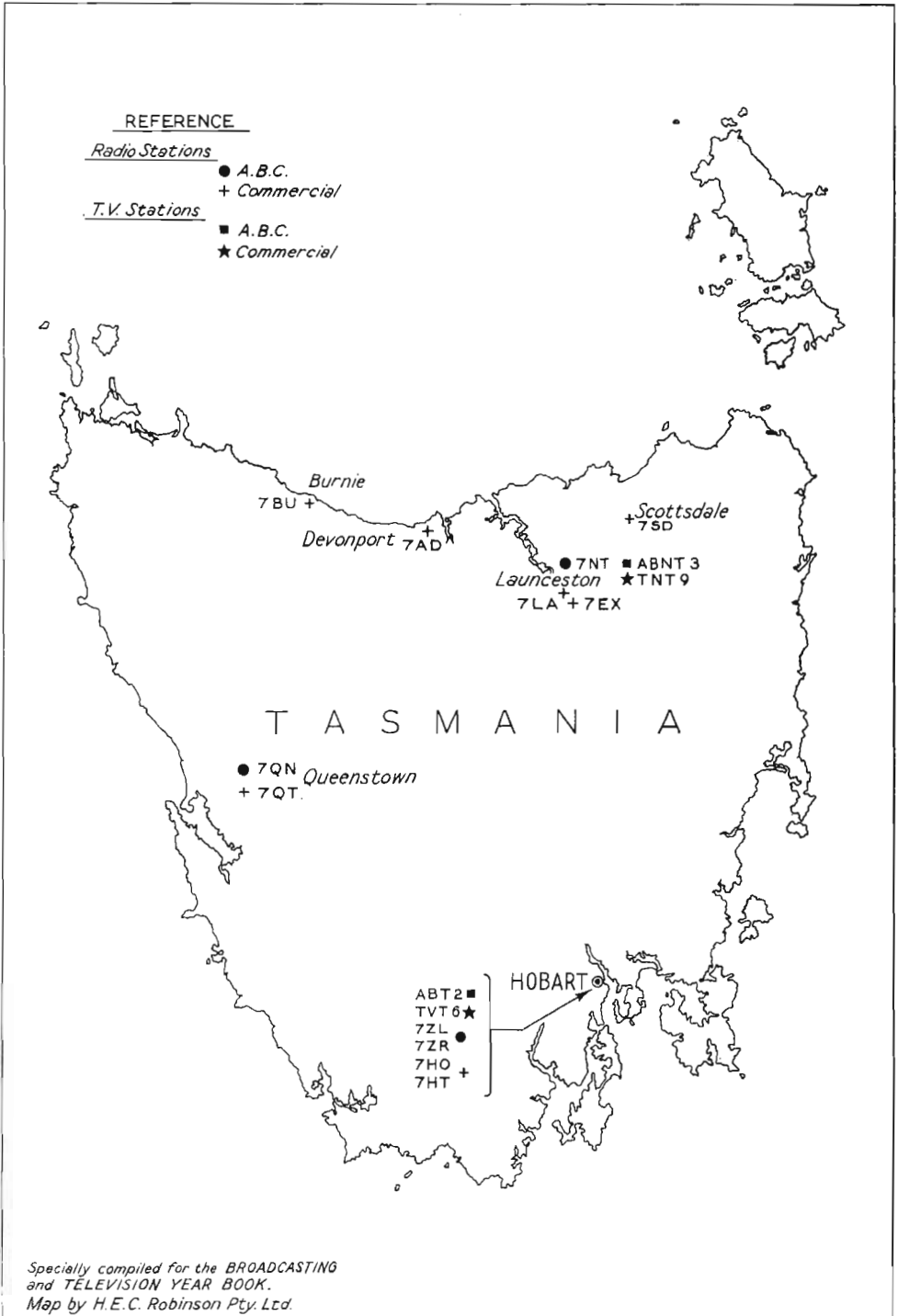
POPULATION

Est. population as at June, 1967:	Hobart city statistical division 141,238.
Tasmania 376,212 (189,786 males, 186,426 females).	Urban Launceston 60,453, Urban Burnie-Somerset 18,028, Urban Devonport 14,848, Urban Ulverstone 6,849, Urban New Norfolk 5,775.
Est. population as at June, 1966:	

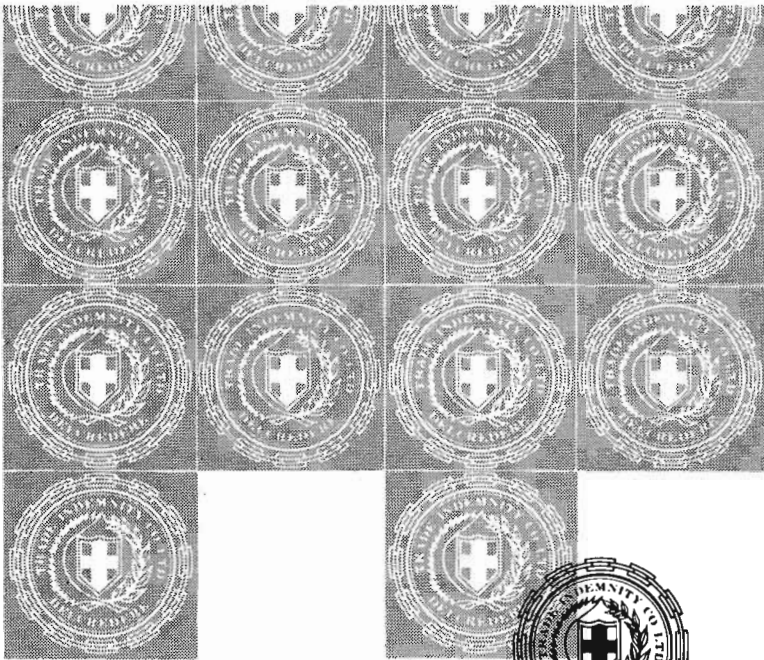
FOOTNOTES

- (a) Subject to revision.
- (b) Estimates based on previous figures.
- (c) Excluding motor vehicles, parts, petrol, etc. 1967 figs not available as yet for NT and ACT.

In 1968 . . . McNAIR will survey
OVER 110,000 people in **AUSTRALIA** and **N.Z.**
 For YOUR research, contact McNair Surveys, 929-6122 Sydney



NOTE: Following are commercial TV stations showing their translator stations and channel numbers. TVT: West Coast of Tas. — Ch. 8 Queenstown-Zeehan (relaying to Ch. 10 Rosebery-Renison Bell), East Coast of Tas. — Ch. 8 Swansea-Bicheno, and Ch. 8 Taroona. TNT: Ch. 1 Gowrie Park, Ch. 6 Smithton-Stanley (North West Coast), Ch. 11 St Mary's-Fingal Valley (North East Coast). For ABC translator station locations, see ABC section, pages 135-138.



TRADE INDEMNITY COMPANY LIMITED

(INCORPORATED IN ENGLAND)

THE SPECIALIST CREDIT INSURERS

Advertising Agents are not financiers.
Yet, they are impelled to invest the major part
of their working capital in their clients.
Protect this investment with Credit Insurance.

HEAD OFFICE OF AUSTRALIA: 267 COLLINS STREET
MELBOURNE, VIC., 3000
TELEPHONE 63 5815

SYDNEY OFFICE: 32 BRIDGE STREET
SYDNEY, N.S.W., 2000
TELEPHONE 27 5944

UNDERWRITERS OF CREDIT SINCE 1918

Statistics

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



**Largest Local News
Coverage**

2SM388B

ADVERTISING AND MARKET FACTS

HIGHLIGHTS OF 1967

IT WAS a lusty year of advertising growth, which brought with it increased critical public awareness of advertising.

Among advertisers, well-known chief executive of Colgate Palmolive, Joe Langley, retired during the year, to be succeeded by New Zealander Keith Crane, while in the broader industry sphere retail advertisers agreed to subscribe to the AANA's code of advertising standards.

Associations serving advertising met for the first time to discuss forming a common advertising body.

Professor P. A. Longton was appointed the inaugural holder of the Chair of Marketing at the University of Western Australia, while print media protested loudly at the projected postal rate rises.

The George Patterson agency declared record audited billings to June 30 of \$19.25 million, \$1.25 million more than the previous year, and the John Clemenger agency \$5.4 million, a 20pc increase on the previous year.

The 4As issued estimates of advertising expenditure for 1966 showing the gross total as \$286,912,000 (\$22,226,000 up on 1965).

The advertiser expenditure with the principal media was as follows: press \$157,367,000 (up \$6,621,000), TV \$71,368,000 (up \$9,875,000) and radio \$26,632,000 (up \$2,444,000 on the year previous).

Later in the year, NSW journalists went on strike following a dispute over implementation of new salary award conditions by proprietors, and for 16 days newspaper executive staffs produced morning and afternoon newspapers, and The Australian ceased publication for a time.

The strike was estimated to have lost the newspapers in enforced reduction of advertising content between 25pc-40pc of their normal advertising.

Ogilvy & Mather started in Australia, opening a Melbourne office, as did the British Lonsdale-Hands agency, while late in the year, Arthur Holland of Rodgers Holland Everingham announced that he was joining Young & Rubicam in New York and after about two years would return to participate in starting an Australian branch.

Thompson Ansell Blunden and Browne Bruce and Grey agencies merged to become Grey Australia, and in Melbourne, Hughes Sachwell & Associates and Paton Advertising Service became Paton Hughes.

A great deal of industry interest was aroused by the publication of R. R. Walker's book, *Communicators*, regarded as the most important book written about Australian advertising. Walker is former deputy managing director of George Patterson's, Melbourne.

MOVE FOR MEDIA COUNCIL

Notable visitors from abroad were from New York, Bruce Stauderman from Ogilvy & Mather, Alan Zwiebel of Young & Rubicam, and Brian MacCabe of Foote Cone & Belding, London.

Stauderman came out to lecture on TV advertising in a series of addresses in capital cities organised by the AANA, Zwiebel at the Melbourne Art Directors' Club seminar and MacCabe as guest speaker at the 4As convention.

It was also revealed later in the year that the principal accrediting bodies of press, television and radio were combining to set up a Media Council with a view to granting agencies a single accreditation instead of three separate accreditations.

First moves towards this were expected to be made early in 1968.

The 4As convention in October held a lengthy debate on cost increases and the profit squeeze on agencies in an examination of current problems affecting agency profitability.

The main problems revealed among advertisers were rate rises in media, particularly television and achieving satisfactory advertising mileage and impact in the heightening competitive activity.

NEW PACKAGE MARKING REGULATIONS

Attacks on advertising by economists, religious and communal leaders also brought their worries during the year, the 4As decided to undertake a full study of the validation of advertising.

This followed a resume of the pilot study undertaken by Professor Gates and M. J. Gibbings of the University of Queensland presented at the 1967 4As convention. It contained facts and statistics to show the valuable part advertising plays in the country's economic life.

The decision to undertake the full study was taken at a Federal executive meeting before the end of the year.

New proposed packaging regulations were revealed in NSW following the agreement reached between the six States on uniform laws for packaging.

Expected to be brought into force this year, the regulations affect labelling, inclusion of the weight of goods contained and prohibition on use of misleading expressions.

Advertisers were also warned that the fall in the purchasing power of advertising due to aggressive saturation by some advertisers and media rate rises meant that if they wanted to maintain their weight of impact, they would have to find more advertising money.

SUMMARY OF ESTIMATED ADVERTISING EXPENDITURE FOR CALENDAR YEAR 1966

As estimated by the Australian Association of Advertising Agencies

Medium	National (\$'000)	Retail (\$'000)	Amusements (\$'000)	Classified (\$'000)	Semi- display (\$'000)	Total (\$'000)	Proportion of Total Expenditure (P.C.)
Metropolitan Dailies	29,147	22,923	3,684	21,934	5,736	83,424	29.1
Sunday Newspapers ..	6,135	6,052	302	433	603	13,525	4.7
Women's Magazines ..	9,791	96	—	—	—	9,887	3.4
General Magazines ..	3,999	218	38	4	—	4,259	1.5
Sub-total ..	49,072	29,289	4,024	22,371	6,339	111,095	38.7
Country Newspapers— Dailies	2,718		10,031			12,749	4.4
Others	980		2,940			3,920	1.4
Rural Publications ..	1,162		2,440			3,602	1.3
Trade Publications ..	16,209		1,410			17,619	6.1
Other Publications Suburban News- papers, etc.	2,629		5,753			8,382	2.9
Sub-total	23,698		22,574			46,272	16.1
TOTAL PRINT MEDIA	72,770		84,597			157,367	54.8
Metrop. Television ..	53,195		4,210			57,405	20.0
Country Television ..	12,083		1,880			13,963	4.9
TOTAL TELEVISION	65,278		6,090			71,368	24.9
Metropolitan Radio ..	9,905		5,092			14,997	5.2
Country Radio ..	5,585		6,050			11,635	4.1
TOTAL RADIO ..	15,490		11,142			26,632	9.3
OUTDOOR	20,209		4,153			24,362	8.5
CINEMA	2,423		4,760			7,183	2.5
GRAND TOTAL ..	176,170		110,742			286,912	100.0

AGE DISTRIBUTION OF POPULATION

Australia, 1954 and 1961 (est.) and 1968 (projected)

Age Group	1954 Census		1961 Census			1964 Estim. (1)	1971 Projection (2)		
	Total '000	P.c. of total popul.	Total '000	p.c. increase on 1961	p.c. of total popul.	Total '000	Total '000	p.c. increase on 1964	p.c. of total popul.
0-4	966	10.8	1,110	+14.9	10.6	1,151.8	1,346.1	+16.9	10.5
5-9	903	10.0	1,047	+15.9	10.0	1,109.3	1,225.8	+10.5	9.6
10-14	694	7.7	1,020	+47.0	9.7	1,049.1	1,181.0	+12.6	9.2
15-19	592	6.6	809	+36.7	7.7	978.4	1,115.0	+14.0	8.7
20-34	2,013	22.4	2,092	+3.9	19.9	2,177.9	2,829.8	+29.9	22.1
35-49	1,818	20.2	2,104	+15.7	20.0	2,172.9	2,263.6	+4.2	17.7
50-64	1,254	14.0	1,432	+14.2	13.6	1,558.2	1,794.8	+15.2	14.0
65+	746	8.3	894	+19.8	8.5	938.0	1,066.4	+13.7	8.3
TOTAL	8,986	100.0	10,508	+16.8	100.0	11,135.5	12,822.5	+15.1	100.0

(1) Estimate based on Census 1961 and on subsequent births, recorded ages of death and recorded ages of migrants

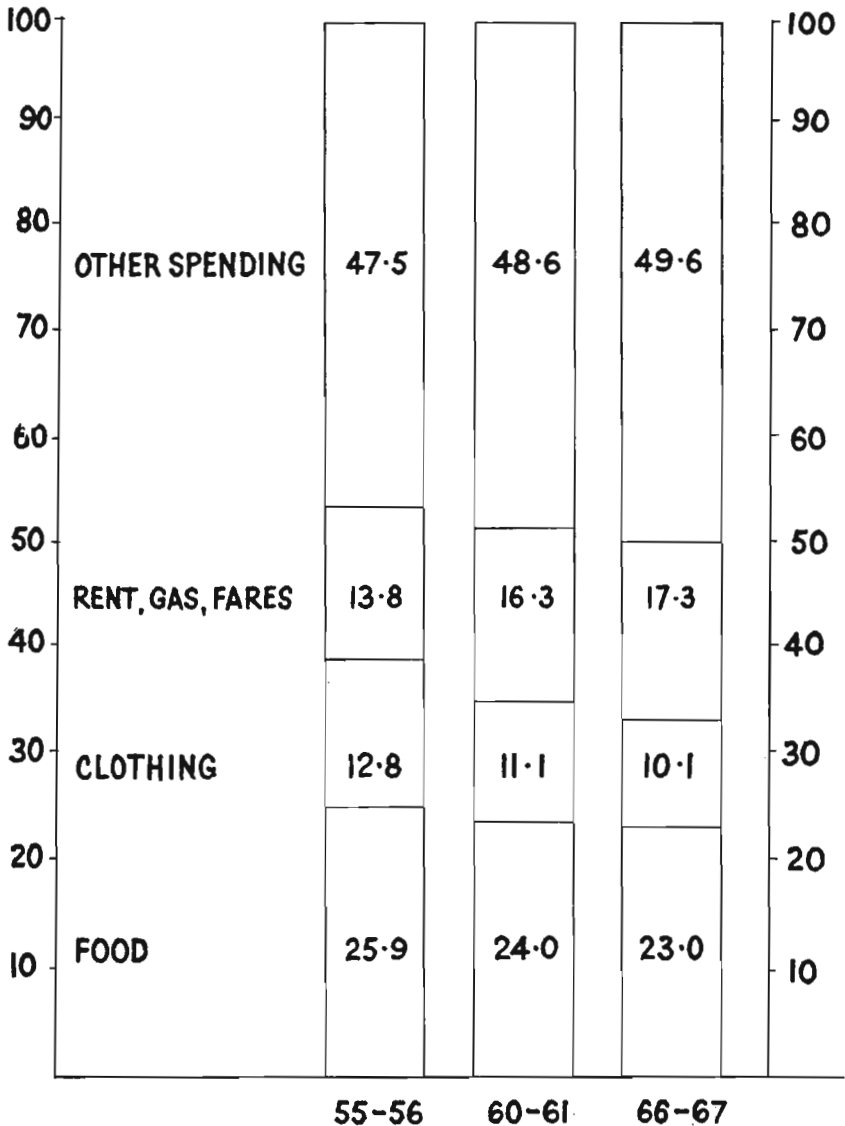
(2) Assuming net immigration of 80,000 a year (average 1960-1965 = 80,600). Fertility rate declining uniformly from 5 p.c. to 15 p.c. below the average of 1957-61 rate, (births declined in 1962-63 by 1.4 p.c., in 1963-64 by 6.5 p.c. in 1964-65 by 5.8 p.c.).

Source: Commonwealth Statistician, projections issued February, 1965. Tables and charts supplied by the courtesy of the Research Department, J. Walter Thompson Aust. Pty. Ltd.

TRENDS IN CONSUMER SPENDING

AUSTRALIA

1955 56 av. 1961 62 av. 1966 67 av.



SOURCE : COMMONWEALTH STATISTICIAN

WHERE THE PERSONAL AND FAMILY BUDGET GOES

Analysis of consumption, expenditure and personal savings, Australia, 1956 to 1967

Year ended June	Food	Clothing (1)	Rent, fares, gas, etc. (2)	Total 'basic' spending	All other consumption expenditure (3)	Total expenditure	Disposable income (4)
	\$m.	\$m.	\$m.	\$m.	\$m.	\$m.	\$m.
1956	1,760	870	938	3,568	3,020	6,798	7,702
1957	1,870	884	1,038	3,792	3,244	7,264	8,202
1958	1,902	908	1,104	3,914	3,428	7,620	8,184
1959	1,988	930	1,174	4,092	3,588	7,992	8,808
1960	2,106	1,018	1,266	4,390	3,970	8,736	9,626
1961	2,242	1,060	1,378	4,680	4,184	9,222	10,012
1962	2,300	1,063	1,562	4,925	4,291	9,568	10,709
1963	2,394	1,101	1,694	5,189	4,689	10,249	11,394
1964	2,506	1,195	1,836	5,537	5,087	11,015	12,567
1965	2,690	1,261	1,975	5,926	5,510	11,848	13,506
1966	2,880	1,312	2,148	6,340	6,265	12,605	14,083
1967	(3,100)	(1,360)	(2,324)	(6,784)	6,684	(13,468)	(15,317)

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.

ESTIMATED OWNERSHIP OF SELECTED DURABLES

P.C. of households owning in four different countries

	Australia	U.S.A.	U.K.	Japan
Refrigerators	98 (1963)	98 (1965)	40 (1966)	39 (1963)
Washing Machines	75 (1963)	80 (1965)	50 (1966)	66 (1963)
Vacuum cleaners	76 (1963)	81 (1965)	75 (1966)	33 (1963)
Radios	97 (1966)	98 (1965)	80 (1959)	42 (1963)
Television	81 (1966)	99 (1965)	80 (1966)	(transistors) 89 (1963)

SOURCE: J. Walter Thompson (Aust.) Pty. Ltd.

There were an estimated 6.5 million radios (including transistor and car radios) in Australian homes in January, 1966 (ARAB Facts and Figures.)

RETAIL SALES BY STATES, 1962 TO 1966 (1)

(\$ million)

Years ended June	Groceries	Other foods	Beer wine and spirits (2)	Clothing and drapery	Footwear	Electrical goods (3)	Chemists' goods	Total goods excl. motor vehicles, etc.	Motor vehicles parts petrol, etc.
Q'LD.—									
1962	124.8	154.0	74.8	113.2	18.4	48.2	37.0	702.2	218.4
1963	128.0	160.2	76.2	114.2	19.8	51.2	39.4	728.4	274.2
1964	133.8	171.0	85.4	126.8	20.4	61.8	43.8	797.6	325.2
1965	146.2	187.2	93.0	133.6	21.4	63.2	47.8	860.2	353.2
1966	153.0	198.6	100.2	136.6	21.8	41.3	51.3	896.5	338.4
N.S.W.—									
1962	336.0	442.2	213.8	358.2	60.0	136.4	109.4	2,064.2	626.2
1963	352.6	451.2	230.4	356.8	62.2	140.6	112.0	2,124.2	747.2
1964	358.6	468.0	222.2	400.8	66.8	144.8	124.6	2,234.6	818.4
1965	385.0	493.4	235.2	420.8	68.0	159.4	136.8	2,378.8	860.8
1966	414.7	520.5	247.9	440.6	68.3	146.2	148.9	2,475.4	825.4
VIC.—									
1962	232.6	350.8	151.8	258.8	47.2	94.4	73.8	1,518.8	430.0
1963	235.2	363.8	155.8	265.6	47.6	96.6	79.2	1,560.2	504.4
1964	260.6	382.6	166.2	290.2	52.0	104.0	84.6	1,685.6	569.4
1965	284.4	413.6	177.0	310.0	54.4	111.4	91.0	1,813.4	624.2
1966	306.6	434.9	194.1	315.8	54.7	107.1	96.4	1,898.5	617.4
TAS.—									
1962	28.6	34.0	17.0	30.2	5.2	10.6	7.4	166.2	53.8
1963	29.4	36.6	16.8	30.6	5.4	11.6	7.6	172.6	63.2
1964	31.4	36.0	18.4	32.2	5.6	11.2	8.2	179.2	70.2
1965	33.2	29.8	19.2	34.6	5.6	11.4	9.4	191.6	74.8
1966	34.7	41.2	20.7	35.2	6.0	11.1	9.9	199.0	73.7
S.A.—									
1962	71.0	100.8	47.2	80.8	14.0	30.4	22.6	452.4	143.6
1963	73.4	103.8	49.4	86.6	14.0	34.6	23.8	474.4	179.8
1964	79.8	115.0	53.4	95.6	15.2	38.4	25.8	521.6	209.0
1965	87.8	126.4	57.2	102.2	16.0	42.4	28.6	569.8	233.0
1966	93.8	131.4	62.1	102.9	16.2	41.4	30.9	594.8	213.0
W.A.—									
1962	65.2	74.6	41.4	57.4	10.2	28.0	15.6	360.8	134.2
1963	66.8	78.6	43.2	59.2	10.8	25.8	16.8	372.8	154.0
1964	74.8	85.0	46.0	63.0	10.8	23.6	18.8	401.2	166.6
1965	82.0	93.0	48.0	67.6	11.6	23.8	21.0	433.6	165.0
1966	91.2	98.4	55.5	72.4	12.4	27.4	23.6	474.9	173.2
AUST.—									
1962	858.2	1,156.4	546.0	898.6	155.0	348.0	265.8	5,264.6	1,606.2
1963	885.4	1,194.2	571.8	913.0	159.8	360.4	278.8	5,432.6	1,922.8
1964	939.0	1,257.6	591.6	1,008.6	170.8	383.8	305.8	5,819.8	2,158.8
1965	1,018.4	1,353.4	629.6	1,068.8	177.0	411.6	334.6	6,247.4	2,311.0
1966	1,095.2	1,425.0	680.5	1,103.5	179.4	393.3	361.0	6,539.1	2,241.1

(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.

AUSTRALIA'S TOP FIVE ADVERTISER GROUPS

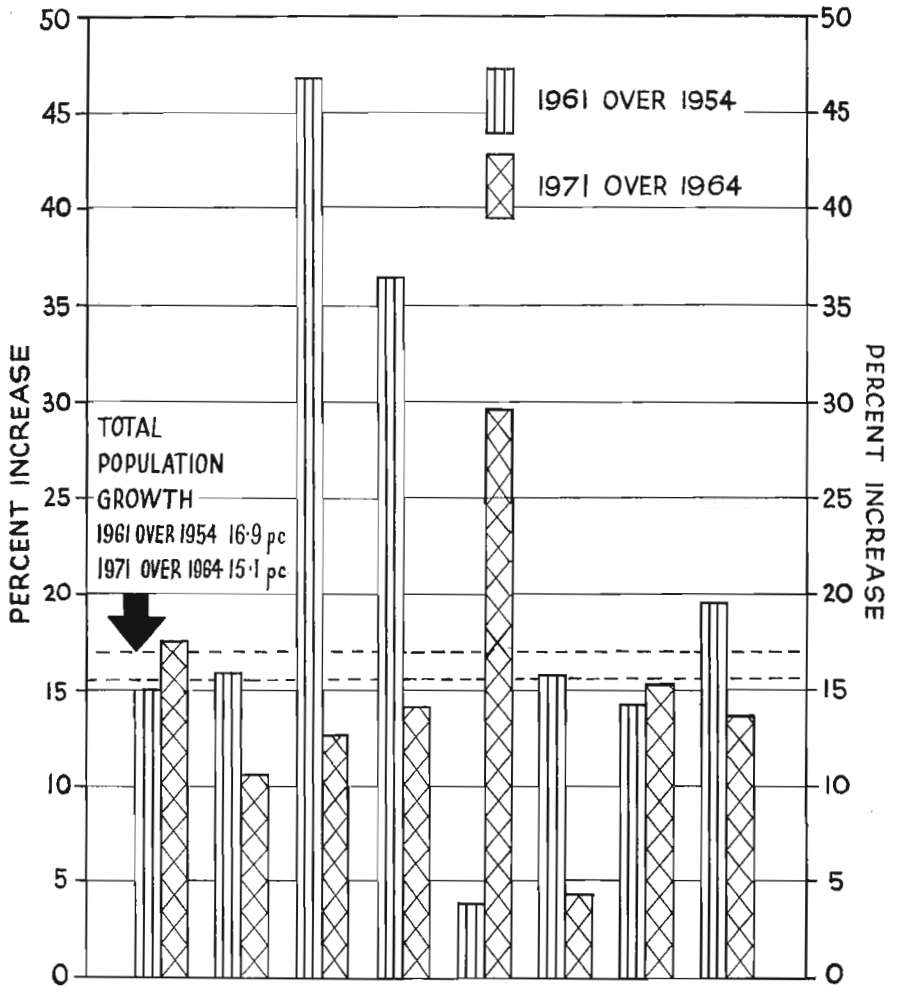
FOLLOWING are Bruce Tart Research Service estimates of 1966 national advertising expenditure by Australia's top five product groups, as listed in the 4As booklet Advertising Expenditure in Main Media, 1966.

Expenditure totals cover, on a national basis, press (including dailies, Sunday papers, women's and general magazines), metropolitan radio and metropolitan and country television.

(1) Foodstuffs \$21,073,930. (2) Smoking Accessories \$11,565,372. (3) Cars and Trucks \$7,058,313. (4) Women's Toiletries \$5,869,732. (5) Electrical \$5,582,970.

Excluded from the top five is the sundries group, which accounted for second highest spending of \$11,580,482.

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



AGE GROUP	0-4	5-9	10-14	15-19	20-34	35-49	50-64	65+
1961 OVER 1954	14.9	15.9	47.0	36.7	3.9	15.7	14.2	19.8
1971 OVER 1964	16.9	10.5	12.6	14.0	29.9	4.2	15.2	13.7

SOURCE : COMMONWEALTH STATISTICIAN

RADIO FACTS

STATION BREAKDOWN

As at December, 1967, there were 114 commercial and 70 national broadcasting stations in the medium frequency band in Australia.

Majority of the 114 commercial stations are affiliated or belong to two national, two interstate or eight regional networks.

State	Capital		Total
	Cities	Country	
NSW	6	31	37
ACT	1	—	1
Victoria	6	14	20
Queensland	4	21	25
South Australia	3	5	8
West Australia	4	10	14
Tasmania	2	6	8
Northern Territory	1	—	1
Total			114

INDUSTRY REVENUE SINCE 1941-42

Year	Stations in Operation	Revenue \$	Expenditure \$	Profit \$
1941-42	97	2,659,754	2,496,376	163,378
1942-43	96	2,596,594	2,314,588	282,006
1943-44	98	3,743,704	2,983,934	759,770
1944-45	100	4,369,372	3,517,810	851,562
1945-46	100	4,559,440	3,702,084	857,356
1946-47	101	4,777,174	4,026,726	750,448
1947-48	102	5,548,744	4,556,638	992,106
1948-49	102	6,424,948	5,238,948	1,185,558
1949-50	102	6,356,720	5,497,188	859,532
1950-51	102	7,214,996	6,184,518	1,030,478
1951-52	103	8,659,350	7,459,108	1,200,242
1952-53	105	9,833,114	8,275,026	1,557,088
1953-54	106	11,294,988	9,174,468	2,120,520
1954-55	106	13,373,848	10,505,662	2,868,186
1955-56	107	14,764,952	11,741,588	3,023,364
1956-57	108	14,914,310	11,917,260	2,997,050
1957-58	108	17,095,448	13,144,160	3,951,288
1958-59	108	18,950,530	14,187,502	4,763,028
1959-60	108	20,502,690	15,313,994	5,188,696
1960-61	110	21,958,906	16,665,630	5,293,276
1961-62	110	22,024,520	17,177,194	4,847,326
1962-63	110	22,718,394	17,808,312	4,910,082
1963-64	110	22,919,536	18,272,106	4,647,430
1964-65	111	24,549,697	19,205,468	5,344,229
1965-66	111	26,471,792	19,727,363	6,744,429

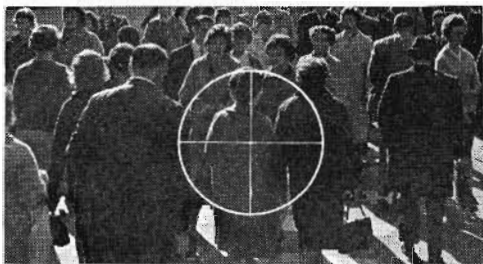
STATION OWNERSHIP

Licensees	Number of Licences held						
	NSW (incl. ACT)	Vic.	Qld	SA & NT	WA	Tas.	Total
Private & public companies	35	16	22	5	10	7	95
Church Bodies	1						1
(a) Newspapers	1	4	2	4	4	1	16
Labor Party	1		1				2
Total							114

(a) Newspapers directly own and operate 16 stations, while newspaper groups either have controlling interest or shareholding in 21 other stations.

That was a sound year, that was!

now...
just squeeze your
budget-trigger!



Shotgun advertising makes a lot of noise... but it scatters too much. Hits a lot of things it's not supposed to... misses a lot here and there as well. What to do? Zero in on your market with pinpoint accuracy. Radio accuracy. Once your target audience is defined, radio can reach a greater proportion of it with greater frequency. No waste. No extravagance. Selective. That's radio.

Everyone listens to radio.

AUSTRALIAN RADIO ADVERTISING BUREAU
47 YORK STREET, SYDNEY, 29-1738

If she
doesn't look
like your
wife...



... secretary, girl-friend or mother-in-law ice won't be surprised. That's one of the drawbacks involved in using pictures—they leave no room for the imagination. Words are different. Words, and sounds, can create pictures in the mind which are both personal and real to each individual listener. Speak of a beautiful girl? One man thinks of a blonde, another visualizes a brunette. Show them a redhead: you confuse them both. Good radio copy works on the imagination of the listener. Words and sounds form pictures, not seven columns wide, or 24-inches wide, but as wide as the mind can conceive.

That's big. That's radio.

Everyone listens to radio.

AUSTRALIAN RADIO ADVERTISING BUREAU
47 YORK STREET, SYDNEY, 29-1738

Mrs. Smith
has a head
like a sieve



She saw a cinema commercial 9 days ago... saw an advertiser's testimonial in a magazine 2 days ago... read the newspaper 17 hours ago... switched television 13 hours ago—but here it is mid-morning, and for the past few hours she's been making breakfast, getting Dad and the kids out of the house, making beds, cleaning the house—see, how do you expect her to remember brand names when she goes shopping later on? The answer is radio. Radio will reach Mrs. Smith today, this morning... right up to the time she goes shopping. That way she'll remember brand names all the way to the point of sale. Radio has the last word. Everyone listens to radio.

AUSTRALIAN RADIO ADVERTISING BUREAU
47 YORK STREET, SYDNEY, 29-1738

It's
impossible,
Mrs. Brown



Nobody, Mrs. Brown, can focus attention on two things at once with only one set of eyes. You can't drive and read the paper. You can't arrive and watch TV. AA, but with ears it's different. You can do just about anything and listen to radio at the same time. Anything. And the message still gets to you—even 'round corners! (Sneaky, isn't it?) Everyone listens to radio.

AUSTRALIAN RADIO ADVERTISING BUREAU
47 YORK STREET, SYDNEY, 29-1738

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 licensed receiver position to June 30, 1967.

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
1965	65	111	2,471,326
1966	65	111	2,534,547
1967	70	111	2,538,040

* Note 1966 and 1967 totals include radio only, and combined radio and TV licences.

RECEIVER PRODUCTION

Radios and Radiograms

Following breakdown shows production of radio receivers from 1961-62 to the end of October, 1967.

	Radio Sets						Total
	Radiograms			Radios		Other (incl. mantel)	
	Single play	Automatic multiple play	Portable	fixed and portable (a)	Car —		
'000	'000	'000	'000	'000	'000	'000	
1964-65	23,013	55,118	199,538	130,199	46,102	453,970	
1965-66	9,842	52,250	182,189	119,619	28,626	392,526	
1966-67	8,233	79,142	192,472	139,616	28,426	447,889	
Months: 1967-68							
July	991	6,975	13,997	13,352	1,475	36,790	
August	643	8,756	17,181	14,736	2,513	43,829	
September	171	8,086	21,013	13,040	2,505	44,815	
October	785	8,190	26,387	11,710	2,829	49,901	
4 months ended October, 1967	2,590	32,007	78,578	52,838	9,322	175,335	
4 months ended October, 1966	2,757	23,884	64,188	39,119	10,410	140,358	

(a) Portable car radios not available for separate publication.

SOURCE: Commonwealth Statistician.

THE TBN

7BU-7AD-7SD

NORTHERN TASMANIA

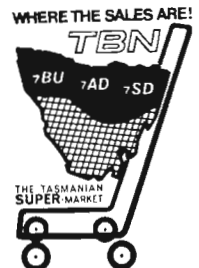
Promoted Sales for these National Advertisers in 1967

Agserv Industries
A. H. Agencies
A. W. Allen
Allied Mills
American Cig. Co.
Ampol Petroleum
Ansett-ANA
Dr. Armstrong
Wm. Arnott
Ass. Newspapers
Aus. Dairy Prod. Bd.
Aus. Dried Fruits
A.M.P. Society
Aus. National Line
Aus. Road Safety
Auswide
A.W.A.
B.P. Aust.
Bank of N.S.W.
Bata Shoes
Bayer Leverkusen
British Paints
Brockhoff Biscuits
Bushells Ltd.
Cadbury-Fry-Pascall
Campbell Soups
Canning & Son
Chrysler (Aust.) P/L.
Clark's Shoes
Clifford Love
Coats Paton
Coca Cola Export
Colgate Palmolive
Comalco Industries
C'wealth Loans
C'wealth Serum Labs.
Cottees
Dalgety Trading Co.
Dept. Labour & Nat. Serv.
Dept. Immigration
Direct Recruiting
Drug Houses of Aust.
Dunlop Rubber
Gordon Edgell
Electrolux
Emery Industries
E.S. & A. Bank
Exterior Chemicals
F. H. Faulding
Firestone Aust.
Ford Motor Co.
Fulford Williams

General Foods Corp.
Glazebrooks Paints
General Motors Holden
Godfrey Phillips
Goodyear Tyre & Rubber
Gordon & Gotch
Griffith Bros.
T. B. Guest & Co.
R. M. Hardy
Hecla Electrics
H. J. Heinz
Herald & Weekly Times
Hilton Hosiery
Holdenson & Nielson
Holeproof
Hoover Aust.
Hospitals Contribution Fund
Humes Ltd.
Hunter Douglas
Hunter Products
I.C.I.A.N.Z.
Interflora
I.T.S. Advertising
Julius Marlow
Kayser P/L
King Gee Clothing
Koala Shoes
Kodak (Aust.)
Kotolox Hosiery
Kraft Foods
Kyrabram Preserving Co.
Laycock Son & Co.
Lever & Kitchen
Maples
Marrickville Holdings
Mason & Porter
Mobil Oil Aust.
Nathan & Wyeth
The Nestle Co.
News Ltd.
Nicholas P/L
Nitrogen Fertilisers
Olympic Tyre & Rubber
Parke, Davis & Co.
Penfolds Wines
Pfizer P/L.
P.M.G. Department

Qantas Empire Airways
Reckitt & Colman
Robur Tea Co.
Roger David
Rosella Foods
Rothmans of Pall Mall
S.A. Fisherman's Co-op.
Shell Co. of Aust.
Sigma Co.
Singer (Aust.) P/L.
H. C. Sleigh
Smith, Kline & French
Specialty Greetings
Speedo Knitting Mills
Spicers (Aust.) P/L.
Stamina Clothing
Sunbeam Corporation
Sunoroid P/L.
Swallow's Biscuits
David Syme & Co.
Tattersalls Sweep Consultations
Taxation Dept.
Trans Australia Airlines
Tea Council of Aust.
Toy Traders P/L.
Turner Manufacturing
United Distillers
Venetian Blind Man. Fed.
The Victoria Ltd.
Vincent Chemical Co.
Volkswagen (Asia)
Vulcan Heating Systems
A. Wander
White Wings
Wm. Cooper & Nephews
G. B. Wild
W. D. & H. O. Wills
Worth Hosiery
Yakka
Yardley of London

And also for over 1200 Tasmanian Retailers



Tasmanian Broadcasting Network

Tasmania's Most Powerful Radio Broadcasting System

MELBOURNE, Vic. — McCormick, Brandon, Haig-Muir Pty.
Ltd. "Stanhill", 34 Queens Road. 26 3641.
SYDNEY, N.S.W. — Peter Halse Associates Pty. Ltd. 125
Bathurst Street, Sydney. 61 6833.

BURNIE, Tas. — P.O. Box 120. 31 2555.
LAUNCESTON, Tas. — Findlays Broadcasting
Services Pty. Ltd. Launceston. 2 3327. P.O.
Box 665 G.

RADIO AND COMBINED RADIO-TV RECEIVER LICENCES

FOLLOWING receiver licence figures compiled from official Post Office returns, include radio-only licences by States and combined radio and television licences.

RADIO-ONLY LICENCES

Months 1967:	NSW	Vic.	Qld	SA	WA	Tas.	Total
Jan.	214,723	126,362	107,683	81,742	46,076	22,784	599,370
Feb.	208,774	125,021	104,688	80,413	46,330	22,691	587,917
March	203,566	121,575	101,800	79,492	46,452	22,723	575,608
April	202,346	119,835	99,970	78,071	45,503	22,140	568,135
May	198,081	117,487	98,536	77,219	43,146	22,171	556,640
June	197,583	114,778	97,192	74,076	44,168	21,917	549,714
July	177,876	108,211	115,569	79,428	53,466	17,149	551,699
Aug.	174,508	107,033	111,951	79,465	52,645	16,490	542,092
Sept.	170,835	105,298	110,319	77,906	51,506	16,318	532,182
October	168,795	103,591	109,567	78,002	50,091	16,028	526,074

COMBINED TV-RADIO LICENCES

Months 1967:	NSW	Vic.	Qld	SA	WA	Tas.	Total
Jan.	726,721	585,688	232,498	199,283	122,647	58,198	1,925,035
Feb.	732,212	595,804	236,978	201,157	125,664	59,231	1,951,046
March	733,825	595,129	238,125	202,990	126,999	59,464	1,956,532
April	739,453	594,730	239,787	202,171	127,504	59,639	1,963,284
May	739,332	597,761	241,907	203,595	128,935	60,199	1,971,729
June	753,205	598,035	243,285	203,993	129,403	60,405	1,988,326
July	752,435	599,275	245,649	204,319	130,456	60,364	1,992,498
Aug.	758,464	601,974	245,910	208,548	131,853	59,922	2,006,671
Sept.	755,429	604,096	247,181	204,769	131,782	60,324	2,003,581
Oct.	761,432	608,845	250,354	209,449	131,299	60,604	2,021,983

AVERAGE HOURS OF OPERATION—COMMERCIAL RADIO

Following are the average weekly hours of operation of metropolitan and country commercial broadcasting stations.

Location of stations	Average hours per week to June 30				
	1960	1964	1965	1966	1967
Sydney (6 stations)	139	161	161	161	161
Melbourne (6 stations)	129	142	142	147	148
Brisbane (4 stations)	147	149	149	149	159
Adelaide (3 stations)	139	168	168	168	168
Perth (4 stations)	128	141	150	156	157
Hobart (2 stations)	125	131	131	131	131
All State capitals (25 stations)	135	150	151	153	156
All other areas	116	120	122	122	125
	(83 stns)	(85 stns)	(86 stns)	(86 stns)	(86 stns)
All stations	120	127	128	129	132
	(108 stns)	(110 stns)	(111 stns)	(111 stns)	(111 stns)*

* Excludes Queensland's three new commercial stations, 4AM, 4GG and 4KZ.

Source: Australian Broadcasting Control Board Report, June 30, 1967.

COMPOSITION OF PROGRAMS—1966-1967**(all metropolitan commercial radio stations)**

Type of programming	Pc. of total
Light entertainment (light, popular music)	48.3
Advertising	15.1
News and services	9.8
Incidental matter	8.6
Current affairs	5.4
Sport	5.3
Family information, the arts, education	4.6
Variety and talent	2.1
Drama	0.8

Source: Australian Broadcasting Control Board.

AVERAGE TIME OCCUPIED EACH WEEK BY AUSTRALIAN PROGRAMS**Metropolitan and country radio stations**

Type of program	Average Australian content per station	
	Metropolitan (25 stations)	Country (86 stations)
(a) Service and information programs including—		
(1) News broadcasts and commentaries, sporting talks, and description, service programs for special groups	22hrs 11mins	22hrs 02mins
(2) Conversation programs (both entertainment and service type)	9hrs 12mins	5hrs 27mins
(3) Religious programs of Australian origin	2hrs 39mins	2hrs 49mins
(b) Playing time of gramophone recordings of Australian artists	15hrs 07mins	12hrs 56mins
(c) Other Australian programs	1hr 44mins	3hrs 40mins
Total weekly average	50hrs 53mins	46hrs 54mins

The following table, based on information supplied to the Broadcasting Control Board by the Australian Broadcasting Commission and the Australian Performing Right Association, shows the proportions of time devoted to the broadcasting of music works of Australian composers, pursuant to provisions of Section 114 (2) of the Act.

Year	ABC	Commercial Stations
1961-62	6.10	6.06
1962-63	5.68	6.07
1963-64	5.92	6.89
1964-65	6.41	6.40
1965-66	5.08	6.54
1966-67	5.71	6.86

Source: Australian Broadcasting Control Board.

THE ADVERTISERS WHO GET MOST FROM THEIR ADVERTISING DOLLAR . . .



FEDERATION OF AUSTRALIAN COMMERCIAL TELEVISION STATIONS

TELEVISION FACTS

HIGHLIGHTS OF 1967

WITH the television industry still disputing prices being asked for programs by the American production houses, 1967 began on a note of optimistic demand for local programs.

One of the early indications of this was ATN's announcement of plans to build a major new studio (90ft by 70ft) for local production.

Locally-produced programs by station and packaging houses continued to gain audiences in the capital city and major population centres.

The Tasmanian bushfires occasioned some brilliant news coverage, when mainland stations got the PMG's Department to reverse the TV links between Hobart and Melbourne to transmit coverage of the fires.

As the year progressed, the end of the US program-buying freeze was signified by Australian stations and the program producers coming to terms on price. Stations announced new program purchases.

Problems of public complaints directed against commercials, which the Broadcasting Control Board brought to the notice of the 4As led to a meeting between the two bodies when the Board screened examples of commercials about which complaints had been made.

Subsequent to this guidelines were prepared for advertisers' information setting out the danger areas and possible offensive sequences in types of underwear and personal product advertising.

GLOBAL AND MIDDLE EAST COVERAGE

Easily the main news event of the year was the first live telecast from Canada by satellite, in which Australian viewers saw Prime Minister Holt opening Australia's day at Expo '67 in Montreal.

The high quality of reception and freedom from technical problems, made the first such broadcast memorable and gave great promise for future global telecasting.

Events in the Middle East boiled up to a sensational six day war which was brilliantly covered by television with some of the most dramatic footage ever screened.

Then news was made throughout the industry by TV Corporation's sensational financial manoeuvre in which it acquired control of Consolidated Press Holdings in a deal said to involve \$21.3 million.

Under this, TV Corporation acquired Consolidated Press' newspaper, magazine publishing, TV and printing interests.

Repercussions of the deal, regarded as the largest and most complex in the Australian media world, went on for many months and indicated that TV had now ascended in the Packer empire to become the No. 1 earning source, ahead of newspapers.

Not long afterwards, the ABC participated in the sensational Our World live telecast from 14 countries, received in Australia between 4.50am-7am, spanning events throughout the globe as they happened.

Another top news event was Dame Pattie's bid for America's Cup honors, which CBS filmed as it happened and then arranged for direct transmission by satellite to Australia.

Overshadowing all the year's TV coverage was its detailed reportage of Prime Minister Holt's presumed drowning while swimming, the arrival of world leaders for the memorial service in Melbourne, and the service, telecast internationally by satellite.

PROGRESS WITH LOCAL PRODUCTION

Big-budget locally produced programs were also launched, notably the Channel 7 Network's You Can't See Round Corners, and TCN-GTV's Hunter.

Corners, after a sensational start which resulted in a sequence being cut by order of the Control Board, quickly acquired a large national audience.

NBN announced it was going to reduce its share capital, altering its shares from 75c to 50c each, while QTQ also announced it was returning 25c of every 50c share to shareholders. TCN also announced it was cutting its \$1 shares to 50c.

Big news was made by the publication of FACTS' annual report presented at its annual meeting in Sydney.

In it the association claimed the broadcasting industry was more favored by the Government, and that while TV industry profits for the 1965-66 financial year were \$3 million less than broadcasting, TV paid \$726,241 more in licence fees.

The commercial broadcasting industry's net profit was \$6,744,429 on which licence fees of \$238,319 were assessed.

TV's net profit for the same period on an industry basis was \$3,505,278 and its assessed licence fee was \$964,560, more than four times that of radio.

Other anomalies TV cites which acted against it were: the quota on it to use Australian programs which now stands at 50pc, with compulsory time placements, while radio's only quota was that 5pc of broadcast time should be devoted to works of Australian composers.

Radio, TV said, is permitted to broadcast entertainment programs on Sunday morning, TV is not, while no imported advertisements can be shown on TV but can be broadcast on radio.

Radio stations in Tasmania and in country areas are provided with Post Office landlines for three basic services a day at a nominal cost of \$104, but representations made to the PMG on behalf of country stations for a similar concession had received no favorable decision.

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 (now Sir Charles) Davidson, who named 20 country areas which would be involved in the plan.

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 and Brisbane, Adelaide and Perth in 1964.

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

REVENUE STATISTICS

Broadcasting Control Board figures:

Year	Stations	Revenue \$	Expenditure \$	Profit \$	Loss \$
1956-57	4	2,381,900	3,484,328		1,102,428
1957-58	4	5,957,004	6,070,798		113,794
1958-59	4	11,888,402	10,311,920	1,576,482	
1959-60	10	20,638,436	17,508,984	3,129,452	
1960-61	10	29,236,146	23,557,692	5,678,454	
1961-62	20	30,117,412	25,183,874	4,933,538	
1962-63	22	37,571,948	31,578,394	5,993,554	
1963-64	24	41,902,702	36,154,916	5,747,786	
1964-65	31	49,695,326	44,049,610	5,645,716	
1965-66	39	57,643,433	54,138,155	3,505,278	

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.

VIEWING TRENDS, 1967

Total hours during which one or more channels were telecasting during 1967.

Average day	Sydney (October)	Melbourne (October)	Adelaide (November)	Brisbane (July)	Perth (Sept./Oct.)
Monday to Friday	14 $\frac{3}{4}$	15	17	13	13 $\frac{3}{4}$
Saturday	15	17	17	10 $\frac{1}{2}$	15
Sunday	15 $\frac{1}{2}$	15	14 $\frac{3}{4}$	13 $\frac{1}{2}$	13 $\frac{1}{2}$

Average time tuned in to TV per TV home per day (households)

Average day	Sydney (October)	Melbourne (October)	Adelaide (November)	Brisbane (July)	Perth (Sept./Oct.)
Monday to Sunday	4hrs 34mins	3hrs 43mins	4hrs 4mins	4hrs 15mins	4hrs 6mins

Average week-day peak time audience (households)

Average week-day Peak-time TV house-	Sydney (October)	Melbourne (October)	Adelaide (November)	Brisbane (July)	Perth (Sept./Oct.)
holds tuned	528,900	420,300	142,100	160,800	107,000
	81pc	76pc	70pc	80pc	77pc

Audience composition at peak viewing times on an average week-day

	Sydney (October)	Melbourne (October)	Adelaide (November)	Brisbane (July)	Perth (Sept./Oct.)
Men 40 and over	254,000	180,000	64,000	75,000	44,000
Men 18-39	186,000	145,000	44,000	56,000	33,000
Women 40 and over	314,000	242,000	82,000	90,000	56,000
Women 18-39	186,000	170,000	55,000	70,000	41,000
Teenagers 10-17	324,000	188,000	60,000	79,000	64,000
Children 0-9	112,000	91,000	33,000	69,000	49,000
Total persons	1,376,000	1,016,000	338,000	439,000	288,000

Note: All the above references are to statistical divisions as defined by the Commonwealth Statistician. Viewing outside the statistical division boundaries would add to these figures considerably.

Source: McNair Surveys.

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AGENTS ALL AUSTRALIAN STATES,
NEW ZEALAND AND FIJI

GROWTH OF THE AUDIENCE TV RECEIVER LICENCES

	TV-only licences	Combined TV-radio licences
1966:		
November	393,310	1,913,049
December	368,560	1,905,023
1967:		
January	410,946	1,925,035
February	388,515	1,951,046
March	406,505	1,956,532
April	404,119	1,963,284
May	406,643	1,971,729
June	416,809	1,988,326
July	417,797	1,992,498
August	425,150	2,006,671
September	431,928	2,003,581
October	423,189	2,021,983

State-by-State breakdown of October, 1967, figures for TV-only and combined TV-radio licences:

	TV Only	Combined TV-radio
NSW	162,758	761,432
Vic.	94,987	608,845
Qld	72,967	250,354
SA	50,512	209,449
WA	30,326	131,299
Tas.	11,639	60,604
Total	423,189	2,021,983

TV RECEIVER PRODUCTION

Period	TV Sets produced Australia No.
Year: 1961-62	289,493
1962-63	295,692
1963-64	270,235
1964-65	308,737
1965-66	276,586
1966-67	250,236
1966: July-Oct.	94,381
1967: July-Oct.	94,451
1966: October	19,811
November	21,629
December	16,531
1967: January	7,929
February	17,340
March	20,117
April	19,656
May	26,587
June	26,066
July	26,580
August	24,365
September	23,059
October	20,447

PROGRAMMING TRENDS 1964-1965-1966-1967

FOLLOWING tables from the Australian Broadcasting Control Board's 1967 19th 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, excluding news commentaries.

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 1964-65, 1965-66 and 1966-67.

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

Program type	1964-65	1965-66	1966-67	1964-65	1965-66	1966-67
	pc	pc	pc	pc	pc	pc
Drama	51.2	55.6	50.5	56.8	57.8	55.4
Light Entertainment	21.2	19.5	23.9	15.2	17.1	19.6
Sport	5.7	5.1	5.8	3.5	3.2	3.6
News	6.3	4.8	3.6	7.8	7.1	6.7
Family	7.8	7.3	5.2	9.9	9.0	5.7
Information	1.0	1.6	1.3	2.1	1.7	1.9
Current Affairs	4.0	3.7	3.2	3.8	3.3	3.3
The Arts	0.6	0.2	0.2	0.5	0.2	0.1
Education	2.2	2.2	2.5	0.4	0.6	0.7
Other material (between programs)	(na.)	(na.)	3.8	(na.)	(na.)	3.0

Programs televised between 7pm-9.30pm — commercial television stations

Program type	Capital city stations	Country stations
	Drama	75.9pc
Light Entertainment	16.9pc	13.7pc
Sport	1.3pc	0.7pc
News	0.7pc	3.2pc
Family	0.2pc	0.1pc
Information	0.4pc	0.9pc
Current Affairs	0.7pc	1.0pc
The Arts	*	0.1pc
Education	—	—
Other material (between programs)	3.9pc	3.1pc

* Less than 0.05pc.

TELEVISION OF PROGRAMS OF AUSTRALIAN ORIGIN (Drama concessions, peak channel requirements)

ONE of the major developments in commercial television during 1967 was implementation by the government of Australian programming regulations concerning local programs in peak viewing channels, and use of drama.

The new conditions, which do not alter the 50pc local content quota established in 1965, became effective July 3, 1967.

They provide incentive for indigenous drama and certain children's programs, which receive credit for twice their actual duration in assessment of the 50pc local content quota.

The new conditions stipulate that programs of Australian origin must be televised between 7pm-9.30pm for not less than 12 hours in each 28-day statistical period, subject to the following requirements:

- An aggregate of not less than two hours must consist of Australian drama.
- An aggregate of not less than two hours of Australian programs must be televised each week between 7pm-9pm.

Coinciding with the implementation of the new conditions in 1967 there was a marked change in viewing preference, with substantially bigger audiences for Australian programs, at the expense of imported films and series.

Programs such as Homicide (consistently on top of the audience rating charts), McGooley, Hunter, You Can't See Around Corners, Mavis Bramston, quizzes such as Pick-A-Box and Coles \$6000 Question and the topical documentary Project '67 proved outstanding audience drawcards.

ANALYSIS OF TELEVISION PROGRAMS OF AUSTRALIAN ORIGIN BY CATEGORIES — 1967

Category	Commercial television stations	
	Metropolitan pc	Country pc
Drama—		
Adventure	0.1	0.4
Crime and suspense	1.4	2.7
Domestic and comedy	0.5	1.9
Western	—	0.1
Miscellaneous	5.6	5.4
Total	7.6	10.5
Light entertainment—		
Cartoons	0.2	0.1
Light music	7.0	10.7
Personalities and oddities	14.1	9.4
Quiz and panel programs	10.6	7.1
Talent programs	0.9	1.5
Variety	5.6	3.2
Total	38.4	32.0
Sport	12.4	7.5
News	8.5	17.8
Family—		
For children	8.3	11.2
Family living and shopping	3.7	3.5
Total	12.0	14.7
Information (incl. agriculture, industry, foreign lands and peoples, nature and science, miscel- laneous)	0.4	1.1
Current affairs—		
Australian activities	0.8	1.2
Political matter	0.1	0.2
Religious matter	2.2	2.5
Social, controversial matter	2.7	6.7
Total	5.8	6.7
The arts (incl. fine arts, dance and ballet, serious music and opera)	0.3	—
Education	5.8	1.8
Other matter	8.8	7.9
Grand total	100.0	100.0

SOURCE: Australian Broadcasting Control Board Annual Report, June 30, 1967.

WORLD RADIO-TV RECEIVER FIGURES

FOLLOWING population and latest radio and TV receiver figures for 178 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
* Country with comm. radio and/or comm. television.					
Aden (Fed. of So. Arabia)* (1,250,000)	100,000	20,000	Ecuador* (5,084,000)	200,000	50,000
Afar and Issa (80,000)	5,000	100	El Salvador* (2,929,000)	396,000	45,000
Afghanistan (15,271,685)	50,000	—	Ethiopia (22,600,000)	127,000	3,200
Albania (1,865,000)	135,000	2,000	Faroe Isl. (37,000)	9,300	—
Algeria (12,000,000)	480,000	50,000	Fiji* (464,000)	40,000	—
Angola* (5,154,000)	85,000	—	Finland (4,663,600)	1,648,461	864,214
Argentina* (22,691,000)	5,850,000	1,705,000	France (49,157,000)	7,726,624	7,997,856
Australia* (12,000,000)	2,548,057	2,445,172	Gabon (4,612,000)	50,000	1,000
Austria (7,130,000)	2,163,572	929,927	Gambia (330,000)	50,000	—
Azores* (350,000)	43,000	—	Germany (Fed. Rep.)* (59,872,000)	18,446,734	13,404,107
Bahamas* (160,000)	22,500	—	Germany (Dem. Rep.) (17,000,000)	5,782,000	3,385,000
Bahrain (185,500)	51,000	—	Ghana (8,000,000)	200,000	1,000
Barbados* (250,000)	55,200	9,100	Gibraltar* (25,000)	4,000	5,700
Botswana (570,000)	4,500	—	Gilbert & Ellice Island (50,000)	1,700	—
Belgium (9,556,380)	3,110,000	1,629,700	Great Britain* (54,500,000)	16,773,205	13,775,000
Bermuda* (14,000)	14,000	15,000	Greece (8,500,000)	1,000,000	19,200
Bolivia* (3,697,500)	305,000	—	Greenland (39,500)	6,250	—
Brazil* (82,000,000)	5,500,000	5,000,000	Gaudaloupe (295,000)	15,664	2,750
Brunei (110,000)	10,500	—	Guam* (100,000)	77,000	30,500
Bulgaria (8,284,000)	2,201,391	186,000	Guatemala* (4,438,000)	210,000	61,000
Burma (25,246,000)	340,000	—	Guiana* (680,000)	136,000	—
Burundi (2,600,000)	51,000	—	Guiana, Fr. (35,000)	2,779	100
Cambodia (6,200,000)	40,000	20,000	Guinea, Rep. (4,010,000)	80,000	—
Cameroon (5,211,000)	205,000	—	Guinea, Sp. (300,000)	50,000	—
Canada* (20,000,000)	12,050,000	5,700,000	Haiti (4,660,000)	75,000	10,000
Canary Islands* (1,250,000)	130,000	—	Hawaii (773,609)	—	154,900
Cape Verde Island* (220,000)	4,000	—	Holland (13,000,000)	2,783,624	2,400,000
C. African Rep. (1,353,000)	33,000	—	Honduras, Br. (115,000)	30,045	—
Ceylon* (11,234,000)	425,000	—	Honduras, Rep.* (2,285,000)	136,000	20,000
Chad (4,000,000)	35,000	—	Hong Kong* (3,823,200)	700,000	81,000
Chile* (8,567,000)	1,360,500	90,000	Hungary (10,100,000)	2,500,000	1,095,421
Colombia* (18,000,000)	2,200,000	380,000	Iceland (196,549)	57,600	20,000
Comores Islands (240,000)	10,000	—	India (475,000,000)	5,400,000	6,500
Congo (Brazzaville) (900,000)	60,000	500	Indonesia (100,000,000)	1,500,000	54,500
Congo (Dem. Rep.) (15,627,000)	50,000	500	Iran* (23,428,000)	1,700,000	131,000
Costa Rica* (1,434,000)	100,500	66,000	Iraq (8,261,521)	180,000	150,000
Cuba (7,631,000)	1,315,000	575,000	Ireland (2,881,000)	538,800	305,000
Cyprus* (600,000)	146,000	25,500	Israel (2,750,000)	610,000	30,500
Czechoslovakia (14,194,158)	3,830,000	2,530,000	Italy (53,458,208)	11,403,634	7,508,621
Dahomey (2,500,000)	40,000	—	Ivory Coast (3,750,000)	65,000	5,500
Denmark (4,830,000)	1,450,000	1,170,800	Jamaica* (1,859,072)	423,383	40,500
Dominican Rep.* (3,850,000)	150,000	85,000	Japan* (99,920,000)	21,967,594	19,624,624
			Jordan (2,016,700)	130,000	10,000
			Kenya (9,365,000)	500,000	14,000

+ Radio and TV figures for Australia to October, 1967

WORLD RADIO-TV RECEIVER FIGURES (cont.)

Country and Population	Radio Receivers	TV Receivers	Country and Population	Radio Receivers	TV Receivers
Korea Rep.* (28,650,000)	1,400,000	75,000	(540,100)	39,675	—
Kuwait (468,200)	100,000	80,000	Samoa* (145,000)	15,000	1,500
Laos (3,000,000)	35,000	—	Soa Tome* (65,000)	6,000	—
Lebanon* (2,600,000)	451,000	170,000	Sarawak (Malaysia) (862,500)	64,025	—
Leeward Isl.* (175,000)	5,500	2,500	Saudi Arabia (8,000,000)	77,000	35,000
Lesotho (860,000)	2,650	—	Senegal (3,500,000)	262,000	100
Liberia* (1,250,000)	151,000	3,500	Seychelles (47,600)	8,000	—
Libya (1,617,500)	75,000	—	Sierra Leone (2,300,000)	25,000	2,000
Luxembourg (332,800)	127,029	41,288	Singapore (1,930,000)	175,126	92,763
Macau* (180,000)	6,500	—	Solomon Isl. (142,740)	5,000	—
Madeira (301,000)	35,000	—	Somalia (2,525,000)	40,000	—
Malagasy Rep. (6,262,000)	305,000	—	So. Africa* (17,900,000)	2,700,000	—
Malawi (4,025,000)	83,000	—	Spain* (32,800,000)	5,000,000	2,325,000
Malaysia (9,384,000)	367,000	80,000	St. Pierre et Miquelon (5,000)	500	100
Mali (4,580,000)	30,000	—	Sudan (13,550,000)	17,500	11,000
Malta* (318,747)	32,000	33,312	Surinam* (350,000)	65,000	—
Maldive Islands (100,883)	946	—	Swaziland (390,000)	10,500	—
Martinique (300,000)	27,032	4,500	Sweden (7,844,433)	2,901,020	2,216,016
Mauritania (1,000,000)	25,000	—	Switzerland (5,953,000)	1,709,715	831,216
Mauritius* (775,200)	68,604	15,000	Syria (5,400,000)	276,000	70,000
Mexico* (42,800,900)	4,800,000	1,860,000	Tahiti (85,000)	40,000	3,000
Monaco* (22,550)	6,500	15,000	Taiwan* (13,512,700)	1,365,400	160,000
Morocco (13,330,000)	800,000	37,500	Tanzania (11,000,000)	125,000	—
Mozambique* (6,960,000)	78,000	—	Thailand* (30,561,000)	2,766,000	210,000
Nepal (9,550,000)	46,000	—	Timor (517,200)	2,272	—
Neth. Antilles* (208,000)	105,000	17,500	Trinidad and Tobago* (990,500)	168,500	35,500
New Caledonia (85,000)	15,000	3,500	Togo (1,617,000)	31,000	—
New Hebrides (66,500)	3,100	—	Tonga (77,500)	6,000	—
New Zealand (2,712,300)	659,400	518,000	Tunisia (4,675,000)	375,000	5,600
Nicaragua* (1,700,000)	105,000	25,000	Turk & Caicos Isl. (6,600)	1,100	—
Niger (3,357,500)	75,000	—	Turkey (31,400,000)	2,802,721	6,000
Nigeria* (56,500,000)	1,250,000	52,526	Uganda* (7,555,000)	150,000	7,500
Norfolk Island (1,155)	600	—	United Arab Rep. (Egypt) (30,000,000)	4,260,000	475,000
Norway (3,754,000)	1,120,960	631,680	United States (194,000,000)	242,500,000	56,219,200
Pakistan (103,000,000)	1,014,144	20,000	Upper Volta (5,000,000)	70,000	525
Panama* (1,246,500)	225,000	77,000	Uruguay* (2,850,000)	1,000,000	200,000
Paraguay (2,030,000)	160,500	10,000	USSR (235,050,000)	75,000,000	24,135,000
P.R. of China (760,500,000)	8,500,000	—	Venezuela* (8,876,000)	1,675,800	650,000
Peru* (11,650,000)	1,800,000	275,000	Vietnam Rep. (16,000,000)	375,000	—
Philippines* (33,500,000)	1,230,000	190,000	Vietnam (Dem. Rep.) (17,000,000)	500,000	—
Poland (32,000,000)	5,584,300	2,700,000	Virgin Isl.* (American) (55,000)	31,000	18,000
Portugal* (9,170,000)	1,208,000	260,030	Windward Isl.* (372,000)	25,000	—
Puerto Rico* (2,700,000)	1,600,000	394,000	Yugoslavia (20,000,000)	3,102,952	886,810
Reunion (420,000)	57,000	10,000	Zambia (3,780,000)	51,000	15,500
Rhodesia (4,260,000)	55,000	45,000	Zanzibar (Tanzania) (325,000)	12,500	—
Rumania (19,150,056)	2,865,000	577,000			
Ryukya Isl.* (940,000)	240,000	131,000			
Sabah (Malaysia)					

The Broadcasting Control Board

THE Australian Broadcasting Control Board was constituted on March 15, 1949. The principal powers and functions of the Board as set out in the Broadcasting and Television Act 1942-1967 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: **Myles F. E. Wright**, chairman, appointed for five years from March 15, 1966; **J. M. Donovan**, re-appointed for five years from March 15, 1966; **D. McDonald**, B.Sc., appointed for five years from May 6, 1965.

Part time: **Dr W. C. Radford**, MBE, MA, M. Ed., Ph.D., re-appointed for three years from November 6, 1964; **Sir Tasman Heyes**, CBE, re-appointed for two years from February 23, 1966.

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: 109 Pitt-st (25-3964).

Brisbane: 130 Petrie Terrace (36-0722)

Adelaide: 97 King William St (51-1076).

Perth: 254 Adelaide Terrace (23-4609).

Hobart: 148B Collins St (2-1939).

2UE FIRST IN SYDNEY

THE MOST CONSISTENT SELLING SOUND IN RADIO

SYDNEY:
Radio 2UE,
237 Miller Street, North Sydney.
Phone 92 0444

MELBOURNE:
Hugh Anderson
130 Exhibition Street, Melbourne.
Phone 63 3674

BRISBANE:
John Pegglis,
170a Albert Street, Brisbane.
Phone 26 660

**BRIGHTER
2UE
CHANNEL 95**

Radio stations

- *NSW (Sydney)*



Always in line for promotions—that's the NEW2UW success story for clients.

The 10 to 39 age group have the money to spend and they're switched on to NEW2UW.

Need a promotion?
Ask your NEW2UW rep.

NEW2UW

ALWAYS IN LINE FOR PROMOTIONS



CB191

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, 2000. 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 (mngr), P. See (sales mngr), 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, 81 Aldwych, W.C.2, 01242 6656; New York, Pan American Broadcasting Co., 370 Lexington-ave, Murray Hill 5-1300; Wellington, NZ, Commerce House, 126 Wakefield St, C.I. Phone 43-191.

Rates Resume — Base rates for all time channels: Slogans \$3; 25wds \$5; 50wds \$7.75; 100wds \$10.50; 1min \$12; 15mins \$24; 30mins \$44; 60mins \$84.

2GB

Licensee: Broadcasting Station 2GB Pty. Ltd, 136 Phillip St, Sydney, 2000. Phone 2-0360. Telegrams Twogb.

Opened: Aug. 23, 1926.

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

Directors: R. A. G. Henderson (chrn), S. R. I. Clark (mng dir), A. H. McLachlan, E. G. McRae, R. A. Long, L. Garrott, F. Chandler, G. H. Allan, R. E. Denison.

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

Network Affiliation: Macquarie (key station). Interstate Representation: MBS, 382 Latrobe St, Melbourne (329-6666); MBS, 201 Tyntest, North Adelaide (6-8461); 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 rates): 25secs \$23 (b'fast), \$18 (morn, early even.), \$13 (afternoon, even.), 25mins \$85 (day), \$40 (night).

2KY

Licensee: Labor Council of NSW, 32 Orwell St, Potts Point, Sydney, 2011. Phone 35-3055 (6 lines).

Opened: Oct. 31, 1925.

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

Directors: R. S. Jackson, MLC, F. W. Bowen, MLC, E. A. Wright, M. P. McCarney, W. A. Gregory, R. B. Marsh, MLC.

Executives: R. B. Marsh (gen. mngr), L. R. Hood (mngr), A. D. Kenny (assistant to gen. mngr), L. A. Spinner (chief eng.), Hugh Hay (studio mngr).

Network affiliation: Associated with 2HD.

Rates resume (base rate): 5.30am-6pm 10secs \$3, 30secs \$8.80, 60secs \$12.65, 15mins \$29.15, 30mins \$49.50, 60mins \$95.15. 6pm-11.30pm 10secs \$2.75, 30secs \$7.70, 60secs \$11, 15mins \$29.15, 30mins \$49.50, 45mins \$73.15, 60mins \$95.15.

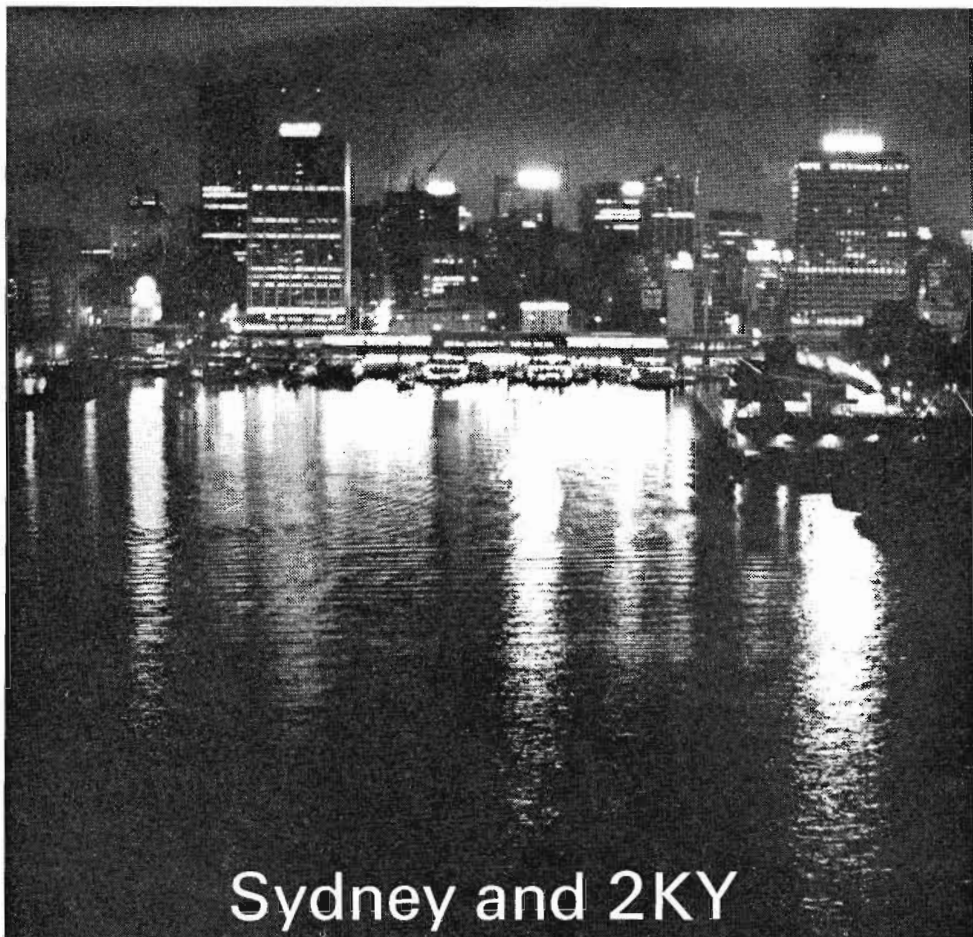
2SM

Licensee: Broadcasting Station 2SM Pty Ltd, 257 Clarence St, Sydney, 2000. Phone 29-5381. Telegrams, Twosm.

Station Managers!
If your Victorian sales
are not up to expectations,
why not ring us?

**RAY BROWN
Pty. Limited**

Media representation
100 Drummond St., Carlton, Victoria
P.O. Box 58, Carlton South, 3053
Telephone 34 1103-4
Telegrams 'Schedule' Melbourne



Sydney and 2KY

2KY has been with us for a long time. Like Circular Quay, 2KY is part of the Sydney scene . . . has been for the past 40 years or so with Melody Music. We don't plan to change this year. We find it pays to capture the mature audience. Our advertisers think so too. For the perfect selling format — switch to 2KY.



the happy station with coverage
where it counts — 24 hours a day.

Represented in Melbourne by
Ray Brown Pty. Ltd., 100 Drummond Street,
Carlton, N.3. Victoria. Telephone 34-1103

Opened: Dec. 24, 1931.

Transmitter Site: Pennant Hills. **Power:** 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 (gen. mngr), K. B. O'Donohue (station mngr), L. Hay (sales mngr), Rod Muir (prog. mngr), John Brennan (music dir), Gerry Connolly (merchandising mngr).

Interstate Representation: McCormick, Brandon, Haig-Muir Pty Ltd, Stanhill, 34 Queen's Rd, Melbourne, 3000 (26-3641).

Rates resume (base rate): AAA (5am-1pm Mon.-Fri., 5am-4pm Sat.-Sun.); AA (1pm-7pm Mon.-Fri., 4pm-7pm Sat.-Sun.), A (7pm-mid. Mon.-Sat.). 10secs-30secs inclusive \$10 (AAA), \$6 (AA), \$4 (A); 45secs-60secs \$20 (AAA), \$9 (AA), \$6 (A); 25mins \$68 (AAA, Sat.-Sun.), \$60 (AAA, Mon.-Fri.), \$40 (AA), \$20 (A).

2UE

Licensee: Radio 2UE Sydney Pty Ltd, 237 Miller-st, Nth. Svdney. P.O. Box 950 North Sydney, 2060. Phone 92-0444. 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), K. N. Greenhalgh (chief engineer), B. Rogerson (sales mngr).

Network Affiliation: Major. **Interstate Representation:** Hugh Anderson, 130 Ex-

hibition-st, Melbourne (63-3674), K. Coles, 95 Currie St, Adelaide (51-4926), Bowly Penglis & Associates, 160 Edward St, Brisbane (2-6660).

Rates resume (base rate): 25secs \$23 (bfst), \$18 (morn.), \$16 (aft. & even.). **Half-hour music shows:** \$85 (morn.), \$45 (aft.), \$65 (early even.), \$30 (even. 8-10pm), \$20 (10pm-midnight).

2UW

Licensee: Commonwealth Broadcasting Corporation Pty Ltd, 365 Kent St, Sydney, 2000. Phone 2-0270. Telegrams Twouw.

Opened: Feb. 13, 1925.

Transmitter site: Homebush. **Power:** 5kw. **Frequency:** 1110kcs. **Operating hours:** 24 hour service.

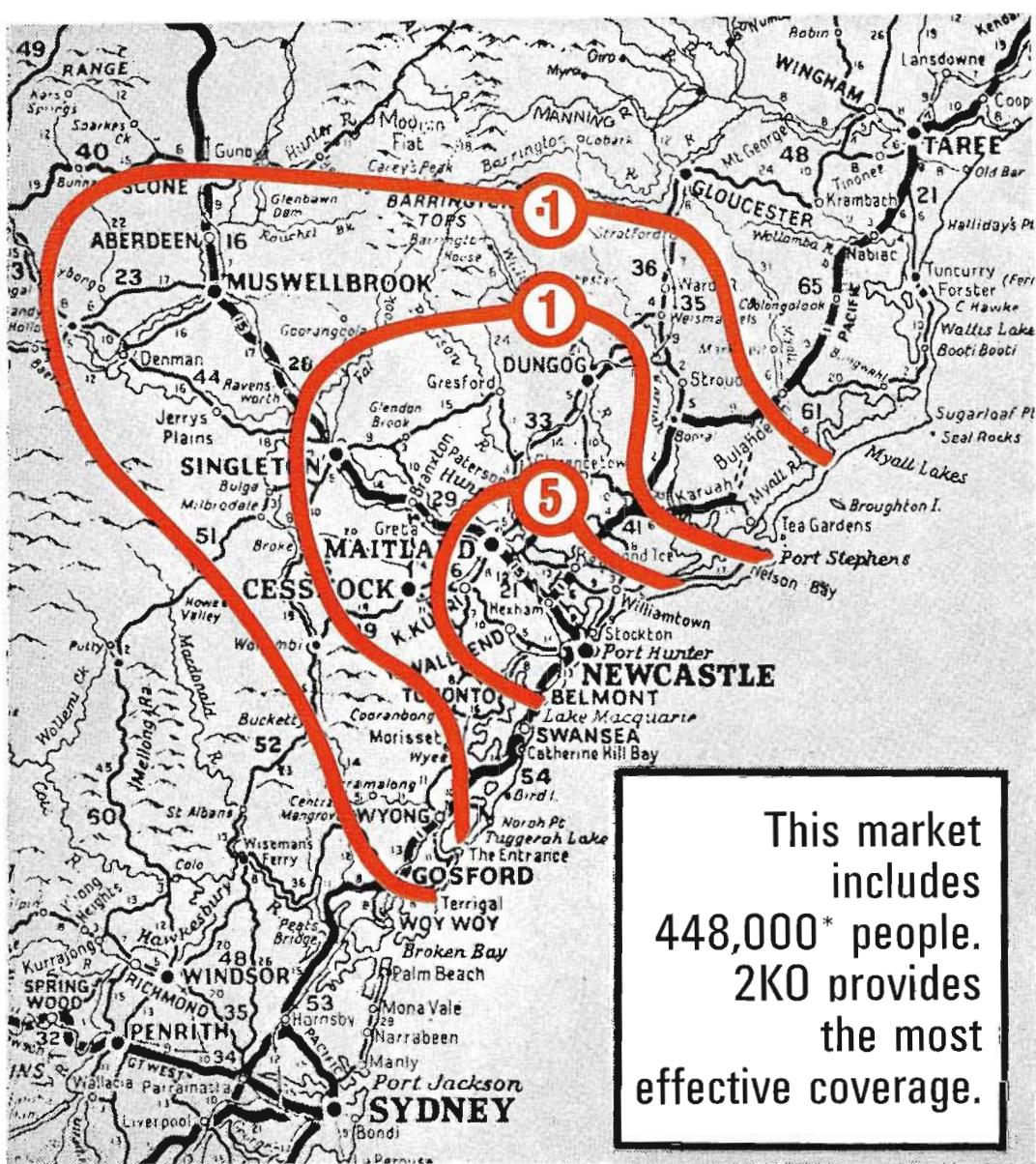
Directors: A. F. Albert, CMG (chrnm), R. O. Albert, E. F. Albert, A. A. Albert, E. K. R. Albert.

Executives: L. C. Hynes, OBE (gen. mngr), F. R. Jeffcoat (mngr), O. Williams (asst sales mngr).

Network Affiliation: Commonwealth Broadcasting Net. **Interstate Representation:** Gilder, McGregor & Associates, Suite 8, 501 St Kilda-rd, Melbourne. Telegrams, Gildrep, Melbourne (26-6671); W. R. Stevens, c/- ABC, 30-38 Wharf-st, Brisbane (31-1311); 5KA Adelaide (51-5511).

Rates resume (base rate): AAA Time: Mon.-Fri. 5.30am-9am, 4pm-7pm. Sat.-Sun. 5.30am-7pm; AA Time: Mon.-Fri. 9am-4pm; A Time: All week 7pm-12midnight. 25secs \$16 (AAA), \$13 (AA), \$10 (A). 45secs \$24 (AAA), \$18 (AA), \$14 (A). 15mins \$40 (AAA), \$30 (AA), \$20 (A). 25mins \$65 (AAA), \$50 (AA), \$40 (A). Midnight-dawn rates on application.

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



Surveys consistently prove it! Don't make a media move in Newcastle without

2KO

Sydney:— David News. 92 7980. Melbourne:— Hugh Anderson. 63 3674.
 Adelaide:—Keith Coles. 51 4926. Brisbane:—Bowly, Penglis & Assocs. 2 6660.

*Authority—Hunter Valley Research Foundation.

Contours on the map represent service area in millivolts per metre. The .1 contour is regarded as a satisfactory rural signal.

Radio stations

- *NSW (Country)*



**Sales promotions
REALLY get
results on**

2BS & 2DU

Keen and friendly air personalities, the most modern automatic equipment, and a total involvement by the stations in local community affairs, combine as a powerful influence in this wealthy market.

Local and national advertisers use 2BS & 2DU because the results are there — consistently.

*Sell the rich west of
N.S.W. through*

2BS & 2DU

Represented by Macquarie
all States



(MEMBER OF THE
MID-STATE RADIO
NETWORK)

2AD Armidale

Licensee: New England Broadcasters Pty Limited, Broadcast Hse, Rusden-st., Armidale, 2350. 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, B. F. Watson, J. R. Richardson, W. R. Forsyth, O. Bennett, W. A. Baxter.

Executive: R. V. Brislan (mngr).

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 (2-2002); MBS, 201 Tynte-st, Nth Adelaide (6-8461).

Rates resume (base rate): 25secs, \$2.30; 45secs, \$3.20; 15mins, \$7; 30mins, \$12.

2AY Albury

Licensee: Amalgamated Wireless (A'sia) Ltd, cnr Dean & MacAuley-sts, Albury. Telephone Albury 21-3288. Telegrams Twoay. All correspondence to Box 670, PO, Albury, 2640. Network affiliation, AWA.

Opened: Dec. 17, 1930.

Transmitter Site: Thurgoona. Power: 2kw. Frequency: 1490kcs. District Covered: Pastoral, rural. Operating Hours: Mon.-Fri. 5.30 am-11.30pm; Sat. 5.30am-12mid.; Sun. 7am-11pm; Women's Session 9am-12.30pm.

Director: Sir Lionel Hooke.

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

Interstate, O'seas Representation: See 2CH.

Rates resume (base rate): 25secs \$3.50, 45 secs \$4.50, 15mins \$16, 30mins \$27.50.

2BE Bega

Licensee: Radio 2BE Pty Limited, Box 77, Bega, 2550. Phone Bega 663 (offices & studios).

Opened: 1937.

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

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

Network Affiliation: Macquarie Co-op. Interstate Representatives: McCormick, Brandon, Haig-Muir Pty Ltd, 30 Carrington St, Sydney (29-3202); Stanford Allan Pty Ltd, 247 Collins St, Melbourne (63-7081); MBS, 201 Tynte St, Nth Adelaide (6-8461).

Rates resume (base rate): 6am-9am, 6pm close: 10secs \$1.30, 30secs \$1.80, 60secs \$2.45.

9am-6pm: 10secs \$1. 30secs \$1.50, 60secs \$1.75.
All times: 15mins \$7, 30mins \$12, 60mins \$18.

2BH Broken Hill

Licensee: News Ltd. Adelaide. Studios & offices. Union & Zebina Sts, Broken Hill, 2880. Phone 2241, 2242. PO Box 432. Telegrame 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, N. Turnbull, R. Murdoch, C. R. Bainger (secy).

Executives: H. David Morgan (mgr), G. J. McGreehan (chief eng.), J. Niemann (prog. supervisor).

State repr.: R. W. Highfield Pty Ltd, 65 York St, Sydney (29-2737); E. L. Jeffrey, Box 1914R, GPO, Melbourne (67-5541); J. M. Sturrock, 81 Flinders St, Adelaide (23-4022); Commonwealth Broadcasting Corp., Adelaide and Wharf Sts, Brisbane (31-1311).

Rates resume (base rate): 25secs \$2.80, 45secs \$3.90, 15mins \$12, 30mins \$22 (6am-9am Mon.-Fri., 6am-5pm Sat. & Sun.); 25secs \$2.60, 45secs \$3.60, 15mins \$9, 30mins \$16.50 (9am-2pm Mon.-Fri., 5pm-7pm Mon.-Sun.); 25secs \$2.30, 45secs \$3.30, 15mins \$8, 30mins \$12 (2pm-5pm Mon.-Fri.).

2BS Bathurst

Licensee: Bathurst Broadcasters Pty Ltd, 109 George St, Bathurst, 2795. Phone Bathurst 3322-3. 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. 6am-11pm.

Executives: E. N. Williams (mng dir), W. P. Tuohey (mgr), J. H. Robinson, R. S. Lambert (prog. mgr).

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

Rates resume (base rate): 6am-9am: 25secs \$3.50, 45secs \$5. 9am-7pm: 25secs \$3, 45secs \$4.30, 15mins \$12, 30mins \$20. 7pm-close: 25secs \$2, 45secs \$3, 15mins \$12, 30mins \$20.

2CA Canberra

Licensee: Canberra Broadcasters Pty Ltd, Broadcasting Hse, Northbourne-ave, Canberra, 2600. Phone 4-1234. Telegrams Twoca.

Opened: Nov. 14, 1931.

Transmitter Site: Belconnen. Power: 2kw.

The Return to twenty-four

*In days of Yore,
Before the war,
Way back in '37
CA for sure
went twenty-four
and after . . . till eleven.*

*The years since then
are three times ten
night owls are volum'rous.
CA once more
goes twenty-four
Sponsors should be num'rous.*

*Midnight to dawn
Though some do yawn
There're people who are working
and some pass through
en route to view
the snowfields so inviting.*

*And so we say
That 2CA
in the early hours of morning
t'would be agreed
fulfills a need
no adman should be scorning.*

*Arrange this day
For 2CA
To communicate with meaning
with those who'll heed
the ad-man's screed
in the receptive hours of morning.*

Frequency: 1050kcs. District Covered: Federal Capital, pastoral. Operating hours: 24-hour service.

Directors: R. A. G. Henderson, S. R. I. Clark (mng), G. Allan, E. MacRae, F. Chandler, L. Garrett, R. A. Long, R. Faulkingham.

Executive: P. R. Carrodus (mngr).

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

Rates resume (base rate): B'fast: 25secs \$6.50, 60secs \$12, 15mins \$24, 30mins \$48. Day: 25secs \$5, 60secs \$8, 15mins \$24, 30mins \$48. Even.: 25secs \$2.50, 60secs \$4.50, 15mins \$5, 30mins \$10.

2DU Dubbo

Licensee: Western Broadcasters Pty Ltd PO Box 44, Dubbo, 2830. Phone Dubbo 3214-5.

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.; Sun. 6am-11.15pm.

Executives: Mrs C. Grant (mng dir.), Reg Ferguson (mngr), V. Hipwell (sales mngr), Max Wieland (chief eng.).

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

Rates resume (base rate): Open-9am: 10 secs \$1.90, 30secs \$4, 60secs \$6. 9am-7pm: 10secs \$1.60, 30secs \$3.50, 60secs \$5, 15mins \$12, 55mins \$38, 7pm-close: 10secs \$1, 30secs \$2.30, 60secs \$3.50, 15mins \$7.50, 55mins \$24.

2GF Grafton

Licensee: Grafton Broadcasting Co Pty Ltd, Prince St, Grafton, 2460. 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-11.30pm; Sun., 6am-11pm.

Directors: Sir Lionel Hooke, R. K. Harris.

Executive: J. R. Stewart (mngr).

Rates resume (base rate): 25secs \$2.80, 45 secs \$3.60, 60secs \$4.10, 15mins \$12.50. 30mins \$22.

2GN Goulburn

Licensee: Goulburn Broadcasting Co Pty Ltd, McKell Place, Goulburn, 2580. Phone 21-3377. 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 (mngr), J. C. Logan (sales mngr), M. Sobels (chief eng.).

Interstate, O'seas Representation: See 2CH.

Rates resume (base rate): 10secs \$1.60, 25 secs \$2.80, 30secs \$3.20, 60secs \$4.10, 10mins \$11, 15mins \$12.50, 30mins \$22.

2GZ Orange

Licensee: Country Broadcasting Services Ltd. Phone Orange 5474, P.O. Box 465. Orange, 2800. Sydney office, 187-191 Macquarie St (221-1022). 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: Sir Robert C. Wilson, H. L. Milling, S. S. Ick-Hewins, C. H. Neville, T. G. Carter, A. Ridley.

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

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (63-3671); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams & Assoc., Brisbane (2-6660).

2HD Newcastle

Licensee: Airsales Broadcasting Co. Pty Ltd, Maitland Rd, Sandgate, 2304. Phone 68-3611-2-3. Telegrams, 2HD Newcastle. Sydney office, Leon Gray, 6 William St. Box 57, Paddington (31-8338).

Opened: Jan. 27, 1924.

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

Directors: J. P. Ducker, C. Oliver, J. T. Coulthart, R. B. Marsh, J. Kenny, W. R. Colbourne.

Executives: O. J. Story (secy & gen. mngr), P. O'Sullivan (tech-in-charge), T. J. Delancy (sales mngr), P. Bradley (studio mngr), T. Story (prog. dir).

Repr.: Leon Gray, Box 57, Paddington, NSW (31-8338); Gilder McGregor Assoc., 501 St Kilda Rd, Melbourne (26-6671); Eric Wood, 329 Adelaide St, Brisbane (2-2735), 5KA Adelaide.

Rates resume (base rate): Open-close: \$5.50 (5am-7pm), other rates on application.

2KA Katoomba

Licensee: Transcontinental Broadcasting Corp. Ltd, 77 King St, Sydney, 2000. Telephone 29-4091. Katoomba office and studios, Rural Bank Bldg, Katoomba St, Katoomba, PO Box 32. Phone 945. Penrith office and studio, High St, Penrith.

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., 6am-10.30pm.

Executives: L. B. Harte (gen. mngr), J. Conry (station mngr).

Network affiliation: Macquarie Co-op.

Interstate Representation: E. L. Jeffrey, Miller Hse, 357 Little Collins-st, Melbourne (67-5541-2), W. R. Stevens, c/o 4BC, 30-38 Wharf St, Brisbane (31-1311).

Rates resume (base rate): Open-close: 25secs \$2.80, 45secs \$3.50, 15mins \$11, 30mins \$21, 60mins \$40.

136, Kempsey. Phone 2236 (newsroom 3000). Port Macquarie office and studio, Ritz Theatre Bldg. Phone 83-1382. Coffs Harbour, Rural Bank Bldg, High St. Phone 1444. Telegrams Twokem.

Opened: September 20, 1937.

Studios: Kempsey, Coffs Harbour, Port Macquarie. **Power:** 2kw (directional). **Frequency:** 530kcs. **District covered:** Rural, pastoral, industrial. **Operating Hours:** Mon.-Sat., 5am-11.30pm; Sun., 6.30am-11.30pm.

Directors: J. P. O'Neill (chrnm), G. E. McCauley (mng dir), R. J. Morris, L. B. Harte

Executives: L. B. Harte (gen. mngr), G. McBrien (station mngr).

Network Affiliation: Macquarie Co-operating.

Interstate Repr.: E. L. Jeffrey, Miller Hse, 357 Little Collins-st, Melbourne (67-5541-2), W. R. Stevens, c/o 4BC, 30-38 Wharf St, Brisbane (31-1311).

Rates resume (base rate): 25secs \$2.80, 30secs \$3, 45secs \$3.50, 60secs \$4, 15mins \$11, 30mins \$21.

2KM Kempsey

Licensee: Radio Kempsey Ltd, 77 King St, Sydney, 2000. Phone 29-4091. Kempsey office and studios, Elbow St, Kempsey, PO Box

2KO Newcastle

Licensee: Radio 2KO Newcastle Pty Ltd, CML Bldg, 110 Hunter St, Newcastle, 2300. Phone 2-3836. Telegrams, Twoko.

Opened: Aug. 1, 1931.

2HD offers . . .
Youth
Vigor
Sales Promotion
Results
RADIO NEWCASTLE 2HD

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 mngr), G. M. Hood (station mngr), M. Spitzkowsky (chief engineer), P. Barton (prog. mngr), H. H. Clark (sales mngr), R. Gibson (studio mngr).

Network Affiliation: Major. **I'state Repr.:** Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); David News, Jack Gleeson, Radio 2KO Newcastle Pty Ltd, 237 Miller St, Nth Sydney (92-7980); Keith Coles, 95 Currie St, Adelaide (51-4926); **Network Sales** — I'state Radio Sales, 76 Clarence St, Sydney; Bede Williams, Bowley Penglis & Associates, 160 Edward St, Brisbane.

Rates resume (base rate): 25secs \$8, 30secs \$8.50 (5.30am-1pm Mon.-Fri., 5.30am-5pm Sat., 5.30am-1pm Sun.); 25secs \$4, 30secs \$4.50 (4pm-8pm Mon.-Fri., 1pm-5pm Sun.); 25secs \$3.25, 30secs \$3.75 (1pm-4pm Mon.-Fri., 5pm-8pm Sat.-Sun.); 25secs \$3, 30secs \$3.50 (8pm-mid. Mon.-Sun.); 25mins \$26 (6am-2pm Mon.-Fri.), \$16 (2pm-8pm Mon.-Fri.), \$35 (8am-1pm Sat. & Sun.), \$25 (1pm-6pm Sat. & Sun.), \$18 (6pm-8.30pm Sat. & Sun.).

2LF Young

Licensee: Young Broadcasters Pty Ltd.

2LT

Gateway to
the Golden West

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

A recent CWA Survey proved that 80.9% listened to 2LT.

The Mighty Chain Of Blue Mountains prevents TV and other Radio Stations being effectively received.

Top Programmes and outstanding air Salesmen day and night.

MEMBER STATION OF
THE MACQUARIE NETWORK

24 Lovell St, Young, 2594. Cowra studio, Kendal 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: R. A. G. Henderson (chrmm), S. R. I. Clark, Dr L. M. Jones, E. J. Taylor, G. S. Jennings.

Executives: J. Finlayson (mngr), J. J. Condron (sales mngr), E. Eastley (chief tech.), P. Carruth (Cowra studio mngr).

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

Rates resume (base rate): 25secs \$3 (6am-9am), \$2.50 (9am-7pm), \$1.50 (7pm-11pm); 45secs \$4 (6am-9am), \$3.50 (9am-7pm), \$2.20 (7pm-11pm); 15mins \$13 (9am-7pm), \$7 (7pm-11pm); 25mins \$24 (9am-7pm), \$13 (7pm-11pm).

2LM Lismore

Licensee: Richmond River Broadcasters Pty Ltd, Bruxner Highway, Goonellabah, 2480, via Lismore. Phone Lismore 2351. Telegrams, Twolm.

Opened: Sept. 21, 1936.

Transmitter Site: Goonellabah. **Power:** 2kw. **Frequency:** 900kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-12mid; Sun. 8am-11pm.

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

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

Interstate Representation: Country Broadcasting Services, 187-191 Macquarie-st, Sydney (221-1022); 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: 15secs \$2.10, 25secs, \$2.90; 45secs \$3.70, 60secs \$4.30, 5mins \$7.50, 15mins \$14.90, 30mins \$25.60. Night rates 50pc of day rates.

2LT Lithgow

Licensee: Lithgow Broadcasters Pty Ltd, Great Western Highway, Bowenfells, 2790. Phone 3321-2.

Opened: June 30, 1939.

Transmitter Site: Bowenfells. **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.

Executive: Frank Harper (mngr).

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

Rates resume (base rate): Open-9am Mon.-Fri., open-7pm Sat.-Sun: 10secs \$1.50 30secs \$2.50, 60secs \$3.50. 9am-7pm Mon.-Fri: 10secs \$1.20, 30secs \$2.20, 60secs \$3. 7pm-close Mon.-Sun: 10secs 90c, 30secs \$1.40, 60secs \$2. S'ships: 15mins \$8 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), \$6 (7pm-close Mon.Sun.), 30mins \$16 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), \$12 (7pm-close Mon.-Sat.), 60mins \$32 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), \$24 (7pm-close Mon.-Sun.).

2MG Mudgee

Licensee: Mudgee Broadcasting Co Pty Ltd, Wellington Rd, Mudgee, 2850. Phone Mudgee 21159, 21777. Telegrams Twomg.

Opened: July 2, 1938.

Transmitter Site: Mudgee. **Power:** 2kw, directional aerial. **Frequency:** 1450kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon.-Sat., 6am-10.30pm; 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 (mngtr), J. Sullivan (chief technician), B. Kelly (studio mngtr), D. Hume (sales).

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

Rates resume (base rate): 25secs \$2 (open-2pm), \$1.80 (2pm-7pm), \$1.50 (7pm-close).

2MO Gunnedah

Licensee: 2MO Gunnedah Pty Ltd, 3 Rodney St, Gunnedah, 2380. 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: R. Heath (chairman), W. Baxter, W. McDonagh, L. Higginbotham.

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

Interstate Representation: See 2TM.

Rates resume (base rate): 10secs 80c, 25secs \$1.70, 30secs \$2, 60secs \$2.70, 5mins \$4, 15mins \$7, 30mins \$12, 60mins \$22.

2MW Murwillumbah

Licensee: Tweed Radio and Broadcasting Co Pty Ltd, C.B.S. Chambers, Main St, Murwillumbah, 2484, PO Box 53. Phone 888. Branch studio: Griffith St, Coolangatta. Phone Tweed Heads 1754.

Opened: Sept. 2, 1937.

Transmitter Site: Tumbulgum. **Power:**

2kw. **Frequency:** 1440kcs. **District Covered:** tourist and rural. **Operating Hours:** Mon.-Sat. 5.30am-11pm; Sun., 6am-10pm.

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

Executives: W. G. Diamond (mngtr), C. A. Woodland (sales mngtr), N. D. Carpenter (chief engineer), C. Stone (Gold Coast studio mngtr).

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

Rates resume (base rate): Open-2pm: 25secs \$3, 45secs \$4.20, 15mins \$12, 30mins \$24; 2pm-7pm: 25secs \$2.40, 45secs \$3, 15mins \$9, 30mins \$18; 7pm-close: 25secs \$1.80, 45secs \$2.40, 15mins \$6.75, 30mins \$13.50.

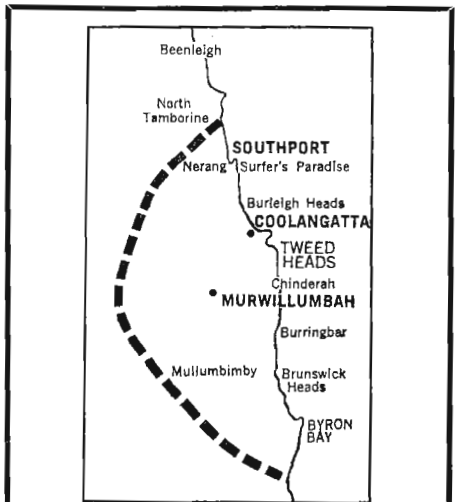
2NM Muswellbrook

Licensee: Hunter Broadcasters Pty Limited, Bridge St, Muswellbrook, 2333. Phone Muswellbrook 565. Business address: 56 Hunter St, Newcastle. Associated with 2NX.

Opened: Jan. 1, 1954.

Transmitter Site: Muswellbrook. **Power:** 2kw day, 1kw night. **Frequency:** 1460kcs. **District Covered:** Industrial, pastoral, rural.

Operating Hours: Mon.-Sat. 5.30am-11pm; Sun. 6am-11pm.



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Ask your MACQUARIE MAN about

2MW



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

Executives: K. C. Robinson (gen. mngr), S. T. O'Shea (mngr), A. S. Mather (chief eng.).

Network Affiliation, Interstate Representation: See Macquarie.

Rates resume — 2NM (base rate): 25secs \$2.50 (bfst & morn.), \$2.10 (aft.), \$1.50 (even.), 45secs \$3.10 (bfst & morn.), \$2.70 (aft.), \$2.10 (even.); 15mins \$6.50 (bfst & morn.), \$5.50 (aft.), \$4.50 (even.); 30mins \$13 (bfst & morn.), \$11 (aft.), \$9. (even.).

Combined rate — 2NX-NM (base rate): 25secs \$6.80 (bfst & morn.), \$5.60 (aft.), \$3.70 (even.), 45secs \$8.60 (bfst & morn.), \$7.40 (aft.), \$5.60 (even.); 15mins \$16 (bfst & morn.), \$13 (aft.), \$10.50 (even.); 30mins \$32 (bfst & morn.), \$26 (aft.), \$21 (even.).

2NX Bolwarra

Licensee: Hunter Broadcasters Pty Limited, 56 Hunter St, Newcastle, 2320. Phone 2-1573-4. Telegrams Twonx. Associated with 2NM.

Opened: Jan. 1, 1954.

Transmitter Site: Bolwarra. **Power:** 2kw. **Frequency:** 1360kcs. **District Covered:** Indus-

trial, pastoral, rural. **Operating Hours:** 24-hour service.

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

Executives: K. C. Robinson (gen. mngr), A. S. Mather (chief engineer), R. Tingay (prog. mngr), J. A. Rae (sales mngr).

Network Affiliation, Melbourne Representation: See Macquarie.

Rates resume — 2NX (base rate): 25secs \$5.50 (bfst & morn.), \$4.50 (aft.), \$3 (even.); 45secs \$7 (bfst & morn.), \$6 (aft.), \$4.50 (even.); 15mins \$12 (bfst & morn.), \$10 (aft.), \$8 (even.); 30mins \$24 (bfst & morn.), \$20 (aft.), \$16 (even.).

Combined rate — 2NX-NM (base rate): 25secs \$6.80 (bfst & morn.), \$5.60 (aft.), \$3.70 (even.); 45secs \$8.60 (bfst & morn.), \$7.40 (aft.), \$5.60 (even.); 15mins \$16 (bfst & morn.), \$13 (aft.), \$10.50 (even.); 30mins \$32 (bfst & morn.), \$26 (aft.), \$21 (even.).

2NZ Inverell

Licensee: Northern Broadcasters Pty Limited. Phone Inverell 1102. Telegrams Twonz. 187-191 Macquarie St, Sydney, 2000 (221-1022). 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: Sir Robert C. Wilson, H. L. Milling, S. S. Ick-Hewins, A. Ridley, T. G. Carter, C. H. Neville.

Executives: A. Ridley (general mngr), S. Ward (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); Bede Williams & Assoc., Brisbane (2-6660).

2PK Parkes

Licensee: Parkes Broadcasting Co Pty Ltd, 307 Clarinda St, Parkes, 2870. PO Box 295. Phone Parkes 62-1122, 62-1898. Telegrams Twopeky.

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), D. W. Watt, Mrs C. E. Wall, Mrs H. M. Wall, N. T. Spicer, Mrs S. L. Spicer.

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

2PK

"The Voice of the Golden West"

TOP PROGRAMMES NIGHT
AND DAY AND THE MOST
WIDELY LISTENED-TO
WOMEN'S SESSION IN THE
HEART OF NEW SOUTH WALES.

Member Station of the Macquarie
Network

(social editress).

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

2QN Deniliquin

Licensee: Haig-Muir Broadcasting Pty Ltd, 368 George St, Deniliquin, 2710. Phone Deniliquin 1131, 1132. Telegrams Twoqnn. Telex 52902.

Opened: Nov. 2, 1935.

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

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

Executives: P. N. Charley (mgr), D. Pond (sales mgr), J. Montgomery (studio mgr).

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

Rates resume (base rate): 20-30secs \$12.50, 45-60secs \$3.50, 15mins \$10, 30mins \$18. Night rates 50pc of day rates.

2RE Taree

Licensee: Manning Valley Broadcasting Pty Ltd, Box 275, PO Taree, 2430. Phone 1100, 1101. Telegrams Twore. Telex 60933. Member, New England Network.

Opened: Feb. 21, 1953.

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

Directors: F. Summerville (chrnm), O. G. K. Sutherland (mng dir), P. E. Lucock, MHR, E. Gordon, M. Victor.

Executives: H. C. McCrindle (station mgr), B. McWilliams (tech.), G. Gibson (studio mgr), E. M. Greenwell (secty).

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 (base rate): 10secs \$1.10, 25secs \$2.10, 45secs \$2.90, 5mins \$4, 15mins \$7, 30mins \$12.

2RG Griffith

Licensee: 2RG Broadcasters Pty Ltd, Remembrance Driveway, Griffith, 2680. Phone Griffith 62-1999, 62-1538. Branch studio, Kurrajong Ave, Leeton.

Opened: Sept. 14, 1936.

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

Directors: M. E. Farley (chrnm), Sir Charles

Moses, C. D. Moore, W. R. Gamble, Dr L. M. Jones.

Executives: W. R. Gamble (gen. mgr), J. F. Tickle (sales mgr).

Network Affiliation: Macquarie. **Interstate Representation:** Noel Batty, 126 Arthur-st, North Sydney; MBS, 201-5 Tynte-st, Adelaide (6-8461); MBS 382 Latrobe St, Melbourne (329-6666). 4BH, 43 Adelaide St, Brisbane.

Rates resume (base rate): 25secs \$3, 45secs \$4.30, 15mins \$10, 30mins \$18.

2TM Tamworth

Licensee: Tamworth Radio Development Co. Pty Ltd, Radio Centre, Calala, Tamworth, 2340. PO Box 497 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: L. D. Higginbotham (mng dir), T. Whitcombe, H. Joseph, W. H. Higginbotham (secty), P. M. Smith.

Station supervisor: T. Williams.

Interstate Representation: Country Radio & Television, 131 Clarence St, Sydney (29-6021); John Havre, 422 Collins St, Melb. (67-3011); Macquarie, 201-205 Tynte St, North Adelaide (6-8461); Broadcasters (Aust.) Pty Ltd, 43 Adelaide St, Brisbane (2-2002).

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THE RICHEST
RURAL MARKET
IN N.S.W.
THROUGH
2 R G
CENTRE MURRUMBIDGEE
IRRIGATION AREA

225,000

people live in the Wollongong — Port Kembla — Illawarra region of New South Wales — a huge and prosperous population that spends \$146,000,000 annually. Radio station 2WL provides the most effective and economical method of reaching this rich market. 2WL, with an exciting new kind of special-interest programming, appeals to all age and economic groups: adults, teenagers, sophisticated young marrieds, businessmen, steelworkers, farmers . . . Ask your Macquarie Radio Network representative for information that will show why you cover the Coast best through . . .



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THE ONLY RADIO STATION SERVING
THE SOUTH COAST MARKET OF N.S.W.

2VM Moree

Licensee: Moree Broadcasting and Development Co. Ltd. Phone Moree 101 & 421. Studios: Balo St, Moree, 2400.

Opened: Jan. 12, 1957.

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

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

Executives: Rex Morrisby (mngr), Mrs Edith Reid (asst. mngr), Barry Goodman (sales mngr), R. W. J. Hazell (eng-in-charge).

Network Affiliation: Macquarie co-op.

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 80c, 25secs \$1.80, 30secs \$2, 60secs \$2.70, 5mins \$4, 15mins \$7, 30mins \$13, 60mins \$24.

2WG Wagga

Licensee: Riverina Broadcasters, 16 Fitzmaurice St, Wagga Wagga, 2650. Phone 2124. Telegrams Twowg.

Opened: June 29, 1932.

Transmitter Site: Brucedale. **Power:** 2kw. **Frequency:** 1150kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Sat., 5.30am-midnight; Sun., 7am-11pm.

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

Executives: C. R. Barrett (mngr), Eric Fisher (sales mngr), M. Brentnall (prog. mngr).

Interstate Representation: McCormick Brandon Haig-Muir Pty Ltd, 30 Carrington St, Sydney (29-3202), and 34 Queen's Rd, Melbourne (26-3641).

Rates resume (26 times): 25secs \$3.95, 45 secs \$5.55, 15mins \$16.60, 30mins \$29.90. Night rate (from 7pm) half day rate.

2WL Wollongong

Licensee: Wollongong Broadcasting Pty Ltd, Edward St, Wollongong. 2500. Phone 2-4204. Telegrams Twowl.

Opened: July 18, 1931.

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

Executives: W. J. Gibson (mngr), A. J. Yeldon (station eng.), B. Surtees (program mngr), C. Morrison (sales mngr), G. Bissett (service mngr).

Network Affiliation, Interstate Representation: See 2GB.

Rates resume: 25secs \$7 (b'fast), \$6 (9am-2pm), \$4 (2pm-5pm), \$6 (5pm-7pm), \$3 (7pm-10pm); 45secs \$10 (b'fast), \$8 (9am-2pm), \$6 (2pm-5pm), \$8 (5pm-7pm), \$4 (7pm-10pm); 15mins \$20 (9am-2pm), \$15 (2pm-5pm), \$7 (5pm-10pm); 30mins \$35 (9am-2pm), \$30 (2pm-5pm), \$10 (7pm-10pm); 60 mins \$60 (9am-2pm), \$56 (2pm-5pm), \$20 (7pm-10pm).

2XL Cooma

Licensee: Cooma Broadcasters Pty Ltd, 132 Sharp St, Cooma, 2630. Phone Cooma 1234. PO Box 58.

Opened: Aug. 30, 1937.

Transmitter Site: Cooma. **Power:** 2kw. **Frequency:** 920kcs. **District Covered:** Industrial (covering Snowy Mountains Scheme), pastoral, rural. **Operating Hours:** Mon-Sun. 5.30am-11.30pm.

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

Pstate Repr.: Max Edwards, 4th floor, 58 Margaret St, Sydney (29-7008); Oaten-Ward, 341 Collins St, Melbourne (62-5723).

Rates resume (base rate): 25secs \$3 (b'fast & day), \$1.80 (night); 45secs \$3.50 (b'fast & day), \$2.10 (night); 15mins \$11 (day), \$8 (night), 30mins \$20 (day), \$18 (night).

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

This is what they want!



This is where
they get it

RADIO *3xy*

A recent survey of 900 teenagers and young adults proved one thing — they want music, and plenty of it. When asked what they disliked most about commercial radio the answer was unanimous “I don’t like so many commercials interrupting the music”. Radio 3XY now gives these young people what they want, More Music — More Often. With Pop Cluster Programming Radio 3XY delivers 13 swinging minutes of music in every $\frac{1}{4}$ hour segment — only two, one minute commercial breaks. Just imagine how much better the good commercials will stand out now. Pop Cluster Programming is just one of the many different things you can expect from Radio 3XY.

RADIO *3xy* One of Australia's
Great Radio Stations

Radio stations

- *Victoria (Melbourne)*



There is a station which caters to adult tastes . . .

3AW Radio Melbourne's programmes are planned to entertain Adult tastes (and this means a surprising number of teenagers).

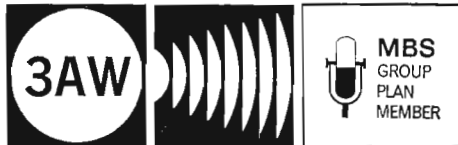
For one thing, we don't play barbed wire music. We play the smooth and satisfying sounds of the world's finest music makers.

Then we have news — first, fast and factual — responsible radio journalism.

And then we present interesting talk and discussion programmes which include listener and community services that attract thousands of 'phone and post questions.

This reads like serious stuff, and it is, but it sounds and is sparkling entertainment that satisfies and attracts the alert and interested people of Melbourne. They're the people who mostly influence and decide what is bought too.

...and we reach Melbourne's leadership community interested, involved, affluent.



Adult radio in Melbourne.

3AK

Licensee: Melbourne Broadcasters Pty Ltd. Studios and offices, 22-46 Bendigo-st, Richmond, 3121, Victoria. Phone 42-0201.

Opened: Nov. 29, 1931.

Transmitter Site: Lower Plenty. **Power:** 5kw. **Frequency:** 1500kcs. **Operating Hours:** Oct. 16-Feb. 15, Mon.-Sun., 6am-7pm; 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, R. C. Packer, N. A. Dick.

Executives: Nigel A. Dick (gen. mngr), Gary S. Day (chief exec.), T. O'Donohue (chief eng.), Henry G. Gay (prod. mngr), Don Gibb (Vic. sales mngr).

State repr.: James Tonkin, 54 Park St, Sydney (61-9931).

Rates resume (base rate): 25secs, \$9.50 (bfast), \$8.50 (day); 45secs, \$12.50 (bfast), \$10.50 (day); 60secs, \$16 (bfast), \$13.50 (day). Daytime orbit package—15 x 25secs, \$100.

3AW

Licensee: 3AW Broadcasting Co Pty Ltd, 382-384 Latrobe St, Melbourne, 3000. Phone 329-6666. Telegrams Threewaw.

Opened: Feb. 22, 1932.

Transmitter Site: Heidelberg. **Power:** 5kw. **Frequency:** 1280kcs. **Operating Hours:** 24-hour service.

Directors: Geoff H. Allan (chrnm), Claude Kingston, S. R. I. Clark, Phillip H. Palmer, Col. E. H. B. Neill, T. G. Neale, Eric McRae, E. L. Garrott, S. J. A. Kemp.

Executives: R. E. Fowell (gen. mngr), A. H. Wakeling (secty), R. B. Quinn (ops mngr), R. Kinley (chief eng.), C. Shaw (news editor), D. McGee (admin.), D. Taylor (speech progs), F. Thomas (sales service), D. Gibbons (sales prom.).

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

Rates resume (base rate): 5.30am-2pm, 5pm-7pm Mon.-Fri., 5.30am-7pm Sat.-Sun.: 10secs \$6, 25secs \$13, 30secs \$15, 45secs \$17, 60secs \$19, 15mins \$36, 30mins \$60. 2pm-5pm Mon.-Fri., 7pm-8pm Sat.-Sun.: 10secs \$4, 25secs \$10, 30secs \$12, 45secs \$14, 60secs \$16, 15mins \$30, 30mins \$50.

3DB

Licensee: The Herald & Weekly Times Ltd, 61 Flinders Lane, Melbourne, 3000. 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.

MODERN MELBOURNE**TOP OF THE DIAL****3AK's MODERN PROGRAMMING**

Community services including news, weather, surf, traffic, rail, ship and plane reports. Instant interviews make 3AK always topical . . . up-to-date . . . controversial.

3AK's MODERN PERSONALITIES**3AK Good Guys**

- * Graeme Boyd
- * Bill Howie
- * Lionel Yorke
- * Grantley Dee
- * Peter Smith
- * Paul Jennings

3AK's MODERN MUSIC

3AK Good Guys play all the latest and greatest modern music.

3AK Melbourne: Phone 42 0201
Sydney: Phone 61 9931

AK. 5

**HOW DO YOU
SELL THEM
...AND
KEEP THEM
SOLD?**

**YOU
INVOLVE THEM!**

You make each individual listener part of the action — for both station and client.

You get him acquainted with your personalities — personally.

You entertain him with modern music — but not too “way out”.

You inform him with news, sporting coverages and community service features — expertly.

In fact, you give him a balanced, mature programming format so that he’s sold on you — and stays that way.

So do his family, neighbour, workmate — and thousands of other people he doesn’t even know.

So, if you think listener involvement is the best way to sell your product — then join the many others who think that way, too, and have already contacted:

MELBOURNE: 64 Elizabeth Street. 63 6311.

**SYDNEY: Peter Halse Associates Pty. Ltd.,
125 Bathurst Street. 61 6833.**

3KZ

Directors: Sir John Williams (chrnm), P. F. Jones (vice-chrnm), D. J. Riddle, J. C. A. Waters, B. K. Donaldson, J. Carter, A. K. Thomas, J. L. Bonython.

Executives: R. C. Crawford (mgr), M. Harris (asst mgr), Max Elmer (exec. officer), E. M. Hooper (chief engineer), J. M. Howard (sales mgr), G. C. McComas (sales prom. mgr), G. A. Palmer (advtg mgr), P. Surrey (prod. mgr), D. W. Kinsey (prog. mgr).

Network Affiliation: Major. **Interstate Representation:** Interstate Radio Sales, 76 Clarence-st, Sydney. 29-7241 (Geoff Fookes, mgr). Keith Coles, 95 Currie-st, Adelaide (51-4926), **O'seas Representation:** Joshua B. Powers Inc., 551 Fifth-ave, New York; The Melbourne Herald, 110 Fleet-st, London.

prom. mgr), Brian M. Perry (chief engineer).

Interstate Representation: Peter Halse, 125 Bathurst St, Sydney, 61-6833; Central Qld Broadcasting Network, P.O. Box 1150P, Brisbane.

Rates resume (base rate): 25secs \$15 (b/fast, Sat. & Sun. 5.30am-8pm), \$14 (morn. & early even.), \$10 (aft. & even.); 45secs \$20 (b/fast, Sat. & Sun. 5.30am-8pm), \$19 (morn. & early even.), \$15 (aft. & even.); 15mins \$40 (b/fast Sat. & Sun. 5.30am-8pm), \$38 (morn. & early even.), \$30 (aft. & even.); 30mins \$70 (b/fast, Sat. & Sun. 5.30am-8pm), \$67 (morn. & early even.), \$50 (aft. & even.).

3KZ

Licensee: 3KZ Broadcasting Co. Pty Ltd, 64 Elizabeth St, Melbourne, 3000. Phone 63-6311. Telegrams Threekz.

Opened: Dec. 8, 1930.

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

Directors: W. V. Morgan (chairman), M. G. Sloman, V. C. Morgan.

Executives: Les J. Hyle (gen. mgr), John Lloyd (sales mgr), Kevin O'Gorman (sales

3UZ

Licensee: Nilsen's Broadcasting Service Pty Ltd, 45 Bourke St, Melbourne, 3000. Phone 63-3511. Telegrams Threuz.

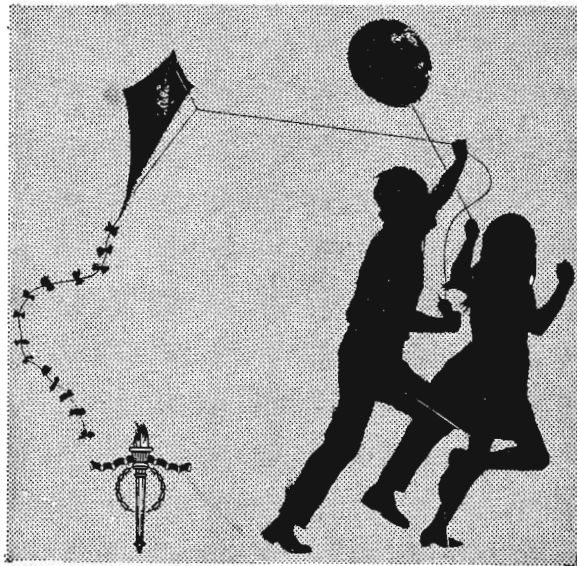
Opened: Mar. 8, 1925.

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), G. Andrew (sales mgr), V. Virgona (chief eng.), J. McMahon (prog. dir).

Interstate Representation: Parker Associated



REMEMBER
LEGACY
 ALL THE YEAR ROUND

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): 5.30am-2pm, 4.30pm-9pm: 25secs \$17, 45secs \$22, 15mins \$50, 30mins \$80. 2pm-4.30pm, 9pm-midnight: 25secs \$15, 45secs \$19, 15mins \$46, 30mins \$70.

3XY

Licensee: Efftee Broadcasters Pty Ltd, 222 Faraday St, Carlton, 3053. 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, J. Neylan.

Executives: R. J. Baeck (gen. mngr), J. C. Stuart (sales mngr), W. Chamberlain (chief engineer), R. Woods (program mngr).

State Repr.: Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); David Wood, Box 1918W, GPO, Brisbane (2-2735).

Rates resume (26 times): 25secs \$11 (bfst & day), \$8.50 (night); 45secs \$14 (bfst & day), \$10.50 (night); 15mins \$33 (day), \$25 (night); 30mins \$58.90 (day), \$44.65 (night).

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



Radio stations

- *Victoria (Country)*



3BA Ballarat

Licensee: Ballarat Broadcasters Pty Ltd, 56 Lydiard St North, Ballarat, 3350. Phone 2-5068. Telegrams Threeba.

Opened: July 31, 1930.

Transmitter Site: Cardigan. **Power:** 2kw. **Frequency:** 1320kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24-hour service.

Directors: A. E. Flecknoe (chairman), K. J. Flecknoe, J. V. Robertson, C. P. A. Taylor, E. J. Whykes, D. G. E. Cowles (assoc.).

Executives: E. J. W. Whykes (gen. mngr), J. A. Ringwood (asst mngr), G. L. Holman (secty), P. Caligari (sales mngr), E. K. Ridgway (chief eng.).

State Repr.: Melbourne: Hugh Anderson Pty Ltd, 130 Exhibition St; Sydney: Country Radio & Television Pty Ltd, 131 Clarence St; Adelaide: Keith Coles, 95 Currie St; Brisbane: 4BH, 43 Adelaide St.

Rates resume (base rate): 25secs \$6 (5.30am-7.30pm), \$3 (7.30pm-midnight); 45secs \$8 (5.30am-7.30pm), \$4 (7.30pm-midnight); 60secs \$9 (5.30am-7.30pm), \$4.50 (7.30pm-midnight); 5mins \$12 (5.30am-7.30pm), \$6 (7.30pm-midnight); 30mins \$32 (5.30am-7.30pm), \$16 (7.30pm-midnight); rates for 12midnight-5.30am on application.

3BO Bendigo

Licensee: Amalgamated Wireless (Australia) Ltd, Beehive Chambers, Pall Mall, Bendigo, 3550. 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 (mngr), W. Moore (chief engineer).

Interstate, O'seas Representation: See 2CH.

Rates resume (base rate): 25secs \$3.50, 45secs \$4.50, 60secs \$5, 15mins \$16, 30mins \$27.50.

3CS Colac

Licensee: Associated Broadcasting Services Ltd, 241 Murray St, Colac, 3250. Phone Colac 9061-2. Branch studio, Ararat. Member, associated broadcasting services, 3SR, 3YB, 3UL.

Opened: Oct. 7, 1939.

Transmitter Site: Cororoake-rd, West Colac. **Power:** 2kw. **Frequency:** 1130kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri. 5am-11pm; Sat. 5am-12mid.; Sun. 7am-11pm.

Directors: G. E. Knox (chrnm), Sir William Bridgeford, F. O. Cameron, L. E.

Friend, J. J. E. McFarlane S. J. A. Kemp (mng dir), N. M. Wallace

Executives: Vernon Haycroft (mngr), J. Pendlebury (Ararat branch manager), D. T. Jennings (studio mngr), F. H. Baird (sales mngr), C. A. Cullinan (chief eng.).

Interstate Representation: Ken Lloyd, ABS, 76 Clarence-st, Sydney (29-1267); ABS, 290 Latrobe St, Melb. (329-6022); Adelaide, Macquarie.

Rates resume (base rate): Day, open-7pm, 10secs \$2, 25secs \$4, 45secs \$6, 60secs \$7, 15mins \$12, 30mins \$20. Evening, 7pm-close, 10secs \$1, 25secs \$3, 30secs \$4, 45secs \$5, 60secs \$6, 15mins \$12, 30mins \$20.

3CV Maryborough

Licensee: VBN Limited, 76 Burke-st, Maryborough, Vic., 3465. Phone Maryborough 650-651. Telegrams Threecv. Member, Victorian Broadcasting Network, 3TR, 3HA, 3SH, 3NE, 6PR, 6TZ, 6CI, 4MK.

Opened: March 31, 1938.

Transmitter Site: Carisbrook. **Power:** 2kw. **Frequency:** 1440kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Sat. 5am-midnight; Sun. 7am-midnight.

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

Executives: Max Baker (gen. mngr), K. J. Parker (mngr), W. Harper (snr tech.).

State Repr.: VBN, 150 Albert-rd, Sth Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044).

Rates resume (26 times): 25secs \$4.50 (day), \$2.25 (night); 45secs \$5.75 (day), \$2.80 (night); 15mins \$14 (day), \$10 (night); 30mins \$24 (day), \$18 (night).

3GL Geelong

Licensee: Geelong Broadcasters Pty Ltd, 4 James St, Geelong, 3220. Phone 9-4131-2, 43-1750.

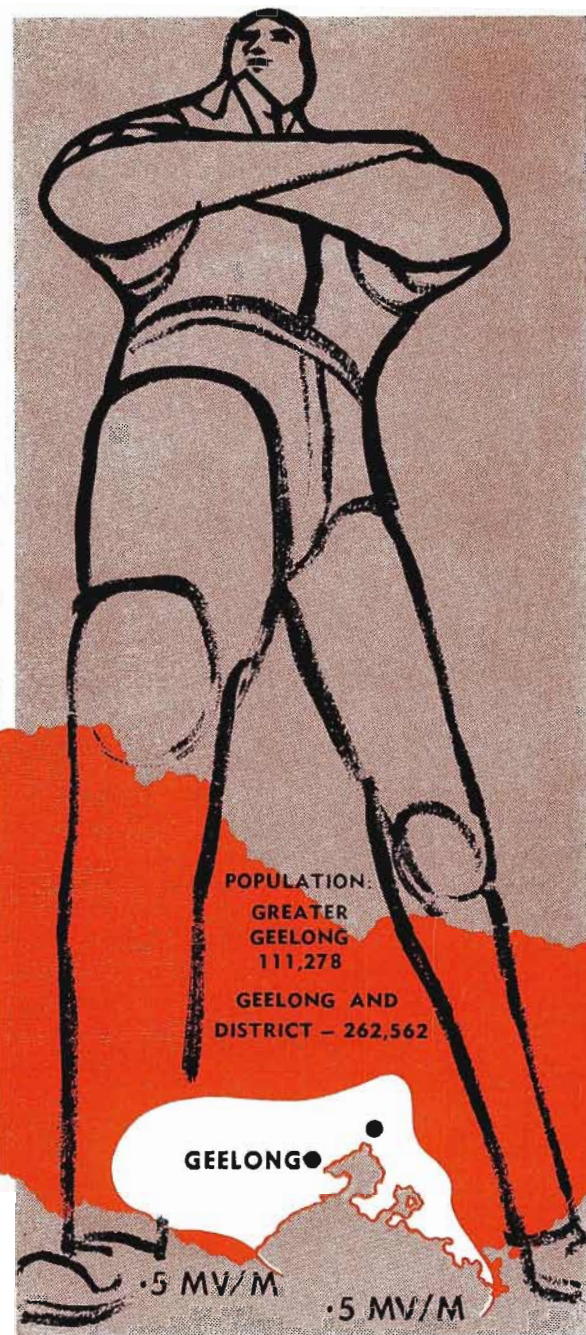
Opened: Dec. 3, 1930.

Transmitter Site: Geelong. **Power:** 2kw. **Frequency:** 1350kcs. **District Covered:** Industrial, pastoral, rural, seaside, tourist resort. **Operating hours:** Mon-Fri. 5.30am-11pm, Sat. 5.30am-11.30pm, Sun. 7.30am-10.30pm.

Directors: W. G. Jones (chairman), R. A. Cook (deputy chrnm & mng dir), G. A. Chomley.

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

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674),



SELL BIG WITH 3GL GEELONG

and get
AUSTRALIA'S
LOWEST
COST
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IMPACT!

*The GL Giant fits
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R. W. Highfield, 65 York-st, Sydney (29-2737).
Keith Coles, 95 Currie St, Adelaide, SA (51-4926).

Rates resume (base rate): 25secs \$3 (5.30am-2pm, 4.30pm-7pm), \$2.28 (2pm-4.30pm, 7.30pm-11pm); 45secs \$3.96 (5.30am-2pm, 4.30pm-7pm), \$3.12 (2pm-4.30pm, 7.30pm-11pm); 15mins \$12 (5.30am-2pm, 4.30pm-7pm), \$10.20 (2pm-4.30pm, 7.30pm-11pm); 30mins \$24 (5.30am-2pm, 4.30pm-7pm), \$20.80 (2pm-4.30pm, 7.30pm-11pm).

3HA Hamilton

Licensee: VBN Limited, 37 Gray-st, Hamilton, 3300. Phone Hamilton 2-3166. Telegrams Threaha. Member, Victorian Broadcasting Network. 3TR, 3SH, 3NE, 3CV, 6PR, 6TZ, 6CI, 4MK.

Opened: October 24, 1931.

Transmitter Site: Mt. Bainbridge. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Pastoral. **Operating Hours:** Mon-Fri. 5am-midnight; Sat. 5am-1am (Sun.); Sun. 7am-midnight.

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

Executives: Max Baker (gen mngr), K. Barnes (mngr), E. Cunningham (chief eng.), W. Mullin (studio mngr), R. Beckwith (sales mngr).

Pstate Repr.: VBN, 150 Albert-rd, South Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay St East, Perth (23-3044).

Rates resume (26 times): 25secs, \$5.25 (day), \$2.50 (night); 45secs, \$7 (day), \$3.50 (night); 15mins, \$16.00 (day), \$12 (night); 30mins, \$28 (day), \$19 (night).

3LK Lubeck

Licensee: The Herald & Weekly Times Ltd, 61 Flinders Lane, Melbourne, 3000. 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-Sat. 5.30am-1am; Sun. 7am-1am (Mon.).

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

3MA Mildura

Licensee: Sunraysia Broadcasters Pty Ltd, T&G Bldg, Mildura. Box 539, Mildura, 3500.

Phone Mildura 30-231. Telex AA50673.

Opened: May 25, 1933.

Transmitter Site: Mildura. **Power:** 2kw. **Frequency:** 1470kcs. **District Covered:** Horticultural & pastoral. **Operating Hours:** Mon-Sat, 6am-10.30pm; Sun. 8am-10.30pm.

Directors: Mrs R. D. Elliott, C. D. Lanyon. **Executive:** R. W. Harwood (sales & studio mngr).

Network Affiliation: Macquarie Co-op. **Interstate Representation:** Country Radio & Television, 131 Clarence St, Sydney (29-6021); Mal Murray, Representation Services Aust. Pty Ltd, 541 St Kilda Rd, Melbourne (51-8459); Keith Coles, 95 Currie St, Adelaide (51-4926).

Rates resume (base rate): Open-7.30pm: 50wds \$2.60, 100wds \$3.50, 15mins \$11.45, 30mins \$20.30; 7.30pm-close: 50wds \$2.10, 100wds \$2.90, 15mins \$9.50, 30mins \$16.90.

3NE Wangaratta

Licensee: Wangaratta Broadcasting Co Pty Ltd, Templeton St, Wangaratta, 3677. Phone Wangaratta 2051-2. Telegrams Threenc. Member, Victorian Broadcasting Network 3HA, 3TR, 3SH, 3CV, 6PR, 6TZ, 6CI, 4MK

Opened: Mar. 27, 1954.

Transmitter Site: Bowser. **Power:** 1-2kw. **Frequency:** 1600kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Fri. 5am-11pm; Sat. 5am-midnight; Sun. 7am-11pm.

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

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

Pstate repr.: VBN, 150 Albert St, South Melbourne (69-7461); Dargaville Associates Pty Ltd, Box C175, PO, Clarence-st, Sydney (29-7571).

Rates resume (base rate): 25secs \$3.65 (bfst), \$3.20 (day & night); 45secs \$5.30 (bfst), \$2.70 (day & night); 15mins \$11.15 (day & night); 25mins \$19.20 (day & night).

3SH Swan Hill

Licensee: VBN Limited. 77 McCallum-st. Swan Hill, 3585. Phone Swan Hill 2-2768. Telegrams Threesh. Member, Victorian Broadcasting Network, 3TR, 3HA, 3CV, 3NE, 6PR, 6TZ, 6CI, 4MK.

Opened: August 27, 1931.

Transmitter Site: Murray Valley Highway. **Power:** 2kw. **Frequency:** 1330kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Fri. 5am-midnight; Sat. 5am-1am (Sun.) Sun. 6.30am-midnight.

Directors: D. F. Syme (chairman), N. F. Dixon (mng dir), J. S. B. Davis, P. K.

COVERAGE OF

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SERVING 91% OF VICTORIAN COUNTRY HOMES

WITH BONUS COVERAGE IN SOUTH AUSTRALIA AND SOUTHERN NSW



THE VICTORIAN BROADCASTING NETWORK ALBERT GATE 150 ALBERT RD. SOUTH MELBOURNE 3205 ★ PHONE 69 7481
 SYDNEY – DARGAVILLE ASSOCIATES PTY. LTD. 32 YORK STREET, SYDNEY. TELEPHONE 26 7571
 ADELAIDE – KEITH COLES, 95 CURRIE STREET. TELEPHONE 51 4926
 PERTH – NICHOLSONS BROADCASTING SERVICES PTY. LTD. 340 HAY STREET. TELEPHONE 23 3044

MacDougall, R. I. Lowenstern, W. J. Stephenson, T. B. Green.

Executives: Max Baker (gen. mngr), H. Lithgow (mngr), R. Taylor (studio mngr), B. Walsh (tech. in charge).

I' state Repr.: VBN, 150 Albert-rd, South Melbourne (69-7461). Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044).

Rates resume (26 times): 25secs, \$4.50 (day), \$2.25 (night); 45secs, \$5.75 (day), \$2.80 (night); 15mins, \$14 (day), \$10 (night); 30mins, \$24 (day), \$18 (night).

3SR Shepparton

Licensee: Associated Broadcasting Services Ltd, Wyndham St, Shepparton, 3630. Melbourne office, 290 Latrobe St (34-9357). Member Associated Broadcasting Services, 3UL, 3YB, 3CS.

Opened: Jan. 5, 1931.

Transmitter Site: Shepparton. **Power:** 2kw. **Frequency:** 1260kcs. **District Covered:** Rural. **Operating hours:** Mon.-Fri. 5am-12mid., Sat. 5am-7am (Sun.), Sun. 7am-12mid.

Directors: G. Knox (chmn), Sir Wm Bridgeford, L. E. Friend, S. J. A. Kemp (mng dir), F. O. Cameron, N. M. Wallace, E. M. Clyne (gen. mngr).

Executives: E. Collings (mngr), B. Lynch (sales), W. Ryan (chief eng.), N. Roberts (studio mngr).

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

Rates resume (base rate): Open-7pm: 15 secs \$3, 25secs \$5, 30secs \$6, 45secs \$7, 60secs \$8. 7pm-close: 15secs \$2, 25secs \$4, 30secs \$5, 45secs \$6, 60secs \$7. Open-close: 15mins \$15, 30mins \$25.

3TR Sale

Licensee: VBN Limited, Stawell St, Sale, 3850. Phone Sale 2222-3. Telegrams Threetr. Member, Victorian Broadcasting Network, 3HA, 3SH, 3NE, 3CV, 6PR, 6TZ, 6CI, 4MK.

Opened: Sept. 29, 1930.

Transmitter Site: Myrtlebank. **Power:** 2kw. **Frequency:** 1240kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24-hour service.

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

Executives: Max Baker (gen. mngr), E. W. Evans (mngr), J. H. Woods (asst mngr), L. A. Glover (snr tech.), M. D. Sclater (sales mngr).

I' state Repr.: VBN, 150 Albert-rd, South

Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571), Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044).

Rates resume (26 times): 25secs, \$7 (day), \$3 (night); 45secs, \$9 (day), \$4 (night); 15mins, \$22.50 (day), \$15 (night); 30mins, \$35 (day), \$20 (night).

3UL Warragul

Licensee: Associated Broadcasting Services Ltd, Victoria St, Warragul, 3820. Melbourne office, 290 Latrobe St (329-6022). Branch studio, Radio Arcade, Morwell (4-3689). Member, Associated Broadcasting Services, 3YB, 3SR, 3CS.

Opened: May 18, 1937.

Transmitter Site: Warragul. **Power:** 2kw. (directional). **Frequency:** 530kcs. **District Covered:** Rural and industrial. **Operating hours:** Mon.-Fri. 5am-12mid., Sat. 5am-1am (Sun.), Sun. 1am-11pm.

Directors: G. E. Knox (chairman), F. O. Cameron, L. E. Friend, J. J. E. McFarlane, S. J. A. Kemp (mng dir), N. M. Wallace.

Executives: C. McL. Cameron (mngr), A. K. McLennan (chief engineer).

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

Rates resume (base rate): Open-7pm: 15 secs \$4, 25secs \$6, 45secs \$8, 15mins \$20, 30mins \$32.

3YB Warrnambool

Licensee: Associated Broadcasting Services Ltd, Cnr Liebig and Lava Sts, Warrnambool, 3280. Phone 8088. Melb. office: 290 Latrobe St (329-6022). Member, Associated Broadcasting Services, 3SR, 3UL, 3CS. Branch studio, Portland.

Opened: Jan. 18, 1936.

Transmitter Site: Bushfield. **Power:** 2kw. **Frequency:** 1210kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 5am-11.30pm; Sat. 5am-12mid.; Sun. 7am-11pm.

Directors: George Knox (chmn), Sir William Bridgeford, L. E. Friend, S. J. A. Kemp (mng dir), F. O. Cameron, N. M. Wallace.

Executives: Jack Walker (mngr), O. V. Henry (sales mngr), S. G. Green (chief eng.), H. S. Fuller (technical consultant).

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

Rates resume (base rate): Open-7pm: 15secs, \$3, 25secs, \$5, 45secs, \$7, 15mins, \$15, 30mins, \$25. 7pm-close: 15secs, \$1, 25secs, \$3, 45secs, \$5, 15mins, \$12, 30mins, \$20.

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

Radio stations

- *Queensland (Brisbane)*



4BC

Licensee: Commonwealth Broadcasting Corp (Qld) Ltd, CBC Hse, cnr Wharf & Adelaide Sts, Brisbane, 4000. 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: L. C. Hynes (gen. mngr), M. E. Baker (mngr), K. A. Archer (asst mngr and chief sales mngr, C'wealth B'cstg Net.), N. J. Bishop (C'wealth B'csting Net. chief eng.), T. C. McGregor (program mngr), W. R. Stevens (representation div. mngr), J. M. Harris (sales mngr), T. Vievers (asst sales mngr), J. E. Batterby (acct).

Network Affiliation: Queensland Network key station. **Interstate Representation:** R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 3rd Floor, 357 Little Collins-st, Melbourne (67-5541); 5KA, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): 50wds \$10 (bfst), \$8 (day), \$5 (even.); 100wds \$15 (bfst), \$12 (day), \$8 (even.); 15mins \$35 (weekend), \$30 (day), \$20 (even.); 30mins \$60 (weekend), \$50 (day), \$35 (even).

4BH

Licensee: Broadcasters (Aust) Pty Ltd. 43 Adelaide St, Brisbane, 4000. GPO Box 906M, 4001. 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:** 24-hour service.

Directors: F. B. Chandler (chmn & mngr dir), E. J. Rheuben, R. H. Wainwright.

Executives: G. B. Lovejoy (sales mngr), A. Judge (chief eng.), F. G. Day (acct).

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

Rates resume (26 times): 50wds \$8 (bfst, morn., early even.), \$5 (aft. & night); 100wds \$11 (bfst, morn. & early even.), \$7.50 (aft. & night); 15mins \$25 (morn. & even.), \$20 (aft. & night), \$30 (Sat.-Sun.); 30mins \$45 (morn. & early even.), \$35 (aft. & night), \$50 (Sat.-Sun.).

4BK

Licensee: Brisbane Broadcasting Pty, 93 Queen St, Brisbane, 4000. Phone 31-1381. Telegrams Fourbk. Associated with 4AK.

Opened: Sept. 29, 1930.

Transmitter Site: Fig Tree Pocket, Bris. **Power:** 2kw. **Frequency:** 1300kcs. **District Covered:** Metropolitan, urban, industrial, rural. **Operating Hours:** 24-hour service.

Executives: H. I. Marshall (gen. mngr), D. Magoffin (studio mngr), C. Crawford (promotions), B. W. Klemm (sales mngr), J. Kingsford (chief engineer).

Network Affiliation: Major. **Representation:** B. Klemm, 93 Queen-st, Brisbane (31-1381). **Interstate:** Interstate Radio Sales, 76 Clarence St. Sydney (29-7241). 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 and night; 25secs \$7.75, 45secs \$10, 15mins \$22, 30mins 39.50.

4KQ

Licensee: Labor Broadcasting Station Pty Ltd, Labor House, cnr. Edward & Elizabeth Sts, Brisbane. GPO Box 398F, 4001. Phone 31-2621 (sales—31-2628). Telegrams Fourkq.

Opened: May 7, 1947.

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

Director: B. R. Milliner.

Executives: L. W. Beioley (gen. mngr), R. Swift (sales mngr), A. Price (chief eng.), P.

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Clarke (studio mngr).

Pstate Repr.: Dargaville Associates Pty Ltd, King York Hse, 32 York St, Sydney (29-7571); Gilder McGregor & Assoc., 501 St. Kilda-rd, Melbourne (26-6671).

Rates resume: 25wds, \$4 (morn.), \$3.50 (aft. & night), 50wds, \$6 (morn.), \$5.50 (aft.

& night), 100wds, \$8 (morn.), \$7.50 (aft. & night), 15mins, \$26 (morn.), \$24 (aft. & night), 30mins \$42 (morn., aft & night).

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



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you***

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