

ADVENT RADIO-TELEVISION PRODUCTIONS, 150 Fox Valley Rd, Wahroonga, 2076, NSW. Phones 48-3873, 48-3875.

Director: Pastor R. C. Naden. **Manager:** Pastor R. W. Howes. **Treasurer:** Pastor C. A. Hart.

Handles TV and radio programs — Faith for Today and It is Written (TV); Faith for These Times (radio).

Agency: Grey Advertising Pty Ltd, Sydney.

Pstate repr.: All enquiries to the Radio and TV secretary — 8 Yarra St, Hawthorn, Melbourne; 72 Angus St, Adelaide; 84 The Boulevard, Strathfield, Sydney; 48 Havelock St, Perth; 10 McTavish Ave, North Hobart; 3 McKay Gardens, Turner, Canberra; 21 Gordon Ave, Hamilton, NSW; 19 Eagle Tce, Brisbane; PO Box 51, Aitkenvale, Townsville. **O'seas:** New Zealand: 40 Bealey Ave, Christchurch; 591 Dominion Rd, Balmoral, Auckland. **USA:** The Voice of Prophecy (radio), Box 55, Los Angeles, Calif.; Faith for Today, Box 8, New York, NY; It Is Written, 6840 Eastern Ave, NW, Washington.

AJAX FILMS PTY LTD, 43 Yeo St, Neutral Bay, NSW, 2089 (90-8011), and **Filmcentre**, 65 Ebley St, Bondi Junction, NSW, 2022 (38-1112).

General manager: Brian Chirlian. **Supervising producer TV commercials:** A. C. Lemon. **Supervising producer documentaries:** S. Moore. **Production and studio manager:** John Daniell.

Equipment and facilities: Three commercial film crews, sound stage areas totalling 10,000 sq. ft, other stages and production studios; scene dock, woodwork and paint shop, prop, wardrobe, and electrical depts.

NC and standard 35mm Mitchell and Newall, 35mm and 16mm Arriflex cameras, geared heads and accessories; range of Cooke series 2 lenses, 10:1 zoom, 35mm and 16mm lenses.

Facilities for all types of location shooting, including generators, lights, recording and playback equipment, mobile camera crane, trucks, vans and station waggons.

Studio and location facilities include Crab dolly, crane and Raby velocitor; Back projection unit 350 amps and Back projection screen 26ft x 18ft, two theatres equipped with RCA projectors, 35, 17½ and 16mm dubbing and recording equipment. Magna-Tech mixing consol. RCA 16mm optical recorder. Nagra and Perfectone pulse sync recording systems. Magnetic film recording channels, microphones. Fisher microphones, boom, blimped generators and converters.

Westrex editor and standard moviolas for 16mm and 35mm negative and positive cutting rooms.

Oxberry optical printers.

Complete animation and laboratory service.

ANIMADS PTY LTD, c/- Artransa Park Television, Artransa Park, French's Forest, NSW, 2086. Phone 40-9311, ext. 20.

Directors: D. White, M. G. Yahl. Animated and live action commercial films for television.

AMALGAMATED PICTURES AUSTRALASIA PTY LTD, 15-19 Kings Cross Rd, Kings Cross, NSW, 2011. Phone 31-5657.

TV film production service; cutting, editing, dubbing, sound recording, animation and special effects.

Operates in association with Amalgamated Film Equipment Service Pty Ltd.

API-AIR PROGRAMS INTERNATIONAL, 38 Martin Place, Sydney, 2000 (28-4617). Telegrams Airprograms. Offices also in New York and Hollywood, USA. Represented world-wide.

Directors: W. J. Hucker, Mrs W. J. Hucker.

Producers of cartoons and filmed series for television.

ARTRANSA PARK TELEVISION PTY LIMITED, Artransa Park, Warringah-rd, French's Forest, NSW, 2086 (40-9311).

Executives: J. H. Oswin (gen. mngr), L. J. Becker (mngr), R. Hannam (asst. mngr), B. Fletcher (sales mngr).

Studios: One sound stage (100ft x 75ft), one sound stage (60ft x 40ft), one stage (25ft x 20ft), one special effects studio for stop motion, titling etc. Departments for anima-

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- FILMLABS (AUST.) PTY. LTD.
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NEUTRAL BAY
90-8011

- FILMCENTRE (AUST.)
(FORMERLY VISATONE STUDIOS)
65 EBLEY STREET
BONDI JUNCTION
38-1112

THE LARGEST FILM PRODUCERS IN AUSTRALASIA

tion and graphics, stills; makeup; hair-dressing; wardrobe; sound recording, post-synch. and mixing; editing including film libraries and fireproof vault; set construction including timber milling, painting, plastering; property purchase and storage; canteen. Two theatres equipped with 35mm and 16mm projectors (including CinemaScope).

Equipment and Facilities: Complete range of 35mm and 16mm production equipment including Mitchell, Arriflex, Auricon, Cine Special, Eyemo & Debrie (high speed) cameras with full range of lenses including wide angle and Zoom; rear projection unit, underwater housings, crane, crab dolly and studio velocitators. Linhof and Leica stills cameras. Westrex, Nagra and Magnasynch Sound equipment; Reeves magnastriper; Oxberry animation camera rostrum; Movielab editing equipment. Extensive lighting and electrical equipment including arc and incandescent units and generators; grip equipment, etc.

Videotape and kinerecording facilities: Equipment and technicians are available for videotape and kinerecording utilising up to three Marconi TV cameras.

Melbourne office: 88 Acland St, St Kilda, 3182 (94-4108). For details see Melbourne entry.

Repr.: Michael Callaghan, Artransa Park Television Pty Ltd, Room 651, 229 West 43rd St, New York, 36, NY, USA. Singapore, Kuala Lumpur, c/- Mr Donald Ellery, South East Asia Development Corporation, 14 Collyer Quay, Singapore. Hong Kong, Bangkok and the Philippines: John Bow, Victoria Productions, 403 Pedder Bldg, Hong Kong.

AUSTRALIAN INSTRUCTIONAL FILMS PTY LTD (associating Halliday Productions), Room 22, 51 Pitt St, Sydney, 2000. Phone 27-6557. Studio and correspondence, PO Box 100, Mona Vale, 2103. Phone 99-3070.

Directors: Lex Halliday, Jean Halliday.

Producers of specialised documentary, public relations and industrial films: film consultants to industry and overseas producers.

BAGLIN, DOUGLASS PTY LTD: Studios and offices, 100 Pacific Highway, St Leonards, 2065. Phone 43-6311.

Directors: Douglass Baglin, R. Israel.

Executives: R. Israel (studio manager), I. South (laboratory), David Perry (laboratory).

Studios — Equipment and Facilities: 2 studios (40ft x 30ft) (45ft x 25ft), 2 16mm cutting and editing rooms, BTH magnetic recording system, zoom lenses, complete 16mm and 35mm equipment for feature productions.

BLANKS, CHAS E, PTY LTD: Head offices and studios, 28-30 Foveaux St, Sydney, 2000 (61-8305).

Directors: Charles E. Blanks (exec. dir), Clarence R. Blanks, O. R. Smeed, M. Macourt, S. Tabakoff, H. Hayward.

Executives: A. T. Consterdine (secy).

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

I/State branches: 281 Collins-st, Melb. (63-8830); 50 Charles-st, Launceston (2-1529); 9 McLachlan-st, Valley, Bris. (51-1926); 1074 Hay-st, Perth (21-2237); Monks & Banks Ltd, 261-263 Halifax-st, Adelaide. (23-2677).

BUSHELLE, JOHN PRODUCTIONS PTY LTD, 90 Arthur St, North Sydney, 2060. Phone 92-6076. Managing director: John Bushelle.

Specialising in creation and production of TV and theatre advertising films, industrial documentaries and training films.

CAMEO FILM PRODUCTIONS, 94 Walker St, North Sydney, NSW, 2060. Phone 92-5086 (after hours: 46-2275).

Proprietor: Thelma Franklin. **Cinematographer:** Michael Franklin.

Produces documentaries, TV commercials, and TV programs. Hires services of cinematographer with equipment.

Equipment: Arriflex BL 16mm self-blinded camera with Angenieux 10:1 zoom lens, Bell & Howell 70DR camera, NAGRA 111 sync. recorder with Beyer, Sennheiser Mikes, Colortran Quartz lights, GE battery light, etc., Peugeot 404 Camera Waggon. Studio and cutting room at 94 Walker St, North Sydney, 2060.

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CARDIN FILM SERVICE, C/o Automatic Film Laboratories Pty Ltd, 513 Dowling St, Moore Park, 2010. 31-4131.

Director: M. Cardin.

O'seas Repr.: Cardin Film Service, Endell St, London, WC1, UK.

Specialises in negative cutting 35mm & 16mm, color and B&W, A&B rolls, and synchronising tracks.

CAREER PRODUCTIONS PTY LIMITED, Suite 103, 6 Clarke St, Crows Nest, NSW, 2065. Phone 439-1700.

Directors: Lillian M. Ware, George F. Hinde, John D. Burrows, W. M. Thomson, R. Climpson.

CHURCH OF ENGLAND TELEVISION SOCIETY, 511 Kent St, Sydney, 2000. Phone 61-8016, 61-6493.

Director: Rev. J. A. Dahl (secy).

Executives: Clifford Warne (producer-dir), Lloyd Capps (producer).

Produces Anglican TV programs on ATN, TCN, TEN, and WIN; films, videotapes, graphics and slides for telecasting by other Christian organisations in Australia and overseas. Producers of Stop, Look and Listen; Is There A Problem in the House?; Off to Adventure; Journey into Faith; Strike a New Note.

CHRISTOPHER PRODUCTIONS PTY LTD, 61 Old Northern Rd, Baulkham Hills, 2153, NSW. Phones 630-1667, 639-6129.

Executives: R. D. Drummond (gov. dir), W. J. Mills (mng dir).

Facilities: 16mm pulse-sync. cameras, zoom lenses, Nagra sync. sound recording and transfer equipment, lighting facilities, portable and studio, and a complete cutting, editing, and matching set-up.

Two studios with closed circuit TV for film projection. Rola, EMI, and Nagra recorders. Multi-channel mixing consols, with individual equalisation, reverberation and echo.

Sprocketed recorders and projector interlock. Neumann, AKG, Electrovoice, Altex, RCA, Senheizer mikes. Ortofon pick-ups, CE turntables, Auto-cue.

Services: Producers of 16mm and 35mm color and black and white films, TV commercials, documentaries, and educational productions. Film soundtrack recording specialists.

CINESOUND PRODUCTIONS PTY LTD, studios and offices, 541 Darling-st, Rozelle, NSW, 2039 (82-0611). Representatives: Brisbane, Melbourne, Adelaide, Perth.

Directors: Sir Norman Rydge, CBE (chrmn), Norman M. Barrell, The Hon. T. G. Murray, D. J. Halloran.

Staff: Eric J. Saunders (secy), A. J. Helgeson (gen. mngr), G. Richards (studio mngr), W. M. Carty, W. Stacy (dirs), W.

Dukes (sound eng.), R. Blake, K. Roach (cameramen).

Studios: Large sound stage, fully equipped TV commercial experimental stage and three theatrettes for 16 and 35mm screenings.

Equipment and Facilities: Mitchell, Arriflex, Bell & Howell and Eclair 16mm and 35mm cameras, Wall single system and Auricon sound cameras, extensive lighting and cutting facilities and Oxberry animation table.

CINETEL FILM PRODUCTION SERVICES, 94 Walker St, North Sydney, 2060. Phone 92-6407 (city office 28-6920). Telegraphic address: Cinetel, Sydney.

Directors: Franklin and Josette Heimans. **Executives:** Franklin A. Heimans (prod. dir), Josette Heimans (bus. mngr & editor), Joel H. Levinsohn (sales mngr).

Complete 35mm and 16mm film production, commercial, documentary and educational. Editing service available for producers.

Studios: One 50ft x 55ft; all lighting facilities, theatrette, fully equipped cutting rooms with Moviola, offices.

Istate repr.: Interfilm Productions, 539 Chapel St, South Yarra, Victoria.

COLLINGS PRODUCTIONS PTY LIMITED, 50 Walker St, North Sydney, 2060. Phone 92-5572, 92-5556. Telegrams Eyewitness, Sydney.

Directors: Geoffrey Collings, Dahl Collings, Samuel R. Brown.

Executives: Geoffrey Collings (producer/writer/dir), Dahl Collings (dir/designer), Neil Howe (dir & editor).

COMMERCIAL AND TELEVISION ADVERTISING STUDIOS (CATA), 74B Trafalgar St, Annandale, 2038. Phone 68-3759, 68-4203.

Directors: Neville R. Bletcher, Allen Keen.

Executives: N. R. Bletcher (partner), A Keen (partner).

Producers of documentary, industrial and commercial films. Studio hiring facilities.

COMMERCIAL TELEVISION PROGRAMS, Sydney. Studios, offices and equipment same as Southern Cross Films.

DIMOND, PETER, FILMS, 21 Little Comber St, Paddington, NSW, 2021. Phone 31-0531 (messages only).

Principal: Peter Dimond (also prod.dir).

Film production consultant. Specialises production of documentaries, special film assignments and TV commercials.

FEATURED THEATRE ADS. Head office, 106-110 Goulburn St, Sydney, 2000. Phone 61-9551-2-3, 26-5643, 26-5673. Telegram Featurads Sydney.

Subsidiary of David Koffel Pty Ltd, also controlling David Koffel Film and TV Productions and Film Makers Pty Ltd, and associated with David Koffel (Vic.) Pty Ltd,

operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Managing director: David Koffel.

Victorian office: T&G Building, 145 Collins-st. Phone 63-4857, 63-5918. Manager: George P. Ruttle. Queensland office. Heindorff Hse, 171 Queen-st. Phone 2-7583, 2-7995. Manager: Phil Stanley.

Offices all States. For studios and technical facilities see David Koffel Film & TV Productions. Controlling company, David Koffel Pty Ltd, member Screen Advertising World Assoc. (SAWA).

FONTANA FILMS PTY LTD, 14 Henderson St, Turella, NSW, 2205. Phone 59-0491. Telegrams Avonfilm, Sydney.

Directors: B. Kabriel (mng dir), M. Kabriel (tech. dir), J. G. Vlazny (finance dir).

Executives: J. Balzar (creative dir), B. Brown (sound), K. Cox (promotion & industrial mngr), N. Hodges (advtg mngr), L. Kanturek (art dir), D. Marek (film & animation dir), J. Simpson (photography), D. Weedon (editor), G. Wood (PR).

Istate repr.: Arkaba Films Pty Ltd, 351 Heathfield Rd, Aldgate, SA, 5154; E. Campbell, 44 Cockburn St, Curtin, ACT, 2605. **O'seas:** Rasmus Von Gottberg, Hanseatic Kontakt-Film, 2000 Hamburg 39, Agress-trasse 44, West Germany.

Equipment & facilities: Sound stages 100ft x 40ft, 30ft x 30ft; special effects stage; opti-

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- Australian Wheat Board
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- Conzinc Riotinto of Australia
- General Motors-Holden's
- Hamersley Iron

cal printer; full range cameras and photographic gear; 35mm and 16mm for normal and special effects photography; animation section for stills, lettering, make-up; fully equipped theatre 35mm and 16mm 2-3-4 head projector; Western Electric sound system; 8-channel mixing; 8 editing rooms, electrical, carpenters, painters, plasterers' workshop; studio lot and large car park.

Producers of TV and theatre advertising films, staff training, industrial, educational, prestige and entertainment films. Complete service from creative ideas, scripts and production to final screen presentation.

FORTUNE FILM & TV PRODUCTIONS PTY LTD, 2 Wentworth Ave, Sydney, 2000 (26-1501), and 23 Drummond-st, Carlton, Vic., 3053 (34-4184).

Directors: C. K. Landell-Jones, E. J. Hansen (editor).

Staff: R. D. Hansen (prod. dir), E. J. Hansen (editor), B. E. Higgins (photog. dir).

Equipment & Facilities: Cine-Kodak 16mm special camera, two 16mm Bolex with zoom lens, complete cutting, editing, matching equip. Facils. for animation and special effects.

FRASER CASTLE PRODUCTIONS, 61 Kareela Rd, Cremorne, NSW, 2090. Phone 90-6006.

Directors: Norman Castle, Liliás F. Castle.
Principal executives: N. Castle (producer dir), L. Castle (writer, dir, editor).

Producers of documentary films in all fields. Operating throughout Australia, New Guinea, and South East Asia.

GOthic FILM PRODUCTIONS PTY LTD, in association with K. G. Film Service, 305 Penshurst St, Willoughby, NSW, 2068. Phone 40-2228.

Producers of 16mm documentaries, TV commercials, etc.

GRAPHIK ANIMATION PTY LTD, office and studios, 67 Union-st, Paddington, NSW, 2021. Phone 31-8235.

Directors: Raymond Leach (mng dir), John B. Hill.

Produces animated films and commercials for TV and cinema and for documentary and institutional purposes.

REG GRUNDY ENTERPRISES, 83 Miller St, North Sydney, 2060. Phone 92-0722 (6 lines). Box 2808, GPO. Telegrams Telgrundy.

Independent television package-producers specialising in quiz, game and panel shows. Also planning, preparation and production of radio and TV contest promotions.

HILL, DENNIS, PRODUCTIONS, 2 Heathcliff Cres., Balgowlah Heights, NSW, 2093. Phone 94-1477. Telegrams and cables: Hillfilm, Sydney.

Directors: Dennis A. Hill (prod./dir.) G. M. Burt, A. J. Hill.

H. W. PRODUCTIONS, 65 Ebley St, Bondi Junction, NSW, 2022. Phone 38-4888. 11 Pickering Lane, Woollahra, NSW, 2025 (32-3158 private).

Director: Hans Wetzel (proprietor).

Film production, principally storyboard films and sales promotion films, utilising multiplex optical printer in color and black and white. Sound recording services on location and studio. Nagra equipment provided.

INTERNATIONAL FILM SERVICE, 712b Savoy Hse, 25 Bligh St, Sydney, 2000. Box 2141, GPO, Sydney, 2001. Phone 28-4886.

Director: Duc Brandt.

Independent producer of 16mm and 35mm film. Also handles local and overseas film distribution, specialising in placement of Australian films in the international markets. Agents in various overseas capitals.

ISAACSON, GUNNAR, PRODUCTIONS, 53 Wallumatta Rd, Newport, NSW, 2106. Phone 99-1333.

Producer: Gunnar Isaacson.

Specialises in children's television programs.

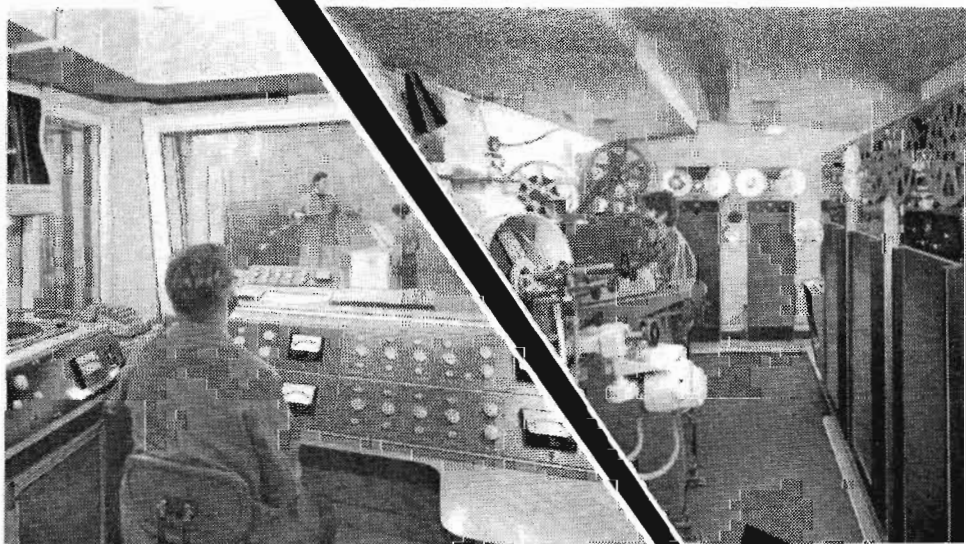
KINGCROFT PRODUCTIONS PTY LTD, offices and studios, 29A Rosalind-st, Crows Nest, 2065 (92-7265, 92-2579, 92-5565).

Directors: J. Kingsford-Smith, J. Biddlecombe, J. Gardiner.



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Executives: J. Kingsford-Smith (prod. dir), J. Gardiner (dir mngr), Jan Jones (editor).
Studio: Sound stage 58ft x 35ft, studio-theatre 27ft x 17ft.

KOFFEL, DAVID, FILM & TV PRODUCTIONS, 106-110 Goulburn St, Sydney, 2000. Phone 61-9551 (6 lines). Telegrams Featurads, Sydney.

Subsidiary of David Koffel Pty Ltd, also controlling Featured Theatre Ads and Film Makers Pty Ltd, and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Managing director: David Koffel. **Executive director:** Ralph D. Hogg.

Melbourne office: T&G Bldg, 145 Collins-st. Manager: George P. Ruttie. Phone 63-4857, 63-5918. **Qld office:** Heindorff Hse, 171 Queens-st, Brisbane. Phone 2-7583, 2-7995. Manager: Phil Stanley.

Staff: Includes directors, writers, research and technical personnel.

Studios: Three prod. stages.

Camera and lighting equipment: Wide range of equipment, including Mitchell 35 mm, Bell & Howell special effects 35mm, Arriflex 35mm and 17mm cameras. Zoom lens, speed panchro lenses all cameras. Dollies including Houston Fearless velocitator dolly. Full studio lighting equipment from 10kw lamps downwards.

Recording and projectors: Complete modern facilities for recording and projection. Private theatre, 35mm and 16mm equipped for Cinemascope latest 8 channel mixing.

GEORGE MALCOLM PRODUCTIONS PTY LTD, 39 Beaconsfield-st, Newport, NSW, 2106. Phone 99-2651. Produces, directs and edits all types of motion pictures and TV films.

NAVA PTY LTD, 241 Broadway, Sydney, 2007. Phone 68-3126.

Manager: Frank W. Nairn.

Equipment and facilities: Rental and sales of 16mm sound projectors, 8mm rear screen projectors, Dukane sound filmstrip projectors,

35mm slide projectors, Beseler overhead projectors, Le Belle Courier sales aid, tape recorders, record players, sound systems, sales and marketing training films and lighting.

Manufacturers of Navalite continuous projection display unit for showroom or shop window display. Australian distributor Porta Matic sound 8mm continuous projector.

Production of sound filmstrips to suit Dukane or La Belle Courier equipment. Slide and tape productions for automatic 35 mm projectors and tape sync.

Custom builders of audience participation sound repeating players. Specialists in planning and operating composite audio-visual installations for national product launches.

Service: Electronic service facilities for all audio-visual equipment, including electronic organs.

Offices: Melbourne (head office), Adelaide. Facilities available in Brisbane, Perth, Hobart.

NETWORK TELEFILM SERVICES PTY LTD, 305 Penshurst St, Willoughby, NSW, 2068. Phone 40-4826.

General manager: Gordon Carr.

Produces TV program material, news and sport; documentaries and TV commercials. Full range 16mm equipment, including sound on film and double system sync, sound cameras and recorders, zoom lens.

NLT PRODUCTIONS PTY LTD, 19-21 Berry St, North Sydney, NSW, 2060. Phone 929-8777 (5 lines). Telegrams & cables Nealim, Sydney.

Managing director: Lloyd Martin. **Executive producer:** Bill Harmon.

Handles packaged live shows for television, also film production for TV and theatres. Active in concert and theatre promotion featuring overseas and local artists.

PERIER FILM PRODUCTIONS PTY LTD. Studio and offices, 24 Jamison-st, Sydney, 2000 (27-6527, 27-4049).

Directors: R. E. Perier (mng dir), Mrs M. Flynn (bus. mngr).

Equipment and Facilities: Full camera

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range, sound recording, time lapse, 35mm and 5 x 4 still cameras. Specialises in documentary, instructional, business films, TV features. Over 25 years experience in film production. Also 35mm color transparencies, strip and slide films.

PILGRIM PRODUCTION LIMITED, 77
Pitt St, Sydney, 2000. Phone 27-9381.

Managing Director: Roy Baxter.

Specialises production of films, filmstrips, animation, scripts, records, B&W and color film and negative stock, all forms of advertising art, design and printing; particular speciality religious productions of every type.

Incorporates Pilgrim Films and Pilgrim Design.

ERIC PORTER PRODUCTIONS PTY LTD, 101 Union St, North Sydney, 2060. Phone 929-8833.

Managing director: Eric E. Porter.

Executives: Terry J. Banks (mng dir), L. J. Porter (secy), Chris Newark (prod. mgr), Don B. Stranger (tech. dir), R. Knapp (dir), R. Pearce (dir animation), Alan Beaumont (sales mgr), Eric Wenban (puppet dept mgr), Boris Janjic (dir photog.), Gary Hansen (cameraman), Bill Ramsay, John Garwood (recording), Tony Hudson (lab. super.), N. Beauman (dir editor), P. Bushby (chief editor), J. de Boer, Brian Woods (editors).

Staff: 70 including animation artists, two complete camera crews, carpenters, electric-

ians, engineering, grips, lab. personnel.

Equipment and facilities: Two sound stages, 85ft x 50ft and 50ft x 24ft, theatre equipped for 16mm and 35mm double head screening, music studio 40ft x 25ft capable of handling large orchestras, RCA console mixes 9 microphones through an electrical switching matrix to a four-track recording machine from which reductions are made to either two track stereo or single track $\frac{1}{4}$ -inch and 17 $\frac{1}{2}$ mm magnetic stock. Mixing of 17 $\frac{1}{2}$ mm tracks and announcer voice over can be done either in the theatre or music room via closed circuit television facilities. Mole-Richardson microphone boom on main stage for 100pc voice recording onto Nagra synchronised tape machine. Complete Oxberry Animation stand incorporating Aerial Image. Two process animation stands, optical printing, hot press lettering, stills, seven 35mm Moviolas and one 16mm Moviola complete with sound, 1000 watt lighting, dolly tracks and dollies, latest American crab dolly, film processing laboratory.

Cameras: One blimped 35mm synchronous Arriflex camera, two silent 35mm Arriflex cameras complete, three zoom lenses, one 16mm Arriflex camera with synchronous sound and zoom lens, latest Bell & Howell 35mm stop motion camera, 1 Wall, one Newman-Sinclair, one Oxberry, one Bolex, portable 17 $\frac{1}{2}$ mm and $\frac{1}{4}$ -inch Nagra plus magnetic tape recorder for location.

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OPTICALS

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SET DESIGN
EDITING
TITLING

Complete FEATURE FILM facilities for location or studio — lighting, generators, transport, grip equipment, cameras, sound, also high quality 35mm. and 16mm. B. & W. developing and printing; 16mm. Reversal; 35mm. and 16mm. Eastmancolor developing and printing; 16mm Ektachrome.

11-15 YOUNG ST., PADDINGTON, N.S.W.
(Under the direction of Mervyn Murphy.)

Phone: 31-0531 — Cables: Supsound, Sydney

STEFAN SARGENT PRODUCTIONS PTY LTD, 167 Blues Point Rd, McMahons Point, NSW, 2060.

Directors: Virginia Sargent, Stefan Sargent.
Production of all types TV commercials, documentaries and entertainment programs.

Facilities: Complete 16mm sound facilities, studio, editing rooms, thetrette, etc.

SOLARCHROME COLOR PRODUCTIONS PTY LTD, 74B Trafalgar-st, Annandale, NSW, 2038. Phone 68-3759.

Director: N. R. Bletcher.

Studios: Large studios incorporating a workshop, storage areas.

Producers of documentaries, industrial and commercial films.

SOUTHERN CROSS FILMS PTY LTD. Boronia Rd, Seaforth, NSW, 2092.

Directors: Douglas Hardy, G. Cante (chart. acct).

SOUTHERN DOCUMENTARY PRODUCTIONS PTY LTD, 22 Godolphin St, Bulli, NSW, 2516. PO Box 127, Fairy Meadow, 2519. Phone Wollongong 84-5715.

Directors: B. F. Lambert, N. M. Lloyd.

Specialises in commercials, educational & industrial documentaries.

SUPREME SOUND STUDIOS, 11-15 Young St, Paddington, NSW, 2021. Phone 31-0531 (6 lines).

Executives: Mervyn Murphy (mng dir), Tom Stacey (mngnr), Gwen Oatley (secy),

Lloyd Ravenscroft (studio mngnr), George Stephenson, Barrie Smith, Hans Farkash, Roland Beckett, Bob Warbrook (prod. dirs).

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

Equipment & Facilities: Includes complete lighting and sound equip., 35mm RCA, 16mm Maurer, Bell & Howell, Arricord, Arriflex and Mitchell cameras, CinemaScope and standard ratio.

Company is concentrating on prod. of TV commercials and documentary films and half-hour series. Also facilities for feature films.

TELEMARK PRODUCTIONS PTY LTD (incorporating Grimsdale & Associates Pty Ltd), Macdonell Hse, 321 Pitt St, Sydney, 2000. Phone 61-8955, 61-7022, 61-7439. Telegrams Grimsdale, Sydney.

Directors: D. M. Fegan (exec. chairman), G. H. Grimsdale (mng dir), Beau Sheil, N. H. McIntyre, P. A. Lake.

Executives: Peter Lake (prod.), Ross Hawthorn (prod. mngnr), Joyce d'Apice (co-secy).

O'seas repr.: Farkas Film Co. (Hong Kong), Interfilm (Tokyo).

TROJAN FILM PRODUCTIONS PTY LTD, 103-105 Oxford St, East Sydney, 2010. Phone 31-2923.

Directors: Jack Lee (mng dir), I. M. Lee, W. S. Kidman.

Produces TV commercials, documentaries, TV programs, TV series.

UNITED CINEMA PTY LTD, Suite 1009, 50 Miller St, North Sydney, 2060. Phone 92-5907. Box 4592, G.P.O. Sydney, 2001.

Principal: John Phillips.

Film production, distribution and representation in Australia for overseas film producers.

Represents Cremer Lighting of Paris in Australia, also office Central Cinema-Television of Paris (a co-operative of 32 French film producers).

WHITFORDS THEATRE ADS PTY LTD. Studios and offices, 20th Century Fox Film Corp. Bldg, 43 Brisbane St, Sydney, 2000. Phone 26-1764.

Equipment & Facilities: Equipped with all latest facilities for production of all types of slides. Instant TV slide service.

WOOD, ROSS, PRODUCTIONS PTY LTD, 5th floor, 15-19 Boundary St, Rushcutters Bay, NSW, 2011. Phone 31-8154.

Principal: Ross Wood.

Handles all types of TV film production.

WORKSHOP FILMS, Suite 2, Jule Hse, 2 Northcote St, St Leonards, NSW, 2065. Phone 43-1680.

Manager: John Porter.

Producer of workshop films, low budget films, live action and stills.

HANS WETZEL

Optical Multiplex
printing for:

STORY BOARD FILMS,
TV COMMERCIALS,
DOCUMENTARIES.

SOUND RECORDING
SERVICES (NAGRA)

LOCATION & STUDIO

H.W. PRODUCTIONS

Film Centre

65 Ebley St., Bondi Junction

Tel. 38-4888

TV production and film units

- *Victoria (pages 212-220)*



YOU WON'T FIND ANOTHER ONE IN AUSTRALIA

BEA has built the finest studios in Australia specifically for commercial sound recording.

Floating studios, the latest transistorised equipment, plus highly qualified technicians, makes BEA the outstanding recording company in Australia.

The expert services of their well established creative team, backed up by musical director Geoff Kitchen, are always at your disposal, giving you personal service from key personnel.

BEA offers only the best in 'sound' be it for TV and radio commercials, jingles, documentaries, audio visuals, films, tapes, discs, etc.

Call them on 24 7483

BEA recording studios

643 Chapel Street
South Yarra, Victoria. 3141.

ABAL STUDIOS (inc. Tornado Films Pty Ltd), 18 Collins St, Melbourne, 3000.

Proprietor: Alan Martin.

Producers of 16mm and 35mm documentaries, TV features and commercials.

Facilities: All facilities for 16mm and 35mm production inc. lip sync. Complete commercial still photography unit. New studios now under construction. Editing room equipped with 16mm and 35mm double system Steenbeck, HKS viewers, sound readers, D/S 16mm projector.

ACADEMY FILM PRODUCTIONS, 121 Maroondah Highway, Ringwood, Vic., 3134. Phone 870-8557. Telegrams Acadland.

Director: Ronald A. Mason.

Executives: Ronald Mason (prod. mngr). Staff includes writers, cameramen, editors and production and technical personnel.

Facilities: Complete production facilities including double head screenings, 10 channel sound recording and mixing, post sync., sound stage for 16mm and 35mm films. Produces TV commercials and programs, specialising in color documentary, educational and industrial films for theatre and TV.

ARMSTRONG, BILL, PTY LTD (sound recording studios), 100-110 Albert Rd, South Melbourne, 3205. Phone 69-2123 (3 lines).

Directors: W. R. Armstrong (mngr dir), S. E. Armstrong (secy).

Executives: Mrs Norma Rees (studio coordinator), Roger Savage (senior eng.).

Music consultant: John Hawker.

Facilities: Two studios each with a 4-track Ampex mastering recorder; stereo 12-channel mixing desk; Ampex and Rola mono and two-channel recorders; EMT echo plate; Nagra sync-pulse recorder and 17.5mm sprocketed recorder; disc recording service including processing.

Specialises in origination and production of singing commercials, music for documentary films and production of pop records for major record companies.

ARTRANSA PARK TELEVISION PTY LIMITED, 88 Acland St, St Kilda, Victoria, 3182. Phone 94-4108, 94-4122.

Executives: Ron Rowson (mngr for Vic.), Ron Taylor (dir. of photog.), Peter Lamb (editor).

Equipment and facilities: 80ft x 70ft sound stage. 12ft x 10ft recording booth. 170 arcs ov arcs generator. 35mm Mitchell and Arriflex cameras, 35mm Debie slow motion camera, 35 mm anamorphic zoom lens, 16 mm Arriflex camera, 35mm Arc, 16mm Bell and Howell projectors. Sound — Magna-sync and dubbing suite with mixing console. Full lighting and editing equipment.

Produces TV commercials, documentaries, instructional films, and television programs.

R. BARRINGTON SCOTT PTY LTD
(Inc. Southern Films), Suite 14, 501 St Kilda Rd, Melbourne, 3004. Phone 26-4782.

Directors: R. Barrington Scott, S. F. Fell.
Specialises in production of industrial and documentary films. Winner Blue Ribbon, 1966 American Film Festival.

BROADCAST EXCHANGE OF AUSTRALIA PTY LTD, 643 Chapel St, Sth Yarra, 3141. Phone 24-7483-4-5-6. Telegrams Beadisc.

Directors: Hugh Anderson, W. G. Chippindall, P. D. George.

Executives: M. Williams, Monty Maizels, David Fraser, Geoff Kitchen.

Television film and radio sound recording studios.

Facilities: Two studios, 17 tape recorders including 4- and 3-track Ampex ½-inch tape synchronised multi-channel system. 17.5mm Natec sprocketed magnetic film recorders 24 or 25 frames per sec.; EMI reverberation plate; electronic affects devices. 35mm and 16mm Siemens projectors electrically interlocked with sprocketed tape double header systems. 16mm and 35mm continuous loop elevator full color facilities.

Sound effects and mood music library. Creative copywriting. Jingles, original lyrics and melodies on short notice.

CAMBRIDGE FILM & TV PRODUCTIONS PTY LTD, 3 Armstrong-st, Middle Park, Vic., 3206. Phone 69-7338.

Directors: V. F. Wagstaff, R. B. Vance.

Manager: R. J. Wagstaff.

Producers of documentary films, television and cinema commercials from script to final print. Color specialists.

CENTRAL STUDIO SERVICES PTY LTD, 3a Queens Rd, Melbourne, 3004. Telephone 26-3308.

Directors: Rodney Squires (mng dir), Eric Verity (studio dir).

Principal executives: Rodney Squires (mng dir), Eric Verity (studio dir).

Operations: Advertising, art and photography service.

CINE SERVICE PTY LTD, 235 Moray-st, South Melbourne, 3205. Phone 69-7346.

Directors: V. F. Wagstaff (mng dir), G. G. Thompson, W. R. Garrett, R. B. Vance, Beverley F. Bull (secy).

Incorporating: **Cambridge Film & TV Productions Pty Ltd**, 3 Armstrong-st, Middle Park. Phone 69-7338. **Directors,** V. F. Wagstaff, R. B. Vance. **Manager:** R. J. Wagstaff. Also incorporating Gus McLaren Animated Productions.

Staff includes: John Dixon (prod. dir), Keith Wagstaff (dir of photog.), Arthur Brown (documentary cameraman), Ted

The COMPLETE music and sound recording service for agencies and production houses

Jingle Workshop

*420 St. Kilda Road
Melbourne*

**WINNERS OF TV SOCIETY
AWARD FOR ORIGINAL MUSIC
1966 and 1967**

- New Concepts in Sound
- Commercial Jingles
- Electronic Music
- Background Music

**Sampler promotion record available
on request**

Telephone 26-3199 — 26-3499

CRAWFORD PRODUCTIONS

create and produce

- **Television programmes:** Such as the dramatic award - winning "Homicide", "Hunter", "Showcase", "Fighting Words",
- **Documentary films** (16 and 35mm) of every description: Corporate image, export promotion, sales training, industrial safety, staff motivation, dealer indoctrination, public appeal, public relations, etc.
- **Commercials:** Live, filmed (16 and 35mm) and on videotape.
- ★ Crawford's premier position in these fields is acknowledged by very many industrial, institutional and governmental clients.

YOU REALLY CAN RELY ON OUR CREATIVITY!

Contact: Valentine D. Stewart, Film Consultant

CRAWFORD PRODUCTIONS PTY. LTD.

475 Collins Street, Melbourne. 3000

Telephone 62-3851

Cables: Crawfordisc

Johnson (sound recording eng.), Nina Syme (writer & client liaison), Rosemary Robertson (prod. mngr), Jack White (dir of lighting), Alan Doble (senior film editor, dir), Ernie Dawson (cameraman, tech.), Michael Reed (asst editor), Peter Wagstaff (cameraman), Bill Regan (cameraman), Eddy Zwaneveld (lab. mngr).

Documentary films, television and cinema commercials produced in 35mm Eastman-color and 16mm Ektachrome from script to final print.

BRUCE CLARKE'S JINGLE WORKSHOP PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Alf Bean, Georgia Clarke.

Studio co-ordinator: Marion Watson.

TV, film and radio sound recording studios. Specialises in creation of jingles, sound concepts and composition of film background music.

Winner TV Society's 1966 and 1967 Original Music Award.

Equipment and facilities: 16-channel 4-track mixing console; 4-track $\frac{1}{2}$ inch tape Ampex mastering recorder; 3 x mono $\frac{1}{4}$ inch Ampex solid-state tape AG350 recorders; EMT reverberation plate; Grampian disc cutting lathe, Pultec equalisers; Phillips Limiters; Concertone 2-track recorder, flutter and Grampian reverberation; Leak

amplifiers and speakers; Neumann, RCA, Beyer, Sennheiser microphones; Ortofon pickups and turntables; 17.5mm sprocketed recording (24/25 FPS).

Electronic music division equipment: Hewlett Packard frequency counters; multi-wave form tone generation bank; multi-vibrators/ring modulators; attack and decay bellgates; variable speed playback machines.

Large acoustically treated studio, with sliding wall to allow assortment of studio shapes for different orchestral combinations and sound colorations. Full tape to disc handling and despatch service; large mood music library; large sound effects library; 12 inch promotional disc Music to Sell By (Vol. 7) and tapes of actors' voices available on request.

CENTRAL STUDIO SERVICES, 6 Queens Rd (Flat 21), Melbourne, 3000.

TV production service.

CONSOLIDATED FILM PRODUCERS PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3201, 26-3202/3.

Executives: Michael Booth (chairman), Douglas H. Lee (mng dir), Stuart R. Nelson (dir of sales), Ray Coster (prod. mngr).

Vic agency for Fairchild 8mm rear screen projectors.

Produces TV and theatre commercials,

Cine service Cambridge

MAKES MELBOURNE THE

BIG

SCENE

for film & TV production

documentaries and programs.

Facilities: All facilities for 35mm and 16mm Lip Sinc. & single system cameras. Sound recording and 8-channel mixing on either 17.5mm or 16mm sprocketed tape and 4 x 1/4-inch standard tape all speeds. Over 50,000 watts portable lighting cable and switch boards, two Colortran lighting units. Dollies, zoom lens, either 35mm or 16mm and Synchronised Double Header projection for either 35mm or 16mm complete five editing benches, two editing rooms; Moviola and all ancillary equip.

Specialises all types of automotive filming with specially designed brackets and clamps to mount cameras on all types of cars.

CRAWFORD PRODUCTIONS PTY LTD, Studios & administration: 475 Collins-st, Melbourne, 3000. Phone 62-3851.

Directors: Hector Crawford (mng dir), Dorothy Crawford (prod. dir), Ian Crawford (tech. dir), Ian Jones.

Executives: Robert Pascoe (mng), Valentine D. Stewart (sales mng & film consultant), Russell Hurley (prod. mng), Douglas Tainsh (film dir), David Lee (film dir), Dudley Robinson (chief photog.), Kevin Franzi (film editor in chief).

Staff includes producers, scriptwriters, artists, research, sound and technical personnel.

Equipment & Facilities: Auricon with 4-

channel amplifier, Auricon with 2-channel amplifier, Arriflex, Bell & Howell. Full editing facilities, including four Moviolas, 16mm Magnasync recorders and dubbers, Rola 1/4-inch recorders. Fully equipped sound studios including Nagra tape recorders.

ROY A. DRIVER & ASSOCIATES (formerly Herschells Films Pty Ltd), Production division, 31 Agnes St, East Melbourne, 3002. Phones 63-1956-7-8.

Directors: Roy A. Driver (managing dir.), G. M. Driver, J. T. Driver.

Producers of documentary film, film strips and slides. Also microfilming of records. 16mm and 35mm Parmac Microfilm service.

ELTHAM FILM PRODUCTIONS PTY LIMITED, 248-250 Dorcas-st, Sth Melbourne, Vic., 3205 Phone 69-1612.

Directors: Patrick Victor Charles Ryan, Rosemary Elizabeth Ryan, Timothy Burstall. Produces prog. films for TV and theatre.

O'seas Repr.: Smith & Williamson, Scottish Union Hse, 25 Bucklersbury, London,

FEATURED THEATRE ADS, T&G Bldg, 145 Collins St, Melbourne, 3000. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne.

Controlled by David Koffel Pty Ltd, which also controls David Koffel Film and TV

CONSOLIDATED FILM PRODUCERS PTY. LTD.

420 St. Kilda Road, Melbourne

26-3201 (3 lines)

Complete facilities for all forms of film production available for hire to recognised film producers and advertising agencies.

Producers of the finest quality TV commercials and documentaries, **BLACK** and **WHITE** or **COLOUR**. 16mm, 35mm or Cinemascope.

VICTORIAN DISTRIBUTORS for the AV400 FAIRCHILD and MK IV 8mm rear screen auto-repeating projector. 20 minutes loading, no transformer — magnetic stripe sound — no warm up.

SHAKE HIS HAND — OPEN YOUR ORDER BOOK —
WATCH IT SELL.

IDEAL FOR ALL SALES AND MERCHANDISING

Any size film in existence can be reduced, black and white or colour.

Productions, and Film Makers Pty Ltd, and affiliated with David Koffel (Vic.) Pty Ltd, and controls Reilly Advertising Co. Pty Ltd, and Filmads Pty Ltd.

Sydney address: Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 26-5673, 26-5643. Telegrams Featurads, Sydney. **Qld office:** Heindorff Hse, 171 Queen-st, Brisbane (2-7583, 2-7995).

Managing director: David Koffel. **Vic. Manager:** George P. Ruttle.

Member, Screen Advertising World Assoc. (SAWA).

(For studios and technical facilities, see Sydney entry David Koffel Film & TV Productions.)

THE FILM HOUSE PTY LTD, 270 George St, Fitzroy, Melbourne, 3065. Phone 41-1662, 41-1743, 41-3632.

Directors: F. A. Schepisi, J. M. Schepisi, A. Stitt, B. Weatherhead.

Executives: Fred Schepisi (dir), Peter Norton (dir), Alex Stitt (dir), Bruce Weatherhead (art dir), L. Gundlach (chief cameraman), M. O'Donnell (editor), G. Norton (editor), R. Finlayson (prod. mngr), F. Helard (animation dir).

Complete live action and animation facilities for TV and Theatre commercials and documentaries.

FILMADS PTY LTD, T & G Building, 145 Collins St, Melbourne, 3000. Telephone 63-4857, 63-5918. Telegraphic address: Featurads, Melbourne.

Controlled by David Koffel Pty Ltd, which also controls David Koffel Film and TV Productions, Film Makers Pty Ltd, Featured Theatre Ads, and affiliated with David Koffel (Vic.) Pty Ltd, controlling The Reilly Advertising Co. Pty Ltd.

Sydney address: Hexham House, 106-110 Goulburn-st. Telephone 61-9551-2-3, 26-5673, 26-5643. Telegraphic address: Featurads, Sydney.

Managing director, David Koffel; **Vic. manager,** George P. Ruttle.

FORTUNE FILM & TV PRODUCTIONS PTY LTD, 2 Wentworth Ave, Sydney, 2000. (26-1501) and 23 Drummond St, Carlton, Vic., 3053 (34-4184).

Directors: K. Landell-Jones, E. J. Hansen.

Staff: R. D. Hansen (producer-dir), E. J. Hansen (editor), B. E. Higgins (photographics dir).

KOFFEL, DAVID, FILM & TV PRODUCTIONS, T&G Bldg, 145 Collins-st, Melbourne, 3000. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne.

Subsidiary of David Koffel Pty Ltd, also controlling Featured Theatre Ads and Film Makers Pty Ltd, and associates with David Koffel (Vic.) Pty Ltd, operating Filmads

FRASER CASTLE PRODUCTIONS Sydney

DOCUMENTARY FILMS

Imagination Capacity Integrity

CLIENTS 1967

Australian Dairy Produce Board
Australian Wheat Board
Comcalco Aluminium
Conzinc Riotinto of Australia
General Motors-Holden's
Hamersley Iron

(See entry, page 206)

OWEN BROTHERS animated films pty. ltd.

Creators of

Animation for
Television, Education
and Industrial films.

Film titles and
advertising artwork.

64 ELIZABETH STREET
MELBOURNE
63-8303



(Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Managing Director: David Koffel. **Vic. Manager:** George P. Ruttle.

(For studios and technical facilities, see Sydney entry this section.)

MOONEY-WEBB TV & RADIO UNIT PTY LTD (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 25-27 Rathdown St, Carlton, Vic., 3053. Phone 34-3149.

Directors: E. J. Webb, I. Gorman.

MORGAN, VAL, & SONS PTY LTD, 64 Elizabeth St, Melbourne, 3000 (63-6431). (In association with Val Morgan & Co. (SA) Pty Ltd and Val Morgan & Co. (Tas.) Pty Ltd.

Directors: W. V. Morgan (chrmn), V. C. Morgan (mng dir), E. V. Gleeson, H. G. Holt.

Equipment and facilities: Complete facilities for production of TV and cinema slides and recording of announcements for cinema and radio. Own theatre equipped for standard, wide screen and cinemascope projection.

Repr.: SA, K. B. Hicks, mngr, Val Morgan & Co. (SA), 348 King William St, Adelaide, 5000 (51-6481); WA, Cyril Cornish Theatre-Ads, 286 Hay St, Perth, 6000 (23-4727); NSW, A. L. Finn Pty Ltd, 66 King St, Sydney, 2000 (29-6161); Qld, Campbell Adver-

tising Pty Ltd, Penneys Bldg, 517 Queen St, Brisbane, 4000. (2-4200); Tas., M. L. Moore, 7a Stoke St, New Town, Hobart, 7008. (8-2364).

Specialises in cinema advertising, also radio. Publishes Morgan's Street Directories and maps. Associated with GTV.

NAVA PTY LTD. Head office: 193 Bourverie St, Carlton, 3053. Phone 34-2622.

Directors: Frank W. Nairn (mng dir), Bryan R. Baulch, Bryan D. Lowther, Arthur F. Lippi.

Equipment and facilities: Rental and sales of 16mm sound projectors, 8mm rear screen projectors, Dukane sound filmstrip projectors, 35mm slide projectors, Beseler overhead projectors, La Belle Courier sales aid, tape recorders, record players, sound systems, sales and marketing training films and lighting.

Manufacturers of Navalite continuous projection display unit for showroom or shop window display. Australian distributor: Porta Matic sound 8mm continuous projector. Production of sound filmstrips to suit Dukane or La Belle Courier equipment.

Slide and tape productions for automatic 35mm projectors and tape sync.

Custom builders of audience participation sound repeating players. Specialists in planning and operating composite audio-visual installations for national product launches.

Service: Electronic service facilities for all



“PSSST!”

go no further

We'd love to show you
our latest sample reel!
It'll knock you right out
Call 940774...
and ask for George



Senior Film Productions Pty. Ltd
44 Pakington St, St. Kilda, Victoria. 3182.

audio-visual equipment, including electronic organs.

Offices: Sydney, Adelaide.

Facilities available in Brisbane, Perth, Hobart.

OWEN BROTHERS ANIMATED FILMS PTY LTD. Office and studio, 64 Elizabeth St, Melbourne, 3000 (63-8303).

Directors: W. J. Owen (mng dir and dir animation & photography), H. R. Owen (art dept dir).

Equipment & Facilities: 16mm and 35mm animation equipment.

Produces specialised animation, art titles, graphics and general commercial artwork.

PACIFIC FILM PRODUCTIONS, 158 Moray St, Sth Melbourne, 3205. Studios-Woodend, Vic. Phone 69-2471.

Directors: R. H. Mirams, C. J. Stewart, J. N. Davies.

REILLY ADVERTISING CO. PTY LTD, T&G Bldg, 145 Collins St, Melbourne, 3000. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne. Controlled by David Koffel (Vic.) Pty Ltd.

Sydney address: Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 26-5673, 26-5643. Telegrams Featurads, Sydney.

General Manager: David Koffel. **Vic. Manager:** George P. Ruttle.

RICHARDSON, JOHN, FILM PRODUCTION SERVICES, 157 Greville St, Prahran, Vic., 3181. Phone 51-3449.

Director: John Richardson.

Complete editing service, including sound tracks, 35mm and 16mm.

SCHEFFER, JOHN, PRODUCTIONS, 561 Punt Rd, South Yarra, Vic., 3141. Phone 26-5579.

Director: John Scheffer.

Specialises in stop motion animated films in 16mm and 35mm.

SENIOR FILM PRODUCTIONS PTY LTD, 44 Pakington St, St Kilda, Vic., 3182. Phone 94-0774 (5 lines). Charter member of International Quorum of Motion Picture Producers.

Directors: David J. Bilcock Snr (chrmn), Nicholas Vastchenko, Leonard G. Heitman, Keith N. Hounslow.

Executives: George Kischkowski (mngnr), Laurie Collins (secty), David Bilcock Snr, Mal Bryning, Keith Hounslow, Peter Purvis (film dirs), Rob Copping, Len Heitman (cinematographers), David Bilcock Jnr (supervising editor), Eugene Wilson (sound eng.).

Repr.: SA: Don Meller, 49 Rundle St, Adelaide; Philippines: Creative Services Inc., Manila.

ROBERT BARRINGTON SCOTT PRODUCER OF INDUSTRIAL & DOCUMENTARY FILMS

Winner of Blue Ribbon
1966 American Film
Festival. Certificates
and Awards for screen-
ing in Edinburgh,
Rouen, Antwerp, Lon-
don, Melbourne, Adel-
aide, Vancouver and
San Francisco Film Fes-
tivals.

R. Barrington Scott Pty. Ltd.

Suite 14,

501 St. Kilda Road,
MELBOURNE. 3004

Telephone: 26-4782

Equipment and facilities: 35mm N. C. Mitchell with blimp and three 35mm Arriflex cameras, one blimped with full range of lenses including 10:1 and 4:1 zooms and Macro wide angle; also single frame stop motion motors. Three 16mm cameras; Raby studio dolly with Worrall geared head, lightweight location dollies, Research Council crane, full lighting including 36kw mobile generator. Mole-Richardson sound boom, Rola and Negra ¼-inch recorders, Natec 17.5 mm recorder, four Natec 17.5 dubbers and 8-channel mixing console. Three 35mm Moviolas and full editing equipment, 16mm projectors and 35mm arc projectors with provision for double heading. 2 main studios 64ft x 80ft and 36ft x 28ft, special effects studio, fully equipped set construction workshop. Dubbing theatre preview theatre. Editing and cutting rooms, make-up room. Fully equipped for production of feature films, TV commercials, documentaries, film strips and TV slides.

GEOFFREY THOMPSON FILM PRODUCTIONS (incorporating Films Advisory Bureau), 78 Illawarra Rd, Hawthorn, Vic., 3122. Phone 81-3002.

Directors: Geoffrey G. Thompson (principal), Vernon F. Wagstaff (technical adviser).

Set up as a source to provide industrial, business, educational and advertising interests with information on the use of motion picture film. Closely associated with Cine Service.

TEMPO PHOTOGRAPHIC & BROMIDING SERVICES, 50 Albert Rd, Melbourne,

3000. Phone 69-1164.

Directors: Rodney Squires, Eric Verity, Richard Fry.

Operations: Advertising photography and art services.

TORNADO FILMS PTY LTD, 1st Floor, 18 Collins St, Melbourne, 3000.

Directors: Alan Martin (mng dir), J. Gilligan (secy).

Producers of 16mm and 35mm documentaries, TV features and commercials.

Facilities: All facilities for 16mm and 35 mm production inc. lip sync. Complete commercial still photography unit. New studios now under construction. Editing room equipped with 16mm and 35mm double system Steenbeck, HKS viewers, sound readers, D/S 16mm projector.

WILLARD KING ORGANISATION PTY LTD, 1 Carlton St, Prahran, Victoria, 3181. Phone 51-6983.

Directors: G. C. Cooper (chrnm), C. O. R. Fenner, J. K. McMahon, W. Henshaw.

Principal executives: Gordon Cooper (mng dir), John Collins (exec. producer).

Producers of TV programs including teenage, musical, personality, quiz and panel shows. Company handles overseas and local artists and general theatrical promotions.

ZANTHUS FILMS, 157 Greville St, Prahran, Victoria, 3181. Phone 51-3449.

Directors: Adrian Boddington, ACS, John Richardson.

Documentary and commercial film production unit.

TV PRODUCTION AND FILM UNITS — QUEENSLAND

CAMERACRAFT PTY LTD, 20 Ivory-st, Brisbane, 4000. Phone 5-2131/5. Telegrams Cameracraft, Brisbane.

Directors: H. W. Poulsen (mng dir.), K. F. Hall (dir. of film div.), E. W. G. Hutton. G. A. Black, A. S. Luckman.

Services: Advtg illustration and commercial photography (still), film production, documentary, PR & TV commercials.

CHRISTIAN TELEVISION ASSOCIATION OF QUEENSLAND, 177 Ann St, Brisbane, 4000, Qld. Phone 2-8581.

Producer Director: Kit Bergin.

Christian TV programs to all commercial stations.

I/State Repr.: Christian TV Association, Sydney, Melbourne, Adelaide, Perth.

FEATURED THEATRE ADS, Heindorff Hse, 171 Queen St, Brisbane, 4000. Phone 2-7583, 2-7995. Telegrams: Featurads, Brisbane.

Controlled by David Koffel Pty Ltd which also controls David Koffel Film and TV production and Film Maker Pty Ltd and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Head office: Hexham Hse. 106-110 Goulburn St, Sydney. Phone 61-9551-2-3, 26-5643, 26-5673. Telegrams: Featurads, Sydney.

Managing director: David Koffel. **Qld manager:** Phil Stanley.

Member Screen Advertising World Assoc. (SAWA).

(For studios and technical facilities, see Sydney entry David Koffel Film & TV Productions).

KEEN, L&D, PTY LTD, 24 Musgrave-rd, Normanby, Brisbane, 4059. Phone 2-2468.

Directors: L. N. Keen (mng dir), D. L. Keen (dir).

Services: Illustrative photography, film production, documentary black and white

and color, TV commercials.

Equipment: 16 and 35mm cameras, sound recording, studio and location lighting. Studio space 1500 square feet. Full facilities for set construction, photographers available for location work anywhere in Qld. Four two-way radio cars.

KINETONE PRODUCTIONS PTY LTD. Studios and laboratories: 144-146 Main-ave, Windsor, Brisbane, 4030. Phone 57-1131, 57-1132, 57-4908.

G. A. Burne (mng dir), **L. S. Burne** (mgr), **A. L. Burne** (secretary).

Producers of all types of 35 & 16mm B&W and color films. Laboratory processing of 35 & 16mm B&W. 16mm reversal for TV, duplication of 16mm color, latest 16 and 35mm sound recording.

KOFFEL, DAVID, FILM & TV PRODUCTIONS, Heindorff House, 171 Queen-st, Brisbane, 4000. Phone 2-7583, 2-7995. Telegrams: Featurads, Brisbane.

Managing director: David Koffel. **Qld. Manager:** Phil Stanley.

For studios and technical facilities, see Sydney entry this section.

PHOTO-COMMERCIAL STUDIOS (Jim Robinson), 21 Gipps St, Valley, Brisbane, 4006. Phone 5-4297.

FILM TREATMENT

PERMAFILM AUSTRALIA PTY LTD, 76-80 Myrtle St, Chippendale, NSW, 2008. Telegrams Permafilm, Sydney. Phone 69-7119.

Directors: W. B. Berryman, D. McKean, O. F. Emery, G. J. Bunyan.

Company's operations: Permafilm protection services, Permanew (scratch removal treatment) general servicing and despatching.

I/State Repr.: K. G. Film Services, Melbourne.

The secret ingredient of Scotch Brand Video Tape...

the man who watches



He stands in the background. He is one of 3M's quality control officers. The secret ingredient? Care. Every Scotch Brand Video Tape at 3M is subjected to more than 100 individual tests — 35 of them after manufacture. At every one there is a man watching.

This attention pays off.

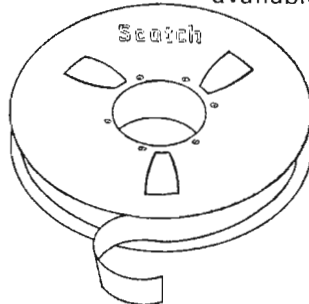
Take Scotch Brand Quadruplex Tapes for example. This was the first practical video tape ever made and is accepted as the industry standard.

Television stations and production houses have been having great success with Quadruplex Video Tape for years. The latest Scotch Brand

development is Helical Scan Video Tape. Now there are Video Tapes precisely tailored to the needs of Helical equipment. After exhaustive testing 3M arrived at new tolerances. These have been applied exactly to the new tapes.

The 3M Magnetic Tape story doesn't end here. Hardly. Today the Scotch Brand is found on Computer Tapes, Instrumentation Tapes, Geophysical Tapes, and a vast range of other Audible Range Magnetic Recording Tapes.

Behind every one there is a man watching. Behind every man—50 years of 3M know how. Together they make the best Magnetic tapes available.



MAGNETIC PRODUCTS DIVISION

*Minnesota Mining
and Manufacturing
(Australia) Pty. Ltd.
Sydney 43-0455;
Melbourne 61-3841;
Adelaide 51-5971;
Brisbane 51-5661;
Perth 28-5244;
Hobart 343-104;
Canberra 4-0791;
Newcastle 2-3238.*

3M

COMPANY

Services to TV stations

- *Cameras, photographic and studio equipment (pages 225-230)*
- *Film processing laboratories (pages 233-237)*
- *Lenses and optical needs (pages 237-238)*
- *Film stock (pages 238-240)*
- *Recording equipment (pages 240-245)*
- *Scripting equipment (page 240)*
- *Studio lighting (pages 245-248)*
- *Steel towers (page 250)*
- *Transmission lines and equipment (pages 250-251)*
- *Bond storage (pages 251-252)*



Solid state designs for monochrome and PAL colour TV systems.

HEIMANN G.M.B.H.
Resistron Camera tubes.

SIEMENS A.G.

TV Transmission
Equipment & Tubes.

PYROX VIDEO
EQUIPMENT

Supplied by



PYROX LTD.

See Page 227



**IF ANOTHER CAMERA
WOULD SOLVE YOUR
DIFFICULTIES OVER THE
NEXT FEW WEEKS OF
PRODUCTION (an eclair perhaps?)**

WIRE IT

FROM 16 MILLIMETRE AUSTRALIA PTY. LTD.

You can hire Eclair cameras, Perfectone recorders, Bell & Howell 16mm cameras, Anginieux lenses, editing equipment, and television lenses; on daily, weekly, monthly, or long-term hiring. Equipment delivered to any part of the Commonwealth. Serviced and maintained free.

It makes sense for convenience, and saves tying up large amounts of capital for a sudden expansion of production. Enquire from:

16MM  **Sixteen Millimetre Australia Pty. Ltd.**

49 Market St.
Sydney
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178a Flinders St.
Melbourne
63 2931-2-3

206 Boundary St.
Brisbane
2 1438

161 Halifax St.
Adelaide
23 1613

59 Stirling St.
Perth
28 1131

CAMERAS, PHOTOGRAPHIC, STUDIO EQUIPMENT

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

BIRNS AND SAWYER (AUST.) PTY LTD, 19-21 Cleg St, St Leonards, NSW, 2065. Phone 43-1162. Cables: Birnsaw, Sydney.

Directors: J. Birns (chmn), J. Barry (mng dir), C. Sawyer, M. Stern, N. Margolin.

Executives: John V. Barry (mng dir and gen. mngr, Australia, NZ and Sth East Asia), Hilton Gordon (secy).

Operations: Sales — rental — manufacture motion picture and television equipment, cameras 16mm and 35mm motion picture; 16mm, 35mm and 70mm instrumentation, cameraman's accessories, camera cars, converters, dollies, editing equipment, exposure meters, grip equipment lenses, wide angle, normal, telephoto, zoom and instrumentation with accessories, lighting equipment, quartz, boosted and standard incandescent, motors, magazines, projectors — motion picture, slide, strip, opaque and stop-motion, sound recording equipment, tripods, heads, accessories, hi-hats, underwater camera housings and lighting equipment, underwater studio tanks, still photo equipment.

O'ceas repr.: Birns & Sawyer Inc. Sales: 6424 Santa-Monica Blvd, Hollywood, Calif., USA. Rental: 1014 North Vine St, Hollywood.

CINEOPTICS AUSTRALIA PTY LTD, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW, 2064. Phone 43-5121-2-3. Telegrams Cinop, Sydney.

T. D. Watson, I. F. E. Watson (dirs), N. R. Mitchell (sales dir.), E. Holden (service and tech. dir.).

I/State Repr.: A. Batten, 201-203 Camberwell Rd, East Hawthorn, Vic. (82-3058); L. H. Marcus Pty Ltd, 293 Pirie St, Adelaide, SA (23-2798); Pharmax Pty Ltd, 149-151 New-castle St, Perth, WA (28-4277).

National distributors of Paillard Bolex motion picture equipment and Hazzelblad cameras and lenses.

ROY A. DRIVER & ASSOCIATES, 31 Agnes St, East Melbourne, 3002. Phone 63-1956-7-8.

Executives: Roy A. Driver, G. M. Driver, J. T. Driver.

Australian agents for Debrie 16mm incandescent and arc sound projectors, Lawley dual 16 and 35mm film processors, Lawlette daylight film processing machines, Lawley Unicon color daylight processing machines. N. V. Kinotechniek film laboratory equipment, Houston Fearless film printing machines and processors, optical and magnetic film readers, synchrocrisers, film measures and program timers, film racks, heavy duty rewinders, robot automatic film splicing machines, film library trolleys, 16mm & 35mm split reels.

Distributors of Waterworth film strip projectors, Aldis film strip projectors, Moviola editing equipment, Premier auto splicers, 16mm instructional films.

16mm and 35mm Easton film rewinders and film measurers, portable screen service, projector sales, accessories, spare parts and service department, 16mm and 35mm Parmac micro-film service, SHOEI 35mm portable sound projectors.

EASTON, A. & SON PTY LTD, 273 Nelson St, Annandale, NSW, 2038. Phone 68-1637.

Managing Director: Max T. Easton.

Manufacturers of 35 & 16mm film winders for all requirements. Standard winders; extended spindle winders 7½ inches long for multiple winding; extra long spindle (14 inches) with universal coupling and outrigger support for multiple winding; spring locking devices; spacers; tight winding roller attachments; Bakelite winding off discs to take bobbins; synchronisers & program timers.

EMI (AUSTRALIA) LTD, Sydney and Melbourne. (See entry under Recording Equipment.)

ENCEL ELECTRONICS PTY LTD, Box 6, North Richmond, Victoria, 3121.

Handles Cinema Beaulieu (Australia) photographic and projection equipment including Beaulieu R-16E professional electronic-electric 16mm cameras, the Beaulieu Super 8 camera and 8mm and 16mm Hertier projectors.

RENT audio-visual equipment for your presentation

BE it 16 mm, 8 mm, 35mm Slide, Filmstrip, Overhead, or Opaque Projectors, Screens and Stands, Tape Recorders, Record Players, Sound Systems, Lighting, Sales Training Films, and all the Bits and Pieces . . . WE WANT to help you put on the BEST show.

MELBOURNE: Tel.: 34-2622

SYDNEY Tel.: 68-3126

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FOR RENTAL, SALES AND SERVICE



NAVA PTY. LTD.



FRONT PROJECTION COMPANY PTY LTD, 167 Blues Point Road, McMahons Point, NSW, 2060, PO Box 25 Killara, 2071. Phone 919-4361, 92-6138.

Directors: H. R. Brett Hall, Stefan Sargent. Front projection systems, black & white and color for TV and film studios.

HANIMEX PTY LTD, Old Pittwater-rd, Brookvale, NSW, 2100. Phone 93-0122. Branches all States.

Managing director: J. D. Hannes.

Suppliers all types cinematographic and TV equip; agents for Siemens projectors, splicers and rewinders, Union film printing and processing equipment, Sonnenschein batteries, HKS animated viewers, editing and titling units. Houston Fearless processors, Sylvania lighting equipment, Pako film processors. Protect-a-Print leader film, printed leader film, Fuji videotape and cinematograph films.

HAYES, K. PTY LIMITED, 22 Harris-st, Bankstown, NSW, 2200. Phone 77-5800.

K. Hayes (managing dir).

Suppliers of custom built plastic 16mm spools.

HW PRODUCTIONS, 65 Ebley St, Bondi Junction, NSW, 2022. Phone 38-4888, 38-1112.

Principal: Hans Wetzel.

Sound recording engineering service.

Also specialises in production of storyboards (and TV commercials) by means of an electronically controlled optical printer, black & white and color.

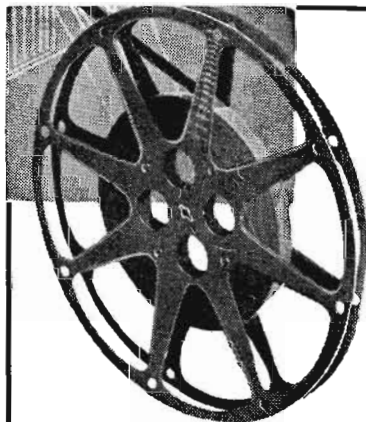
KODAK (AUSTRALASIA) PTY LTD, registered office, Elizabeth St, Coburg, 3058 Victoria. Phone 35-0221.

Branches: 379 George-st, Sydney (2-0235); 223 Latrobe-st, Melbourne (32-3821); 252 St Paul's-Tce, The Valley, Brisbane (51-1911); 34 North-tce, Adelaide (51-5851); 174 Hampden-rd, Hollywood, Perth (86-6222); 45 Elizabeth-st, Hobart (3-2971).

Distributors of 16mm Kodak Reflex & K-100 cameras; Eastman 16mm Professional and TV Projectors, Kodak 16mm Pageant Projectors; Kodak Retina 35mm cameras and Carousel slide projectors; still and Instamatic cameras and dark room equipment; sensitised photographic materials and chemicals for professional use.

MASPRO INDUSTRIES PTY LTD, 23-29 Addison Rd, Marrickville, NSW, 2204. Phone 51-4351. Governing director, I. G. Phillips.

Estate Repr.: Geo. Fox & Co. Pty Ltd, 234-236 Bank St, Sth Melb. 3205 (69-5279); Lou J. Murray & Co. 24 Brookes St, Bowen Hills, Brisbane, 4006 (51-5077-8-9); Robert W. Kitto & Co., Hayward Bldg, Charles St,



MASPRO

16mm

SPOOLS & CANISTERS

Sizes: 400 ft., 800 ft., 1200 ft., 1600 ft., 2000 ft.

Available throughout Australia and New Zealand from wholesale suppliers.

MASPRO provides the above range of 16mm. spools, electroplated finish, with accurate footage calibration on both sides. Balanced for true, smooth running. Accessible slot MASPRO canisters in stoved enamel finish can be supplied in special identification colours if required.

MASPRO specialises in and is the sole Australian manufacturer of 35mm. x 2000 ft. spools and octagonal frunks carrying 1-6 spools.

MASPRO INDUSTRIES PTY. LTD.

Victorian Agents—Geo. Fox & Co. Pty. Ltd., 234-236 Bank St., South Melbourne. Phone 69-5279.
Queensland Agents—Lou J. Murray & Co., 24 Brookes St., Bowen Hills, Brisbane. Phone 51-5077.8.9.
South Aust. Agents—Robert W. Kitto & Co., 206 Gilles St., Adelaide, S.A. 5000. Telephone 23-5285.
W.A. Agents—J. G. Gardner & Co., 139 Hay St., Subiaco, Perth, Phone 8-2275.
Tasmanian Agents—The Reliance Trading Co., 265 Macquarie St., Hobart. Phone 2-3996.

23-29 ADDISON ROAD, MARRICKVILLE, N.S.W.

Cables & Telegrams: "Massproduction," Sydney. Telephone: 51-4351 (3 lines).

Adelaide, 5000 (23-5285); J. G. Gardner & Co., 139 Hay St, Subiaco, Perth, 6008 (8-2275); The Reliance Trading Co., 265 Macquarie St, Hobart, 7000 (2-3996).

Manufacturers and suppliers of 16mm and 35mm spools and containers.

METRONICS INDUSTRIES PTY LTD, 49 Whiting St, Artarmon, NSW, 2064. Phone 439-1651. Cables Mectron, Sydney.

Directors: Mervyn W. Davies (mng'r), Jean O. Davies.

Development, manufacture, distribution of television broadcast electronic equipment.

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

NAVA PTY LTD, Head office: 193 Bourverie St, Carlton, 3053. Phone 34-2622. Sydney office: 241 Broadway, Sydney, 2007 (68-3126).

Directors: Frank W. Nairn (mng' dir), Bryan R. Baulch, Bryan D. Lowther, Arthur F. Lippi.

Equipment & Facilities: Rental and sales of 16mm sound projectors, 8mm rear screen projectors, Dukane sound filmstrip projectors, 35mm slide projectors, Beseler Overhead Projectors, La Belle Courier sales aid, tape recorders, record players, sound systems, sales and marketing training films and lighting.

Manufacturers of Navalite continuous projection display unit for showroom or shop window display.

Australian distributor: Porta Matic sound 8mm continuous projector.

Production of sound filmstrips to suit Dukane or La Belle Courier equipment. Slide and tape productions for automatic 35 mm projectors and tape sync.

Offices: Sydney, Adelaide.

PHILIPS ELECTRICAL PTY LIMITED, head office, 69-79 Clarence St, Sydney, 2000. Phone 2-0223. Telegrams Argenta. Branches all States.

O'seas Repr.: Philips' offices throughout the world.

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

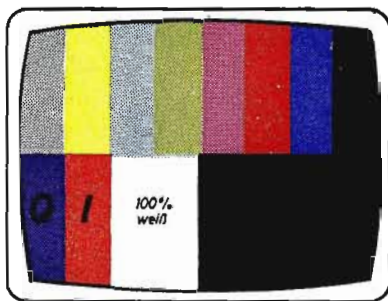
PRECISION ENGINEERING CO. PTY LTD, 2-6 Neild Ave, Rushcutter Bay, Sydney, 2011. Phone 31-8061. Telegrams Pecolim.

Agent: Coronet Instructional Films, Boulton-Hawker Films, EFVA Films, Craig Readers, Pat Dowling Pictures, Bailey Films.

Cinevox 16mm projectors (Prefect & Premier models), allied projection and magnetic tape recording equipment, language laboratories.

PYROX LIMITED, 18-40 Queensberry-st, Carlton, Vic., 3053. Phone 34-9121. Telegrams Pyrox. H. N. Taylor (commercial director), G. R. G. Smart (mng'r, TV division).

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Colour TV is on the way!
... Will you be ready? Call
in the Pyrox TV Advisory
service now and discuss

COLOUR TELEVISION EQUIPMENT

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and
NOW . .

SALES & RENTAL
BIRNS & SAWYER
 (AUST.) PTY. LTD.
 19-21 Cleg St., St. Leonards
 Phone John Barry
 43-1162

SEE ENTRY PAGE 225

Branches: 47-51 Parramatta-rd, Concord, NSW, 2137 (74-0251); 134 West Terrace, Adelaide, SA, 5000; 293 St Paul's Tce, Brisbane, Qld, 4000; 1025 Wellington St, Perth, WA, 6000.

All types television studio equipment and transmitters. Station planning and consulting service. Sole Australian agents for Siemens & Halske, Fernseh GmbH, Eugen Bauer 16-35mm projectors, Germany, Leitz projectors, Leica cameras, copying and reproduction equipment. Pyrox Waveform monitors, Kalaart-Victor 16mm projectors. Heimann GmbH W. Germany — Resistron camera tubes, Dist. Loewe Opta videotape recorders. Supplied transmitter and studio equipment GTV, film and studio equipment to ABC TV stations in all capitals and country centres; services and equipment to TCN, ADS, NWS, ATV-0, TVW, QTQ and country stations.

New cameras and control equipment to SAS, WBQ, FNQ, DDQ, BCV, QTQ, ADS, GTV, TVW, NWS and ABC-TV. Supplied special siemens translator link system for BCV 8/11 Bendigo/Swan Hill.

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, Studios and Electronics Division, 49 Market St, Sydney, 2000. Phone 2-0663.

Branch Offices: Melbourne: 178a Flinders-st (63-2931); Brisbane: 206 Boundary-st (2-1438); Adelaide: 161 Halifax-st (23-1613); Perth: 59 Stirling-st (28-1131).

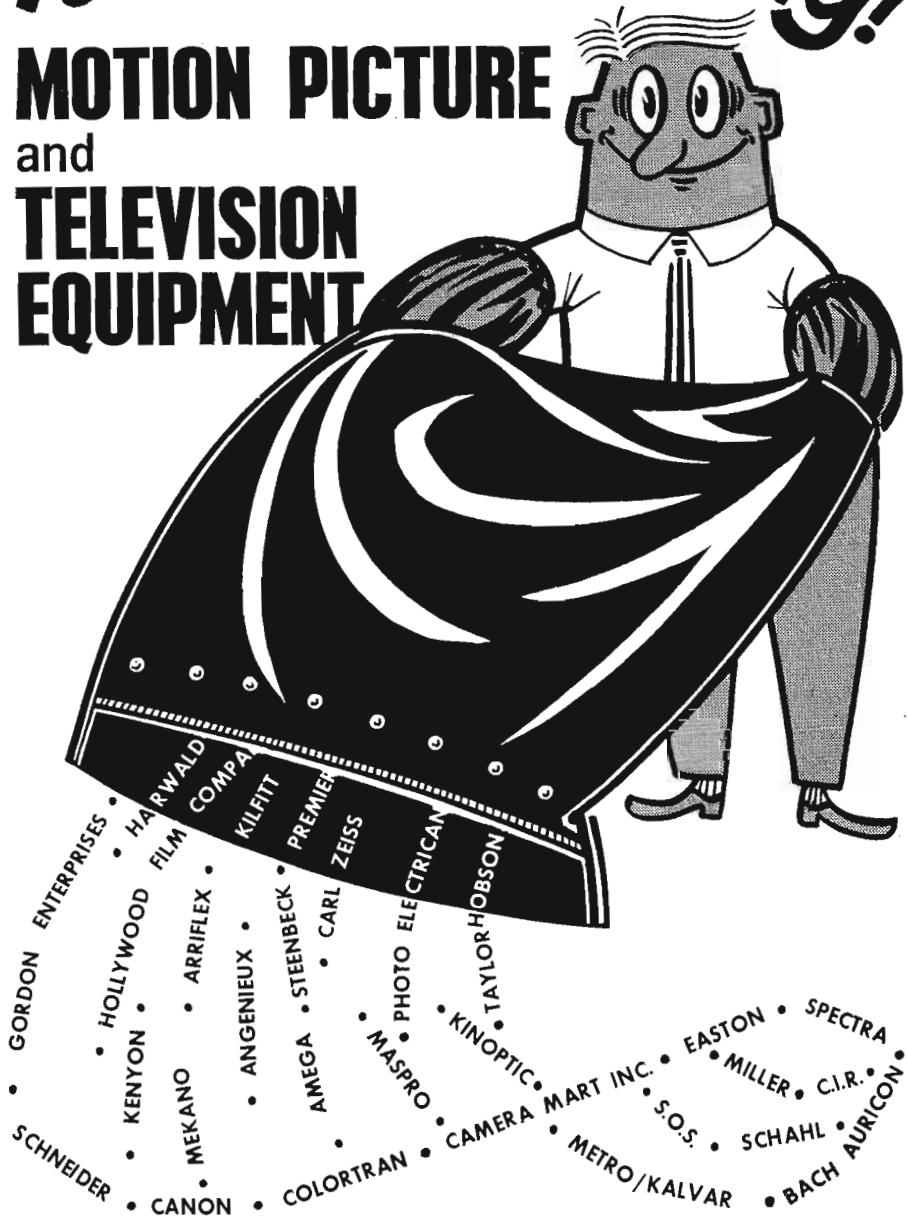
Sole Australian distributors for the Rank Organisation, UK (Rank-Taylor Hobson and Rank-Westrex divs); Bell & Howell Company (Chicago); Ferrari SPA (Italy); Sangamo Weston (UK); Moviola Manufacturing Co. (USA); Oxberry Corporation (USA); Linhof K. G. Prazisions Kamera-Werke (Germany); Filmline Corporation (USA); Eclair International Diffusion (Eclair, Cameflex cameras) France; Photo-Sonics Inc. (USA); Traid Corporation (USA); Ryu-Den-Sha & Co. Ltd (Japan); Milsco Manufacturing Company, USA (Cramer Processors); Richardson Camera Company Inc. (USA); Shiba Electric Company Ltd (Japan); Precision Sound Laboratories (USA); Omac Caprara & Co. (Italy); Amega Sound Systems (USA); Also representing Seiki Company Ltd (Japan); Establishments Pierre Angenioux (France).

Supplies all types of TV studio equipment including videotape recorders, magnetic/optical portable and rack mounted recorders and reproducers, telecine projectors, continuous motion picture printers and processors (both black and white and color), optical magnetic sound and motion picture lenses, closed circuit television equipment including cameras and monitors, lighting and control equipment, Ferrani black and white motion picture film, also color and magnetic recording film.

Studio department caters for all needs of TV stations, film production units, processing laboratories, professional studios,

It's all in the Bag!

MOTION PICTURE and TELEVISION EQUIPMENT



SWIFT and BLEAKLEY
PTY. LIMITED

HEAD OFFICE
"Swift House," 149 Milton St.
Ashfield, N.S.W.
Phone 71-0711

VICTORIA AND TASMANIA
241 William St., Melbourne
Phone 67-5540

QUEENSLAND
92-96 Commercial Rd., The Valley
Brisbane. Phone 5-3726
and at Wellington, Auckland, Christchurch, NEW ZEALAND

SOUTH AUSTRALIA
42 Hilton Rd., Hilton
Phone 57-9001

WESTERN AUSTRALIA
198 Wellington St., Perth
Phone 21-5651

government departments, etc.
Studios Dept mngr: A. (Bill) Billson.

STANDARD TELEPHONES & CABLES PTY LIMITED. Radio transmission products, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Stanliv. Sir Samuel Jones (mng dir), R. W. Douch (enquiries).

Representatives all States.
 Microphones, solid state audio equipment sound mixers, limiting amplifiers, AGC amplifiers.

SWIFT & BLEAKLEY PTY LTD, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 71-0711. Telegrams Kentycam.

Directors: S. S. Coldham (chrnm), J. H. Bleakley (mng dir), D. B. Bleakley (marketing dir), C. D. S. Moore.

Manager (cine-TV division): R. S. King.
Branches: 241 William-st, Melbourne (67-5548); 42 Hilton-rd, Adelaide (LU9001); 92-96 Commercial-rd, Fortitude Valley, Brisbane (5-3726); 198 Wellington-st, Perth (21-5651).

Comprehensive range of television and film production equip., including Arriflex 16/35mm cameras, Auricon 16mm sound cameras, Fairchild motion analysis cameras, accessories for animation and specialised photography, Satchler & Wolf plastic blimps, TTH, Schneider, Kilfitt and An-

genieux lenses. Canon zoom and television lenses, Miller fluid head tripods, Kenyon 16 and 35mm cameras stabilisers, Spectra exposure meters, Mekano spot exposure meters, TEWE director viewfinders, Arri printing and developing machines, Allen processors; Steenbeck Premier & Easton Hollywood Film Company editing equipment; Maspro spools, Harwald Film inspecting machines, 16 and 35 CIR tape splicers, 16 and 35 Premier splicers, Mekano animated 16mm viewer. Omega 16 and 35 magnetic sound recording equipment, Colortran lighting equipment.

TELEVISION ENGINEERING (division of Radio Corporation Pty Ltd). Box 291, Sth Melbourne, 3205. Phone 69-0300.

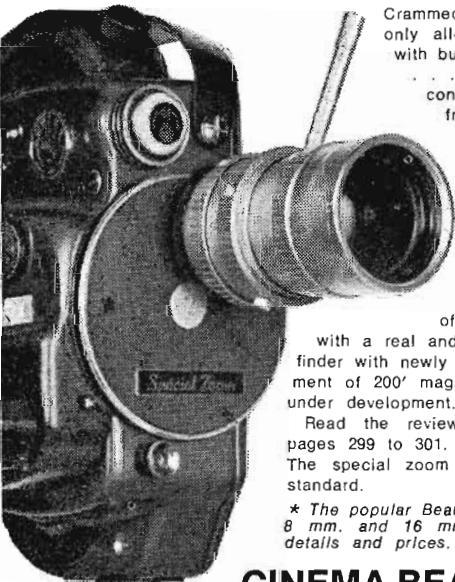
Technical director: C. L. Faudell.
 Consulting engineers for station planning. Supplier and manufacturer of Astor television transmitters, studio equipment, telecine systems, outside broadcast units, microwave links and audio equipment.

Agents for Pye television engineering products and studio equipment, cameras, transmitters; color TV; Central Dynamics Ltd switching systems; Hitachi camera tubes.

WATSON VICTOR LTD, 95-99 Epping Rd, North Ryde, 2113. PO Box 144, Ryde, NSW. Phone 88-6188. Telegrams Watsonvictor.

Products: Bauer projectors and associated equipment.

Beaulieu R-16E



The professional electronic-electric 16 mm. camera that handles like an amateur model!

Crammed with exciting features, the Beaulieu R-16E is the only all-electric 16 mm. camera weighing less than 4 lbs. with built-in precision motor and behind-the-lens photo meter as well as * New transistorised electronic speed control—all filming speeds from 2 frames/sec. to 64 frames/sec. are calibrated with utmost accuracy by the new built-in tachometer. * New ON-OFF switch control with forward and full reverse at all speeds. * Remote control by radio, photocell or intervalometer. * New precision 6 volt motor with positive "Jack-Lock" connection. * New sync-pulse connection for accurate sound recording. * New lightweight nickel-cadmium battery system. * New "Gossen" electronic photocell readouts total image on ground glass. * Mirror shutter . . . 100% of the light on a new "divided grain" ground glass with a real and brilliant image. * New high luminosity reflex viewfinder with newly designed 10X optical system. * Provision for attachment of 200' magazines (available) is built-in. * 400' magazines are under development.

Read the review in the "American Cinematographer", May, 1965, pages 299 to 301. Write to us for copies of this review. **IMPORTANT:** The special zoom body is illustrated; a 3 lens turret model is also standard.

* The popular Beaulieu "Super 8" camera and renowned sound or silent 8 mm. and 16 mm. "Hertier" projectors are also available. Ask for details and prices.

CINEMA BEAULIEU (AUSTRALIA)
BOX 6, NORTH RICHMOND, VICTORIA

UNBEATABLE COMBINATION!

Eastman camera films *Eastman print films*

Kodak gives you the finest quality and the widest range in camera films, negative or reversal. Kodak release print films give your prints the extra sparkle they deserve.

CAMERA FILMS

35mm and 16mm Eastman Color Negative Film.
Multilayer colour film. Balanced for 3200°K tungsten lamps for interior work; may also be used in daylight with Kodak Wratten Filter No. 85.

35mm and 16mm Kodak Ektachrome EF Film.
A high-speed reversal camera material intended for use in situations where the illumination level is very low. Ideal for industrial plant photography, newsreel and night sporting events. Available in both Daylight and Tungsten types.

35mm and 16mm Kodak Ektachrome MS Film.
A medium-speed film of low graininess, good sharpness and excellent colour rendition. Balanced for light of daylight quality. Ektachrome MS film has applications in data and engineering analysis, high-speed camera use, and sports photography under low daylight-illumination conditions.

16mm Ektachrome Commercial Film.
Low contrast, reversal. Used as original for making colour release prints of excellent projection quality.

16mm Kodachrome II Film.
Two types — Daylight and Type A. Camera original may also be used for projection.

35mm and 16mm Eastman XT Panchromatic Negative Film.
Fine-grain, negative for background work and for general exterior photography with ample light.

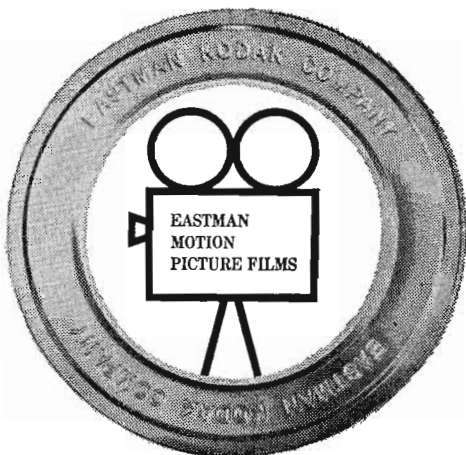
35mm and 16mm Eastman Plus-X Negative Film.
High-speed fine-grain negative film for general use outdoors and in the studio.

35mm and 16mm Eastman Double-X Negative Film.
A high-speed negative material suitable for general production use either outdoors or in the studio.

35mm and 16mm Eastman 4X Panchromatic Negative Film.
Extremely high-speed negative film for both exterior and interior photography under difficult lighting conditions. Particularly suitable for newsreel work and where great depth-of-field is desired without high levels of illumination.

16mm Eastman RP Panchromatic Negative Film.
A high-speed negative film pre-hardened to withstand processing at elevated temperatures. Designed for use in the Eastman Viscomat Processor.

16mm Kodak Plus-X Reversal Film.
Fine-grain, medium-speed, for general use.



16mm Kodak Tri-X Reversal Film.
High-speed reversal material of medium grain for photography under difficult lighting conditions. Excellent for television newsreel work.

35mm Eastman Infra-red Negative Film.
For photographing outdoor scenes by daylight to simulate night effects and for photographing distant landscapes where haze penetration is desired.

RELEASE PRINT FILMS

35mm and 16mm Eastman Color Print Film.
For general colour release printing from colour negatives and colour duplicate negatives.

35mm and 16mm Ektachrome Reversal Print Film.
A reversal colour film primarily intended for making prints from 35mm and 16mm Ektachrome MS and EF Films. May also be used for making 16mm colour prints from originals made on Ektachrome Commercial or Kodachrome Films.

16mm Eastman Reversal Color Print Film.
Intended for making duplicates in colour of 16mm originals on Ektachrome Commercial, Ektachrome EF and MS, and Kodachrome Films.

16mm Eastman Reversal Duplicating Film.
Fine-grain black-and-white reversal film for making prints from black-and-white or colour positive originals. Suitable for making work-prints for editing.

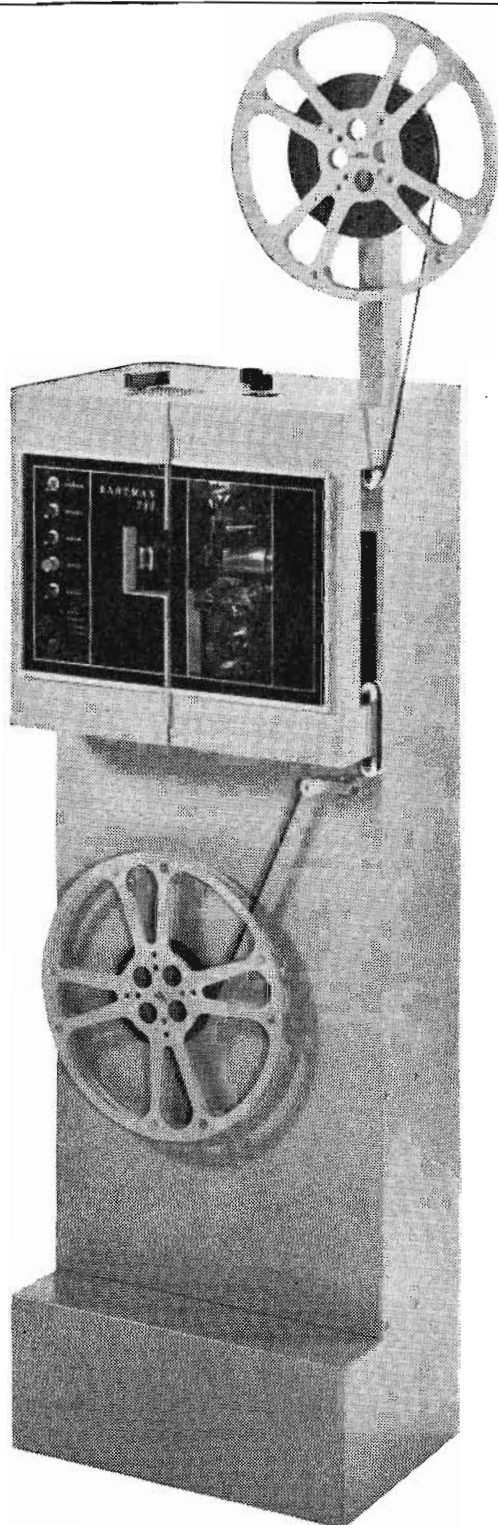
35mm and 16mm Eastman Fine-grain Release Positive Film.
For general black-and-white release printing. For negative and positive titles, dubbing prints for sound, and printing from kinescope recordings.

35mm Eastman High Speed Positive Film.
Higher speed than Type 5302. Useful for making release prints, negative and positive titles, and for sound recording use.

35 and 16mm Eastman High Contrast Positive Film.
High contrast film for making negative and positive titles, silhouette mattes for process work, and travelling mattes for printer light control.

Motion Picture and
Education Markets Division,
KODAK (Australasia) PTY. LTD.

Kodak



EASTMAN 16mm TELEVISION PROJECTOR, Model 285

This is the most dependable heavy-duty 16mm television projector available. It was specially designed for use with black-and-white and colour vidicon television cameras. The Eastman Model 285 Projector was evolved from the Model 275, long regarded throughout the world as the quality standard for 16mm television projection.

The Model 285 projector has these important new features:

A still-frame device that maintains the same brightness and colour-temperature as in normal projection. A flat gate which allows uniform resolution throughout the picture area, from corners to centre. A convenient take-up reel mounted near the operating controls. Ready accessibility to the projector mechanism.

Plus these features that made the Model 275 an outstanding success: 8-position Geneva-type drive actuating the 8-frame pull-down sprocket; for unexcelled image steadiness and maximum mechanical life expectancy. Hardened flat gate and pressure pad, with spring-loaded sapphire edge-guides. 42% light-application time per television field.

Instant-change illuminating system with two 500-watt lamps mounted in a dual turret.
(750 W and 1000 W lamps optional.)

For further information please telephone or write:

**Motion Picture and Education
Markets Division
KODAK (Australasia) PTY. LTD.
Branches in all States.**

Kodak

**FILM PROCESSING
LABORATORIES**

ASSOCIATED FILM PRINTERS, 43-47 Prospect Street, Moore Park, NSW, 2010. Phone 31-4131 and at 2 Clarendon St, Artarmon, NSW. Phone 43-5875, 43-6869.

Directors: P. H. Budden, D. J. Halloran, R. Vaughan, H. G. Hayward, T. A. Greaves, D. V. Dove.

Processors and printers, 16 and 35mm film, negative, positive, reversal and color, optical effects and sound transfers, mfrs 16mm film equipment.

ATLAB FILM LABORATORY SERVICE, Television Centre, Epping, NSW, 2121. Phone 85-0224. Telex AA20250. Telegrams Telecentre, Sydney.

Executives: M. H. Stevenson (mngnr, engineering services), A. K. Hurley (supervising technician).

Laboratory Operations: Motion picture and television film laboratory service.

Complete printing and processing facilities for color and black and white in 35, 16, 8mm and Super 8mm gauges.

High quality 16mm film copies from videotape originals, using either direct positive (for one print) or negative positive (for multiple prints) film processes.

I/State Repr.: Melbourne office, 88 Ackland St, St Kilda, Vic., 3182 (94-4516).

AUTOMATIC FILM LABORATORIES PTY LTD, 513-515 Dowling-st, Moore Park, NSW, 2010. Phone 31-4131.

Directors: N. Barrell, D. J. Halloran, H. G. Hayward, D. V. Dove.

Executives: D. V. Dove (general mngnr), E. J. Saunders (co. secy).

Film processing and printing; optical effects; sound transfers, magnetic to optical; and magnetic to magnetic; Perfectone transfers.

CINE SERVICE PTY LTD. Office, studios and laboratories, 233-235 Moray-st, South Melbourne, 3205. Phone 69-7346.

Directors: V. F. Wagstaff (mng), R. B. Vance, G. G. Thompson, W. R. Garrett.

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Executives: P. H. Budden, D. V. Dove.
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Joint General Managers: T. A. Greaves, P. H. Budden.

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FILMLABS (AUSTRALIA) PTY LTD, 43 Yeo St, Neutral Bay, NSW, 2089. Phone 90-8011. A. J. James (technical supervisor).

Film processing and printing 35mm and 16mm negative & positive. Optical effects and sound transfers.

GOTHIC FILM PRODUCTIONS PTY LTD, Gothic Theatre, 305 Penshurst St, Willoughby, NSW, 2068. Phone 40-4333.

Directors: K. Gibson, D. Gibson.

Production manager: K. Gibson.
Ektachrome color processing.

HARVIN FILM LABORATORY PTY LIMITED, 283-285 Enmore Rd, Marrickville, NSW, 2204. Phone 51-7040, 51-4049.

Managing director: V. B. Toy.

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Manager: R. Curzon.

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Provides complete sound recording, cutting, laboratory processing and consulting service for TV stations, film production companies and independent producers.

PERMAFILM AUSTRALIA PTY LTD, 76-80 Myrtle St, Chippendale, NSW, 2008. Telegrams Permafilm. Phone 69-7119.

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Company's operations: Permafilm protection services, Permanew (scratch removal treatment) general servicing and despatching.

I/state Repr.: K. G. Film Services, Melbourne.

SOUND SERVICE CO PTY LTD, 6 Alameda St, Parkdale, Victoria, 3194. Phone 90-1700.

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Executive: T. L. Phelan (secretary).

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Manager: R. S. King.

(See entry under Cameras, Photographic, Studio Equipment.)

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Manufacturers of Waterworth strip film projectors, also camera and projector lenses.

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See entry under Recording Equipment.

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Aust. mgr: J. Savage.

Branches: 289 Coventry St, Sth Melbourne (69-7211), mgr E. Tromp; 157 Ann St, Brisbane (2-6992), mgr G. Alder; 51 Grenfell St, Adelaide (8-5978), mgr T. Eden; 156 St George's Tce, Perth (21-9908), rep. Robt Stephenson.

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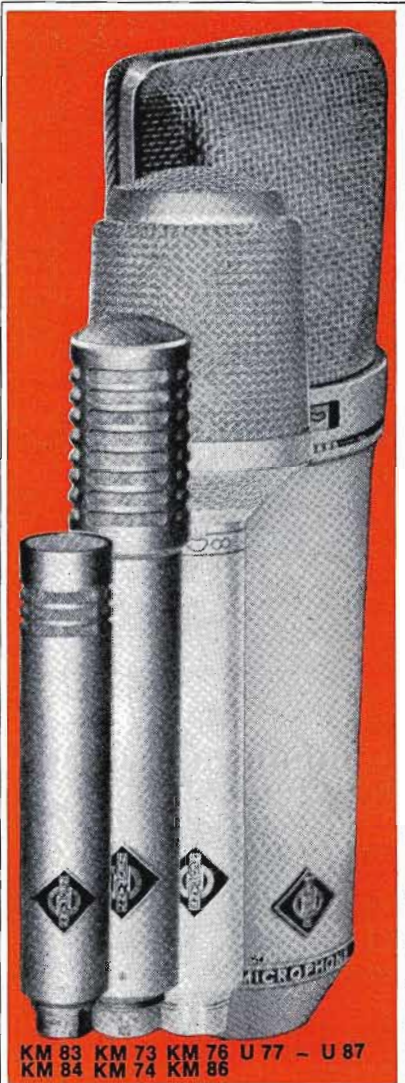
The miniature condenser microphones KM 73 and KM 83 are pressure transducers with a polyester diaphragm giving omni-directional response. Overall frequency response is 40-16,000 Hz. and the response in the diffuse sound field is linear. Both microphones are particularly suited to capturing the overall effect of complex sound sources. KM 73 is for modulation lead powering, KM 83 for phantom powering.

KM 74 — KM 84

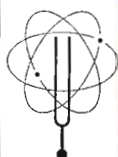
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KM 83 KM 73 KM 76 U 77 - U 87
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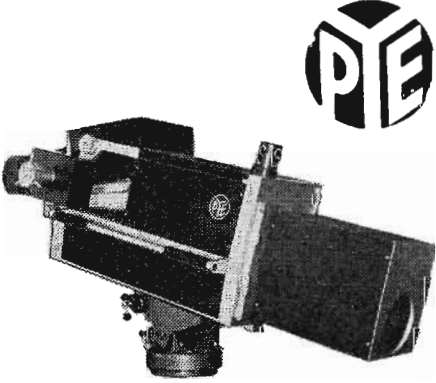
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Directors: R. H. Cunningham, Mrs. K. M. Cunningham, E. Danin.

Executives: R. H. Cunningham (mng dir), Mrs K. M. Cunningham (purchasing dir), A. McRae Bennett (gen. sales mgr).

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W.A.: H. J. McQuillan, 1017 Wellington
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Gilles St., Adelaide. 23 6131

EMI (AUSTRALIA) LIMITED, Emitron Hse, 301 Castlereagh St, Sydney, NSW, 2000. Phone 2-0912. Telegrams: Emitron, Sydney.

Directors: John M. Burnett, CBE (chrnm), Sir Joseph Lockwood, George A. C. Keirnan, Richard G. C. Parry Okeden, CMG, CBE. Vivian J. Chalwin, Joseph W. R. Hughes, ISO, Alfred J. Wyness, Joseph G. Stanford, Norval W. Scott.

Branches: 109-123 Burwood Rd, Hawthorn, Vic., 3122 (81-0211), 105 Port Rd, Bowden, SA, 5007 (46-3031), 457 Beaufort St, Highgate, WA, 6000 (28-2433), 224 Brisbane St, Launceston, Tasmania, 7250. 83 Robertson St, Fortitude Valley, Brisbane, 4006 (51-5271). National Park St, Newcastle, 2300 (2-3883). 135 Newcastle St, Fyshwick, ACT, 2600.

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Sydney office: 22 Ridge St, North Sydney, 2060 (E. C. Sloss, mngr). Phone 92-3890.

Australian national distributors: Ampex sound recording and playback equipment, Ampex portable video recorders and videotape. Ampex audio tape; Altec Lansing studio monitor loudspeaker systems; ATC single and multiple recording machines, automation systems; Beyer microphones and headphones; CBS studio equipment (Audi-max and Volumax automatic level controls, etc.); Comrex radio microphone systems; Echolette tape loop reverberation units and electric guitar amplifiers; Electro-Voice microphones and special purpose directional microphones; EMT reverberation plates and other studio equipment; Fi-Cord tape recorders and dictating machines; Fidelipac endless loop tape cassettes; Grampian disc-recording amplifiers and cutter heads; Harcroft sapphire disc-recording and cutting styli; KRS single and multiple cassette recording machines; Leak audio amplifiers; Magnasync communication and sprocketed film recorders; Moviola editing equipment; Megura Denpa Sokki wow and flutter meters and signal generators; Nagra portable tape recorders; Neumann condenser microphones and other studio equipment; Neumann automatic disc recording machines and cutter heads; Orpheus turntables; Ortofon magnetic pick-ups and recording equipment; Perno-flux headphones; Pultec program equalisers

and sound effects filters; RME studio equipment; Spotmaster automatic cassette tape recorders; Sonocolor audio tape; Tandberg tape recorders; Tuchel connectors; Vega radio microphone systems; Cecil Watts record care accessories; Wharfedale loudspeakers.

HEROFON ENGINEERING, 76 Chandos St, St Leonards, NSW, 2065. Phone 43-3031.

Manufacturers of Syncrosound perforated tape recorders, mag. sound readers, mixing gear and other electronic equipment for the motion picture industry.

ROBIN HILL RECORDINGS, 76-78 Chandos St, St Leonards, NSW, 2065. Phone 43-1681, 43-6047. Sound recordings studio.


Specialists in $\frac{1}{4}$ -inch, 8mm, 16mm, 17 $\frac{1}{2}$ mm magnetic recordings and transfer; also disc recording.

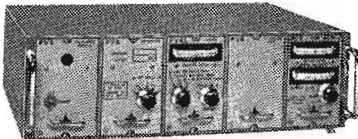
HW PRODUCTIONS, 65 Ebley St, Bondi Junction, NSW, 2022. Phone 38-4888, 38-1112.

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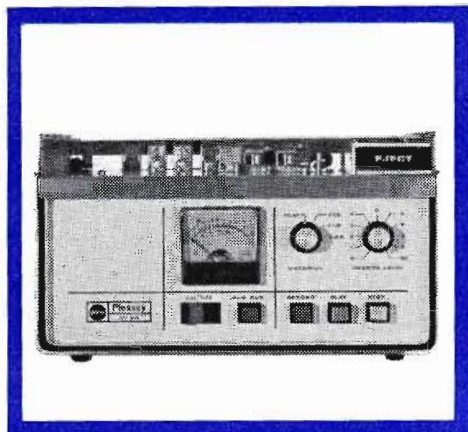
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Rear panel switch to engage Record mode without recording Stop cue.

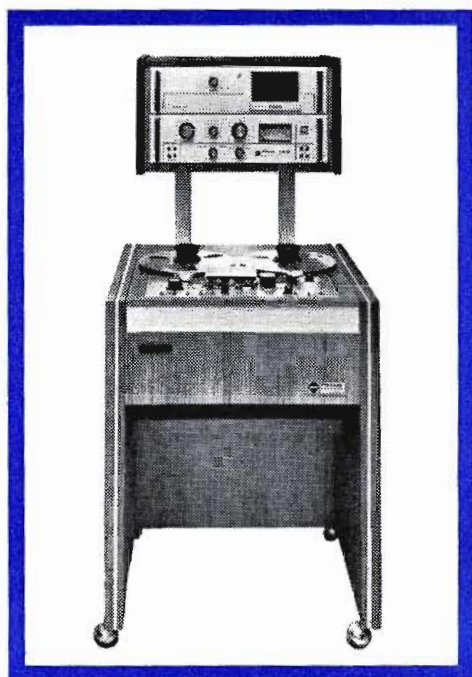
Cue sensing while in Record mode to prevent over-recording.

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PYROX LIMITED, 18-40 Queensberry-st, Carlton, Vic., 3053. Phone 34-9121. Telegrams Pyrox. H. N. Taylor, (commercial dir), G. R. G. Smart (mngtr, TV division). (See also entry under Cameras, Photographic & Studio Equipment.)

Branches: 47-51 Parramatta-rd, Concord, NSW, 2137. Phone 74-0251; 293 St Paul's Tce, Bris., 4000; 143 West Tce, Adel., 5000; 1025 Wellington St, Perth, WA, 6000.

Siemens & Halske 16mm magnetic recording and dubbing equipment. Dist. Loewe Opta videotape recorder.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth St, Sydney, 2000. Phone 61-8541. J. W. Tyler (mng dir), A. J. Turner (controller), R. D. Walsh (gen. mngtr, technical products division), W. J. Walsh (gen. mngtr record division).

ROLA COMPANY (AUSTRALIA) PTY LTD (division of Plessey Components Group). Head office: The Boulevard, Richmond, Victoria, 3121. Phone 42-3921. Telegrams Rola Melbourne.

Executives: D. R. Brown (gen. mngtr), K. R. Spencer (mrktg mngtr).

Sydney office: Christina Rd, Villawood, NSW, 2163. (NSW regional mngtr C. W. Smith.)

Manufacturers of professional console tape recorders, professional transportable tape recorders, reel to reel replay units, cartridge tape recorders, turntables, hi-speed tape copiers, automatic tape programming equipment, Telephone Information Drum Announcing equipment, bulk tape erasers and loudspeakers.

State repr: Athol M. Hill, 613 Wellington St, Perth; A. E. Harrold Pty Ltd, 123 Charlotte St, Brisbane; Healing (Sales) Pty Ltd,

376 King William St, Adelaide, B. J. Electrics Pty Ltd, 42 Wellington St, Launceston.

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market St, Sydney, 2000. Phone 2 0663.

Branch Offices: Melbourne, Brisbane, Adelaide and Perth. (See entry under Cameras, Photographic and Studio Equipment.)

STANDARD TELEPHONES & CABLES PTY LIMITED, 252-274 Botany Rd, Alexandria, NSW, 2015. Phone 69-0444. Telegrams Relay. Also at Moorebank Ave, Liverpool, NSW, 2170 (72-7331). Sir Samuel Jones (mng dir), R. W. Douch (enquiries).

Representatives all states.

Microphones, solid state audio equip, sound mixers, limiting amplifiers, AGC amplifiers.

SWIFT AND BLEAKLEY PTY LTD, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 71-0711. Telegrams Kentycam.

Manager: R. S. King.

(See entry under Cameras, Photographic, Studio Equipment.)

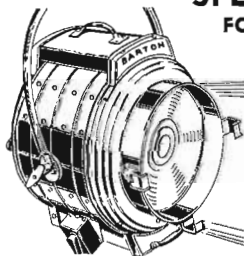
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BARTON, R. H. PHOTOGRAPHIC LIGHTING PRODUCTS, 5-7 Prospect-st, Erskineville, Sydney, 2043. Phone 51-1224. Richard Henry Barton (proprietor).

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Barton lighting has been used in practically all feature films made in Australia during the past 15 years including On the Beach, Summer of the Seventeenth Doll, The Siege of Pinchgut, Whiplash and They're a Weird Mob.

COLORTRAN INDUSTRIES AUSTRALIA, 51-53 Bedford St, Collingwood, Victoria, 3066. Phone 41-4245.

Manufacturers of quartz iodine lights and solid state electronic dimmers.

KODAK (AUSTRALASIA) PTY LTD, Elizabeth St, Coburg, Victoria, 3058. Branches all States.

Distributors of extensive range of Barton photographic lighting equipment and facilities.

L. & H. CAMERA & INSTRUMENT SERVICE PTY LTD, Sydney. (See entry under Lenses, Optical Needs.)

MOLE - RICHARDSON (AUSTRALIA) PTY LTD, 49-53 Bedford-st, Collingwood, Victoria, 3066. Phone 41-4245. After hours 850-2020. Telegrams, Molereng, Melbourne.

General Manager: John B. Masson.

Rental dept mngr: Richard T. Nicholls; Accounts dept: Jennifer A. Henry.

Film & television lighting engineers, staging equipment.

NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD, 49 Market-st, Sydney, 2000. Phone 2-0663.

General mngr: R. C. Smith. NSW mngr: J. Harrison.

Branches: Brisbane, 164 Melbourne-st, 5th Bris. (4-5831-2) mngr. J. A. Welch; Adelaide 93 Hindley-st, (51-3742), mngr, J. P. Wright; Melbourne, 103-105 Hoddle-st, Richmond (41-3108-9), mngr, M. Ford; Perth, 447 Murray-st (21-7725), mngr, A. Crew.

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RCA OF AUSTRALIA PTY LTD, 221 Elizabeth St, Sydney, 2000. Phone 61-8541. Telegrams Radiointer.

J. W. Tyler (mng dir), A. J. Turner (secy), R. Walsh (gen mngr, EP Division), W. Walsh (gen. mngr record div.).

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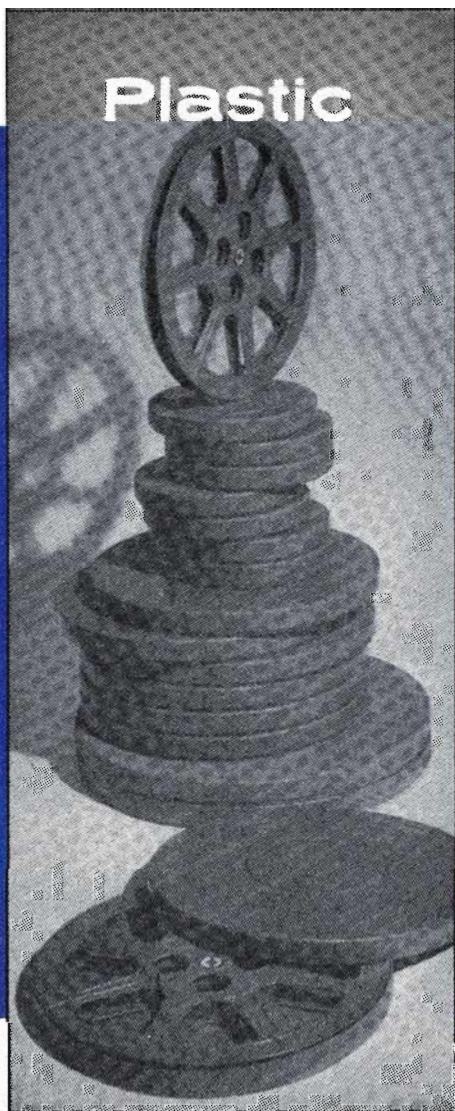
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STRAND ELECTRIC (AUSTRALIA) PTY LTD, 212 Graham St, Port Melbourne, 3207. 64-1267, 64-3365. Telegrams Spotlite Melbourne.

Directors: J. D. H. Sheridan (chrmn & mng dir.), D. C. Irving, A. J. Sullivan.

Istate Repr.: NSW, R. Bartram, 11 Raymond-rd, Neutral Bay (90-1851); SA, EILCO Sales, 7-9 Osmond Tce, Norwood (63-4844); WA, M. Hough, WA Turf Club Bldgs, 30 Esplanade, Perth (21-5410); Qld, B. Harvey, 15 Explorer St, Toowong (7-3878).

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Manager: R. S. King.

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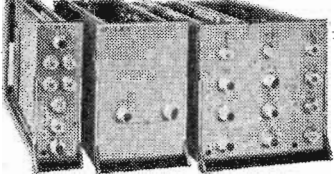
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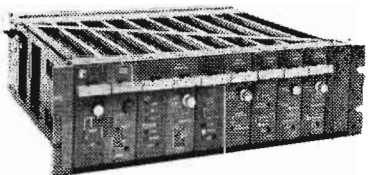
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JOHNS & WAYGOOD LIMITED, City-rd and Cecil St, Sth Melbourne, Vic., 3205. 69-1241 Telegrams Johnsway.

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METTERS LIMITED. Showroom, factory and offices, 7-25 Manchester-st, Mile End South, Hilton, SA, 5033. Phone 576241. Telegrams, Metters, Adelaide.

J. D. A. Howie (mgr).

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I/state Repr.: Branches: Gow-st, Bankstown, NSW (70-0422); Gordon-st, Footscray, Vic. (68-1252); Salvado-rd, Wembley, WA (8-2321); Merrivale-st, Brisbane, Qld (41-1841). **O'scas:** Metters of London, Denham Way, Maple Cross, Rickmansworth, Herts. England; Metters (NZ) Ltd, Petone, NZ.

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AUSTRAL STANDARD CABLES PTY LTD. Head office, 325 Collins St, Melbourne, Vic., 3000. Phone 61-3656.

Paper cable group, Hampstead Rd, Maidstone, Vic., 3011 (317-9041) and at Liverpool, NSW (see Special Products address). Lead-covered local, junction, trunk and carrier paper insulated cables; coaxial cables.

Plastic cable group, Whiteside Rd, Clayton, Vic., 3168 (544-1511). Polythene or PVC insulated and sheathed switchboard, interphone, underground and aerial telephone cables; communication cables for power systems control.

Special products, Moorebank Ave, Liverpool, NSW, 2170 (602-7762). Plastic insulated equipment, RF and TV wires and cables.

NZ group, Halswell Junction Rd, Hornby, Christchurch, NZ (ISL497-109).

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

I/State Repr.: See entry services to radio

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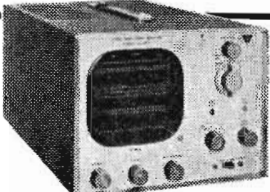
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General manager: J. L. Tyson.

Manager: TV Services: R. H. Jones.

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AMALGAMATED TALENT SERVICES (operated by Amalgamated Television Services Pty Ltd), ATN Television Centre, Epping, 2121. Phone 85-0111. Telegrams Telecentre, Sydney.

Executive: Franz Conde.

CENTRAL CASTING OFFICE PTY LTD, 17 Castlereagh St, Sydney, 2000. Phone 28-5097, 28-5452. John Cover, James Joyce.

O'ceas Repr.: Gordon Harbord, 53 St. Martin's Lane, London, WC2.

TED JAMES THEATRICAL AGENCY, 4th floor, International Hse, 104 Bathurst-st, Sydney, 2000. Phone 61-7408, 61-9576, 26-3415.

NLT ARTISTS MANAGEMENT, 194 Miller St, North Sydney, 2060. Phone 929-8777 (5 lines). Telegrams and cables Nealim Sydney.

Executive director: Jack Neary.

Agents for television, stage, screen, radio and variety artists.

TELECAST AGENCY, Suite 111-112, 29 Bligh St, Sydney, 2000. Phone 28-4111-2-3. Drama and model agency.

Director: Norma Burnett.

Casting: Garry Griffin, Colleen Wollcott.

Agents for radio, stage, screen and television artists; also model agency.

VAUDE-VIDEO PTY LTD THEATRICAL & MODELLING AGENCY (Agents for drama and modelling), 112a King-st, Sydney, 2000. Phone 25-3457-8-9.

Director : V. Llewellyn, J. Llewellyn.

Modelling principal: D. Mewton-Wood.

MELBOURNE

WILLARD KING ORGANISATION PTY LTD, 1 Carlton St, Prahran, Vic., 3181. Phone 51-6983.

Directors: G. C. Cooper (chrmn), C. O. R. Fenner, J. K. McMahon, W. Henshaw.

Executives: Gordon Cooper (mng dir), John Collins (exec. prod.).

Produces TV programs including teenage, music, personality, quiz and panel shows; also handles overseas and local artists, and general theatrical promotions.

ADELAIDE

SOUTHERN TALENT SERVICES, 30 Wellington Square, North Adelaide, SA, 5006. Phone 6-8166. Telegrams Newsnine, Adelaide.

Executive: William Marshall.

Operated by Southern Television Corporation Ltd and NLT Artists Management and handles overseas and local artists for night club, restaurant and TV bookings, concerts and package promotions.

CASTING DIRECTORIES

SHOWCAST PTY LTD, Australian Entertainment Directory, 7 Kensington-rd, South Yarra, Vic., 3141. Phone 24-1219.

Head office: 5 Bromley Ave, Cremorne, NSW. Phone 90-6342.

NSW Directors: David Williams, Chin Yu Williams.

Victorian Directors: David Slifkin, Mary O'Connor.



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SYDNEY

AGEOLD PUBLIC RELATIONS PTY LTD, Commerce Hse, 161 Clarence-st, Sydney, 2000. Phone 29-1436. Telegrams Ageold, Sydney.

Directors: Asher A. Joel, R. B. Mulquiny, S. Joel.

AMALGAMATED PUBLIC RELATIONS PTY LTD, 12th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-6713.

Director: Justin White.

BURGER, ERNEST J. ASSOCIATES PTY LIMITED (APT Services), 4th floor, Imperial Centre, 83-87 Castlereagh St, Sydney, 2000. Phone 28-3362. Cables Presstrade, Sydney.

Director: E. J. Burger.

CHARTER ASSOCIATES (NSW) PTY LTD, 245 Castlereagh St, Sydney, 2000. Phone 61-6053, 61-6054.

Executive: L. S. Richardson (mng dir).

CONSOLIDATED PUBLIC RELATIONS, 35 Clarence St, Sydney, 2000. Phone 29-5741. (See Melbourne entry.)

DARGAVILLE ASSOCIATES PTY LTD, King York House, 32 York St, Sydney, 2000. Box C175, PO, Clarence St. Telephone 29-7571. Telegrams: Radiocentre Sydney.

FREEDEN STRACHAN PUBLIC RELATIONS PTY LTD, 6th floor, Asbestos Hse, 65 York St, Sydney, 2000. Telephone 29-5201-2-3.

Directors: Robert Freeden, Norman Strachan.

Specialising in the grocery-food marketing and consumer field.

I/state repr.: Consolidated Public Relations, Melbourne; Cosway Public Relations, Brisbane; Associated Public Relations, Adelaide. **O'seas:** Bell & Stanton Inc., New York; Stanley Benson Ltd, London.

HALLOCK, JOHN, PTY LTD, 306 Pitt-St, Sydney, 2000. Phone 26-6179, 26-6170. Telegrams Prapress, Sydney.

Branches: Perth (21-9282). J. N. Griffin (mngtr).

HAWKES, GEORGE AND ASSOCIATES PTY LTD, (also United Public Relations Australia Pty Ltd), 36a International House, 104 Bathurst St, Sydney, 2000. Phone 61-2480, 26-5947.

Directors: George H. Hawkes (mng dir), M. J. Hawkes (secy).

I/State offices: Melbourne, Brisbane, Adel-

aide, Perth. **O'seas affiliates:** London, New York, Auckland, S.E. Asian areas.

HILL & KNOWLTON PTY LTD, 15 Grosvenor St, Sydney, 2000. Box 7030 GPO, Sydney, 2001. 27-8502. Teleg. Hillknol, Sydney. **Manager:** M. W. Batten.

IMAGE AUSTRALIA (NSW), 12th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-6714. Telegrams Imageaus, Sydney.

Director: Justin White.

INDUSTRIAL PUBLIC RELATIONS SERVICE OF AUSTRALIA PTY LTD, R.A.S. Showground, Sydney. Box 4180, GPO, Sydney, 2001. Phone 31-1161 (7 lines).

Managing director: R. L. Allen.

I/state Repr.: Industrial PR Service of Aust. (Vic.) Pty Ltd, 392 St Kilda-rd, Melbourne (26-5478); Industrial PR Service of Aust. (SA) Limited, 95 Currie-st, Adelaide (51-5557); Industrial PR Service of Perth Pty Ltd, 254 Adelaide Tce, Perth, WA (23-3489); Industrial PR Service of Aust. (Q'land) Pty Ltd, 455 Adelaide-st, Brisbane, Qld. (25-4412).

KENNEDY, ERIC, CONSULTANT, 53 Elizabeth Bay Rd, Elizabeth Bay, Sydney, 2011. 35-3044. Teleg. Rickenpress, Sydney.

Directors: Eric Kennedy, Joan Reed.

Executives: Eric Kennedy, Harvey Stevens. Robert Palmer (consultants), Joan Reed secy & researcher).

PETER MORRISON ADVERTISING AND PUBLICITY SERVICE (and Associated World Public Relations), 1a Loftus Rd, Darling Point, NSW, 2027.

Principal: Peter Morrison.

PLATER, RONALD & CO PTY LTD, 3 Darling Point Rd, Edgecliff, Sydney, 2027. Phone 32-6377.

Directors: R. S. Plater (mng dir), N. Friedlander, E. C. Plater, J. E. McCarthy.

Senior consultants: E. J. Ellis, C. Reid, L. R. Jones, M. Robertson, J. W. Davies. Associates in all States, NZ, UK and USA.

PYRAMID PUBLIC RELATIONS CONSULTANTS, 35 Clarence St, Sydney, 2000. Phone 29-1637.

Managing Director: Ron Patten.

STEVENS, HARVEY, ASSOCIATES PTY LTD, 53 Elizabeth Bay-rd, Elizabeth Bay, Sydney, 2011. Phone 35-3044, 35-5175.

Directors: Harvey Stevens (mng dir), E. T. Kennedy, P. A. Stevens.

Public relations consultants.

WHITE, ERIC, ASSOCIATES LIMITED, 115 Pitt St, Sydney, 2000. Phone 28-7412.

Telegrams and cables Whitepress, Sydney.

Offices all Australian capitals. O'seas: London, Hong Kong, Singapore, Kuala Lumpur, Wellington, Auckland.

Directors: Eric White, P. S. Golding, A. H. H. Myers, E. A. Perry, H. S. Whitham.

MELBOURNE

ALEXANDER-BURN PTY LTD, 12 Myrtle St, Hawthorn, Vic., 3122. 81-5115.

Directors: Lawrence A. Burn (mng dir), V. E. Burn.

ARGONAUT PRODUCTIONS PTY LTD, 445 St Kilda Rd, Melbourne, 3004. 26-1361, 26-2452.

Managing director: Alfred Heintz.

ASSOCIATED WORLD PUBLIC RELATIONS PTY LTD, 622 St Kilda rd, Melbourne, Vic., 3004. Phone 51-5388 (3 lines).

Managing director: Leon Bram.

Offices and associates: Sydney, Brisbane, Adelaide, Perth, Hobart, London.

BARKER, LEONARD S., & ASSOCIATES, PTY LTD, 8 Collins St, Melbourne, Vic., 3000. Phone 63-4021. Telegrams Tekpress.

Managing Director: L. S. Barker.

CHARTER ASSOCIATES PTY LTD, 17-21 Little Collins St, Melbourne, 3000. Phone 63-9874. Executives: I. Sabey (dir), J. Balding (mgr).

CONSOLIDATED PUBLIC RELATIONS (member company, Marketing Advertising Public Relations Pty Ltd), 33 Queens-rd, Melbourne, 3000. Phone 26-1948. David Mitchell (mgr).

Sydney office: 35 Clarence-st (29-5741).

JENNIFER HAM AND ASSOCIATES, 37 Upper Plaza, Southern Cross Bldg, 131 Exhibition St, Melbourne, 3000. Phone 63-5473, 63-5600. Cable Jenham Melbourne.

Director: Jennifer Ham.

HEINTZ, ALFRED, PUBLIC RELATIONS SERVICES, 445 St Kilda rd, Melbourne, 3004. 26-1361, 26-2452.

Principal: Alfred Heintz.

IMAGE AUSTRALIA PTY LTD, Elsmere Hse, 70 Drummond St, Carlton, Vic., 3053. Phone 34-2691. Telegrams Imageaus, Melbourne.

Directors: John Carey Hopton Handfield, Esta Marea Handfield.

MANN, PIERRE, & ASSOCIATES PUBLIC RELATIONS CONSULTANTS, 35 Upper Plaza, Southern Cross Hotel, Exhibi-

tion St, Melbourne, 3000. Phone 63-1321; (night) 24-2675. Telegrams Pierremann.

Proprietor: Pierre Mann.

MARKETING ADVERTISING PUBLIC RELATIONS PTY LTD, (subsidiary companies: Nichols-Cumming Advertising Pty Ltd, Nichols-Cumming Advertising (NSW) Pty Ltd, Australian Marketing Development Pty Ltd, Consolidated Public Relations), 432 St Kilda Rd, Melbourne, 3000. Phone 26-1601. Telegrams Nichans.

Sydney office: 35 Clarence St, Sydney, 2000. Phone 29-5741.

Directors: J. J. Cumming, V. N. Hunt, L. Mort.

SCOPE PUBLIC RELATIONS PTY LTD, 21 Smith Street, Fitzroy, Victoria, 3065. Phone 41-4955.

Managing director: Richard Thomas.

TURNBULL, CLIVE, & ASSOCIATES, 51 Victoria Pde, Collingwood, Vic., 3066. Phone 41-1636, 41-1038.

Director: Clive Turnbull.

WHITE, ERIC ASSOCIATES (Vic.) PTY LIMITED, TAA Bldg, 50 Franklin St, Melbourne, 3000. PO Box 2053S, 3001. Phone 34-4111. Telegrams Whitepress, Melbourne.

Directors: Eric White, S. F. Ferguson, R. B. Gill, A. H. H. Myers, R. G. Adams, J. G. Cameron, P. G. Holland.

BRISBANE

COSWAY PUBLIC RELATIONS PTY LTD, Institution of Engineers Bldg, 447 Upper Edward St, Brisbane, 4000. Phone 2-2256.

Directors: W. L. Rudder (chmn), E. Compton, P. Rudder, K. Murdoch.

IMAGE AUSTRALIA (QUEENSLAND), 447 Upper Edward St, Brisbane, 4000. Phone 2-2256.

QUEENSLAND PUBLIC RELATIONS, 474 Upper Edward St, 4000. Phone 2-8535.

Managing director: C. Palmer.

WHITE, ERIC, ASSOCIATES (QLD) PTY LIMITED, 250 Queen St, Brisbane, 4000. GPO Box 439-F. Phone 2-2765. Telegrams Whitepress Brisbane.

Manager: Ian J. Lorkin.

WOOD, ERIC & SON AGENCIES, 329 Adelaide St, Brisbane, 4000. Phone 2-2735. Telegrams Broadfilm.

Directors: Eric Wood, David Wood.

ADELAIDE

ASSOCIATED PUBLIC RELATIONS PTY LTD, 104 Greenhill Rd, Unley, SA, 5061. Box 1346H, GPO, Adelaide, 5001. 71-7130.

Executives: J. R. Muller (mgr), D. Ward, B. Glennon.

CHARTER ASSOCIATES PTY LTD, 91-95 Currie-st. Phone 51-2498.

HOSKYNs, SHAN & ASSOCIATES LTD, Public Relations House, 138 South Tce, Adelaide, 5000. 51-2948, 51-3101.

Directors: Shan Hoskyns (mng dir), Darrell A. Hadley, Mrs H. A. Hoskyns.

Executives: Shan Hoskyns, Darrell Hadley, Colin Ames.

IMAGE AUSTRALIA (SOUTH AUSTRALIA), Public Relations Hse, 138 South Tce, Adelaide, 5000. Phone 51-3510.

LUDBROOK, A. J., 12 Sprod Ave, Toorak Gardens, SA, 5065. Phone 3-6245.

WHITE, ERIC, ASSOCIATES (SA) PTY LIMITED, 15 Franklin St, Adelaide, 5000. GPO Box 1733N. Phone 51-6140. Telegrams Whitepress, Adelaide.

Manager: J. M. Carey.

PERTH

IMAGE AUSTRALIA (WESTERN AUSTRALIA), 194 St George's Terrace, Perth, 6000. Phone 23-1485.

ROBERT ARTHUR AND ASSOCIATES, 1321 Hay St, West Perth, 6005. Phone 21-7027, 21-9090. Telegrams Publicist Perth, Inrel Perth. Agent in WA for International Public Relations Pty Ltd.

Proprietor: Robert C. Hamery; senior counsellor, William Beecham Snr, general

counsel, Audrey Franks.

Main clients: Parlorcars Tours, Windsor Theatre group, Mayfair Developments, Valencia Vineyards, Houghton Wines, Martin Wells, Freedom From Hunger Campaign, City of South Perth, Pacific Promotions, Renniks, Toy & Hobby Fairs of SA, Cinema Industry Development Organisation, His Majesty's Theatre, WA Wildflower Society, International Federation of Women's Basketball and Netball Associations.

WILLIAM BEECHAM AND ASSOCIATES PTY LTD, 1321 Hay St, West Perth, 6005. Phone 21-7027, 21-9090.

Principals: Arthur E. Hodgkinson (chrnm), Robert C. Hemery (dir).

Handling interstate assignments for affiliates outside WA and overseas market research and field surveys for Robert Arthur and Associates; product agent for various non-represented companies, printers and publishers.

WHITE, ERIC, ASSOCIATES (WA) PTY LIMITED, 214 St George's Tce, Perth, 6000. GPO Box B-49. Phone 23-4753. Telegrams Whitepress, Perth.

Manager: R. F. Boyle.

TASMANIA

WHITE, ERIC, ASSOCIATES (TAS.) PTY LIMITED, Scottish Union Building, 142 Macquarie St, Hobart, 7000. Phone 2-2449. Telegrams Whitepress, Hobart.

Manager: I. A. Johnston.

CANBERRA

ERIC WHITE ASSOCIATES (HOLDINGS) PTY LTD, 6th floor, City Mutual Building, Hobart Place, Canberra City, ACT. PO Box 726, Canberra City, ACT, 2601. Phone 49-7233. Telegrams Whitepress Canberra.

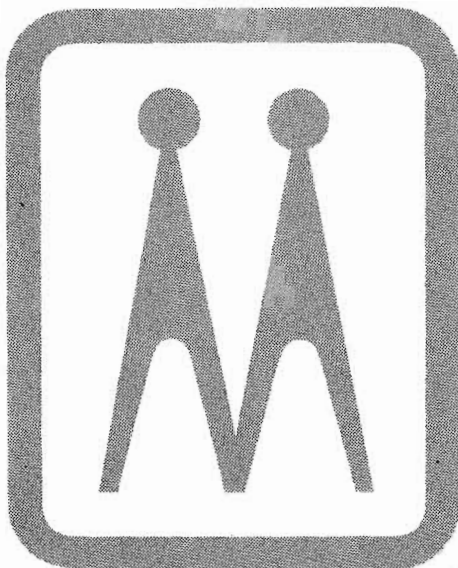
Manager: F. R. Hamilton.

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Social Psychologist
Leonard R. Smith, B.A. (Hons.), Psychologist

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752 George St., Sydney, Phone 211 3055.
and at Melbourne, Brisbane, Adelaide, Perth

ADVERTISING & ATTITUDE ASSESSMENTS, 49 Rowe St, Sydney, 2000. Phone 25-7198, 25-7199.

Executives: Margot Weir, Peter Carne.

Service: Advertising, motivational and consumer research. Specialists in pre-testing of all stages of advertising, packaging and products. Attitude studies and motivation research for consumer, trade and industrial needs.

ANDERSON ANALYSIS PTY LTD, THE, 752 George St, Sydney, 2000 (estab. 1944). Phone: 211-3055.

Directors: George H. Anderson (governing dir), K. R. Sievers (mng dir), M. G. Eve (secy), Dr P. B. Kenny.

Service: Media and market research, including measurement of radio listening, TV viewing, newspaper & magazine readership.
I/State Repr.: Branches all capital cities.

ASHBY RESEARCH SERVICE, head office, 19 Bridge St, Sydney, 2000. Phones 27-3161/2, 27-1851.

Service: Full market research facilities; Australia-wide continuing consumer panel; product, package, advertisement testing; media research; radio and TV program and audience measurements; public opinion polls (est 1936).

AUDIENCY STUDIES INC., 26 College St, Sydney, 2000. Phone 31-9147.

Executives: F. Vohralik (gen. mgr), M. Boyd (vice-pres., ASI International).

Advertising research laboratory; testing of TV and radio commercials; print advertisements, advertising concepts; evaluation of advertising; product and package testing; consumer and industrial market surveys.

AUSTRALIAN SALES RESEARCH BUREAU (NSW) PTY LTD, 265 Elizabeth St, Sydney, 2000. Phone 26-3663.

Managing director: David Jones.

Services: Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

AUSTRALIAN SALES RESEARCH BUREAU (VIC.) PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-1264.

Managing director: Irving Saulwick.

Services: Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

BROADCASTING RESEARCH INTERNATIONAL, 169 Pacific H'way, Nth Sydney, 2060. Phone 92-4937.

Director: R. A. Becker.

Television competitive research, including provision of telecasts and kinescopes of US TV commercials.

O'seas repr.: Broadcasting Research International, 39 West 55th St, New York, NY 10019.

FOCUS MARKETING RESEARCH (division of Foote, Cone & Belding Pty Ltd), 9 Commonwealth St, Sydney, 2000. Telegrams Brigade Sydney. Phone 61-9021.

Service: Management consultants, market research (consumer, retailer levels).

MARKET AND CONSUMER RESEARCH PTY LTD, Northview, Northview-rd, Palm Beach, Sydney, 2108. Phone 919-4762. Telegrams Marconsearch Sydney. J. Stuart-Lucy (mng dir).

Service: Market research for all sections of industry. Color research, radio, newspaper and TV surveys, world wide service. Australian-wide motor industry research on continuing basis. Special public relations and opinion research. Industrial development, economic and statistical reports for industry and investors overseas.

Branch: 339 Collins St, Melbourne, 3000.

MARPLAN PTY LTD, 93 Mount St, Nth Sydney, NSW, 2060. Phone 929-8088. Telegrams, Marsearch, Sydney. 46 Caroline St, South Yarra, Vic., 3141. Phone 26-5718, 26-5605. Telegrams, Marsearch, Melbourne.

Executives: R. A. Rothery (mng dir), Miss W. E. Idriess, B. E. Thomason, L. A. Tonnet (project directors), B. L. Sweeney (Melb. dir), P. J. Margan (secy), Mrs N. Bull (field mgr), Mrs A. Wynne-Jones (data processing mgr).

Operations: Consumer market research, advertising pre-testing and post-testing, package and product testing, trade and industrial market research.

State Repr.: Research facilities in all States. **O'Seas:** Marplan offices and research affiliates in 44 countries.

McNAIR SURVEYS PTY LTD, 40 Miller St, North Sydney, 2060. Phone 929-6122. Telegrams Ipores Sydney.

Directors: Ian W. McNair, Ian Muir, Ian G. Pilz.

Executives: F. Kathleen Horn (chief supervisor), James R. Grant (office mgr).

Services: Marketing research, advertising research, marketing consultants.

O'seas Associates: International Research Associates (throughout America, Asia & Europe); Daniel Starch & Staff, New York.

MECAR PTY LTD (Market Evaluation & Community Attitude Research), 752 George St, Sydney, 2000. Phone 211-3055.

Directors: G. H. Anderson (chrnm), K. R. Sievers (mng dir), Dr Peter B. Kenny.

Service: Market, consumer, industrial, psychological and media research.

State repr.: Branches all capital cities.

MFI SURVEYS PTY LTD, 50 Miller-st, North Sydney, NSW, 2060. Phone 92-9225, 92-9427.

Managing director: Ronald Vickers.

Executives: Kenneth le Lievre, BA (psychologist and survey excc.), Mrs Moya Vary, BA, (survey exec.), Mrs Susan Duller, B.Econ. (chief analyst), Mrs. Norrie Hennessy (group analyser).

State Repr.: Melbourne, Adelaide, Brisbane, Perth, Hobart, **O'Seas:** London, Hong Kong, Singapore, New York, Chicago, Kuala Lumpur, Auckland.

MORGAN (ROY) RESEARCH CENTRE, THE (Market & PR research associate of the Aust. Gallup Poll), 61 Flinders Lane, Melbourne, 3000. Box 751F, GPO, Melbourne, 3001. Phones 63-5635, 63-5196. Roy Morgan (proprietor).

Surveys of consumers and dealers. Regular monthly omnibus Australia-wide consumer survey (Consumer Opinion Trends) — specifications on request. Also in-home pre-tests of TV commercials. Affiliated with Gallup Polls throughout the world.

MOTIVATIONAL SURVEYS (AUSTRALIA), 161 Clarence St, Sydney, 2000. Phone 29-1431. Telegrams Ageold, Sydney.

Director: Asher A. Joel.

Services: Market research, motivational research, product testing, statistical services.

NATION'S OPINION SERVICE, 396 St Kilda Rd, Melbourne, 3004. Phone 26-4153.

Managing director: Nan Lansell.

Services: Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

NEAVE & CAMPBELL PTY LTD, 53 Walker St, North Sydney, 2060. Phone 92-6077.

Service: Outside field work, market & consumer research.

NIELSEN, A. C., PTY LIMITED, 50 Miller St, North Sydney, NSW, 2060. Phone 92-5881. Telegrams Nielindex.

Directors: James R. Dickson (mng dir), Frank Gibbins, Douglas Taylor, Graham H. B. Pratt, **Assoc. directors:** Reginald A. Wilson, Clifford W. Parsons.

Services: Continuous bi-monthly survey of grocery and pharmacy product classes, using retail store audit technique; test area measurement services.

Australian subsidiary of A. C. Nielsen of USA.

PHARMACEUTICAL RESEARCH SERVICES OF AUSTRALIA PTY LTD, PO Box 187, Crows Nest, Sydney, 2065. Phone 43-6670/2/5. Telegrams and cables Pharmafact.

Directors: H. W. Braden, R. F. Buchanan, S. J. Timbs.

Executives: B. E. Dumbrell (data processing mngr), G. E. M. Wentscher (field mngr). Australian and New Zealand pharmaceutical indexes.

Branch: 296 Lambton Quay, Wellington, NZ.

PRODUCT INVESTIGATION PTY LTD, 252 George St, Sydney, 2000. Phone 27-4949. A. R. Whitman (mngr/dir).

Service: Consumer, dealer surveys & consumer panel.

SCOTT, W. D., & CO PTY LTD, Economic, Marketing and Research Services, 97 Mount St, North Sydney, 2060. Phone 92-6045.

Manager: J. B. Donovan.

Services: Economic forecasts, sales forecasts, consumer surveys, industrial surveys, psychological research. National and international coverage provided.

STUART-LUCY SURVEYS, Sunrise-rd, Palm Beach, Sydney, 2108. Phone 919-4582. John S. Lucy (mngr).

Service: Statistical and market surveys, TV and radio program improvement surveys, special marketing studies, industrial researches and statistical reports on potential markets, color research in association with Faber Birren, New York.

SURVEY RESEARCH CENTRE, THE, PTY LTD. Head office: 40 Falcon St, Crows Nest, 2065. Phone 439-1655.

Managing Director: J. J. Braithwaite.

Services: Consumer surveys, data processing, product testing, economic and statis-

tical research, retail store research.

TARA MARKET RESEARCH (incorporating TV Audience Research of Australia). Head office, Suite 11, 553 St Kilda-rd, Melbourne, 3004. Phone 51-2047, 51-3110.

Sydney repr.: Ian Reardon. Phone 97-4591.

Proprietor: Gary Morgan. **Gen. mngr:** Harold Pretty.

Services: General consumer and product research using personal interview, telephone or intensive interview techniques. Advertising effectiveness research in print and air media. Available in all capital cities.

TART, BRUCE, RESEARCH SERVICE PTY LTD, Parker Hse, 17 Parker-st, Haymarket, Sydney, 2000. Phone 211-4833.

Managing Director: Bruce Tart.

Service: Press, radio and television advertising statistics, showing space and/or time and estimated advertising expenditure on products.

TEST-MOBILE MARKETING SERVICES (division of TARA Market Research), head office, Suite 11, 553 St Kilda Rd, Melbourne, 3004. Phone 51-2047, 51-3110. Sydney repr.: Ian Reardon. Phone 97-4591.

Proprietor: Gary Morgan. **Gen. mngr,** TARA, Harold Pretty.

Test-Mobile operates in Sydney and Melbourne with caravans parked in busy shopping centres, or weekend sites, for testing of new products, new brand names and packs; pre- and post-testing of TV commercials and print testing. Taped group discussions. Test-Mobiles are equipped to serve food (hot or cold). Vans are staffed by three or more interviewers. Processed results available next day. Tape recorders available with units for recording group discussions.

TV MONITORING SERVICE

TV MONITORS (AUST.), 27 Redleaf-ave, Wahroonga, NSW, 2076. Phone 48-4128. PO Box 6, Wahroonga, NSW, 2076.

Directors: E. & N. Hinchcliffe.

Executive: Peter Hinchcliffe.

Capital city repr.: Brisbane, Melbourne, Hobart, Adelaide, Perth, Canberra, ACT.

Logs compiled of commercial TV stations in all States, seven days a week. Errors advised to subscribers; weekly product group analyses. Storyboards, transcripts supplied. Clients include leading advertising agencies and commercial TV stations. Now in 11th year of operation.

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Box 6, P.O., Wahroonga, N.S.W.
Phone 48 4128

RADIO MONITORING SERVICE

WALCH, MAX PTY LTD (radio commercial monitoring service), Clareville Beach, NSW, 2107. Phone 918-2234, 918-3617.

Directors: Max Walch (gov. dir), Dell Walch.

Offers complete commercials monitoring service, covering all Sydney and NSW coun-

try radio stations. Also Brisbane, Toowoomba, Kingaroy, Warwick, Inverell.

Monitoring staff, on 24 hours roster for checking radio advertising, organised to meet special client requirements including monitoring assignments in all capitals and leading country centres.



LISTENER-VIEWER PUBLICATIONS

Following newspapers and magazines provide daily and/or weekly TV and radio program guides, together with news, articles and pictures of programs and stars and program reviews. Circulation figures are for the 12 months to September, 1967.

SYDNEY

DAILY MIRROR (also Sunday Mirror), Kippax and Holt Sts, 2000. Phone 2-0924.
Circulations: Daily Mirror, 362,429; Sunday Mirror, 523,816 (ABC).

DAILY TELEGRAPH (also Sunday Telegraph), 168 Castlereagh St, 2000. Phone 2-0666.

Daily Telegraph editor: K. Watson. **Advertising manager:** Paul Kelly.

Circulations: Daily Telegraph, 340,000; Sunday Telegraph, 685,000.

THE SUN, Box 506, GPO, Sydney, 2001. Phone 2-0944.

Editor: B. J. Tier. **Advertising manager:** L. J. Montgomerie.

Circulation: 332,556 (Mon.-Fri.), ABC. Dist. in NSW.

Advertising material deadline: 12 noon day prior to publication.

THE SYDNEY MORNING HERALD, Box 506, GPO, Sydney, 2001. Phone 2-0944. Telegrams Herald, Sydney.

Editor: J. M. D. Pringle. **Advertising manager:** J. A. Gilder.

Circulation: 289,723 av. daily net (Kent Brierly and Fisher, Chart'd acnts). Dist. in NSW.

Advertising material deadline: 12noon day prior to publication.

TV TIMES, magazine, 229 Castlereagh-st, Sydney, 2000. Phone 31-0211. Telegrams Broadtimes.

Managing editor: J. G. Paton. **Advertising manager:** R. McCaffery.

Circulation: 352,000. Distributed nationally in TV areas.

Branch offices: Melb.: 9-13 Leichhardt-st. Bris.: Penney's Bldg, Adelaide-st. Adel.: IOOF Bldg, 47 Gawler Place. Perth: 187-193 Adelaide Tce.

MELBOURNE

THE AGE, 233 Collins St, Melbourne, 3000. 63-0341.

Managing director: C. R. MacDonald.

Editor: E. G. Perkin. **Business manager:** W. G. Bland. **Display advertising manager:** J. M. Nash; **classified advertising manager:** C. R. McCall.

Circulation: 185,659 (ABC).

THE HERALD (The Herald and Weekly Times Limited), 44 Flinders St, Melbourne, 3000. Phone 63-0211. Telegrams Herald, Melbourne. Cables Heraldtime.

Editor: S. Brown. **Advertising manager:** H. Tonkin.

Circulation: 501,311. Dist. mainly in metropolitan Melbourne, balance throughout Victoria.

THE LISTENER IN-TV (publishers, The Sun News-Pictorial), 44-74 Flinders St, Melbourne, 3000. 63-0211. Telegraphic Sunpic.

Editor: P. R. Dunstone; **Advertising manager:** A. G. Otto; **Circulation manager:** G. M. Brock.

I'state repr.: E. T. Smith, Sydney mngr, Sun News-Pictorial, 76 Clarence St, Sydney, 2000. **O'seas repr.:** L. F. Lyons, 107 Fleet St, London, EC4; Joshua B. Powers, Inc., 551 Fifth Avenue, New York 17, NY, USA.

THE SUN NEWS-PICTORIAL, newspaper, 44 Flinders St, Melbourne, 3000. Phone 63-0211. Cables Sunpic. Telegrams Sun, Melbourne.

Editor: L. Turnbull. **Advertising manager:** A. G. Otto. **Sales manager:** F. Flowers.

Circulation: 629,471 (ABC). Dist. Victoria, Tasmania and southern NSW.

TV WEEK, Editorial and advertising depts, 32 Walsh St, Melbourne, 3000. Phone 30-0241.

Circulation: 319,152.

BRISBANE

THE COURIER-MAIL and **THE SUNDAY MAIL** (newspapers), Campbell-st, Bowen Hills, Brisbane, 4006. Phone 51-6011.

Editor: T. C. Bray. **Advertising manager:** L. Moran.

Circulation: Courier-Mail, 247,975 (ABC) and Sunday Mail, 339,626 (ABC). Dist. Qld and Northern Rivers.

TELEGRAPH NEWSPAPER CO PTY LTD, Campbell St, Bowen Hills, Brisbane, 4006. Phone 51-6011.

Editor-in-chief: John Wakefield. **Advertising manager:** Keith McElhone. **Radio-TV writer:** Miss Lorraine Buchanan.

Circulation: 161,171 (ABC). Dist. in Qld. **Publicity material deadline:** 12pm daily.

ADELAIDE

ADVERTISER, THE, 121 King William-st, Adelaide. Phone 51-0421. Telegrams, Advertiser.

Managing editor: B. A. Williams. **Advertising manager:** B. W. Sinclair.

Circulation: 206,738 (ABC). Dist. throughout SA.

Branch offices: Melbourne: Bank of Adelaide Bldg, 267 Collins-st. Phone 63-4874, 63-7378 (E. R. Greer); Sydney: 76 Clarence-st. Phone 29-1486, 29-1487 (E. T. Brown).

O'seas repr.: London, L. F. Lyons, 110 Fleet-st, EC4 (Phone FLE 5786); New York, J. B. Powers Inc., 551 Fifth-ave, NY 17.

THE NEWS, newspaper, 116 North Tce. Adelaide, SA, 5000. Phone 51-0351. Telegrams Newsboy, Adelaide.

Managing editor: R. R. Boland. **Advertising manager:** W. Briton Jones.

Circulation: 144,456 (ABC).

TV-RADIO GUIDE (regular edition 9c) & **TV-GUIDE** (Nightlife edition 10c), c/o John Carrol Publishing Pty Ltd, 31 Grenfell St, Adelaide, SA, 5000. Phone 8-4980, 8-5174.

Editor: John Carroll. **Advertising manager:** H. (Bert) Carmichael. **Radio-TV writer:** Mike Hughes.

Circulation: 18,000-20,000. Dist. in SA viewing areas.

PERTH

DAILY NEWS (newspaper), 125 St George's Tce, Perth, WA, 6000. Phone 21-0161. Telegrams, Dailynews Perth.

Editor: D. O'Sullivan. **Advertising manager:** H. D. Townsend.

Circulation: 95,851 (ABC). Dist. throughout WA.

THE WEST AUSTRALIAN, newspaper. 125 St George's Tce, Perth, 6000. Phone 21-0161. Telegrams, Westralian Perth.

Editor: W. T. G. Richards. **Advertising manager:** R. H. Christian.

Circulation: 187,042 (ABC). Dist. throughout WA.

HOBART

THE MERCURY (newspaper), 93 Macquarie St, Hobart, 7000. Phone 2-5001. Telegrams Mercury Hobart.

Editor: R. E. Shone. **Advertising manager:** F. B. Rieusset.

Circulation: Approx. 51,000 (ABC). Dist. in Tasmania.

Also Saturday Evening Mercury. **Circulation** approx. 30,000 (ABC).

Miscellaneous services

- *Advertising Copy Service*
- *Commercial Specialist (TV)*
- *Convention Arrangements*
- *Creative TV Services*
- *Costume Hire*
- *Film Treatment*
- *Large Screen Projection*
- *Negative Cutting*
- *Photographers (Commercial)*
- *Radio-TV Jingles*
- *Radio-TV Scripts*
- *Reference Books*
- *Slide Specialists*
- *Staff Consultants*



ADVERTISING COPY SERVICE

KEY FEATURES. 4th Floor, 11 Loftus-st. Sydney, 2000 (27-2615).

Directors: Frank Cayley, Marea Cayley.

Company's Operation: Supplies syndicated advertising copy service to Australian and overseas stations. Also handles special copy-writing assignments, historical research and writes entertainment scripts for press, radio & TV.

COSTUME HIRE

BELLS & BOWS (fancy costumes), 93 The Boulevard, Strathfield, 2135. Box 219, PO, Strathfield. Phone 76-6900.

CANN'S BRIDAL SALON (wedding and evening gowns, dress suits, tails, for sale and hire), 61 Market St, Sydney, 2000. Phone 61-8501.

JENN'S (children's): 207 Darlinghurst-rd. Kings Cross, 2011 (31-5182).

J. C. WILLIAMSON THEATRES LTD (general). 51 Castlereagh St, Sydney, 2000 (28-4451).

COMMERCIAL SPECIALIST (TV)

EVIE HAYES (MAHONEY-HAYES ENTERPRISES PTY LTD), 39 Alexandra-ave. Sth Yarra, Melbourne, 3000.

Directors: Will Mahoney, Evie Hayes, H. F. Fox.

Specialises in TV commercials, floor shows and cabaret shows. Also TV production unit and talent and coaching school.

CONVENTION ARRANGEMENTS

BISHOP, JOHN S. & ASSOCIATES, Suite 21 Stanhill, 30 Queens Rd, Melbourne, 3004. Phone 26-1902.

Managing director: John Bishop.

Complete service in organisation of sales and trade conventions, special promotions, mannequin parades and similar type functions.

FILM TREATMENT

PERMAFILM AUSTRALIA PTY LTD, 76-80 Myrtle St, Chippendale, 2008. Phone 69-7119. Telegrams Permafilm.

Directors: W. B. Berryman, D. McKean, O. F. Emery, G. C. Bunyan.

Company's operations: Permafilm protection services, Permafilm (scratch removal

treatment) general servicing and despatching. Pstate repr.: K. G. Film Services, Melbourne.

LARGE SCREEN TV PROJECTION

TELEPROMPTER CORPORATION-DALTO ELECTRONICS, USA, Robert Ward of Dendy Cinema, 26 Church-st, Brighton, Victoria, 3186. Phone 92-3191.

Specialises in b&w and color projection onto screens ranging in size from 8ft to 30ft, suited to use in TV studios, hotels, clubs for off-air and closed circuit application.

FRONT PROJECTION COMPANY PTY LTD, 167 Blues Point Rd, McMahons Point, NSW, 2060. PO Box 25, Killara, NSW, 2071. Phone 919-4361, 92-6138.

Directors: H. R. Brett Hall, Stefan Sargent. Front projection systems, black & white and color for TV and film studios.

NEGATIVE CUTTING

CARDIN FILM SERVICE, C/o Automatic Film Laboratories Pty Ltd, 513 Dowling-st, Moore Park, NSW, 2010. Phone 31-4131.

Director: M. Cardin.

Specialises in negative cutting — 35mm & 16mm, black & white & color, ABC rolls. synchronising tracks.

PHOTOGRAPHERS (Commercial)

BAGLIN, DOUGLASS PTY LTD, 100 Pacific Highway, St Leonards, 2065. 43-6311.

Directors: Douglass Baglin, Ron Israel.

Handles all types of PR, trade and press photography, with own photographic studio and processing and enlarging facilities, and also advertising illustrations in color and B&W and trick illustrative photography. Color processing facilities.

BIERRE, ERIC W., 132 William-st, Sydney, 2000. Phone 31-5111.

Handles all types of PR and trade photography, with own studio and printing facilities. Quick service on bulk printing.

KEEN, L. and D., PTY LTD, 24 Musgrove Rd, Red Hill, Brisbane, 4059. Phone 2-2468.

Photographic staff: L. N. Keen, D. L. Keen, L. Twigg, R. Gotje, L. Marchant, B. Rogers.

Handles all types photography, PR illustrative, advertising, aerial, color & black and white.

Six photographers. Four large air conditioned darkrooms, 1500 square feet studio space geared to handle inter and intra-state assignments. Four two-way radio cars.

McQUILLAN, ERN, 393 New South Head Rd, Double Bay, 2028. Phones 36-1764, 36-1766.

Principal: Ern McQuillan.

Specialises in all types of photography including commercial, architectural, aerial, sport, fashion and industrial. Guarantees 24-hour service on all assignments.

RICHARDS, LAURIE, 4 Tower-ave, Alphington, Victoria, 3078. Phone 48-1528, 48-5541.

Principal: Laurie Richards.

Specialises in PR, trade and press photography, with own processing and printing facilities.

SCOTT POLKINGHORNE & OWEN STEVENS PTY LTD, 24 Jamison St, Sydney, 2000. Phone 27-5081, 27-5082.

Directors (and cameramen): Scott Polkinghorne, Owen Stevens.

Handles all types of PR, trade and press photography, with own photographic studio and full processing and printing facilities.

Main clients include Sydney radio and TV stations, agencies and advertisers.

TEMPO PHOTOGRAPHIC & BROMIDING SERVICES, 50 Albert Rd, Melbourne, 3000. Phone 69-1164.

Directors: Rodney Squires, Eric Verity, Richard Fry.

Operations: Advertising photography and art services.

RADIO-TV JINGLES

ALAN DEAN ENTERPRISES PTY LTD, 22 Alfred St, Milson's Point, North Sydney, 2061. Phone 929-8388, 92-7722.

Studio: 96 Glebe Rd, Glebe, 2037.

Specialises in creation and production of commercials and sound tracks for radio and TV; promotional music for radio stations.

ARMSTRONG, BILL, PTY LTD, sound recording studios, 100-110 Albert Rd, South Melbourne, 3205. Phone 69-2123 (3 lines).

Directors: W. R. Armstrong (mng dir), S. E. Armstrong (secy).

Executives: Mrs Norma Rees (studio co-ordinator), Roger Savage (senior engineer). **Associate:** John Hawker (music consultant).

Facilities: Two studios each with a 4-track Ampex mastering recorder. Stereo 12-channel mixing desk. Ampex and Rola mono and two-channel recorders. EMT echo plate. Nagra sync-pulse recorder and 17.5mm sprocketed recorder. Disc recording service including processing. Specialising in origination and production of singing commercials, music for documentary films and production of 'pop' records for major record companies.

BOB GIBSON PRODUCTIONS PTY LTD, 207 Darlinghurst Rd, Kings Cross, NSW, 2011. Phone 31-6546.

Managing Director: Bob Gibson. **Executive Director:** Jim White.

Specialises in origination and production of singing commercials and film background music.

CHRISTOPHER PRODUCTIONS PTY LTD, 61 Old Northern Rd, Baulkham Hills, NSW, 2153. Phone: 639-6129, 630-1667.

Executives: R. D. Drummond (gov. dir), W. J. Mills (mng dir).

Facilities: Two sound studios for music and voice recording. Equipment includes EMI, Rola and Nagra recorders. Multi-channel mixing consoles, with individual echo, equalisation and reverb.

Sprocketed recorders, complete Nagra sync-pulse recording and transfer facilities. Mood music and sound effects library. Closed circuit TV film projection. Neumann, Altec, RCA, Electrovoice, AKG mikes, Ortofon pick-ups, CE turntables, and Auto-Cue. Complete film production facilities also available.

Services: Production of jingles, background music, film soundtracks, and television commercials. Original music written and recorded in company's studios on either tape, disc or sprocketed magnetic film.

BRUCE CLARKE'S JINGLE WORKSHOP PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Alf Bean, Georgia Clarke.

Studio co-ordination: Marion Watson.

TV, film and radio sound recording studios. Specialises in creation of jingles, sound concepts and composition of film background music. Staff arrangers, composers and talent. Winner TV Society's 1966 and 1967 Original Music Award.

Studio available for all types of spoken announcement recordings and music sessions.

Equipment and facilities: 16-channel 4-track mixing console; 4-track/1/2 inch tape Ampex mastering recorder; 3 x mono 1/4 inch Ampex solid-state tape AG350 recorders; EMT reverberation plate; Gramplan disc cutting lathe, Pultec equalisers, Philips limiters, Concertone 2-track recorder, flutter and Gramplan reverberation; Leak amplifiers and speakers, Neumann, RCA, Beyer and Sennheiser microphones; Ortofon pick-ups and turntables; 17.5mm sprocketed recording (24/25 FPS).

Electronic music division equipment: Hewlett Packard frequency counters; multi-wave form tone generation bank; multi-vibrators/ring modulators; attack and decay bellgates; variable speed playback machines.

Large acoustically treated studio with sliding wall to allow assortment of studio shapes for different orchestral combinations and sound colorations. Full tape to disc

handling and despatch service; large mood music library; large sound effects library; 12 inch promotional disc Music to Sell By (Vol. 7) and tapes of actors' voices available on request.

GODELRICH PTY LTD, 64 Clendon-rd, Toorak, Vic., 3142. Phone 24-6855.

Directors: Dick Healey, Della Healey.

Specialist in music for advertising and documentary films.

JOHN HAWKER, music consultant, 100 Albert Rd, South Melbourne, 3205. Phone 69-2123.

Specialises in origination and production of singing commercials, background music for films and 'pop' records. Associated with Bill Armstrong Pty Ltd sound recording studios.

PHILLIPS LONG ASSOCIATES (incorporating Fredbarn Productions), 163 Archer St, Nth Adelaide, SA, 5006. Phone 6-8512.

Directors: A. D. Phillips, W. D. Long (partners).

Radio and TV jingles, commercial and general recording studios, voice production, speech improvement training, radio-TV announcing school, advertising and PR consultants.

RADIO-TV SCRIPTS

SOUTHAN, JANNIE, 209 Underwood-st, Paddington, Sydney, 2021. Phone 27-9154 (Home, 32-6905). Specialises in freelance radio-TV film scriptwriting.

REFERENCE BOOKS

DEANE, OLGA, Flat 7, Baradine, King-st, Randwick, NSW, 2031. Phone 39-3551.

Professional artists, press-cutting books collated and compiled.

SLIDE SPECIALISTS

GREEN, H. B. & CO., PTY LTD, 129 Leichhardt St, Brisbane, 4000. Phone 2-8518, 2-9617.

Principal: Barry Green.

Commercial, industrial photographers, TV & screen slides, also 16mm film production for TV and industry.

STAFF CONSULTANTS

ADAM & ASSOCIATES PTY LTD (INC. ADAM CALCULATING AGENCY AND THE ADAM SECRETARIAL COLLEGE), Lincoln Hse, 280 Pitt St, Sydney, 2000. Phone 61-8816.

Managing director: G. Richard Seligman, MIL.

Executives: G. Richard Seligman, MIL (consultant, exec. selection), Eileen O'Neill (secretarial staff consultant, examiner, in charge clerical services), Thelma A. Mitchell (client liaison, special projects, staff surveys).

Special staff consultants to advertising and allied industries. Registers of experienced personnel seeking positions maintained. Temporary secretaries, typists, receptionists, comptometrists, etc., available at short notice.

Sydney consultants for interstate and overseas agency appointments

Advertising agencies

- *New South Wales (pages 272-293)*
- *Victoria (pages 293-310)*
- *Queensland (pages 310-316)*
- *South Australia (pages 316-321)*
- *Western Australia (pages 321-325)*
- *Tasmania (page 325)*
- *Overseas agencies accredited (page 326)*

ABBREVIATIONS: **FACB** — Federation of Australian Commercial Broadcasters; **TAB** — Television Advertising Board (division of the Federation of Australian Commercial Television Stations); **ANC** — Australian Newspaper Council; **ANPA** — Australian Newspaper Proprietors' Association; **PPAB** — Provincial Press Accreditation Bureau; **AAB** — Advertising Accreditation Board; **ABC** — Audit Bureau of Circulations; **NPA of NZ** — Newspaper Proprietors' Association of New Zealand.


 The logo for 2SM, featuring the numbers '2' and 'S' in a large, bold, black font, with the letter 'M' in a smaller, bold, black font to their right. The letters are set against a white background within a black-bordered box.

**The Station That Started
Two-Way-Radio**

2SM388C

NEW SOUTH WALES

ALDWYCH ADVERTISING (NSW) PTY LTD, 65 Campbell St, Sydney, 2000. Phone 26-2721. Telegrams Aldwych Sydney.

Directors: F. M. Small (mng dir), G. L. Bride, P. H. Knibbs.

Executives: P. H. Harper, P. R. Lain, J. G. Fearnside (secy & acct), D. C. Gibson (production), Miss N. Conway (media).

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

I/state Repr.: See Melbourne and Adelaide entries.

Clients: Ace Footwear Co. Pty Ltd, Alliance Holdings Limited, Australian Universal Services Pty Ltd, Brownbuilt (NSW) Ltd, Bruce Small Enterprises, Crane Australia Pty Ltd, Dunlop Australia Limited (Footwear & Garments Division), Dunlop Oldham Pty Ltd, Dunlopillo Pty Ltd (Dunlopillo & Sleepmaker Mattresses and B.B.B. Bedding, Dunlop Flooring Division), Hazell & Moore Pty Ltd, NSW Government Railways, Power Cables of Australia Pty Ltd, Port Implements (NSW) Pty Ltd, Railways of Australia, Rolls-Royce of Australia Pty Ltd, Rolls-Royce Ltd (Aero), Were, J. B. & Son.

ANIVITTI ADVERTISING PTY LTD, 9-11 O'Connell St, Sydney, 2000. Phone 28-1268-9.

Directors: C. F. Anivitti, D. Anivitti, T. N. Robson.

Executives: D. M. Jacka, N. Knaster.

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

Clients: Acceptable Finance Corp. Ltd, Acoustical Prescriptions Pty Ltd, Alfarm Distributors Pty Ltd, Consolidated Metal Products Ltd, Deposit and Investment Co. Ltd, Earlwood-Canterbury Permanent Building Society Ltd, Elder Smith Goldsbrough Mort Ltd, Friends Provident & Century Life Offices, Hallstroms Pty Ltd, Hawkins Ltd, Heating Systems Pty Ltd, Hyman Apparel Pty Ltd, Macquarie Worsteds Ltd, Mark Allen Slacks Pty Ltd, Moffat Virtue Ltd, Moffat Virtue (Qld) Pty Ltd, Orange Steel Tank Co. Pty Ltd, Oxford Electronic Industries Pty Ltd, Parod Pty Ltd, Polystrom Plastics Pty Ltd, J. A. Prestwich-Virtue Ltd, R&N Trading Co. Pty Ltd, R&N Project/Lease, Reuben F. Scarf, E. Sissions, Smith & Gluyas Pty Ltd, Solo Distributors Pty Ltd, Superb Jewellery Pty Ltd, E. R. Squibb & Sons Pty Ltd, Sydney Timber Treatment Pty Ltd, Taronga Zoological Park Trust, Trelawney Developments Pty Ltd, Vanderfield & Reid Ltd, Wardrope & Carroll Pty Ltd, Waval-Thermal Pty Ltd. K. G. Westerweller, C. Winkworth & Sons Pty Ltd.

OGILVY & MATHER

(AUSTRALIA) PTY. LTD.

Advertising

MELBOURNE AND SYDNEY

Michael J. Ball,	566 St. Kilda Road,	Telephone: 51-8521.
Chairman and	Melbourne, 3004,	Telegrams: Ogilvex,
Managing Director.	Victoria.	Melbourne.

Melbourne, Sydney, New York, London, Frankfurt, Toronto, Milan, Vienna

BAKER YOUNG PTY LTD, St John's Bldg, Church St, Parramatta, 2150. Phone 635-9643, 635-5433.

Directors: Ronald Jack Baker, Marjorie Blanche Baker, Herbert Ronald Young.

Principal executives: R. J. Baker (govn. dir), N. J. Hume (media mngr), M. B. Baker (dir), H. R. Young (art dir), D. M. Smallwood (prod. mngr).

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

Clients: Chainex Australasia Pty Ltd, Clifford Associates, E. J. Cooper & Son Pty Ltd, J. P. Cordukes Pty Ltd, Denman Homes Pty Ltd, Dexion (Aust.) Pty Ltd, Dunrobin Poultry Stud, Group Garages Pty Ltd, Gavan & Shallala, Green's Multiple Feed Supplement, Harveys (P'matta) Ltd, Indelab Pty Ltd, Jacent Industries Pty Ltd, Johnsons Fashion House, Joseph Auto Hot, Martin Wells Pty Ltd, Max United Tyre Service, Mungo Scott Pty Ltd, Neeta Constructions Pty Ltd, Parramatta Motel, Prestige Group (Aust.), Pride Marine Corporation, Regal Shirts, Service Paint Co., St George & Cronulla Building Society, Scientific Poultry Breeders, Wade Thomas Pty Ltd, Wolsley Chemicals, Colin Young.

BAUME, CHAPMAN & BAUME PTY LIMITED, The Baume Bldg, 111 Pacific Highway, Nth Sydney, 2060. Phone 92-0291. Telegrams Sebaumco, Sydney, Melbourne.

Directors: Sidney Baume, Derek Baume, Dr Peter Baume.

Executives: J. Bryden-Brown, E. Horscroft, D. Horne (art dir), N. Bush (media), D. Bowen (Melb. mngr).

Branch: Eton Square, 476 St Kilda Rd, Melbourne, Vic, 3004. Phone 26-3705.

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

Clients, Sydney: Australian Soccer Federation, A. W. Barrs Pty Ltd, British Paints Ltd, Celco Manufacturing Co. Pty Ltd, Joseph Dahdah & Co. Pty Ltd, Edwards Laboratories, Food Additives of Aust., Greendale Engineering & Cables Pty Ltd, Gresham Industries Pty Ltd, Grazcos Co-op Ltd, Hardy Brothers Ltd, H. M. Middlebrook

Pty Ltd, NSW Federation of Soccer, Phaumco (Aust.) Pty Ltd, Protjen Sales, Raco-Bissell (Aust. Pty Ltd) Raco Corporation Pty Ltd, Rosken Pharmaceuticals Coy (Aust.), Sandoz Pharmaceuticals, Seeburg (Aust.) Pty Ltd, Selley Chemicals Ltd, Stead & Baker Pty Ltd, Willard (Aust.) Pty Ltd, Wimpey, George & Co., Zellweger (Aust.) Pty Ltd. **Melbourne:** Bendigo Pottery, Dominion Reinforcement, Fanner Manufacturing Co. Pty Ltd, Horner & Lockyer, Jex Pty Ltd, Maclaren Laboratories, Masport (O'seas) Ltd, Merva Pty Ltd, Peerless Emulsion Pty Ltd, Shor-Lube Products Pty Ltd, Standard Steel, Stanley Rogers & Son Ltd, Stead Industries, Straightway Motors Pty Ltd.

BENT, NORMAN, ADVERTISING, 93 Mount St, North Sydney, 2060. Phones 92-2912, 92-2921, 92-7406.

Directors: Norman Bent, Joan Bent (partners).

Executives: Joan Bent (mngr radio-TV & fashion depts).

O'seas Repr.: Belden & Frenz & Lehman Inc., Cleveland, Ohio, USA.

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

Main air media clients: C. V. Holland Pty Ltd, Raymond Mullis Pty Ltd.

BERRY CURRIE ADVERTISING (NSW) PTY LTD, 390 Pitt St, Sydney, 2000. Phone 61-8361. Telegrams Unsullied Sydney.

Directors: W. C. Currie (chrmn), J. C. Currie (mng dir), W. A. Currie, J. D. Singleton.

Executives: W. A. Currie (account supervisor), J. D. Singleton (creative dir), D. McAllan (art dir), B. Cumming (art dir), J. Madden (media supervisor), R. Reynolds (media), B. Hendy (prod. mngr), N. R. Marr, R. Turner, G. Austin, M. Delbecque, I. Hall-Johnston (account execs), W. Mundel (finished art dir), S. W. E. Benson (acctnt).

Accreditations: ANC, AAB, PPAB, ABC, NPA of NZ, FACB, TAB.

DOMINATING 280,000 PEOPLE IN

WESTERN VICTORIA



... AND TRANSLATORS

BTV Channel 9, Warrnambool

BTV Channel 11, Portland

Refer Page 174 for full details

Clients: Alderson Mail Order Division, Associated Battery Makers of Australia Pty Ltd, B. J. Ball Ltd, Blistex Inc., The Boeing Co., City of Newcastle Gas & Coke Co. Ltd, Cleveland Machinery Pty Ltd, Crown Controls Australia Pty Ltd, Dae Health Laboratories, S. & E. Downie Pty Ltd, Estee Lauder (Australia) Pty Ltd, Eversharp stainless steel blades, Federated Engineering Industries Ltd, Gollin & Co. Ltd, Hastings Deering Ltd, Alan Hayes International (wigs), ICIANZ Ltd (Rural Div. & Pharmaceutical/Savlon), Industrial Controls Pty Ltd, A. V. Jennings Industries (Aust.) Ltd (NSW Homes Division), Kerrs Jewellers, Kodak (Australia) Pty Ltd, Laporte Chemicals (Aust.) Pty Ltd, S. T. Leigh Pty Ltd, McFarlane & Burns Pty Ltd, Meggitt Ltd, Michael Nairn & Co. (Australia) Ltd, Muir & Neil Pty Ltd, Norman G. Booth Pty Ltd, National & General Insurance Co. Ltd, Optrex (Overseas) Ltd, Ponsford, Newman & Benson Ltd, Power Engineering Supplies Pty Ltd, Realty Realizations Ltd, Royal Hawaiian Perfumes Ltd, Schick Safety Razor Company, Arthur Stutchbury Pty Ltd, Style Kitchens Pty Ltd, Swane Bros Pty Ltd, John Thompson (Aust.) Pty Ltd, C. N. Taubman (paint), University Graham Instruments Pty Ltd, C. J. Van Houten & Zoon, NV, Webster, Jack & McDonald Pty Ltd.

BEST & SWIFT PTY LIMITED, 235 Clarence St, Sydney, 2000. Phone 29-8446. Telegrams Swiftads.

Directors: R. A. Swift (mng dir), Mrs G. Swift, R. Swift, Mrs Joan Anderson.

I'state repr.: Best & Company Pty Ltd, 622 St Kilda-rd, Melbourne (51-0251).

Accreditations: FACB, ANC, PPAB, TAB, AAB, Member ABC, CAB.

Clients: A.C.T. Nappy Services Pty Ltd, Adams Hotel Pty Ltd, Apeco of Australia Pty Ltd, Armco (Aust.) Pty Ltd, Arnel Promotions, Australian Cream Tartar Pty Ltd, Booth's Distilleries (Aust.) Pty Ltd, Clark Equipment (Aust.) Pty Ltd, Detroit Engine & Tool Co., Hyman Don & Son Pty Ltd, Dick Keep Travel Pty Ltd, Edges & Teeth Supply Co., Election Importing Co. Pty Ltd, Fowler, R., Ltd, Frost Bland International Pty Ltd, Gibson Battle & Co. Ltd, Le Tourneau Westinghouse Pty Ltd, Le Tourneau Westinghouse Sales & Service Pty Ltd, McCallum, D. & J. Ltd, McMahon, Kenneth & Partners Pty Ltd, Metrep Services Pty Ltd, Moteliers Limited, Newcastle Broadcasting & Television Corp. Ltd, Pacific-Ace Equipment Co, Pacific Industrial Marine Engine Co. Slazengers (Aust) Pty Ltd (Dunlop Sports Good Division), South Pacific Engineering Pty Ltd, Tucker & Co. Pty Ltd, Tutt Bryant Ltd, Allis Chalmers-Barber-Greene-Pleuger, Vegetable Oils Pty Ltd, Villawood Textile Co., Walder S. Pty Ltd.

BOXALL, EDWARD & ASSOCIATES PTY LTD, 52 Berry St, North Sydney, 2060. Phone 92-7327, 92-3133.

Directors: Edward Boxall, Lorelei Gillian Boxall.

Executives: Alan Clayton (gen. mngr), Jean F. Kenna (asst gen. mngr), Vivian R. Mare (art dir), Peter D. Griggs (prod. mngr).

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

Clients: Adrian Laboratories Pty Ltd, Amolin Laboratories Pty Ltd, Aust. Block & Chain Co. Pty Ltd, Clark, Fred Pty Ltd, Colourvision Rentals Ltd, Consolidated Hi-Lift Hoists, Davies Industrial Equipment Pty Ltd, Davies, R. B. Pty Ltd, Diamond Traders Pty Ltd, Dundas Smith & Son Pty Ltd, Gurnett & Wallis Pty Ltd, Howard Rotavator Pty Ltd, Kitchenkraft Pty Ltd, Krysler Paints Pty Ltd, Lien, Jorgen S. (Retail) Pty Ltd, Pye Business Machines Pty Ltd, Pye Industries (Sales) Ltd, Replacement Parts (NSW Div.) Pty Ltd, Sheraton Products Pty Ltd, Sterling Northside, Strata Development Corp. Ltd, Tecnico Electronics Pty Ltd, United Dominions Corp. (Aust.) Ltd, Vincent Bros Pty Ltd, Wells Persin Pty Ltd.

BURROWS, GLEN R., ADVERTISING, 480 Hunter St, Newcastle, NSW, 2300. Phone 2-1240, 2-3392.

Executives: G. R. Burrows (gen. mngr), D. M. Hart (mngr), A. J. Rothapfel (snr acct exec.), W. Riddell (acct exec.).

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

Clients: American Health Studio, C. A. Burgmann Pty Ltd, Caldwells Jewellers, Domestic Machinery Co. Pty Ltd, Walt Edwards Pty Ltd, Elliotts Pty Ltd, Goolds Limited, Great Northern Hotel, Eric Hardman, Harles Herbal Laboratories, Hunter Broadcasters Pty Ltd, Hunter Valley County Council, Hunter Valley Co-op. Dairy Co. Ltd, Industrial Galvanisers Pty Ltd, Kalie Blind & Awning Co., Lindens Shoe Salon, J. Mackie & Co. Pty Ltd, National Co-op. Insurance Co., Newcastle Co-op. Building Society, Newcastle Lime & Cement Pty Ltd, Oldham Bros Smallgoods Pty Ltd, W. A. Pallett Pty Ltd, Paul Bros Laundry, Peter Doyle & Sons Pty Ltd, Pullins Pty Ltd, Shortland County Council, J. Simpson & Co. Pty Ltd, Steggle's Pty Ltd, Windsor Products Pty Ltd.

CAMP ADVERTISING INC. PTY LTD, Morrison House, 85 William St. Sydney, 2000. Phone 31-0747. Cables Salespower.

Divisions: Food & Grocery Advertising Associates, Medic-Media Advertising Associates, Retail Advertising Associates.

Executives:... Nowell D. Jones (chrmn), Albert J. Camp (mng dir), Donald Morgan (finance dir), Hazel Pope (company secy), Diana Richards (acct), John S. Stafford (prod.), Peter Anderson (prod.), Richard May (art), Margot Pickett (media).

Accreditations: ANC, AAB, FACB, PPAB, ABC, NPA of NZ.

Clients: Apothecary Cathay (UK), Bonanza Bargain Centres, Bosclip Distributors Pty Ltd, Brakpan Chemical Manufacturing Co. Pty Ltd, Caroline Ford, Cello Paper Pty Ltd, Defender Co. Pty Ltd, Denver Laboratories (Aust.) Pty Ltd, Devondale Cream Pty Ltd, Duty Free Stores Pty Ltd, Edels Pty Ltd (mail order), Edmund Scientific Co., Ezo Products Co., J. Farren Price Pty Ltd, Forbex Australia Pty Ltd, Foster Clark (Australia) Ltd, Fulford Williams Pty Ltd, G. G. Benjamin Pty Ltd, Gartrell White (Cakes) Pty Ltd (Stuarts Cakes of Quality), Goldstein Refrigeration Pty Ltd, Gordon Terrey Pty Ltd, Grocery & General Merchants Pty Ltd, Handbags of Australia Square, Health Aids Co., S. A. Jackson & Co. Ltd, Library of Knowledge Co., Lingard Education Centre Co., Lingard Investments Pty Ltd, Lingard Mail Order Shopping Co., Liquidation Sales, Lloyd & Co. Pty Ltd, Los Angeles Handbags Pty Ltd, Marlan Australia Pty Ltd, Marshalls Motors Pty Ltd (Mercedes-Benz cars), Martin Pretorious School of Nutrition, Modern Science Supplies Co., Morrison Outdoor Catering & Co. Pty Ltd, National Mail Order Shopping Co., New Era Science Co., New Century (Fulbloom) Laboratories Pty Ltd, PDF (Vita Foods Supply Co. Ltd), Permewans Ltd, Pollock, T & Sons Pty Ltd, Randwick Veterinary Laboratories Pty Ltd, Sally James Co., Science International Co., Science Education Co., Singleton & Vaughan Pty Ltd, Siroil Laboratories Pty Ltd, Sidney Rubner Jewellers, Stones & Findings of Australia Pty Ltd, Swiss Factory Representatives, Vacu-Lug (NSW) Pty Ltd.

CANNY GABRIEL-CASTLE JACKSON ADVERTISING PTY LTD, 47 Castlereagh St, Sydney, 2000. Phone 28-4964. (Incorporates Castle-Jackson Advertising, NSW, and Fergus-Canny-Gabriel Pty Ltd).

Directors: G. A. Gabriel (mngr), G. E. Bock.

Accreditations: FACB, ANC, AAB, FACTS, PPAB.

Main clients: Australian Rum Distillers, Avis, California Chocolates, Continental Carbon, Lindemans Wines, Orrefors Crystal, Parlourcars, Robert Bruce Slacks, Silkymit.

CLARKE, GEORGE ADVERTISING AGENCY PTY LTD, 13-29 Nichols-st, East Sydney, 2010. Phone 31-2873, 31-7911, 31-7698.

Directors: G. S. Wronker, R. Strauss.

ADVERTISING AGENTS

remember

▼
26-5561
▼

for

SERVICE —
QUALITY —
ECONOMY —
TYPEFACES —
▼

J. SYDNEY HORTON PTY. LTD.

526 KENT STREET SYDNEY

Accreditations: Outdoor Advertising Assn of Aust., FACB. (Other accreditations applied for.)

Clients: Vincent Chemical Co. (part), Pip's Products, Coca-Cola Bottlers (Sydney) Pty Ltd (outdoor), John Dewar & Sons Ltd (part), CSR Co. Ltd, building materials division (part), Fibrous Plaster and Plaster Board Association of NSW, Mirror.

JOHN CLEMENGER (NSW) PTY LTD, AWA Bldg, 47 York St, Sydney, 2000. Phone 29-4552. Telegrams Clemenger Sydney.

Directors: J. L. Clemenger, P. G. Clemenger, P. B. Cooper, C. R. Cruickshank, D. G. Hall, P. G. Rankin.

Account Executives: J. Sambrook, A. Swavley, A. Tindale, H. Cook (accountant), R. Meillon (copywriter), John Pettett (media mngr), G. Fisher (production mngr).

Accreditations: FACB, FACTS, ANC.

Clients: Australian Ceramic Wall Tiles, Australian Council of Churches, Armstrong Cork, Arnott Brockhoff Guest, Avon Products, Bars Leaks, Beynon & Beynon, Braemar Engineering, Century Storage Batteries, Conditionaire Australia, Corning Glass Works, Cyclops & Lines Bros (Aust.), Driklad, Eilbeck Distributors, Farrell Lines, Harbottle Brown, Hawksley Products, Humes Ltd, International G.E., Japan Air Lines, Lily Cups Overseas Ltd, Luna Park, K. G. Murray Publishing, New Caledonia Office du Tourism, Parke Davis, Remington Arms, Salmond & Spraggon, Scanlens Sweets, Sheraton Motor Hotel, Stevenson & Co., Triumph Motors.

CORBETT, NEVILLE, ADVERTISING PTY LTD, 66 Arthur St, Nth Sydney, 2060. Phone 929-8644 (5 lines).

Directors: N. J. Corbett, B. E. Corbett.

Executives: N. J. Corbett (gov. dir), B. E. Corbett (creative dir), I. Intemann (secty), R. F. Clowes (media mngr).

Accreditations: ANC, FACB, PPAB, TAB.

COUDREY - CAMPBELL - EWALD PTY LTD, 155 Castlereagh St, Sydney, 2000. Phone 61-6965, 61-9143. Telegrams Sagitarius.

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Clients: Air India, Air New Zealand, The Australian Woollen Mills Ltd, Bank of NSW, Arthur Bell & Sons Ltd, British Institute of Engineering Technology, Bronte Industries, Brown & Dureau Ltd, Castrol Ltd, Chapmans Ltd, Consolidated Neon Ltd, The Distillers Agency Ltd, Dobsons Foods (Aust.) Pty Ltd, Duly & Hansford, Endurance Electric Pty Ltd, FBA Pharmaceuticals Ltd, Figure Control Co., Formica Plastics Pty Ltd, Fulford Williams Pty Ltd, Govt. of India, Dept. of Tourism, Hardie-Ferodo Pty Ltd, Kockum (Aust.) Pty Ltd, Hotel Services Pty Ltd, IBM Australia Ltd, Kawneer Co. Pty Ltd, Keys & Co. Pty Ltd, Mutual Rental Cars Ltd, National Roads & Motorists Association (NSW), New Zealand Government Tourist Dept, NZ Breweries Ltd, Newsweek, Parker Pen (Aust.) Pty Ltd, J. W. Parker (Furniture) Pty Ltd, Science Research Associates Pty Ltd, Sharpe Bros Pty Ltd, S&G Pty Ltd, Sidney Raper Pty Ltd, Sebels (Australia) Ltd, Simon Carves (Aust.) Pty Ltd, Smith & Nephew (Aust.) Pty Ltd, Speedo Knitting Mills Pty Ltd, Tourist Hotel Corporation of New Zealand, The Town House Pty Ltd, Tucker & Co. Pty Ltd, The Union-Fidelity Trustee Co. of Aust. Ltd, Woolworths Limited.

COUNTRY PRESS LTD, Newspaper Hse, 44 Pitt St, Sydney, 2000. Phone 27-5754. Telegrams, Copress.

Directors: E. W. Robinson, J. J. Bradley, R. L. Blake, H. Joseph.

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Accreditations: AAB, PPAB, FACB.

DEAN FORBES ADVERTISING SERVICE PTY LTD, Kent Hse, 88 Liverpool-st, Sydney, 2000. Phone 26-6037 (3 lines).

Directors: D. M. Barrie (mng dir), I. G. Johnston, D. W. Maher.

Executives: D. M. Barrie (mng dir), I. G. Johnston (dir), E. T. Middleton (acct-exec. & copy), S. White (prod.), L. Reed, H. La Fontaine (media), A. Wadey (art dir), I. MacGregor (acct).

Accreditations: ANC, FACB, TAB, ABC, PPAB, AAB.

Clients: Academy of Professional Hair Stylists, Alstergren Pty Ltd, Bearing Service Co. (Holdings) Ltd, Boscobel Stud, Bourne Industries Ltd, Bryan Trading Co. Pty Ltd, Carter Wallace, Chemical Materials Ltd,

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DUCK, F. C. ADVERTISING, 340 Pitt St, Sydney, 2000. Phone 61-6381-2.

Principal: F. C. Duck.

Executives: W. A. Eagle (media & prod.)

Accreditation: ANC.

mng'r, D. M. Aitken (art dir).

DUVAL, JOHN C., ADVERTISING PTY LTD, 40 Market St, Sydney, 2000. Phone

29-7971.

Directors: John C. Duval, R. L. Duval.

Executives: K. D. Johnson (copy), L. Young (prod.), M. Guthrie (media).

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Executives: B. Goulston (mngr, creative services), D. Baird (mngr, client services), W. Cavanough (acct-exec.), R. Walls (media mngr), A. Ross (studio mngr).

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

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Clients: Amalgamated Wireless (A'sia) Ltd, Brolite (NSW) Pty Ltd, Dalgety Trading Co. Pty Ltd, Edgell Canned Foods, Bird's Eye Frozen Foods, Gerber Baby Foods, Elna Sewing Machine Pty Ltd, Gollin & Co. Pty Ltd, Lend Lease Corporation Ltd, Metters Ltd, G. C. Singleton & Co. Pty Ltd, Bennett Honda Pty Ltd, Lawrence Dry Cleaners Pty Ltd, Manufacturers Special Products, Hawker De Havilland Marine.

FAEN, J. ADVERTISING, 80 William St, Sydney, NSW, 2011. Phone 31-0801-2.

Directors: J. Faen (mng dir), R. Faen.
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Accreditations: ANC, FACB, TAB, AAB, PPAB.

Clients: Advance Containers Pty Ltd, Advance Plastics Pty Ltd, All Floor Applications Pty Ltd, Arcos Industries Pty Ltd, Australian Fittings (Sales) Pty Ltd, W&T Avery Australia Pty Ltd, Peter Barry (Holdings) Pty Ltd, Peter Barry's Norge Villages, Blok Van Rooyen & Co. Pty Ltd, Burns Consolidated Ltd, Capri of California Pty Ltd, Concrete Constructions Pty Ltd, Cordex Industries Pty Ltd, Corlasto Pty Ltd, Current Book Distributors Pty Ltd, Equipment Distributors Pty Ltd, Framac Industries Pty Ltd, Griffiths Bros Ltd, Hospital TV Rentals Pty Ltd, Imperial Carpets Pty Ltd, Kennard Industries, Kennards Hire Service Pty Ltd, C. Koss & Co. Pty Ltd, Novelty Importers Pty Ltd, Orbit Chemicals Pty Ltd, Pascal-Phillips Pty Ltd, Planned Lighting Co. Pty Ltd, Playbill Inc. Pty Ltd, Premier Windows Pty Ltd, Raticide Co. Pty Ltd, Roussel Pharmaceuticals Pty Ltd, Southgate Investments Pty Ltd, N. J. Suckling Pty Ltd, Sydney Building Information Centre Ltd, Synteko Pty Ltd, Scottish Tailoring Co., T. R. Urban & Co., Vauxhall Products Pty Ltd, Waks Bros Pty Ltd.

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Accreditations: ANC, FACB, PPAB, TAB, ABC, AAB.

Clients: Armstrong, L.A., Pty Ltd, Asea Electric (Aust.) Pty Ltd, Buttercup Bakeries Pty Ltd, Chasers (Distributors) Pty Ltd, Connor Shea & Co. (NSW) Pty Ltd, Connor Shea & Co. Pty Ltd, Dobell Pty Ltd, Dymo Aust. Pty Ltd, Home Laundry Manufacturers Assoc. of Aust., Hunts Marine Centre Pty Ltd, Hunter Douglas Limited — Luxaflex division and Building Products Division, J. D. Industrial Pty Ltd, Life Savers (A'sia) Ltd, Lister Blackstone Pty Ltd, Mastercraft Chocolate Co. Pty Ltd, Metropolitan Business College Pty Ltd, New Zealand Govt Senior

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O'seas repr.: Advertising Associates (NZ) Ltd, cnr. Parnell Rd & York St, Auckland, C4, New Zealand. Associate houses New York, London, Fiji, South Africa.

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Accreditations: ANC, AAB, PPAB, FACB, NPA, of NZ.

Branches: Melb., Bris., Adel., Perth.

O'seas Repr.: Branches, London, Canada; reps S. Africa, USA.

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Directors: T. B. McDonald (mng dir), K. D. Pimblett (deputy mng dir).

Executives: N. J. Muir (company secy), N. W. Fuller (gen. mngr), P. Russell (creative dir), J. Montgomery (marketing services), V. Theodore (media mngr), G. Livermore (prod. mngr).

Accreditations: AAB, ANC, FACTS, FACB, PPAB, TAB.

I'pstate repr.: Grey Advertising Pty Ltd, 792 Elizabeth St, Melbourne, 3000. Phone 34-9001.

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JAMES GREEN & ASSOCIATES, 403-411 George St, Sydney, 2000. 29-7696. 83 King St, Newcastle, 2300. 2-3682.

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

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Executives: J. Ahad (secy), B. Cooper (gen. mngr), P. Maxwell (snr creative exec.), Ian Duguid (snr acctnt-exec.), S. See (media mngr), J. Innes, R. Ash (acctnt-exec.), T. Tate (dir and media mngr), R. Armstrong (prod. mngr).

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HEPWORTH ADVERTISING AGENCY, 2nd Floor, 34 Jamison St, Sydney, 2000. Phone 27-6299.

Director: R. C. Hepworth.

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

Main clients: Traders Pty Ltd, Macy's Furniture, IGY Veterinary Products, Dale & Waters, M. C. Lechner Pty Ltd.

HOLT, E. G., & ASSOCIATES (NSW) PTY LTD, 24 Mount St, Nth Sydney, 2060. Phone 929-7522.

Directors: Eric Grenville Holt, Peter W. Tritsh, Nancy J. Holt.

Executives: Eric Grenville Holt (mng dir), M. Canning (acct dir), J. Godden (acct exec.), J. Barnes (radio & TV dir), J. Tulloch (media mnggr).

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Accreditations: FACB, ANC, ABC, PPAB.

HURST AND ASSOCIATES PTY LTD, 381 Pitt St, Sydney, 2000. Phone 61-9547.

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

Clients: Edward Fay, Farmers, H. K. Porter Aust. Pty Ltd, Boyd Lane Pty Ltd, Bronnley (Aust.) Pty Ltd, Larke Hoskins Pty Ltd, Leisuremaster Productions, Scott's Detergents (A'sia), Western Stores Ltd, P. & R. Williams.

INSIGHT PTY LTD, 45 Market-st, Sydney, 2000. Phone 26-6253. Box 571, GPO, Sydney.

Directors: W. A. Lockley, W. Mundell.

Accreditations: FACB, ANC, AAB, FACTS, PPAB, NPA of NZ.

Clients: Alberto-Culver Company, Arrow Switches (Aust.) Pty Ltd, Australian Land-trusts Pty Ltd, Australian Wine Board, Besser Vibrapac Masonry Ltd, Boyded Pty Ltd, British Medicinals Pty Ltd, Byrne & Davidson Pty Ltd, Byrne & Davidson (Mfg) Pty Ltd, C. A. Valve Corp. Pty Ltd, Commonwealth Chain Company Pty Ltd, Conkey & Sons Limited, Cope Allman (Aust.) Ltd, R. M. Creighton Pty Ltd, The Door Centre, Ferguson's Garden Centres Pty Ltd, G. K. R. Manufacturing Pty Ltd, John Geary Engineering Pty Ltd, G. Gramp & Sons Pty Ltd (in association with Martin Kinnear Clemenger Ltd, Adelaide), Halvorsen Boats, Lars Halvorsen & Sons Pty Ltd, Hard Metals Pty Ltd, Harrison & Attwood Pty Ltd, J. A. Hemphill & Sons Pty Ltd, L. J. Hooker Investment Corp. Ltd, L. J. Hooker Ltd, Hooker-Rex Pty Ltd, Hooker Homes Pty Ltd, International Home Products (Aust.) Pty Ltd, Jeldi Manufacturing Pty Ltd, KGH Pty Ltd, Kentcast Industries Pty Ltd, Lea & Perrins (Aust.) Pty Ltd, Leeds & Northrup (Aust.) Pty Ltd, Lennox Hoists & Cranes, Lenthric Limited, Ern Mackie Pty Ltd, Kenneth Mansergh, R. W. Miller & Co. Pty Ltd, R. W. Miller (Holdings) Limited, Millers Brewery Pty Ltd, Midford Products Pty Ltd, B. O. Morris (Aust.) Pty Ltd, McGarvie

Smith Institute, Network Finance Limited, Newport & Son Pty Ltd, Norman Baker & Longhurst Pty Ltd, Optical Prescription Spectacle Makers, Charles Parsons & Co. Pty Ltd, Pettitt Sevitt Carrying Pty Ltd, William Price Pty Ltd, RCA of Australia Pty Ltd, Rex Hotels Pty Ltd, Roll-A-Door Pty Ltd, Splaydes Pty Ltd, Sydney Legacy, Tomkins Bros. Holdings Pty Ltd, Vokes (Australia) Pty Ltd, R. R. Willing & Sons Pty Ltd, Wine and Brandy Producers Assn of NSW, Charles Young Pty Ltd.

JACKSON, WAIN & COMPANY PTY LIMITED, 40 Miller St, Nth Sydney, 2060. Phone 92-0477. Telegrams Jacksonwain Sydney.

Directors: F. E. Grace (mng dir), J. H. L. Browne, E. R. Dwyer, R. Ford, R. D. Hodgson, T. G. Reece, T. F. Wilson, R. Fountain.

Accreditations: TAB, NPANZ, FACB, ANC, PPAB, AAB.

Clients: AEI Pty Ltd (Mazda, Engineering, Hard Metals), American Cigarette Company (Overseas) Pty Ltd, Amoco Australia Pty Ltd, W. Angliss & Co. (Australia) Pty Ltd, Arthur P. Stewart (Akubra Hats) Pty Ltd, Australian Consolidated Press (Everybody's, Sunday Telegraph), Australian Wool Board, P. Beiersdorf & Co. A. G., Berlei Limited, Bristol-Siddeley Ltd, Cobbitty Farm Bakeries Pty Ltd, Commonwealth Distilleries Pty Ltd, Commonwealth Steel Co. Ltd, Consolidated Milk Industries Ltd, Cottee's Limited, J. M. Devery, Ernest Hiller Apparel Pty Ltd, Foremost Consolidated Pty Ltd, Forestry Commission of NSW, Gador & Son, Gas Supply Company, GEC Computers Pty Ltd, General Accessories Pty Ltd, Gillespie Brothers Pty Ltd, Granville Tobacco Processors Pty Ltd, Greenleaf Fertilizers Ltd, Hanimex Pty Ltd, Hawker Siddeley Ltd, Hotel Le Nouvata, Hubbard & Co. Pty Ltd, Industrial Sugar Mills Pty Ltd, Institute of Chartered Accountants, Intercolonial Boring Co, International Correspondence Schools (Australia) Pty Ltd, International Footwear Pty Ltd, James Hardie & Co. Pty Ltd, Jantzen (Australia) Ltd, S. C. Johnson & Son Pty Ltd, Kayser Pty Ltd, Kriesler Australasia Pty Ltd, H. Moreau & Co. Pty Ltd, Morishita Jintan Co. Ltd, Nationwide News Pty Ltd, Norfolk Island Tourist Bureau, Northgate Pty Ltd, Ormonoid Roofing & Ashphalts Ltd, Parsons General Foods Pty Ltd, Peak Frean (Aust.) Ltd, Permanent Co-op. Building Society of Australia Ltd, Procter & Gamble, Geneva SA, Prospect County Council, Qantas Airways Ltd, Rice Marketing Board for the State of NSW, Richardson-Merrell Pty Ltd, Rothmans of Pall Mall (Australia) Ltd, Sargents Ltd, F. R. Schaer Pty Ltd, Simpson/Pope Ltd, Sunbeam Corporation Ltd, Supertex Industries Ltd, The Tea Council of Australia, Thiess (Sales) Pty Ltd, Time/Life International (Aust.) Pty Ltd, Union Carbide International, Warner

Lambert Pty Ltd, Wentworth Hotel, White Heron Travel Lodge, White Wings Ltd, Pelaco Ltd.

JAMIESON HOUSE PROPRIETARY LIMITED, 252 George St, Sydney, 2000. Phone 27-6561.

Directors: L. W. Farnsworth (chairman), K. H. Cousins, A. C. S. Parker (also gen. mgr), R. Selsby, R. A. Cudlipp, R. D. Nethercote.

Executives: D. Griffiths, C. Herk, J. Lahm, R. Luyken, G. A. Crowe (art dir).

Branch Office: Melbourne.

I/state Repr.: Adelaide, Brisbane.

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

Clients: Agfa-Gevaert Ltd, Bayer Leverkusen Ltd (Fibre & Chemical Div.), Carpet Maintenance Co., Civic Reform Association of Sydney, Clifford Love & Co. Ltd, Corinthian Joinery Pty Ltd, Holland-America Line, Medical Benefits Fund of Australia, National Pool Equipment Pty Ltd, Royal Interoccean Lines, Scotts Provisions Holdings Ltd.

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KILLEEN-JAMES ADVERTISING PTY LTD, 114 Castlereagh St, Sydney, 2000. Phone 61-6291-2.

Directors: Killian A. Daly (mng dir), Dawn L. Daly (art dir).

Executives: T. Brady (mngnr), H. Cafe (production).

Accreditations: FACB, ANC, AAB.

Clients: APCO Pty Ltd, Arkley Fibrous Plaster Pty Ltd, Barilla Imports Pty Ltd, Coggins, W. T. Pty Ltd, Engineering & Industrial Supplies, Everyday Products Pty Ltd, Fred's Treads, Grants Spare Parts, Hamilton Pty Ltd, Hislop, Jas. Pty Ltd, Mayco Industries, McCallum Motors Pty Ltd, Jack Myers Pty Ltd, North Shore Motors Pty Ltd, Oxenford Conversions, Perry's Paints Pty Ltd, Peter A. Owen Pty Ltd, Porter, N. C. Pty Ltd, Smith Sons & Rees Ltd, Telectronics Pty Ltd, Vitamin Supplies Pty Ltd, Waggott Engineering Pty Ltd, Walker Radials Pty Ltd, J. Wildridge & Sinclair Pty Ltd.

LAWRENCE, W. B., ADVERTISING SERVICE PTY LTD, Savoy Hse, Bligh-st, Sydney, 2000. Phone 28-5881. Telegrams Warble, Sydney.

Directors: W. B. Lawrence (chrnm), J. B. Greer, M. Fulcher, R. Hatherley, V. A. Mahoney, T. Wood, B. Bona.

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

Clients: Andriess & De Groot Pty Ltd, Anthony Squires Pty Ltd, Bankstown Square Merchant's Assoc., Jon Bentley Pty Ltd, H. W. Bevan & Co. Pty Ltd, Cleve Caldwell Pty Ltd, Daroff Philadelphia (Aust.) Pty Ltd, Dos Pueblos Orchid Co. Pty Ltd, Dowd Associates Pty Ltd, Du Pont Far East Inc. (Elastomers), Elizabeth French Pty Ltd, Healing Appliances, Houghton & Byrne Pty Ltd, Magnetic Sound Industries (Aust.), Grace Manners (Melb.), Martin & Savage Pty

Ltd, Pretty Girl Fashions Mfg Pty Ltd, Princeton Sales Pty Ltd, P. Rowe Pty Ltd, Susan Price Pty Ltd, Universal Textiles (Aust.) Ltd, Vegetable Oils Pty Ltd, Vogue Shoes Pty Ltd.

LEONARD, F. P., ADVERTISING PTY LIMITED, 156 Castlereagh St, Sydney, 2000. Phone 61-6374. Telegrams Leonadvert, Sydney.

Directors: F. P. Leonard, R. L. Leonard, K. V. Pettengell.

Executives: K. V. Pettengell, J. S. Wiggs (acct-execs), Edna Dermody (acct), G. W. Gosbee (prod.).

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

Clients: Best & Gee Pty Ltd, Dishmaster (Aust.) Ltd, Ford Sherington Ltd, Hotel Metropole Ltd, Irish Tourist Board, Norge Appliances Pty Ltd, Rainsfords Pty Ltd.

LINTAS PTY LTD, 291 George St, Sydney, 2000. GPO Box 3922. Phone 2-0224.

Senior executives: T. B. Wallace (mng dir), H. S. Weekes (dir, package design/art prod.), A. D. Brett (research dir), B. Harris (creative dir), N. M. Snashall (media dir), B. R. Gilchrist (dep. creative dir/presentation), B. Barber (dep. creative dir/development), M. F. Ashbolt, J. K. King (account dirs), E. M. Austin (acct & secy), N. K. Mills (agency services dir).

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

Clients: Arnott's Biscuits Pty Ltd, Arnott's Snack Products Pty Ltd, Edible Oil Industries Pty Ltd, Hoover (Aust.) Pty Ltd, KLM-Royal Dutch Airlines, Lever & Kitchen Pty Ltd, Menzies (Sydney) Hotel, Mortgage Underwriters of Aust., Rexona Pty Ltd, Rosella Foods Pty Ltd, Sixteen Millimetre Aust. Pty Ltd, Streets Ice Cream, Swift & Co. (Harriet Hubbard Ayer), Vick (Theryx cold tablets, Formula 44, Vicks cough syrup), W. D. & H. O. Wills, White International, Gartrell White Top Taste cakes and Big Ben pies.

LUXTON, FRED, ADVERTISING PTY LTD, 9th floor, Kembla Bldg, 58 Margaret-st, Sydney, 2000. Phone 29-3127.

Managing director: Fred Luxton, FAI.

Accreditations: ANC, AAB, TAB.

Clients, Sydney: Anthony Horderns, ATN-7, Anoden Pty Ltd, Alliance Tyres, Casben Constructions, EIL Insurance Pty Ltd, Malvern Star Stores, Padstow Ready-Cut Pty Ltd, and Reid's Electrical Stores.

MAC MERCHANDISING ADVERTISING CONSULTANTS PTY LTD (MAC Advertising), 116 Clarence St, Sydney, 2000. Phones 29-2385, 29-2173.

Directors: Rex McGowan, Ivor McIvor.
Accreditations: FACB, ANC, AAB, TAB, PPAB.

MACKAY, J. CLIFFORD, 2 Winslow-st Milsons Point. Phone 92-9145.

Executives: J. C. Mackay (mng dir), M. Muir (accnts).

Accreditation: FACB.

Clients: Baptist Broadcasting & TV Commission.

MADISON-MILWYN PTY LTD, 102 Arthur St, North Sydney, 2000. Phone 92-0345. Telegrams, Madisads.

Directors: R. W. B. McDuire, E. M. Spink (joint mng dirs), E. Clive Jordan (chrnm).

Executives: R. F. Keane, M. Morgan-Hunn, K. O'Connor (gen. mnggr), F. de Wall (prod.), P. Leuver (creative), W. Reeve (media).

O'Seas Repr.: Affiliates UK, USA, NZ and Far East.

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

Clients: Bushells Pty Ltd, Pellegrini & Co. Pty Ltd, McMurtrie Footwear Ltd, Merck, Sharp & Dohme (Aust.) Pty Ltd, Leonard Norman Pty Ltd, Paramount Shirt Co. Pty Ltd, A. Wander Ltd (Ovaltine), John Woods Co. Pty Ltd, Better Brakes Pty Ltd, Rice-growers Co-operative Mills Ltd, Glenmore Homes, Killara Inn, Arthur Yates & Co. Pty Ltd, Auswide Pty Ltd (Colt and Bellett cars), Ambassador College, Stegbar Windowalls Pty Ltd, Stamina Clothing Co. Pty Ltd.

MARKETING AND ADVERTISING PTY LIMITED, 420 Elizabeth St, Surry Hills, 2010. Box 9, PO Sydney Mail Exchange, NSW, 2012. Phone 69-4021.

Directors: Rich Hertz (mng dir), J. B. Walpole.

Executives: G. J. Linnegar (company secy), Mrs C. A. Lamerton (media mnggr), I. B. Barker (creative supervisor), H. J. Bowring (prod. mnggr), A. L. Barber (asst media mnggr), C. J. Anstey, J. T. Coulthard, G. Crittenden (acct-execs).

Accreditations: AAB, TAB, FACB, PPAB, FACTS.

Clients: Alltrans Southern Express Pty Ltd, Bettashoe Factory Pty Ltd, Beutron Plastics Australia Ltd, Big Sister Foods Limited, Chianti Restaurant, W. J. Cryer & Co. Ltd, Flemings Fabulous Food Stores, Fortuna Fabrics Pty Ltd, Golden Crummet

Co. (Sydney) Pty Ltd, Green Giant Company, E. H. Harris (Wholesale) Pty Ltd, Hodgson & Co. Pty Ltd, Jayworth Masonry (Sydney) Pty Ltd, 2KY Broadcasting Station, Kameruka Estates Limited, Kitchens of Sara Lee (Canada) Ltd, Leeton Co-operative Cannery Ltd, Maxwell Photo-Optics Pty Ltd, Nile Industries Pty Ltd, Provincial Traders Pty Ltd, Rothmans of Pall Mall (Aust.) Ltd, Ruf Accounting Systems Pty Ltd, Smith's Potato Crisps (Aust.) Pty Ltd, R. H. Taffs Pty Ltd, Valvalene Products Pty Ltd, Griff Wallace Poultry Supply, A. M. Williams Pty Ltd, Woolworths Limited.

MAYNARD, R. S. ADVERTISING, 39 Park St, Sydney, 2000. Phone 61-3721, 61-2816. Telegrams Maynardad.

Branch: Brisbane.

Directors: J. A. Maynard (mng partner, Sydney), C. A. McMillan (mng partner, Brisbane), T. J. Batten (associate partner, Sydney), W. A. Messenger (associate partner, Brisbane).

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

Clients: A. C. L. Engine Services Pty Ltd, Alfa-Laval Pty Ltd, Colloidal Detergents of Australia Ltd, Commercial Banking Co. of Sydney Ltd, Hislop Lloyd Pty Ltd, Hotel Imperial, Lloyd Triestino Line, Mears Earphone Company Limited, Mortgage Management Limited, Motor Traders Pty Ltd, National Executors & Trustees Company of Tasmania Limited, Robmac Pty Ltd, Repco Re-Manufacturing Services (NSW) Pty Ltd, Willis & Sons Limited, United Insurance Co. Ltd.

McCARTHY-MACVEIGH ADVERTISING PTY LIMITED, 310 George St, Sydney, 2000. Phone 25-5706. Telegrams MacMac.

Directors: D. V. & P. McCarthy (joint manag dirs).

Executives: Miss B. McCarthy (artist), D. P. McCarthy (prod.).

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Australian Koyo Limited, Catholic Enquiry Centre, A. E. Goodwin Ltd, R. & W. Hannaford Pty Ltd, Healing (Sales) Pty Ltd, Healing Marine, Healing Controls, Healing Industrial Supplies, Lemar Industries Pty Ltd, Motor Lodges Pty Ltd, Noyes Bros Pty Ltd, Paton Electrical Pty Ltd, Sydney Lace Reproductions, Wild (Australia) Pty Ltd.

CLAUDE MOONEY, MARSH PTY LTD, 44 Margaret St, Sydney, 2000. Phone 29-2566.

Accreditations: ANC, TAB, FACB, PPAB, NPA.

O'seas Repr.: London, Paris, Milan, New York, Los Angeles, Vancouver, Venezuela, Singapore.

MULLINS, CLARKE AND RALPH PTY LTD, 504 Pacific Highway, St Leonards, NSW, 2065. Phone 43-7422.

Executives: J. J. Mullins (chrmn and mng dir), N. K. Lamont (gen. mngr), T. F. Bisaker (copy chief), H. R. Brinkman (media mngr), B. R. Bensley (prod. mngr).

Accreditations: ANC, TAB, AAB, FACB.

Clients: Australian General Electric Pty Ltd, Avant-Garde Pty Ltd, Booth Industries Ltd, Comeng Holdings Ltd, Don Associates Pty Ltd, Enfield Brickworks Pty Ltd, Farmers and Graziers' Co-operative Co. Ltd, Fiat of Australia Pty Ltd, Fiat Tractors NSW, Lumber Services Pty Ltd, Management Selection Australia Pty Ltd, Play Togs Sportswear Pty Ltd, George L. Thompson Pty Ltd, Wilsons Fashions, E. E. Whitmont and Sons Pty Ltd.

MURRAY & OGLE PTY LTD, 257 Castle-reagh St, Sydney, 2000. Phone 26-1034. Telegrams Muragads Sydney.

Managing director: B. F. Ogle.

Executives: Miss Suzanne Morrissey (media mngr), Stuart Gibb-Cumming, Richard Doney (acct execs), David King (art dir), Peter Barnes (acctnt).

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

NAS (SYDNEY) PTY LTD, 53 Elizabeth Bay Rd, Elizabeth Bay, NSW, 2011. Phone 35-3044. Telegrams, Nasagency, Sydney.

Directors: E. T. Kennedy (chmn), Douglas M. Clay (mng dir), N. Adams, L. A. Fuller-Quinn, J. M. B. Green, J. M. Furlong, R. R. S. Aitken.

Accreditations: ANC, AAB, PPAB, FACB, TAB, ABC.

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NAS (NZ) Members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

Clients: Big Sister Foods Pty Ltd (part), Burroughs Wellcome & Company (Aust.) Ltd, Conde Nast Publications Pty Ltd, Consolidated Press Ltd (Daily Telegraph), Custom Credit Corporation Ltd, Crystal Clothing Industries Ltd, Dalgety Trading Co. Pty Ltd (part), Deckalb Shand Seed Co. Pty Ltd, Email Ltd, Geo. Fielder & Co., Hardboards Australia Pty Ltd, Kearney & Sayers Co.

Pty Ltd, Knox (Canberra) Drug Co., Lanock Motors Ltd, Lufthansa German Airlines, National Chemical Products Pty Ltd, Polaroid (Aust.) Pty Ltd, Radio Rentals Pty Ltd, Schaffer & Co., Sheldon Drug Co. Pty Ltd, Shulton (Aust.) Pty Ltd, T. R. Services Pty Ltd, White Horse Distillers Ltd, World Agencies Pty Ltd, Wunderlich Ltd.

NICHOLS-CUMMING ADVERTISING (NSW) PTY LTD, 35 Clarence St, Sydney, 2000. Phone 29-5741. Telegrams Nichans.

Directors: J. J. Cumming, V. N. Hunt, L. W. Mort.

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

Clients: Ampex Australia Pty Ltd, E. Andries & Sons Pty Ltd, Australian Glass Manufacturers Co. Pty Ltd, Automatic Fire Services Pty Ltd, Bendix-Tecnico Pty Ltd, Bendix-Tecnico (Automotive) Pty Ltd, Boehringer Ingelheim Pty Ltd, Cambridge Delicacies Pty Ltd, Commonwealth Broadcasting Corporation Pty Ltd, Conveyancer Fork Trucks (Aust.) Pty Ltd, Coramic (Aust.) Pty Ltd, Davids Foodlands (NSW) Pty Ltd, Davies-Kent Pty Ltd, Eastern Airlines (VS), Five Doors Restaurant, French Restaurant, Geigy Australia Pty Ltd (dystuffs div.), Golden Ox Restaurant, William Inglis & Son Pty Ltd, K. B. Pintickets Pty Ltd, Kearney Sayers Pty Ltd, Kingsted Pharmaceuticals Pty Ltd, W. H. Lober & Co. Pty Ltd, Login Corporation Pty Ltd, Master Instruments Pty Ltd, Motel Federation of Australia Ltd, Mutual Constructions (NSW) Pty Ltd, New England Apparel Pty Ltd, Oppenheimer Casing Co. of Aust. Pty Ltd, Penfolds Wines Pty Ltd (Brandy Div.), Stegbar Windows (NSW) Pty Ltd, Wesco Paints Pty Ltd, Yardley of London (Aust.) Pty Ltd.

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Associate director: M. G. Pearce.

Executives: M. Holbeche, D. Wade-Ferrell, B. Baird, A. Gregory, J. Miller, A. Baker, J. Richards (creative dir), Mrs J. Huie (TV dir), W. Slood (research mngr), M. Pearce (acctnt).

Accreditations: ANC, FACB, PPAB, TAB, NPANZ, AAB.

Clients: Alberto-Culver Company, Ampol Petroleum Ltd, Australian National Industries, Bowling Centres (Holdings) Ltd,

British Automotive Industries Pty Ltd, British Overseas Airways Corporation, BSR (A'sia) Pty Ltd, Citizen Watch Company, Danfield Pty Ltd, Gilbert & Barker Manufacturing Co. Pty Ltd, Goddard, J., & Sons Pty Ltd, Goldring Engineering (Aust.) Pty Ltd, Innox Pty Ltd, Johnson D. F. Syndicate Corporation Pty Ltd, Lincoln International (Aust.) Pty Ltd, Meat Promotion Co. Pty Ltd, Menley & James Laboratories, Nilfisk of Australia Pty Ltd, Norge Auto-Coin Dry Cleaners Pty Ltd, Oliver (A'sia) Pty Ltd, Parsonage Pty Ltd, Phillips & House Pty Ltd, Salmond & Spraggon (Aust.) Pty Ltd, Smith Kline & French Laboratories (Aust.) Pty Ltd, St George Motors Pty Ltd, Wrightbilt Pty Ltd, Universal Record Club of Australia, Yellow Cabs of Australia Ltd, Industrial & Trade Fairs Pty Ltd.

O'BRIEN PUBLICITY (NSW) PTY LIMITED, O'Brien Hse, 56 Young St, Sydney, 2000. Phone 27-1355. Telegrams Gofer.

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Executives: L. Price, R. Caro, T. Saarinsen, G. Ross-Smith, B. Lynch, B. Noakes, Miss D. Frost (media mgr), P. Hill (prod. mgr), E. Shirley (art dir), Miss L. Excell (acct), W. J. Taylor (radio/TV).

I/state Repr.: Ian H. Smith & Partners, 188 St. George's-tce, Perth, W.A.

O'seas Repr.: Associate houses in Auckland, Wellington, London, New York, Chicago, San Francisco, Los Angeles, Singapore, Hong Kong and Europe.

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

Clients: Artes Studio, Associated Products & Distribution Pty Ltd (Frozo Foods Co. Pty Ltd, Devondale Cream Co., Shelley & Sons Cordial Factory Pty Ltd), Australian Council of Local Government Associations, Biber Furs, Binks-Bullows (Aust.), Bob Martin Export, British Tobacco Co. (Aust.) Ltd, Butterick Publishing, Cinzano, E. Et Cia (Aust.) Pty Ltd, David Webster & Son, Dermide (Aust.), Edward H. O'Brien, Emery Industries (Aust.), George Weston Foods, Holbrooks Pty Ltd, Imperial Chemical Industries of Australia & New Zealand, Jacoby Mitchell (Sony Tape Recorders), Johnson & Johnson Pty Ltd, Lindfield Laundry & Dry Cleaners, Lockwood Constructions, Marubeni-Ida, MEM (Aust.) Nichimen Co. (Aust.), NZL Trading Co., Ogilvie Bakeries, Permutit Co. of Aust., Philips Sanford Pty Ltd, Ralph King & Yuill, Reckitt's, Rural Bank of NSW, South Coast Bakeries, Warringah Mall, The Wrigley Company.

ORBIS INTERSECT, 18a Pitt St, Sydney, 2000. Phone 27-7386.

Directors: G. Marcelli, E. Holmes.
Executive: G. Marcelli (prod. mgr).
Accreditation: ANC.

18: Elizabeth St. Syd. 2000. 26-601

PATERSON AND PARTNERS PTY LIMITED, Union-House, 247 George St, Sydney, 2000. Phone 27-8141.

Managing Director: J. G. Paterson.

Directors: G. M. Keene, J. Steer.

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Accreditations: ANC, FACB, PPAB, NPA of NZ, TAB, AAB.

Clients: Adams National Industries (Aust.) Pty Ltd, Brambles Industrial Services, British India Steam Navigation Co., Burns Philp, Chep, Cunard Steam Ship Co. Ltd, E&A Steam Ship Co. Ltd, Hollywood Textiles Pty Ltd, Macdonald Hamilton & Co. Pty Ltd, Letraset Australia Pty Ltd, Lowe Distributors, N. B. & L. Trading Company, Old Tote Theatre, Original Displays Pty Ltd., P&O Lines of Australia Pty Ltd, Scandinavian Airlines, Searls, Swiss Air Transport Co.

PATTERSON, GEORGE, PTY LIMITED, 252 George St, Sydney, 2000. Phone 2-0571. Telegrams Pressager. Telex 20449.

Directors: L. W. Farnsworth (chrmn), K. H. Cousins (mng dir), R. A. Cudlipp (gen. mgr), M. I. Anderson, O. T. Gardner, D. L. Hall, B. Jarrett (creative dir), S. J. Priestley, A. R. G. Wilson.

Associate directors: Sydney: E. K. Chesterfield (TV media dir), G. J. Doorley, J. J. Evans, J. W. Evans, R. Y. Hillman, N. B. Palethorpe, B. A. Quigley, G. E. Seagrove, R. Selsby (media dir), W. H. Turner, A. E. Viney, D. L. Wrathall (art dir.), R. Young, R. R. Christie (prod. mgr). **Melbourne:** A. Dumas, M. Feddersen (art dir), C. L. Fraser (radio & TV mgr), J. F. Gale (media mgr), R. White. **Company secretary:** D. A. Taylor.

Branches: Melbourne, 394 Latrobe St, 3000. Phone 329-7577. Telegrams Pressager. Telex 30375; Adelaide: 48 Greenhill Rd, Wayville, 5034. Phone 51-6121. Telegrams Pressager. Telex 82103; Brisbane: George Patterson-Noble Bartlett Pty Ltd, 64 Roma St, 4000. Phone 2-3624. Telegrams Pressager. Telex 40152.

Clients: Arnott's Biscuits Pty Ltd, ACF & Shirley's Fertilizers Ltd, APD Pty Ltd, Australian Bankers' Association, Australian

Mutual Provident Society, Australian Record Co. Ltd, Austarama Television Pty Ltd, Bank of NSW (The Wales Unit Investment Ltd, The Wales Superannuation Funds Ltd, The Bank of NSW Nominees Pty Ltd, International Division), Bedgood & Co. Pty Ltd, Lewis Berger & Sons (Aust.) Pty Ltd, Berlei Ltd (Maidenform), Big Sister Foods Ltd, Bowater Paper Co. Pty Ltd, British Travel Association, James Buchanan & Co. Ltd, Cadbury-Fry-Pascall Pty Ltd, Campbell's Soups (Aust.) Pty Ltd, Carlton & United Breweries Ltd, Caterpillar of Aust. Pty Ltd, Colgate-Palmolive Pty Ltd, Comalco Industries Pty Ltd (Alfoil), Concrete Industries (Monier) Ltd, Craig Mostyn & Co. Pty Ltd, Cyanamid DHA Pty Ltd, Thomas C. Dixon & Sons Pty Ltd, E. G. Eager & Son Pty Ltd, John Fairfax & Sons Ltd, Federation of Australian Commercial Television Stations, Fiji Tobacco Co. Ltd, General Motors-Holden Ltd, Gibb & Beeman Pty Ltd, Gillette (Aust.) Pty Ltd, The Goodyear Tyre & Rubber Co. (Aust.) Ltd, Goodyear Motor Tyre Service Pty Ltd, Haco Distributing Agencies Pty Ltd, John Harvey & Sons (Australia) Ltd, The Hong Kong Tourist Association, Industrial Acceptance Corporation, International Home Products (Aust.) Pty Ltd, Josephson & Sons Pty Ltd, Kosset Carpets Ltd, Laubman & Pank Ltd, Leigh Mardon Pty Ltd, Maglia, Malleys Limited, Malleys Bahco Engineering Pty Ltd, John Martin & Co. Ltd, NZ Forest Products Ltd, National Automotive Service Co., Norton Australia Pty Ltd, Nylex Corporation Ltd, Parsons General Foods Ltd, Paterson Laing & Bruce Ltd, Prestige Limited, Queensland Brewery Ltd, Queensland Can Company Ltd, Queensland Government Dept of Industrial Development, Queensland Television Ltd (QTQ Channel 9), B. Seppelt & Sons Ltd, Shelley & Sons Cordial Factory, S. Simpson Ltd, Standard Telephones & Cables Pty Ltd, State Electricity Commission of Victoria, Swift Australian Company (Pty) Ltd, Tampax Limited, Television Corporation Ltd, Uncle Ben's Inc., United Distillers Pty Ltd, Victorian Wheat & Wool Growers' Association, W. D. & H. O. Wills (Aust.) Limited, Woolworths-BCC Stores, Wyeth Pharmaceuticals Pty Ltd, Overseas Telecommunications Commission.

PITT AND ASSOCIATES ADVERTISING PTY LTD, 60 Riley-st, East Sydney, NSW, 2010 (Head Office). Phone 31-0781 (5 lines).

Directors: W. Pitt (mng dir), K. C. Heasman (media dir), L. C. Jones (prod. dir), F. S. Merchant, (accnts dir).

Associate directors: D. J. Cobcroft, Mrs M. C. Reilly, T. W. Wrightson.

Branch: 309 Little Collins-st, Melbourne, Vic. (63-6759).

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

Clients: Aarons, J. P., Pty Ltd, Agpol (Polish International Publicity), Amalgamated Wireless (Australasia) Limited, Australian Broadcasting Commission, Australian Meat Board, M. J. Bateman, Cobb & Co. Men's Toiletries, Consolidated Aerosols Pty Ltd, Eyesight Training, Fesq & Co. Pty Ltd, Frigrite Limited, Fur Traders' Association of NSW, Gilford Electric Co. Pty Ltd, Legal & General Assurance Society Ltd, Mark Anthony Beauty Aids (Aust.), Mear Research Pty Ltd, NSW Master Carriers' Association, Ken Sams Motors Pty Ltd, Robert Stone & Co. Pty Ltd, Shelley & Sons Cordial Factory Pty Ltd (GI div.), Sunbeam Corporation Limited, Telemark Productions Pty Ltd, Textra Shirts Pty Ltd, Thomas Nationwide Transport Ltd, Universal Engineers' Supplies Pty Ltd, Jillian Webb Wickers Pty Ltd.

POPE & KIERNAN & BLACK PTY LTD, 56 Berry St, North Sydney, NSW, 2060. Phone 92-9597, 92-5381, 929-8979.

Directors: M. R. Pope, J. F. Kiernan, R. R. Black, Mrs E. M. Pope.

Executives: M. R. Pope (mng dir), J. F. Kiernan (creative dir), R. R. Black (art dir), Mrs B. Dixon (media mngr), L. E. Cross (prod. mngr).

Accreditations: ANC, AAB, FACB.

Clients: Abbott Laboratories Pty Ltd, Argentine Consulate, Blake & Hargreaves Pty Ltd, Boots Pure Drug Co. (Aust.) Pty Ltd (rural division), Keith Bray Pty Ltd, Dale Slacks Pty Ltd, T. A. Field Pty Ltd, Helix Electrical Products Pty Ltd, H. J. Lees (Sales) Pty Ltd, Medicare Laboratories, Pacific Safflower (Aust.) Pty Ltd, Pioneer Welding Holdings Ltd, Program Building Industries Pty Ltd, The Ban-O-Dor Company, Union Carbide Australia Ltd (plastics division, chemicals division and head office), Walmac Electrical Products Pty Ltd.

PRITCHARD WOOD-QUADRANT PTY LIMITED, Colman Hse, 89 Berry-st, Nth Sydney, 2060. Phone 929-8122. Telegrams Pritwodors, Sydney.

Directors: John Bristow (chrnm), Dick Lauder McIntyre, James E. Black, R. J. Burnham, V. Henderson.

Executives: John Bristow (chrnm), James Black (mngr dir), Reg Burnham (gen. mngr), Vincent Henderson (acct dir), I. Bennell (media dir).

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

Clients: Agserv Division of Geigy Aust. Pty Ltd, Alcan Australia Limited, Automagic Pty Ltd, Bacardi International Ltd, Bayer Pharmaceuticals Pty Ltd, The Bulletin, Coca-Cola Export Corporation, Coty Pty

Ltd, Cyanamid International, Esso Standard Oil (Aust.) Ltd, Fleetwood Pharmaceuticals Pty Ltd, Gallaher International (Aust.) Ltd, Goldfaber (Aust.) Pty Ltd, Honda Motor Co. Ltd, Malleys Ltd, Minnesota Mining & Mfg (Aust.) Pty Ltd, D. & W. Murray (Aust.) Ltd, K. G. Murray Publishing Co. Pty Ltd, The Nestle Company (Aust.) Ltd, Pilkington Brothers Ltd, Sterling Pharmaceuticals Pty Ltd, Samuel Taylor Pty Ltd, United Telecasters Sydney Ltd, Victa Limited (Pace Mowers Pty Ltd), Rosella Canned Minute Meals, Deb Instant Mashed Potato.

RENNIE, L. B., & PARTNERS PTY LTD, 230 Elizabeth St, Sydney, 2010. Phone 61-9151.

Directors: L. B. Rennie (manag. dir), J. O. Amos, K. T. Baker, A. Rennie, H. L. Russack, J. Harris.

Executive: N. M. Harding (secretary).

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

Clients: Industrial and technical accounts.

RICHARDSON-COX PTY LTD, 263 Castlereagh St, Sydney, 2000. Phone 26-1735. Head office, Melbourne.

Directors: G. H. Beseler (mng dir), J. S. Rigby, K. Givens.

Executive: R. Goulding (NSW mngr).

I*state repr.: Branches in Perth, Adelaide.

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

Clients: ACH Industries Ltd, Carmen Jones Pty Ltd, John Carruthers & Co. Pty Ltd, Cox Bros (Aust.) Ltd, Cement Chemicals (Aust.) Pty Ltd, Chemical Construction & Equipment Co. Pty Ltd, Communications Associates Pty Ltd, Hilton Hosiery Ltd, Jayson Traurig Bros Pty Ltd, KGH Industries Pty Ltd, Merco Tyre & Rubber Co. Pty Ltd, Monerry Services, National Art Metal Co. Pty Ltd (Merchandising Div.), Neptune Oil Co. Pty Ltd, Overseas Corp., Robur Tea Co., Rolls Radio Industries, Royal Doulton China Ltd, John Shorter (Wholesale) Pty Ltd, Therinos Pty Ltd, Thos Webb, A. C. Willand & Co. Pty Ltd.

RICKARDS ADVERTISING SERVICE PTY LTD, Suite 903, Caltex Hse, 167 Kent-st, Sydney. 27-3541-2.

Directors: L. J. Samuels, H. A. Howden, A. D. Gibson, R. Crees.

Executives: R. L. Kardash (assoc. dir), K. C. Britton, R. G. Addison (acct-execs).

I/State Repr.: Rickards (Vic.), Rickards (SA). **O'seas:** Member Affiliated Advertising

Agencies Network, International.

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Arnold, W. J. Constructions Pty Ltd, Aust. Wire Industries, Australian Wire Rope Works Pty Ltd, Bentley Chemical Co. Pty Ltd, Berryman Furniture, Billy Graham, British Amusements Corporation Pty Ltd, Chamber of Auto Industries of NSW, G. J. Coles, Colmart, Compriband of Aust. Pty Ltd, Cottage Craft, Detergents Consolidated Pty Ltd, Diesel Motors Pty Ltd, Draffin-Evershot, Fleetwood Furniture, W. Grants, Highly Plastics Pty Ltd, Lafra Chemical Co. Pty Ltd, Light Aircraft Pty Ltd, Lubysil of Aust. Pty Ltd, Machine Made Sales Pty Ltd, Mayne Nickless Ltd, McLeod Ford Pty Ltd, Paddy Pallin Pty Ltd, F. Perkins (Aust.) Pty Ltd, S. & J. Plastics Engineering Pty Ltd, Village Pharmacy, Wiggins Parts Supply.

RODGERS HOLLAND EVERINGHAM PTY LTD, 108-110 Walker St, Nth Sydney, 2060. Phone 92-0601.

Director: W. H. Rodgers (chrnm & mng dir).

Executives: J. L. Harben, M. W. Askey, B. G. Marshall, S. James, J. Coyle, Mrs F. McKinnon, J. Boyce.

Accreditations: ANC, ANPA, FACB, TAB.

Clients: Alberto Culver Company, Du Pont Far East Inc., Gallaher International (Aust.) Ltd, General Electric-Kirby Appliances Ltd, Gilbeys Ltd, Hardboards Australia Ltd (Masonite Division), Jayworth Industries Ltd, Johnson & Johnson Pty Ltd, Kosciusko Thredbo Pty Ltd, Norco Co-op. Ltd, Pepsico International, Radio 2UE Sydney Pty Ltd, Remington Rand (Aust.) Pty Ltd (Shaver Division), Schweppes (Australia) Ltd, Suno-roid Pty Ltd, Sydney Pincombe Pty Ltd.

ROSEBERY, ARTHUR L., ADVERTISING PTY LTD, 78 William St, Sydney, 2000. Phone 31-9136/7, 31-8031/2/3.

Directors: Arthur L. Rosebery (mng dir), D. A. Waghorn, P. Parker.

Executives: R. Williams (acct exec.), C. Terry (media mngr), M. McCauley (asst media mngr), S. Noble (company secy), J. Madden (prod. mngr).

Accreditations: ANC, FACB, TAB, PPAB.

Member Adman (International).

Clients: Alexander Tobacco Pty Ltd, AlSCO Linen Service, Associated Camera Stores, Braemar Industries Pty Ltd, Braemar-STG Pty Ltd, Braham & Ross Pty Ltd, Capitol Motors Pty Ltd, Cemac Pty Ltd, Comeng Holdings Ltd, Commercial Vehicle Industries, Commonwealth Engineering (NSW) Pty Ltd, Cyclops & Lines Bros (Aust.) Pty Ltd, Dales Soft Drinks Pty Ltd, Edwards Dunlop Pty Ltd, Fibre Containers Pty Ltd,

G. O. Gibbons Pty Ltd, Grasslands Pty Ltd, Green Corporation Ltd, E. J. Hart Pty Ltd, Howard F. Hudson Pty Ltd, Imperial Carpets Pty Ltd, Lusteroid Pty Ltd, NSW Citrus Growers' Council, NSW National Coursing Association, Layne & Bowler (A'sia) Pty Ltd, Olims Trading Co., Stuart Alexander & Co. Pty Ltd, Smith Bros Pty Ltd, E. J. Todd Pty Ltd, Vitamin Supplies Pty Ltd, Arthur Webster Pty Ltd.

ROSS ADVERTISING SERVICE, 28 Glen St, Milson's Point, 2061. Phone 92-2660, 92-3919.

Director: L. P. Ross.

Executive: R. Clinton.

Accreditations: FACB, AAB.

Main Clients: Industrial & technical accounts.

RUSSELL, LEWIS, WHITE AND ASSOCIATES PTY LTD, 93 York St, Sydney, 2000. Phone 29-7154. Telegrams Rulads Sydney.

Directors: W. A. McDermott, L. M. Lewis, R. B. Russell, G. T. Gladwin, K. Shillington, A. Buckingham, B. Adshead.

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

Clients: Arrow Electronics, Associated Beauty Aids, Audio Engineers, Australasian Capital Assurances, Australian Hoechst, Canadian Pacific Airlines, Canadian Pacific Railway Co., J. Curtin & Son, Cutler Refrigeration, Davison Paints, Dishlex, Filuma Door Co., William Hodgekiss & Associates, Hoechst Chemicals, Hungerford Spooner & Kirkhope, Ronald R. Keed & Co., J. C. Ludowici & Son, Mastersound Sales, Modern Medicine of Aust, Paton Burns & Co., Potter & Birks, Prospect County Council, Renix Pty Ltd, Rondel's Frocks, DHA-Rural Division, Sherer-Pennant Refrigerations, Shure Bros Inc., Slimform Girdle Co., South African Airways, South African Tourist Corp., South African Trade Commissioner, Thunderbird Enterprises, Tilt-A-Dor Pty Ltd, Watson's Agencies, Wells-National.

RUSSELL-MORRIS ADVERTISING PTY LTD, 49 Clarence St, Sydney, 2000. Phones 29-1756, 29-1080. Telegrams Rasmusorads.

Directors: H. P. Clarke (mng dir), W. P. Clarke (also media exec.).

Accreditations: ANC, PPAB, TAB, FACB, AAB. **O'seas accreditations:** Sth African Broadcasting Corp.

Clients: Albercorp Marine Equipment Co.,

Amplion (A'sia) Pty Ltd, Braemar International (Travel) Pty Ltd, Clae Marine Engineers Pty Ltd, Cumfy Cut Clothing Pty Ltd, Donaclone Pty Ltd, Lyttle & Westerway Pty Ltd, Peter Fletcher Boat Plans, Pierre Couve Pty Ltd, Ronald F. Foster Pty Ltd, Stannard Bros Pty Ltd, World Wide Mail Order Pty Ltd.

PETER RYAN ADVERTISING, 66 King St, Sydney, 2000. Phone 29-7686. Branch: 342 St Kilda Rd, Melbourne, 3000.

Principal: Peter P. Ryan (sole prop.).

General manager: Norman V. Buchanan.

Executives: Graham Palmer (prod.), Margaret Helman (media), Beverly Gibsone (art).

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

RYDGE-ANDERSON ADVERTISING, 250 Pitt St, Sydney, 2000. Phone 61-8931.

Director & Mngr: R. A. Rydge.

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

SELLERS COMPANY, THE, 74 Pitt St, Sydney, 2000. Phone 25-2011. Telegrams Selos.

Director: Oswald P. Sellers (gov. dir).

Executives: Rodney J. Phillips (gen mngr, Sydney), G. A. Scott (mngr, Melb.), Kathleen M. Golding (media mngr), R. Lindsay (secy).

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

Clients: W. A. Flick & Co., Bushells, Hoadley's Chocolates, Suttons Motors, Shirley's Fertilizers, Australian Fertilizers, Dream-spun Blankets.

SHORTRIDGE ADVERTISING PTY LTD, 26 O'Connell St, Sydney, NSW, 2000. Phone 28-8236.

Accreditation: ANC.

SLATTER, E. C. & PARTNERS PTY LTD, 304-306 Kent St, Sydney, 2000. Phone 29-7141.

Directors: E. C. Slatter (mng dir), J. Q. Simpson, J. P. Quayle, N. M. Hughes, M. F. Long.

Executives: J. D. Garland, P. Hall, R. G.

Slatter, W. Pong (art), E. Law (accnts), J. Box (copy).

Accreditations: ANC, FACB, PPAB, TAB.

Clients: Allen Taylor Ltd, Carpet Manufacturers Ltd, Cordina Chickens, Elanco Products, Eli Lilly, Email Ltd (commercial), Encyclopaedia Britannica Inc. Pty Ltd, Frank G. O'Brien Ltd, Hyster (Aust.) Pty Ltd, Lawrence Tootill, Nightingale Chemicals, Rosken Products, Vencat Curry Powder, F. T. Wimble Ltd, Wormald Bros Industries Ltd.

SMYTH, ARTHUR & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd), 355 Kent St, Sydney, 2000. Phone 29-7433. Telegrams Smythads.

Branch: 327 Collins-st, Melbourne.

Directors: H. R. Bowker, I. M. Heydon, E. W. Rogers, P. F. Smyth, K. J. Unsted, A. G. Wilson, D. Hilliard, Mrs V. J. Smyth.

Executives: P. F. Smyth (mng dir), K. J. Unsted (gen. mnggr) I. M. Heydon, A. G. Wilson, H. F. Cashmore (acct-execs), E. W. Rogers (secty), W. H. Cumming (acct), R. D. Jackson (prod. mnggr), I. E. Harris (media dir), G. Garland (media mnggr), D. Little (creative dir), A. S. Schlecht (market research), D. Hilliard (mnggr, Vic.).

Accreditations: ANC, AAB, FACB, PPAB, PANZ, TAB.

Clients: Australian Sewings Pty Ltd, Baulkham Hills Garden Centre, Bradford Cotton Mills Ltd, British Motor Corporation (Australia) Pty Ltd, Convair Shirts Pty Ltd, TV Times, John Bull Rubber (Aust.) Pty Ltd, The Sanforized Company (div. of Cluett Peabody & Co. Inc.), V. W. Duncan & Associates Pty Ltd, Expandite Australia Pty Ltd, Erg Batteries Pty Ltd, Fairfax & Roberts Ltd, King Gee Clothing Co. Pty Ltd, Morgan Mason & Co. Pty Ltd, Marco Productions Ltd, Potash (A/sia) Pty Ltd, PGH Aluminium Sales Pty Ltd, PGH Ceramics Pty Ltd, PGH Furniture Pty Ltd, PGH Industrial Products Pty Ltd, PGH Wood Products Pty Ltd, Staedtler-Sovereign Pty Ltd, Australian General Insurance Co. Limited, J. Millerchip & Sons Pty Ltd.

STANNARD-PATTEN-SAMUELSON ADVERTISING AGENTS PTY LTD, Wimble Building, 35 Clarence St, Sydney, 2000. Phones 29-1637 (5 lines).

Directors: Ron Patten (mng dir), Peter Stannard, Graeme Samuelson.

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

STEELE KAIN KELLY PATON ADVERTISING PTY LTD, Commercial Bank Bldg,

100 Bathurst St, Sydney, 2000. Phone 61-8661. Telegrams Stelko.

Directors: Richard Steele, M. R. Kain, L. A. Reason.

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

TELL ADVERTISING PTY LTD, 1st floor, 393 George St, Sydney, 2000. Phone 29-7074, 29-7075.

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

Clients: Abel Lemon Pty Ltd, Armstrong Bros Pty Ltd, Barrere Distributors, Bos Westminster Centre, Bos Carpets (Newcastle), Bullworker, Charles Spring Pty Ltd, Concert Hall Record Club, Consolidated Chemicals Ltd, Corsano Co. Pty Ltd, Domex Trading & subsidiary companies (Nancy Taylor, Stephanie Bowman, Ginasta Co., Sanaform Co., Hollywood Co., Thermalon Laboratories, Mail Shopping Centre), Dormay Pty Ltd, Ethic Laboratories, J. Gibson Bros, Haining & Pearlman Pty Ltd, Heron Books Pty Ltd, International Art Club Editions, Kadco Trading Co., Leedale Pty Ltd, Leisure Arts, Life Nutrition Pty Ltd, Literary Heritage Pty Ltd, Lovable Brassiere Co. (Aust.) Pty Ltd, Mack Pharmaceuticals Pty Ltd, N&K Developments Pty Ltd, Nuford Motors Pty Ltd, Orbit Travel Services Pty Ltd, Power Coaching College Pty Ltd, Trent Mind & Memory Development Pty Ltd, Vitasafe Plan (Aust.) Pty Ltd, Websters Investigations Pty Ltd, York Laboratories, ZZ Cut Price Centre.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 132 Elizabeth St, Sydney, 2000. Phone 2-0640. Telegrams, Thomertwal.

Directors: R. E. Alcock, T. R. Carruthers (chrnm), C. Erickson, W. H. Erskine (dep. chrnm), P. Jacklin, W. Magno, L. J. Sharman (mng dir — chief exec), A. N. Weekes.

Executives: K. Dalgleish, J. Edmond, I. Cochrane, P. Steele (all of TV-radio dept), W. Wiggins, G. Outrim, P. Stephens (all of media TV-radio).

Melbourne office, 277-287 William-st, Melbourne, Vic., W. Magno (mnggr), J. Sexton (media), C. Pym (radio-TV).

O'seas Repr.: JWT, 420 Lexington-ave, New York, USA, and branches throughout the world.

Accreditations: ANC, AAB, PPAB, FACB, FACTS.

Main Clients: Ansett-ANA, Burroughs Ltd, Bonds-wear Chesebrough-Ponds, Consolidated Press, Colonial Sugar, Dunlop, Horlicks, Kellogg (Aust.), Kraft Foods, Kimberley-Clark, Lend Lease Homes, Pan American Airways, Pepsi-Cola, Patons, Prudential,

Rheem, Taubmans Paints, Union Carbide, Westons Biscuits, W. D. & H. O. Wills, Kelvinator, Reckitts Pty Limited, Singer, Scott & Bowne, Wrigley's.

THOMSON PORRITT PARTNER ADVERTISING PTY LTD, 68 Berry St, North Sydney, NSW, 2060. Phone 92-6016.

Directors: T. W. D. Thomson (mng dir), R. M. Porritt (gen. mgr), H. D. Mendelson (creative director).

Executives: B. Boland, P. Edge (acct execs), L. Corbett (media), P. Burdon (accnts).

†state repr.: Member, Admark Australasia, national advertising and marketing group. Melbourne: Dingwall, Canning, Niere, Robbins Pty Ltd, 67 Queens Rd (51-6911). Brisbane: Edmonds Advertising Pty Ltd. Associates other States. O'seas: C. Courtenay Ltd, UK; Dennis Hurley Advertising, NZ.

Clients: Amalgamated Television Services Pty Ltd, Australian Racing Drivers' Club Ltd, Automatic Electric Telephones Pty Ltd, Bridgestone Motor Cycle Co., British Pharmaceuticals Pty Ltd, Commercial & General Acceptance Corp. (part), L. Cawley Pty Ltd, Civic Construction Co. (Aust.), Clark Kilns (NSW) Pty Ltd, Commercial Plastics Ltd (Fablon), Crest Hotel, Delta Mfg Pty Ltd, Doulton Potteries (Aust.) Pty Ltd, Dow Corning Australia Pty Ltd, Edels Pty Ltd, FRS Springs Pty Ltd, Gas-Pak Pty Ltd, General Telephone & Electronics (Australasia) Pty Ltd, Gibsons & Paterson Pty Ltd, R. Gunz (Photographic) Pty Ltd, Henderson's Federal Springs Works (NSW) Pty Ltd, Horological Guild of Australia, George Hudson Pty Ltd, Ipec (Aust.) Pty Ltd, James A. Jobling Ltd (Pyrex), Lawry's Foods of California Inc., McCulloch of Australia Pty Ltd, National Chemical Products Pty Ltd (part), National Literary Association Inc. Pty Ltd, Producers & Citizens' Co-operative Assurance Ltd, Sanyo Sales & Service Co., Swift & Company Ltd, Swift & Co. (Trading) Pty Ltd, D. G. Wills Pty Ltd, Winchester-Western Australia Pty Ltd, World Agencies.

USP-BENSON (NSW) PTY LTD, Colman Hse, 89 Berry St, North Sydney, 2060. Phone 929-8177. Telegrams Salesrise.

Directors: C. E. Richardson (chrnm), R. M. MacKenzie (deputy chrnm), W. O. Cudlipp (mng dir), C. D. Morris, M. Hertz, J. W. Bradstock, R. G. Reid, D. J. Shepherd.

†state repr.: USP-Benson Pty Ltd, 16-18 Kavanagh-st, Sth Melbourne (62-6931); USP-Benson (Qld) Pty Ltd, Graphic Hse, Gipps-st, Broadway, Brisbane (51-1061); USP-Benson

(SA) Pty Ltd, 19 North Terrace, St Peters, Adelaide (63-4561).

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

Clients: American Machine & Foundry Co. (Aust.) Pty Ltd, Arnott's Biscuits Pty Ltd, Australian Computers Pty Ltd, Australian Optical Industries Pty Ltd, Carrier Air Conditioning Pty Ltd, Chester Ford Pty Ltd, Citizen Watches Australia Pty Ltd, Commonwealth Industrial Gases Ltd, Davis Gelatine (Aust.) Pty Ltd, Eta Foods Pty Ltd, GEC (Australia) Pty Ltd, Gowing Bros Limited, E. H. Harris (Wholesale) Pty Ltd, Hawker de Havilland (Aust.) Pty Ltd, Hunter Douglas Limited, John Deere Aust. Pty Ltd, Industrial and Trade Fairs Pty Limited, Guinness (Australia) Pty Limited, Kork-N-Seal (Aust.) Pty Ltd, Marrickville Margarine Pty Ltd, Matson Lines, Mauri Brothers & Thomson Ltd, Mercantile Credits Ltd, Mercantile Mutual Insurance Co. Ltd, Motels of Aust. Ltd, National Brush Co. (Aust.) Ltd, Nelson & Co. Pty Ltd, Olympic Bowling Centres, Polarizes (Aust.) Pty Ltd, Rank Xerox (Aust.) Pty Ltd, Slazengers (Aust.) Pty Ltd, Stack & Co. Ltd, F. H. Stephens Pty Ltd, St Regis-ACI Pty Ltd, Sterling Machinery Pty Limited, John Vicars & Company Ltd.

WARWICK-BEAUMONT ADVERTISING PTY LTD, 264 Pitt St, Sydney, 2000. Phone 61-8786. Telegrams Warwickad. Associate office Melbourne.

Directors: W. S. Argall (chrnm), L. J. Gluskie, W. J. R. Logan, R. Tarrant, H. Overduin.

Executives: Miss M. Oldham (media), P. Erwin (prod.), A. MacAulay (client contact).

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

WELCH, ROGER, PTY LTD, 30 Carrington St, Sydney, 2000. Phone 29-4662-3. Cables, Adswell, Sydney.

Executives: Roger Welch, Lars Knudsen.

Accreditations: ANC, FACB, PPAB, TAB.

Clients: Australian Metropolitan Life Assurance Co. Ltd, Boral Limited, Boral Road Services Pty Ltd, W. B. Carr Constructions Pty Ltd, Colin Campbell Chemicals Pty Ltd, G. L. Cooper & Son Pty Ltd, Alex Cowan Ltd, Fordigraph Agencies, Halloran Manton Pty Ltd, J. McCarthy & Co. Pty Ltd, Modern Magazines Pty Ltd, National Mutual Life Association of A/sia Ltd, Petroleum & Chemical Corporation (Australia) Ltd, Powell's Pest Control Pty Ltd, Provincial Television Services, C. C. Macnaught Pty Ltd, Wyn Products Pty Ltd.

KEITH WESTGATE CO. PTY LTD, 6th Floor, Griff House, 324 Pitt St, Sydney, 2000. Phone 26-6911.

Directors: K. H. Westgate, V. J. Westgate.
Principal Executives: K. H. Westgate (mng dir), D. Field (prod. mngr), Miss Y. Wilson (office mngr), L. Hungerford (art dir), Miss D. Doone (media mngr).

O'seas reps: Oasis Advertising Ltd, Singapore, Advertising House Inc., Tokyo.

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

Clients: Baxter & Co. Pty Ltd, Basil V. R. Greatrex Pty Ltd, Bell Bryant & subsidiary companies, G. G. Benjamin & Co. Pty Ltd, Brambles Metal Products, Brambles Transport Group, Commercial Food Appliances Ltd, Concut Concrete Sawing Services Pty Ltd, Conquip Ltd, Group, N. P. Croft (Aust.) Pty Ltd, Diversey (A'sia) Pty Ltd, A. W. Edwards Building Services Pty Ltd, Edwards Building Services Pty Ltd, Federal Machinery Co. Ltd, Glen Carr & Partners Pty Ltd, S. Goldsmith Pty Ltd, Herfords Pty Ltd, Jasco Pty Ltd, Johnson & Sons Pty Ltd, Longyear (Aust.) Pty Ltd, M. A. Mason & Co. Pty Ltd, G. T. McOnie & Co. Pty Ltd, Murray (ANZ) Pty Ltd, Owen Luttrell Pty Ltd, Stanley Owen & Sons Pty Ltd, E. Pike & Co. Pty Ltd, W. G. Pickrell Pty Ltd, Plaimar Ltd, C. E. Propert Distributing Co. Pty Ltd, Rintoul Partitions Pty Ltd, Robertshaw Controls (Aust.) Pty Ltd, Rowen Arc (Australia) Pty Ltd, Swain Pattern Service Pty Ltd, Tallents Pty Ltd, Variety Footwear Distributors Pty Ltd, James Yates Pty Ltd.

WESTON ADVERTISING PTY LIMITED, Chamber of Commerce Bldg, 36 Grosvenor St, Sydney, 2000. Phone 27-1142. Telegrams Publicity Sydney.

Directors: W. O. Richards (chrnm), F. W. Still, D. P. Young (joint mng dirs), J. W. Maund, W. De Vere, S. A. Robertson (assoc. dir).

Executives: S. A. Robertson (admin & press media mngr), J. R. Goddard, W. O. De Vere, P. Maegraith, D. S. Musgrave (acct execs), R. Pontifex (copy), G. Garthside, R. Stone, P. West (prod.), R. Howard (radio & TV mngr), C. Ibbott (services dept), H. Seelenmeyer (art dir), E. Dempster (acct).

Accreditations: ANC, PPAB, FACB, TAB.

O'seas affiliates: NSW member of Advertising & Marketing International Network of 66 completely equipped advertising agencies directly affiliated throughout the world.

Clients: James Barnes Pty Ltd, Beare & Ley Pty Ltd, Beckers Pty Ltd, J. I. Case (Aust.) Pty Ltd, Commonwealth Moulding Pty Ltd, Wm Cooper & Nephews (Aust.) Pty Ltd, Edinburgh Laboratories (Aust.) Pty Ltd, Hunter Douglas Ltd (Mello-Lite Div.), Inglis

(Pty) Ltd, Inecto Ltd, International Majora Paints Pty Ltd, David Jones Ltd, Johnson & Johnson Pty Ltd, Kalamazoo (Aust.) Ltd, McWilliams Wines Pty Ltd, Manufacturers' Mutual Insurance Ltd, Percy Marks Pty Ltd, Mortgage Guaranty Corporation of Aust., NSW Dept of Health, NSW Co-operative Permanent Building & Investment Society Ltd, Claud Neon Ltd, Otsuka Pharmaceutical Co., Peapes Pty Ltd, N. J. Phillips Pty Ltd, Ronald Pain Pty Ltd, Royal Agricultural Society of NSW, NSW Sheepbreeders' Association, Scott & Bowne (A'sia) Ltd, Sterlec Sales Pty Ltd, Telephone & Electrical Industries Pty Ltd, Technical Training International Pty Ltd, Washington H. Soul Pattinson & Co. Ltd, Wholesale Drug Co. Ltd, Woodheath Pty Ltd, Labor Motor Funerals.

WILLMOTT ADVERTISING PTY LTD, Carden Hse, 107 Pacific H'way, North Sydney, 2060. Phone 92-6064/5/6, 92-3578, 92-8973, 92-6125/6/7. Telegrams Wilad, Sydney.

Directors: B. G. D. Carden (gov. dir), J. B. Quinlan, H. Binks, E. A. Colley.

Executives: J. B. Quinlan (mngr), H. Binks (secy & public officer), M. Malanot (media mngr), F. Atkins (prod. mngr).

O'seas reprs: Associate houses in most overseas countries.

Accreditations: ANC, FACB, PPAB, TAB, ANPA, NPANZ.

Clients: Associated Securities Ltd, Austin-Anderson (Aust.) Pty Ltd, J. Bourne & Sons Ltd, Control Systems (A'sia) Pty Ltd, Dept of Main Roads NSW, H. Evans & Co. Pty Ltd, John Haig & Co. Ltd, D. Hardy & Sons Ltd, Houghton & Byrne Pty Ltd, International Synthetic Rubber Co. Ltd, James Stedman Henderson's Sweets Ltd, Johnson & Johnson Pty Ltd, Lancaster Motors Pty Ltd, Baden P. Morris Pty Ltd, D. Normoyle & Co. Ltd, Pfizer Pty Ltd, Phillips Petroleum Corporation, A. Reyrolle & Co. Ltd, Ronson Corporation, Salmond & Spraggon (Aust.) Pty Ltd, Sera Pty Ltd, Stewarts & Lloyds (Aust.) Pty Ltd, York Motors Pty Ltd, York Motors (Sales) Pty Ltd, York Motors (Holdings) Pty Ltd, McNair Surveys.

VICTORIA

ACTIVE ADVERTISING PTY LTD, Suite 1, 614 St Kilda Rd, Melbourne, 3004. Phone 51-6217, 51-4240.

Directors: John Patrick Hodgins, Beatrice Alice Hodgins.

Executive: Peter Davidson (acct-exec.).

Accreditations: ANC, AAB, FACTS, FACB.

Clients: Carcoy Pty Ltd, Cassidy, J. R., Pty Ltd, Dawn Sales & Service Pty Ltd, Dellas Manufacturing Co. Pty Ltd, Dollar TV Rentals, Hunters Products Pty Ltd, Levart Pty Ltd, Macon & Sons Pty Ltd, Markham Industries, Melford Motors Pty Ltd, Reynolds & Co. Pty Ltd, Riddell Industries Pty Ltd, Trio & Associates Pty Ltd, Trio Woollen Mills Pty Ltd.

ADVERTISING ASSOCIATES PTY LTD,
Suite 11, 67 Queens Rd, Melbourne, 3000.
Phone 51-5396.

Managing director: R. E. Mahlook.

Executives: J. Flood (sen. acct dir), Miss A. Hanson (media mngr), R. Wiseman (prod. mngr).

Accreditations: ANC, TAB, FACB, PPAB.

Clients: Bob Jane Pty Ltd, Canning & Son Pty Ltd, E. C. Hattam Pty Ltd, Health Services Association, New Oakleigh Motors Pty Ltd, Reliance Home Appliances, St Moritz Pty Ltd, Victorian Rennet Co. Pty Ltd.

ADVERTISING MARKETING PTY LTD,
409 St Kilda Rd, Melbourne, 3004. Phone 26-4461 (3 lines).

Directors: Leo V. Keane, Val Adami, George H. Santos.

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

ALDWYCH ADVERTISING PTY LTD,
450 St Kilda Rd, Melbourne, 3004. Phone 26-3281. Telegrams Aldwych.

Directors: G. L. Bride (mng dir), J. Collins.
I' state repr.: See Sydney and Adelaide entries.

Accreditations: ANC, FACB, TAB, PPAB, AAB, ABC.

Clients: ART Services, Aust. Lead & Zinc Development Assns, Brownbuilt, Commonwealth Railways, General Credits, Holeproof, Hoover, Theo Levy, A. H. McDonald, Ralph McKay, Queens Bridge Motors, A. J. Sage, Welch Perrin, J. B. Were, World Record Club, Zinc Alloy Diecasters.

ALEXANDRA ADVERTISING PTY LTD,
288 Russell St, Melbourne, 3000. Phone 32-4931-2-3.

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

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

Clients: Abaris Printing & Publishing Co., Aquilla Shoes, Beverley Lee Fashion (Tas.), Big Star, C. H. Burnham Real Estate (Vic.), Capital Credit Corporation (Vic.), Carlyon Hotel Group Ltd, Delphic, Domestic Home Appliances, D. Elliot, Exterior Chemical Industries, FGGA Finance Group, Finne & Kempe Pty Ltd, Four Square Stores, Fountain Gardens, Grand Panorama Estate, Grolier Society (Vic.), S. Handlesman (Doncaster H), Harold Fashion, T. Horne, B. E. Humphrey, Kingsley Radio, Langs Fashion Fabrics, Magnin Fashion (Vic., NSW), Main St Albans, Middle East Airlines, Overland Development, Pioneer Uniform Service Pty Ltd, Politis Home Furnishers, Portmans Fashion Group, Realty Development Corp. (Vic.) Pty Ltd, Realty Development Corp. (SA) Pty Ltd (South Lakes), Rendezvous Restaurant Mildura, Royale Clothing Pty Ltd, Rye Beach Realty, Seymour Furs Pty Ltd, Spencer International (Vic.), Torquay Boulevard, Vitanut Products Pty Ltd (Frize, Nuttlex), Warehouse Sales Elec. Pty Ltd.

ANDERSON WHITE ADVERTISING,
274 Toorak Rd, South Yarra, 3141. Phone 24-7992, 24-2612.

Directors: David John Anderson, Anthony Alan White.

Executives: David Clarke (prod. mngr), Chris Raftopolous (art dir).

I' State Repr.: Madison Milwyn Pty Ltd Advertising, 102 Arthur St, North Sydney, 2060.

Clients: Besteel Building Company, Black Box Novelties, Bramwells Flooring Service, Brendan Edwards Sports Centre, Celcure (Australia) Pty Ltd, Dandy Power Equipment, Haack Motors, Humphrey Omega Dry Cleaners, Interstate Rubber Company — Dupont Corfam, B. Kappel Real Estate, Linfox Transport Services, MacDonald Engineering Company, Michaelis Hallenstein-Sheepskin Division, Newport Motors, Nightingale Chemical Company — White Lily Cleanser, Pets Memorial Gardens, Radio Station 3DB, RetraVision Pty Ltd — electrical stores, R. H. Taylor — electrical store, Vic. Inst. of Dry Cleaners, Woods Williams Furniture.

ANZARUT, E. CHARLES, (AUST.) PTY LTD, Stanhill, 34 Queens Rd, Melbourne, 3000. Phone 26-3751. Cables Anzarut, Melbourne.

Directors: E. C. Anzarut (mng dir), D. G. Anzarut.

Executives: E. C. Anzarut, R. Lingard, G.

Allan, L. Bell, M. McLennan.

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

Clients: Astor Electronics Pty Ltd, Interstate Rubber Co. Pty Ltd, Murray Valley Food Processing Co. Ltd, Plastalon Pty Ltd, Sunkist Snap Frozen Food Distributors Pty Ltd, Tiny Styles Pty Ltd, Wholesale Spirit Merchants' Association of Victoria.

BAUME, CHAPMAN & BAUME PTY LTD, Suite 4, Eton Square, 476 St Kilda-rd, Melbourne, 3004. Phone 26-3705.

Manager: Des W. Bowen.

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

Clients: Bendigo Potteries, British Paints (Aust.) Pty Ltd, Dawn Sales & Service, Dominion Reinforcements Pty Ltd, Fanner Manufacturing Co. Pty Ltd, Horner & Lockyer, Jex (Steelwool), Maclaren Laboratories Pty Ltd, Masport Overseas Ltd, Mevra Pty Ltd, Phosphate Co-operative Co. of Aust. Ltd, Peerless Emulsion Products Pty Ltd, Selleys Chemicals Ltd, Shor-Lube Products Pty Ltd, Standard Steel Pty Ltd, Stanley Rogers & Sons Pty Ltd, Stead Industries Pty Ltd, Straightway Motors Pty Ltd.

BAYNE MACKAY ADVERTISING PTY LTD, 405 Collins St, Melbourne, 3000. Phone 62-5037.

Directors: Jean Mackay (secty & dir), G. Bayne Mackay.

Executive: John J. Rodda (acct-exec.).

Accreditations: ANC, APPA, FACB, TAB, AAB.

Clients: Able Staples Pty Ltd, Australian Clays & Industrial Minerals Ltd, Barastoc Products, Batescrew Sales Pty Ltd, Wm Bedford Ltd, Bowen & Pomeroy Pty Ltd, G. V. Clark Motors Pty Ltd, Clausens (Melbourne) Pty Ltd, Clegs Silks, Commercial Bank of Australia Ltd, John Danks & Son Pty Ltd, Federal Chemicals Pty Ltd, Honey Board Promotions, Wm Lawrence (Globe Dye Works) Pty Ltd, Liverpool London & Globe Insurance Co Ltd, London Assurance, James Lyall Engineering Co., J. K. MacLeod Australia Pty Ltd, N. A. Matthews & Sons Pty Ltd, Melbourne City Council H. Murray & Sons Pty Ltd, Northern Assurance Co. Ltd, Pound Motors Pty Ltd, Phoenix Assurance, Royal-Globe Life Assurance Co Ltd, Tresise & Co. Pty Ltd, Unique House Consolidated Pty Ltd, Unique Sash Balance Pty Ltd, Eric Weber & Co. Pty Ltd, Yorkshire Dyeware & Chemical Co.

BECKET - THOMSON ADVERTISING PTY LTD, 4 Collins St, Melbourne, 3000. Phone 63-5926/8.

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

Accreditations: ANC, FACB, PPAB, TAB, NPANZ.

O'seas Repr.: Auckland, London, New York, San Francisco.

BELL ADVERTISING PTY LTD (see Birrell Advertising Associates (Vic.) Pty Ltd).

BERRY, CURRIE ADVERTISING (VIC.) PTY LTD, 580 St Kilda Rd, Melbourne, 3004. Phone 51-8491.

Directors: W. C. Currie (chrnm), R. B. Duncan (mng dir), S. Kutt, F. V. Sterdale, J. Currie.

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

Clients: Adwell Adding Machines, Armitage Ware Ltd, Arnold's Farm Fences Pty Ltd, Dalgety Trading Co., P. C. Grosser & Co., ICIANZ Ltd (rural, pharmaceuticals, ethical, fertilizers), Kodak (Australasia) Pty Ltd, Meggit Ltd, National Trustees Executors & Agency Co. of A'asia Ltd, Ponsford, Newman & Benson Ltd, Power Cleaning Service Ltd, Regna Cash Registers, Reno Auto Sales Pty Ltd, Spartan Paints Pty Ltd, W. B. Steen Pty Ltd, Take-A-Holiday Pty Ltd, Potter & Moore (new products division).

BEST AND COMPANY PTY LTD, 622 St Kilda Rd, Melbourne, 3004. 51-0251.

Directors: E. W. Best (gov. dir), G. A. Bond (mng dir), J. O. Wicking.

Accreditations: ANC, ANPA, TAB, FACB.

Clients: Australian Canvas Promotion Committee, Australian Hoechst Limited, Baker Perkins Pty Ltd, Bendix Mintex Pty Ltd, R. Collie & Co. Pty Ltd, Coronet Caravans, Commonwealth Advertising (Victorian radio), Davies Coop & Co. Ltd, Engineering Products Pty Ltd, Fleetways Pty Ltd, Norman J. Hurl Pty Ltd, J. C. Hutton, ICIANZ Ltd — Ammunition, Explosives & Lighting Divisions, Kingsted Pharmaceuticals Pty Ltd, Kitten Products Pty Ltd, Kiwi Polish Co., Lord Mayor's Appeal, Miracle Bait Oil Co., National Safety Council of Australia, Nicholas Air Charter, Olympic Cables, Olympic Consolidated Industries Ltd, Olympic General Products Pty Ltd, Patons Brake Replacements Pty Ltd, P.B.R. Industrial Co. Pty Ltd, Rampling & Hall, Repco Limited (National & Export), Riley Williams Pty Ltd, Rogers, Seller & Myhill Pty Ltd, Smith Mitchell Pty Ltd, Sterling Clothing Co.,

Tattersall's Sweep Consultation, Thomas Optical & Scientific Co. Pty Ltd, Victorian Canvas Goods Association (Awning group).

BIRRELL ADVERTISING ASSOCIATES (VIC.) PTY LTD, 154 Swanston St, Melbourne, 3000. Phone 63-2781.

Directors: M. N. Birrell (chrnm), R. C. Hing (mng dir), J. E. Dovey, C. K. S. Need.
Accreditations: ANC, TAB, FACB, AAB, PPAB.

Istate Repr.: Birrell Advertising Associates Pty Ltd, Adelaide (71-0425); Bean-Birrell Advertising Associates Pty Ltd, Perth (21-6751).

Clients: Ansell Rubber Co. Pty Ltd, Arndale Developments (Aust.) Pty Ltd, Australian Estates Co. Ltd, Australian Record Co. Ltd, Bristol Paint & Chemical Co. Pty Ltd, Coates & Co. Ltd, Colorgrave Publications, Commercial Union Assurance Co. Ltd, Connors & Crough Bakeries, Elastic Webbing (Aust.) Pty Ltd, Elmaco Industries Ltd, Golden Phoenix Restaurant, Hall Sandford & Co. Pty Ltd, Hitachi Ltd, Hong Kong Emporium, Horndraulic (Aust.) Pty Ltd, Ozapaper Limited, Pitt Waddell Bennett Chains Ltd, Rite Wear Pty Ltd, Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Pty Ltd, Simplon Distributing Co., Stock Exchange of Melbourne, Stothert & Pitt (Australia) Pty Ltd, Sulphates Chemical Company, Sun Electric Co. Pty Ltd, Victron Manufacturing Co. Pty Ltd, Wilfred H. Jones & Co. (Aust.) Pty Ltd, Wiltshire Cutlery Co. Pty Ltd, Wiltshire File Co. Pty Ltd.

K. M. CAMPBELL PTY LTD, 157 Spring St, Melbourne, 3000. Phone 32-3616. Telegrams Melcam, Melbourne.

Directors: K. M. Campbell (mng dir), M. E. Campbell, E. P. Dakin, J. A. Stuart.
Accreditations: ANC, AAB, PPAB, FACB, TAB.

Clients: Aerostart (Anzia) Pty Ltd, Associated Pulp & Paper Mills Ltd, Bryson Industries (NSW) Ltd, The English, Scottish & Australian Bank Ltd, The ES&A Savings Bank Ltd, ES&A Managed Investments Ltd, Esanda Limited, F. T. Laboratories Pty Ltd, A. W. & E. Hall, Garmac Constructions Pty Ltd, ICIANZ Limited (Films Division), Jones Lang Wooton, George Kent (Australia) Pty Ltd, Melbourne Safe Deposits Pty Ltd, H. T. McKern & Sons Pty Ltd, Model Dairy Pty Ltd, Patrick Travel Service, Spicers Paper Industries Limited, Table Talk Biscuits Pty Ltd, Terrastone Ltd, World Record Club Pty Ltd.

CARDEN ADVERTISING PTY LTD, Carden Hse, 251 William St, Melbourne, 3000. Phone 67-7212. Telegrams Carvert, Mel-

bourne.

Directors: B. G. Carden (gov. dir), K. W. Stanway (mng dir & gen. mgr), L. D. Cripps (admin. dir), W. S. Stockdale (art dir), Mrs N. Welsh (secy).

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

Clients: Arnott-Brockhoff-Guest Pty Ltd (Brockhoff Biscuits, Limmits), Associated Securities Ltd, Australian Paper Manufacturers Ltd, BP Australia Ltd, Bryson Industries Ltd, Bunge Aust. Pty Ltd, Caravan Trade and Industries Assoc., Containers Ltd, Crittall Mngf Co. Aust. Pty Ltd, Fibremakers Ltd, Henderson Industries Ltd, Holeproof Ltd (raft division), Bill Patterson Motors Pty Ltd, Pipeair Pty Ltd, Ultra Hats Pty Ltd.

CARTER, R. G., ADVERTISING SERVICE PTY LTD, Suite 24, 65 Queens-rd, Melbourne, 3000. Phone 51-6941.

Director: R. G. Carter (principal).
Executives: G. Hansby, M. Leffler, L. E. Carter.

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

Main Clients: Andasteel Constructions Pty Ltd, Dowell Industries (Aust.) Pty Ltd; Geo. M. Hume Pty Ltd, L. J. Morgan Pty Ltd, Richards Tiles Pty Ltd, Cheatham Salt Ltd, N. R. Reid & Co., Boustead Wood Pty Ltd, Sears Morton Pty Ltd, Underwriting and Insurance Pty Ltd, Buchanan & Brock Pty Ltd, James Flood Pty Ltd, Pye Pty Ltd, AEM (Vic.) Pty Ltd, Collins Radio Co. (A'sia) Pty Ltd, Movitex & Moviegraph Systems Pty Ltd, L. A. Wade & Co.

CASTLE JACKSON ADVERTISING PTY LTD, 143 Latrobe St, Melbourne, 3000. Phone 662-1777.

Directors: D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.

Executives: L. Clay (art dir), Miss Jean Taylor (radio-TV); C. Attwood, (media), A. King (prod. mng).

Istate repr.: Canny Gabriel-Castle Jackson, 47 Castlereagh St, Sydney (28-4964).

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

Clients: ADFA, Anderson Hosiery Mills, Avis, Australian Hoechst Ltd, Australian Red Cross, Ball & Welch, Keith Courtenay, H. B. Dickie Ltd, Robert Harper & Co., Maccougalls, SEC (briquettes), Southdown Press, B. S. Stilwell, Trimview Metal Products, Vulcan Industries Ltd.

CY CATER ADVERTISING PTY LTD, 180 Russell St, Melbourne, 3000. Phone 32-1755. Telegrams Sycater Melbourne.

Directors: C. A. Cater, Y. Cater.

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

Clients: Ada Productions Pty Ltd, Joseph Bancroft & Sons Co., Cyclax (Aust.) Pty Ltd, Danish de Luxe Pty Ltd, Formfit Pty Ltd, Hollandia Shoes (Aust.) Pty Ltd, Leighton Homes Pty Ltd, Public Benefit Bootery Pty Ltd, SKF Ball Bearing Co. (Aust.) Pty Ltd, Sussan Lingerie Pty Ltd.

CHAPMAN - HENDRIE ADVERTISING,
143 Franklin St, Melbourne, 3000. Phone 30-3091. Telegrams Adchap.

Director: John F. Hendrie (principal).
Executives: M. Trueman, Mrs H. Davies. (media mngr).
Accreditations: ANC, AAB, FACB, PPAB, FACTS.

Clients: Australian Die Castings, Australian Republican Party, Brick & Pipe Indust. Ltd, Coles & Garrard Pty Ltd, Connell's (Vic.) Pty Ltd, Dandy Steel Constructions, Elliott Newspaper Group, K. C. Gartside & Co. Pty Ltd, Leo Hemingway & Pickett Pty Ltd, Houghton & Byrne (Vic.) Pty Ltd, ISAS (Victorian Industrial Sales & Service Pty Ltd), Paul Mason Pty Ltd, NKS (Holdings) Limited, Ogen Industries Pty Ltd, Station 3MA Mildura, Charles Tims Pty Ltd, Townshend Homes Pty Ltd, A. L. Young, Pest and Weed Control Association of Vic., Qualcast (Aust.) Sales Pty Ltd, Sherwell Manufacturing Co., STV Channel 8 Mildura, Unique Sash Balance Pty Ltd, Victorian Producers Co-op. Co. Ltd.

CLEMENGER, JOHN, PTY LTD, 473 Bourke St, Melbourne, 3000. Phone 67-6351. Telegrams Clemenger, Melbourne.

Branches: Sydney, Adelaide, Brisbane.
Directors: P. G. Clemenger, J. L. Clemenger (joint mng dirs), Marie E. Clemenger, P. B. Cooper, P. G. Rankin, J. D. Morris.
Executives: P. G. Clemenger (press dir), J. L. Clemenger (TV dir), D. J. Brennan (TV creative dir), G. H. Rodsted (press prod. mngr), P. Harvie (radio mngr), P. B. Cooper (financial dir), R. B. Walduck (media mngr), Bill Gent (exec. art dir), D. H. Warren (copy dir), N. K. Allerton (acct dir), P. G. Rankin (gen. mngr), J. D. Morris (acct dir).

Accreditations: ANC, FACB, TAB, PPAB.
Clients: AMI (retail), Arnott Guest Pty Ltd, Aust. Timken, A. W. Allen, Bata Shoe Company, Conzinc Riotinto of Aust. Pty Ltd, Courage Brewery, Du Pont International, Glo-Weave Pty Ltd, Godfrey Phillips International Pty Ltd, Hawker Siddeley Brush, Ilford (Aust.) Pty Ltd, Marchants Aerated Waters & Cordials Pty Ltd, Martini & Rossi, Miles Laboratories ANZ-Alka-Seltzer, Moran & Cato Pty Ltd, Nylex Corporation, Peters Ice Cream (Vic.) Pty Ltd, Petroleum Information Bureau, Sellotape (Aust.) Ltd, Sitmar Line, A. G. Spalding & Bros, Stafford Ellinson Pty Ltd, David Syme & Co. Ltd

("Age"), Worth Hosiery Pty Ltd, Wrightcel Pty Ltd.

CLENCIE, KEN, ADVERTISING ASSOCIATES, Suite 12, 553 St Kilda Rd, Melbourne, 3004. Phone 51-4766.

Director: Ken T. Clencie.
Executives: J. Tinney (mngr), B. Held (creative dir).
Accreditations: FACTS, ANC, FACB.

COLE & CHEONG ADVERTISING PTY LTD, 602 St Kilda Rd, St Kilda, 3004.

Directors: Ian R. Cole, Keith C. Cheong, Daniel I. Bourke.
Executives: Colin E. Deague (prod. mngr), Anthony R. Martin (accnts service mngr).
Accreditations: FACTS, ANC.

COUNTRY PRESS CO-OPERATIVE COMPANY LTD, Carlton Hse, 33 Rathdowne St, Carlton, 3053. Phone 34-5137.

Directors: M. K. Armstrong, P. B. Hiscock, G. C. Adams, J. H. Hedges, K. S. Hopkins.
Executive: K. B. Laurie (secty & mngr).
Accreditation: PPAB.

CROFT, REX, ADVERTISING PTY LTD, 204 Toorak Rd, Sth Yarra, Melbourne, 3141. Phone 24-6528.

Directors: R. Croft, W. Bradshaw, G. Croft.
Executives: P. Turnham, A. Croft (acctn-execs).
Accreditations: TAB, ANC, PPAB, AAB, FACB.

Clients: Ampere Electrical Mfg Co., Art Training Institute Pty Ltd, Audiometric Services (Vic.) Pty Ltd, Australian National Theatre, Australian School of Journalism, Australian Sound & TV Co. Pty Ltd, Australian Sunshine & Perfect Pastures, Biz Buzz Stores, Blyth, Greene, Jourdain (Aust.) Pty Ltd, J. Chaleyere & Co., Denkavit (Aust.) Pty Ltd, R. N. Everard Pty Ltd, Geoff Lipton & Co., Green Pasture Lime Co., Harland, Eng. (Aust.) Pty Ltd, Hart & Co. Pty Ltd, Healthway Dairy Products Pty Ltd, Holdsworth Construction Pty Ltd, Holiday Equipment Pty Ltd, Jas. Smith Pty Ltd, John Byron Rural Pty Ltd, Keith Mason Pty Ltd, Kimbell-Adeney Pty Ltd, Lobaschers Electric Motors, Mancine Laboratories Pty Ltd, Meat-Blox Dog & Cat Foods, Montrose Rubber Co. Pty Ltd, Murray Crowburn Co-op. Co. Pty Ltd, New Zealand Pasture Implement Co. Pty Ltd, Permewan Wright Limited, Plaza Engineering Pty Ltd, Progress Engineering Pty Ltd, Sanderson Travel Service, Standard Stock Service Pty Ltd, Surdex Industries Pty Ltd, Synteko Pty Ltd, Tasman Tiles Pty Ltd, Thoroughbred (Aust.) Pty Ltd, Universal Opportunity League.

CURTIS & MASON ADVERTISING PTY LTD, 161 Fitzroy St, St Kilda, 3182. Phone 94-0624/5/6.

Executive directors: Edward Curtis, James Mason.

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

Clients: Black Clawson, Bradford Insulation (Vic.) Pty Ltd, Craig & Seeley, W. Blom & Son (Aust.) Pty Ltd, Eyelets Ltd, Gawith Bros, Glen Park Cream Pty Ltd, Harvest Foods, Lohn Cordan Ltd, Market Motors, McRostie & Growers, A. Pattison & Co. Pty Ltd, Rayson Industries Pty Ltd, SA & Mildura Districts Citrus Assoc., Sheldons Laundries, Syd Ellis Motors, R. G. Turnley, Vic. Egg Board, Whybrow Shoes, Vegetable Merchants Assn.

DEAN FORBES ADVERTISING (VIC.) PTY LTD, 204 Toorak Rd, Sth Yarra, Vic., 3141. Phone 24-7571. Telegrams Deanads, Melbourne.

Directors: Douglas M. Barrie (mng dir), Ian G. Johnston, Donald W. Maher, M. Barberis, R. B. Eddelbuttel.

Executives: M. Barberis (gen. mngr), R. B. Eddelbuttel (asst gen. mngr).

Pstate Repr.: Dean Forbes Advertising Service, Sydney.

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

Clients: Bearing Service (Holdings) Ltd, Bourne Industries Pty Ltd, Carter Wallace Pty Ltd, A. Flavell Pty Ltd, Heine Brothers (Australasia) Pty Ltd, Heiro Industries Pty Ltd, Lancome Marigny Pty Ltd, Marigny (A'asia) Pty Ltd, Morris & Walker Pty Ltd, Morris Plastics Pty Ltd, Nicholas/Marigny Pty Ltd, Nicholas Pty Ltd (Aspro, Pharmaceutical, Veterinary & E. G. Hughes division), Slough Estates (Australia) Pty Ltd, Sovereign Food Products Corporation Pty Ltd, Textile Cones & Tubes Pty Ltd, Toystan Shoes Pty Ltd.

DINGWALL, CANNING, NIERE, ROBINS, PTY LTD, (Melbourne Unit of Admark Australasia), 578 St Kilda Rd, Melbourne, Vic., 3004. Phone 51-6911, 51-2222. Telegrams Admark, Melbourne.

Directors: A. W. Dingwall, E. J. Canning, G. T. Niere, T. B. Robbins.

Executives: J. Catmull (art dir), B. Raymond, G. Braddy, K. Millard, Miss G. Southard (acct execs), R. Flint (prod. mngr).

Accreditations: FACB, TAB, ANC, PPAB, ANPA, ABC.

Pstate repr.: Thomson Porritt Partner Advtg, 628 Paul St, Milson's Point, Sydney (92-6016).

Clients: Aywon Pty Ltd, AEC (Australia), Bramac Ltd, Crestknit Industries, Commonwealth Serum Laboratories, Elder, Smith,

Goldsborough, Mort Ltd, Flotilla Pty Ltd, Hardware Co. of Australia, Leyland Motor Corporation, Las Vegas Motors Pty Ltd, Longines Watch Co., May & Baker (Aust.) Pty Ltd, Molybond Laboratories, Pampas Mfg Co., Stotts Technical Correspondence College Pty Ltd, Sturdee Electricals Pty Ltd, Saxony Fabrics Pty Ltd, Victorian Wheat-growers' Corp., A. E. Hoad Fabrics.

DOUGLAS-MERRELL PTY LTD, 443 Little Collins St, Melbourne, 3000. Phone 67-1914, 67-4447.

Directors: G. J. Nicol (chrn), D. S. Smith (mng dir), M. Forbes, M. F. Smith.

Executives: Mrs Irene Mockridge (acct exec.), Neil Pedersen (prod. mngr), Miss Marion Coggins (media mngr).

Pstate repr.: NSW, Queensland, Tasmania.

Clients: A. V. Page Pty Ltd, Commando Wool, Croftbank Dairies, Mariner Pools, Masaga Developments, Massoni Lines, Scoble Staff Services, Smith IIsborne Pty Ltd, Stewart Craig Pty Ltd, Top of the Town Restaurant, Victorian Honda Distributors.

EDWARDS ADVERTISING ASSOCIATES, ANZ Bank Chambers, 351 Elizabeth St, Melbourne, 3000. Phone 67-2303.

Directors: L. D. Edwards (principal).

Executive: Mrs. J. Healy (media mngr).

Accreditations: ANC, AAB, PPAB.

Clients: Broom & Wade (Aust.) Pty Ltd, Carborundum Pty Ltd, Cyclone Forgings Pty Ltd, Deutz Australia Pty Ltd, Dobbie Bros Pty Ltd, Eureka Terra Gotta & Tile Co. of Aust. Ltd, Giles & Elliott, Holt Whitney (Aust.) Pty Ltd, Knox Schlapp Pty Ltd, Lockers Engineers Pty Ltd, Lockers Wire Weavers & Perforators Pty Ltd, MTE Pty Ltd, John Oakey & Sons (Aust.) Pty Ltd, Moss Products Pty Ltd, Relays Pty Ltd, Sinclair & Powell Pty Ltd, Noel Steele Pty Ltd, Western Ventilation Equipment Pty Ltd.

EVANS, RODNEY H. ADVERTISING PTY LTD, 253 Lonsdale St, Melbourne, 3000. Phone 32-1578/9.

Executives: R. Mackinder (mngr), E. O'Keefe, G. Studd.

Accreditations: ANC, PPAB, FACB, TAB.

Directors, repr.: See Sydney entry.

Clients: Amalgamated Wireless (A'asia) Ltd, Australian Broadcasting Commission, Aychar Pty Ltd, Brolite (Vic.) Pty Ltd, Arthur Cocks & Co. Pty Ltd, Colony Shop for Men, Dalgety & New Zealand Loan Ltd, Dalgety Trading Co. Pty Ltd, Edna Barnett Boutiques, Gordon Edgell Pty Ltd, Elna Sewing Machine Pty Ltd, Gollin & Co. Ltd, Reuben J. Hall Pty Ltd, Legal & General Assurance

Society Ltd, Martin & Pleasance, Melbourne Woolbrokers' Assn, Metters Ltd, Red Top Distributors Pty Ltd, Simpson Acoustical Supplies Pty Ltd, G. C. Singleton & Co. Pty Ltd, Victorian Authorised Newsagents' Assn, Wiggins Teape Australia Group, The Wiggins Teape Graphic Equipment Co.

Society, Voca Dictating Machines Ltd.

FOOTE, CONE & BELDING PTY LTD, 153 Latrobe St, Melbourne, Vic., 3000. Phone 662-1000. Telegrams: Brigade Melbourne. Also 9 Commonwealth St, Sydney, NSW, 2000, and 47 Greenhill Rd, Wayville, SA, 5034. Associate houses all other States.

Directors: A. J. Briggs (chrmn), M. M. Walker (deputy chrmn), R. C. Davey, A. T. Young.

Local Directors: T. J. M. Farquhar-Smith (gen. mgr), C. F. Openshaw, C. Uren, A. G. Cheel, G. Siney, R. A. Cuming.

Accreditations: ANC, PPAB, FACB, TAB.

Clients: Argus & Australasian, The Australian National Line, Australian Newspapers Council, Cibernetics (Electronics) Pty Ltd, Costain Developments (Australia) Pty Ltd, Costain Jennings, Council of Fire, Accident & Marine Underwriters of the Commonwealth of Australia, Creamoata Ltd, Crofts Stores Pty Ltd, Drug Houses of Australia Ltd, Forrester Stephen Pty Ltd, Gas & Fuel Corporation of Victoria, Grosby Shoe Co. Pty Ltd, Herald & Weekly Times Ltd, Herald-Sun TV Pty Ltd, A. V. Jennings Industries (Aust.) Ltd, Le Brand Distributing Pty Ltd, Manchester Unity IOOF, Monsanto Chemicals (Aust.) Pty Ltd, Papermate Division of Gillette Australia Pty Ltd, Polycell (Walpamur), Seaboard Finance Co. Ltd, Sirena Sales, Thermal Traders (Vic.) Pty Ltd, Tourist Development Authority, Train-Air Pty Ltd, Arthur Vale & Co. Pty Ltd, Victorian Butter Factories Co-op. Co. Ltd, Wiltshire File Co. Pty Ltd, York Insignia Ltd.

FORTUNE (AUST.) PTY LTD, 23 Drummond St, Carlton, Melbourne, 3053. 34-4184.

Executives: A. M. Roberts (mgr), R. Solomon (copywriter), R. E. McLeod, K. Carey, N. Tolley (acct execs), F. Shiels (media mgr), R. T. Goodall (art dir), P. Law (creative dir).

Directors & Accreditations: See Sydney entry.

Main Clients: Ansett Transport Industries, Barrier Reef Islands, Esso Standard Oil (Aust.) Ltd, Foys, Big/W, Geelong Friendly Society, Heywood Building & Finance Pty Ltd, ICD Developments, International Harvester Co. of Australia Pty Ltd, L. F. Masters Co., Metters Ltd, Nathan & Wyeth Ltd, Roco Industries Ltd, Ross Scott, Somerset Real Estate, Town & Country Permanent Building

GORDON & GOTCH (A'SIA) LTD, 467 Collins St, Melbourne, 3000. Phone 62-7061. Head office Melbourne.

Manager: O. Snellgrove.

O'seas Repr.: London, Canada, USA, Sth Africa.

Accreditations: ANC, AAB, PPAB, FACB, TAB, NZNPA.

GENERAL ADVERTISING COMPANY OF AUSTRALIA PTY LTD, 126 Franklin St, Melbourne, Vic., 3000. Phone 30-4115-6-7, 30-4661.

Managing Director: Kenneth Johnson.

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

Clients: Ascota Business Machines Pty Ltd, Australian Country Party, Australian Pipes & Fittings Pty Ltd, BLH Australia Pty Ltd, Berri Fruit Juices Co-operative Ltd, Broadway Engineers Pty Ltd, Bedgood Shoes Pty Ltd, Beau Monde (Australia) Ltd, C.A.M.-E.R.A. Foundation, Canada Packers, Cap Engineering Pty Ltd, Chemical Plant and Engineering, Christina Contouring Clinic, Contracting Plant, Engineering Testing & Research Services Ltd, Exhibition Promotion Pty Ltd, Gas Plant & Equipment, Grimwade Castings Pty Ltd, Hamersley Iron Pty Ltd, Humes Limited, P. Hickman Pty Ltd, Industrial Engineering Ltd, Industrial Service Engineers, IE Knitting Mills, Jackdon Pty Ltd, Jacksons Corio Meat Packaging (1965) Pty Ltd, James Chocolates Pty Ltd, Lawrence H. S. & Son Pty Ltd, L'Officiel Pty Ltd, Mazda Motors Pty Ltd, Machinery Forum Pty Ltd, Motivational Sales Promotions, McKee, I. E. L., Pty Ltd, Oscar Mayer Meats, PA Export Marketing Pty Ltd, Paramount Nurseries, Permac Pty Ltd, Pioneer Refrigeration Pty Ltd, Reinchr Industrial Lease and Finance Pty Ltd, Robertson Daniel, Solway Clothing Co., Sonata Pty Ltd, Steelweld Pty Ltd, Stran Steel, Thorp, H. & Co. Pty Ltd, Toyo Kogyo Co. Ltd, Tip Top & Sunbeam Chickens, Watts, E. A., Pty Ltd.

MAX L. GOSEWINCKEL & ASSOCIATES PTY LTD, 622 St Kilda Rd, Melbourne, 3000. Phones: 51-3359, 51-3672, 51-1014.

Directors: M. L. Gosewinckel, J. A. Gosewinckel, B. E. Coad

Executives: Max L Gosewinckel (mng dir), Barry E. Coad (media dir & company secty).

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

Clients: Brella Pty Ltd, Commonwealth Ad-

vertising Division, William Crosby Ltd, Dalsonware Pty Ltd, Electronic Industries Ltd (Hitachi, Homecrafts & Malvern Star Stores, Rentlo, Reditune), Fulton Constructions Pty Ltd, Ralta Limited (Linda Electric Blankets, Hairdryers, Slippers), Rex Weaving & Spinning Mills Pty Ltd, Staffex (Aust.) Pty Ltd, Tupperware of Australia Pty Ltd, Toyo Kogyo, Arthur Vale & Co. Pty Ltd, President Motor Inn.

GREY ADVERTISING PTY LTD, Ampol Hse, 792 Elizabeth St, Melbourne, 3000. Phone 34-9001. Interstate: Colman Hse, 89 Berry St, Nth Sydney, 2060.

Vic. managing director: Ralph Blunden.

Executives: Rob Palmer (deputy mng dir), Bob Shanahan (dir), Ken Painter (gen mgr), Mrs Elizabeth Read (co. secty), Barry Michael (media mgr — air), David Harper (mgr — press media & research).

Accreditations: ANC, FACB, PPAB, TAB.

Clients: Ideal Toys, Atlas Plastics, Fletcher Jones & Staff, Gilbeys Aust. Pty Ltd, Holeproof Industries, Heathermoor Sportscraft, Australian Gypsum Ltd, Insulwool, Paddle Bros Pty Ltd, Aristoc Industries, ICIANZ (Plastics division), Classweave Industries, Watkins Products Inc.

HANDBURY ADVERTISING PTY LTD, 224 Queen St, Melbourne, 3000. Phone 60-1646.

Directors: Alan J. Handbury, Lois J. Munro.

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

I/State Repr.: Associate Offices in Sydney, Brisbane, Adelaide & Perth. **O'seas:** Associates houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan

HANSEN RUBENSOHN-McCANN ERICKSON PTY LTD, 20 Collins-st, Melbourne, 3000. Phone 63-9024.

Melbourne manager: Don Fox.

O'seas Repr.: McCann Erickson International, offices and associates throughout the world.

Accreditations: See Sydney entry.

Clients: Aust. Consolidated Industries, Aust. Window Glass, Aust. Fibre Glass, ACI Plastics, Laminex, Clarks Skyline Shoes, Dural Leeds, Coco-Cola, Dataprint, Foot Rest Shoes, International Factors Ltd, Jay-Cee Potato Chips, John Crundall Knitting

Mills, Koratron, Monbulk Preserves, Nabisco, Ress Oriental Hotel, Stramit, TAA, Lyall Robertson Pty Ltd.

HAYES PUBLICITY SERVICE PROPRIETARY LIMITED, Savings Centre, 258 Little Bourke St, Melbourne, 3000. Phone 32-3512. Telegrams Hapus, Melbourne.

Directors: Geoffrey P. Hayes (mng dir), M. M. Court, P. Power (secy), I. S. Caithness, J. L. Crane, J. Neate, K. D. Grant (NSW).

Associate directors: R. Fauvel, E. Macarow. **I/State repr.:** Hayes Publicity Service Pty Ltd, Commerce Hse, 161 Clarence-st, Sydney. (29-5973).

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

Clients: ASEA Electric, BMW (Australia) Pty Ltd, M. R. Ballantine Ltd, Broadcasting Station 2GB Pty Ltd, Campbell Davies Pty Ltd, Canberra Television Services Pty Ltd, Fire Fighting Equipment Pty Ltd, H. & R. Johnson (Aust.) Pty Ltd, W. S. Kimpton & Sons Pty Ltd, Leggett Rubber Industries Pty Ltd, Liberal Party of Aust. (Vic. Division), I. & R. Morley Pty Ltd, New Zealand Government Tourist Bureau (Vic.), Optical Prescriptions Spectacle Makers Pty Ltd (Vic.), Preservene Pty Ltd, Stoffels Handkerchief Ltd, The State Savings Bank of Victoria, Tomasetti & Son Pty Ltd, Victorian Racing Club, H. W. Woods Pty Ltd.

HAYSOM, W. JOHN, PTY LTD, 362 St Kilda Rd, Melbourne, 3004. Phone: 69-3101.

Directors: W. J. Haysom, M. V. Haysom, A. B. Elvish, G. D. J. Maine, M. J. Haysom.

Manager: G. D. J. Maine.

Executives: D. J. Scott (creative dir), A. C. Marshall (art dir), F. Kelso (prod. mgr), J. Davie (media mgr).

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

Clients: Albert Nicholson Holdings, Ansvar Insurance Co. Ltd, Balm Paints Ltd (trade & industrial division), Clarks Torflex Shoes Aust. Pty Ltd, Comdec Pty Ltd (wallpaper div. of Balm Paints Ltd), Commercial Bank of Australia Ltd (part only), Courtney & Patterson Motors Pty Ltd, Debenhams (Aust.) Pty Ltd, Hush Puppies Pty Ltd, J. & H. Marks Pty Ltd (Edox watches), Marquise Knitwear Pty Ltd, Mytton's Limited (Grosvenor & Community cutlery, Beautyline sinks & troughs), Newman's Chocolates and Candies Pty Ltd, Saxone Shoe Co. (Aust.) Pty Ltd, Southern Cross Electric Co. Pty Ltd (Sunray electric heaters & blankets), Victorian Tuberculosis Association, Wild's Ezy Sauce, C. J. Wilson Pty Ltd (Barrie Wayne men's clothing), John Zevenboom & Co. Pty Ltd (Zev brushware).