

HIGGINS, JOHN, PUBLICITY PTY LTD, 63 Kingsway, South Melbourne, 3205. Phone 62-5224 (6 lines).

Directors: John Higgins, N. M. Higgins, R. B. Cox, G. H. Hazlehurst.

Executives: J. S. Smith, Miss J. Hitchens, Miss V. Henderson (accnts), J. Healy (prod. mgr), R. Zylinski (art).

†state repr.: Sydney, Gadsby Advertising Pty Ltd; Brisbane, Edmonds Advertising Service Pty Ltd; Perth, Trowell Purdom Advertising; NZ, Advertising Associates (NZ) Ltd, Goldberg Advertising (Auckland) Limited.

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

Clients: Astoria Rent-A-Car, CRO Furniture, Downards Transport Services, Flatman & Williams, Fletcher Jones & Staff, Hospital Benefits Association, Lane's Motors (Sales) Pty Ltd, Thomas Lang, Oliver-Davey Glass Co. Pty Ltd, G. W. Pennel Pty Ltd (Tucker Box), Rodney Mark, Spaceline Real Estate Pty Ltd, Stewart's Direct Supply Jewellery Co. Turner Manufacturing Co. Pty Ltd, Whelan the Wrecker.

HOLT E. G. & ASSOCIATES PTY LTD, 2 Darling St, South Yarra, 3141. Phone 26-2456 (4 lines).

Directors: E. G. Holt, Mrs N. J. Hoiz, P. W. Tritsch.

Executives: G. G. Rule (acctnt-exec.), R. N. Gryst (assoc. dir), D. Kirkman (prod. mgr), E. Jensen (acctnt-exec.).

†state repr.: Branch, 24 Mount St, North Sydney (929-7522).

Accreditations: FACB, ANC, ABC, PPAB.

JACKSON WAIN (VIC.) PTY LTD, 505 St Kilda Rd, Melbourne, 3004. Phone 26-1647. Telegrams, Jacksonwain, Melbourne.

Directors: J. M. Newell (mng dir), F. E. Grace, P. E. Funston, R. D. Hodgson, J. H. Shadwell, K. R. Falconer.

Executives: K. Thompson, R. Hornidge, P. Chesney, R. Collins, D. Hauser.

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

Clients: Amoco Australia Pty Ltd (Vic. office), Andrew Gaddes/Fashion Spex, Australian Dairy Produce Board, British United Dairies Pty Ltd, Chamberlain Industries Pty Ltd, Chandris Lines (Aust.) Pty Ltd, Collins Motors Pty Ltd, Colvan Potato Products Pty Ltd, Commercial Bank of Australia Ltd, Commercial Machines Pty Ltd, Electrolytic Zinc Co. of A'sia Ltd, Federal Hotels Limited, Gas Supply Co. Ltd, Martin Winstead Veterinary Products, H. G. Palmer Pty Ltd, Passionata Bottling Co. (Melb.) Ltd, W. A. Sheaffer Pen Co. (Aust.) Pty Ltd, Sher Power Tools Pty Ltd, Sun News-Pictorial, Tasman Vaccine Laboratory (Aust.) Pty Ltd, Thiess

(Sales) Pty Ltd, Tongala Milk Products Pty Ltd, Wm Adams Tractors Pty Ltd.

JENNINGS-LEE ADVERTISING PTY LTD, 1st floor, 70 Glenferrie Rd, Malvern, 3144. Phone 50-4718.

Directors: R. Jennings, V. Lee.

Executives: Miss V. Lee, (exec-dir), R. G. Cook (snr acctnt-exec.), J. Davies (art dir).

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

Clients: Bondworth (Aust.) Pty Ltd, Cherub Shoes Pty Ltd, Floor Coverings Pty Ltd, Golding Shoes Pty Ltd, Geo Salter Pty Ltd, Geo. Salter (A/sia) Pty Ltd, Melbourne Sports depot, Victorian Bookmakers' Association.

L. F. KLEMKE ADVERTISING PTY LTD, 19-21 Toorak Rd, South Yarra, Vic., 3141. Phone 26-1186, 26-5387.

Directors: L. F. Klemke (mng dir), N. B. Graham, J. C. Sinclair.

Executive: Dawn Snowden.

Accreditations: AAB, ANC, FACB, PPAB, TAB, ABC, FACTS.

Clients: D. & W. Adams & Co. Pty Ltd, Alan Coffey Motors, Altmann & Cherny Pty Ltd, British United Shoe Machinery Co. Ltd, Catalina Inc. California, Celcure (Aust.) Pty Ltd, Curcier Adet & Co. Pty Ltd, Wm Grant & Sons Ltd, John Sharp & Sons Pty Ltd, Kauri Plywood Pty Ltd, The Kauri Timber Co. Ltd, KSM Australia Pty Ltd, Marmo Vetro Mfg, Mulford & Co. Pty Ltd, Purefoods Co. Pty Ltd, Salco Manufacturing Co. Pty Ltd, Samco Strong Machinery Pty Ltd, Sands & McDougall Pty Ltd, Sutex Industries Ltd, Syndicate House Pty Ltd.

Laurie Sommers and Warden Advertising, 568 Albert Rd, South Melbourne, 3205. Phone 69-6297, 69-3702, 69-4124.

Directors: Robert Oswald Laurie, Charles John Sommers, Ron Warden.

Executive: Ken Gilbert (prod. mgr).

†state repr.: Member Advertising Services International of Australasia, members in all States. Affiliated throughout Great Britain, Europe, Africa, Asia, America.

Accreditations: ANC, AAB, PPAB, FACB, FACTS.

Clients: Anthony McCaul Pty Ltd, Australian Motor Industries Ltd (Triumph & Rambler cars), Century Storage Battery Co. Pty Ltd (Vic. & Tas. only), Commodities Pty Ltd, Contemporary Styles Pty Ltd, Dale Carnegie Courses, Gisbourne Manufacturing Co. Pty Ltd, Griffiths Bros Products Pty Ltd, Hemingway Robertson Pty Ltd, R. Graham Henderson & Co., McPherson & Morison Pty Ltd, Motel Palm Lake Pty Ltd, Neptune

Canning Co. Pty Ltd, Neta Industries Pty Ltd, Oasis Physical Centre Pty Ltd, Photomarker (Aust.) Pty Ltd, Pilgrim Pty Ltd, Savage Fibreglass Industries Pty Ltd, J. J. Savage & Sons Pty Ltd, Semak Electrics Pty Ltd, Simpson of Melbourne Pty Ltd, Trevola Robes Pty Ltd.

LONSDALE-HANDS (AUSTRALIA) PTY LIMITED, 578 St Kilda Rd, Melbourne, 3004. Phone 51-8656. Cables, Lonhand Melbourne.

Directors: Richard Lonsdale-Hands, G. R. B. Patterson, C. H. Hopcott, J. L. Dean, J. F. Fox-Little, L. A. Kentwell, R. W. King.
Executives: C. H. Hopcott (mng dir), J. L. Dean (deputy mng dir & creative dir), J. F. Fox-Little (acct dir), L. A. Kentwell (art dir).

Ystate repr.: Sydney office. **O'seas repr.:** Through Lonsdale-Hands Organisation Ltd. Branches, subsidiaries and Associates in 80 countries.

LUCAS, C. H. ADVERTISING, 131-135 Barry St, Carlton, Vic., 3053. Phone 34-5111.

Directors: Mrs E. F. Lucas (principal), W. F. Bishop, G. M. Madison, M. Worrall, J. Nash (assoc. dirs).

Executives: W. F. Bishop (joint gen. mngtr & TV mngtr), G. M. Madison (joint gen. mngtr), M. Worrall (copy dir), J. E. Twaddle, A. Brownlie, H. Cairns (acct execs), P. Moran (media mngtr), M. Macarthur (prod. mngtr), L. Stirling (art dir), A. M. Chandler (services mngtr).

Accreditations: FACB, TAB, ANC, AAB, PPAB, NPA of NZ, FBC.

Clients: Amalgamated Co-operative Marketers (Aust.) Ltd, Associated Leathers Ltd, Austenna Pty Ltd, F. H. Brunning Pty Ltd, Cambur Industries Pty Ltd, Chamber of Automotive Industries, Vic., Colonial Mutual Life Assurance Society Ltd, Commonwealth Advertising Division, Fler Co. & Staff Pty Ltd, General Foods Corporation Pty Ltd, Harrison's & Crossfield (ANZ) Ltd, Perpetual Executors & Trustees Association of Australia Ltd, Radiation (Aust.) Pty Ltd, Repco Automotive Equipment Co. Pty Ltd, Rodd (Aust.) Pty Ltd, The Scholl Manufacturing Co. Pty Ltd, Scope Personnel, Standis Furniture Pty Ltd, Stawell Timber Ind. Pty Ltd, Taylor Instrument Companies of Australia Pty Ltd, Treet Packers (Melb.) Pty Ltd, VIA Ltd, VS Supplies Limited, Warburton Franki Ind. (Melb.) Pty Ltd, Webb Industries Pty Ltd, F. Williams & Sons Pty Ltd, Willis & Sons Pty Ltd.

M&A MARKETING AND ADVERTISING PTY LIMITED, 100 Albert Rd,

South Melbourne, 3205. Phone 69-3283. Telegrams Gravad, Melbourne.

Directors: R. Hertz, T. H. Beattie.

Executives: T. H. Beattie (mng dir), Miss D. Schudmak (media), J. Hosking (prod.), R. McKinnon (acct exec.).

Accreditations: ANC, FACB, AAB, ABC, PPAB.

Clients: Cambridge Laboratories Pty Ltd, Gala Gowns Pty Ltd, Garrison Discotheque, Harry Beitzel & Assocs, A. E. Keating Pty Ltd, Mackay Convair (Electric Heaters), Smiths Motors Pty Ltd, 3AW Broadcasting Co. Pty Ltd, Top Management Services, Yakka Pty Ltd.

MERCANTILE EXCHANGE, THE ADVERTISING AGENCY, 90 Queen-st, Melbourne, 3000. Phone 67-2944.

Managing Proprietor: T. C. Gardner.

Accreditations: AAB, ANC, PPAB, NPA of NZ.

MOFFAT ADVERTISING PTY LTD, 92(a) Toorak Rd, South Yarra, 3141. Phone 26-2501, 26-3888.

Directors: T. Moffat, D. J. Moffat, A. P. Stevens.

Associate director: J. de Crespigny.

Executives: T. Moffat, A. P. Stevens, John C. C. de Crespigny, R. Patrick,

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

Main clients: Australian Watching Co., Robert Bosch (Aust.) Pty Ltd, Maize Products, Nitrogen Fertilisers, Patience & Nicholson, Royal Victorian Institute for the Blind, Tokyo Shibaura Electric Co. Ltd (Toshiba brand).

MONAHAN-DAYMAN ADVERTISING PTY LTD, 578 St Kilda Rd, Melbourne, 3004. Phone 51-8471.

Joint managing directors: Brian A. Monahan, Lyle I. Dayman.

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

Clients: Aaron, King & Co., Alexander Tobacco (Agio cigars) Co., Australian Equity Corporation, Brooke-Barmer Chemicals, Development Underwriting Ltd, Dodds Consolidated Industries, Ego Laboratories, Emery Air Freight, Gilbert Lodge & Co., Inge Bros Pty Ltd, H. W. Jaede Pty Ltd, Kevin Dennis Motors, Macs Cyder Pty Ltd, Mechanical Handling Ltd, Mike Hunt's Gymnasium Club, Mirra Stainless Products, Spotless Carpet Cleaning, Stott's Business College, Sunshine Cabinet Works Pty Ltd, Sylon Ltd,

Treman Bros Pty Ltd, Travellers Apparel, Wonderheat Pty Ltd, Asahi Pentax cameras, Elmo movie equipment.

MOONEY, CLAUDE, ADVERTISING PTY LTD, 581 Little Collins St, Melbourne, 3000. Phone 62-6581. Telegrams Claudad.

Directors: Claude C. Mooney (gov. dir), Bryan H. Mooney (mng dir), Frank Micklam, Norman E. Currey, F. H. Mooney, W. R. McFerran, J. H. Wilkinson.

Executives: F. W. Sieveking (art), Miss Joan Wakefield (air media), I. A. Macleay (research), W. J. Bond (print media) J. H. Coalston (radio-TV prod.) D. Pearce (copy), F. Dunster (prod.), E. Allan (traffic), D. Curtis (finance).

O'seas Repr.: Colman Prentis & Varley International, London; William Esty Company Incorporated, New York.

Accreditations: ANC, PPAB, FACB, TAB AAB.

Clients: Acme Bedsteads Pty Ltd, Richard Allen & Sons (1919) Pty Ltd, Amalgamated Co-operative Marketers (Australia) Ltd, Bainbridge Bros, Bendix Consolidated Industries Limited, Biff Pet Food Products, Climate-master Engineering Pty Ltd, Cogedar Shipping Line, Du Pont Far-East Inc., William Drummond & Co. Ltd, Firestone Tyre & Rubber Co., Gifford Bros, Gippsland & Northern Co-op. Co. Ltd, Ingersoll-Rand (Aust.) Pty Ltd, John J. Hilton, Joseph Lucas (Australia) Pty Ltd, Kiddicraft (Aust.) Pty Ltd, Photimport Pty Ltd, Poultrymen & Farmers Trading Co. Ltd, Premier Wire Works Pty Ltd, Prince's Laundry Pty Ltd (Flash Wash Pty Ltd), Quirk's Refrigerators Pty Ltd, Radiation (Australia) Pty Ltd, R. J. Reynolds Tobacco Company, Ronaldson Bros & Tippet Ltd, H. C. Sleigh Limited (Golden Fleece Petroleum products, Economilk, Dominion Shipping Line), Spartan Paints Pty Ltd, Stephen King Pty Ltd, Villiers (Aust.) Pty Ltd, Vic. Chamber of Fruit & Vegetable Industries.

MOONEY-WEBB PTY LTD (associated with Webb Publicity Pty Ltd, retail advertising service), 25-27 Rathdown St, Carlton, Vic., 3053. Phone 34-3149.

Directors: E. J. Webb (also mngtr), I. Gorman (also fashion dir.), L. H. Webb.

Executives: A. Winton, R. Dew (acctnt/execs), R. Trevaskis (media), P. Eaton (acctnt).

Accreditations: ANC, FACB, TAB.

Clients: Alexander's Clothing Stores, Kel-low-Falkiner, Hartleys, Williams The Shoeman, Beau Monde, Edments Ltd, Craig-Davis Homes, Moonee Valley Racing Club.

MOULTON, ALEXANDER, ADVERTISING PTY LTD, 272-274 Little Collins-st, Melbourne, 3000. 63-2647.

Accreditations: ANC, FACB, PPAB, TAB.

Directors: A. A. Johnson (man. dir), M. J. Austin, R. B. Vance.

Clients: Apex Belting Pty Ltd, Arnbro Pty Ltd, H. Arendsen & Sons Pty Ltd, G. J. Coles & Coy Limited, David P. Klein Pty Ltd, Durabild Pty Ltd, Leonard Chemical Products Pty Ltd, Mernda Heights Nursery, Robert Bryce & Co., Semco Pty Ltd, Walnut Tree Restaurant, Weldex Pty Ltd.

MULLINS, CLARKE & RALPH PROPRIETARY LIMITED, 424 St Kilda Rd, Melbourne, Victoria, 3004, Phone 26-3791. Telegrams Emceear.

Directors: J. J. Mullins (chrmn and mng dir), P. G. Clarke (creative dir), F. A. Ralph (media dir/secty).

Executives: T. Weeks (copy chief), R. Tinney (prod. mngtr, print media), Mrs H. Smith (prod. mngtr, air media).

State Repr.: Mullins, Clarke & Ralph Pty Ltd, Alderson Bldg, 504 Pacific Highway, St. Leonards, NSW (43-7422). **O'seas:** Goldberg Advertising (Auckland) Limited, RSA, Bldg, 33 High-st, Auckland, Cl, New Zealand (2-4177).

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

Clients: Adaps Pty Ltd, Ada Slimwear Pty Ltd, Australian Carbon Black Pty Ltd, Australian Divers (Spiro) Pty Ltd, Australian General Electric (appliances) Pty Ltd, Baby Bundle, Biro Swan and Gollin Pty Ltd, Cerebos (Australia) Ltd, H. C. Dusting & Co. Pty Ltd, Hyman Don & Son (Vic.) Pty Ltd, Carpet Trades Ltd, Efftee Broadcasters Pty Ltd, Elastrator (Aust.) Pty Ltd, Fiat of Australia Pty Ltd, Fiat Tractors (NSW), Fiat Tractors (Victoria), Lipton (Overseas) Limited, Management Selection Australia, Master Builders (Associated) Re-Developments Ltd, R. Wallace Mitchell Pty Ltd, Neat n' Trim Uniforms Pty Ltd, Parkroyal Motor Inn, Packers & Manufacturers (Aust.) Pty Ltd, Philip Morris (Aust.) Ltd, Regent Motors Pty Ltd, Reva Plastics Pty Ltd, Rover (Aust.) Pty Ltd, Servian Machine Tools (Aust.) Pty Ltd, Spencer Motors Pty Ltd, Stokes (A'sia) Limited, Thomson Publications (Aust.) Pty Ltd, Alex Tolmer & Associates Pty Ltd, Van Cooth & Co. Pty Ltd, WridgWays Auburn Holdings Ltd.

NAS (MELBOURNE) PTY LTD, 15 Queens Rd, Melbourne, 3004. Phone 26-6931. Telegrams Nasagency, Melbourne.

Directors: R. Y. Walker, E. Maguire, Miss B. Robertson.

Accreditations: ANC, PPAB, FACB, TAB.

NAS (Aust.) members: NAS (Sydney) Pty Ltd; NAS Macnamara (Adelaide) Pty Ltd; Duthie National Advertising Pty Ltd (Bris.); NAS — Successful (Perth) Pty Ltd. **NAS (NZ) members:** Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd, (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

NEISH, DON, ADVERTISING, 553 St Kilda Rd, Melbourne, 3004. Phone 51-8718. **Accreditations:** ANC, FACB, TAB, AAB, PPAB, ABC.

Clients: Caleb Brett & Son (Australia) Pty Ltd, Design and Construction International Pty Ltd, F. & H. Evans Bros Pty Ltd, General Credits Limited, Hama Industries Pty Ltd, Hilandale Caravans, Investors Services Limited, Clifton H. Joseph & Son Pty Ltd, Middle Brighton Motors Pty Ltd, Vann Laboratories Pty Ltd, Whiplash Travel Service Pty Ltd.

NICHOLS-CUMMING ADVERTISING PTY LTD (member company of Marketing Advertising Public Relations Pty Ltd), 432 St Kilda Rd, Melbourne, 3004. Phone 26-1601. Telegrams Nichans. Sydney office: 35 Clarence St (29-5741).

Directors: J. J. Cumming, J. de V. Bosisto, N. Field.

Executives: Noel Field (gen. mgr), Miss J. Edwards (radio, TV), R. G. Fisher (prod), Mrs L. F. Richards (media mgr), A. Mitchell (art dir), V. N. Hunt (mktg dir).

I/State Repr.: See Sydney entry.

O'seas Repr.: Young & Rubicam Inc., 285 Madison-ave, New York, 17.

Accreditations: FACB, ANC, NPA of NZ, PPAB, TAB, AAB.

Clients: Alfa Laval (Victoria) Pty Ltd, Australian Glass Insulators Pty Ltd, Australian Glass Manufacturers Company, Berkeley Apparel Pty Ltd, Blakistons Ltd, Business Jets Pty Ltd, Cargo Containers Corp. Pty Ltd, Climatemaster Pty Ltd, Cohn Bros Ltd, Crown Lynn Potteries (Australia) Pty Ltd, Distributors Corp. Pty Ltd, Electrolux Pty Ltd (vacuum cleaner and polisher and refrigeration divisions), Federated Pharmaceutical Service Guild of Australia (Vic. & Tas.), General Paper Industries Ltd, Gibson Importing Co., Greenson Photographics Pty Ltd, Huckson Diecasting Pty Ltd, Invicta Mills Pty Ltd, Lady Manhattan Pty Ltd, Petersville Aust. Ltd (Motta ice cream div.), Ormiston Rubber Co. Pty Ltd, Pilkington Brothers Australia Pty Ltd, W. M. & A. P. Spry, Shepparton Preserving Co. Ltd, Stegbar Windowalls Pty Ltd, Victorian Institute

of Dry Cleaning, Victorian Insurance Co. Ltd, Yorkshire Insurance Co. Ltd.

NIXON-COMPTON PTY LTD, 126 Wellington Parade, East Melbourne, 3002. Phone 41-7601. Telegrams Nixonads. Telex Nixonad AA30976.

Branch: Sydney.

Directors: N. V. Nixon (chrn), B. G. Gapes (mng dir), K. R. H. Ballantyne (deputy mng dir), C. J. Newton (media dir), Mrs J. Huie (TV dir), W. W. Gibson (prod. dir).

Executive, Melbourne: David Hilliard (Vic. gen mgr), J. Samson (acct dir), L. Kelton (acct mgr), B. Clendinnen (media mgr), B. Reynolds (print prod. mgr), G. Butters (air media prod.), L. Hunter (coy sec. & acct).

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

Melbourne clients: E. L. Bell & Co. Pty Ltd, Black & Decker (A'sia) Pty Ltd, Broken Hill Proprietary Co. Ltd, Brownbuilt Limited (Metal Sections Division), Consolidated Home Industries Ltd, W. & G. Dean Pty Ltd, Fowlers Vacola Manufacturing Co. Ltd, B. F. Goodrich Australia Pty Ltd, Gould's Motors Pty Ltd, C. R. Kennedy (Sales) Pty Ltd, Krommenie Flooring (Aust.) Pty Ltd, Milk Board of Victoria, Panelboard Pty Ltd, Southdown Press Pty Ltd, Thorn Electrical Industries (Aust.) Pty Ltd, Tolley, Scott & Tolley Limited, Warner-Drayton Co. of Australia Pty Ltd, Yellow Cabs of Australia Ltd.

O'BRIEN PUBLICITY (VICTORIA) PTY LTD, 29-31 Lonsdale St, Melbourne, 3000. Phone 32-3521. Telegrams Gofer Melbourne

Directors: V. O'Brien (chrn), R. J. Murphy (mng dir), A. R. Kelly (dir & gen. mng), C. S. Rutter (dir & secy).

Associate Directors: G. C. Wild, R. V. Brunson, R. Mc. C. Russell.

I'state repr.: O'Brien Publicity, 56 Young St, Sydney, 2000 (27-1355); 312 Elizabeth St, Brisbane, 4000 (2-3281); Clem Taylor O'Brien, 155 Pirie St, Adelaide, 5000 (23-5577); Hutchison Advertising, 16 Victoria St, Hobart, 7000 (2-2778); Arthur Collett Advertising, 194 St George's Terrace, Perth, 6000 (21-6396).

Accreditations: AAB, ANC, FACB, PPAB, NPA of NZ, TAB.

Clients: Albright & Wilson (Aust.) Pty Ltd, Amalgamated Co-operative Marketers (Australia) Limited (Trufood-Bonlac), Australia & New Zealand Bank Ltd, Automobile, Fire & General Insurance Co. of Aust. Ltd, Australian Titan Products Pty Ltd, Henry Berry & Co. (A'sia) Ltd, T. M. Burke Pty Ltd, Cerebos (Aust.) Pty Ltd, Commonwealth Advertising Division, Commonwealth Advertising Council, Datsun (Distribution) Pty Ltd, Dewey & Almy Pty Ltd, Foster Clark

Australia Ltd, Fountain Bingo Products, Gibbs Bright & Co., Gouge Country Services Pty Ltd, W. R. Grace Australia Pty Ltd, Hamilton's Ewell Vineyards Vic. Pty Ltd, R. W. Hensell & Sons Pty Ltd, Henselite Bowls Co. (Vic.) Pty Ltd, Henselite Bowls Co. (NSW) Pty Ltd, Hospital Benefits Assoc. of Vic., Imperial Chemical Industries of Aust. & New Zealand Ltd, Interwerbung, Kingstone Tyre Agency Pty Ltd, Marubeni-Iida Pty Ltd (Bridgestone Tyres), Neal's Motors Pty Ltd, Neals Trucks Pty Ltd, Nissan Motor Company (Aust.) Pty Ltd, Edward H. O'Brien Pty Ltd, Omicron Pty Ltd, Presswell Panels Pty Ltd, Protos Chemicals Ltd, Roethlisberger & Sons Ltd (Tiger Brand Cheese), Sanderson Newbould Australia Pty Ltd, Scott Bonnar (Aust.) Pty Ltd, H. B. Selby & Co. Pty Ltd.

Ogilvy & Mather (Australia) Pty Ltd, 556 St Kilda Rd, Melbourne, 3004. Phone: 51-8521, 51-8771. Telegrams Ogilvex.

Directors: M. J. Ball, D. G. Wilken, A. V. Dibbs (dir & gen. mgr).

Executives: J. H. Sexton (media dir), K. D. Forbes (acct supervisor), M. E. Drummond (acct supervisor), M. Morgan (secy-treas.), D. H. James (prod.).

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

O'seas repr.: Ogilvy & Mather International Inc., Head Office, 2 East 48th Street, New York, 10017.

Clients: The American Express Company Inc., Felt & Textiles of Australia Ltd, Massey-Ferguson (Aust.) Ltd, Mead Johnson Pty Ltd, Rowntree & Co. (Australia) Pty Ltd, Wonder-Clean (Aust.) Pty Ltd, Rosella Canned Soups, Flora polyunsaturated margarine, Cottees grocery products, Hertz Rent-A-Car, General Dynamics.

ORR SKATE & ASSOCIATES PTY LTD, OSA House, 105-107 Latrobe-st, Melbourne 3000. Phone 32-4435 (6 lines).

Directors: R. D. Orr, R. C. Skate.

Associate Director: D. L. Angus.

Executives: S. R. Conochie (secy), J. Hoelscher, K. Cocks, G. Farman.

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

Clients: A. F. Agnew & Co. Pty Ltd, Ansair Pty Ltd, Ansett Knitting Mills Pty Ltd, Ansett Hotels Pty Ltd, Ansett Roadlines of Aust. Pty Ltd, Ansett Transport Industries Ltd, ARC Engineering Co. Pty Ltd, ARC Insect Screens Pty Ltd, Austel Sales & Service Pty Ltd, K. A. Ballantyne Pty Ltd, Centreline/Town Topic Pty Ltd, EPM Concrete Pty Ltd, David Galt Industries, Hall's Book Store Pty Ltd, F. M. Harkin & Co.,

Healing (Sales) Pty Ltd, Kwikform Pty Ltd, Pioneer Tourist Coaches Pty Ltd, Precision Watches Pty Ltd, S. Smith & Son Ltd, Woolcord Fabrics Ltd.

PATON HUGHES PTY LTD, 16-18 Albert Road, South Melbourne, 3205. Phone 69-5721. Telegrams Patonads, Melbourne.

Directors: J. A. McCahon (chrmn), R. L. Hughes (deputy chrmn), L. A. Reason, N. E. Satchwell (joint mng dirs), I. M. Paton, B. M. Carroll (exec. dir), N. R. Delbridge (creative dir), K. J. King, A. R. Pilkington, W. R. Purser.

Executives: J. Alderton, P. Haneberry (joint media mngrs), J. Brown (TV & radio mgr), B. Bowes, G. Goldson, I. Honey, H. Hughes, I. Logan (acct execs).

Accreditations: ANC, FACB, FACTS, PPAB, AAB.

Clients: Alcoa of Australia Pty Ltd, Austral Bakeries Pty Ltd, Austral Standard Cables Pty Ltd, The Australia Hotel Pty Ltd, Australia & New Zealand Bank Limited, Australian Canned Fruit, Australian Motor Industries Ltd, British Plastics Pty Ltd, Cenovis Yeast Pty Ltd, Companion Heaters Pty Ltd, E. C. De Witt & Co. (Aust.) Pty Ltd, Driver, Hartley & Co. (O'seas) Pty Ltd, Gas and Fuel Corporation of Victoria, Government of India, Groves, McVitty & Co. Pty Ltd, GTV9/3AK, Hawke (Australia) Pty Ltd, Hecla Electrics Pty Ltd, Hopwood (Aust.) Pty Ltd, Horticultural Industries Pty Ltd, S. Kalmar Pty Ltd, Kayser Pty Ltd, Kempthorne Pty Ltd, Kyabram Preserving Co. Ltd, Laxettes Pty Ltd, Laycock Son & Co. Pty Ltd, Loy Bros Pty Ltd, K. G. Luke Group Industries Ltd, John McIlwraith Industries Ltd, Mistral Fans Pty Ltd, Mobil Oil Australia Ltd, Charles Moore & Co. (Vic.) Pty Ltd, Mutual Acceptance Corporation Ltd, National Mutual Life Association of Australia Limited, T. S. Nettleford Sales Pty Ltd, Noon Pies Pty Ltd, Paige Pty Ltd, Patersons Pty Ltd, Pelaco Ltd, Ian Potter & Co. Potter & Moore (Aust.) Pty Ltd, Reckitt & Colman Pty Ltd, Ruston & Hornsby (Aust.) Pty Ltd, Scandinavian Tobacco Company, Seager Evans & Co. Ltd, Sharp Stevenson & Hare Pty Ltd, Sheridan Furnishing Pty Ltd, Simpsons Manufacturing Pty Ltd, Strand Pty Ltd, Tarax Drinks Holdings Pty Ltd, Toppa Ice Cream Pty Ltd, The Trustees Executors & Agency Co. Ltd, Universal Flexible Trusts Ltd, Voluntary Helpers' Shop.

PATON, NOEL, PTY LTD, 14 Queens Rd, Melbourne, 3004. Phone 26-3333. Telegrams Advertect, Melbourne.

Directors: N. Paton, H. Paton, C. Paton,

A. Adamson, P. Freeland.

Associate director: R. Philpot.

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

Branch: Sydney.

Clients: Australian Shoe Corp. Pty Ltd (Gold Cross, Cobbies, Joyflex & Joyce Shoes), Balmoral Textile Mills Pty Ltd, Belling & Lee (Aust.) Pty Ltd, (Electronic Components), Biff Pet Food Products Pty Ltd, Robert Bosch (Aust.) Pty Ltd (Spark Plugs), Catanach's Jewellers, Commonwealth Advertising Division, Commonwealth Dept of Trade & Industry, Sidney Cooke Ltd (Metal Components), Custom Credit Corporation Ltd, Alfred Dunhill Ltd (cigarettes), Firth Cleveland Pty Ltd (Fasteners, Nyloc self-locking nuts), Franklin Caravans Pty Ltd, Freighters Ltd, Greig Bros. Pty Ltd (Manufacturers' agents), Reg Hunt Motors Pty Ltd, International Marine (A'sia) Pty Ltd (Mercury Outboard Motors), International Plastics (Aust.) Pty Ltd (Boats, A. B. Johnson & Co. Pty Ltd Jonco Clothing), Koala Shoes Pty Ltd (children's shoes), Lincoln Mills (Aust.) Ltd (Knitting Wool), Lombard Chain Saws, Stewart Moffat Travel Pty Ltd, National Paint Products Pty Ltd, Parkview Marine Pty Ltd, Perfect Cheese Co., Racial Electronics Pty Ltd, Ramset Fasteners (Aust.) Pty Ltd, Red Tulip Pty Ltd, Riess Electrics Pty Ltd, Rhodes Motor Co. Pty Ltd, St Regis Tobacco Co. (Courtleigh Cigarettes), Siddons Industries Ltd (Sichrome Spanners), Silcraft Industries Pty Ltd, Slade Knitting Mills Pty Ltd (Women's Knitwear), Sunshine Biscuits Ltd, Thyne Bros Pty Ltd (Tamar Men's Knitwear), Robert Timms Pty Co. of Aust. Ltd, Victorian Building Societies' Association.

PATTERSON, GEORGE, PTY LTD, 394 Latrobe St, Melbourne, 3000. Phone 329-7577. Telegrams Pressager, Melbourne. Head office Sydney.

Directors: R. A. Cudlipp (gen. manag), O. Gardner, S. J. Priestley, A. R. G. Wilson.

Associate Directors: C. Fraser, J. Gale, M. Feddersen, R. White, A. Dumas.

Accreditations: PPAB, FACB, TAB, NPA of NZ, ANC-ANPA.

I/State & O'Seas Representation: See Sydney entry.

Branches: Brisbane, Adelaide.

Clients: Austarama Television Pty Ltd, Bedgood Shoes Pty Ltd, Cadbury-Fry-Pascall Pty Ltd, Campbell's Soups (Aust.) Pty Ltd, Carlton & United Breweries Ltd, Caterpillar of Australia Pty Ltd, Electrical Development of Aust., General Motors-Holdens Pty Ltd, General Motors Acceptance Corp., Gillette (Australia) Pty Ltd, H. W. Gossard Co. (Aust.) Pty Ltd, Lantor of Australia, Maglia, Jas. Minific & Co. Pty Ltd, National Automotive Service Co., Nylex Corporation Ltd, Prestige Limited, B. Seppelt & Sons Ltd,

S. Simpson Ltd, State Electricity Commission of Vic., Tootal Limited, United Distillers Pty Ltd.

PENGILLY ADVERTISING SERVICE PTY LTD, 73 Flemington Rd, Nth Melbourne, 3051. 329-6933. Telegrams Penads.

Directors: J. R. Pengilly, P. C. Pengilly. Executives: D. K. Garton (creative), C. Hill (media).

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

Clients: Amcal, ASEA Electrical (Aust.) Pty Ltd, Athens-Macdonald Travel Service, Australian Navigation Services, Beachcomber Restaurant, Colonial Gas Association Ltd, Farran Co. Pty Ltd, Gibbons Furnaces Pty Ltd, Golden Poultry Farm Pty Ltd, Gordon Bros Pty Ltd, High-Crest Car Sales Pty Ltd, Master Industrial Aust. Pty Ltd, Moore Machinery, Purnell Shoe Co. Pty Ltd, RCA Records, Ronstan Marine Pty Ltd, Shade-master Pty Ltd, Steedman Rockdrill Pty Ltd, Sylvan Smallgoods, Venus School Hairdressing, Waldorf Appliances Pty Ltd, Wilco Products Pty Ltd, Wollongong Gas-Light Co.

PETT, VERNON, PUBLICITY COMPANY, 340 Collins St, Melbourne, 3000. Phone 67-6011.

Director: Vernon Pett.

Accreditation: FACB.

PITT & ASSOCIATES ADVERTISING PTY LTD, 309-311 Little Collins-st, Melbourne, 3000. Phone 63-6759.

Directors: W. Pitt, K. Heasman, F. Merchant, L. C. Jones.

Associate directors: D. T. Cobcroft, Mrs M. C. Reilly, T. W. Wrightson.

State Repr: Head Office, Pitt & Assocs, 60 Riley-st, East Sydney (31-0781).

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

Clients: J. P. Aarons Pty Ltd, Amalgamated Wireless (A'sia) Ltd (Vic. & Tas.), Australian Meat Board, BLB Corporation of Australia, Cann's Pty Ltd, Jill Webb Salons, Frigate Limited, A. N. Jacobsen Trading, La Mar Salons, Legal & General Assurance Society Ltd, Sunbeam Corporation Ltd (rural division).

BILL RICHARDS ADVERTISING PTY LTD, 21 Drummond St, Carlton, Victoria, 3053. Phone 34-2122. Telegraphic, Bilrichards.

Directors: W. J. Richards, C. Richards.

Executives: W. J. Richards (mng dir), C. Fink (prod. mngr), K. Collins (mngr), I. Radcliffe (acctnt).

Accreditations: ABC, PPAB, CAB, FACB, FACTS, AAB, ANC.

Clients: Beecham Research Pty Ltd, Dalgely Trading Co. Pty Ltd, Decorative Trimming Co. Pty Ltd, Friden Pty Ltd, Forrester Stephen Pty Ltd, Hawker Richardson, Heidelberg Forge Pty Ltd, Hemco Pty Ltd, Nu-Lax, G. N. Raymond (Engineering) Ltd, R. P. Sewell Pty Ltd, Sigma Company Limited, Sigma (Pharmaceuticals) Pty Ltd, Syntex Pharmaceuticals, Tovar Tresses, Tribilt Pty Ltd, Trucast Pty Ltd.

RICHARDSON-COX PTY LTD, 81 Bouverie St, Carlton, Victoria, 3053. Phone 34-8317-8-9. Head office Melbourne, Branches: Perth, Adelaide, Sydney.

Directors: G. H. Beseler (mng dir), J. S. Rigby, K. Givens, W. Glasser.

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

Clients: A. G. Barker & Associates, F. R. Barlow & Sons Pty Ltd, Bobbie Brooks (Aust.) Pty Ltd, Bon Voyage Travel Goods Pty Ltd, Beaver Swim School Pty Ltd, Castlemaine Woollen Mills Pty Ltd, Cox Bros (Aust.) Ltd, Fischer, H. F. & Sons Pty Ltd, Georges Ltd, Heine Brothers (Australasia) Pty Ltd, Hilton Corporation Ltd, Holstock & Jamieson Pty Ltd, Masterbilt Frames Pty Ltd, Mephalene Pty Ltd, MW Motors Pty Ltd, Norm Beechey Car Sales, Neptune Oil Co. Pty Ltd, Overseas Corporation (Aust.) Ltd, Robur Tea Co. Ltd, Style Girl Pty Ltd, Thor Industries Pty Ltd, United Carpet Mills, United Packages (Vic.) Pty Ltd, Wacker (Aust.) Pty Ltd, Wright & Sons (Aust.) Pty Ltd.

RICKARDS ADVERTISING SERVICE PTY LTD, 59 William St, Melbourne, 3000. Phone 62-5242. Telegrams Ricads.

Directors: L. J. Samuels, H. A. Howden, A. D. Gibson.

Executives: J. Cooper, G. Young, B. Harris, J. Waters, F. Adena, R. Dunne, V. Hopkins, C. Standish, R. E. Mitchell, S. Nickrash (art dir), B. Norris (media mngr), R. Manning (prod. mngr), P. J. Alexander (acctnt), T. Gleeson (marketing).

I'state repr.: Sydney, Brisbane, Adelaide, Perth.

Accreditations: ANC, PPAB, FACB, TAB.

Member: Affiliated Advertising Agencies International.

Branches: 118 Hutt St, Adelaide, 5000, D. P. Sandow (mngr); Caltex Hse, 167 Kent St, Sydney, 2000, R. Kardash (mngr).

Clients: Associated Broadcasting Service, Australian Optometrical Association, Avis

Rent-a-Car System Pty Ltd, Bellcraft Knitting Mills Pty Ltd, Belworth Hosiery Mills Pty Ltd, Broken Hill Associated Smelters, BX Plastics (Aust.) Pty Ltd, G. J. Coles & Coy Ltd, C&F Managers Ltd, H. W. Downie, Draffin (Everhot) Ltd, Email Limited, Evans Medical Australia (Pty) Ltd, Federated Pharmaceutical Service Guild, Gibson-Kelite Industries Ltd, Glaxo-Allenburys (Australia) Pty Ltd, Green Brothers, Holman Brothers, Hooker Projects Pty Ltd, Howard Carpet & Cleaning Services, Kelly & Lewis Pty Ltd, Kemsley & Co. Pty Ltd, H. Levinson Pty Ltd, Machine Made Sales, Mayne Nickless Ltd, McDonald Hamilton & Co. Pty Ltd, Thos Mitchell & Co. Pty Ltd, Murfett Publishers Pty Ltd, The National Bank of A'sia Ltd, The National Bank Savings Bank Ltd, A. A. Nielson Mills & Son, Norwich Union Life Insurance Society, Perkins Engines Pty Ltd, Philip Morris Limited (Alpine, Philip Morris), Phoenix Biscuit Co. Pty Ltd, Picton Hopkins & Son Ltd, Process Design and Fabrication, Royal Agricultural Society of Victoria, Southern Motors Limited, J. M. Stockfeeds, R. & W. H. Symington & Co. (Aust.) Pty Ltd, Timber Merchants Association, Trojan Limited, Union Steamship Co. of New Zealand Ltd, Vercolor Photo Labs Pty Ltd, Warrnambool Woollen Mill Co. Ltd.

PETER RYAN ADVERTISING, 342 St Kilda Rd, Melbourne, 3004. Phone 69-3225.

Director: Peter Ryan (sole proprietor).

Executives: Simon Graham (gen. mngr), Doug Bell (asst mngr), Paul Stedman (art dir), Mrs J. Styles (media).

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

I'state repr.: Sydney office: 66 King St, Sydney (29-2477).

THE SELLERS COMPANY (incorporating Traders Advertising Service), 145 Collins St, Melbourne, 3000. Phone 63-4485, 63-5885. Head office — Sydney.

Vic. Manager: G. A. Scott.

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

Clients: Dreamspun Textiles Pty Ltd, Hoadley's Chocolates Ltd, Integrity Paints Pty Ltd, Joubert & Joubert Pty Ltd, Marvelwear Knitting Mills Pty Ltd, Mercur Underwear Pty Ltd, National Radiators (Mfg) Pty Ltd, Snappy Panties Pty Ltd, Swann Insurance Brokers Pty Ltd.

JAMES SHARP ADVERTISING SERVICE, 437 St Kilda Rd, Melbourne, 3004. Phone 26-6766.

Principal: James Stanley Sharp.
Executive: Raymond Abbott (senior acct supervisor).

Accreditations: ANC, AAB, FACB, TAB.
Clients: All Staff Pty Ltd, Arthur Murray, Automated Building Components Pty Ltd, H. Beecham & Co., Braemar Engineering Co. Ltd, Braemar Industrial Products Pty Ltd, Central Timber Pty Ltd, Danahers, R. A. Edgcumbe Pty Ltd, Glenbervie Timber Co. Pty Ltd, Gippsland Hardware, W. J. Inglis Pty Ltd, Mentone Motors Pty Ltd, Mitre 10 (Vic.) Pty Ltd, H. & J. Page Pty Ltd, Self Service Wholesalers, Spectrometer Services Pty Ltd, Stan Earle Pty Ltd, Timber Merchants' Association, Zerbe Sales Pty Ltd.

NORMAN SMITH ADVERTISING SERVICE PTY LTD, 19 Brunswick St, Fitzroy, Victoria, 3065. Phone 41-7478.

Directors: N. E. Smith, G. H. Davies, Miss J. F. Pugh.
Accreditations: FACB, ANC, AAB, PPAB, FACTS.

Clients: Beaumaris Constructions Pty Ltd, Belvedere Furniture Pty Ltd, Berkowitz Pty Ltd, Brown, John, Industries Ltd, Hanvo (Aust.) Knitting Mills Ltd, Maternity Faire Pty Ltd, Scott Berkowitz Pty Ltd, Star Hosiery Mills Pty Ltd, Top Four Dry Cleaners Pty Ltd, Welmar Shirts Pty Ltd, Westminster Carpets Pty Ltd.

SMYTH, ARTHUR, & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd), 327 Collins St, Melbourne, 3000. Phone 62-2939. Telegrams Smythads, Melbourne. Head office, Sydney.

Russell Ansett (Vic. mngr).
Accreditations: FACB, ANC, PPAB, NPA of NZ, ABC, TAB.

Clients: Badocol Pty Ltd, BASF Australia Ltd, Bradford Cotton Mills Ltd, British Motor Corporation (Australia) Pty Ltd, Brown-Murphy BMC, Commerce International (Aust.), CSRC Dow Pty Ltd, Dent's-BMC, Ensign Holdings Ltd, Glaszbrooks Paints & Chemicals Ltd, Industrial Acceptance Corp. Pty Ltd, Japan Tourist Bureau, John James Distributors Pty Ltd, King Gee Clothing Co. Pty Ltd, Linacre Motors Pty Ltd, Lyons-BMC, Peter Manton Motors, Sanforized Service, Square D. Company Aust. Pty Ltd, Wangaratta Woollen Mills Ltd.

STEWART-COWCHER ADVERTISING PTY LTD, 31 Coventry St, Melbourne, 3205. Phone 69-3293. Telegrams SCAD.

Directors: F. Ean Cumbrae-Stewart, Robert C. Cowcher.

Executives: R. Plant, L. Miller, J. O'Keefe (acct execs), P. G. Hendy (marketing mngr), R. de Haan (prod. mngr), F. J. Bassett (art dir), M. M. Wilson (media).

Pstate repr.: Murray & Ogle Pty Ltd, 257 Castlereagh St, Sydney, 2000.

Accreditations: ANC, AAB, AAPA, TAB, FACB.

Clients: Australian Gypsum (A'sia) Pty Ltd, Australian Plaster Manufacturers, Blackburn & Lockwood, Brotherhood of St Lawrence, Cedel Products (A'sia) Pty Ltd, Clifton Brick Holdings Ltd, Cologne Perfumery Pty Ltd, Cosco Pty Ltd, F. W. Davey & Co. Pty Ltd, Flag Motels, M. D. Garretty & Assoc., Gollin & Co. Ltd, Harry L. Scott Agencies, Harvey Little & Co. Pty Ltd, Home Freezer Foods, International Nickel (A'sia) Pty Ltd, Mercedes-Benz (Aust.) Pty Ltd, Monsanto Ltd (Textile Div.), National Instrument Co. Pty Ltd, Repco Ltd, Ring Grip (A'sia) Pty Ltd, Roberts Industries Pty Ltd, E. R. Squibb & Sons Pty Ltd, John Sutherland & Sons Pty Ltd, Suttons Pty Ltd, Taylor Ferguson & Co. Pty Ltd, Vic. Brick Manufacturers Assoc., Tuckfield's Tea.

SUCCESSFUL ADVERTISING COMPANY, 560 Lonsdale St, Melbourne, 3000. Phone 67-5147.

Principal: N. V. T. Williams.
Executive: D. Williams (mngr).
O'seas Repr.: C. Eugene Waddell Inc., 903 Park-ave, New York, USA.
Accreditations: ANC, AAB, PPAB, TAB, FACB.

Clients: Repco Engine Parts Group, Repco Bearing Co. Pty Ltd, Repco Engine Services Pty Ltd, Russell Manufacturing Co., A. T. Richardson & Sons Pty Ltd, Victorian Bacon Pty Ltd, Replacement Parts Pty Ltd, J. L. Brown & Co. Pty Ltd.

KEITH TANNER ADVERTISING, 30 Queens Rd, Melbourne, 3000. Phone 26-4464.
Accreditations: FACB, ANC, AAB, TAB, PPAB.

Clients: Herbert Adams Holdings Ltd, Alstergren Pty Ltd, Brandella, Collins Bros Pty Ltd, Qualitative Mills, Genevieve Sportswear Pty Ltd, Red Robin Industries Pty Ltd, Winchester Shoes, Fitwear Limited, Brashes Pty Ltd, Audiphone (Vic.) Pty Ltd, McClures Restaurants Pty Ltd.

THOMPSON, JOHN ADVERTISING PROPRIETARY LIMITED, 317 Collins-st, Melbourne, 3000. Phone 62-2725, 62-2726.

Directors: John P. Thompson (mng dir), Diane P. Thompson, ASA (co. secy).

Associate Director: C. Cain (also prod. mngr).

Executive: B. Cashman (acct-exec. & media).

Accreditations: ANC, FACB, PPAB, AAB, TAB (Vic.).

Clients: Arthur Rodney Pty Ltd, Bender Knitting Mills Pty Ltd, Budenberg Gauges (Australia) Pty Ltd, Demani of Northland Pty Ltd, D. & W. Murray (Aust.) Ltd (Fayre-field Hats), Farren-Price Pty Ltd, Frederic Muller Salons, Frieze Bros Pty Ltd, Hiltons of Chadstone Pty Ltd, Hiltons of Northland Pty Ltd, H. R. Varley & Sons Pty Ltd, Imps Footwear Pty Ltd, Leo Kelly & Co. Pty Ltd, Leviathan Ltd, Merv Brown Pty Ltd, Neville Lindsay Car Sales Pty Ltd, Oggi of Chadstone Pty Ltd, Southern Cross Hairdressing, Stylecraft Boats Pty Ltd, Thebe Trading Pty Ltd.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 277 William St, Melbourne, 3000. Phone 67-8833. Telegrams Thomertwal.

Directors: T. R. Carruthers, W. Erskine, A. N. Weekes, L. J. Sharman, P. Jacklin, C. P. Erickson, W. M. Magno.

Executives: W. M. Magno (mng dir), P. Walker (asst dir), P. Lyell (asst dir), R. Kennedy (asst dir), D. Cox (media mngr), R. Foster (broadcast mngr).

O'seas Repr.: Head office, JWT, 420 Lexington Ave, New York, USA.

Accreditations: AAB, ANC, PPAB, FACB, TAB, NPA of NZ.

Clients: Ansett-ANA, Ansett Freight Express Pty Ltd, Australian National Travel Association, Bush, Boake & Allen Pty Ltd, Chesebrough-Pond's International Ltd, Coats Patons (Australia) Ltd, CSR Building Materials, Department of Trade & Industry, Dunlop Automotive Division, Dunlop Industrial Division, Felt & Textiles of Australia, B. F. Goodrich-CSR Chemicals, Intercontinental Hotels, Kraft Foods Ltd, Maws Pharmacy Supplies Ltd, The Mentholatum Company Ltd, New Holland (A'asia) Pty Ltd, Nugget Pty Ltd, Packard Shoes Ltd, Pan American, Southern Cross Hotel, Speciality Greetings Pty Ltd.

TRINITY ADVERTISING PTY LTD, 46 Caroline St, South Yarra, Melbourne, 3141. Phone 26-1355.

Directors: C. X. McMahon, L. J. Bishop.
Secretary: B. K. McMahon.

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

Clients: Pyrox Ltd, Grolier Society of Aust. Pty Ltd, Cemac Rosebery Pty Ltd, Albert Park Laundry Pty Ltd, Boyanton Motors Pty Ltd, Dorply Pty Ltd, J. W. Bailey Pty Ltd, Mono Pumps (Aust.) Pty Ltd, Renolds

Chains (Sales) Aust. Pty Ltd, Utah Construction and Engineering Pty Ltd, Dennis Hotels Pty Ltd, R. Moore & Sons Pty Ltd, F. Barded & Sons Pty Ltd, William Boby & Co. (Aust.) Pty Ltd, Spaghetti Manufacturers Pty Ltd, Burwood Real Estate Pty Ltd, Master Dry Cleaners Pty Ltd.

USP-BENSON PTY LTD, 16 Kavanagh-st, South Melbourne, 3205. Telegrams Salesrise, Melbourne. Phone 62-6931.

Directors: H. R. Wilson (chrnm), C. E. Richardson (mng dir), M. M. Koffel (gen. mngr), J. P. Goulstone, L. G. I. Moore, W. O. Cudlipp, L. J. Preston (secy), R. J. Kerin, H. C. B. Robertson, G. M. Paton, P. C. Bennett, P. M. Myers.

Executives: G. Pollock (TV-radio mngr), R. K. Johnson (prod. mngr), A. T. Bainbridge (creative service mngr), E. Robson (marketing mngr), J. Cooper.

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

Fstate repr.: USP-Benson (NSW) Pty Ltd, Colman House, 89 Berry St, North Sydney, 2060 (929-8177). R. MacKenzie (mng dir); USP-Benson (Qld) Pty Ltd, 21 Gipps St, Broadway, Brisbane, 4000 (51-1061). K. L. Barry (mng dir); USP-Benson (SA) Pty Ltd, 19 North Terrace, St Peters, Adelaide, 5069 (63-4561). M. H. Wilde (mng dir).

Clients: ANTA, Beecham, Berec, Bowater Scott, Bryant & May, Carnation Milk, Carnation Pet Food, Comalco Aluminium, Cyclone/KM, Electronic Industries Pty Ltd, Fibremakers Ltd, Florsheim, Foodland Holdings, Frigidaire, H. J. Heinz, IDEC, Julius Marlow, MacRobertsons, MMBW, Olympic Aust., Philip Morris, Plough Aust. Pty Ltd, Road Safety Council, S. A. Cheney, Shell, Shell Chemical (Aust.), S. Wynn & Co., T&G Mutual Life Society, United Distillers, Victoria Hotel, Walpamur.

WALKER, HERBERT & GAMLIN PTY LTD, 437 St Kilda Rd, Melbourne, 3004. Phone 26-6651. Telegrams Adcraft, Melbourne.

Directors: J. B. Walker, R. G. Herbert, G. Gamlin.

Associate director: A. R. Page.

Executives: B. Layton (secy), W. Fullwood (prod, dir), A. Hutchinson (media mngr), J. Hearman (TV mngr).

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

Clients: The Australian Natives Association, Avis Rent-A-Car System Pty Ltd, Bayford Motors Pty Ltd, Arthur Brunt Pty Ltd, Fairchild Australia Pty Ltd, Ford Sales Co. of Australia Ltd, Ford Motor Co. of Australia Ltd, Fruehauf Trailers (A'asia) Pty

Ltd, Godfrey Phillips International Pty Ltd (Willem II cigars, Silver King cigarettes), W. G. Hearne & Co. Pty Ltd, Marveer (Aust.) Pty Ltd, Melford Motors Pty Ltd.

WEST ADVERTISING PTY LTD, 30 Queens Rd, Melbourne, 3000. Phone 26-6046, 26-1059. Telegrams Westads, Melbourne.

Director: B. R. West.

Executive: B. R. West (mng dir), R. Dobson (press media), P. McGeehan (air media), R. Hunt (art dir), H. Pitt (acct), R. Clifton (prod. mngr).

Istate repr.: Sydney, Adelaide, Perth, Brisbane.

Accreditations: ANC, FACB, FACTS, AAB, PPAB.

Clients: Andrew Jack Dyson, ATS, The Broken Hill Proprietary Co. Ltd, Harford Clothing, Investors Services, K. G. Luke, K. G. Luke Engineering Supertuned, Maxwell, Michaels/Stern, Pye, Robinsons, Sackvilles, Siemens, Swains, Terry Engineering, Valco, Windbreaker.

WILKINSON ADVERTISING PTY LTD, 30 Queens Rd, Melbourne, Vic., 3004. Phone 26-3656.

Directors: John D. Wilkinson, D. H. Powell, J. I. Wilkinson, Alice M. Powell.

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

Clients: Henry Barr Pty Ltd, Automatic Heating Appliances, R. W. Crabtree & Sons (A'asia) Pty Ltd, The Equity Trustees Co., Etheridge of Blackburn, Fletcher Industries Ltd, Landmark Realty Pty Ltd, Master-craft Upholstering Co. Pty Ltd, Rimco Automotive Industries.

QUEENSLAND

AUSTRALIAN ADVERTISING AGENCY PTY LTD, 5th floor, Penney's Bldg, Queen St, Brisbane, 4000. Phones 2-3106-7.

Directors: K. H. Campbell (chrnm & mng dir), A. W. Hammond.

Executives: A. W. Hammond (acct secty), K. Williams (snr acct exec.), P. McCarthy (snr acct exec.), H. Zalesky (art dir).

Accreditations: ANC, AAB, FACB, NPA of NZ, PPAB, FACTS, ABC.

Clients: Associated Metal Products, Associated Securities Ltd (Q.). Austral Motors Pty Ltd (Chrysler), Bank of NSW (Qld), Beenleigh Rum Pty Ltd, Booker Industries Ltd,

Burns Philp & Co., A. P. Cameron & Co., James Campbell & Sons, Ces Byrne & Co., Drug Houses of Aust. Ltd (Qld div.), Elphinstones Ltd, G. P. Embelton & Co. Pty Ltd, Evans Deakin & Co. Pty Ltd, Falkiner Chains Pty Ltd, J. Macrae Fraser, Foodland Stores Association; Gardams Silk Store, Hamilton & Dickson, Holsum Products Pty Ltd, Hyne & Son Pty Ltd, Jack & Jill Salon, The Lantern Gift Shop, La Coquette Salon, Don McInnes Photographics, Public Curator, The Qld Cement & Lime Co., Qld Co-operative Milling Asscn, Qld Govt Railways, Qld Tyre Service Co., Rex Aviation Qld Pty Ltd, Royal Qld Society for Prevention of Cruelty, Sanitarium Food Products, Sharp & Musgrave Pty Ltd, Simpson's Sawmills Pty Ltd, Speedometer Screenwiper Service, Spiers Pharmacies, State Govt Insurance Office, Taylor Bros Pty Ltd, John Thurlow & Sons Pty Ltd, E. C. & F. G. Waldron, Wilston Builders Supplies.

CAMPBELL ADVERTISING PTY LTD, Suite 512, Penneys Building, Queen & Adelaide St, Brisbane, Qld, 4000. Phones 2-4200, 2-3108.

Directors: A. J. Campbell, M. Cochrane, A. W. Hammond (secy).

Accreditations: TAB, OAA, NZBC.

Clients: Castlemaine Perkins Limited (Fourx Beer), South Coast Co-operative Dairy Asscn Ltd (Dairy King Ice Cream), Perc Miller Hairdressing Salons, Gollin & Company Limited, Queensland Government, Dept of Industrial Development, Albert Shire Council, Inala Hotel/Motel, Brisbane Bottle Exchange Pty Ltd, Britains Brickworks, District Nursing Assoc., Red Cross Society (Qld div.), Universal School of Motoring, Kitten Products Pty Ltd, Toft Bros (Sales) Pty Ltd, A. M. L. & F. Co. Ltd, John Scott Pty Ltd, Riverside Oil Bunkering Service, Henri Hair Stylist, TAZI-Dunwich.

COMMERCIAL & INDUSTRIAL ADVERTISING PTY LTD, 274 Barry Pde, Brisbane, 4000. Phone 53601.

Directors: Robt T. Smith, G. M. Smith.

Executives: G. Healy, R. Farrell, M. Sutton.

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

Istate Repr.: Murray Evans Advtg, Sydney; Berwen Paine Advtg, Adelaide; War-nock Sandford Advtg, Perth.

Member HEP agency network.

Clients: Better Brakes (Qld) Pty Ltd, Brisbane Gas Co. Ltd, Graziers Buying Service Ltd, Handi Works Pty Ltd, Penn Products

Pty Ltd, Wilkinsons Timber Industries, Rural Services Pty Ltd, Solaire Cooling & Heating Distributors Pty Ltd, Eterna Trading Co., Pioneer Chemicals Pty Ltd, A. Sargeant & Co. Pty Ltd, Sargeant Engineering Sales Pty Ltd, Burns Philp & Co. Ltd, F. W. Davey Pty Ltd, King & King Ltd, Radiation (Aust.) Pty Ltd, Henry Roberts Pty Ltd, Fler Co. & Staff (Qld) Pty Ltd, Pamela Brown Interiors, Timber Development Assoc., Willys Motors (Aust.) Pty Ltd, Real Home (Qld) Pty Ltd, Johnstons Car Sales Pty Ltd, Jacaranda Press Pty Ltd, Plywood Assn of Aust. Pty Ltd, Queensland Trustees Limited, Hawley's Pty Ltd, Brisbane Legacy, Frigrite Rural Co., National Peanut Council, Shute Upton Engineering Pty Ltd, The Read Press Pty Ltd, Toyo Tyre Distributors.

DUTHIE NATIONAL ADVERTISING PTY LTD, Dunstan Hse, Elizabeth-st, Brisbane, 4000. Phone 31-2595. Telegrams Duthie, Brisbane, PO Box 1476V.

Directors: J. J. S. Duthie, L. Lenton, Miss M. J. Duthie, R. N. Pye.

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

Member National Advertising Services, together with NAS (Sydney) Pty Ltd, NAS-bourne) Pty Ltd, NAS (Perth) Pty Ltd.

NAS (NZ) Members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

NAS O'ceas: NAS (Aust.) Pty Ltd, 515 Madison-ave, New York, 22 NY; 10 Wigmore Place, London.

Clients: Advance Radio Pty Ltd, Alliance Acceptance Co. Ltd, F. W. Bailey and Sons Pty Ltd, Balm Paints Pty Ltd, Beaver Furs, Braemar Engineering Co. (Qld) Pty Ltd, Britains Pty Ltd, Colorcraft Paint Stores, J. Connolly (Qld) Pty Ltd, Cassells Fashion Centre, Cumberland Newspapers Pty Ltd, Don Rex Furniture Co. Pty Ltd, Diesel Motors Pty Ltd, Dyne and Co. Pty Ltd, EMI (Aust.) Limited (Qld only), R. S. Exton & Co. Pty Ltd, Finance Corp. of Aust. (Qld only), Fortana Products, Four Square Stores (Qld) Pty Ltd, A. J. Hardy and Son, Hayles Cruisers Pty Ltd, E. A. Heiser and Son, Jay-de-Gar Transport Pty Ltd, N. B. Love (Qld) Pty Ltd, Master Plumbers Mfg Co. Pty Ltd, Muffler Distributors Limited, Nifty Thrifty/Four Square Joint Advertising, Nifty Thrifty Self Service Stores, Nundah Music Centre, Pauls Blinds Pty Ltd, Parbury Henty & Co. Pty Ltd, Poultry Farmers Co-op Society Ltd, Queensland Builders Service, Queensland Oil Refineries, Queensland Rollforming Service, A. J. Ralston, Riverina Stockfeeds (Qld) Pty Ltd, Royal Art Furnishing (Qld) Pty Ltd, Royal Exchange Assurance, Sleep-makers (Qld) Pty Ltd, T. Style and Co.,

Wide Bay Burnett Regional Electricity Board, Wholesale Appliance Distributors Pty Ltd, Wholesale Liquor Distributors Ltd, Wire and Steel Pty Ltd, Wunderlich Limited (Qld only).

EDMONDS ADVERTISING PTY LTD, 424 Upper Roma St, Brisbane, 4000. Phone 2-5516, 2-4267. Telegrams Edmond, Brisbane. 2-4267. Telegrams Edmond, Brisbane.

Directors: Eric Edmonds (mng), J. M. Edmonds, G. Baird, J. McCully.

Executives: G. Baird (acct-exec.), J. McCully (acct-exec.), A. Spann (art mgr).

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

I/state Repr.: Sydney—Coudrey Campbell-Ewald Pty Ltd; Melbourne—Handbury Advertising Pty Ltd, Adelaide—Creasy Advertising Services Pty Ltd.

Clients: Arnold Degen Pty Ltd, Bill Brown's Sports Store, E. R. Blackmore Pty Ltd, Builder Welding Works, Crammond Radio Manufacturing Pty Ltd, Darling Downs Co-operative Bacon Assn Ltd, Diehard Tyre Service, Fabricated Products Pty Ltd, Family Fare Stores (Qld) Pty Ltd, Helicopter Sales (Aust.) Pty Ltd, International Traders Pty Ltd, Kingsted Pharmaceuticals Pty Ltd, Morden Laboratories, Richard Marsh Pty Ltd, Lou J. Murray Pty Ltd, MUIOOF Medical Benefits Fund, H. G. Noble Pty Ltd, NZ Govt Tourist Dept (Qld), Qld Finance and Land, Chemist Roush, Thermax Electric Water Heaters Pty Ltd, W. G. Utting & Co. Pty Ltd, Universal Homes Pty Ltd, Vogarell Inc., Worths Car Sales Pty Ltd.

EDMONDS-FAGG ADVERTISING, 1st Flr, Chronical Bldg, Margaret St, Toowoomba, Qld. 4350. Phone 2-3918.

Directors: E. Edmonds, J. Edmonds, W. J. Fagg, J. R. Fagg.

Accreditations: FACB, PPAB, TAB.

Clients: Annand Robinson & Co. Pty Ltd, Austral Motors (T'ba) Pty Ltd, Beresfords Shoes, T. S. Burstow Pty Ltd, Building Material Supplies Pty Ltd, Childs Caton & Co. Pty Ltd, Cobb & Co. Ltd, Darling Downs Bacon Assn Ltd (T'ba), Darling Downs TV Ltd, Dielectrics, Domestic Furniture Co., Downs Co-operative Dairy Assn Ltd, Downs Tyre Service, Falconer Motors Pty Ltd, Toowoomba and Goondiwindi, Farmers Centre Pty Ltd, McCafferty's Travel Service, O'Brien & Fitzpatrick, Simon Pty Ltd, Tots and Teenies, Toowoomba Tyre Service, Toowoomba Car Wreckers, Vacu-lug Traction Tyres (Q) Pty Ltd.

RODNEY H. EVANS ADVERTISING PTY LTD, 424 Queen-st, Petrie Bight, Bris-

bane, Qld, 4000. Phone 31-2545. Telegrams Rodev, Brisbane.

Directors: (See Sydney entry).

Executives: T. H. Rayner (mngnr), E. W. Fleming, Mrs R. Holdijk.

I/State Repr.: Sydney (head office), Melbourne. **O'seas:** Associate Houses throughout Aust. and NZ Member affiliated Agencies Network International (USA, Canada, South Africa, England, Europe, Far East). Member International Advertising Association, New York, USA.

Accreditations: ANC, PPAB, FACB, TAB, Country Press, ABC.

Clients: Annand & Thompson Pty Ltd, Bradford Insulation (Qld) Pty Ltd, Brolite (Qld) Pty Ltd, Chandlers Pty Ltd, Defiance Milling Pty Ltd & Teepee Wheat Products Pty Ltd, De-Nol Laboratories Australia Pty Ltd, The Door Centre, Gordon Edgell Pty Ltd (Brisbane), Canned Food, Frozen Food and Baby Food, Jones Lang Wootton, Meters Ltd, Mole Engineering (Qld) Pty Ltd, Peterman, W. E. & Son Pty Ltd, Turbon Engineering Pty Ltd, V. W. Motors Pty Ltd (Wholesale), Bennett Honda Pty Ltd (Qld), Elna Sewing Machines (Qld), North Queensland Flour Mills Pty Ltd.

FULFORD, ADVERTISING PTY LTD, 183 Wharf St, Brisbane, 4000. Phone 2-4172.

Director: Harry Fulford (manag. dir.).

Accreditations: PPAB, TAB, FACB, ANC.

GALMOR ADVERTISING PTY LTD, 252 George St, Brisbane, 4000. Phone 2-4907. Telegrams Galmorad Brisbane.

Directors: S. K. Morris, J. P. Gal, P. T. Matchett, E. J. Smith.

Executives: J. M. A. Platt (gen mngnr), G. T. Phillips (acctnt dir), R. J. McDonald (creative dir), J. Thorpe, P. Poole (acctnt-execs), R. Dobrich (art dir), B. Douglas (prod. mngnr), R. Lithou (media mngnr), M. Knight (accounts).

Accreditations: AAB, ABC, ANC, FACB, PPAB, TAB.

I/state Repr.: Galmor Advertising Pty Ltd, 363 Pitt St, Sydney. Affiliates Melbourne, Adelaide. **O'seas Repr.:** Advertising Associates (NZ) Ltd, cnr Parnell Rd & York St, Auckland C.4 New Zealand. Associate houses: New York, London, Fiji, South Africa.

GARNSEY GREENE CLEMENGER PTY LTD, 280-282 Queen St, Brisbane, 4000 Phone 2-3419, 2-3410, 2-7098. Telegrams

Gresad.

Directors: J. M. Garnsey, J. N. Greene, P. G. Clemenger.

I/State Repr.: Melbourne: John Clemenger Pty Ltd, 473 Bourke-st; Sydney: John Clemenger Pty Ltd, 47 York St; Adelaide: Martin Kinnear Clemenger Pty Ltd, 51 Palmer St.

Accreditations: ANC, ABC, AAB, FACB, PPAB, TAB.

Clients: Arthur Murray School of Dancing, Brisbane Television Limited (BTQ-7), Borthwick Thomas & Sons (A'asia) Ltd, Building & Industrial Suppliers, Crossle & Cameron Industries, Deons Pty Ltd, Grazcos Co-op. Ltd, Haines Hunter Boats, Hoover (Aust.) Pty Ltd, Hove Manufacturing Co., Kennedys Pty Ltd, Mirror Newspapers Ltd (Sunday Truth), Payen Byrne & Blackford, Queensland Pastoral Supplies Pty Ltd & associated companies, Qld Turf Club, Queensland Independent Concrete, Reliance Manufacturing Co., R&N Trading Co. Pty Ltd, Robbs Industries Ltd, Scott Plylite Boats, Simpson Bros Pty Ltd, Swift & Moore Pty Ltd, Tangalooma Pty Ltd, Young Australian League, Zupps Motors, Brisbane Amateur Turf Club, Gold Coast City Council, George Pickers, George Jennings & Co., Hancock Bros Pty Ltd, Hooker-Rex Pty Ltd, L. J. Hooker Pty Ltd, Brisbane City Council, David Jones Ltd, ISAS.

GORDON & GOTCH (A'SIA) LTD, 107-119 George St, Brisbane, 4000. Phone 31-2681. Telegrams Gotch, Brisbane.

Executives: B. C. Fargus (mngnr), R. A. Lintott (acctnt-exec.).

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

O'seas Repr.: London, Canada, USA, Sth Africa, New Zealand, Japan, West Indies.

GRAPHIC ADVERTISING PTY LTD, 104 Holman St, Kangaroo Point, Brisbane, 4169. Phone 91-5444. Telegrams Graphicad.

Directors: Peter Donnelly (gov. dir), D. D. McTaggart.

Executives: Miss V. T. Richardson (secy/media mngnr), Miss A. Rhodes (acctnt), D. W. Randall (acctnt-exec.), I. Jensen (prod.).

Accreditations: ANC, AAB, PPAB, FACB, FACTS, ABC.

Clients: Aeroservice Pty Ltd, ASEA (Aust.) Pty Ltd, Austral Mining Construction Pty Ltd, Australian Opto-metrical Assoc. (Qld) Beazley Homes Pty Ltd, Brickworks Ltd, Coren & Kearney, Commonwealth Engineering (Qld) Pty Ltd, Coronation Drive Car Sales, C. T. Coroneo & Co. Pty Ltd, Owen Cox & Co., June Dally-Watkins, Victor Day & Sons Pty Ltd, A. B. Denning & Co., Garigans Carpet Centre, Greyhound Coaches,

Harrisons Crosfield (ANZ) Ltd, Syd Hill & Sons Pty Ltd, Hoey Fry Pty Ltd, F. Humphreys Pty Ltd, Living Room Theatre Restaurant, Mark Twain Theatre Restaurant, Maxim Motors, Mayfairs Pty Ltd, Modern Tiles Pty Ltd, Moore Road Machinery (Qld) Pty Ltd, Motor Supplies Pty Ltd, Motor Traders Pty Ltd, McCluskey Motors Pty Ltd, National Art Metal Co. Pty Ltd, National Skin Institute, Napier Bros Ltd, RCA of Aust. (Qld), Walter Reid & Co. Ltd, Richards Drapers, B. C. Richards & Co. Pty Ltd, Twenty-nine Murray St, Surfside Buslines Pty Ltd, Western Air Navigation Ltd, Westco Motors Pty Ltd, Westco Sales Pty Ltd, Westco Equipment Pty Ltd, Westco Motors (Toowoomba), Westco Motors (Townsville), Woulfe & Son Pty Ltd.

HAWKINS ADVERTISING (QLD) PTY LTD, 45 Berwick-st, Fortitude Valley, Brisbane, 4006. Phone 51-5391. Telegrams Hawkads.

Directors: E. R. Hawkins, J. Keegan, D. Carson. **Associate director:** I. McCormack.

Head Office: Sydney.

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

Clients: The Australian Estates Co., Chevron Qld Ltd, Cottees Ltd, Dobell (Qld) Pty Ltd, Pike Bros Pty Ltd, Pye Industries Ltd, Pioneer Industries, Qld Manufacturing, Spicers Hatchery, Retravision Stores, Qld Bacon, Qld Cereal Industries, Nu-Trend Homes, Gold Coast City Radio, Olsen and Goodchap Pty Ltd, Gold Coast Tourist Development Assn., Ted Carlyle Real Estate, Peels Pty Ltd.

JACKSON WAIN (QLD) PTY. LTD, 380 Upper Roma St, Brisbane, 4000. Phone 2-2978-9. Telegrams Jacksonwain.

Directors: D. N. Ross, R. S. Adams, R. L. Ellacott, F. E. Gracc, R. D. Hodgson, A. Skirving.

Executives: I. Hotton (art dir), A. Shaw (radio/TV mngr), M. Beston (prod.).

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

Clients: Amoco Australia Pty Ltd, ASA Farm Machinery, Australian Land Trusts, Betta Stores, Business Equipment (Qld) Pty Ltd, Chamberlain Industries Pty Ltd, Coachcraft Ltd, Cobbitty Farm Bread, Dalgety Trading Co. Pty Ltd, Engineering Supply Co. of Australia, Gas Supply Co. Ltd, James Hardie & Co. Pty Ltd, John Hicks & Co. Pty Ltd, J. C. Hutton Pty Ltd, Intercolonial Boring Co., Laminators (Qld) Pty Ltd, Lennon's Hotels (Bris., Toowoomba), Marino Products Pty Ltd, Murphysores In-

corporated Pty Ltd, O'Neill Industries Pty Ltd, W. H. Paling Pty Ltd, PGH Industries (Qld) Pty Ltd, Queensland Book Depot, Radio Station 4BK-AK, Raysun Pty Ltd, Thiess Bros Pty Ltd, Thiess Sales Pty Ltd, Whitco Hardware Manufacturing Co., Xavier Mount Olivet Public Hospital Appeal.

JONES KNOWLES ADVERTISING PTY LTD, Atcherley Hse, 513 Queen St, Brisbane, 4000. Phone 2-3208.

Directors: Paul Jones, Merle Yvonne Jones, Bruce Knowles, Carolyn Knowles.

Executives: Paul Jones (chrmn), Bruce Knowles (secy), Geoff Ryan (accnts dir), J. Kleimeyer (acct), Dorothy Bruce (art dir), Barry Britton (media mngr), Alan Gee (prod. mngr).

State Repr.: Castle Jackson Advertising Pty Ltd, Sydney, Melbourne, Adelaide.

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

Main Radio-TV Clients: Edwards & Lamb (div. of Woolworths), Freedman & Co. Pty Ltd, Freedman Tropicana Pty Ltd, IAC Finance Pty Ltd, Katies (Qld) Pty Ltd, Killrust Pty Ltd, Lakeside Motor Racing Circuit, Liberal Party of Aust. (Qld div.), Mathers Pty Ltd, Norco Co-operative Pty Ltd, Rockmans Variety Stores, Redcliffe Retailers, Shirleys Shoes Pty Ltd, UK Motors Pty Ltd, Wallace-Bishop.

LE GRAND ADVERTISING PTY LTD, 35 Creek St, Brisbane, 4000. Phone 31-2891.

Chairman: J. Le Grand.

Managing director: R. P. Magan.

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

Clients: Alfred Grant Pty Ltd, Appleton, N. V. Pty Ltd, Australian Broadcasting Commission, Australian Guarantee Corporation Ltd, Barnes Auto, Baxters Veterinary Supplies, Besser Vibrapac Masonry (Qld) Ltd, Boys' Town, British Motor Corporation Ltd (part), Carlton-Smith, W., Cistern Manufacturing Co. Pty Ltd, Citizens' Municipal Organisation, City Mutual Life Assurance Society Ltd, Club Motor Insurance Agency Pty Ltd, Commercial Bank of Australia Ltd, Commonwealth Broadcasting Corporation, Dalgety Trading Company Pty Ltd, Deering Machinery Pty Ltd, Delahunty, J. J. Dinmore Pottery Pty Ltd, D. P. Hardware Pty Ltd, Duncan's Agencies Pty Ltd, Empire Speedway (Qld) Pty Ltd, Golden Casket, Gradwell Bros, Hancock & Gore Ltd, Hastings Deering (Qld) Pty Ltd, Highfield Tea Pty Ltd, Howards Motors, Jensens Vic. Pty Ltd, Mack Trucks (Aust.) Pty Ltd, Massey Bicycle & Sports Depot, Metropolitan

Permanent Building Society, National Mutual Life Assn of Australia, Pellegrini & Co. Pty Ltd, Provincial Traders Pty Ltd, Queensland Newspapers Pty Ltd (Sunday Mail), Queensland Teachers' Union, Snow Commander (Aust.) Pty Ltd, Southern Electric Authority of Queensland, Southern Queensland Permanent Building Society, State Electricity Commission of Queensland, United Tyre Service, Vehicle & General Insurance Company (Australia) Ltd (Qld), Westco Sales — TCM Forklifts, Wynns Veterinary Supplies.

LITTLETON-HARVEY ADVERTISING,

2nd Floor, Mercantile Mutual Bldg., 62-64 Eagle-st, Brisbane. Phone 2-4616, 2-4891. Telegrams: Leychess, Brisbane.

Directors: E. G. Littleton (also radio & TV exec.), E. Otley.

Executives: J. Stock (press & general media mng'r), B. McLeod (accnts), D. Goodwin (schedules exec.).

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

Main Clients: Listex Laboratories, F. W. Nissen Pty, State Govt Insurance Office, Austmark Pty, A. N. Robinson, Angus & Coote Pty Ltd, Self Serving Pty Ltd, G. H. Stewart & Co., Thorleys Pest-Rid Co., Tickle Industries, Day Dawn Pty, Stuart Suit Specialist.

MAYNARD, R. S., ADVERTISING, AMP

Bldg, Edward St, Brisbane, 4000. Phone 2-6579, 2-6768. Telegrams, Maynardad.

Branch: Sydney.

Directors: C. A. McMillan (manag. partner, Brisbane), J. A. Maynard (manag. partner, Sydney), W. A. Messenger (associate partner, Brisbane), T. J. Batten (assoc. partner, Sydney).

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

MERCHANDISING PUBLICITY PTY LTD, 25 Chester-st, Fortitude Valley, Brisbane, 4006. Phone 5-3515-6-7.

Directors: K. W. Lawrence, S. Cameron, C. J. Anderson, C. K. Heselwood.

I/State Repr.: Foote, Cone & Belding Pty Ltd—Sydney, Melbourne, Adelaide. Adcraft Service, 125 St George's Terrace, Perth.

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

Has own test kitchen and model store facilities.

Clients: Australian Paper Manufacturers Ltd (waste paper, Fibre King equipment), Barnes Engineering Pty Ltd, John Beech & Co. (builders), Brisbane Milk Board, Bris-

bane Milk Sales Promotion Advisory Committee, Brown & Broad Ltd, Butter Marketing Board, Cameracraft Pty Ltd, The Golden Circle Cannery (Northgate), Edward Fletcher & Co. Pty Ltd, Imperial Chemical Industries of Aust. & NZ (for Qld), Industrial Enterprises Ltd, Mackay & Co. Pty Ltd, Matthews Fire Alarms Pty Ltd, Middleton Pty Ltd, Pauls Foods Ltd, Pauls (NT) Pty Ltd, Qld Newspapers Pty Ltd, Qld United Foods Ltd, Simpson Halligan & Co. Pty Ltd, Taubmans Qld Pty Ltd, Ansett-ANA (for FC&B), Coles Supermarkets (for Alexander Moulton), H. G. Palmer Pty Ltd, Qld Grain Sorghum Growers Assn.

JAMES T. MULLINS ADVERTISING SERVICE, 47 Hillside-crees, Hamilton, Brisbane, 4007. Box 360, PO, Valley. Phone 62-3851.

Directors: J. T. Mullins, E. G. Mullins, J. T. Mullins Jr.

Executives: C. M. Mullins (acct exec.).

Accreditations: FACB, TAB.

Clients: Eric Anderson's, Electrical Retailers, Geo. Wills & Co., Sullivan Homes, C. P. Engineering Pty Ltd, Arnolds Radio & Electrical, Farsley Motors Pty Limited (Toyota Cars Country Dealers), Stones Corner Motors Pty Ltd, Leo Muller (Toyota Sales) Pty Ltd, Premier Motors.

O'BRIEN PUBLICITY (QLD) PTY LTD,

312 Elizabeth St, Brisbane, 4000. Phone 2-3281/4. Telegrams Gofor, Brisbane.

Directors: R. J. Murphy (mng), G. C. Turner, M. G. Caton (assoc.).

Executives: J. Egan, B. Heslop, R. J. Jeffrey, R. Wailes (media), C. G. Bennett (art director), R. Werner (TV art director).

I/State Repr.: O'Brien Publicity (NSW) Pty Ltd, 56 Young-st, Sydney (27-1355); O'Brien Publicity (Vic.) Pty Ltd, 29 Lonsdale St, Melbourne (32-3521); Clem Taylor-O'Brien Pty Ltd, 155 Pirie St, Adelaide (23-5577).

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

Clients: Bearing Service Co. of Aust. Pty Ltd, Boston Silks, Brisbane Permanent Building & Banking Co. Ltd, Broadcasters (Aust.) Pty Ltd, Carter Smith & Co. Pty Ltd, A. J. Chown (Qld) Pty Ltd, Coorparoo Car Sales, Delta Iron Works, Dixons Photographic Pty Ltd, Golden Pines Estates, Handasyde Motors Pty Ltd, Harvey Graham Fashions, Helena Kaye Academy, Hughes & Sons, Ira Berk (Qld) Pty Ltd, McLean (D) Pty Ltd, Mater Art Unions, Mater Mothers Appeals Committee, Modern Merchandising Equipment, Nundah Auto Service, Peter Kurts Pty Ltd, Queensland Road Safety Council, Sen-

den & Long Pty Ltd, Sherrys Dealers, South Molle Island, Tip Top Bakeries Holdings Pty Ltd, F. Tritton Pty Ltd, Twelfth Night Theatre, University Bookshops, Victoria Cross Manufacturing Pty Ltd, David Webster & Sons Pty Ltd.

GEORGE PATTERSON-NOBLE BARTLETT PTY LTD, 64 Roma St, Brisbane, 4000. Phone 2-3624. Telegrams Pressager.

Directors: L. W. Farnsworth (chrmn), R. B. Bowly (gen. mgr), K. H. Cousins, A. C. Parker, J. Miller (radio-TV dir).

Executives: N. Hall (prod.), I. Austin (TV-radio prod.), J. Graham (acct-exec.), E. Gibson (acct).

Branches: George Patterson Pty Ltd, Sydney, Melbourne, Adelaide, London; J. Ilott, NZ. Cathay Ltd, Hong Kong, Singapore, Bangkok.

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

PIA ADVERTISING PTY LTD, 104 Roma St, Brisbane, 4000. Phone 2-9146, 2-5946.

Directors: A. R. Allan, M. Benson.

Executives: J. P. Auty (media), G. L. Edgar (designer/copywriter).

Company's operations: Market research design and media services.

Accreditations: ANC, FACB.

SLATTER, E. C., & PARTNERS PTY LTD, Science Hse, Astor Terrace, Brisbane, 4000. Box 493H, GPO, 4001. Phone 2-1576-7. Telegrams Slatterads, Brisbane.

Directors: E. C. Slatter, N. M. Hughes, J. P. Quayle, J. Q. Simpson, M. F. Long.

Executives: M. Long (Qld mgr), R. C. G. Moffatt (account exec.), Mrs T. O'Connor (media mgr), K. Fielding (art), G. Fitzgibbon (copy).

Pstate repr.: E. C. Slatter & Partners Pty Ltd, Kent St, Sydney (29-7141).

Accreditations: ANC, ABC, FACB, TAB, AAB.

Clients: Allpest (Q), Animal Health Foods Pty Ltd, Amalgamated Chemicals (Qld) Pty Ltd, Andrew Barton & Co. Pty Ltd, Brandon Timbers Limited, Brims Plywood Sales, D. G. Brims & Sons Pty Ltd, Brisbane Hobby Centre, Cammoo Caves, Central Queensland Tourist Association, Capricornia Regional Electricity Board, Denham Redleaf Products, Duravul Shoes, Greenleaves Advisory Gardens, Humes Ltd (Qld), Norman J. Hurl (Vic.) Pty Ltd, Brian Jackson Salon, L. P. Jensen & Sons, Don Johnson Plant Hire Co., Kele Bros, Vic Levey's Nurseries Pty Ltd, Vic Levey's Garden Centres Pty Ltd, Mackay Regional Electricity Board, Mechanical

Equipment Co. Pty Ltd, Moore Homes Pty Ltd, North Pine Motors, North West County Council, Protojen Pty Ltd, Queensland Machinery Company, Queensland Nurserymen's Association, Rockhampton Packing & Agency Company, Scientific Hobbies Pty Ltd, State Electricity Commission (part), Stegbar Windowalls (Qld) Pty Ltd, Utech Products Pty Ltd, Washop Coin-op Laundries, Sidney Williams & Co. Pty Ltd, Wormald Brothers.

SWAIN, KEITH, ADVERTISING PTY LTD, 45 Berwick St, Valley, Brisbane, 4006. Phone 51-5391-2-3.

Accreditations: AAB, TAB, FACB, ANC.

USP-BENSON (QLD) PTY LTD, 21 Gipps St, Broadway, Qld, 4000. Phone 51-1061. Telegrams Salesrise.

Directors: H. R. Wilson, C. E. Richardson, Keith L. Barry (mng dir), O. A. Buchanan.

Associate directors: C. K. Brinkworth, J. Robinson.

Executives: K. McDonald (acct-exec.), C. K. Brinkworth, R. H. Drabsch, G. Robertson, Lesley Richmond (copy chief), J. Robinson (art dir), W. Grodd (prod. mgr), Mrs I. Tamminen (media mgr).

Accreditations: ANC, FACB, ABC, FACTS, PPAB.

Clients: Austral-Pacific Fertilizers Limited, W. H. Bowden Pty Ltd, Centenary Estates Limited, Corbett Timbers Pty Ltd, Coupon Furniture Co. Pty Ltd, Custom Credit Corporation Ltd (Qld only), Dept of Industrial Development Qld, Egg Marketing Board, Helidon Gardner Pty Ltd, Charles Hope & Co., Jeffrey & Foreman Pty Ltd, Malvern Star Stores, Paterson, Reid & Bruce Ltd, Peters-Arctic Delicacy Co. Ltd, Bruce Pie & Sons Pty Ltd, Premier Blinds Pty Ltd, Queensland Government Tourist Bureau, Royal National Agricultural & Indust. Assoc. of Qld, Silsao Manufacturing Co. Pty Ltd.

VINNICOMBE, HAROLD & ASSOCIATES PTY LTD, 455 Adelaide-st, Brisbane, 4000. Phone 22-104. Telegrams Halvin.

Directors: H. Vinnicombe (mng dir), M. M. Vinnicombe, P. L. Heathwood.

Executives: P. L. Heathwood (creative), A. Rodgers (media mgr), D. Jones, E. Maloney, D. R. Collier (acct. execs), T. Sheedy (art dir), D. Walker (Radio-TV), P. Berthelson (production).

Accreditations: ANC, AAB, PPAB, FACB, FACTS.

Clients: Roy Bliss, Brisbane Grammar School (Centenary Building Fund), Brisbane Stock Exchange, Carlton Travel Bureau Pty

Ltd, Central Qld Broadcasting Network, Corrie & Co. Deposit & Investment Co. Ltd, Drouyn Musical Instrument Co., Grace Bros Pty Ltd, Hancock Bros Pty Ltd, Trevor Henderson, Hooker Homes Pty Ltd, Irvin & Johnson (Qld) Pty Ltd, Lance Jones & Co., Lindeman Island Pty Ltd, Mactaggarts Primary Producers' Co-operative Assn. Ltd, Masterbilt Pty Ltd, Motor Body Specialists Pty Ltd, O'Donnell Griffin TV Services, OK Rubber Co., Rothwells Outfitting Ltd, Rover Mowers Pty Ltd, Scarborough Art Union, Telegraph Newspaper Co. (Special promotions), Tinka Trailer Co., T. Tristram Pty Ltd, Universal Telecasters (Qld) Ltd, Vinlon Pty Ltd, VW Motors, B. B. Whitehouse & Co. Pty Ltd, York Air Conditioning.

WAITE, T. HILKEN PTY LTD, 4th floor Regent Bldg, 167 Queen St, Brisbane, 4000. Phone 2-2411 (6 lines). Box 347E, GPO. Telegrams Hilkenad.

Executives: T. H. White (mng dir), G. S. Adam (acct dir), I. E. Coward (secty), G. A. Collett (art dir), R. T. O'Brien (copy), A. Y. Woodhouse (media mngr), S. J. Birch (prod. mngr).

Accreditations: ANC, AAB, FACB, PPAB, TAB, ABC, CAB.

Clients: Ashby Bros Pty Ltd, Bradbuilt Constructions, British & Continental Motors, Clark Rubber Stores Ltd, City, Valley, Mt Gravatt, Chermiside, Toombul, Commercial & Office Equipppers Pty Ltd, Cook Harrison & Co. Pty Ltd, Dux Auto, Eagle Star Insurance Co. Ltd, Farsley Motors Pty Ltd (Mercedes Benz division), Farsley Motors Pty Ltd (Toyota division), Farsley Motors Pty Ltd (Tractor division), Fire & Accident & Marine Underwriters Assoc. Ltd, Gralton Bros Pty Ltd, Gates Hygienic Laundry, Hardy Bros Pty Ltd, Athol Hedges Pty Ltd, Bernie Jacks, Jeffress Bros Ltd, Karlos Holdings, Markwell Bros Pty Ltd, Medical Benefits Fund of Aust, Metal Products Pty Ltd, Modern Office Equipment (Qld) Pty Ltd, John Mollwraith (Qld) Pty Ltd, John Mollwraith (Bulimba) Pty Ltd, Northern & Employers Group of Assurance Companies, Queensland Primary Producer's Co-op. Assn Ltd (Bris., Aramac, Barcaldine, Biloela, Blackall, Charleville, Charters Towers, Clermont, Cunnamulla, Dirranbandi, Emerald, Goondiwindi, Hughenden, Jandowae, Julia Creek, Longreach, Mackay, Meandarra, Quilpie, Rockhampton, Roma, Springsure, St George, Townsville, Winton), Relyans & Lanhams Pty Ltd, Bryan T. Roberts, Scots College, Warwick, Herbert Small's Camera Centre Pty Ltd (Elizabeth St City), Herbert Small's Camera Centre Pty Ltd (Rockhampton), Herbert Small's Camera Centre Pty Ltd (Toombul), The Southern Electric Authority of Qld, SEAQ Gympie, SEAQ Ipswich, SEAQ Nambour, SEAQ Redcliffe, SEAQ Southport, SEAQ Toowoomba,

SEAO Stanthorpe, SEAO Warwick, Swift Motors, U. Dal Santo Motors, Warwick Presbyterian Girls' School.

SOUTH AUSTRALIA

ALDWYCH ADVERTISING (SA) PTY LTD, 66 King William St, Adelaide, 5000. Phone 51-7788. Telegrams Aldwych Adelaide.

Branches: Melbourne, Sydney.

Director: G. L. Bride (mng dir).

Manager: R. I. Baker.

State repr.: See Melbourne and Sydney entries.

Accreditations: ANC, FACB, AAB, PPAB, TAB, ABC.

Main clients: Alliance Acceptance, Angove's Ltd, ASA Farm Machinery Co., Australian Cotton Textile Industries Ltd, Bennett & Fisher, Brownbuilt (SA), Devon Credits, GHC Development, Hoover (SA), Ed Lumley (SA), Marrick, Newton, McLaren, Port Implements, Queens Bridge Motors, SA Railways, Security & General, Territory Transport, Textutone, Town & Country Motels.

BERRY CURRIE ADVERTISING (SA) PTY LTD, 202 East Tce, Adelaide, 5000. Phone 23-3544. Telegrams Unsullied.

Directors: J. Currie, W. Currie.

General manager: C. K. Dennis.

Executives: P. Burns (acct exec.), K. Johns (prod.), Miss D. Pickering (media).

Accreditations: See Sydney entry.

Clients: Albion Reid, Antoinets, Arnold Studios, John Cahill Motors, Cambridge Motors, L. W. Chapman Building Co., Condon Transport Pty Ltd, Dehy Fodders, Discounted Furniture, Dix Dry Cleaners, Ken Eustice Motors, Evergreen Memorial, Gaima Industries, Healing (Sales), Herbert Speed & Accessories, ICI-ANZ Ltd, Irona Laboratories, Kodak A'sia Pty Ltd, Lordello Investments, Marino Golf Club, McFarling for Floors, Mi-Fancy Manufacturers, Mopac Home Sales, Michael Nairn, Oldfields Bakery, Paraplegic Association, Peoplestores Ltd, Shipping Newspapers, Turners Pty Ltd, E. R. Way & Sons, Williams Beverages, Wy Wurry Hatchery.

BIRRELL ADVERTISING ASSOCIATES PTY LTD, 197 Greenhill Rd, Eastwood, SA, 5063. Phone 71-0425.

Directors: M. N. Birrell (chrmn), E. D.

Manley, J. R. Stevens.

Executives: E. D. Manley (creative dir). E. K. Edwards (research), G. Hams, D. Bateman (prod.), A. Hendry, B. Parsons (media).

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

Clients: Andersons Chicks Pty Ltd, Ansell Rubber Co. Pty Ltd, Arndale Development Trust, Atco Mowers through Boltons, Geo. Pty Ltd, Austral Steel Ltd, Brown, T. H. & Sons Pty Ltd, Building Societies Association of SA, Burger King Drive In Restaurant Pty Ltd, Coates & Co. Ltd, Elliott Bros. Pty Ltd, Elmaco Industries Ltd, Hall Sandford & Co. Pty Ltd, Hindmarsh Building Society, Hornbrauic (Aust.) Pty Ltd, Jones, Lang, Wootton (SA) Ltd, Miller Anderson Ltd, Millers Lime and Timber Pty Ltd, Ogden, Claude R. & Co. Pty Ltd, Ozapaper Ltd, Philmac Pty Ltd, Pitt Waddell Bennett Chains Ltd, Ravesi Chemists, Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Pty Ltd, Royal-Globe Life Assurance Co. Ltd, SA Egg Board, SA Poultry Marketing Co-operative Ltd, SA State Lotteries, Sun Electric Co. Pty Ltd, Taplin & Co. Pty Ltd, Wendts Limited, Wiltshire Cutlery Co. Pty Ltd, Wiltshire File Co. Pty Ltd.

BYRNE ADVERTISING SERVICE PTY LTD, 198 Greenhill Rd, Eastwood, SA, 5063. Phone 72-1266. (GPO Box No. 1520M.)

Executives: J. Byrne (gov. dir), J. P. Byrne (dir & acct-exec.), Miss N. Bennetts (dir & media mgr), G. S. McDougall (dir & acct-exec.).

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

CASTLE JACKSON ADVERTISING (SA) LTD, 163 Archer St, North Adelaide, 5006. Phone 6-8512.

Directors: A. J. Connell, D. G. Castle, D. F. Jackson, G. I. Latimer.

Executives: A. J. Connell (mgr dir), W. H. Sharland, R. L. Shepard (acct-execs), F. E. Pound (media mgr).

I/State Repr.: Castle Jackson Advertising Pty Ltd, Victoria; Canny Gabriel-Castle Jackson Pty Ltd, NSW. **O'seas Repr.:** Australian member for EMA.

Accreditations: FACB, FACTS, ANC, PPAB, AAB.

CREASY ADVERTISING SERVICES PTY LIMITED, 85 Gouger St, Adelaide, 5000. Phone 51-4748.

Directors: M. B. Creasy (mng), G. W. M. White.

Executives: B. G. Smith, D. I. Thwaites.

Accreditations: TAB, FACB, ANC, PPAB, ABC, AAB.

Clients: Central Market, Claridge Motors Pty Ltd, Crippled Children's Association, Elliotts Carpets, Flavels (SA) Pty Ltd, Good Neighbour Hardware Stores, Hamilton Laboratories Pty Ltd, Lightburn & Co. Ltd, Norman, Turner & Nottage Pty Ltd, Perry Metal Window Co. Ltd, Proline Industries Pty Ltd, Rapid Metal Developments (Aust.) Pty Ltd, Semaphore Engineering Pty Ltd, Sheppards Jewellers, B. L. Shipway & Co. Pty Ltd, Tecalmit (A'asia) Pty Ltd.

FOOTE, CONE & BELDING PTY LTD, 47 Greenhill Rd, Wayville, 5034. Phone 71-0575. Telegrams Brigade.

Directors: A. J. Briggs (chrnm), M. M. Walker (deputy chrnm), R. C. Davey, A. T. Young.

Adelaide directors: R. W. Griffiths (chrnm), A. T. Young (gen. mgr), M. Howard, J. W. van der Linden (secy).

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

Clients: British Tube Mills (Aust.) Pty Ltd, BTM Agencies Pty Ltd, Bundy Tubing Co. (Aust.) Pty Ltd, Chrysler Australia Ltd, Commercial Motor Vehicles Pty Ltd, Don Tailors, Electricity Trust of SA, Kentish Clothes Pty Ltd, Lawlors Pty Ltd (Anti-corrosion, Carpet Care, Pest Control), Mackay Convair Heaters Pty Ltd, Mases Meat Co. Pty Ltd, Normans Home Furnishers Pty Ltd, Rockingham Clothes, Ross & Pat Davies (Figurama Internationale, Olympic Swimming Academy), Saints Ltd, SA Brewing Co. Ltd, SA Clay Brick Assn Inc., Television Broadcasters Pty Ltd.

FORTUNE (AUST.) PTY LTD, 135 South Terrace, Adelaide, 5000. Phone 51-3773-4-5. Telegrams Fortaust.

Executives: R. S. Daniel (Adel. mgr), W. J. Barrett, P. Richards, D. J. Bromilow (acct-execs), G. Wollard (art dir), M. Buck (media).

Directors and accreditations: See Sydney entry.

Clients: Adelaide Motors Group, Airlines of SA, Apac Industries, Esso Standard Oil (Aust.) Ltd, Evangelical Lutheran Church, Griffs Limited, A. V. Jennings Ltd, Malvern Star Stores, Newport Motors, Omark Limited, Ozone Hotel/Motel, SA Tool & Gauge Co., Whitehall Motel.

HANSEN RUBENSOHN - McCANN ERICKSON PTY LTD, 50 Grenfell-st, Adelaide, 5000. Phone 8-5782-3. Telegrams

Rubadco.

Executive: G. Huntley (mgr).

Directors, I/state, O'seas Repr., Accreditations: See Sydney entry.

Clients: Adelaide College of Music, ALP, Barossa Winery Co-operative Ltd, BF Constructions Pty Ltd, Blunts Ltd, Ceilings Ltd, Coca-Cola Bottlers (Adelaide) Pty Ltd, Concrete Tanks (SA) Ltd, Extruded Metals Pty Ltd, Ferrand Furniture Co. Pty Ltd, International Beverages, Marshall & Martens, Metro Milk Co-op., Mutual Constructions Pty Ltd, Philips Electrical Industries Pty Ltd, Power Plant Pty Ltd, Premier's Dept, SAS Channel 10, S. Smith & Son, TAA, Telecommunications Company of Australia Pty Ltd, Ten Pin Bowling, United Motors Ltd, F. J. Wadham & Sons Pty Ltd, Watlow Pty Ltd.

HAROLD KING ADVERTISING SERVICE PTY LTD, 49 Flinders St, Adelaide, 5000. Phone 23-5633.

Directors: H. H. G. King (mng dir), R. Marvell (media & prod.).

Executives: F. M. Hider (art dir), H. E. Aubert (secy).

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

Clients: Amscol, Farmers Executors & Trustees Ltd, Flag Motels, Glacier Foods, Hines Metals, Ingersons Pty Ltd, Johnston's Carpets, Malcolm John Pty Ltd, Metters Ltd, Pisano Motors, SA Sports Goods.

MARTIN KINNEAR CLEMENGER PTY LTD, 51-54 Palmer Place, North Adelaide, 5006. Phone 6-8941 (9 lines). Telegrams: Markinad, Adelaide. Postal: Box 45, PO North Adelaide, SA, 5006.

Directors: A. A. Martin (chrn), A. B. Kinnear (mng dir), J. R. Martin (secy), J. B. Jarvis.

Executives: J. B. Jarvis (art dir), W. H. Stevens (radio & TV dir), H. A. Hodgen, B. E. Lehane, R. M. Shepard, M. J. Robinson, N. H. Murrie, Mrs C. E. Boland (acct execs), C. C. A. Ralph, Mrs K. M. Jeeves (copy), J. L. Riordan (prod. mgr print), K. J. Blackwell (prod. mgr press), C. T. Verheyen (acct), Miss S. M. Higgins (media).

I/state repr.: John Clemenger Pty Ltd, 473 Bourke St, Melbourne (67-6351); John Clemenger Pty Ltd, 47 York St, Sydney (29-6261); Garnsey Greene Clemenger Pty Ltd, 280-282 Queen St, Brisbane (2-3419); Arthur Collett Advertising, Yorkshire House, 194 St George's Terrace, Perth (21-6396).

Accreditations: FACB, TAB, ANC, AAB, PPAB, NPA of NZ.

Clients: Addison Motors Pty Ltd, Adelaide Development Co. Pty Ltd, Adelaide Olive

Co. Pty Ltd, Anchor Foods Pty Ltd, Aviation Services (Hardingham) Pty Ltd, Bagot's Executor and Trustee Co., BEA Motors Pty Ltd, W. Brown & Sons Pty Ltd, Consolidated Aerosols Pty Ltd, Dalgety-NZL Ltd, Dalgety Trading Co. (SA) Ltd, David Cornell Pty Ltd, Deposit & Investment (Co.) SA Pty Ltd, E. M. Dollard Pty Ltd, Ducale International Pty Ltd, Eyles Co-op. Ltd, Gerard Industries Pty Ltd, Golden North Dairies Ltd, Gordon Abbott Industries, G. Gramp & Sons Pty Ltd, Guild Insurance Co. Ltd, Hills Distributors Pty Ltd, Hills Industries Limited, L. J. Hooker (SA) Pty Ltd, Industrial Rubber Sales Ltd, Industrial Sales & Services (SA) Ltd, Iplex Plastic Industries Pty Ltd, Jarmans Pty Ltd, Laphornes Pty Ltd, Lasscocks Nurseries Ltd, Lee's Hotels Ltd, Liberal & Country League, Lloyds Timber & Building Supplies Co. Ltd, E. P. Matthews Pty Ltd, Meggitt (SA) Pty Ltd, Metro Smallgoods Ltd, Geo. McEwin & Sons Ltd, McLeay Bros Ltd, National Mutual Life Association, O'Donnell Bros Ltd, Onkaparinga Woollen Co. Ltd, Paramount Machinery Co. Pty Ltd, Port Adelaide Racing Club Inc., Post Graduate Foundation in Medicine, Rentelex Pty Ltd, Realty Development Corporation (SA) Pty Ltd, Rinder Penny Pty Ltd, SA Honey Industry Advisory Council, SA Rubber Mills Pty Ltd, The Savings Bank of South Australia, J. W. Taylor & Sons Pty Ltd, Thwaites Ltd, Timber Preservation Co., Todd, Rymill, Lloyd & Co., Trim Bros Ltd, Tyre-Lug (SA) Pty Ltd, Western Assurance Co., Wiles Steel Structures Pty Ltd, Windsor Hotel.

MONAHAN, YOUNG & ASSOCIATES PTY LTD, 139 Anzac Highway, Kurrulta Park, Adelaide, 5037. Phones: 97-3388, 97-3778.

Directors: Deryck Monahan, Leslie C. Young.

Executives: R. C. Meyer (acct-exec.), J. E. Chamings (TV, radio dir), D. James (art dir), J. Cowan (prod.), Miss A. Barris (media).

NAS MACNAMARA (ADELAIDE) PTY LTD, Box 1346H, GPO, Adelaide, SA, 5000. Phone 71-7131. Telegrams Nasagency, Adelaide.

Directors: L. J. Macnamara (gov.), W. Smallcombe, G. W. Edwards, A. M. Hughes, J. R. Muller, R. M. Mildred, J. S. Dick.

Executives: Departmental heads — John S. Dick (TV-radio mgr), Murray R. Rule (art dir), L. J. Kirkham (media mgr).

Accreditations: ANC, AAB, PPAB, FACB, TAB, NPA (NZ).

South Australian member of NAS (Australia) Pty Ltd, an integrated organisation

of member agencies providing national advertising service in Australia and New Zealand.

NAS members in Australia include: Sydney, NAS (Sydney) Pty Ltd, Melbourne, NAS (Melbourne) Pty Ltd, Brisbane, Duthie National Advertising Pty Ltd, Perth, NAS (Perth) Pty Ltd.

NAS members in New Zealand include: Wellington, Kenyon, Brand & Riggs Ltd; Auckland, James Sanders Advertising Ltd; Christchurch, The N. Hill-Skinner Advertising Agency Ltd.

O'seas Bureaus: London, New York.

PAINE, BERWEN ADVERTISING PTY LTD, (member HEP), 4 Hutt St, Adelaide, SA, 5000. Phone 23-1311.

Directors: A. B. Paine (chrmn), J. L. Paine, B. L. Wright (assoc.).

Executive: D. M. Porter (media mngr).

Accreditations: FACB, ANC, TAB, PPAB.

Main Clients: Angas Engineering Co. Ltd, Archer & Holland Ltd, Arturo Taverna Hair Stylists, British Motor Industries Ltd, Diesel Automotive Industries Ltd, Godfrey's Ltd, Hannan Bros Ltd, Horwood Bagshaw Ltd, Newton McLaren Ltd, Frigrite (SA) Pty Ltd, Readymix Group (SA), J. N. Taylor & Co. Ltd.

PATTERSON, GEORGE PTY LTD, 48 Greenhill Rd, Wayville, South Australia, 5034. Phone 51-6121.

Manager: Kevin West.

Media manager: Miss F. E. Pound.

TV media manager: G. V. Oliver.

Directors; P'state repr.; **Accreditations:** See Melbourne entry.

Clients: AMP Society, Bank of New South Wales, Berri Fruit Juices Co-operative Ltd, Burden Pty Ltd, Cellulose Australia Ltd, E. Daniel & Co. Pty Ltd, General Motors-Holden Pty Ltd (SA), Haco Distributing Agencies Pty Ltd, Kinhill Pty Ltd, Kosset Carpets Ltd, Landmaster Pty Ltd, Leopon Import Co. Pty Ltd, Lewis Berger & Sons (SA) Pty Ltd, Lloyds Timber Mills Limited, John Martin & Co. Ltd, Monier Group (Monier Besser Pty Ltd, Divisions of Monier (SA) Pty Ltd-Monier Kresst, Monier Prestressed Concrete, Monier Tillett, Monier Roof Tiles), Nilsen Electric (SA) Pty Ltd, Peel Antique Furnishers Pty Ltd, Prestwood Pty Ltd, Raven Products, B. Seppelt & Sons Pty Ltd, Export & Import Divisions, Snack Foods Pty Ltd, Tobacco Products Distributors (SA) Pty Ltd, Unit Television Servicing, W. D. & H. O. Wills (Aust.) Ltd.

RICHARDSON-COX PTY LTD, 3rd Floor, 117 Rundle St, Adelaide, 5000. Phone 23-0111.

Head office: Melbourne. **Branches:** Sydney, Perth.

Directors: G. H. Beseler (mng dir), J. S. Rigby, K. Givens, W. Glasser.

SA Manager: L. J. Churches.

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

Main clients: Cox-Foys, Hilton Corporation Ltd, Neptune Oil Co., Overseas Corp., Robur Tea Co., Style Girl Pty Ltd.

RICKARDS ADVERTISING SERVICE PTY LTD, 118 Hutt-st, Adelaide. Phone 23-1979.

South Australian manager: Don Sandow, FAI.

Directors, I/State Repr. & Accreditations: See Melbourne entry.

Clients: Auto Conversions Pty Ltd, BEA Motors Ltd, Coles Foodmarkets Pty Ltd, Craven, J. & Co. Pty Ltd, Daniel, E. & Co. Pty Ltd, Dunlite Electrical Co. Pty Ltd, Dunlopillo Pty Ltd (SA only), Dunlop Flooring Co. (SA only), Empisal (Australia) Pty Ltd, John Gordon & Co. Ltd, Haussen, C. & Co. Pty Ltd, Horsell, Jarmyn & Sons Pty Ltd, W. Jacobs Ltd, Jacobs Dairy Produce Co., Jennings, A. V. (Aust.) Ltd, Laubman & Pank Pty Ltd, Mayne Nickless (SA only), National Bank of Australasia (SA only), National Paper Industries Pty Ltd, Norwich Union Life Ins. Soc., Nufarm Rural Products Pty Ltd, Robby's Aerial Services Pty Ltd, Rosefield Smallgoods Pty Ltd, Retravision Schrader-Scovill Pty Ltd, Skandia Insurance Co. Ltd, South Australian & Territory Air Services Pty Ltd, Soltec Industries Pty Ltd, Spartan Battery Co. Ltd, Williams Beverages Pty Ltd, Wise, L. S. Pty Ltd.

ERIC RING, JACKSON, WAIN PTY LIMITED, 162 Halifax St, Adelaide, 5000.

Directors: E. D. Ring (mng dir), F. F. Grace, R. D. Hodgson, E. C. Broecker, M. Brock.

Executives: R. W. Lloyd (acct-exec.), E. Lumbers (copy chief), R. W. Miller (TV and radio), O. J. Conlon, R. E. Chown (acct-execs).

Media manager: Mrs Norma Howard.

P'state repr.: Jackson Wain in all States.

O'seas: UK, Western Europe, USA, Far East, NZ.

Accreditations: FACB, TAB, ABC, ANC, AAB, PPAB, NPA of NZ.

Clients: Agchem Pty Ltd, Amoco Australia Limited, Australian Dairy Board, Australian Wine Board, Badenoch Transport Limited, Bellscreen (SA) Ltd, Burling & Sobels Ltd, Chamberlain Industries Ltd, Wm Charlick Limited, Charlick's Papersacks, Chivas Brothers Ltd, R. W. Clampett & Co.

Ltd, Cooke & Wallis Ltd, T. A. Cronin & Sons Pty Ltd, Crustal Recovery Pty Ltd, Custom Credit Corporation Ltd, Eclipse Motor Vehicles Ltd, Ellis & Clark Ltd, Fertilizer Sales Pty Ltd, Fler Co. & Staff (SA), Formal Occasions, Gerard & Goodman Limited, The Gift Shop, Godfrey Industries Ltd, G. J. Homes Pty Ltd, Grant Engineering Co. Ltd, Grant Machinery Pty Ltd, James Hardie & Co. Ltd, Thomas Hardy & Son Pty Ltd, Hertz of Australia Pty Ltd, M. F. Hodge & Sons Ltd, Hoopers Furnishers Ltd, Hume Broadcasting Ltd (5DN), Jeffs Bros. Limited, Katies (SA) Ltd, Kennedy's Drive Yourself Service, King's Travel Agency Pty Ltd, Layback Car Seats Ltd, Mercury Scale Co. Ltd, G. Metters & Co. Ltd, McDonald Motors Pty Ltd, McLaren Vale Winery, Nursery Supplies, Passiona Bottling Company, Rawlings Metal Products, Reed & Walker Ltd, Rialto Pty Ltd, Rothmans of Pall Mall (Aust.) Ltd, SA Brewing Co. Ltd, SA Hotel Ltd, Sands & McDougalls Ltd, Saverys Group (A. W. Dobbie & Co. Ltd, Radio Electric Wholesalers, Saverys Limited), David Shearer Limited, John Shearer & Sons Ltd, Simpson Pope Ltd, Southern Cross Newspaper, State Motors Pty Ltd, Superspread Aviation, Tasmanian Tourist Bureau, C. Tomlinson & Sons, Tongala Milk Products, Tudor Accessories, United Co-op. Dairymen Ltd, Velkinbin Pty Ltd, Warburton-Franki Group, White Wings Pty Ltd, Wool Bay Lime Ltd.

SA COUNTRY NEWSPAPERS LIMITED, 130 Franklin St, Adelaide, 5000. Phone 51-2626, 51-4507.

Directors: H. J. Peake, K. L. Barnett, J. Liddy.

Executive: J. F. Power (mngtr).

Accreditation: Aust. Provincial Press.

CLEM TAYLOR O'BRIEN PTY LTD, 155 Pirie St, Adelaide, GPO Box 1525M, 5001. Phone 23-5577. Telegrams Clemtaylor.

Directors: W. R. Taylor (mng dir), C. Roantree (exec. dir), D. M. Cain (secy-mngtr).

Associate directors: L. R. Bambridge, L. R. Biddle (prod.), B. M. R. Gamlin (media), R. G. McCallum, D. J. Mercer, D. Richardson.

Executives: F. P. Grimley, G. L. Mitton, R. John, G. Williams, D. G. Mogridge, A. Johnston, R. Buckley (radio & TV), P. T. Walsh (marketing dir).

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

SA unit of the O'Brien National Group offices in Sydney, Melbourne, Brisbane, and associates in 26 countries throughout the world.

Clients: Bugden Jewellers Ltd, City Motors Pty Ltd, City Supplies Pty Ltd, Cooper & Sons Ltd, G. W. Cox Ltd, Eddys Ltd, G.

Edgeli Ltd, Elder Smith, Goldsbrough Mort, F. H. Faulding & Co. Ltd, Finsbury Sales & Service Pty Ltd, 5KA Broadcasters Pty Ltd, D. & J. Fowler Ltd, Hains Hunkin Ltd, Geo. Hall & Sons Ltd, Hamilton Ewell Vineyards Pty Ltd, H. G. Palmer Pty Ltd, Maughan Thiem Motor Co., Motors Ltd, Murray Citrus Growers' Co-op. Assn Ltd, Mutual Hospital Assn, Royal Agricultural & Horticultural Society of SA Inc, SA Farmers Co-op. Union Ltd, Scott Bonnar (Aust.) Pty Ltd, Tip Top Bakeries Holdings Pty Ltd, Tubular Steel Industries Ltd, Windsor Poultry Service Ltd.

TAYLOR HARMER PTY LTD, 420 King William St, Adelaide, 5000. Phone 8-7111. Telegrams Tayhar, Adelaide.

Directors: W. I. Taylor, W. G. Harmer.

State Repr. & Overseas Repr.: AMIN (Advertising Marketing International Network).

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

Clients: Adelaide Brake Service Ltd, Beneficial Finance Corpn Ltd, Castalloy Ltd, Ceilbild A'asia Pty Ltd, Chrysler Aust. Ltd, (Air-temp div.), J. H. Eilers Pty Ltd, Peter Engel's Drive-In Nursery, Fricker Bros Ltd, Ian Wood Homes, Jackman & Treloar Ltd, Jon Preserving Co-op. Pty Ltd, Mellolite (SA), MTPA, Pitman's Motor Cycles Pty Ltd, Resco Pty Ltd, RGA, Scotts Menswear, Smalls Pty Ltd, Stockowner's Shearing Ltd, Stonyfell Wines, Suhards Jewellers, Tommy Tucker Pie & Cake Co. Ltd, Worldwide Camps Pty Ltd, YMCA.

J. WALTER THOMPSON AUST. PTY LTD, North Terrace House, Hackney, SA, 5069. Phone 63-3533/4. Telegrams Thomertwal, Adelaide.

Manager: L. H. Lockwood.

SA field office; Accreditations: See Sydney entry.

USP-BENSON (SA) PTY LTD, North Tce Hse, 19 North Tce, St Peters, SA, 5069. Phone 63-4561. Telegrams Salesrise Adelaide.

Directors: H. R. Wilson (chrnm), C. E. Richardson, M. H. Wilde.

Executives: M. H. Wilde (mng dir), J. Cawrse (creative dir), K. E. Gorey (media mngtr), C. T. A. Staggs (snr acct-exec.).

I/State Repr.: USP-Benson Pty Ltd, 16-18 Kavanagh-st, Sth Melbourne; USP-Benson (Qld), 21 Gipps-st, Broadway, Brisbane; USP-Benson Pty Ltd, 89 Berry St, North Sydney.

Accreditations: ANC, FACB, TAB, ABC, PPAB, AAB.

Clients: See Melbourne entry.

WALKER ADVERTISING PTY LTD, 17 Currie St, Adelaide, 5000. Phone 51-6625.

Accreditations: FACB, FACTS, ANC, PPAB.

Clients: E. Anders & Sons Pty Ltd, Bowleys Furniture Emporium, Colin Smith Ltd, D. M. Chittleborough, Cook, Son & Co. Pty Ltd, Camelec Ltd, C. A. Darwent & Son, East Bros & Co. Pty Ltd, Ezyfeed Poultry Equipment Pty Ltd, Wm Houghton & Co. Ltd, Jays Men's Stores, Hubbards Pty Ltd, Kemp's Nurseries Pty Ltd, H. E. Knight Ltd, Malcolm Reid & Co. Ltd, John Milton Furnishers Ltd, N&D Morse, Martin Distributors Pty Ltd, Noblett Furniture Mfg Pty Ltd, Reids Ltd, Robb & Wraight Ltd, A. Ross & Son Pty Ltd, Sellick's Furniture House Ltd, James Smith Ltd, Solomons, Waterman's Pty Ltd.

WESTERN AUSTRALIA

ADCRAFT SERVICE PTY LTD, Newspaper Hse, 125 St George's Terrace, Perth, 6000. Phone 23-2596-7-8.

Managing director: J. A. Mercer.

Executives: V. P. Pocklington (asst mngr, snr acct-exec.), A. Barker (radio-TV mngr), M. Chiswell (prod. mngr, print media), K. Gloster, J. Ray, R. Hickson, K. Firkins (acct-execs).

Accreditations: ANC, FACB, PPAB, PNPA, TAB.

Clients: Amalgamated Wireless (A'asia) Ltd, Anchor Foods Pty Ltd, Attwoods Marine Centre, Australian Liquid Air (WA) Pty Ltd, Barnett Bros Pty Ltd, Bennett's Elite Supply Co., Lewis Berger & Sons WA Pty Ltd, British Motor Corporation (Aust.) Pty Ltd, Broken Hill Pty Co. Ltd, Brownes Dairy Pty Ltd, Bunning Bros Pty Ltd, Cancer Council of WA (Honorary), Charlie Carter Pty Ltd, City Motors Pty Ltd, City Motors Scarborough Pty Ltd, S. W. Clarke Pty Ltd, Comet Motors Pty Ltd, CSBP & Farmers Ltd, Custom Credit Corporation Ltd (Personal Loan Division), Domestic Appliances & Co., EMI (Aust.) Ltd, 89 Enterprises Pty Ltd, F. H. Faulding & Co. Ltd, M. D. Ferstat & Co., FON Pools (WA) Pty Ltd, S. W. Hart & Co. Pty Ltd, Hood's Record Centre, Humes Limited, A. V. Jennings Industries (Aust.) Ltd, Letoni's, Lockyer Simpson Pty Ltd, R. Moore & Sons (1965) Pty Ltd, McLean Bros & Rigg Ltd, Nicholsons Commercial, Notts Pharmacies, Olympic General Products (WA) Ltd, Perrott & Son Pty Ltd, Perth Photographics Pty Ltd, Perth Sports Depot Pty Ltd, Peters Ice Cream (WA) Limited & Subsidiary Companies, Radio Centre (6PR/TZ/CI), Rizla Cigarette Papers (Aust.) Pty Ltd, Royal Aero Club of WA Inc., Royal Agricultural Society of WA Inc., Skinner's Pty Ltd, The Cab Company of Australia Pty Ltd, Underwood Business College, WA Charities Waste Paper

Appeal, WA Milk Treatment Plants Association, W. G. Waldie Pty Ltd, Watson Enterprises Pty Ltd, Welding Enterprises, Wesfarmers Kleenheat Gas Pty Ltd, Western Motor Company Ltd, Wilcox Mofflin Ltd, Winterbottom Motors Pty Ltd, Winterbottom Tractors Pty Ltd, Wizard Photos, Worths, Australian Watching Co. (WA) Pty Ltd.

BEAN-BIRRELL ADVERTISING PTY LTD, 234 St George's Terrace, Perth, 6000. Phone 21-6751. Telegrams, Bean-Birrell, Perth.

Directors: H. L. Bean, E. I. Cross, G. Klauz.

Company Secretary: G. Klauz.

Executives: H. L. Bean (mng dir), E. I. Cross (media), G. Klauz (acct), D. Clifford (press), T. Hollins (radio & TV).

Accreditations: FACB, TAB, ANC, PPAB.

Clients: APT Shipping, Archie Martin & Sons, Australian Hotels Association, Botts Chemists, Country Party of WA, Dairy Products Marketing Board, Ezywalkins, Forminex, Frank Whites Shoe Store, Golden Mile Aerated Waters, His Majesty's Hotel, Hospital Benefit Fund of WA, Howard Motors, Howard Porter, John Mott Motors, Kevin James, Kurths Rubber Stamps, Lindsays the Jewellers, Lionel Samson & Sons, Lockyer Simpson, Lotteries Commission of WA, Manolas & Co., Mayfair Developments, Midland Brick Co., Monarch Laundry, Perpetual Trustee Co., Perth Building Society, Perth Gas Centre, Porter Motor Co., H. Rayner & Co., State Government Insurance Office, United Service Hotel, Westland Broadcasting Co., Western Livestock Ltd, Whittakers.

BEYNON ADVERTISING, 79 Hay St, Subiaco, WA, 6008. Phone 83-285.

Executives: R. I. Beynon (principal), B. N. Malloch (art director), R. J. McAuliffe (production mngr), C. M. Goodman (media manageress).

Accreditations: FACB.

COLLETT, ARTHUR, ADVERTISING, Yorkshire Hse, 194 St. George's Terrace, Perth, 6000. Phone 21-6396. Telegrams Colads.

Director: A. Collett.

Executives: A. J. Roberts (mngr), R. Morris, J. Lewis, N. J. Collett, D. Brindley, W. Dawson.

Accreditations: FACB, ANC, PNPA, FACTS.

Clients: Agricultural Parts Supply, Alberts Bookshop, Allwood Industries, Apple & Pear

Publicity, Ajax Plaster, Bailey & Son, Bank of New South Wales, Betts & Betts, Bradford Insulation (WA), Burnell & Co., Burns Philp & Co., Cecil Bros, Ceiloyd, Chamber of Automotive Industries, Commercial Colleges Assoc., Commercial Union Insurance Co., Concrete Service Co., Consolidated Office Machines, Continental Motors, Cresco, Edwards Business Machines, Edwards Secretarial College, Fler Co. & Staff, Flower Davies & Johnson, General Agency, Gibsons Confectionery, Guardian Assurance, Hills Industries, Hydronix Equipment, Richard Klinger, Millard Marine, Petroleum Information Bureau, Regent Motors, Riverside Lodge S. & S. Enterprises, Saunders & Stuart, Scott Bonnar Australia, Shack Motors, Sharps Tobaccoists, Sheraton's Furniture Manufacturers, M. Silver & Son, Silverson Distributors, Tedco, Tomlinson Steel, Town & Country Building Soc., United Hardware, Warman Equipment, WA Sporting Car Club, Wentworth Motors, West End Motors, W. O. Johnston, WZI Investments.

EATON, MAX ADVERTISING, 1st floor, Shell Hse, 205 St George's Terrace, Perth, 6000. Phone 21-6987.

Executives: Max Eaton (principal), T. Haygarth (mngr), F. Mathews (art dir.).

Accreditations: ANC, PPAB, PNPA FACB, TAB.

Clients: Albany Woollen Mills, Atkins (WA) Ltd, Bairds Limited, Brambles, T. M. Burke Pty Ltd, Bush Fires Board, Cardup Metro Brick Co., Craiks Pty Ltd, Dalgety Trading Co. Pty Ltd, W. Drabble Ltd, Dixon Bros. Pty Ltd, Liberal & Country League of WA, Lockes Ltd, Nevada Shirt Co. Pty Ltd, Perth College of Music, Barney Silbert & Co., Thompson's Pty Ltd, WA Egg Marketing Board, WA Trotting Association, West End Ladies' Outfitters.

FINNEY AND MARTIN, 21 Ord-st, West Perth, 6005. Phone 21-6031.

Executives: J. V. Finney, Phillis N. Martin (partners), Ken Hotchkin (photog. section).

Accreditations: FACB, WA Provincial Press.

Clients: Andys Hardware, R. B. Baker & Co. Pty Ltd, Barwin Pty Ltd, Beam Service, Bell Bros Pty Ltd, Bell Bros Tyres Pty Ltd, Carlton Hotel, Caston & Caston, Clef Musical Services, T. W. Cronmelin & Co., D. W. Custor Pty Ltd, Delta Eclipse, Mr Ernest, Fremantle Surplus, Froom's Blind & Awning Co., O. F. Gamble Pty Ltd, S. Glance Pty Ltd, Gordons The Poulterers, Gradys Cycles, Hemphill-Honda, Kwinana Realty, Leederville Motors, J. & E. Ledger & J. & E. Ledger (Sales), Ledger Electrics Pty Ltd, H. & M. McDonald, McGay & Co., Mills Electrical, New

Globe Furnishers, D. K. Northover & Co., Parlorcars (WA) Ltd, Peerless Emulsion, Producers Manufacturers Pty Ltd, Ramsay Thermal Appliances, Roby & Co. Pty Ltd, Rod Evans Stores, Roland & Co., Saggars Shoe Salon, J. N. Taylor & Co. Ltd, Taylors Engineering (WA), Taylors Sports, Tractor Enterprises, A. D. Urquhart, Values Pty Ltd, Vaughan Radiators, WA Fibrous Plaster Association, Winslade & Co. Pty Ltd.

GILL, JOHN, ADVERTISING PTY LTD, 23 Barrack St, Perth, 6000. Phones 21-3357, 21-5570.

Accreditations: FACB, FACTS.

GORDON AND GOTCH (A'SIA) LTD, 134-144 Parry St, Perth, WA, 6000. Phone 28-1041. Telegrams, Gotch Perth. Head office Melbourne.

Executives: S. H. Phelps (mngr), R. Low (asst. mngr).

I/State, O'seas Repr.: See Melb. entry.

Accreditations: ANC, PPAB, FACB, TAB.

Main Clients: H. L. Brisbane & Wunderlich Ltd, Millar's, Timber & Trading Co., Musgroves Ltd.

JACKSON, WAIN & HUNT PTY LIMITED, 288 Hay St, Perth, 6000. Phone 23-2708.

Executives: D. de V. Hunt, C. D. Goldsmith.

Interstate repr.: Jackson Wain & Co. Ltd (all States). **O'seas:** Jackson Wain London, Kuala Lumpur, Singapore, Hong Kong, Bangkok.

Accreditations: FACB, ANC, PPAB, TAB, ABC, AAB.

Clients: Australian Dairy Produce Board, Australian Lumber Co. Pty Ltd, Australian Wool Board, M. J. Bateman Pty Ltd, Beach Ice Cream, Berlei Ltd, Better Furnishing Bureau of WA (Inc.), H. B. Brady & Co. Pty Ltd, Car Owners Mutual Insurance Co. Ltd, Chamberlain Industries Pty Ltd, Channel 9, Perth (Swan Television Limited), EIL Service Pty Ltd, Fire & All Risks Insurance Co. Limited, Glide Pty Ltd, James Hardie & Coy Pty Ltd, Richard Hudnut, Kayser Pty Ltd, S. C. Johnson & Son Pty Ltd, Hertz Rent-a-Car, Jantzen (Aust.) Ltd, Jason Industries Limited, Malaysia-Singapore Airlines, Parker & Co., Peter Stuyvesant, Pyrox Limited, Qantas Empire Airways, RDC Constructions Pty Ltd, Realty Development Corporation, Rice Board of Australia, Ross International Fisheries Ltd, Rothmans of Pall Mall (Aust.), Simpson-Pope Distributors, Sunbeam Corporation, Sunnywest Co-operative Dairies Limited, Tea Council of Australia, Theiss Sales (Toyota Trucks), WA Salvage Co. Pty Ltd, Western Press Limited (Sunday

Times), White Wings, William Adams & Company Limited.

NORWOOD, H. W., ADVERTISING, 375
Hay St, Perth, 6000. Phone 23-4941.

Directors: H. W. Norwood, M. G. Norwood.
Accreditations: FACB, PPAB, PNPA.

Clients: Allen, Les & Co., Allen Trucking Co., Alroh Engineering Co., ANI Perkins Pty Ltd (WA), Barrett Carpet & Furnishing Co., Barrow Linton Pty Ltd, BHB Bassula Pty Ltd, BHB Collins Pty Ltd, BHB Engineers Pty Ltd, BHB Rodgers Pty Ltd, BHB Sales Pty Ltd, Bowra Holdings Ltd, Conventional Homes Pty Ltd, Coventry's Floor Coverings Pty Ltd, Cyclone K-M Products Pty Ltd (WA only), Dasco Farm Supplies Pty Ltd, Frigid-aire Ltd (WA only), Gregson's, Hills Cold Stores Pty Ltd, Leslyn Homes Pty Ltd, Macy's Fashion Salon, Mayne Nickless Ltd (WA only), McFarlane & Burns Pty Ltd, Mooney, R. N. Pty Ltd, Nite-Owl Truck Repairs, Pacific Ace Equipment Co. (WA only), Paramount Building Co., Root Nodule Pty Ltd, Star Duplex Homes Pty Ltd, Swanseas, Swift & Co. (Trading) Pty Ltd, Universal Milling Co., WA Metallurgical & Chemical Pty Ltd, WA Tractor Co. Pty Ltd, Wesfarmers Tutt Bryant Pty Ltd, Western Business Machines Pty Ltd, Westock Merchandise Pty Ltd.

PARKES ADVERTISING PTY LTD, 234
Stirling St, Perth, WA, 6000. Phone 28-3918.

Directors: Ian Maurice Parkes, Desmond Arthur Scales, Kevin Edwin Warne.

Executives: Ian Maurice Parkes (mng dir), Desmond Arthur Scales (art dir), Kevin Edwin Warne (dir).

Accreditations: FACB, FACTS, ANC.

RICHARDSON-COX PTY LTD, 123a St
George's Tce, Perth, 6000. Phones 21-3216, 21-4428. Head office Melbourne. Branches Sydney, Adelaide.

Directors: G. H. Beseler (mng dir), J. S. Rigby (WA mng'r).

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

Clients: ARC Engineering Pty Ltd, Avion Mackie Pty Ltd, Boans Limited, Business Equipment (WA) Pty Ltd, Critall Manufacturing Co. Pty Ltd, Elder Smith Goldsbrough Mort Ltd, Elders-GM Travel Service, Gem Footwear Pty Ltd, Grove Shopping Centre, Grove Electrics, Harvey Hearing Aids, Hearn Industries Ltd, Hearnsteads (Victoria Park & Wembley), Hi-Ply Plywood Pty Ltd, Home Improvement Advisory Centre, W. O. Johnston & Sons Pty Ltd, P. C. Kerr & Associates, Neeta Furniture Pty Ltd, Neptune Oil Company Pty Ltd, R. & N. Trading Co., Robert Laurie Pty Ltd, Robur Tea Company

Ltd, Structural Engineering Co. of WA Pty Ltd, Style Girl Pty Ltd, Swan Building Society, Swan Quarries Ltd, Tengems Pty Ltd, Vista Land Corporation Pty Ltd, Western Australian Turf Club.

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SMITH, IAN H. & PARTNERS, 76 Mill
Point Rd, South Perth, 6151. Phone 67-1874.

Managing Partner: Ian H. Smith.

Accreditations: ANC, FACB, PPAB, AAB, ABC.

Clients: Barkers, Besser Masonry Ltd, Bright Spot Caterers Pty Ltd, Brisbane Hotel, Carter & Foley Pty Ltd, City Motors Pty Ltd (used car divisions), City Motors Rentals Pty Ltd, Claremont Speedway Pty Ltd, Cowans Pty Ltd, Dawson Harrison Pty Ltd, Dewsnaps, Doncaster Hadfields Pty Ltd, Douglas Jones Pty Ltd, Dux Heater Pty Ltd, Family Cars Ltd, Friendly Societies Health Services, Gay-Dor Pty Ltd., Golden Crumpets Co. Pty Ltd, Hadfield (WA) 1934 Ltd, Hartills Commercial College, A. G. Healing Pty Ltd, A. Hicks & Co., Houghtons Wines, J. B. Hutton Ltd, Industrial Extracts Ltd, Johnson Harper Pty Ltd, Joiners Pty Ltd, Kuring & Sexton (Cakes) Pty Ltd, H. C. Little Pty Ltd, Long John Whisky, Melville Food Market, Metropolitan Baking Co. Pty Ltd, Metters Ltd, National Safety Council of WA, O'Connor Crane & Plant Hire Service, Perry's Department Store, Passiona Bottling Co. (Perth) Ltd, Plaimar Ltd, T. S. Plunkett Pty Ltd, Premier Motors Pty Ltd, Prestige Motors Toyota Ltd, Pyrox Ltd, Readymix Group (Diesel Motors Pty Ltd, John Dunstan & Son (WA) Ltd, Savery Shaw Pty Ltd, Skyline Homes, Stegbar Windowalls (WA) Pty Ltd, Tropical Traders Ltd, Valencia Vineyards Pty Ltd, Vista Land Corporation Pty Ltd, Vok Liqueurs, Welded Plastics, D. E. Withers & Co., Woman's World Health & Beauty Clinic, Young's Autos.

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NAS (PERTH) PTY LTD, 9 Francis St,
Perth, 6000. Phone 28-2628. Telegrams, Nasagency, Perth.

Directors: D. R. Webster (mng dir), M. N. Webster.

NAS (Aust.) members: NAS (Sydney) Pty Ltd, NAS (Melbourne) Pty Ltd, NAS Macnamara (Adelaide) Pty Ltd, NAS Duthie (Brisbane) Pty Ltd, NAS (Perth) Pty Ltd.

NAS (NZ) members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

NAS O'seas: NAS (Aust.) Pty Ltd, 515 Madison-ave, New York 22, NY. 10 Wigmore Place, London.

Accreditations: ANC, TAB, FACB, PPAB.

Clients: Arcus Metal Products Pty Ltd, Armet (art metals), Armstrong Pianos, Beta Health Foods Pty Ltd (Retailers), Crosby,

Wm (WA) Pty Ltd, Cullity Timbers Pty Ltd, D'Orsogna Pty Ltd, Drillwell Pty Ltd (incorporating Australian Transport Airservices Pty Ltd, Faulls Pty Ltd (Landrover & Rover Car Distributors), Fischer, Hugo Pty Ltd, Gregorays Pty Ltd (Volkswagen distributors), Goode Durrant & Murray Ltd, Honda House (Fansteeg Scooters Pty Ltd), Landall Construction & Development Coy Ltd, Lanes (WA) Pty Ltd, Lloyd & Co. Pty Ltd (Skoda, Volvo & Dennis distributors), Malvern Star Stores, Mazzucchellis Jewellers, McPherson's Limited, Merks H. & C. Moss, George, Pty Ltd, Muhling (John) Marine, Nolex Engineering Co. Ltd, O'Hagan, John, Coy, Palace Hotel (Perth) Pty Ltd, Perth Motor Engineers, Radd Taufik, Ramsay Surgical (WA) Pty Ltd, Ready-Built Accommodations (Aust.) Pty Ltd, Robertson Northern Services Pty Ltd — incorporating Walkabout Motels Ltd, Walkabout Tours Pty Ltd, North West Travel Centre, RNS Express, Sanitarium Health Food Co., Saunders, John R., Pty Ltd, Seaward Marine Pty Ltd, Seventh Day Adventists, Stuart Brewery Co. Ltd, Swan Brewery Co. Ltd, Swan Hotels Pty Ltd, Swan Hotels (NT) Ltd, Travel-Time International Pty Ltd, Utility Buildings (WA) Pty Ltd, Vitahealth Products Pty Ltd, Vox Adeon Nicholsons Pty Ltd, Volkswagen (Distribution) Pty Ltd, WA Sheep Showering Co. Pty Ltd, Westralian Plywoods Pty Ltd, Wilberforce, J. H., & Co.

JOHN TROWELL ADVERTISING, 188 St George's Terrace, Perth, 6000. Phones 23-1287, 23-1587, 23-4715.

Accreditations: ANC, FACB, PNPA, TAB, AAB, ABC, PPAB.

Member: AMIN (Advertising and Marketing International Network), OPE (Organisation de vente et de Publicite de marche commun European) — sales and publicity organisation of the European Common Market, CAAN (Continental Advertising Agencies Network).

Clients: Ad Astra Brecom Engineering (WA) Pty Ltd, Canes And Noels, Capri Casuals, Clarion Records, Dept of Industrial Development, Dry Cleaners' Association, Gollin & Co., Hall & Jones, Industrial Sales & Consulting Services, Joyce Bros (WA) Pty Ltd, Larry Lawrance, Robert Laurie, Lemair (WA) Pty Ltd, Maxwell Robinson & Phelps, Mortlock Bros, Mortlock Motors, North Brede Motors, Ocean Canning, Osborne Metal Industries, Port Disposals, Salvage Disposals, H. G. Seymour, Skipper Bailey Motor Co., Tropical Traders.

WA ADVERTISING SERVICES (a member of Adman International), 38 Mill Point Rd, South Perth, WA, 6151. Phone 67-5688, 67-5375.

Directors: Donald Eric Langoulant (mng partner), Wesley John Langoulant (partner).

Executives: Valdemars Plato (prod. mgr), John Brewer (art dir), Kay Langoulant (office mgr).

Fstate repr.: Member of Adman International, Sydney, Brisbane, Melbourne, Adelaide.

Accreditations: FACB, FACTS.

WARNOCK SANDFORD PTY LTD, 31 Malcolm St, Perth, WA, 6000. Phone 21-7717.

Directors: William S. Warnock, J. Butterworth.

Member HEP agency network.

Accreditations: FACB, TAB, ANC.

Clients: Archie Marshall (Champs), Co-operative Wholesale Services Ltd, Festival of Perth, Hawker Siddeley Building Supplies Pty Ltd, ICIANZ, Clifford Love & Co. Ltd (Snaps), Masters Dairy, Prairie Shoes, Rural & Industries Bank of WA, Stramit (1963) Pty Ltd, Superphosphate Distribution Committee, Timber Development Association, W. A. Honey Pool, Westralian Farmers Co-operative Ltd.

WATKINS STRONG & ASSOCIATES, Graphic Hse, 469 Hay St, Perth, 6000. Phone 21-7023, 21-9496.

Partner: Mervyn James Strong.

Accreditations: ANC, TAB, PPAB, FACB.

Clients: Supa TV Furn Pty Ltd, TelVu Electrics Pty Ltd, BP Kwinana, Duncan Motor Company, Narrows Motel, Amalgamated Metal Constructions Pty Ltd, National Iron & Steel, Ocal Industries, Bart Shroy & Cohen Homes.

A. J. WILLIAMS ADVERTISING SERVICE PTY LTD, Radio Hse, 38 Mounts Bay Rd, Perth, 6000. Phone 21-6427. Telegrams Adwill Perth.

Executives: W. P. Mansfield (mng dir), L. M. Bassett (dir), B. A. Wishart (radio-TV mgr).

Accreditations: ANC, AAB, FACB, PPAB.

Clients: Agricultural & General Aviation, J. & W. Bateman, Carlyle & Co. (1959) Ltd, Coca-Cola Bottlers (Perth) Pty Ltd, Colonial Sugar Refining Co. Ltd, Commonwealth Government, Dalgety-NZL, Diamond Ice and Cold Storage Co. Ltd, Edwards Hot Water Systems, Flavored Products Pty Ltd, D. & J. Fowler, Freecorns Pty Ltd, J. Gasden Pty Ltd, Golden West Aerated Water Co., Ilford Aust. Pty Ltd, Kevron Photographics Pty Ltd, Kimberley Finance Corp. Pty Ltd, Legal & General Assurance Society, John Lysaght (Aust.) Limited, MacRobertson

Miller Airlines Limited, McCormack Kirkby Pty Ltd, Mills & Ware Biscuits Pty Ltd, Patton Export Pty Ltd, Philips Electrical Pty Ltd, Plaistowe & Co. Ltd, Progress Development Organisation, Shell Co. of Aust., Simpson Steel Structures, Skipper Machinery Ltd, Smith Copeland (WA) Pty Ltd, Stone's Drug Store, Sydney Anderson Automotives, TVW Limited, John Tyler & Co. Pty Ltd, WA Branch Pharmaceutical Service Guild of Aust., WA Savings & Building Society, Wampamur Paints Pty Ltd, Central Sales, Watsons Foods, Westralian Soaps Pty Ltd, Whitford's Broadcasting Network.

ROBERT WOODS ADVERTISING, 65 Murray St, Perth, WA, 6000.
Proprietor: H. R. Woods.
Executives: K. H. McQuoid (acct exec.), G. E. Long (acct exec.).
Accreditation: FACB.

TASMANIA

HUTCHISON ADVERTISING, 16 Victoria St, Hobart, 7000. GPO Box 98A. Phone 2-2778/9. Assoc. O'Brien Publicity.
Director: F. A. Hutchison.

Accreditations: FACB, TAB.

Clients: J. Bidencope & Son Pty Ltd, Bridges Bros Pty Ltd, E. Chancellor Pty Ltd, W. Coogan & Co. (Hobart) Pty Ltd, J. Cuthbertson & Son Pty Ltd (incorp. Citizens Shoes), Eric of Hadley's Hairdressing Salon, Hobart Building Society, Kemp & Denning Pty Ltd, Launceston Savings, Investment and Building Society, Medical Benefits Fund of Aust. Ltd (Tas.), Moonah Furniture Supermarket, Rundles Pty Ltd, J. T. Soundy & Co. Ltd, Tasman Glass, Launceston Building Society.

JACKSON, WAIN (TASMANIA) PTY LIMITED, Head office, 35 Melville-st, Hobart, 7000. Phone 34-2688. Branch, 93 York St, Launceston (31-2944).

Directors: L. M. Abrahams (mng dir), J. M. Newell, R. T. Banks, R. D. Hodgson, F. E. Grace.

Executives: G. Andrews (Launceston mng), P. R. Richman (radio-TV), R. Voss (accts), A. Tweedie (art), R. Murphy (prod.).

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

Main clients: A. V. Jennings (Tas.), Boags Esk Brewery, Cascade Brewery Co. Ltd, Dowel Industries (Tas.) Pty Ltd, Duck River Co-op. Butter Factory Co. Ltd, H. C. Heathorn & Co. Ltd, Hydro-Electric Commission, Launceston Bank For Savings, Metro Motors Pty Ltd, Metropolitan Dairy Holdings Ltd, Murex (A'asia) Pty Ltd, Risby Bros. Ltd, Tasmanian Government Tourist Bureau, The 4 Roses Co.

OVERSEAS

Overseas agencies accredited by the FACB and TAB are:

CRAWFORD, W. S., LTD, 233 High Holborn, London, WCI, England.

BENNETT, WALTER F. & COMPANY, Civic Opera Bldg, 20N Wacker Drive, Chicago 6, USA.

GUY BOLAM (AMERICAN SALES & SERVICING AGENCY), PO Box 195, Jamesburg, New Jersey, USA.
Accreditation: FACB.



National, interstate and large-scale State advertisers

The logo for 2SM, featuring the numbers '2', 'S', and 'M' in a bold, stylized font. The '2' is on the left, 'S' is in the middle, and 'M' is on the right, all contained within a black rectangular border.

A Winner's Wonderland for
Your Next Promotion

2SM388D

ADDIS (AUSTRALIA) PTY LIMITED, 135-139 Church-st, Ryde, NSW, Box 8, PO, Ryde, 2112. Phone 80-0225. Telegrams Sidda.

Directors: R. H. Chown (chairman), A. R. Dobb (secretary), H. F. Solly (mng dir).

Executive: C. H. South (sales mngr).

Products: Toothbrushes, denture brushes, nail and hairbrushes; household brushware, paint brushes, and associated plastic products.

Agency: J. Walter Thompson Ltd.

O'seas Repr: Addis Ltd, England.

A.E.I. ENGINEERING PTY LIMITED, 1 Percy St, Auburn, NSW, 2144. Phone 649-0155. Telegrams Engaust Elecequip.

Directors: R. B. Raines (chrnm), J. W. W. Butters (mng dir), A. L. Morokoff.

Secretary: D. M. White.

Products: Turbo-alternators, high and low tension switchgear, transformers, industrial and traction motors of all sizes, motor control gear, industrial electronic equipment and components, telecommunication equipment, scientific apparatus, signalling equipment, cables, rectifier equipment, protective relays.

Agency: Jackson Wain & Co. Pty Limited.

I/state repr.: Vic., Qld, SA, Tas., WA.

AEI APPLIANCES PTY LTD, 13 Charles-st, Abbotsford, Victoria. Phone 42-1442, 42-2848.

ALBERTO-CULVER COMPANY, 104-108 Mount St, North Sydney, NSW, 2060. PO Box 111, North Sydney. Phone 92-5876. Cables Spragsam, Sydney.

ALCOA OF AUSTRALIA PROPRIETARY LIMITED, 155 Queen St, Melbourne. 3000. Phone 67-6585. Telex: Alcoa AA30446.

Directors: G. Lindsay Clark, W. D. Brookes, J. Chester Guest, W. M. Morgan, A. C. Sheldon, F. E. Tyrrell, J. R. Burt, J. Darling.

Executives: A. C. Sheldon (mng dir), F. E. Tyrrell (operations dir), R. L. Bowlby (gen. marketing mngr), N. R. Hall (advtg & public relations mngr), D. A. Ferrier (secty).

Products: Aluminium and alumina.

I/state repr.: Headquarters—155 Queen St, Melbourne; smelting & fabricating plant—PO Box 460, Geelong, Vic., 3220 (F. O. Shepherd); mining & refining plant (Kwinana)—PO Box 375, Fremantle, WA, 6160 (E. L. Wahlsten).

O'seas repr.: Aluminium Company of America—American partner, 1501 Alcoa Building, Pittsburgh, PA.

Sales: Melbourne, Sydney, Adelaide, Brisbane, Perth.

Agency: Paton-Hughes Advertising.

AIR INDIA, P&O Building, 3 Elizabeth St, Sydney, 2000. GPO Box 3338, Sydney, 2001. Phone 28-8471. Telegrams and cables

Airindia. Teleprinter No. 20289.

Executives: A. F. Pinto (regional mngr Australasia), G. Jacob (asst mngr), F. B. Rush (district sales mngr).

Company's operations: International air-line.

Agency: Coudrey-Campbell-Ewald Advertising. Harrowgate Associates, public relations consultants.

I/state repr.: Perth, Adelaide, Melbourne, Brisbane.

O'seas repr.: Offices world-wide.

AIR NEW ZEALAND, 131 King St, Sydney, 2000. Phone 25-6861.

ALITALIA, AGC House, 124 Phillip St, Sydney, 2000. Phone 221-1599.

Executives: G. Miceli-Picardi (gen. mngr for Aust., NZ & the South West Pacific), A. Lorenzo (comm. mngr for Aust., NZ & the South West Pacific), L. Nuti (advtg & sales prom. mngr).

Company's operations: International air-line (world-wide service).

Agency: Goldberg Advertising.

I/state repr.: Melbourne, Pearl Assurance Building, 143 Queen St. Phone 67-6865/6; Brisbane, 183 Edward St. Phone 31-2196/7; Adelaide, Prudential Building, 2 Gawler Place. Phone 23-3088; Auckland, 95 Queen St. Phone 30524.

O'seas repr.: Head office: Piazzale dell'Arte, Eur, Rome. Offices throughout the world.

ALLIED CHEMICAL (AUSTRALIA) PTY LIMITED, 70 Castlereagh St, Sydney, 2000. 25-6826. Alchem Penrith.

Directors: Charles B. Cole (mng dir).

Executives: Robert M. Chapman (marketing mngr), Lawrence C. Wise (plant mngr), Yvonne Dunworth (advtg mngr).

Company's operations: Caprolan carpet yarn—nylon industrial yarns.

Agency: Hansen Rubensohn-McCann Erickson Pty Ltd.

I/state repr.: Allied Chemical (Australia) Pty Ltd, 150 Albert Rd, South Melbourne, 3205.

O'seas repr.: Allied Chemical Corporation, 1 Times Square, New York, NY, USA.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, Engineering Products Division Amalgamated Wireless (Australasia) Ltd, 422 Lane Cove Road, North Ryde, NSW, 2113. Phone 88-6666. Telegrams Wireless Sydney.

Products: Radio and television, broadcasting station and studio equipment, communications transmitters and receivers, mobile radio equipment, marine transmitters and receivers, radio aids to navigation, distance measuring equipment, aeradio stations, telephone terminal equipment, microwave links, radio component parts, quartz crystal units, military communication equipment and test and measuring instruments.

I/state repr.: 163-173 Queen St, Melbourne (67-9161), 70 Merivale St, South Brisbane (41-631), 231-233 Bulwer St, Perth (28-3425), 42-44 Frederick St, Launceston (2-1804), 123 Murray St, Hobart (34-3836).

O/seas repr.: Commerce House, 138 Wakefield St. PO Box 830, Wellington, NZ. Aldwych Building, 81 Aldwych, WC2 London, England.

AMOCO (AUST.) PTY LTD, 100 New South Head-rd, Edgecliff, NSW. Phone 32-026f.

AMPOL PETROLEUM LIMITED, 84 Pacific Highway, North Sydney, NSW, 2060. Phone 929-6222. Telegrams Ampolco Sydney.

Directors: L. J. Thompson (chrmn), R. A. Irish (deputy chrmn), P. J. Adams, W. M. Leonard (mng dir), A. E. Harris, C. D. Saxon, W. G. Hall, S. W. Thorpe.

Executives: A. E. Harris (chief gen. mngr), R. C. Mason (gen. mngr marketing), J. Patterson (gen. mngr transportation & supply), M. Willcocks (gen. mngr—refineries), R. M. Binsted (secy), N. Malone (treasurer).

Products: Petroleum.

Branch offices: Buchanan St, Balmain (82-0233); Elizabeth St, Tighes Hill, Newcastle (61-4511); Ampol Petroleum (Vic.) Pty Ltd, 792 Elizabeth St, Melbourne (34-0466); Ampol Petroleum (Qld) Pty Ltd, 44-46 Herschel St, Brisbane (31-2711); T&G Bldg, Flinders St, Townsville (5636); 2 Elder St, Birkenhead, SA (49-6991); 197 Adelaide Terrace, Perth, WA (23-1725); 336 Elizabeth St, Hobart, Tas. (3-1671).

O'seas: c/o Stevinson Hardy & Co. Ltd, 155 Fenchurch-st, London.

Agency: Nixon-Compton Pty Ltd.

ANDERSONS SEEDS LIMITED, 90 Parramatta Rd, Summer Hill, NSW, 2130. Phone 71-0251. Telegrams, Boronia, Sydney.

Directors: D. V. Stroud, J. G. Radford, F. W. Radford, Dr K. S. McWhirter, D. W. Watt.

Executives: D. V. Stroud (mng dir), J. G. Radford (financial dir), R. L. Sims (general sales mngr), W. C. Salvesen (secy).

Products: Seeds, bulbs.

Agency: Galmor Advertising Pty Ltd.

I/state repr.: Melbourne, Brisbane, Adelaide, Perth, Bega, Coffs Harbour, Duranbah, NSW; Walkamin, NQ; Biloela, Qld; Townsville, NQ.

ANGLISS, W., & CO. (AUST.) PTY LTD, 255 George-st, Sydney. Phone 2-0534. Telegrams Imperial, Sydney.

Executives: R. Kendall (sales dir), C. Salton (advtg mngr).

Products: Packed meat, margarine, small-goods, canned goods.

I/state Repr.: Own offices all States.

O'seas Repr.: Own offices main capital cities.

Agency: Jackson Wain & Co. Pty Ltd.

ANSELL RUBBER CO. PTY LTD, THE, River St, Richmond, Vic., 3121. Phone 42-4131. Telegrams Ruballoon, Melbourne.

Directors: H. N. Ansell, E. L. Ansell, N. S. Young, G. More.

Executive: G. More (gen. mngr).

Products: Surgeons' domestic & utility rubber gloves, hot water bags, rubber mats, rubber soles and heels, toy balloons.

Agencies: J. Walter Thompson, Bell Advtg.

I/State Repr.: Ansell Distributors (NSW) Pty Ltd, 45-47 Farr-st, Marrickville, NSW (56-8545); Ansell Dist. Pty Ltd, Chinner-ave, Adelaide (71-2466); Sidwell & Co., 70 Liverpool-st, Hobart (2-5061); Robert Campbell & Assocs., 328 Murray-st, Perth (21-6277); Kenneth Mitchell Agencies Pty Ltd, 100 Alfred-st, Valley, Brisbane (51-1581).

ANSETT-ANA (division of Ansett Transport Industries (Operations) Pty Ltd), 489 Swanston St, Melbourne, 3000. Phone 34-0291.

Directors: R. M. Ansett (chmn), R. L. Cooper, F. Pascoe, N. A. Smith, C. A. MacDonald, H. W. Poulton.

Executives: F. Pascoe (gen. mngr), E. J. Forrester (asst gen. mngr), Capt P. J. Gibbs (operations mngr), J. A. North (commerc. mngr), A. Flanders (finance mngr & secy), J. R. Fowler (planning mngr), G. S. Drury (traffic & services mngr), J. Roy (engineering mngr) L. C. Warton (gen. freight mngr).

Service: Airline operators.

Agency: J. Walter Thompson.

I/State Repr.: Branches all States. **O'seas:** London, Eng., USA, Singapore.

ANSETT TRANSPORT INDUSTRIES LIMITED, 489 Swanston St, Melbourne, 3000. Phone 34-0401. Telegrams Ansett.

Subsidiaries and divisions: Ansett-ANA, 489 Swanston-st, Melbourne; Airlines of New South Wales, Kingsford Smith Airport, Mascot, NSW; Airlines of South Australia, Adelaide Airport, West Beach, SA; Ansett Flying Boat Services, Kingsford Smith Airport, Mascot, NSW; Mandated Airlines Ltd, Lae, NG; MacRobertson Miller Airlines Ltd, 194 St Georges Terrace, Perth, WA; Ansett Hotels Pty Ltd, 489 Swanston-st, Melbourne; Barrier Reef Islands Pty Ltd, 16 Ann-st, Brisbane; Ansett Freight Express, New Footscray Rd, Footscray, Vic.; Pioneer Tourist Coaches Pty Ltd, 489 Swanston St, Melbourne; Ansair Pty Ltd, Melbourne Airport, Essendon, Vic.; National Instrument Co. Pty Ltd, Melbourne Airport, Essendon, Vic.; Aviation Engineering Supplies, 465 Swanston st, Melbourne; Electronic Navigation Ltd, 8 Pollen-st, Auckland, NZ; Austarama Television Pty Ltd, Springvale-rd, Nunawading, Melbourne; Ansett General Aviation Pty Ltd, Bankstown, NSW; Ansett Motors Pty Ltd, 210 Grey-st, Hamilton, Vic.; Provincial Motors (Bendigo) Pty Ltd, 123 High-st, Bendigo, Vic.; Mildura Buslines Pty Ltd, 98 Seventh-st, Mildura, Vic.

Directors, R. M. Ansett (chmn & mng dir),

R. Moore, Air Marshal Sir G. Jones, J. N. Lord, Sir D. Copland, E. R. Griffin.

Executive directors: F. Pascoe (aviation), R. L. Cooper (finance, hotels and mnfg), N. A. Smith (trading), C. MacDonald (road services), Dr H. W. Poulton (policy).

Executives: K. B. Osborne (publ.), R. M. Roberts (asst secty), R. G. Alexander (public relations).

Services: Air & road transport, hotel operations, bus body building, road freight, general merchants, electronic equipment, television station operators.

Agencies: Orr Skate & Assoc., Fortune, J. Walter Thompson, Geo. Patterson, Stewart-Cowcher, Dormer-Beck (NZ).

Repr.: Branches all States, NZ, UK & USA.

ARNOTT, MOTTERAM, MENZ PTY LIMITED, head office, Galway Avenue, Richmond, SA, 5003 (97-1088); 82 Wakefield St (23-6311). After hours (97-1201). Telegrams Mabis, Adelaide.

Products: Arnott's biscuits, Menz biscuits, Brockhoff's biscuits, Swallow's biscuits, Rowntree's chocolate and confectionery, Menz chocolate and confectionery, Allen's confectionery.

ARNOTT'S BISCUITS PTY LIMITED, 170 Kent-st, Sydney. Phone 27-3772.

Product: Biscuits.

Agencies: George Patterson, USP-Benson, John Clemenger, Carden, Lintas.

ARROW SHIRTS LTD, 29 Goodwood-st. Richmond, 3121, Vic. Phone 42-2738.

Executives: Alan A. Wynne (gen. mngr).

Products: Arrow shirts, sport shirts, Arajamas, Arastrides.

Agency: Jackson Wain.

I/state Repr.: Arrow Shirts Pty Ltd, all States.

ASSOCIATED BATTERY MAKERS OF AUSTRALIA PTY LIMITED, 55 Bryant St, Fadstow, NSW, 2211. Phone 77-0177. Telegrams Abmal, Sydney.

Directors: N. H. Routley (chairman), A. E. Davis (deputy chairman), G. T. Alkin, R. S. McNaughton, L. R. Beckett.

Executives: G. T. Alkin (gen. mngr & dir), R. S. McNaughton (sales dir), L. R. Beckett (dir of mfg), L. J. Kelly (secy).

Company's operations: Battery manufacturers and distributors. Brands: Exide, Vesta, Masse, Tudor, Nife batteries; Prestolite spark plugs; automotive accessories & service equipment.

Agency: Berry Currie Advertising Pty Ltd.

I/state repr.: Branches & distributors in all States.

ASSOCIATED PULP AND PAPER MILLS LIMITED, 360 Collins-st, Melbourne,

3000, Vic. Phone 60-0741. Telegrams Aspulpaco, Melbourne.

Subsidiaries: Papermakers Ltd, Ballarat Paper Mills Pty Ltd, Burnie Board & Timber Pty Ltd, Papyrus Pty Ltd, Associated Forest Holdings Pty Ltd, Burnie Board Processors Pty Ltd, Ballarat Clay Co. Pty Ltd.

Directors: W. D. Brookes, DSO (chmn), Sir Henry Somerset, CBE (mng dir), M. L. Baillieu, E. Cohen, A. W. Stewart.

Executives: R. L. Stock (secty), E. E. Jones (sales mngr APPM), J. A. Hughes (marketing mngr BB&T).

Products: Printing and writing papers, art and chrome papers, special wrappings, coated boards, Burnie Board, sawn timber.

Mills: APPM, Burnie; Subsidiary companies, Burnie, Ipswich, Ballarat, Melbourne, Sydney.

I/state sales offices: APPM Sydney, Brisbane, Adelaide, Perth; BB&T Sydney, Brisbane, Adelaide, Townsville, Launceston.

O'seas Repr.: Robert Bryce & Co. Ltd, NZ, F. Gardner Corbett Ltd, UK.

AUSTRAL SWISS TEXTILES PTY LIMITED, 34 Victoria-rd, Marrickville. Phone 51-4348. Telegrams Janilaine.

Director: J. T. Lansky.

Product: Knitted Jerseys.

I/state Repr.: All States. **O'seas:** Auckland, NZ; Hong Kong; Singapore.

AUSTRALIA AND NEW ZEALAND BANK LIMITED, AUSTRALIA AND NEW ZEALAND SAVINGS BANK LIMITED, gen. mngr's office, 394 Collins St, Melbourne, 3000. Phone 60-0541. Telegrams Anzbank.

General Manager: C. H. Rennie.

Asst General Managers: J. C. Macvean, R. A. Orpwood, W. H. Simon, R. J. Thomas.

Service: Banking.

Agencies: O'Brien Publicity (Vic.) Pty Ltd, Paton Hughes Pty Ltd.

I/state Repr.: All I/state capitals with city, suburban and country repr. **O'seas Repr.:** UK, NZ, Fiji, Papua & New Guinea, British Solomon Islands.

AUSTRALIAN ABRASIVES PTY LIMITED, 302-306 Parramatta Rd, Auburn, NSW, 2144. Phone 648-2361. Teleg. Abrasives, Sydney.

Vic. office: 8a Bent St, Bentleigh, Vic., 3204 (97-1429).

SA office: 49-51 Flinders St, Adelaide, 5000 (23-5773).

Qld office: Perry Hse, 131 Elizabeth St, Brisbane, 4000 (27-667).

Products: Grinding wheels, diamond wheels, segments, rubbing bricks & sticks, mounted points, sharpening stones.

Agency: Murray Evans Advertising Pty Ltd.

I/State Repr.: Distributors & wholesalers all States.

AUSTRALIAN BANKERS' ASSOCIATION (research directorate), 281 George St, Sydney, 2000. Phone 29-5437.

Director: R. B. Cameron.

Executives: E. W. Cawsey (economic adviser, Sydney), A. D. P. Martin (economic adviser, Melbourne), A. L. May (research officer).

Operations: Public relations body of Australian Bankers' Association handling Free Enterprise Banks' advertising, industry liaison and research into economic and banking matters.

Agency: George Patterson Pty Limited, Sydney.

I/state repr.: Melbourne office, 224, Queen-st.

AUSTRALIAN CONSOLIDATED INDUSTRIES LTD, 550 Bourke St, Melbourne, 3000. Phone 60-0441. Telegrams Austconind, Melbourne.

Directors: Sir James Forrest, J. F. T. Grimwade, G. G. Russell, D. H. Sargood, J. C. Stewart, T. M. Ramsay, CMG, R. G. C. Parry Okeden, CMG, CBE.

Executives: R. W. Brack (gen. mngr), L. H. Dillon (secy), C. D. Thomas (treas.).

Products: Glass containers, glass tubing, Koala sheet and figured rolled glass, Crown Lighting, Crown Pyrex, Superglass tumblers, fibreglass, glass insulators, Garnite plastics, Laminex, Panelyte decorative laminated plastics, corrugated containers, Gerflex flexible vinyl tiles and sheet.

AUSTRALIAN CONSOLIDATED PRESS, LTD, 168 Castlereagh St, Sydney, 2000. Phone 2-0666. Telegrams Packpress Sydney.

Directors: Sir Frank Packer (mng dir), L. T. Fielding, R. C. Packer, MLC, D. R. McNicoll, L. K. Martin, K. Hall, I. W. Faircloth (sales dir).

Sales promotion manager: A. Watkinson.

Publications: The Australian Women's Weekly, Daily and Sunday Telegraph, Bulletin, Everybody's.

Agencies: J. Walter Thompson, Jackson Wain.

I/state Repr: Melbourne, Brisbane, Adelaide. **O'seas:** New York, London.

AUSTRALIAN COTTON TEXTILE INDUSTRIES LTD, Actil Ave, Woodville, SA, 5011. Phone 45-1101. Telegrams Actil Adelaide.

Directors: N. S. Young (chmn), A. G. Hargreaves (mng dir), L. V. Menz, P. G. A. Diack.

Products: Actil sheets, pillow cases, nursery squares, Fasco all purpose fabric.

Agency: Aldwych Advtg.

AUSTRALIAN DAIRY PRODUCE BOARD, 576 St Kilda Rd, Melbourne, 3004. Telegrams Dairyboard.

Executives: E. G. Roberts (chrmn), E. B. Gilbert (gen. mngr), G. E. Trickett (gen. secty), G. W. Wave (mngr—advertising and

publicity).

Operations: Commonwealth statutory board responsible for all exports of butter and cheese and for promotion and research for those products within Australia.

Agency: Jackson Wain (Vic.) Pty Ltd.

I/state repr.: All States. **O'seas:** Australian Dairy Produce Board, St Olaf Hse, Tooley-st, London, Eng.; M. Okazaki, Aust. Dairy Produce Board Secretariate in Japan, Room 709, Meikai Bldg, Akashimachi Ikutaku, Kobe, Japan.

AUSTRALIAN DRIED FRUITS ASSOCIATION, THE, Sunraysia Hse, 24 Jeffcott-St, West Melbourne, 3003. Phone 30-3019. Cables Adfasson.

Executives: R. B. Curtis (gen. secy-mngr), L. P. Burgess (asst secy), L. P. Griffith (marketing mngr).

Operations: Industry association governing policy and operations on production, research, marketing and publicity of dried fruits.

Agency: Castle Jackson Advertising Pty Ltd, Melbourne.

AUSTRALIAN FIXED TRUSTS LTD, 16 O'Connell St, Sydney, 2000. 28-1287, 28-2741.

Directors: Sir Norman L. Cowper, CBE (chmn); Edward A. Perry, FCA; John D. Steed, LLB; John W. Blaiklock; C. A. Allerdice, ACA.

Executives: C. A. Allerdice (gen. mngr), R. A. Cox (secy), C. S. Oertel (gen. sales mngr).

Operations: Unit trusts managers.

Agencies: Fortune (Aust.) Pty Ltd, NSW, Vic., Qld, WA, Tas., SA.

AUSTRALIAN GAS LIGHT COMPANY, THE, 477-487 Pitt St, Sydney, 2000. Phone 2-0955. Telegrams Gas, Sydney.

Directors: C. G. Crane (chairman), A. T. Anderson (deputy chairman), R. G. Parry Okeden, G. G. G. Russell, Sir Lionel Hooke, Rear Admiral G. C. Oldham.

Executives: W. W. Pettingell (gen. mngr) H. F. Benning (secretary).

Products: Gas and gas by-products.

Agency: Foote, Cone & Belding, Sydney.

O'seas Repr.: William Coward & Co. Ltd, London.

AUSTRALIAN GLASS MANUFACTURERS CO., Booker St, Spotswood, Vic., 3015. Phone 391-2211.

Executives: S. F. Rust (area mngr), R. W. Simmonds (works mngr), J. D. M. Reid (comm. mngr), D. T. Dickason (sales mngr).

Company's operations: Glass manufacturers.

I/state repr.: Australian Glass Manufacturers Co., all States.

AUSTRALIAN MOTOR INDUSTRIES LIMITED, 132 Cook St, Port Melbourne,

3207. Phone 64-0221. Telegrams, Melfy, Melbourne.

Product: Motor vehicles.

Agencies: Rambler, Triumph, Laurie, Sommers & Warden Advertising; Toyota, Paton Hughes Pty Ltd.

AUSTRALIAN NATIONAL INDUSTRIES LIMITED, Birnie Ave, Lidcombe, NSW, 2141. Telegrams, Sydnot, Sydney. Phone 648-2951.

Directors: G. J. Cullen (chrmn), B. J. D. Page (deputy chrmn), J. W. Debenham (mng dir).

Executives: J. W. Debenham (mng dir), E. J. S. Adams (gen. mngr, mnfg), J. Silver (advtg mngr).

Operations: Industrial, automotive, aviation forgings, steel and aluminium merchants, equipment merchandisers.

Agency: Nixon-Compton Pty Ltd.

I/State Repr.: Branches all States.

AUSTRALIAN SISALKRAFT PTY LIMITED (see St Regis ACI Pty Ltd).

AUSTRALIAN WOOL BOARD, 578 Bourke St, Melbourne, Victoria, 3001. 67-9261. Telegrams Auswobo, Melbourne.

Director: Sir William Gunn, KBE, CMG (chrmn).

Executives: B. T. Overell (mng dir), R. B. McMillan (dir of marketing), Miss Grace-mary MacKinnon, MBE (secy), Miss Nancy M. Sanders (dir market development), A. D. McKinlay (dir finance), A. J. Farnworth, MBE, PhD (dir technical dept), J. T. O'Keefe (dir public relations), G. R. Moule, PhD (dir production research), H. K. Lay (dir admin).

Operations: Wool industry promotion through all media, handling advertising, product publicity at various levels, industry liaison, market development, wool marketing, production and textile research.

Agency: Own publicity department, also Jackson Wain & Co. Pty Ltd.

I/State Repr.: Offices in Sydney, Brisbane, Adelaide, Perth. **O'seas Repr.:** International Wool Secretariat branches in 16 countries including Head Office: 18-20 Regent-st, London, SW1, UK.

AUTOMATIC FIRE SERVICES PTY LIMITED, 173 Phillip St, Waterloo, NSW, 2017. Phone 69-2244. Telegrams, Autosprink.

Executives: R. C. Horne (mngr), A. R. Meredith (secy).

Service: Fire protection engineers.

Agency: Nichols-Cumming.

I/State Repr.: Branches all States. **O'seas:** Assoc. company, NZ.

BALL, B. J., LTD, 414-418 Kent St, Sydney, 2000. Phone 29-6693. Telegrams, Paperball.

Directors: W. A. Ball (chrmn), W. C. A.

Starling, E. A. Wood, J. Gordon, L. J. Thompson, J. T. Adams, J. H. Hurt, L. W. McGregor, D. M. Ball (mng dir).

Executives: J. H. Hurt (mngr paper dept), J. Stearman (machinery division mngr), J. T. Adams (advtg mngr).

Products: Writing & printing papers & boards, wrapping & packaging papers, stationery, ropes & twines, printing machinery & equip., sports netting.

I/State Repr.: Branches, Brisbane, Melb., Adelaide, Perth. **O'seas:** Branch, London.

BALM PAINTS LTD, ICI Hse, 1 Nicholson St, Melbourne, 3000. Spencer St. PO Box 4352. Phone 32-2861. Telegrams Pigments Melbourne.

Managing director: M. D. Bridgland.

Products: Dulux Paints, Duco & Dulon Lacquers.

Agencies: NAS (Melbourne) Pty Ltd, W. John Haysom Pty Ltd (industrial and trade).

Branches: Cabarita Rd, Concord, NSW (73-0422); McNaughton Rd, Clayton, Vic. (544-2011); Lipson St, Pt Adelaide (4-3381); Ipswich Rd, Rocklea, Qld (47-3700); Jones St, O'Connor, WA (50-2021); Bass Highway, Prospect Vale, Launceston (4-2581).

BANK OF NEW SOUTH WALES, 341 George St, Sydney, 2000. Phone 2-0244. Telegrams Wales, Sydney. Telex 20122, 20434.

Directors: Sir John Cadwallader (pres.), Sir Archibald Glenn, Hon. R. C. Wilson, D. B. Lewington, V. C. Fairfax, J. W. Dunlop, T. J. N. Foley, R. J. Abercrombie.

Executives: R. W. Norman (gen. mngr), A. de V. Stewart-Richardson (deputy gen. mngr), R. B. Prowse (chief mngr, business promotion), P. T. Matthews (advtg mngr).

Service: Banking.

Agencies: Coudrey Campbell Ewald Pty Ltd, George Patterson Pty Ltd, Sydney.

I/State Repr.: Branches all States. **O'seas:** Agents throughout world. Branches London, NZ, Papua, Fiji, NG.

BAROSSA CO-OPERATIVE WINERY LIMITED, Box 21, Nuriootpa, SA, 5355. Phone Nuriootpa 666. Telegrams Kaiserstuhl.

Directors: O. S. Semmler, R. B. Schiller, N. E. Kurtz, A. E. Materne, C. E. Stephens.

Executives: O. S. Semmler (mng dir), D. Kolarovich (winery mngr), A. R. Litchfield (company secy), P. A. Rosenberg (marketing mngr).

Company's operations: Winemakers and distillers. Makers of Kaiser Stuhl wines.

Agency: Hansen Rubensohn McCann Erickson Pty Ltd.

I/State repr.: Cantarella (Canberra) Pty Ltd, Canberra; James Richardson Wholesale Co. Pty Ltd, Victoria; Brown & Dureau Ltd, Western Australia; Normanby Rum Distributors Pty Ltd, Queensland; Barossa Co-operative Winery Ltd, Sydney; I. W. Stephens & Son Pty Ltd, Launceston; E. Chancellor Pty Ltd, Hobart; Kaiser Stuhl Wines, Adelaide.

BATA SHOE COMPANY OF AUSTRALIA PTY LIMITED, Wells Rd, Seaford, Victoria. Phone Seaford 61739, 61605. Cable Batashoe, Melbourne.

BAYARDS PTY LIMITED, 201 Queen-st, Brisbane, Qld, 4000. Phone 2-0311.

Directors: J. O. Bayard, G. B. Bayard, N. G. Bayard.

Executives: J. O. Bayard (mng dir), R. C. De Vere (advtg mngr).

Company's operations: Department store.

Branches: Bayards Pty Ltd, Sandgate Rd, Toombul Shopping Town, Qld; Bay Terrace, Wynnum, Qld; Brighton Parade, Sandgate, Qld; Brisbane St, Ipswich, Qld; Cur Currie and Howard Sts, Nambour, Qld.

BECKERS PTY LIMITED, Crown & Campbell Sts, Sydney, 2000. Phone 31-7106. Telegrams, Powders, Sydney.

Managing director: Miss R. Wilson.

Operations: Manufacturing chemists — BEX powders and tablets.

Agency: Weston Advertising Pty Ltd.

I/State Repr.: Branches Melbourne, Brisbane, Adelaide, Perth. Works, Dudley Park, SA.

BECHAM (AUSTRALIA) PTY LTD, Chesterfield Rd, Moorabbin, 3189, Vic. Phone 95-3701. Telegrams Beechaust, Melbourne.

Directors: S. A. F. Pond (chrnm), D. F. Corbett (mng dir), C. W. M. White (tech. dir).

Executives: C. W. M. White (prod.), R. D. Elsum (sales), C. E. Morcom (admin.), R. J. Roberts (marketing).

Products: Brylcreem, Eno 'Fruit Salt', Silvikrin Pure Tonic Hairdressing, Shampoo and Tonic Hair Cream, Macleans Tooth Paste, Vosene Medicated Shampoo, Beecham's Pills, Ashton & Parson Infants' Powders and Du Lundi Cool Charm Deodorant.

Agency: USP-Benson.

I/State Repr.: Sydney, Brisbane, Adelaide, Perth, Hobart (branches); **O'seas:** Beecham (Aust.) Pty Ltd, Auckland; Beecham Products Inc., New Jersey, USA.

BERGER, LEWIS & SONS (AUST.) PTY LTD, Rhodes, NSW, 2138. Phone 73044. Telegrams, Bergers.

Directors: C. J. Callaby (mng dir), C. N. M. Walker (chrnm), R. A. Davies (financial dir), L. R. Bullen (sales dir).

Products: Berger Brisk, Berger Breeze, Bergermaster, Berger Fullgloss Enamel and all decorative finishes.

Agency: George Patterson.

I/State Repr.: Branches all States. **O'seas:** Branches Wellington & Auckland NZ, Lewis Berger & Sons, Great Britain.

BERLEI LTD, 39 Regent St, Sydney, 2000.

Phone 69-5061. Telegrams Berlei Sydney.

Managing director: Sir John Hurlley, CBE.

Executives: T. English (marketing mngr), A. Fish (advtg mngr).

Products: Berlei Panties, Girdles, Bras, Maidenform Panties, Girdles, Bras, Sarong Girdles, Panties, Bras.

I/State Repr.: Branch offices all States. **O'seas:** Berlei (UK) Ltd (subsidiary co.), Berlei (NZ) Ltd (associate co.).

Agencies: Jackson Wain & Co., George Patterson.

BESLEY & PIKE PTY LTD (Inc. in Qld) Head office & plant, Ipswich-rd, Rocklea, Qld, 4106. Phone 47-1921 (8 lines), Telegrams, Besleypike, Brisbane.

Directors: R. H. Besley (chrnm), E. W. Munro, R. E. Iliff.

Executives: R. H. Besley (gov. dir), N. K. Crimley (secy), J. Petersen (prod. mngr), P. Cossey (advtg mngr), J. Besley (project mngr), J. McDougall (sales mngr, export).

Operations: Manufacturers of envelopes. **Agency:** George Patterson-Noble Bartlett Pty Ltd.

I/State repr.: Besley & Pike Pty Ltd, sales offices, 375 Wickham Tce, Brisbane, Qld, 4000 (31-2518); 13 Meeks Rd, Marrickville, NSW, 2204 (51-3791); 14 Woorayl St, Carnegie, Vic., 3163 (56-1091); 45 Pirie St, Adelaide, SA, 5000 (8-7266); 15 Harvest Tce, Perth, WA, 6000 (21-5196); and at Hobart.

O'seas repr.: A1406-7 Watson's Estate, 2 Watson Rd, North Point, Hong Kong (H-782038); 28 Tanglin Halt Close, Singapore 3 (645456); 4th Floor, Bangunan Cho-Tek, No. 135 Jalan Tuanku Abdul Rahman, Kuala Lumpur, Malaysia (26687); Pearce & Co., Suva, Fiji (2-2616); E. V. Lawson Ltd, Honiara, BSIP (344); Roy Gallimore & Associates, Port Vila, New Hebrides (612); Jepson, Bolton & Co. Ltd, 120 Moorgate, London, EC2.

BEUTRON PLASTICS AUSTRALIA LIMITED, Gibbs St, Willoughby, NSW, 2068. Phone 40-1311. Telegrams Willscour.

Executives: T. Kitchen (Victorian sales mngr), K. Wright (Queensland sales mngr), R. J. Applebaum (mng for Aust.).

Products: Beutron Buttons, Beutron Zippers, Leda Buttons.

Agency: Marketing & Advertising Pty Ltd.

I/State repr.: Branches in Melbourne, Brisbane, Adelaide, Perth.

O'seas Factories: Hong Kong and South Africa.

BIG SISTER FOODS LTD, Barr-st, Balmain, NSW, 2041. Phone 82-0411, 82-0375.

BIRO SWAN & GOLLIN PTY LTD, 2187 Dandenong Rd, Springvale Nth, Victoria, 3170. Phone 546-3111. Telegrams Biroswan

Melbourne.

Directors: F. W. G. Bolt (UK), M. L. M. A. Bich (France), G. A. Caro, D. G. Bell, E. R. Wilmoth, K. H. McGregor, P. D. Hardie.

Executives: K. H. McGregor (mng dir), P. D. Hardie (secy & asst mng dir).

Company's operations: Ball point pen manufacturers and distributors.

Agency: Mullins, Clarke & Ralph Pty Ltd.
I/State repr.: Biro Swan & Gollin Pty Ltd, Sydney, Brisbane, Adelaide, Perth.

O'seas repr.: Biro Swan Ltd, London; Biro Swan & Gollin (NZ) Ltd, Auckland, NZ.

BLACK & DECKER (AUSTRALASIA) PTY LTD, Maroondah H'way, Croydon, Vic., 3136. Phone 3-0271. Telegrams Bandeco Croydon.

Directors: M. W. Boyce (chrnm & mng dir), G. I. R. Watson (secy), G. R. Aitken (marketing mngr), R. M. Miller (sales mngr), J. Gauntlet (works mngr).

Executive: G. I. R. Watson (secy).

Products: Portable electric tools.

I/State Repr.: Branches: Melbourne, Sydney, Brisbane, Adelaide, Perth. **O'seas:** Factories, USA (parent co.), Gt Britain, Canada, France, Italy.

Agency: Nixon-Compton Pty Ltd.

BLUNDELL, SPENCE & CO. (AUST.) PTY LTD, cnr Gardeners & Kent-rds, Mascot, NSW. Phone 67-4921. Telegrams Blunspence Sydney.

Directors: E. B. Calvert, C. C. Longstaff, P. F. M. Coverdale, P. F. Baxter (mng dir), R. L. White, J. E. Hoskins.

Executives: R. L. Knight (secy), J. E. Hoskins (sales mngr).

Products: Pammastic Acrylic Plastic Paint, Pamm Paints, Timbercote.

I/State Repr.: Depots and/or distributors in all States of the Commonwealth. **O'seas:** Member of Blundell-Permgolaze group of companies, established at Hull, UK.

Agency: Hansen Rubensohn - McCann Erickson.

BOND'S-WEAR PTY LTD, 100 Mallett-st, Camperdown, NSW, 2050. Phone 51-0341. Telegrams Gabondo Sydney.

Directors: W. R. Slade (chrnm), H. G. Aston (mng dir), G. H. Slade, P. J. Ratcliffe, E. J. Cameron, J. C. Holcombe.

Executives: H. G. Aston (gen. mngr), A. V. Hood (secy), N. B. North (exec. mngr), R. F. Stephenson (Aust. sales mngr).

Products: Men's, women's & children's underwear, baby wear and distributors for Dri-glo towels.

Agency: J. Walter Thompson (Bond's & Dri-Glo Towels).

BONNINGTON & COY PTY LTD, 179 Harris St, Pyrmont, NSW, 2009. Phone 68-1790, 68-5531.

Directors: G. C. Bonnington (mng dir), B. G. Bonnington.

Products: Proprietary medicines and throat jubes.

Agency: Hawkins Sydney.

I/State Repr.: All States.

BOOTS PURE DRUG CO. (AUST.) PTY LTD, Loyalty-rd, North Rocks, NSW. Phone 630-5555. Telegrams, Bootsdrug. Postal address, PO Box 120, Carlingford, 2118.

Directors: W. H. Bathgate (chrnm), F. M. Needham, PhC, MPS (mng dir), J. O. Stephenson, L. A. Coombes.

Products: Ethical & proprietary pharmaceuticals, rural products, surgical plastics, instruments.

Agencies: Medical products, Hansen Rubensohn-McCann Erickson Pty Ltd; rural products, Pope & Kiernan & Black.

I/State offices: Sales staff only. Refer enquiries to head office.

O'seas: Boots Pure Drug Co. Ltd, Station St, Nottingham, England.

BOWATER-SCOTT AUSTRALIA LIMITED, head office, Ailsa-st, Box Hill, Victoria, 3128. Phone 89-0551. Telegrams Bow-scott, Melbourne.

Executives: G. A. Derham (marketing dir), Austin Begg (advtg & merch. mngr).

Products: Sorbent, Andrex, Scot Tissue, Scott 2-Ply Toilet Tissues, Scot-Towel, Sorbent Lunchwrap; Scotties Facial Tissues; Scott Family & Scotkin Serviettes.

Agency: USP-Benson Pty Ltd.

I/State repr.: Own sales offices all States.

BP AUSTRALIA LTD, 1-29 Albert-rd, Melbourne, 3000. Phone 26-6911. Telegrams, Austbeepee.

Directors: N. R. Seddon (chrnm), J. S. Fox (mng dir), L. R. Gascoine, H. L. Swan, R. H. Osman.

Executives: O. K. Bellmaine (gen. sales mngr), F. H. Hanley (market services mngr), R. R. Taylor (advtg dept mngr), R. B. Jones (PR dept mngr).

Products: BP petrols, BP lubricants and full range of petroleum products.

Agency: Carden Advertising Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** British Petroleum Co., England.

BRADFORD COTTON MILLS LIMITED, Bradmill Hse, cnr Parramatta & Missenden Rds, Camperdown, NSW, 2050. Phone 51-0477. Telegrams Bradmill Sydney.

Subsidiary companies: Burlington Mills (Australia) Pty Ltd, Harris Textiles Pty Ltd (Toowoomba, Queensland).

Products: Cotton and man-made fibre spinners, weavers and dyers. Manufacturers of Bradmill sheets and pillow cases, Bradmill Kadron sailcloth, Bradmill warden and kordux, lana-knit wool and man-made fibre double knit fabrics.

BRISBANE CITY COUNCIL, City Hall, Brisbane. Phone 32-0201. Cables Civicus, Brisbane.

Rt. Hon. the Lord Mayor, Ald. Clem Jones.

Town Clerk and city administrator: J. C. Slaughter, CMG.

Operations: Local government.

Agency: Garnsey Green Clemenger, Brisbane.

BRISBANE GAS CO. LTD, 545 Queen-st, Brisbane, 4000. Phone 31-2721. Telegrams Brisgas. H. Hume (gen. mngr).

Service: Gas.

Agency: Commercial and Industrial Advtg.

PR Agency: Cosway Public Relations Pty. Ltd.

BRISTOL-MYERS COMPANY PTY LTD, Administration and management: Gold Fields Hse, 1 Alfred St, Sydney, 2000. Phone 27-4835. Factory: 320 Victoria Rd, Rydalmere, NSW, 2116.

Directors: D. A. Horne (mng), H. J. Bailey, A. R. Martin, R. B. Raymond.

Executives: D. A. Horne (mng dir), R. B. Raymond (mktng dir), A. R. Martin (financial dir), H. J. Bailey (manufacturing dir), D. A. Duggan (marketing mngr, Clairol division), N. F. Hall (gen. sales mngr).

Products: Proprietary medicines, toilet goods, hair colorants, household products.

Agencies: Hansen Rubensohn-McCann Erickson, Grey Advertising, Foote Cone & Belding.

I/State repr.: Branches all States.

O'seas repr.: Through Bristol-Myers International Corporation.

BRITISH MEDICINALS PTY LTD, 115-125 Turrella-st, Turrella. Phone 59-0371. Telegrams Britmed.

Directors: Mrs J. Y. Rogers (gov. dir), W. J. Rogers, J. A. Yuille.

Products: Ford Pills, MacKenzie's Men-thoids, Curlypet & Curlypet Shampoo, Youth-O-Form, Menthoil Creme, Dr Brodie's Kanatox, Pressor Salt, Dormagen, Tervunga.

Agency: Birrell Advertising Associates Pty Ltd.

I/State Repr.: All States.

THE BRITISH MOTOR CORPORATION (AUSTRALIA) PTY LIMITED, Joynton-ave, Zetland, NSW. Phone 663-0321.

Directors: Sir George Harriman, CBE (chrmn), H. J. Graves (Aust. deputy chrmn), R. L. Abbott (mng dir), H. L. Sainsbury (dir & secy), N. W. Lawrance (commercial dir), L. Shimmin (sales dir), Sir James Kirby, CBE, E. Price, S. H. Bull.

Executives: C. H. Wilkins (assoc. dir of manufacturing), D. T. Beech (assoc. dir of supply), R. J. Gillingham (assoc. dir of supply), I. W. Milbank (advtg mngr), N.

Prescott (service mngr), V. B. Drew (parts mngr), H. C. Hodgson (sales mngr), R. Bitmead (operations research mngr), J. C. Evans (superintendent press shop), K. R. Atkinson (supt CAB), J. James (supt CKD), R. H. Playdon (supt unit plant), N. H. Humphries (works engineer), K. C. Marsden (personnel mngr), J. M. Paul (chief acctnt), B. N. Mulholland (materials mngr), R. L. Woodward (purchasing mngr), R. W. Serjeantson (chief product engineer), G. R. Thomson (mngr, export & govt sales), T. J. Warner (chief quality control engineer), J. Wallis (chief planning engineer), H. G. Welsh (asst secy).

Products: Automobiles.

Agency: Arthur Smyth & Sons.

BRITISH OVERSEAS AIRWAYS CORPORATION, 64 Castlereagh St, Sydney, 2000. Phone 28-1773.

Executives: S. Hildrew (mngr, South West Pacific), J. Wardropper (sales mngr, Aust.), R. P. M. Colley (district sales mngr NSW).

Service: International airline.

I/State repr.: 330 Collins St, Melbourne (67-7272); F. R. Baxter (district sales mngr, Vic. & Tas.), 243 Edward St, Brisbane (2-1591); G. Shaw (district sales mngr, Qld, NT & TPNG), 29-31 King William St, Adelaide (51-3053); N. R. D. Tait (district sales mngr SA), Terrace Arcade, 42 Wililam St, Perth (21-6666); S. G. Braybrook (district sales & traffic mngr WA), 197 London Circuit, Canberra (49-6565); J. B. Willson (district sales mngr ACT).

BRITISH PAINTS (AUST.) PTY LTD, 9-29 Gow-st, Bankstown, NSW. Phone 70-0400. Telegrams Britpaints.

Directors: F. G. Adams (chmn & mng dir), K. N. Sheddon (dep. mng dir), F. A. Chambers, J. Makai, G. R. Horsley (dir & secy), P. Cayzer, W. N. Tonge.

Associate Directors: E. V. Collins (chief chemist), D. M. Martin (dep. chief chemist), K. Queen (mngr, resinous chemical div), R. Sayers, D. R. Berckelman.

Products: Decorative paints and enamels, industrial finishes, marine paints and com-positions.

Agency: Baume, Chapman & Baume Pty Ltd.

I/State repr.: Branches Melbourne, Brisbane, Adelaide, Perth, Newcastle, Launceston, Rockhampton, Townsville, Cairns, Lis-more. O'seas A sub-subsidiary of Celanese Corporation of America through British Paints Ltd, Britannic Works, Portland-rd, Newcastle-upon-Tyne, UK.

BRITISH STANDARD MACHINERY CO. LTD, Factory-st, Granville, NSW. PO Box 99, Granville. Phone 637-1011. Tele-grams, Britishstandard.

Directors: R. E. Purves (chmn), F. A. Waugh, O. E. Edwards.

Executives: C. A. Mussared (mngr), N. R.

Logie (marketing mngr), F. S. Wratten (construction equip. sales mngr), K. M. Carew (mnfg mngr).

Products: Galion — motor graders, rollers and cranes; Eimco — dozers and mining equip. Cleveland, Davis and Allen — trenchers; R. G. LeTourneau — equipment.

BROKEN HILL PROPRIETARY COMPANY LIMITED, THE, 500 Bourke-st, Melbourne, 3000. Phone 60-0701. Telegrams Hematite Melbourne.

Directors: Sir Colin Syme (chrnm), Sir Ian McLennan (mng dir), L. Gordon Darling, M. A. Cuming, R. R. Law-Smith, C. R. Darvall, W. D. McPherson, N. C. Jones.

Product: Steel.

Agencies: Nixon-Compton Pty Ltd, West Advertising Pty Ltd.

I/State Repr.: All States. **O'seas:** London, New York, Singapore, Tokyo, Wellington.

BROWN & DUREAU LIMITED, cnr Kavanagh & Ireland Sts, South Melbourne, Vic., 3205. Phone 61-3411. Telegrams and cables Agent.

Directors: K. F. Dureau, W. B. Dureau, N. A. Adams, N. A. Adler, A. H. Etherington.

Principal executives: N. A. Adam (gen. mngr), W. B. Dureau (exec. dir, Shelfgoods & Giftwares division), N. A. Adler (exec. dir, capital equipment), A. E. Ford (exec. dir, food products).

Company's operations: Consumer products in light hardware, housewares, gift lines, fancy goods, clocks and watches. Westclox, Colibri, Buxton, Nivada and Giftmaster.

I/State repr: Offices all Australian States.

O'seas repr.: Offices New Zealand, London and Tokyo.

BROWNBUILT LIMITED, Steel Equipment Division, 14-24 Alexandra-pde, Clifton Hill, Vic., 3068. Phone 48-92311. Telegrams Steelquip.

Directors: J. H. Roxburgh (chrnm), F. P. Johns, J. D. Davies, P. J. Newton (mng dir), W. E. Hodgson.

Executives: J. C. E. Morris (secy), J. Russell (marketing mngr).

Products: Steel office furniture, shelving, racking, lockers, Compactus mobile storage systems, clothes dryers.

Agency: Aldwych Advtg.

I/State Repr.: Branches NSW, Qld, SA, Vic. Offices Melb., Syd., Bris., Canberra, Adelaide.

BROWNBUILT LIMITED, Metal Sections Division, Norcal Rd, Nunawading, Vic., 3131. Phone 878-4444.

Directors: J. H. Roxburgh (chrnm), F. P. Johns, J. D. Davies, P. J. Newton, W. E. Hodgson.

Executives: W. M. Robertson (gen. mngr), J. C. E. Morris (secy), J. Russell (marketing mngr).

Products: Metal roof decking, wall clad-

ding, feature gutters, cold roll formed metal sections.

Agency: Nixon-Compton Pty Ltd.

I/State Repr.: Branches Vic., NSW, Qld, SA, WA. Offices Melb., Syd., Bris., Canberra, Adelaide, Perth.

BUCKINGHAMS LIMITED, 69 Oxford-st, Sydney, 2000. Phone 31-0400. Telegrams Buckingham Sydney.

Directors: C. W. Teague, A. V. Smith, N. Aboud, M. R. Nixon, N. E. Jones, A. G. Lee.

Executives: N. Aboud (mng dir), T. Rice (advtg mngr).

Company's operations: Department store chain.

Branches: NSW: Newcastle, Wollongong, West Ryde, Liverpool, Parramatta, Warrawong, Manly, Auburn, Bankstown Sq., Blacktown, Burwood, Campsie, Caringbah, Cronulla, Fairfield, Gosford, Hurstville, Maitland, Mascot, Merrylands, Orange, Park St, City, Penrith, Roselands, Sth Terrace, Warringah.

BUNNING BROS PTY LTD, 49-71 Charles St, Perth, WA, 6000. Phone 28-0121. Telegrams Bunnings Perth.

Directors: C. R. Bunning, G. M. Bunning, B. W. Bryant, B. Johnston, E. F. Downing, H. R. Merry, J. B. Scott, G. W. Stewart.

Executives: C. R. Bunning, B.C.E. (Melb), A.M.I.E. Aust., G. M. Bunning, F.A.S.A. (joint mng dirs).

Operations: Timber and hardware merchants and sawmillers.

Agency: Adcraft.

I/State Repr.: Parbury Henty & Co. Pty Ltd, Victoria; Parbury Henty & Co. SA Ltd, South Australia; G. D. Cadden Pty Ltd, NSW. **O'seas:** Rosenfeld Kidson, New Zealand; Carst & Walker Timber (Pty) Ltd, South Africa; Bird & Co. (Private) Ltd, India; Edward Chaloner & Co. (Timber) Ltd, England.

BUSHELLS PTY LIMITED, 121-127 Harrington St, Sydney, NSW, 2000. Phone 27-1583.

Tea, instant coffee, ground coffee and essence packers and distributors.

Agencies: Madison-Milwyn, Weston Co. (Sydney), Sellers Co.

CADBURY-FRY-PASCALL AUSTRALIA LIMITED, Claremont, Tasmania, 7001. GPO Box 636G, Hobart, Tasmania, 7001. Phone 7-1301.

Directors: J. P. D. Lloyd (chrnm), V. G. Burley, R. A. Smith, J. R. Urquhart.

Products: Chocolate, food drinks, confectionery.

Agency: George Patterson, Melbourne.

Branches: All States, **O'seas:** Cadbury Bros.

CALTEX OIL (AUSTRALIA) PTY LTD, 167-187 Kent St, Sydney, NSW, 2000. Phone 2-0555. Telegrams Caltex.

Executives: D. Braham (mng dir), J. A. Landels (Aust. sales mngtr), J. H. T. Dowsett (mngtr advtg & sales prom.).

Products: Petroleum fuels & lubricants for transport, industry & agriculture.

Agency: Hansen Rubensohn-McCann Erickson.

I/state repr.: Branches, Brisbane (K. E. Graham, mngtr); Sydney (K. G. Harvey); Melbourne (D. W. Aitchison); Hobart (S. H. Gregg); Adelaide (R. B. Turner); Perth (S. W. Leunig). **O'seas:** California Texas Oil Corporation, 380 Madison-ave, New York, NY 10017, USA.

CAMPBELL BROTHERS LIMITED, Campbell St, Bowen Hills, Qld, 4006. Phone 5 3331. Telegrams Campbells, Brisbane.

Directors: E. D. Summerson (chmn), L. J. McCray, M. C. Campbell, K. C. Campbell, K. C. Winning.

General manager: K. C. Winning. **Secretary:** D. H. Vickers.

Products: Industrial chemicals, soaps and detergents, refractories, acids, glycerine and liquid silicates.

CAMPBELLS SOUPS (AUST.) PTY LIMITED, 14-22 Commercial-rd, Melbourne, 3000. Phone 26-3301. Telegrams Camelsoup, Melbourne.

Directors: N. D. Jones (chmn), J. R. Burt, J. L. Dixon, G. Kirk (marketing dir), B. Brett.

Executives: R. H. Gamble (gen. mrktng mngtr), R. E. Llewellyn (prod. mrktng mngtr —Kia-ora), J. Davenport (gen. plant mngtr), P. A. Osborne (mngtr purchasing).

Products: Campbell Soups, Kia-ora fruit juice cordials and canned goods, V8 vegetable juice, Bounty products and Swanson frozen dinners.

Agency: George Patterson Pty Ltd.

CANBERRA TELEVISION SERVICES PTY LTD, 113 Camberwell Rd, Camberwell, Victoria, 3124. Phone 82-1261. Cables Cantel.

Directors: E. K. Coghill (chrmn), W. R. Walker (mng dir), A. J. Davies, R. N. Jones (dir and secy).

Executives: D. Eysbertse (State mngtr, Vic.), C. Biber (State mngtr, NSW), K. Gregory (State mngtr, SA), R. Thompson (State mngtr, Qld), P. Perring (State mngtr, WA).

Company's operations: Television rental, sales and service.

Agency: Hayes Publicity.

I/state repr.: Representatives in all States. **O'seas repr.:** Dominion Television Services Ltd, New Zealand subsidiary.

CARLTON & UNITED BREWERIES LTD, 16 Bouverie St, Carlton, 3053, Vic. Phone 3-1-0431. Telegrams Carlubrew.

Executive: Brian J. Breheny (gen. mngtr). **Products:** Beers & stouts; Fosters Lager; Abbots Lager, Double Stout & Invalid Stout; Victoria Bitter; Melbourne Bitter.

Agency: George Patterson Pty Ltd.

CARNATION COMPANY PTY LTD, 252 Swanston St, Melbourne, 3000, Vic. Phone 32-2517. Telegrams Carncoy Melbourne.

Executives: J. G. Wilson (mng dir), G. G. Morgan (secy), H. W. Cooper (gen. sales mngtr), J. G. Peppard (sales prom. & advtg mngtr).

Product: Processed milk, K9 pet foods.

Office: (K9 Pet Foods), 1-3 Pymont Bridge Rd, Camperdown, NSW, J. R. Boughton (gen. mngtr).

Agency: USP-Benson Pty Ltd, John Clemenger (NSW) Pty Ltd, (K9 Pet Foods).

I/State Repr.: Branches all States. **O'seas:** General Milk Company, Carnation Bldg, 5045 Wilshire Blvde, Los Angeles 36, California, USA.

CARPET MANUFACTURERS LTD, 11-27 Harris Rd, Five Dock, NSW, 2046. Phone 83-7241. Telegrams Auscarpets Sydney.

Directors: Tresco G. Rowe, H. L. D. Malcolm, T. L. Baillieu, W. R. Dougall, C. P. Crossley, I. W. Lawson, Trevor L. G. Rowe.

Executives: J. C. Brown (secy), A. Mather (tech. mngtr), F. Needham (chief designer & colorist), G. Ledgerwood (prod. mngtr), L. Hyde (sales prom. advtg mngtr), J. W. Humphreys (sales mngtr).

Products: Hy-Craft and Lokinvar carpets.

Agency: E. C. Slatter & Poulter.

I/State Repr.: Carpet Manufacturers Ltd, NSW (29-7576), Vic. (69-5111), Qld (45-778), SA (23-3270); Hainsworth, Page & Associates Pty Ltd, Perth (21-7786).

CARR FASTENER PTY LTD, Tapley's Hill-rd, Royal Park, Alberton, 1, SA. Phone 4-1108. Telegrams Carrfast.

Director: E. A. Marrett (mng dir).

Executives: M. J. Maslen (gen. mngtr), G. W. Hall (secy), L. A. Weber (tech. sales), A. J. White (radio components, TV sales & service), D. G. Pollard (gen. sales & service), H. E. Powell (chief engineer).

Products: Fasteners for radio & TV components & other products.

Agency: NAS Macnamara (Adelaide).

I/State Repr.: Sales offices Paron Place, Glen Iris, Vic. (25-4591); 7 West-st, Peter-sham, NSW (56-6228), 201 Havelock-st, West Perth, WA (28-3961).

CASBEN PRODUCTIONS LIMITED, 80-84 Waterloo Rd, Greenacre, NSW, 2910. Phone 759-4444.

Products: Sportswear, Koratron walkshorts and slacks.

CASTALLOY PTY LIMITED, Mooringe Ave, Nth Plympton, SA, 5037. Phone 97-1177.

Telegrams Castalloy, Adelaide.

Directors: F. H. Phipps (mng dir), T. Porter (chrmn), C. Meredith, R. Badenoch, S. V. B. Day, R. J. Lipman, R. M. Parker.

Executive: D. B. Watkinson (Australian sales mgr & assoc. dir).

Products: Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy founders, plastic injection mouldings.

Agency: Taylor Harmer Pty Ltd.

Istate repr.: Cook-King: Hills Industries Ltd; CSA conductor accessories, Castalloy Ltd, Melbourne: Rablec Pty Ltd, Perth; Thew & McCann, Sydney; K. H. Dore & Sons, Brisbane; Castalloy Ltd, Melbourne and Sydney.

O'seas: Territorial Enterprises for Port Moresby, for Papua and NG.

CASTROL LIMITED, McCredie Rd, Guildford, NSW, 2161. Phone 632-0177. Telegrams Castrol Guildford.

Executives: R. H. Gaydon (Aust. gen. mgr), W. J. Orme (asst gen. mgr), M. J. Roberts (asst gen. mgr), R. Fullarton (advtg mgr).

Products: Castrol Motor Oil and Industrial Oils.

Agency: Coudrey-Campbell-Ewald.

CENTURY STORAGE BATTERY CO. LTD, Birmingham St, Alexandria, NSW, 2015. Phone 67-0321. Cables Battery.

Directors: Hon. A. V. Maxwell (chrmn). A. A. Luciano (mng dir), F. B. Blood, J. O'Riordan, J. J. Maunsell, A. D. Fuller.

Executives: J. J. Maunsell (works dir), A. V. Macdonald (gen. sales mgr), I. Meadows (secy).

Operations: Automotive and home lighting batteries, rolled zinc building products, process engraving zinc and chemicals.

Istate Repr.: Century Storage Battery Co. Pty Ltd, Vic. (30-2669); Century Batteries (SA) Pty Ltd, SA (95-9441); C. C. Boag Batteries, Tas.; Century Batteries (Sth Qld) Pty Ltd (58-3001); Strohfeldt's, Toowoomba & Roma; Rural Services Pty Ltd, Woolloongabba; R. & E. Wells, Bundaberg; King's Auto Spares & Service Co. Pty Ltd, Rockhampton; Advanx Tyre, Motor Service, Cairns; James Croker & Sons, Mackay; J. Michelmores & Co. Pty Ltd, Mackay; Ede's Battery Service, Townsville; Samuel Allen & Sons Ltd, Townsville & Innisfail; Century Batteries (Nth Qld) Pty Ltd (4100), Century Storage Battery Co. Ltd, WA (50-2266).

CEREBOS (AUST.) LTD, 1822-32 Dandenong Rd, Clayton, Victoria, 3168. Phone 544-2411. Telegrams, Cerebos Melbourne.

Directors: A. J. Moir (chrmn), L. T. Nettlefold, A. F. Mackelden, H. H. Chapman.

Executives: A. F. Mackelden (mng dir), H. H. Chapman (sales dir), A. H. Knight (secy), B. A. Counsel (marketing mgr).

Company's operations: Food manufacturers. Brands: Cerebos, Saxa, Mermaid, Kooka, Bisto, Fountain, Palms, Maughans, Paxo, Tandaco, Bingo and Foster Clark's.

Agencies: O'Brien Publicity (Vic.) Pty Ltd, Mullins, Clarke & Ralph Advertising Service.

Istate repr.: Manufacturing operations in Victoria, NSW and Queensland, and sales offices all States of Australia. **O'seas repr.:** Parent company — Cerebos Foods Limited, Willesden, London, NW10.

CHESEBROUGH-POND'S INTERNATIONAL LTD, 1970-1984 Princes Highway, Clayton, Vic., 3168. PO Box 115, Clayton, Vic., 3168. Phone 544-1033. Telegrams Vasoponds, Melbourne.

American directorate.

General manager: P. G. Spencer.

Products: Mfrs of Vaseline toilet preparations, Pond's cosmetics, Cutex manicure preparations and lipsticks, Odorono deodorants and anti-perspirants.

O'seas Repr.: Chesebrough-Pond's, USA, with branches, companies, agencies in countries throughout the world.

Agency: J. Walter Thompson.

CHRYSLER AUSTRALIA LIMITED, Tonsley Park, SA. Phone 76-0711. Telegrams Chryslerco Adelaide.

Directors: D. H. Brown (chmn & mng dir), W. D. Ferguson (deputy chmn), P. A. Archer, J. B. Organ, R. C. Mitchell, F. L. Marcus, W. R. Grieg, Sir Fred Drew, R. C. Rainsford, R. R. Oliver (secy).

Products: Valiant, Dodge Phoenix cars, Hillman & Humber, Dodge & Commer trucks, Airtemp air conditioning units, Chrysler marine, industrial engines, Chrysler spart parts and accessories.

Agencies: Foote Cone & Belding (SA), Taylor-Harmer Agency (SA) (Airtemp only).

I/State Repr.: All States.

CHRYSLER AUSTRALIA LIMITED (formerly Rootes (Aust.) Ltd). Melbourne plant, Salmon St, Port Melbourne. Phone 64-0441. Telegrams Chryvic.

Product: Hillman & Dodge motor vehicles.

Dealers: All States.

O'seas: Throughout world.

CINZANO, F. & CIA. (AUSTRALIA) PTY LIMITED, 19-25 Birmingham-st, Alexandria, NSW, 2015. Phone 67-3688. Telegrams Cinzano, Sydney.

Australian Directors: R. Moore, F. W. Millar, A. Despas (mng dir).

Products: Cinzano Vermouth, Liqueurs & Bitters, Santa Vittoria Champagne & Gran Liqueur, Gambina Marsala, Peppermint Get Creme de Menthe.

Agency: O'Brien Publicity.

CLARKS TORFLEX SHOES PTY LIMITED, 264-268 West Beach-rd, Marleston, SA, 5033. Phone 57-8172. Telegrams, Clark-saust, Adelaide.

Directors: F. W. Harrison (chrmn), G. T. Harrison (mng dir), W. A. Johnston, J. W. Thomas.

Product: Children's-teenage footwear.

I/State repr.: Branches, 405-411 Sussex-st, Sydney (A. M. Coates, mnggr); 278 Langridge-st, Abbotsford, Vic. (J. D. Urquhart); 146-160 Mary-st, Brisbane (A. G. Annable).

Agencies: C. & J. Colmer, WA; and J. H. Mayo, Tasmania.

Advertising agency: W. John Haysom Pty Ltd.

CLIFFORD LOVE & CO. LTD, Hope-st, Enfield, NSW. Phone 642-0201. Telegrams Unkltohy.

Directors: C. J. D. Love (chmn), C. W. Love, P. C. Debray, W. H. Oliver, J. H. Todhunter, D. V. Williams, A. B. Sutherland.

Executives: P. W. A. Kelso (advgt mnggr), G. C. Sharp (sales mnggr), K. Perry (secty), E. A. Collett (acctnt), J. W. Hutton (Vic. mnggr), G. Bradfield (Qld mnggr), G. Anderson (WA mnggr).

Products: Groceries, Uncle Toby's Oats, Wades Cornflour, Clements Cornflour, Brown & Polsons Cornflour, Lilywhite starch, Uncle Toby custard powder.

Agency: George Patterson Pty Ltd.

I/State repr.: Branches: Melb., Bris., and Western Aust.

COATS PATONS (AUSTRALIA) LIMITED, Ferntree Gully-rd, Mount Waverly, Vic. Phone 544-0661. Telegrams Yarnmen Melbourne.

Directors: J. K. Hill & C. W. Clift (joint mng dirs), F. T. Docking (dir & secty).

Products: Distributors of Coats Sewing Thread, Patons Knitting Yarn, Lightning zip fasteners.

Agency: J. Walter Thompson.

I/State Repr.: Depots, Sydney, Brisbane. Agents: Hollis Hopkins & Co. (Pty) Ltd, Townsville, Qld; G. & R. Wills & Co. Ltd, & Goode Durrant & Murray Ltd, Perth and Adelaide.

COCA-COLA EXPORT CORPORATION, THE (Inc. in USA Liability Limited), 168 Willoughby Rd, Crows Nest, NSW, 2065. Phone 43-1311. Telegrams Coca-Cola Sydney.

Executives: J. R. Ennis (vice-pres. & area mnggr, A/asian area), M. Radi (marketing services mnggr), S. A. Whittington (advgt and sales prom. mnggr), J. F. Stevens (public relations mnggr).

Products: Manufacturer and distributor of syrups and concentrates for soft drink beverages, and coffee, tea and citrus products.

Agency: Hansen Rubensohn-McCann Erickson Pty Ltd.

Repr.: All States. O'seas: The Coca-Cola Export Corporation, 515 Madison-ave, New York 22, NY, USA.

COLES, G. J. & COY LIMITED, 236 Bourke St, Melbourne, 3000. Phone 32-048. Telegrams Colesanco, Melbourne.

Directors: Sir Edgar Coles (chmn), N. C. Coles (deputy chmn), L. R. Robinson, R. B. Coles, Sir George Coles CBE, Sir Kenneth Coles, F. G. Coles, H. Phillips, R. L. Montgomery.

Executives: Sir Edgar Coles (controlling mng dir), L. R. Robinson (jnt mng dir), N. C. Coles (finance dir), R. B. Coles (public relations dir).

Company's operations: Variety chain stores and supermarket operators.

Agencies: Alexander Moulton Advertising Pty Ltd (press & radio), Rickards Advertising Service Pty Ltd (television).

Branch stores throughout Australia.

COLGATE-PALMOLIVE PTY LTD, Commercial Union Hse, 109 Pitt St, Sydney, 2000. Phone 2-0325. Telegrams Palmolive Sydney.

Directors: J. Langley (chmn), K. Crane (mng dir), D. Morgan (tccch. dir), W. Bradford (gen. sales mnggr), L. Yeomans (secty), W. T. Miller (USA), G. H. Lesch (USA), P. Q. Fuller.

Executive: P. Waterman (advgt mnggr).

Products: Toilet soaps, cleansers, toilet articles, detergents.

Agency: George Patterson.

I/State Repr.: Branches all States. O'sea. Branches throughout the world.

COMALCO INDUSTRIES PTY LIMITED, 95 Collins St, Melbourne, 3000. Phone 63-0491. Also, 168 Kent St, Sydney, 2000 (27-8821). Cables Forcomal Melbourne and Sydney.

Executives: D. J. Hibberd (mng dir), E. A. Holbrook (gen. mnggr, metals div.), S. Christie (gen. mnggr, development), Paul Clarkson (advgt mnggr).

Product: Aluminium.

Agencies: USP-Benson Pty Ltd, Melbourne; George Patterson Pty Ltd (consumer foil only) Sydney.

COMMONWEALTH ADVERTISING DIVISION, Sydney, Dept of the Treasury, 315 George St, 2000. Phone 2-0248 (dir, W. H. Greenfield). Melbourne, Carlow Housc, 289 Flinders Lane, 3000. Phone 63-2501 (deputy dir, A. W. Scott).

COMMONWEALTH BANKING CORPORATION, Martin Place, Sydney, 2000. Phone 2-0155.

Managing director: B. B. Callaghan.

Deputy managing director: C. R. Coulter.

Executives: General manager, Commonwealth Trading Bank, F. E. J. Butcher; general manager, Commonwealth Savings Bank, I. R. Norman; general manager, Commonwealth Development Bank, R. S. Elliott; senior manager, advertising and publicity, G. H. Parkes.

Operations: All banking services.

Advertising department: 4th floor, George and Market Sts, Sydney, 2000. Phone 20-256. Box 2719, GPO, Sydney, NSW, 2001.

CONDOR LAMPS AUSTRALASIA PTY LTD, 79 Clarence St, Sydney, 2000. Phone 29-2148. Telegrams Condorlite.

Products: Filament, fluorescent and electric discharge lamps.

Agency: Grey Advertising Pty Ltd.

Interstate Repr.: Condor Lamps Asia Pty Ltd, 252-262 Sturt-st, Sth Melbourne, Vic.

CONSOLIDATED APPLIANCES PTY LTD, 115 Parramatta-rd, Auburn, NSW. Phone 648-0100.

COTY (ENGLAND) LIMITED, 29-41 Hutchinson-st, Surry Hills, NSW. Phones 35-5031. Telegrams Paricoty.

Executive: A. J. Weeks (Aust. mgr).

Product: Cosmetics.

Agency: Pritchard Wood Quadrant Pty Ltd.

CREAMOATA LTD, Sunshine-rd, West Footscray, Victoria, 3011. Phone 68-7321. (8 lines). Telegrams, Creamoata, Melbourne.

Directors: W. A. Ross (mng dir), J. K. Hallows (secy).

Marketing Manager: J. L. Huddart.

Products: Quaker Cereals, Creamoata, Quik-Ota, Jets Petfoods.

Agency: Foote Cone & Belding.

CRESTKNIT INDUSTRIES LTD, 600 Glenferrie Rd, Hawthorn, Victoria, 3122. Phone 81-0221.

Directors: J. A. Brady (chrmn), F. L. Spinks, C. C. Grenfell, L. L. Leach, J. D. Fermanis, J. W. Dart, J. R. Jamieson, T. F. McMullen.

Executives: F. L. Spinks (mng dir), C. C. Grenfell (assistant mng dir), J. D. Fermanis (assistant mng dir), J. W. Dart (dir/secy).

Company's operations: Manufacturers of knitwear, underwear, sportswear, fabrics, etc.

I'state repr.: Own branch offices.

CRYER, W. J. & CO. LTD, 75 Union-st Dulwich Hill, NSW, 2203. Phone 560-7177. Telegrams Towncryer, Sydney.

Directors: H. Arthy (chrmn), W. J. Cryer (mng dir), C. Slinn (exec. dir).

Executive: E. J. L. Davies (secy).

Operations: Manufacturers of Avery self adhesive labels, general color printing and self adhesive price marking requisites.

I'state repr.: W. J. Cryer (Victoria) Pty Ltd, 30 Cotham-rd, Kew, Vic.; W. J. Cryer (Queensland) Pty Ltd, 98 Ivory St, Fortitude Valley, Qld; W. J. Cryer (South Australia) Pty Ltd, 49-51 Flinders St, Adelaide. **Agents:** WA and Tas.

Agency: Marketing & Advertising Pty Ltd.

HOUSE OF CURZON, THE, 211 Pitt-st, Sydney, 2000. Phone 25-1781.

Executives: J. B. Bridger (mng, assoc. dir), T. Rice (advtg mng).

Company's operations: Fashion store.

CYCLONE KM PRODUCTS PTY LTD, 93 City Rd, South Melbourne, Vic., 3205. Phone 62-4761. Telegrams Wovenwire.

Directors: R. S. Chambers (chrmn & mng dir), J. D. Munro, L. S. Chambers, E. C. Milner, R. A. Chambers, R. J. Swinbourne.

Executives: W. C. Clark (assoc. dir & gen. mng), W. J. Clark (marketing services mng), A. Noble (advertising liaison officer).

Products: Rural and industrial fences, buildings, window frames, garden tools, hand tools, wire screening, clothes hoists, garages, domestic fences, carparks.

Agency: USP-Benson.

DALGETY TRADING CO PTY LTD, 263 Franklin St, Melbourne, Victoria, 3000. Phone 329-6866.

Executives: A. G. Walker (group merchandise mng), W. F. Taylor (office mng).

Company's operations: Wholesaler White Horse whisky & wines & spirits. Electrical appliances, Leonard freezers and washing machines. Softgoods.

DAVID GALT INDUSTRIES, 50 Bakers Rd, North Coburg, Victoria, 3058. Phone 35-3721 (8 lines). Telegrams Davgalt. A unit of Felt & Textiles of Australia Ltd.

Executives: A. G. Robinson (mng), H. Welsh (sales mng).

Company's operations: Mnfrs of Tontine pillows, paddings, waddings, glazed and bonded waddings for industrial uses.

Agency: Orr, Skate and Associates Pty Ltd. Ltd.

I'state repr.: S. C. Heath & Sons Pty Ltd, 64 Chandos St, Crows Nest, NSW, 2065; C. C. Mortimer, Box 528H, GPO, Brisbane, 4001; A. V. Kinsmann & Son, Box E273, GPO, Perth, WA, 6001; Felt Products of Tasmania, Gleadow St, Launceston, Tasmania, 7000; M. R. Lodge & Hill Pty Ltd, 11-14 North Terrace, Adelaide, 5000.

DAVIES COOP & CO. LTD, 341 Francis st, Yarraville, Victoria. Phone 314-9161.

DAVIS GELATINE CONSOLIDATED LIMITED, 28 Spring St, Botany, NSW, 2019. Cables Gelatine, Sydney, Telex 20366. Phone 666-9211.

Directors: O. Michaelis (chrmn), M. C. Davis (mng dir), F. B. Blood, G. G. Davis, G. M. Elliot, Dr L. E. King, R. L. Michaelis, W. M. Sweetnam, C. H. Dodds (alternate).

Executives: M. C. Davis (mng dir), Dr L. E. King (technical dir), W. M. Sweetnam (marketing dir), R. J. Ihnen (secy).

Australian subsidiary companies: Davis Gelatine (Aust.) Pty Ltd, Davis-Fuller Ad-

hesives Pty Ltd, Edible and Technical Gelatines & Animal Glues, Industrial Adhesives, Building, Products, Sealants, Davis German-town (Aust.) Pty Ltd, Food Stabilisers.

Agencies: USP-Benson (NSW) Pty Ltd, F. P. Leonard Pty Ltd.

Istate repr.: Offices in NSW, Melbourne, Brisbane, Adelaide. Agents: Perth, Hobart, Launceston.

O'seas repr.: Gt Britain, Canada, New Zealand, South Africa, USA.

DRACKETT CO., 50 Erskine-st, Sydney, NSW. Phone 29-1995, 29-2546.

DREAMSPUN TEXTILES PTY LTD, 29 Dawson St, Brunswick, Victoria, 3056. Phone 38-5291. Telegrams Dreamspun Melbourne.

Directors: A. A. Gray, P. de B. Hogg, T. F. Hogg, S. M. Hosking, C. R. Holt, L. M. Muir.

Agency: The Sellers Company, Melbourne.

Istate repr.: Dreamspun Textiles Pty Ltd, Banksia St, Botany, NSW; Dreamspun Textiles Pty Ltd, 2 Glentanna St, Kedron, Qld; Dreamspun Textiles Pty Ltd, 634 Port Rd, Beverley, South Australia.

DRUG HOUSES OF AUSTRALIA LTD, Head office, 504 Bourke St, Melbourne, Vic., 3000. Telegrams Drugs Melbourne. Phone 60-0581.

Directors: H. F. Clarke (chrmn), P. S. N. Furler, Sir James Forrest, J. F. T. Grimwade, B. Hall, E. Angus Jones, C. N. R. Stocks.

Service: Wholesale chemists.

DUNLOP AUSTRALIA LTD, 108 Flinders St, Melbourne, 3000. Phone 63-0371. Telegrams Pneumatic.

Executives: E. E. Dunshea (chief gen mngr), E. A. Kellam (deputy chief gen. mngr & gen. sales mngr), D. J. Nelson (public relations mngr), T. J. O'Brien (marketing services mngr — automotive division), F. Glenn (marketing services mngr, industrial products div.), L. O. Cornish (advtg mngr, automotive div.), J. E. Mercer (advtg mngr, footwear & garments div.).

Products: Tyres, batteries, motor accessories, industrial products, flooring, footwear garments, Dunlopillo latex and plastic sporting goods, general rubber goods and foam products, swimming pools.

Agencies: JWT, Curtis & Mason, Aldwych Advertising (Sydney), USP-Benson (NSW) Pty Ltd, Mullins Clarke & Ralph Pty Ltd, Moffat Advertising Pty Ltd.

Istate repr.: Branches: Wentworth Ave, Sydney (2-0969); Centenary Place, Brisbane (31-0271); 153 Flinders St, Adelaide (8-1641); 424 Murray St, Perth (21-8141); 179-191 Murray St, Hobart (34-3515); 18 Paterson St, Launceston (2-2069). **O'seas:** Dunlop companies throughout the world.

EDGELL, GORDON, PTY LTD, head office, 10-12 Clark St, Crows Nest, NSW, 2065. Telegrams Edgellpack.

Directors: E. Christensen (chrmn), V. E. Marshall, J. S. Shaw, I. H. Wrigley.

Executives: V. E. Marshall (gen mngr), P. M. Racklyeft (asst gen mngr), J. E. Summerton (gen. marketing mngr), I. H. Wrigley (gen admin. mngr), H. R. Twilley (gen. operations mngr), M. N. F. Gray (divisional production mngr), W. S. Cutbush (canned food marketing mngr), W. W. Johnston (canned food national sales mngr), K. W. Holland (canned food national sales prom. mngr), J. F. Black (frozen food marketing mngr), A. R. Cam (frozen food national sales mngr), J. S. Ibbotson (frozen food national sales prom. mngr).

Products: Edgell canned vegetables, soups, hot packs, Hargreaves tropical fruits & juices, Birds Eye & Hy-Peak frozen foods.

Agencies: Rodney H. Evans Pty Ltd, Sydney, Brisbane, Melbourne; Clem Taylor Advertising Service, Adelaide.

O'seas: Affiliated Advertising Agencies International, USA.

EDINBURGH LABORATORIES (AUST.) PTY LTD, 103 York St, Sydney, 2000. Phone 29-4336. Telegrams, Lantigen.

Directors: A. W. Uther (chairman), N. L. Manning (mng dir), F. H. Steere.

Executive: D. T. W. Uther (mngtr).

Products: Lantigen B, C & E; Edinburgh Cough Mixture, Camphor Cream, Camkleen.

Agency: Weston Advtg.

I/State Repr.: D.H.A. Adelaide, D.H.A. Melbourne; Clayden & Carpenter Pty Ltd, Perth; Branch Brisbane. **O'seas:** Frank Stevens Ltd, 53 Fort-st, Auckland, NZ; and other overseas reprs.

EGG MARKETING BOARD, Nyrang-st, Lidcombe, NSW. Phone 649-0122.

ELECTRICITY TRUST OF SOUTH AUSTRALIA, THE, Greenhill-rd, Eastwood, SA, 5063. Phone 8-0383. Telegrams Electrusa.

Directors: Sir Fred Drew (chmn), J. R. Dridan (dep. chmn), P. W. Trevorrow, M. C. Lee, J. F. Honner.

Executives: C. R. S. Colyer (gen. mngr), K. H. Milne (mngtr, engineering), S. E. Huddleston (mngtr, admin.).

Operations: Electricity supply.

Agency: Foote Cone & Belding Pty Ltd, Adelaide.

O'seas repr.: K. L. Milne, c/o South Australia House, 50 The Strand, London, WC2.

ELECTROLUX PTY LTD, Mitchell House, 277 Elizabeth-st, Melbourne, Victoria. Phone 60-1851, 60-1626.

ELECTRONIC INDUSTRIES LTD, 161-173 Sturt St, South Melbourne, Victoria,

3205. Phone 69-0300. Telegrams, Schuh Melbourne.

Directors: G. A. Warner (chrmn), P. R. Warner, L. R. Machin, L. M. Stuart, R. H. Harris, J. P. Salvado, L. P. White, J. T. Brock.

Executives: T. Napier (advtg mgr), G. Gaudion (Aust. sales mgr).

Products: Astor Electronics Pty Ltd, Ser-vex Manufacturing Coy, Malvern Star Stores.

Agencies: Charles Anzarut Advtg Agency, USP-Benson Advertising Agency, Castle Jackson Advertising Agency, Max Gosewinckel Advertising Agency.

State repr.: Astor Electronics Pty Ltd, 443 Concord Rd, Rhodes, NSW; 81 Flinders St, Adelaide, SA; 50 Little Edward St, Springhill, Brisbane; 199 Collins St, Hobart, Tasmania; 485 Newcastle Street, Perth, WA.

EMAIL LIMITED, Joynton Ave, Waterloo, NSW, 2017. Phone 69-0411. Telegrams/Cables Email Sydney. Electrical and industrial manufacturers.

Directors: E. G. F. Horne (chrmn), P. H. Finley, E. R. Griffin, Sir Lionel Hooke, Sir Ian Potter, A. Burton Taylor (mng dir), T. L. Webb.

Executives: J. T. Evans, H. Mills, L. S. Tippett (group gen. mngrs), D. C. K. Lawrence (secy).

Divisional general managers: Consumer group: D. J. McNeill (commercial equip.), J. T. Evans (consumer prods — acting), P. J. W. Cottrell (major appliances).

Industrial group: N. N. Creech (air conditioning & refrigeration), R. S. P. Amos (electrical engineer), R. F. Hield (industrial products).

General manager Victorian activities: W. M. Higgins.

Brand names: Westinghouse, Electric, Carmichael, Elcon, Fyrside, Harford, Buzacott, Emmco, Corox, Coleman, Hussmann, Werner, Creamery Package, Dunham Bush, Dell'Orto Chieragatti, Tuttle & Bailey, Thermo King, Marley, Scotsman, Sabroc, Borsig, Weatherwall.

Products: Manufacturer, supply and installation of air conditioning (central plant), packaged air conditioners, industrial refrigeration and water cooling, ice-making machines, cooling towers, Thorma King transport refrigeration. Manufacturers and suppliers of household refrigerators, freezers, laundry equipment, electric and gas ranges, gas stoves, kerosene heaters, coffee makers, domestic and industrial fans, room air conditioners, television and radio receivers suppliers only. Refrigeration cabinets for commercial and supermarket applications, vending machines, drink dispensing equipment, Coleman oil heaters, commercial cooking equipment, automatic door equipment, water coolers and gas hot water appliances and services. High and low voltage switchgear, air filters, ventilation and oil fired industrial heating equipment, industrial dust and air pollution control equipment. Electricity, gas,

water, telephone meters. Corox heating elements, diecasting, automotive electrical components and a variety of industrial products.

Product agencies for labelling equipment, agricultural and pastoral machinery, machine tools, industrial equipment, chemicals, packaging materials and other miscellaneous products.

Subsidiary company provides hire-purchase facilities.

Agencies: NAS (Sydney) Pty Ltd, L. B. Rennie & Partners Pty Ltd, Rickards Advertising Service Pty Ltd, and E. C. Slatter & Peulter Pty Ltd.

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

Directors: John M. Burnett, CBE (chrmn); 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, Victoria (81-0211); 105 Port Rd, Bowden, SA (46-3031); 457 Beaufort St, Highgate, WA (28-2433); 224 Brisbane St, Launceston, Tasmania; 83 Robertson St, Fortitude Valley, Brisbane (51-5271); National Park St, Newcastle (2-3883); 135 Newcastle St, Fyshwick, ACT.

Products: His Master's Voice television and radio sets, radiograms, electrograms, car radios, records; Columbia, Parlophone, Capitol, Decca, London, Liberty records; EMI broadcast and television studio equipment, aerials, electronic products. Robotugs, photo-multipliers, Veroboard, Lectrokit.

ENGLISH SCOTTISH AND AUSTRALIAN BANK LIMITED, The head office 55 Gracechurch-st, London: Aust. admin offices 287 Collins St, Melbourne, 3000 (63-0191); Sydney office, King & George Sts, 2000 (2-0275). Telegrams Elaborate (all States).

Directors: The Rt Hon. Viscount Hampden (chrmn); Rt Hon. Lord Alderham; The Hon. E. L. Baillieu, Sir George Binney, DSO; C. A. W. Dawes, MC; A. D. Marris, CMG; Sir Keith Officer, OBE, MC, LLB, The Rt Hon. Lord Remnant, FCA.

Executives: H. McE. Scambler (gen. mgr), A. L. Eason (sr deputy gen. mgr), J. Jennings, N. C. Westerman (asst. gen. mngrs), K. H. C. Swan (chief mgr NSW).

Company's operations: Trading Bank with Savings Bank operated by ES&A Savings Bank Ltd; hire purchase & finance subsidiary, Esanda Ltd.

Agency: K. M. Campbell Pty Ltd.

State repr.: K. M. Campbell Pty Ltd, 136 Pitt St, Sydney, 2000. Associates: Adelaide, Brisbane, Perth.

ESSO STANDARD OIL (AUSTRALIA) LIMITED, AMP Bldg, Circular Quay, Syd-

ncy, 2000. Phone 2-0557. Telegrams **Esso** Sydney.

Directors: N. Belknap (chrmn and mng dir), J. H. Hamlin (deputy mng dir), E. S. Gangluff, J. F. Kirk, J. D. Langston, J. J. O'Connor.

Executives: V. K. K. Young (secy), M. R. Remfry (mngr for branches), J. L. Burns (sales mngtr), L. E. Stellingwerff (retail sales mngtr), J. L. O'Donnell (advtg mngtr), A. Park (purchasing mngtr), N. Buckley (PR mngtr).

Products: Petroleum.

Agency: Fortune (Aust.) Pty Ltd.

I'state repr.: Branches NSW, Victoria, Queensland, South Australia, Western Australia.

Overseas: Affiliated companies throughout the world.

ETA FOODS PTY LIMITED (see Marickville Holdings).

FAULDING, F. H. & CO. LTD, 13 James Place, Adelaide, SA, 5000. Phone 51-0121. Telegrams, Fauldingco.

Director: W. F. Scammell (manag dir).

Products: Solyptol antiseptic liquid & cream, Solyptol soap & baby powder, Faulding Barrier Cream, Neutrogena, Gard Deodorants, Ascotin, veterinary & ethical products.

Agency: Clem Taylor-O'Brien Pty Ltd.

I/State Repr.: Branches, 249 Chalmers-st. Redfern, NSW (69-2271); 123-129 Lonsdale-st, Melb. (3-2045); 126-132 Barry-pde, Brisbane (2-3051); 313 Murray-st, Perth (21-9111).

FEDERATED PHARMACEUTICAL SERVICE GUILD OF AUST. (NSW) BRANCH, 199 Clarence-st, Sydney. Phone 29-5725.

FELT AND TEXTILES OF AUSTRALIA LTD, 8 Nicholson-st, Melbourne C.2. Phone 32-4111. Telegrams Feltext, Melbourne.

Directors: Sir Robert Webster (chmn), H. W. Rowden (mng dir), L. A. Lochrin, Sir Walter Scott, F. H. Wright, Sir Frank Berryman, K. A. Wills, Sir Ewen Waterman.

Executives: R. I. Oehr (secty), J. P. Ward (PR).

Products: Floorcoverings, felts, plastics, bedding, footwear, wool tops, processed wool, non-woven fabrics, camping goods, rubber underlays and components, clothing.

Agency: Ogilvy & Mather.

I'State Repr.: Phoenix Hse, 32-34 Bridge-st. Sydney (27-4071), telegrams Feltext. **O'Seas:** Felt & Textiles of New Zealand Ltd, 85 Customhouse Quay, Wellington, NZ; Bradfelt Ltd, 84 Grosvenor-st, London, W1 (Mayfair 5561), telegrams Bradfelt, London; Felt & Textiles of Australia Ltd, Graybar Bldg, Suite 2816, 420 Lexington-ave, New York 17, New York, USA, telegrams NY, Viarcatlx 224256 Feltext. Felt & Textiles

(Malaysia) Ltd, 2 Jalan Mountbatten, Kuala Lumpur; Felt & Textiles (Far East) Ltd, Chow House, 140-142 Robinson-rd, Singapore; Pacific Contract International Ltd, Pacific House, 20 Queens-rd, Central Hong K'ong.

FERRIS BROS PTY LTD, 752 Pittwater Rd, Brookvale, NSW, 2100. Phone 93-0221. Telegrams Caradio Sydney, Channelmast Sydney.

Directors: G. I. Ferris (chrmn & mng dir), W. M. Ferris (deputy chrmn & tech. dir), B. M. Dixon (dir), G. M. Holland (dir, prod. & development), F. W. Thomson (dir), T. W. Ferris (dir admin & sales).

Executives: H. W. Jones (assoc. dir, asst mngtr and secy), K. W. Hill (assoc. dir, gen. sales mngtr, Aust.), J. L. Ferris (assoc. dir, factory mngtr), A. E. Earle (assoc. dir, branch mngtr, Brisbane), R. H. Adams (senior project eng.), A. E. Brewer (controller of stores), K. W. Keenan (purch. officer), J. Plunkett (factory cost accountant), Miss E. Pennell (advtg mngtr), R. Rae (NSW branch mngtr), G. E. Mustchin (acct, credit mngtr), C. J. Russell (Vic. branch mngtr).

Products: Ferris fixed and portable car radio receivers, car aerials and accessories, Ferris portable radio receivers, record players, electronic components and equipment. Ferris Marine Products Division: Boat trailers and marine accessories. Marina radio transceivers and accessories. Ferris Industrial Division: Styling and tool design, plastic moulding, diecasting, precision stamping and forming, electroplating. Hot stamping, spray painting. Channel Master TV antennas, accessories, multiple installation and MATV equipment, mast head and distribution amplifiers, rotators. Telecomponents, TV replacement parts, radio and TV coils, transformers chokes, suppliers to industry and servicing organisations, specialised windings and electronic devices.

Branches (sales and service): 752 Pittwater Rd, Brookvale, NSW, 2100 (head office). Phone 93-0221; 167-171 Nicholson St, East Brunswick, Vic., 3057. Phone 387-1899; 11 Curtin Ave, Hamilton Central, Queensland, 4007. Phone 68-4344.

Manufacturer's reprs: Errol Nazer Pty Ltd, Fyshwick, ACT (9-0325); Errol Nazer Pty Ltd, Wagga, NSW (3888); T. Mungall, Rockhampton, Qld (2-4041); F. P. Withford & Son Pty Limited, Townsville, Qld (3444); Tyquin Distributors Pty Ltd, Richmond, SA (57-8153); Stewart Day, Mt Gambier, SA (2-2228).

Resident sales repr.: D. Smith, Orange, NSW.

Warehouse repr.: Eric Cupit Pty Ltd, Newcastle, NSW (61-4776).

Distributors: Tedco Pty Ltd, Perth, WA (21-8221); W. & G. Genders Pty Ltd (Tas.), Launceston (31-2511), Hobart (2-7201), Burnie (830), Devonport (2-1921).

Advertising agency: Murray & Ogle Pty Ltd.

FIBREMAKERS LTD, Canterbury-rd, Bayswater, Vic. Phone 9-0201.

Directors: J. R. Burt (chrnm), N. G. Wilson (mng dir), J. G. Holmes (prod. dir), J. L. Birrell (comm. dir), J. R. A. Glenn, F. P. Johns, H. W. Morris, L. W. Weichhardt.

Marketing Departments: Melbourne office, 95 Collins-st. Phone 63-1121.

Services: "Bri-Nylon" and "Terylene" filament yarns, and staple fibre.

Agency: USP-Benson Pty Ltd — "Bri-Nylon"; Carden Advertising Pty Ltd — "Terylene".

I/state Repr.: Sydney office, 55 Hunter-st (221-1077).

FISONS AUST. PTY LTD, 77 Pacific Highway, Nth Sydney, NSW, 2060. Phone 92-7184. Telegrams Ampogen Sydney.

Directors: E. A. Forsyth, S. C. Phipps, J. W. Ryan, O. G. Williams, Professor C. W. Shoppe, B. M. King, H. J. Blackboro (alternate), K. L. Little).

Executives: S. C. Phipps (mng dir), K. L. Little (co. secy), J. B. Marchant (commercial mngr), A. Dewsbury (pharmaceutical marketing mngr), P. V. Parsons (agricultural technical mngr).

Products: Manufacturers, importers, distributors, of ethical and proprietary pharmaceutical products, agricultural chemicals, industrial chemicals and plastic raw materials.

Agency: Goldberg Advertising, Sydney.

I/state repr.: All matters to be referred to Sydney office.

O'seas repr.: Fisons Limited, International Division, 9 Grosvenor St, London, W1, England.

FORD MOTOR CO. OF AUST. LTD, 1724-1743 Sydney Rd, Campbellfield, Victoria, 3061. Phone 359-0211. Telegrams Austroford Melbourne.

Directors: W. O. Bourke, W. L. Dix, J. J. Prendergast, B. S. Inglis, B. L. Burton, K. E. Scott, R. Stevenson, H. E. Jones, K. A. Horner.

Executives: W. O. Bourke (mng dir), K. A. Horner (dir of marketing), B. S. Inglis (dir of mngf and supply), J. J. Prendergast (dir of product development), W. W. Dix (dir of finance), B. L. Burton (dir of purchasing).

Products: Automotive manufacturer, Galaxie, Falcon, Fairlane, Cortina.

Agency: Walker, Herbert & Gamlin Pty Ltd.

FORD SHERINGTON LIMITED, 119 Kippax St, Sydney, 2000. Phone 211-2644, and 119 Vanessa St, Kingsgrove, NSW. Phone 50-0461. Telegrams Globegoods, Sydney.

Directors: R. Moore (chrnm), W. G. Sherington (mng dir), F. H. Sherington, C. A. Sherington, W. J. Mitchell, B. B. Sherington.

Executives: B. B. Sherington (gen. mngr), F. H. Sherington (secy).

Products: Globite, Fordite, Regal, Airway Travel Goods.

Agency: F. P. Leonard Advtg, Sydney.

I/State Repr.: Branches Bris., Melbourne. **O'seas:** W. A. Sparrow & Co. Ltd, London, Eng.; Ford Sherington Pty Ltd, Port Elizabeth, Sth Africa.

FOWLER, D. & J. (AUST.) LTD, 14 King William St, South Australia, 5000. Phone 51-2191 (6 lines). Telegrams Fowlerlion.

Directors: D. M. Fowler (chrnm), J. Churchill Smith, R. E. A. Dixon, G. H. A. Freear, E. G. Church.

Executives: D. M. Martin (gen. mngr), E. G. Brown (secy, Aust.), L. J. Plumb (secy, London). Members of local boards F. G. Saxby, A. J. B. Wills, L. W. Ladner.

Products: Grocery manufacturers "Lion", "Amgoorie", Alola, Waverley.

Agency: Clem Taylor O'Brien Pty Ltd.

I/state repr.: All States except Northern Territory.

Overseas: London.

FOY & GIBSON LTD, 246 Bourke-st, Melbourne, Vic. Phone 3-2040. Telegrams Gibsonia, Melbourne.

Directors: Sir Frank Richardson (chrnm), A. J. Thomas, L. G. Atyeo, R. S. Crow, J. F. Mahoney, J. E. Merrilles, A. Houghton, K. Nall.

Executives: Sir Frank Richardson (chrnm), A. J. Thomas (mng dir), F. A. Houghton (joint mng dir), T. J. Watts (advtg mngr).

Company's operations: Department store chain.

Agency: Richardson-Cox.

Branches: Foys (Pahran, Collingwood, Chadstone, Northland, Vic.); Bright & Hitchcocks (Geelong, Vic.); Foy-Bilsons (Colac, Vic.); Myers (Bendigo, Vic.); Morsheads (Ballarat, Vic.); Partons (Dandenong, Vic.); Bowrings (Mildura, Vic.).

F.R.S. SPRINGS PTY LTD, 89-113 Gow-st, Padstow, NSW, 2211. Phone 70-0611. Telegramme Fris.

Directors: D. S. Henderson (chrnm), H. Henderson, J. G. Henderson, F. Henderson, S. Cutts, J. Rebbeck, C. Collingwood.

Executives: J. N. Iddles (NSW mngr), N. Ballantyne (Vic. mngr), R. McCann (sales and advtg mngr), E. Moffatt (acct).

Products: Cozee innerspring mattress, Restonic spiral and Frisco mesh-top spring bases, FRS mattress support, Holdfast spring washers, upholstery, tension, torsion and compression springs, spring seating. Wire workers and weavers, metal work tubular beds and cots.

Agency: Thomson, Porritt, Partner.

I/state Repr.: Branch, Vic.; A. D. Parkinson, Perth; Trend Furniture Co. Pty Ltd, Brisbane.

GALLAHER INTERNATIONAL (AUSTRALIA) LIMITED, 331 Victoria Rd, Rydal-

mere, 2116, PO Box 123, Ermington, 2115. Phone: 638-0221. Telegrams Galintobac, Sydney.

Products: Cigarette manufacturers.

Agencies: Rodgers Holland Everingham Pty Ltd, Pritchard Wood Quadrant Pty Ltd, Grey Advertising Pty Ltd.

I'state repr.: Branches Queensland, Western Australia, South Australia, Victoria, Tasmania.

O'seas repr.: Head office — Gallaher Limited, London.

GAS AND FUEL CORP. OF VICTORIA, 171 Flinders St, Melbourne, 3000. Phone 63-0391. Telegrams Gafcor.

Directors: A. E. Chadwick (chmn), Sir Walter Bassett, R. E. P. Stafford, Sir Robert Knox, Sir Frank Selleck, F. G. B. May, F. J. Sweeney.

Executives: J. A. Madsen (gen. mngr), G. E. Barrow (chief tech. mngr), L. G. F. Leckie (mngr commerce), J. M. Shaw (chief eng.), C. M. Allan (secty), B. McLeish (mngr ops.), W. A. Reid (mngr sales).

Products: Piped gas, coke, tar, wash oil, ammoniacal liquor and crude benzol. Distribution of Heatane gas.

Agencies: Foote, Cone & Belding Pty Ltd, Melbourne (piped gas); Paton Advtg Svce Pty Ltd, Melbourne (Heatane-gas).

G.E.C. (AUSTRALIA) PTY LIMITED, 104 Clarence St, Sydney, 2000. Phone 2-0277. Telegrams Britishgeneral.

Directors: R. N. Millar (chrnm), R. T. Sartain (mng dir), C. Drabble, W. H. Thornton.

Executives: K. C. Bowering (gen. sales), R. J. Edwards (advtg mngr).

Products: GEC electric ranges and domestic appliances. Osram lamps and tubes. Xpelair extract fans. Woods industrial fans. Domestic and commercial refrigeration. Commercial cooking, heating and ventilation equipment. Electronics and communication equipment. Heavy electrical plant and power station equipment. Wire and cable, contractors' supplies, lighting fittings, telephones & equipment, electric motors, oscillating and desk fans.

Agencies: USP-Benson (NSW) Pty Ltd, Murray Evans Advtg Pty Ltd.

I/State Repr.: Branches all States. O'seas: The General Electric Co. Ltd, London.

GENERAL MOTORS-HOLDEN'S PTY LTD, Fishermen's Bend, Port Melbourne, Vic., 3207. Phone 64-0331. Telegrams Gemotaustr.

Managing Director: Max E. Wilson.

Products: Holden, Holden Torana, Chevrolet, Pontiac cars, Bedford and Holden commercial vehicles. Frigidaire refrigerators and other domestic appliances, Euclid earth-moving equipment. Nasco parts and accessories, Idec diesel equip., bearings.

Agencies: George Patterson & USP-Benson.

I/State Repr.: Branches all mainland States. O'seas: General Motors O'seas Operations, New York USA, & throughout world.

GILLETTE (AUSTRALIA) PTY LIMITED, Princes Highway, Noble Park. PO Box 223, Dandenong, Vic., 3175. Phone 546-3333. Telegrams Gilrazor, Dandenong, Vic.

Directors: R. J. Sullivan (mng dir), Wm H. Clay Jnr (deputy mng dir), L. Irving (marketing dir), K. R. Oxenbould (financial dir).

Executives: J. L. Miers, D. A. Foster M. Paine (brand mngrs), J. A. Woolcott (sales mngr), E. R. Tomlin (market research mngr), D. Curlewis (market development mngr).

Products: Gillette Razors, blades & shaving brushes, Foamy Shaving Cream, Answer Deodorant, Toni & Prom Home Perm. Kits, White Rain Lotion Shampoo, Tame Creme Rinse, Dippity-Do, Paper: Mate Pens.

Agency: George Patterson (Melb.).

I/State Repr.: Branches Sydney, Brisbane, Perth, Adelaide. O'seas: Companies throughout the world.

GIRGARRE CHEESE CO. PTY LTD, 177 Victoria Pde, Collingwood, Victoria, 3066. Phone 41-7087. Telegrams Girgar, Melbourne.

Directors: T. W. Crothers (chmn), W. B. Crothers (mng dir).

Executives: J. L. Patten (asst to mng dir), M. E. Buff (secty), K. J. Brannan (sales mngr).

Products: Cheese (mngf, packing, dist).

Agency: NAS (Melbourne).

I/State Repr.: Producers' Co-op. Distributing Soc. Ltd, Melbourne, Sydney, Brisbane. SAFU Ltd, South Aust. Watson Foods Pty Ltd, Western Aust.; European Food Wholesalers Pty Ltd, Perth, WA; A. C. Ferrall Pty Ltd, Launceston, Tas.; Strath Foods, Adelaide, SA.

GLAXO-ALLENBURYS (AUSTRALIA) PTY LTD. Head office, 23-47 Villiers-st, North Melbourne, 3051. Phone 30-2851. Telegrams Glaxallex, Melbourne.

Executives: G. G. Hunt (mng dir), G. E. V. Rowe (sales dir), J. McAllester (tech. dir), W. G. Matheson (secty).

Operations: Manufacturers of infant foods, pharmaceutical preparations and surgical equipment.

Agency: Rickards Advertising Service, Melbourne.

GLAZEBROOKS PAINTS & CHEMICALS LTD, 269-297 Williamstown-rd, Port Melbourne, Vic., 3207. Phone 64-1531. Telegrams Permoglaze, Melbourne.

Directors: R. E. Purves (chrnm), J. C. Farrin Webb (dep. chrnm), A. S. Storey, S. J. B. Asprey, E. E. Jarvis, R. D. Taylor.

Executives: R. D. Taylor (gen. mngr),

B. W. J. Pashby (secy), G. D. Brown (sales mngr).

Products: Tanox super gloss paint, Perno-glaze enamels, Spred Satin, and Spred Glide-On Latex paints, industrial coatings.

Agency: Arthur Smyth & Sons Pty Ltd.

GLO-WEAVE PTY LTD, 234 Brunswick St, Fitzroy, Melbourne, Vic., 3065. Phone 419-1600.

Directors: S. Same (mng dir).

Executive: M. W. Lockwood (sales dir).

Products: Glo-Weave men's and boys' shirts, Lady Manhattan blouses.

Agency: John Clemenger Advertising.

GODFREY PHILLIPS INTERNATIONAL PTY LTD, 111-193 Wellington St, Collingwood, Victoria, 3066. Phone 41-1121, 41-7461. Telegrams Godphillip.

Directors: Sir James Tait, QC, C. M. Paynter, J. L. Fisher, D. L. Smith, FCA, H. Hurley.

Executives: C. M. Paynter (mng dir), J. L. Fisher (prod. dir), D. L. Smith (finance dir), H. Hurley (sales and leaf dir), K. N. Nice (secy), W. N. Spears (advtg mngr).

Products: Tobacco manufacturers, cigars — Viscount, Kent, Albany, Silver King, Tobacco — Black and White, importers of Willem II cigars and Four Square tobacco.

Agencies: John Clemenger Pty Ltd, Walker Herbert & Gamlin Pty Ltd.

I/state repr.: Sales branches in Sydney, Melbourne, Brisbane, Adelaide, Perth and Launceston.

GOLDBERG INTERNATIONAL PTY LTD, 105 Clarence St, Sydney, 2000. Phone 29-2041. Telegrams Footwear.

Product: Footwear.

GOLDEN CIRCLE CANNERY, THE, Earnshaw Rd, Northgate, Qld, 4013. Phone 60-5151. Telegrams Growcan.

Directors: J. S. Fullerton (chmn), B. Flewell-Smith, W. Fullerton, E. L. Henzell, J. F. S. Brown, J. McKee, R. L. Baker.

Executives: J. F. S. Brown (mng dir), N. E. Thygesen (asst mngr).

Products: Golden Circle canned fruit.

Agency: Merchandising Publicity.

I/state Repr.: All States. O'seas: C. R. Cassels, 'Thatchwick', Woodland Drive, East Horsley, Surrey, England.

GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LIMITED, THE, 4-16 Yurong-st, Sydney. Phone 31-0511. Telegrams Goodaust.

Directors: J. P. Miles (vice-chmn & mng dir), S. H. Buzby (sales dir), J. D. Tuttle (finance dir), L. T. Ostergren (prod. dir).

Executives: W. I. Diery (sales mngr), T. M. Hague (merch. mngr), J. A. C. Thompson (advtg dept mngr), R. A. Hardy (indus-

trial prod. sales mngr), A. Maurice (gen. mngr retail stores), T. W. Willis (tyre & tube sales mngr), J. R. Wallace (mngr, special products), J. Godwin (mngr, aviation products).

Products: Goodyear tyres, tubes, batteries, retread materials, accessories, aviation and industrial products.

Agency: Geo. Patterson Pty Ltd.

I/state Repr.: Branches, all States. O'seas: Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

GOYA/DECORE DIVISION of Reckitt & Colman Pty Ltd, 44 Wharf-rd, West Ryde, NSW, 2114. Telegrams Reckitts Sydney. Phone 85-0122.

Products: Goya, Decore, Cedar Wood.

Agency: Paton Hughes Pty Ltd (Goya, Cedar Wood), J. Walter Thompson Aust. Pty Ltd, Sydney (Decore).

I/state repr.: Branches, Ferntree Gully-rd, Clayton, Melbourne; Kitchener-st, Kedron, Brisbane; Ash Ave, Clovelly Park, Adelaide; 382 South St, O'Connor, Perth.

GRAMP, G. & SONS PTY LTD, 284 Carlington-st, Adelaide. Telephone 23-1102. Telegrams Orlando, Adelaide.

Directors: R. A. Gramp, S. D. Gramp, C. R. Gramp, K. J. Gramp, J. R. Sabine, C. Lawson.

A/sian sales manager: D. A. Everard.

Operations: Wine & brandy makers & distributors.

I/State Repr.: Branches Sydney, Melbourne, Perth, Brisbane. Agencies, Tasmania. O'seas: Agencies in the UK, Canada, USA, West Indies, NZ and Pacific.

Agencies: Martin, Kinnear Neate, Pty Ltd and Insight Pty Ltd.

GROSBY SHOE CO. PTY LTD, 371-403 Flemington Rd, North Melbourne, Vic., 3051. Phone 30-2651. Telegrams Grosliip.

Directors: N. Grosby, R. Grosby.

Products: Casual footwear and slippers, Airfoams, Gripall, Zeolite, Knitwits, Bootniks, Spatniks, Weekenders, Shipmates, Trendsetters, Debuteens, Stilletoes, Beachmates, Grosby.

Agency: Foote, Cone & Belding.

I/state repr.: R. J. Hastings Pty Ltd, 8 Firth St, Arncliffe, NSW (599-1155); F. L. Charters & Co. Pty Ltd, 135 Merivale St, Sth Brisbane, Qld (4-1951); J. Heighway (WA) Pty Ltd, 263 Hay St, Subiaco, WA (8-1565); George P. Nichols Agencies, 117 First Floor, Edments Bldg, 38 Gawler Place, Adelaide, SA (23-5126); J. Heighway Pty Ltd, 70-72 Hoddle St, Abbotsford, Vic. (41-4131).

HAGLEY, GEORGE PTY LTD, 7 Keele-st, Collingwood, Victoria. Phone 41-2237.

HAMILTON'S EWELL VINEYARDS PTY LTD, Bowmans Building, 73 King William-st, Adelaide, South Australia. Phone 51-5387.

HANIMEX PTY LIMITED. Head office, Sydney. Phone 93-0321. Telegrams Hanimex (all States).

Directors: A. W. Uther (chrnm), J. D. Hannes (mng dir).

Products: Hanimex, Siemens, Perutz, Praktica, Sekonic, Sankyo, Durst, Wotan, Schian-sky, Fuji, Toshiba, Pako, Houston Fearless.

Agency: Jackson Wain & Co. Pty Ltd.

I/state Repr.: Hanimex offices & warehouses in Sydney, Melbourne, Brisbane, Adelaide, Perth and Launceston. **O'seas:** Hanimex (UK) Limited, Hanimex (NZ) Limited, Hanimex (USA) Limited and in Japan, Berlin and Toronto, Canada.

HANRO (AUST.) KNITTING MILLS LTD, Hargreaves-st, Bendigo, Vic. Phone Bendigo 3-0241. Telegrams Benknit.

Directors: Alex Brown, T. C. Wilkinson, H. Hattersley, A. H. Grundy, N. Hill, H. D. T. Williamson, A. R. Guy.

Executives: Alec Brown (mng dir), A. N. Weatheritt (secy).

Agency: Norman Smith Advertising Services.

Products: Hanro ladies' knitted underwear, ladies' knitwear, men's knitted outerwear.

I/state repr.: 110 Trennery Cres., Abbotsford, NSW; G. Heithersay & Son Ltd, Adelaide; J. Seymour, Perth; Claude Jacobs, Brisbane; J. P. McLeod, Hobart, Dover, Sydney.

HARDBOARDS AUSTRALIA LIMITED, Goldfields House, 1 Alfred St, Sydney, 2000. Phone 27-9501. Advtg & sales prom. dept: 120 Dunning Ave, Rosebery, NSW, 2018. Phone 67-2221.

Promotions manager: T. J. Borver.

Operations: Manufacturing and marketing of hardboards, softboards and mineral fibre products.

Agencies: Rodgers Holland Everingham Pty Ltd, NAS (Sydney), NAS (Melbourne).

I/state repr.: Offices all States.

HARDIE, JAMES TRADING CO. PTY LTD, 9-25 Commonwealth-st, Sydney, NSW. Phone 2-0921.

THOMAS HARDY & SONS PTY LTD, Tintara Winemakers and Brandy distillers. Tintara Hse, 2-8 Henley Beach Rd, Mile End, South Australia, 5031. Cables OOMOO Adelaide. Telegrams Tintara Adelaide. Phone 57-8041.

I/state repr.: Sydney, 223-225 Liverpool St; Melbourne, 69-71 Flemington Rd, Nth Melb.; Launceston, 17-19 Frederick St.

HEALING APPLIANCES, regd offie: 167 Franklin St, Melbourne, Victoria, 3000. Phone 30-0281. Telegrams Healing. Branches: Sydney, Brisbane, Adelaide, Perth, Launceston, Hobart and most large country centres.

Directors: K. G. Healing (chrnm), T. G.

Edgar, CBE (mng dir), D. J. McLean, G. T. Atkinson, B. R. Marshall.

Executives: W. E. Bentley (gen. mgr), L. G. Scott (national sales prom. mgr).

Operations: Manufacturers and marketers of Healing brand name television receivers, radio receivers, radiograms, record players.

Agency: W. B. Lawrence & Partners Pty Ltd, Sydney.

HECLA ELECTRICS PTY LTD, 696 Chapel St, Sth Yarra, Victoria, 3141. Phone 24-4221. Telegrams Heclafires.

Directors: R. J. Marriott, J. F. Coyne, A. H. Etherington, D. J. Fagan, E. K. Sinclair, F. H. Wright.

Products: Hecla electrical heating, cooking appliances and electric blankets.

Agency: Paton Hughes Pty Ltd.

I/state Repr.: Hecla Electrics (Sydney) Pty Ltd, Sydney; K. H. Dore & Sons, Brisbane; Medhursts Wholesale Ltd, Hobart & Launceston; Brown & Dureau Ltd, Perth; and in SA, four distributors, Gerard & Goodman Ltd, Newton McLaren Ltd, Harris Scarfe Ltd, Colton, Palmer & Preston Ltd.

HEINZ, H. J. CO. AUSTRALIA LTD, Princes H'way, Dandenong, Victoria, 3175. Phone 792-0631. Telegrams Heinzco, Dandenong.

Directors: F. V. Kellow (mng dir), L. S. Crowe (dir operations), K. B. Wood (dir finance), D. Robinson (comptroller), R. W. Spicer (dir development), E. W. Barr (dir marketing and sales).

Products: Packaged foods.

Agencies: USP-Benson, Grey Advertising.

I/state branch offices: 644 Parramatta Rd, Croydon, NSW, 2132; 22-24 Doggett St, Fortitude Valley, Qld, 4006; 222 Torrens Rd, Croydon Park, SA, 5008; 588 Hay Street, Subiaco, WA, 6008.

O'seas: H. J. Heinz Co., PO Box 57, Pittsburgh, Pennsylvania, 15230, USA.

HEMINGWAY ROBERTSON INSTITUTE, Bank Hse, Bank Place off 410 Collins St, Melbourne, Vic., 3000. Phone 60-1671. Telegrams Hemway.

Directors: R. W. Robertson (chrnm & mng dir), J. R. Marriott.

Australian marketing manager: J. R. Marriott.

Operations: Professional tutors.

Agency: Laurie Sommers and Warden Advertising.

HENDERSONS FEDERAL SPRING WORKS PTY LTD, Alfred-st, North Melbourne, Vic., 3051. Phone 30-2411.

Directors: D. G. Henderson (chrnm), J. G. Henderson, F. C. B. Henderson, H. R. Henderson, C. Collingwood, G. R. Cutts, R. E. Rebbeck.

Products: Springs, forgings, engineering, caravan parts, mattresses, seats, shock

absorbers.

Agency: Carden Advtg Pty Ltd.

HERTZ OF AUSTRALIA LTD, 66 William St, Sydney, 2000. Phone 333-041. Telegrams Hertzcars.

Sydney directors: E. P. Simpson, T. J. Preece, J. M. Maitland.

Executives: J. J. Preece (mng dir), J. M. Hammond (sales mng), J. B. Russell (acctnt).

Services: Rent-A-Car, Rent-A-Truck — Van rentals — leasing of cars and trucks.

Agency: Jackson Wain, Sydney.

Istate repr.: All States.

O'seas: Hertz World-Wide.

HESTIA BRASSIERE CO. PTY LTD, 38 George-st, Burwood, NSW. Phone 74-1263, 74-8912.

HILLCASTLE PTY LTD, 343 Little Collins-st, Melbourne, Victoria. Phone 67-5927.

HILLS INDUSTRIES LIMITED, 944-956 South Rd, Edwardstown, SA, 5039. Phone 53-5391, 53-2222. Telegrams Hilshoists.

Directors: R. D. H. Ling (chrnm and mng), F. Gregory, J. K. Powell, G. M. Wright, F. B. Sims, S. F. O'Donnell, F. W. Vincent.

Associate directors: M. A. Smith, P. J. Donnelly, R. A. F. Sledge, D. F. King, I. K. Adamson.

Executives: R. D. H. Ling (chrnm and mng dir), J. K. Powell (financial dir), G. M. Wright (marketing dir), F. W. Vincent (technical dir), R. Aston (secy), P. J. Donnelly (accountant), W. J. Duffy (supply mng), O. J. Buckman (export), I. K. Adamson (TV dir), J. G. Garlick (advtg).

Products: Rotary and folding clothes lines, television antennae and towers, laundry and playtime products, steel tubing; Telefix television receiver maintenance service, Courier 2-way radios and electronic control systems; industrial and domestic fencing, galvanising, electroplating, plastic moulding, aluminium alloy die-casting, printing.

HILTON CORPORATION LTD, 480 Albion-st, Brunswick West. Phone 36-5251. Telegrams Hiltonco, Melbourne.

Products: Hosiery, lingerie, Slipons.

HOLBROOKS PTY LTD (see Reckitt & Colman Pty Limited).

HOLDENSON & NIELSON MARKETING PTY LTD, 95-113 Cecil St, Sth Melbourne, 3205. Phone 69-6602. Cables Holdenson Melbourne.

Member of the Petersville group.

Executives: F. Klopstein (gen mng), R.

W. Shaw (marketing mng).

Products: Dairy produce manufacturers, Peters & Iceberg Butters, Peters Yoghurt, Cottage Cheese, Sour Cream, Iceberg Cheddar Cheese, Milk Powders, Casein.

Agency: John Clemenger Pty Ltd.

HOLEPROOF LTD, 204 Sydney Rd, Brunswick, Victoria, 3056 (38-4101). Telegrams Holeproof Melbourne.

Directors: G. G. Foletta, A. G. Staley, A. G. Eastwood, Sir Norman Martin, Sir Alexander Fitzgerald.

Executives: A. G. Eastwood (mng dir), J. R. Whitmore (gen. mng, marketing), B. J. Meaney (assistant gen. mng, marketing).

Products: Hosiery, lingerie, men's, women's and children's socks and casual footwear, men's and boys' shirts and pyjamas, men's, women's and children's underwear, boys' schoolwear.

Agencies: Grey Advertising, Aldwych Advertising, Carden Advertising.

Istate repr: Holeproof Limited, 111 York St, Sydney, NSW; Holeproof Limited, 240 Queen St, Brisbane, Qld; 45 Grenfell St, Adelaide, SA; 39 William St, Perth, WA; 71 Murray St, Hobart, Tasmania.

L. J. HOOKER INVESTMENT CORP. LTD, Hooker Hse, Angel Place, Sydney. Phone 20-367. Telegrams Hookco.

Directors: L. J. Hooker (chrnm), G. S. E. Newell (dep. chrnm), D. H. B. Adams, J. K. Campbell, Sir Arthur Fadden, W. V. Lightfoot, J. D. Murchison, Sir Neil O'Sullivan, E. J. Walker. Alternate directors: N. F. Henwood, J. B. Agnew, D. E. Halsted, N. R. Pulver, F. W. Millar.

Chief general manager: J. K. Campbell.

Operations: Real estate agency, hotels, pastoral, commercial and home building, land development, landtrusts, investments.

Agency: Insight Pty Ltd.

O'seas Repr.: Amsden, Cossart & Wells, London; Joseph P. Day, Inc., New York; Joseph Laronge Inc., Cleveland, Ohio and Edward A. Bolles, Honolulu, Hawaii, USA.

HOOVER (AUSTRALIA) PTY LTD, Cnr Rotheray-ave & Belmore-st, Meadowbank, NSW, 2114. Phone 80-0301. Telegrams Hooverall.

Directors: P. C. Raphael (mng dir), P. J. Goodman (marketing dir), J. Halifax (works dir), W. M. Hodgins (finance dir), P. C. Boon, F. A. Buttner, J. W. Young, A. H. L. Gibson.

Executives: J. P. Flemming (field sales mng), J. Halifax (works dir), W. M. Hodgins (finance dir), M. L. Byrne (merchandising mng), V. G. Saunders (tech. service mng).

Products: Hoover cleaners, washing machines, polishers, steam irons, heaters.

Agency: Lintas.

I/State Repr.: Hoover branch, Vic., SA.

Qld, WA, Tas. O'seas: Branches throughout the world.

HOPE, CHARLES & CO., Kingsford Smith Drive, Eagle Farm, Brisbane, Qld, 4007. Phone 68-1071. Telegrams Hopespring, Brisbane.

Products: Garnite polythene pipe, Panelyte, Malemine laminate, Truwood veneer laminate, Verti-Board Melamine particle board, Verti-Ply polyester ply, Engel containers & plastic packaging.

Agency: USP-Benson (Qld) Pty Ltd.

I/State repr.: Charles Hope & Co., NSW (43-4267); Victoria (41-7231); SA (8-5363); WA (23-3051).

HORLICKS PTY LTD, 103 Alexander-st, Crow's Nest, NSW, 2065. Phone 43-6111. Telegrams Horlick Sydney.

Subsidiary Company: Airwick Pty Ltd.

HOUGHTON & BYRNE PTY LTD, 225 George St, Sydney, 2000. Phone 27-1542. Telegrams Kilpest.

Directors: T. E. Daniel (chrmn), R. V. Pfeiffer, J. R. Rolle, J. A. Wright.

Executives: J. A. Wright (gen. mngr), F. H. Knowles (secy), G. M. Mitchell (service mngr), J. H. Cross (sales mngr).

Services: Pest control services and products.

Agencies: Willmott Advertising Pty Ltd, W. B. Lawrence Advertising Service Pty Ltd.

I/State repr.: Queensland, Victoria, South Australia, Western Australia, NT, ACT.

HUDNUT, RICHARD, PTY LTD, 10-28 Biloela-st, Villawood, NSW. Phone 72-0461. Telegrams Quickpill.

Managing director: C. B. Bray.

Executives: W. P. McCarthy (mngr), P. Lyon (sales mngr), B. Pledge, R. King, B. Whiting (brand mngrs), J. Eades (plant superintendent), R. T. Ashfield (secy).

Products: Richard Hudnut Hair Beauty preparations, Gemey and Three Flowers cosmetics, Polycolor hair cosmetics.

Agency: Jackson Wain & Co. Pty Ltd.

I/State repr.: All States O'seas: Richard Hudnut, Morris Plains, New Jersey, USA.

HUNTER DOUGLAS LIMITED, 338 Victoria Rd, Rydalmere, NSW, 2116. Phone 638-0199. Telegrams & Cables, Huntudug.

Directors: H. H. Sonnenberg, Steven Rich, A. C. Pond, A. J. Young, Sir Frank Meere.

Executives: A. C. Pond (mng dir), A. J. Young (ops dir), K. Taylor (mfg mngr), C. L. Stewart (secy, controller), G. M. Pynn (mngr, market development and public relations), I. C. Iverson (mngr, Shademaster div.), D. E. Schahinger (mngr, Cordex Pty Ltd), I. F. James (mngr, building products div.).

Operations: Manufacturer of components for venetian blinds, awnings, insect screens,

roller shades, aluminium siding and cord and twines. Brand names: Luxaflex, Shademaster, Mello-Lite, Adornay, Cordex, Permalum.

I/State Repr.: Branches all States. O'seas: Hunter Douglas International Corp., 66 Madison-ave, New York, USA.

HUNTER PRODUCTS PTY LTD, 8 Bute St, Footscray, Vic., 3011. Phone 68-6091. Teleg. Oxppl.

Directors: L. D. Hunter, Snr. (gov. dir), L. D. Hunter, Jnr. (mng dir), A. T. Hunter (gen. mngr), V. K. Hateley, M. L. Hunter, B. A. Hunter, D. R. Wilson.

Products: Janitor, Time Quick Starch, Lavendola.

Agency: Stewart-Cowcher.

I/State Repr.: Branches all States.

ILFORD (AUST.) PTY LTD, 214-216 Wilmoughby Rd, Crow's Nest, NSW, 2065. Phone 43-0301. Telegrams Ilfordaust.

Director: W. J. Kemp (mng dir).

Executives: K. B. Davis (sales mngr), W. A. Trickett (secy), A. R. Tigwell (mngr for NSW).

Products: Ilford cine and photographic materials, chemicals.

I/State repr.: Branches all States.

IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED, 1 Nicholson St, Melbourne, Vic., 3000. Phone 32-0201.

Products: Ammunition, explosives, metals, slide fasteners, synthetic ammonia, general, indust. and agric. chemicals, pharm. and vet. products, alkalis, salt dyestuffs, plastic films, plastics, rubber chemicals, fertilisers, organic pigments, silica-alumina catalysts.

I/State Repr.: Branches, 69 Macquarie-st, Sydney, PO Box 3582 (2-0525); 363 Adelaide-st, Brisbane; 171 St George's-tce, Perth; 19 Paterson St, Launceston; 24 Sutton Tce, Marleston, SA; 10 Barrack St, Hobart; 432-438 Hunter St, Newcastle. O'seas: ICI companies throughout the world.

INGLIS (PTY) LTD, 61 Sussex-st, Sydney, NSW. Phone 29-7421.

INNOXA PTY LTD, Old Pittwater-rd, Brookvale, NSW. Phone 93-0385.

INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD, 400 Pacific Highway, Crows Nest, NSW, 2065. Phone 43-2121. Cables Intertext.

Directors: W. R. Gresham (mng dir.), G. W. Anley (secy), J. Alexander, M. H. Kellerman (principal).

Service: Home study instruction by mail.

Agency: Jackson Wain & Co. Pty Ltd.

I/State Repr.: Branches, all States, Aust.

& NZ. O'seas: ICS Ltd, London, Eng.; ICS World Limited Inc., Scranton, USA.

INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY LTD, 171-205 City Rd, South Melbourne, 3205. GPO Box 4305, Melbourne. Phone 62-0261. Telegrams, Harvester, Melbourne.

Works: Dandenong, Geelong, Port Melbourne, Victoria.

Products: McCormick International Tractors & Farm Equip., International Trucks. International construction and industrial equip.

I/State Repr.: District offices in capital cities.

INTERNATIONAL HOME PRODUCTS (AUST.) PTY LTD, 42-58 Princes Highway, St Peters, NSW, 2044. Phone 51-5165. Telegrams, Kolynos Sydney.

Products: Autobrite, Easy-Off Glass Cleaner, Sponge cloths, oven cleaner, Easy-On Spray Starch, XLO Kloths, Fiesta Bleach, Bluo, Nifty Kate Mits Steelo, Three-In-One Oil, Queen Bees Wax.

Pharmaceuticals: Anacin, InfraRub, Neelo, Preparation H. Kolynos Toothpaste.

Agencies: George Patterson, Insight.

JAMES STEDMAN HENDERSON'S SWEETS LTD, Sweetacres, Rothschild-ave, Rosebery, NSW, 2018. Phone 663-2381. Telegrams Sweetacres.

Directors: R. Moore (chmn), H. B. Giles (gen. mngr), R. S. Goward, R. G. Costin, F. W. Court.

Executives: D. M. Cross (secy), B. G. Barr (sales mngr).

Products: Confectionery & chocolates.

Agency: Willmott's Advtg.

I/State Repr.: The Nestle Co. (Aust.) Ltd, all States. O'seas: Factory, Auckland, NZ.

JANTZEN (AUSTRALIA) LIMITED, Parramatta-rd, Lidcombe, NSW. Phone 648-2041. Telegrams Jantzen, Sydney.

Directors: N. Routley (chrmn), J. N. Walker (mng dir), H. Arthy, W. F. Strange (finance dir), A. D. Blain, G. D. Ruby.

Executives: B. A. Steward (secy), P. L. Smith (sales mngr), A. D. Blain (marketing dir).

Products: Jantzen swimwear, Sun-clothes knitwear, slacks, skirts.

Agency: Jackson Wain.

JASOL CHEMICAL PRODUCTS PTY LTD, 166 Main North Rd, Prospect, SA, 5082. Phone 65-9076. Telegrams Losaj.

Directors: F. E. G. Edwards (chairman), J. A. Gleeson (gen. mngr).

Products: Antiseptics, disinfectants, liquid soaps, cleaners, insecticides, detergents. Aerosol Packing.

Agency: Byrne Advertising Pty Ltd.

A. V. JENNINGS INDUSTRIES (AUST.) LTD, 43 King Rd, Hornsby, NSW, 2077.

Phone 47-0251.

Executives: NSW Homes Division, R. Blair (mngr), D. Orr (sales mngr).

Product: Homes.

Agency: Berry Currie Advertising (NSW) Pty Ltd.

JENYNS PATENT CORSET PTY LTD, THE, 194-208 Melbourne-st, South Brisbane, Qld, 4101. Phone 4-6011. Telegrams Corsets, Brisbane.

Directors: H. C. Jenyns (mng dir), K. J. Bain (secy), R. G. Jenyns, K. H. W. Jenyns, G. M. E. Offncr.

Products: Jenyns surgical corsetry, Materna Lady maternity foundations, Goddess fashion foundations, Triumph fashion foundations, lingerie, swimwear.

Agency: Jones Knowles Advertising.

I/State repr.: Jenyns Patent Corset Pty Ltd, Sydney sales office, 125 York-st (29-1384); Jenyns Patent Corset Pty Ltd, Melb. sales office, 256 Flinders-st, Melbourne (63-4033); G. Donaghy & Co., 19 Austin-st, Adelaide (8-4679); J. V. Gracey & Co., J. V. Gracey & Co., Bon Marche Arcade, Barrack-st, Perth, WA (23-3186); M. J. Radonic, 28 Criterion-st, Hobart, Tasmania (3-1520).

JOHNSON & JOHNSON PTY LTD, 200 North York St, Sydney, NSW, 2000. Box 3331, GPO. Phone 27-2501. Telegrams Zoplast Sydney.

Directors: W. H. Northam (chrmn), R. B. Crawford (mng dir), R. A. Walters (gen. mngr), W. J. Allman, T. B. Alexander, R. A. Bowie, C. H. Bull, A. J. Murray, W. B. Northam.

Products: Johnson's baby products, Tek toothbrushes, Band-aid brand adhesive bandages, personal products, surgical dressings.

Agencies: Willmott Advertising, O'Brien Advertising, Rodgers Holland Everingham.

I/State repr.: Branches all States.

JOHNSON, S.C., & SON PTY LTD, 39-47 Mentmore Ave, Rosebery, NSW, 2018. Phone 663-0581.

Directors: G. O. Potter (mng dir), D. Wilson, H. C. Higson, N. H. Routley, H. F. Johnson, H. M. Packard, R. F. Farley.

Executives: T. G. Strover (marketing), D. H. Cartledge (secy), P. M. Roache (advgt).

Products: Johnson's Wax, Pledge, One Go, Stride, Glo-Coat, Durosil, One Step, Favor, Pronto, and full range commercial cleaners & polishers.

Agency: Jackson Wain & Co. Pty Ltd.

I/State Repr.: Branches all States. O'seas: Agencies throughout world.

KAY CORPORATION LIMITED, 449-457 Swanston St, Melbourne, Victoria, 3000. Phone 34-8101. Telegrams Kayrent Melbourne.

Directors: V. M. Corr, A. Katranski, N. R.

Course, J. M. Joel, J. H. Joyner, R. J. Lipman.

Executives: A. Katranski (mng dir), J. M. Joel (dir), J. M. Joyner (secy), J. P. Murphy (branch co-ordinator).

Services: Car rental, leasing.

Agency: John Clemenger Pty Ltd, Melbourne.

I/State repr.: Main branches — Kays Rent-A-Car, Sydney (31-6621), Brisbane (31-3138), Surfers Paradise (9-4059), Canberra (49-1815), Adelaide (23-3746), Tasmania (Hobart) (2-7272).

O'seas: Airways Rent-A-Car, USA.

KAYSER PROPRIETARY LIMITED, 9 Tennyson St, Richmond, Vic., 3121. Phone 42-1131. Telegrams Kayser.

Products: Hosiery, lingerie, underwear, gloves, children's underwear, Tam o' Shanter.

Agencies: Jackson Wain & Co. Pty Ltd, Paton Advertising Service Pty Ltd.

KELLOGG (AUST.) PTY LTD, Stephen Rd, Botany, NSW, 2019. Phone 666-9541. Telegrams, Kellogg, Sydney.

Executives: R. J. Dawson (mng dir), W. C. Nicolson (asst mng dir & marketing mngr), R. L. Jones (advtg mngr), D. Dullely (gen. sales mngr).

Products: Ready-to-eat cereals.

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

I/State Repr.: Branches in all States. **O'seas:** Agents throughout the world.

KELVINATOR AUSTRALIA LIMITED, Anzac Highway, Keswick, SA, 5035. Phone 97-1122. Telegrams Kelvinator, Adelaide.

Directors: D. L. Elix (mng dir), R. F. Pascoe, (treasurer).

Executives: R. E. Huxham (gen. sales mngr), C. Evans (supply mngr), G. G. Inkster (gen. factory mngr).

Products: Kelvinator refrigerators, home freezers, auto washing mach., air conditioners, water coolers, commercial refrigeration, Kelvinware plastic cisterns, Wayne pumps.

Agency: J. Walter Thompson.

KIDDICRAFT (AUST.) PTY LIMITED, 46-54 Ireland St, West Melbourne, 3003. Phone 30-2894. Telegrams Kiddicraft.

Directors: G. H. Martin, V. C. Martin, F. J. Vary, J. Heward.

Executives: G. H. Martin (mng dir), J. C. Davey (mngr and secy).

Products: Toy wholesalers.

Agency: Claude Mooney Advertising Pty Ltd.

I/State repr.: Brisbane, Sydney, Adelaide, Perth.

O'seas: Represents UK — Kiddicraft — Wendy Boston, Humbrol, Lipkin; USA, Matel, Playskool; Canada, Eldon.

KILLRUST PTY LTD, Railway Parade, Rocklea, Qld, 4106. Phone 47-1891. Tele-

grams Killrust.

Directors: R. R. Russell (chrnm), J. T. Fisher.

Executives: N. G. Lockyer (mng dir), N. J. Taggart (gen. sales mngr), A. A. Lamb (prod. mngr), C. J. Paxton (secy).

Products: Killrust paints, primers and compounds. Free anti-corrosion advisory service.

Agency: Jones Knowles Advertising Pty Ltd.

I/State repr.: Sydney: A. J. Moulton, 38 Bryant St, Padstow, Melbourne: R. S. Gardner, 3 Paran Place, Gleniris, Perth: E. Evans, 42 Alness St, Applecroft, Adelaide: D. L. Bris-tow, Box 629E, G-PO.

KIMBERLY-CLARK OF AUSTRALIA PTY LTD, Mars Rd, Lane Cove, NSW, 2066. Phone 42-1233. Telegrams Kimclark, Sydney.

Directors: E. R. Beattie, A. S. Brown, R. C. Ernest (mng dir), S. J. Clark (sec. dir).

Products: Kotex napkins and belts, Fems tampons, Slimline briefsets, Kleenex tissues, Veldown tissues, Kleenex toilet tissue, Dawn toilet tissue, Medesa toilet tissue, Kleenex table napkins, Dawn family napkins, Kleen-Wrap lunch wraps, Kleenex dressing towels, Medesa industrial toilet tissue, towels, table napkins, Dawn paper towels.

Agency: J. Walter Thompson Australia Pty Ltd.

I/State Repr.: Kimberly-Clark of Australia Pty Ltd, Melbourne, Brisbane, Adelaide, Perth, Launceston, Hobart.

KING GEE CLOTHING CO. PTY LTD, 159 Kingsgrove Rd, Kingsgrove, NSW, 2208. Phone 50-0394. Telegrams Wogall, Sydney.

Directors: Warren D. Adcock, Robert Adcock.

Executives: E. Lewis (prod. mngr), H. McDonald (purchasing officer), A. Keep (warehouse mngr), E. Davies (head of cutting section), H. Creed (secy).

Products: Industrial clothing, overalls, trousers, shirts, dustcoats, men's and boys' shorts.

Agency: Arthur Smyth & Sons.

I/State repr.: Power & Burkitt, Brisbane; C. S. & B. L. Harbard, Adelaide; Haig & Co., Perth; Darcy Blackwood, Hobart and Launceston; R. W. Shiels & Assoc., Prahran.

NSW reps: G. McDermott, Newcastle; G. H. Whiteman, Broken Hill.

THE KIWI POLISH COMPANY PTY LTD, 188 Burnley St, Richmond, Victoria, 3121. PO Box 51, Richmond, Vic. Phone 42-3121. Telegrams, Kiwi Melbourne.

General manager: J. C. Lucas.

Executives: E. W. Landry (asst to gen. mngr), T. E. Levingston (nat. sales mngr).

Product: Kiwi Shoe Polishes, White Cleaners, Glint, Bon Ami, Shinoleum, Steprac, Steel Wool, Chief Floor Polishes, Nu Wash.

Agency: Best & Company, Melbourne.
I/State repr.: All States.

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

Directors: E. A. Teasdale (chmn and mng dir), J. C. Habersberger (mng dir and gen. mngr-finance), F. A. H. Manning (dir and gen. mngr — mktg), S. J. Sanderson (dir and gen. mngr — mfg), Dr N. B. Lewis.

Executives: N. H. Payne (comptroller and secy), R. A. Dudley (NSW mngr), K. B. Allen (Vic. mngr), R. A. Clelland (Qld and Brisbane mngr), G. Garside (SA and Adelaide mngr), G. N. Robertson (WA and Perth mngr), M. T. Diprose (Hobart mngr), R. L. J. Thompson (Launceston mngr).

Products: Suppliers of Eastman 16mm & 35mm motion picture and television films, 16mm cameras and projectors, 35mm still cameras and projectors, studio and dark-room equipment, sensitised photographic materials and chemicals.

KOLOTEX HOSIERY PTY LTD, 22 George St, Leichhardt, NSW, 2040. Phone 560-7622. Telegrams Kolotex.

Directors: P. Kornmehl (mng dir), D. Frocht (dir, production), J. Steiner (dir, finance and admin), E. Baruch (dir, sales).

Products: Clings, Clings superlock, Clings super sheers, Clings stay-ups, Ladderlock, Kolotex Panti-Hose.

I/State repr: Adelaide, Brisbane, Hobart, Melbourne, Perth and Sydney.

KRAFT FOODS LIMITED, Salmon-st. Port Melbourne, Vic., 3207. Phone 640-1111. Telegrams, Kraftco, Melbourne.

Directors: H. G. Osborne (chrmn & mng dir), E. O. Pelling, T. W. Easton, J. E. Sexty, G. R. Hunter, I. McK. Milne, W. R. Dickson, A. P. Trevena, W. O. Beers, G. Edwards.

Executives: Dr K. Farrer (research mngr), W. H. Fry (personnel mngr), E. W. Hill, (Port Melbourne factory mngr), J. McCulloch (export mngr), G. Nicholls (marketing mngr), H. T. A. McConkey (marketing mngr).

Products: Cheese products, Bonox, Vegemite, salad products, meat & fish pastes, canned meats & fish, conserves & jellies, refrigerated dough products, peanut butter.

Agencies: J. Walter Thompson, Carder Advtg.

I/State Repr.: Brisb.; Adelaide; Darwin; Newcastle, Sydney, Hobart, Perth, Launceston. O'seas: Agencies throughout world.

KRIESLER AUSTRALASIA PTY LIM-ITED, 12-30 Cawarra-rd, Caringbah, NSW. Phone 52-044. Telegrams Kriesler, Sydney.

Directors: R. Weingott (chrmn), L. E. A. Walcot (mng dir), J. G. Robinson (admin

dir), W. A. Bailey (factory dir), R. L. Ainsworth (sales dir), A. Fowler (tech. dir), H. Widmer (design dir).

Agency: Jackson, Wain & Co Pty Ltd.

Products: Radio and TV receivers.

I/State Repr.: Branches all States (except Tas.).

LA MODE INDUSTRIES PTY LTD, 109 Flinders Lane, Melbourne. Phone 63-3363.

Directors: Commander L. Robinson, H. G. B. Fisher, R. Burgin, Miss E. M. Thompson.

Secretary: G. F. Dore.

Products: La Mode lingerie, women's and girls' underwear, nightwear; Hanes of America, men's and boys' underwear, knitted shirts.

Agency: R. O. Laurie Advertising.

I/State Repr.: Branches, 71 York-st, Sydney (29-3256); 14 Stephans Place, Adelaide (8-4724); Room 3, 192 St George's Tce, Perth (21-5770).

LAXETTES PTY LTD, 121 Cremorne-st, Richmond, Vic., 3121. Phone 42-2571-2.

Executives: J. D. Lobb (manag. dir.), N. E. Moore (mngr).

Product: Laxettes.

Agency: Paton Hughes Pty Ltd.

LEND LEASE DEVELOPMENT PTY LTD, 47-53 Macquarie St, Sydney, 2000. Phone 2-0572. Telegrams Lendlease Sydney.

Directors: G. J. Dusseldorp, W. M. Leavey, J. P. Klompe, P. J. Thompson.

Executives: G. J. Dusseldorp (chrmn), W. M. Leavey (mng dir).

Products: Office buildings, retail shopping centres.

Agencies: Eric White & Associates (PR), J. Walter Thompson, Grey Advertising, Rodney H. Evans.

I/State repr.: Victoria, ACT.

LEVER & KITCHEN PTY LTD, 1-33 Macquarie-st, Sydney. Phone 2-0551.

Executives: F. W. L. Mann (mng dir), W. J. Symington (commercial dir), A. W. McCall (sales dir), K. A. Fowles (advtg controller), R. D. Cohen, A. B. Hutcheson, J. M. Hurrey (marketing mngrs).

Products: Rinso, Persil, Surf, Omo, Softly, Lux Flakes, Velvet, Sunlight, Lux Liquid, Velvet Liquid, Handy Andy, Vim, Lux Toilet Soap, Coronet, Lifebuoy, Solvol, Personal Soap, Personal Sunlight, Reward, Bio, Luvil, Comfort, Duel.

Agencies: Lintas Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd.

I/State Repr.: Branches all States.

LIFE SAVERS (AUSTRALASIA) LIM-ITED, Mars Rd, Lane Cove, NSW, 2066. Phone 42-0111. Telegrams Lifesavers.

Directors: P. H. Finley, W. Kirby, C. V. Olding, H. V. Quinton, I. G. Bryant, A. Small, T. S. Clarke.

Executives: R. H. Nossiter (gen. mngr), W. R. Hodgson (group sales mngr), J. Wista (factory mngr), B. M. Heffernan (executive acctnt).

Operations: Confectionery manufacturers.

Agency: V. H. Freeth Pty Limited.

I/State Repr.: Branches all States.

LILY CUPS LIMITED, 37 Stanley-st, Peakhurst, NSW, 2210. PO Box 128, Riverwood, NSW. Phone 53-0617. Cables, Lilycup, Riverwood.

Director: Kenneth R. Green.

Marketing Manager: D. J. Fairall.

Operations: Manufacturers of paper cups and containers.

Agency: John Clemenger Pty Limited.

LINCOLN INTERNATIONAL (AUST.) PTY LTD, Suite 402, Angel Hse, 121 Pitt St, Sydney, 2000. Phone 25-6688, 25-6689, 25-6690. Telegrams Linktoyaus.

Directors: A. L. Laidlaw (mng dir), W. J. Prior, R. Von Teidmann, F. J. Church.

Principal executives: I. L. O'Hara (group marketing mngr, directing Aust. operations), B. R. Hollows (sales mngr), W. McBurnie (mngnt acctnt), Barry Jones (sales prom.).

Operations: Marketing of Lincoln Toys and Graham Kerr Kitchen and Housewares.

I/State repr.: Mike Mills, Melbourne; R. G. Evans (Pty) Ltd, Adelaide.

O'seas repr.: H.O., Auckland, NZ. Offices London, Hong Kong.

LINDEMAN (HOLDINGS) LIMITED, 6 Carrington Rd, Marrickville, NSW, 2204. Phone 55-0301. Telegrams Lindeman Marrickville.

Directors: M. P. Webber, Dr G. B. Lindeman, L. K. Asquith, R. H. Kidd, D. Reid.

Executive: L. K. Asquith (secy).

Products: Wine industry.

LINGUAPHONE INSTITUTE PTY LTD, 45 Chandos-st, St Leonards, NSW.

Director: J. A. Lothian (gen. mngr, mng dir).

Products: Language gramophone records.

O'seas Repr.: 33 Mercer-st, Wellington, NZ.

LIPTON (OVERSEAS) LIMITED, 111 Cambridge St, Collingwood, Vic., 3066. Phone 419-1466. Telegrams Lipton, Melbourne.

Directors: F. G. Clark, M. E. Cooper, F. G. Land (joint mng dir), J. N. Perkins, A. J. Riches (joint mng dir), S. A. Wilmshurst.

Executives: G. F. McMullen (gen. mngr), F. G. Woodward (marketing mngr).

Operations: Tea blenders, manufacturers and packers.

Products: Lipton Yellow Label, Lipton Royal Blend, Quick Tips, Lipton Tea Bags, Lipton Tea Pot Size Tea Bags.

Agency: Mullins Clarke & Ralph, Melbourne.

I/State Repr.: Branches, 122 Platform-st, Lidcombe, NSW; 169 Wellington-rd, East Brisbane; E. W. Bolin Ltd, 40 Athol-st, Woodville North, SA, 47 Norma-rd, Melville, WA. O'seas: H. O. Lipton (Overseas) Ltd, 27-28 Finsbury Square, London, EC2.

LLOYD TRIESTINO SPAN, 8 Spring St, Sydney, 2000. Phone 27-5252. Telegrams Lloydiano.

Directors: Marte Moscatelli (gen. mngr).

Executives: Dr C. A. Fiumara (asst to gen. mngr).

Services: Shipping (passenger and cargo services).

Agency: R. S. Maynard Advertising, Sydney.

LNC INDUSTRIES LTD, 177-185 William St, Sydney, 2000. Phone 31-7001-3. Telegrams Larkneve, Rovercar, Volcar.

Subsidiaries: Grenville Motors Ltd, Lanock Motors Ltd, Larke, Neave Investments Pty Ltd, Ruslit Motors Ltd, Lanock Motors (Sth Coast) Pty Ltd, Auswide Pty Ltd, Canopus Motors Pty Ltd, Griffon Motors Pty Limited.

Directors: E. M. Robson (chmn), W. R. Locke (mng dir), W. J. Locke, A. H. Russell, D. I. Donaldson.

Executives: A. H. Russell, G. R. Lane, D. I. Donaldson (mng dirs of subsid. cos), E. H. Badman (secy).

Products: Motor vehicle distributors; Rover Land-Rover and Rambler vehicles; Volkswagen cars and comm. vehicles; Perkins diesel engines; Magirus Deutz trucks; Bellett & Colt cars, Wasp & Elf commercial vehicles, Fiat cars and light commercial vehicles.

O'seas: Tozer Kemsley & Millbourn Ltd 84 Fenchurch-st, London, EC3, Eng.

LOGIN CORPORATION PTY LTD (associated with Wettex Australia Pty Ltd), 42-48 Pacific Highway, North Sydney, NSW, 2060. Phone 92-6061. Telegrams Loginsyd.

Directors: D. J. Cartledge, C. G. Pitman, E. J. Surgeon.

Executive: A. I. Davril (marketing mngr).

Operations: Sales and marketing organisation handling national distribution of Wettex, Chamella, Oraltone, Halex and Kold-Tabs, Cope, Wettex Venetian Mitt, Wet-tan Venetian Cleaner.

I/State agents for grocery-hardware: E. R. Blackmore Pty Ltd, 161 Stanley-st, South Brisbane, Qld; Harvey Little & Co., 472 Bourke St, Melbourne, Vic.; Marks & Co.

Pty Ltd, 23 Grenfell-st, Adelaide, SA; Russell, Beasley & Co., 112 Belgravia-st, Belmont, WA.

I/State agents for pharmaceuticals: Paige Pty Ltd, 121 Cremorne St, Richmond, Vic.; E. R. Blackmore Pty Ltd, 161 Stanley St, South Brisbane; Cruickshank Bros, 578 Murray St, Perth, WA; Marks & Co. Pty Ltd, 23 Grenfell St, Adelaide, SA.

Agency: Nichols-Cumming Advertising (NSW) Pty Ltd.

Products handled in NSW for principals. Laxettes Pty Ltd, Victoria: Laxettes, Paige Pty Ltd, Victoria: Wardex, Nailoid, Return, Frador, Lotil, Deep Heat, Mentholatum Balm, Seneschal corn planks, Li-Lo ear plugs, Altoids peppermints, Eleanor Bond tweezers, Maw's range of teats, feeding bottles, adaptors, soothers, zinc and castor oil ointment, golden eye ointment, eye shields and dinky feeders, Skels diabetic pastilles; Phial Aust. Pty Ltd, NSW: Phiacare dandruff treatment, Phiasol sun lotion; Edinburgh Laboratories, NSW: Lantigen, Lantigesic Tabs, camphor cream and cough mixture; Kingsted Pharmaceuticals, NSW: Sedu-Caps, Slim Caps, Trim Tabs Citratone concentrate; Teen Aid Pty Ltd, NSW: Teen Aid cream, liquid, soap and Amphotego, Amphoderm, Amphocaine, Amphoanal, Amphobalm and Amphofungal; C.M. & Packing, Auckland, NZ: Alert-Tabs.

LOVE, J. R. & CO. PTY LTD, 97 Bathurst St, Sydney, 2000. Phone 26-6921. Telegrams Kinkara.

Directors: R. C. Crebbin, K. I. Love, W. B. Love, A. C. Morison, A. G. Tonge.

Executives: A. C. Morison (gen. mgr), K. M. Brown (secy).

Products: Manufacturers of food products under Mothers Choice and Kinkara brands.

Agency: Hansen Rubensohn - McCann Ericson Pty Ltd.

I/State Repr.: Marrickville Holdings Sales (Vic.) Pty Ltd, Marrickville Holdings Sales (Qld) Pty Ltd, Miracle Foods (SA) Pty Ltd.

MACLAREN LABORATORIES PTY LTD, 10 Abbott-rd, Fairfield, Melbourne. Phone 49-3156.

MacROBERTSON (AUST.) LTD, Box 200, PO, Ringwood, Vic., 3134. Phone 870-8900.

Directors: N. N. Robertson (chrn), E. P. D. Lloyd, H. V. McKernaw, E. F. Robertson, G. R. Brewer, D. R. Campbell, C. W. A. Tuppen.

Products: Chocolates and confectionery, Old Gold, Snack, Columbines, Cherry Ripe, Freddo Frogs.

I/State repr.: Branches Sydney, Newcastle, Wollongong, Brisbane, Townsville, Adelaide, Perth.

Agents: Hobart, Launceston, Darwin.

MACROBERTSON MILLER AIRLINES LTD, 194 St George's Terrace, Perth, WA, 6000. Phone 21-2821. Telegrams Airmac, Perth.

Directors: R. F. Rushton, C. N. Kleinig, H. C. Miller, K. D. Cohen, R. M. Ansett, F. Pascoe, G. L. Mewett, R. L. Cooper.

Executives: C. N. Kleinig (mng dir), K. D. Cohen (ops mgr), E. C. Gare (exec. mgr), F. B. Colquhoun (new prod. engineer), F. L. Butcher (engineering mgr), J. E. Karasek (commercial mgr), A. J. Yates (secy).

Operations: Airline service, air charters in WA and Northern Territory.

MALLEYS LIMITED, cor. St Hilliers-rd, Auburn, NSW. Phone 649-0177.

MARIGNY (A/SIA) PTY LTD, 177 Collins St, Melbourne, 3000. Phone 63-6232. Telegrams Marigny Melbourne.

Directors: J. F. Wren C. H. Facer.

Executives: S. Meerkin (gen. mgr), Mrs G. E. Atkinson (publicity mgr).

Products: Hair cosmetic manufacturers, Australasian representatives for L'Oreal of Paris.

Agency: Dean Forbes Advertising Pty Ltd.

I/State Repr.: Branches all States; also in NZ, Auckland, Wellington, Christchurch, Dunedin.

MARKWELL BROTHERS PTY LTD, 1 Melbourne St, South Brisbane, 4101. Phone 4-2571-2-3. Telegrams Markbris.

Directors: F. J. Markwell, R. L. Markwell.

Products: Yanmar-Skoda-Perkins Diesel Engines, Skoda Cars, Matchless, Maico, NSU, Jawa m/cycles & scooters, Marina 2-way radio, Koden-Foruno Echo Sounders, Capitol-Borgwarner gearboxes.

Agency: T. Hilken Waite Pty Ltd.

MARLOW, JULIUS, HOLDINGS LTD 163 Noone St, Clifton Hill, Vic., 3068. Phone 489-2999 (6 lines).

Directors: I. W. Trescowthick (chrn), D. B. Leahey (deputy chrn), M. R. Chambers, D. K. Dawson, H. M. Florsheim, S. Friedland, D. A. Hiscocks, J. K. Riedy, M. L. Trescowthick, G. P. N. Watt. CMG, CBE.

Products: Men's wetted and cemented footwear.

Brands: Julius Marlow, Florsheim, Marshall, Keith Humphries, Hansman, Harkness.

Agency: USP-Benson Pty Ltd.

I/State Repr.: Shoe Sales Pty Ltd (Sydney, Brisbane, Adelaide, Perth), Peter Walls (Hobart).

MARRICKVILLE HOLDINGS LIMITED, 74 Edinburgh Rd, Marrickville, NSW, 2204.

Phone 51-8781. Telegrams: Margarine Sydney.

Directors: R. C. Crebbin (chrmn & mng dir), O. E. Phillips, L. Johnston, N. E. Jones, W. Linton, P. G. Montgomerie.

Executives: K. R. Thrush (gen. mngtr ETA Foods Pty Ltd), G. A. J. Beytagh (gen. mngtr Marrickville Margarine Pty Ltd), A. C. Morison (gen. mngtr J. R. Love & Co. Pty Ltd).

Products: Margarines — Miracle, ETA, Marville, & Pilot; grocery products — ETA, Mother's Choice, Kinkara, Praise, Chefol, Hi-Fri; potato crisps and straws — ETA, Millers, Jay-Cee, Krunchi.

Advertising manager: P. D. Hamley.

Agencies: Hansen Rubensohn - McCann Erickson Pty Ltd; USP-Benson (NSW) Pty Ltd.

MARRICKVILLE MARGARINE PTY LTD, Edinburgh Rd, Marrickville, NSW, 2204. Phone 51-8781. Telegrams & cables, Margarine, Sydney.

Directors: R. C. Crebbin (chrmn & mng dir), O. E. Phillips, W. Linton, P. G. Montgomerie, L. Johnston, N. E. Jones.

Executive: A. W. Fitzpatrick (secty).

Operations: Manufacturers, industrial & retail margarines, fats & cooking oils.

Agencies: Hansen Rubensohn — McCann Erickson Pty Ltd, USP-Benson (NSW) Pty Ltd. All advertising through Marrickville Holdings Ltd, group advertising dept: P. D. Hamley (group advtg mngtr).

I/State Repr.: Branches all States.

MASTERCRAFT CHOCOLATE CO. PTY LTD, (see Life Savers (Australasia) Ltd).

MAURI BROTHERS & THOMSON LTD, 2-6 Barrack st, Sydney, 2000. Phone 2-0227. Telegrams Maurithon.

Directors: Donald Junor (chrmn & mngtr), M. C. Buttfield (deputy chrmn), R. J. Abercrombie, J. G. Duff, Dr. R. W. Harman, D. F. Middleton.

Executives: A. Saunders (group president, marketing), M. Roos (group president, mnfg), A. G. Coogan (group vice-president, eng.), R. L. Gourlay (secty).

Products: Vinegar, yeast, extract of malt, canned foods, condiments, bread manufacturers' ingredients, crown seals, P.T.F.E. Plastics, stainless steel equipment, cork, importers, manufacturers and agents for plant and equipment for breweries, bread manufacturers, soft drink manufacturers.

I/State Repr.: Branches all States. O'seas: Branch Nth & Sth Islands, New Zealand. Reprs. London & New York.

MAYFAIR HAMS & BACON CO., State Abattoirs, Homebush, NSW, 2140. Phone 76-0341. Box 5185, GPO, Sydney, 2001.

MCCULLOCH OF AUSTRALIA PTY LIMITED, Ferndell St, South Granville, NSW, 2142. Telegraphic & cable address: Macsaws Sydney. Phone 644-5055.

Directors: J. H. Ricks, H. V. Quinton, B. M. Dixon, J. W. Blaiklock.

Executives: J. H. Ricks (mng dir), R. D. Hicks (company secty), H. L. Gee (sales mngtr, chain saw div.), J. S. Prell (sales mngtr, Marine & Bridgestone div.), G. A. Foster (mngtr, advtg & sales prom.).

Operations: Manufacturer & distributor McCulloch Chain Saws, Outboard Motors, Kart Engines, Welders and Generators and Bridgestone Motor Cycles.

Agency: Thomson, Porritt, Partner Pty Ltd.

I/State repr.: Chain saw distributors each State, outboard and Bridgestone dealers in all States.

McDOWELLS LTD, King & George-sts. Sydney, 2000. Phone 2-0159.

Directors: Sir Frank S. McDowell, John H. McDowell, Ronald E. McDowell, Frank B. McDowell, Charles Dunk, Norman Pardoe, Keith McDowell.

Executive: Bernard A. Taylor (company secretary).

Operations: Retail drapers.

O'seas: F. J. Tytherleigh & Co. Ltd, 28-30 Worship-st, Finsbury Square, London.

McWILLIAMS WINES PTY LIMITED, Bulwara & Pyrmont Bridge-rds, Pyrmont, NSW, 2009. Phone 68-2801.

MEDICAL BENEFITS FUND OF AUST. LTD, 258-262 George St, Sydney, 2000. Phone 2-0558.

Executives: J. F. Cade (gen. mngtr), D. D. MacLarn (secty).

Service: Health insurance.

Agency: George Patterson Pty Ltd, Sydney.

MELLO-LITE PTY LTD, 70-74 Pacific H'Way, Waitara, NSW, PO Box 40, Hornsby NSW, 2077. Telegrams Mellolite. Phone 48-1081. Subsidiary of Hunter Douglas Ltd.

Directors: I. C. Iverson (mng dir), A. C. Pond (chmn), S. Rich.

NSW manager: L. Earle.

Victorian mngtr: E. Pickering.

South Australian mngtr: H. R. Davey.

Products: Mello-Lite venetians, awnings, insect screens, Kirsch curtain rodding & venetians, Shademaster components & machinery.

Agency: Westcott Advtg Co., Sydney.

I/State repr.: Shademaster, Notting Hill, Vic; Mello-Lite (SA) Ltd, SA; Shademaster NSW, Sydney; Mello-Lite Pty Ltd, Sydney. O'seas: A. Clouet & Co. (Singapore) Ltd.

MENLEY AND JAMES LABORATORIES, cnr Warringah and Allambie-rds, French's Forest, NSW, 2086. Phone 40-8268. Cables, Menjay.

Principal Executives: G. C. Leonard (gen. mngr), P. C. Roache (natl sales mngr).

Operations: Proprietary Pharmaceuticals 'Contac' 500, 'Sea and Ski' range.

Agencies: Foote, Cone & Belding Pty Ltd ('Contac' 500); Nixon-Compton Pty Ltd ('Sea & Ski').

O'seas repr.: Menley & James Laboratories — USA, Canada, UK.

MILES LABORATORIES ANZ, 4 Derby-st, Collingwood, Victoria, 3066. Phone 41-7427. Telegrams Mileslabs.

Executives: E. Stendahl (gen. mngr), A. Fisher (finance mngr), S. N. Falconer (marketing mngr, consumer products div.), G. R. Rose (marketing mngr, Ames company div.), C. Curtis (Dome div.).

Operations: Consumer Products Division—Alka-Seltzer; Ames company division — range of diagnostic reagents; Dome division —dermatological specialities.

Agency: John Clemenger Pty Ltd, Melbourne.

Pstate repr.: Schaffer & Co. (NSW) Pty Ltd, 8 Shirlow-st, Marrickville, NSW, and agents in all States.

O'seas repr.: Miles Laboratories Inc., USA, Canada, South America, United Kingdom and Europe.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD, head office: 2 Wentworth-ave, Darlinghurst, NSW, 2010. Plant: St Marys, NSW. Branch sales offices all States and Auckland, NZ. NSW head office — Phone 2-0930 (30 lines). Cables Triminco.

Directors: H. B. Kosanke (mng dir), H. G. Edwards (fin. dir), D. J. Brydon (sales & marketing dir), B. Duncan (manufacturing dir), G. Swanbeck (chief eng.).

Sales executives: J. A. Johnson (natl sales & marketing mngr — tapes, films, medical, electrical and magnetic), J. Perrin (natl sales & marketing mngr, Coated Abrasives, Adhesives & Chemicals), G. Waite (natl sales & marketing mngr — BCD, microfilm and graphic products), W. J. McLaughlin (advertising mngr).

Operations: Manufacturers of abrasives, adhesives, tapes, electrical products, magnetic sound recording tapes, videotapes, Scotchlite reflective sheeting, graphic arts products, copying machines, chemicals, ribbons, microfilm reader printers and overhead projectors, background music systems.

Agency: Pritchard-Wood Quadrant Pty Ltd.

Pstate repr.: Branch sales offices all States & NZ. **O'seas:** Head office, 3M Co., St Paul, Minnesota, USA.

MOBIL OIL AUSTRALIA LTD, 2 City-rd, Melbourne, Vic., 3000. Phone 62-0231.

Executive: A. W. Judd (advtg & sales prom. mngr, Aust. & Pacific Islands).

Products: Mobil Super, Mobil Special, Mobil Home Kerosene, Mobil Distillate, Delvac Oils, Mobil aviation, industrial and marine fuels and lubricants, Mobil heating oil, Mobil LP gas.

Agency: Paton Advertising Service.

MONSANTO CHEMICALS (AUSTRALIA) LIMITED, Somerville-rd, West Footscray, Victoria, 3012. Phone 314-9561. Telegrams & Cables, Monsanto, Melbourne.

Executives: T. G. Crane (chrmn), J. M. Kershaw (mng dir), Dr L. Gruen (tech. dir), P. C. B. Hudson (commercial dir), E. F. Jackson (dir of research), A. D. Laphorne (dir of development), N. K. I. Menhennitt (secty), K. Holmes (mngr of agric. div.).

Operations: Manufacture of chemicals & plastics.

I/State Repr.: Sales offices — Sydney, Brisbane, Adelaide, Perth.

MOULDED PRODUCTS (AUSTRALASIA) LIMITED, 165 Cremorne St, Richmond, Vic., 3121. Phone 42-0251. Telegrams Duperite, Melbourne.

Directors: F. L. Fitzpatrick (chmn), J. D. Rodgers, O. G. Meyer, J. F. Hope, P. J. Derham, G. Jennings, J. A. Macdonald, R. J. Hamer, J. W. Kelly (assoc. dir).

Executives: J. F. Hope (gen. mngr), G. Jennings (ops dir), P. J. Derham (gen. products div. controller), A. D. Robinson (moulding div. controller), J. W. Kelly (cables div. controller), J. A. Macdonald (secty), J. W. Marr (advtg mngr), L. M. Rodriguez (PR mngr).

Agency: George Patterson Pty Ltd.

Branches: 559 Collins-st, Melbourne; Cnr Loftus & Whittaker-sts, Yennora, NSW; National Park-st, Newcastle, NSW; 35 Charlotte-st, Brisbane; Grange-rd, Adelaide; Scarborough Beach-rd, Perth; 38 Charles-st, Launceston; 197 Elizabeth-st, Hobart.

MUIR & NEIL PTY LTD, 479 Kent-st, Sydney, NSW, 2000. Phone 61-2406. Telegrams Muirneil.

Directors: J. R. B. Neil (manag. dir.), R. S. W. Neil (sales mngr).

Products: No-DoZ Awakeners, Iodised Balmosa, Carnation Corn Caps, Roboleine, Carnation Toilet Tissue.

Agency: Berry Currie Advertising Pty Ltd.

I/State Repr.: Branch, 46 Cliff-st, South Yarra, Melbourne (24-6076). **O'seas:** Branch, 105-107 Wellesley St West, Auckland, C.I. NZ.

MYER EMPORIUM LIMITED, 314 Bourke & 275 Lonsdale-sts, Melbourne, Victoria, 3000. Phone 6-6111.

Advertising manager: W. J. O'Donohue.

NABISCO PTY LIMITED, 424 St Kilda Rd, Melbourne, Vic., 3004. Phone 26-4472. Telegrams Nabisco, Melbourne.

Directors: Howard J. Foster, William C. Greaves, Robert R. Griffin, Lee S. Bickmore, John L. Buchan.

Executives: H. J. Foster (chrn & mng dir), W. B. Shears (asst to mng dir), B. Healey (gen. mngr gen. products div.), P. R. Wand (gen. mngr biscuit div.), B. J. May (marketing mngr, biscuit div.), J. D. Beach (company secty).

Operations: Manufacturer of breakfast foods, biscuits and crackers, floor polishes and waxes, pastas and desserts.

Agencies: Hansen Rubensohn-McCann Erickson Pty Ltd, Australia; Charles Haines Ltd, New Zealand.

I'state repr.: Represented in all Australian States and New Zealand.

O'seas repr.: National Biscuit Company, 425 Park-ave, New York City, New York.

NAIRN, MICHAEL & COMPANY (AUSTRALIA) LIMITED, Skarratt St, Auburn, NSW, 2144. Phone 648-1261. Telegrams Nairn, Sydney.

Directors: W. J. Locke (chrn), T. D. Arnold (mng dir), D. G. Lane, Sir M. George Nairn (Bart) (alternate — R. A. Spencer-Nairn), W. Roxburgh.

Products: Armourflor sheet and tile, flexible vinyl tiles, vinyl asbestos tiles, linoleum sheet and tile, printed felt base.

Agency: Berry Currie Advertising (NSW) Pty Ltd.

I'state repr.: Branches all States.

O'seas: Nairn & Williamson (Holdings) Ltd, Kirkcaldy, Scotland.

NATHAN & WYETH PTY LIMITED, 120-130 Queen's Parade, North Fitzroy, Vic., 3068. Phone 48-7321. Telegrams Chalons, Melbourne.

Directors: E. W. W. Peatt, C. H. Jones, M. Myers, H. S. Lane.

Executives: D. W. Hall (asst mngr), L. G. Ritter (secty), E. G. Freeman (acct).

Operation: Wholesale wine & spirit merchants.

Agency: Fortune (Australia) Pty Ltd.

Branches: Sydney, Brisbane.

NATIONAL BANK OF AUSTRALASIA LIMITED, THE, and wholly owned subsidiary — The National Bank Savings Bank Limited, 271 Collins St, Melbourne, Vic., 3000. Phone 63-0471. Telegrams, Natbank, Melbourne.

Directors: Sir James Forrest (chrn), Sir George Coles, CBE (vice-chrn), M. C. Butterfield, CMG, Sir Rupert Clarke, Bt. MBE, Andrew Grimwade, N. E. Jones, R. R. Law-Smith, CBE, AFC, P. J. V. Ramsden.

Executives: J. L. Nave (chief mngr), R. B. Roscoe, T. B. C. Bell (asst chief mngrs), Brian O'Keefe, B.Com., C. G. K. Smith, A. R. Mitchell, C. A. Chessell, BA (chief inspectors), G. R. Mountain, MA (chief economist), M. D. Waller (staff inspector), John Camm (London gen. mngr).

Operations: Banking.

Agency: Rickards Advertising.

I/State Repr.: All States. **O'seas:** Ne Guinea, Papua, London and world-wid chain of banking agencies.

NATIONAL CHEMICAL PRODUCTS PTY LIMITED, corner Liverpool & Riley Sts, East Sydney, NSW, 2010. Phones 31-1181-3. Telegrams Hapre, Sydney. Victorian office, 321 William St, Melbourne, 3000. Phone 30-2024.

Directors: H. H. Pryer (mng dir), B. B. Pryer, I. Wolff.

Executives: I. R. Pryer (asst to mng dir), R. W. Gleeson (marketing mngr).

Products: Napro hair cosmetics, Satin Sunscreens.

Agencies: NAS (Sydney), Thomson, Porritt & Partner.

I'state repr.: Agents, all States and NZ.

NEPTUNE OIL CO. PTY LTD (incorporated in NSW), 155 William-st, Melbourne. 3000. Phone 60-1131. PO Box 378F. Telegrams Nepho Melbourne.

Operations: Marketers of petroleum products.

Agency: Richardson-Cox Pty Ltd Advertising, Melbourne.

I/State Repr.: Neptune Oil Co. Pty Ltd all States.

NESTLE COMPANY (AUSTRALIA) LIMITED, THE, 17 Foveaux St, Sydney, 2000. Phone 2-0935. Telegrams, Nestfood.

Products: Nescafe, Milo, Quick, Ideal Milk, Sunshine F.C. milk powder, sweetened condensed milk, reduced cream; Maggi products; chocolates, candy bars; baby foods & infant dietetic products.

Agencies: Hansen Rubensohn-McCann Erickson, Goldberg Advertising, Pritchard Wood-Quadrant.

I'state repr.: Branches, all States.

NETA INDUSTRIES PTY LTD, 233 Burwood Rd, Hawthorn, Vic., 3122. Phone 81-1254-6. Telegrams Sureseal Melbourne.

Managing director: G. H. Alexander.

Operations: Neta garden hose fittings, cable glands, polythene pipe fittings, electrical and industrial fittings and PVC conduit.

Agency: Laurie Sommers Warden Advertising.

I/State repr.: All States.

NEW ZEALAND GOVERNMENT TOURIST BUREAU, cnr George & Hunter Sts & 14 Martin Place, Sydney, 2000. Phone 25-6631.

I/State repr.: New Zealand Govt Tourist Bureau, 93-95 Elizabeth St, Melbourne (67-6621); Adelaide St, Brisbane (2-6152).

NICHOLAS PROPRIETARY LIMITED, 699 Warrigal Rd, Chadstone, Vic., 3148. Phone 569-0511. Telegrams Aspro Melbourne.

Directors: H. M. Lightfoot (chrnm), C. E. Kerville (mng dir), R. R. Balfe, H. J. Nicholas, M. A. Nicholas, G. C. Pitman, K. C. Probert, R. E. Tonkin, N. H. Turnbull.

Executives: L. R. Bevege (Aspro mgr), D. L. Garvey (veterinary mgr), R. H. Tierman (pharmaceutical mgr), P. N. Daddo (Aust. merchandising mgr), W. T. Richards (advtg mgr).

Products: Pharmaceuticals, veterinary remedies and toiletries.

Agencies: Dean Forbes Advt (Vic.) Pty Ltd.

Operation: Travel services.

NILE INDUSTRIES PTY LTD, 125 York St, Sydney, 2000. Phone 29-6041. Telegrams Hankchief.

Products: BVD underwear, shirts, pyjamas; Nile underwear, shirts, pyjamas, handkerchiefs, Manchester.

NOCK & KIRBY LIMITED, 417-421 George & 60-66 York Sts, Sydney, 2000. Phone 2-0246.

NORTON AUSTRALIA PTY LTD, Nyrang St, Lidcombe, NSW, 2141. Phone 649-0161. Telegrams Bearover Sydney.

Directors: J. C. Adams (mng dir), P. H. Handel (sales dir), F. J. Pegg (secty and dir), G. M. McCarthy (works dir).

Products: Bear Tapes, coated abrasives, adhesives, coatings, Proofkote, Refractories, DuPont packaging film, Space Products.

Agency: George Patterson.

I/State Repr.: Branches in Qld, SA, Vic. & WA. **O'seas:** NZ, Norton International Inc., Worcester 6, Mass., USA.

NSW MILK BOARD, 67 Regent-st, Sydney, NSW, 2000. Phone 69-5241.

NYLEX CORPORATION LTD, 165 Cremorne St, Richmond, Vic., 3121. Phone 42-0251. Telegrams Nylex Melbourne.

Directors: F. L. Fitzpatrick (chrnm), O. G. Meyer, J. F. Hope, P. J. Derham, G. Jen-

nings, J. A. Macdonald, R. H. Hamer, L. W. Weickhardt, J. W. Kelly (assoc. dir).

Executives: P. J. Derham (gen. mgr), G. Jennings (ops dir), J. A. Macdonald (secy), J. W. Kelly (cables div. mgr), A. McLean (fabrics div. mgr), M. J. Derham (gen. prod. div. mgr), A. D. Robinson (moulding div. mgr), J. Buzaglo (adv. mgr), L. M. Rodriguez (PR mgr).

Branches: NSW, Canberra, Queensland, Tasmania, West Australia, South Australia, Japan.

OGDEN INDUSTRIES PTY LTD, Edward St, East Oakleigh, Victoria, 3166. Phone 569-0611.

OLYMPIC CONSOLIDATED INDUSTRIES LTD — Subsidiary companies: The Olympic Tyre & Rubber Co. Pty Ltd, Beaurepaire Tyre Service Pty Ltd, Olympic Cables Pty Ltd; Olympic General Products Pty Ltd, PO Box 5098BB, Melbourne, Victoria, 3001. Phone 34-9201.

Executive: Graham Lomas (PR and advtg mgr).

Agencies: USP-Benson Pty Ltd (The Olympic Tyre & Rubber Co., Beaurepaire Tyre Service), Best & Co. Pty Ltd (Olympic General Products, Olympic Cables, Olympic Group).

O-SO-LITE PRODUCTS PTY LTD, PO Box 27, Flemington, Victoria 3031, Phone 33-0261. Telegrams Minifie, Melbourne.

Directors: R. L. Minifie, J. N. Gatehouse, J. Minifie.

Executives: L. D. Pallot (mktg mgr), G. Kirton (sales mgr).

Products: Self raising flour, cake mixes.

Agency: George Patterson.

PABCO PRODUCTS PTY LTD, 150 Wigram Rd, Glebe, NSW, 2037. Phone 68-2424, 68-3939.

PADDLE BROS PTY LTD, 4 Reid-st, North Fitzroy, Vic., 3068. Phones 48-1195, 48-6258. Telegrams Padshoe, Melbourne.

Managing Director: L. E. Paddle.

Executives: P. Cope (sales mgr, children's), L. Woolrich (sales mgr, men's and women's).

Products: Children's, teenagers' footwear. **Agency:** Grey Advertising.

PAIGE PTY LTD, 121 Cremorne-st, Richmond, Vic., 3121. Phone 32-2571-2.

Executives: J. D. Lobb (mng dir), N. E. Moore (mgr).

Products: Deep Heat, Maw's Teats, Mentholatum Balm.

Agencies: Paton Hughes Pty Ltd, J. Walter Thompson Aust. Pty Ltd.

H. G. PALMER (CONSOLIDATED) LIMITED, 321-325 Chapel Rd, Bankstown, NSW, 2200. Phone 70-0411. Teleg. Palmair, Sydney.

Products: Radio, electrical and television goods.

I/State Repr.: Victoria (42-3561), Qld, SA, ACT.

PAN AMERICAN AIRWAYS: Pan Am Corner, Elizabeth St & Martin Place, Sydney, 2000. Phone 28-2252; 133 Exhibition St, Melbourne, 3000. Phone 63-9077.

Executives: R. S. Clark (district traffic/sales mngr, Sydney), Al Long (district sales mngr, Melb.).

Service: International passenger and freight carrying airline.

Agency: J. Walter Thompson.

PARSONS GENERAL FOODS, Maxwell Hse, Orange Grove Rd, Liverpool, NSW, 2170. Phone 602-6761. Telegrams & Cables Parsons.

Directors: James H. Whitcombe (mng dir), B. C. Baker (mngr, finance), D. J. Hughes (mngr, marketing).

Products: Maxwell House Coffee, John Bull Oats & Parson 1 Minute Oats, Desserts, Saline, Spices and bird seeds.

Agencies: George Patterson, Jackson Wain & Co. Pty Ltd.

I/State Repr.: Parsons General Foods, Queensland, Victoria, South Australia and Western Australia.

PASSIONA BOTTLING CO. (PERTH) LTD, Scarborough Beach-rd, Osborne Park, WA, 6017. Phone 24-1036. Telegrams Passiona.

Directors: J. Murray (chrnm), C. T. Roche (mng dir), H. S. Cottee, S. C. Wheatley.

Executives: C. S. Roche (asst mngr), R. McGovern (sales mngr).

Operations: Manufacturing and State wide distribution of Cottees fruit based aerated waters.

Agency: Ian H. Smith & Partners.

PATERSON, REID & BRUCE LIMITED, 2 Wynyard St, Sydney, 2000. Phone 2-0266. Telegrams Patreid.

Director & general manager: T. J. McGlinchey.

Assistant mngrs & controllers: E. K. Devon, L. G. Ireland.

Sales mngr: A. P. Russell.

Operations: Importers, manufacturers and distributors of Manchester, furnishings, floor coverings, haberdashery & wool, dress materials, ladies accessories, ladies frocks, knit-

wear, underwear, infants' and girls' wear, men's suits, trousers, shirts, pyjamas, underwear, hosiery, mercery, hats, boys' and youths' wear, Supertex and Dickies Towels, Actil products, Physician, Rex Lullaby and Horrockses blankets, Sandura floor coverings, Viyella piecegoods, Van Elte gloves and handbags, John Crundall knitwear, Julian Haye, Patolaine, Leedall and Finlaw ladies' wear, Sally Forth frocks, Emstra shifts and lingerie, Bestform foundation garments, Prestige products, Schoolene school wear, Gedye, Goldex and Yeronga children's wear; men's Sefton and Oshkosh trousers, shorts, shirts and pyjamas, Deanbrook suits, John Halifax shirts and pyjamas, Yakka products, Glo-Weave shirts and knitteds, Denis Kelly knitwear, Town Talk ties, Bells products, Golden Fleece and Kookaburra underwear, Exacto garments.

Pstate offices: Warehouses Melbourne, Brisbane, Adelaide, Perth, Hobart, Launceston.

O'seas: Ralli Bros (Exports) Limited, London.

PATIENCE & NICHOLSON LTD, Sutton Rd, Maryborough, Vic., 3465. Phone Maryborough 780. Telegrams Tapsandies.

Directors: G. M. Ward (chrnm), S. Graham, H. H. Taylor, J. H. Neill, J. R. Bassett, M. C. Price, W. McP. Eady.

Executives: J. R. Bassett (gen. mngr), H. H. Taylor (works mngr), I. C. Olver (secy), M. C. Price (sales mngr).

Operations: Manufacturers of twist drills, screw cutting tools.

I/State Repr.: Tool Equipment Co. Pty Ltd, 29-31 Richland-st, Kingsgrove, Sydney (50-0401).

PAULS ICE CREAM & MILK LTD/PAULS FOODS LTD, Montague Rd & Hope-St, South Brisbane, 4101. Phone 4-0151. Telegrams Paulscream.

Directors: J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), D. I. Shew, C. T. Miles, K. S. Mayze.

Executives: C. T. Miles (marketing mngr), K. S. Mayze (mngr), R. D. Pynegar (secy).

Products: Ice cream, frozen confections, pasteurised milk and cream, frozen milk, milk powders, crumpets, cottage cheese, buttermilk, sour cream, yoghurt, quick frozen foods.

Agency: Merchandising Publicity.

PECK, HARRY, & CO. (AUST) PTY LTD, 33-37 Mentmore Ave, Rosebery, 2018. Phone 633-2374. Telegrams Bidgee, Sydney.

Directors: R. B. Hodgson (chrnm), P. J. Gibson, J. B. Allen, R. J. B. Parkhill, W. M. Thompson, R. Hodgson.

Executives: R. B. Hodgson (manag. dir), P. J. Gibson (mnfg mngr), J. B. Allen (fin-

ancial mngr), A. Gorrod (marketing mngr), J. Anderson (research mngr).

Products: Anchovette fish paste, fish and meat pastes, canned fish and meats.

Agency: Hawkins Advtg Pty Ltd.

I/State Repr.: B. Christensen, Qld sales mngr, c/- Nobles Pty Ltd, 15 James-st, Valley, Brisbane; N. L. Robertson, Vic. & Tas. sales mngr, c/- F. H. Stephens Pty Ltd, 666 Footscray-rd, Footscray, Vic., (68-7102); C. R. Flook (Sth Aust. sales mngr), c/- F. H. Stephens Pty Ltd, 314 West Beach-rd, Marleston, SA; W. H. Evans Pty Ltd, WA agent, 97 Outram-st, West Perth, W. Aust. **O'seas:** Harry J. Young Pty Ltd, Pacific Islands agent, 379 Kent-st, Sydney.

PEEK FREAN (AUST.) PTY LTD, cnr Parramatta Rd & Frederick St, Ashfield, NSW, 2131. Phone 71-0271.

Directors: D. M. Carment, N. L. Brigden, C. P. Ostenfeld, R. Carr.

Executives: C. P. Ostenfeld (gen. mngr), K. W. Goold (prod. mngr), W. T. Bradstock (secy), A. Shreeve (marketing mngr).

Product: Peek Frean's Quality Biscuits.

Agency: Jackson Wain & Company Pty Ltd, Sydney.

I/State repr.: Branches: Queensland, Victoria, South Australia. **Agencies:** Western Australia, Tasmania.

PEERLESS EMULSION PRODUCTS PTY LTD, 173 Grange Rd, Fairfield, Melbourne, 3078. Phone 49-3161. Telegrams Floorcare, Melbourne.

Directors: Wm C. King, J. H. Jones.

Executives: R. P. Spragg (secy), L. D. Hart (sales mngr), D. Breadmore (tech. dir).

Products: Liquid floor polishes, floor cleaners, detergents, sanitary chemicals, car care products, building maintenance equipment.

Agency: Baume, Chapman & Baume.

I/State repr.: Peerless Emulsion Pty Ltd, Sydney (560-9444), Perth (61-9215); Peerless & Cheetham Pty Ltd, Brisbane (51-5171); Peerless Emulsion Supplies Pty Ltd, Launceston (2-5291), Hobart (2-5372); McFarling Sales Ltd, Adelaide (51-6237); Ron Ball, Rockhampton (5334); Aust. Furniture Timbers Pty Ltd, Cairns (2301); Houghton & Byrne, Darwin (3513).

PELACO LTD, 23 Goodwood St, Richmond, Vic., 3121. Phone 42-2151.

General manager: P. D. Craw.

Products: Shirts & sport shirts for men & boys, pyjamas, Lady Pelaco blouses, pyjamas, casual wear, young Lady Pelaco blouses, school blouses.

Agency: Jackson Wain & Co. Pty Ltd.

PENFOLDS WINES PTY LTD, 634-726 Princes Highway, Tempe, NSW, 2044. Phone

55-0466. Telegrams Penfolds, Sydney.

Products: Penfolds Table Wines, Sherries & Ports, Maison Marnay Brandy, Minchinbury Sparkling Wines.

Agency: Foote Cone & Belding, Sydney.

O'seas: Winemakers to the world.

PEPSICO INTERNATIONAL, 167-187 Kent St, Sydney, 2000. Phone 27-7136, 27-7137. Telegrams Pepsico, Sydney.

Australasian manager: Graham A. Jennings.

Products: Pepsi-Cola, Mirinda, Mountain Dew.

Agency: J. Walter Thompson.

I/State repr.: All States.

O'seas repr.: 116 countries (excluding USA and Canada, where there are 1000 plants).

PERMASHARP, 9c Clarke-st, Crows Nest, NSW, 2065. Phone 43-6170.

PETERS-ARCTIC DELICACY COMPANY LIMITED, Boundary St, Sth Brisbane, 4101. Phone 4-0121. Telegrams Petersco, Brisbane.

Directors: J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), D. I. Shew, C. T. Miles, L. B. Smith.

Executives: C. T. Miles (marketing mngr), L. B. Smith (mngr), R. D. Pynegar (secy), R. A. Webber (prod. mngr).

Operations: Ice cream manufacture & dist., dist. of frozen foods.

Agency: USP-Benson (Qld) Pty Ltd.

PHILIP MORRIS LTD, Chesterville Rd, Moorabbin, 3189, Vic. Phone 95-3621. Telegrams, Philmor, Melbourne.

Directors: A. H. Etherington (chrnm), C. J. Alston (vice-chrnm), J. F. Cullman 3rd (USA), J. R. Fawke (mng dir), L. J. T. Jones, R. J. Leahy (Canada), P. U. Lovett, H. Maxwell (USA), J. C. Scott, H. Cullman (USA), R. E. Kneale, K. W. Schultz.

Executives: J. R. Fawke (mng dir), P. U. Lovett (sales dir), R. E. Kneale (advgt & marketing dir), K. W. Schultz (finance dir), A. Whist (brands mngr), J. Roddy (brands mngr).

Products: Alpine King Size Menthol Filters, Galaxy King Size Filters, Marlboro Red King Size Filters, Marlboro Menthol Green, Philip Morris (Regular & King Size), pipe tobaccos, chewing gum.

Agencies: USP-Benson, Rickards.

I/State repr.: Branches all States.

PHILIPS ELECTRICAL PTY LIMITED, head office, 69-79 Clarence St, Sydney, 2000. Phone 20-223. Telegrams Argenta.

Advertising manager: R. B. Collin.

Deputy advertising manager: G. P. Sprague.

Marketing research manager: A. Winkleman.

Products: Electronic components: Electron tubes, valves, transistors, semi-conductors, fine wire, ferrites, electronic components, television picture tubes, electrolytic capacitors, polyester and ceramic capacitors, turret tuners, cathode ray tubes. Lighting: Incandescent, fluorescent, mercury vapour and sodium lamps, incandescent homelighting fittings, starter switches, ballasts and fittings. Consumer products: Junior electronic engineer kits, tape recorders and dictation machines, radio and television receivers, phonograms, monaural and stereophonic records, fan heaters, infra-red and ultra-violet lamps, electric blankets, electric shavers, hearing aids, vacuum cleaners, knife sharpeners. Telecommunications: Radio communication and relay equipment, telemetry and remote supervision systems, infra-red detection equipment, telephone and telegraph transmission equipment, telegraph and telephone switching equipment, automatic error detection and correction (ARQ) equipment, data transmission equipment, electro-magnetic storage systems. Medical and X-ray Equipment. Scientific and industrial equipment. Electro-acoustical equipment including closed circuit television, teaching machines, programmed instruction machines, videotape recorders, television studio cameras, large screen television projectors.

Agencies: Hansen Rubensohn-McCann Erickson; Grey Advertising (Aust.) Pty Ltd.

I/State Repr.: Branches 67-77 Mars-rd, Lane Cove, NSW (42-1261), 194 Parry-st, Newcastle West, NSW (61-5001); 86 Wentworth-ave, Kingston, ACT (9-0321); 252-264 Sturt-st, Sth Melbourne (69-0141); 56-58 Cordelia-st, Sth Brisbane (4-2471); 672-4 Murray-st, Perth (21-3131); 73 Brisbane-st, Hobart (3-3038); 11-13 West-tce, Adelaide (51-6051).

PHOENIX BISCUIT CO. PTY LTD
Grosvenor St, Abbotsford, Vic., 3067. Phone 42-2166-7-8. Telegrams Phoebisco, Melb.

Managing Director: J. W. Condon.

Products: Phoenix biscuits, Top Taste Quality Cakes.

Agency: Rickards Advtg.

PHOTIMPORT PTY LTD, 153-Barkly-st, Brunswick, 3056, Vic. Phone 38-6922. Telegrams Photimport.

Directors: G. Erenyi (mng dir), Mrs A. E. Erenyi (secy), R. H. Earles, R. E. Cross (gen. mngr).

Operations: Import and distribution photomicro-electric household equipment.

Agency: Claude Mooney.

I/State Repr.: Branches and reps all States

PICK-ME-UP FOOD PRODUCTS PTY LTD, 43-47 Alice St, Newtown, NSW, 2042.

Phone 51-2726. Telegrams Pickmeup Sydney.

Products: Canned goods, sauces, pickles.

Agency: Grey Advertising.

I/State repr.: Branches—Melbourne; Brisbane; South Australia; Newcastle, NSW.

Agents: Chrystal (WA) Pty Ltd, cnr Hut-ton & Howe-sts, Osborne Park, WA.

PLASTALON (SALES) PTY LTD, 1148 Nepean H'way, Highett, Victoria, 3190. Phone 95-3721. Telegrams Plastalon.

Directors: J. Kreveld (chmn & mng dir), M. H. Levee, E. P. Treacy (tech. dir).

Associate directors: G. Kreveld, L. H. Craymer.

Company's Operations: Fabricators of flexible plastics and nylon.

I/State Repr.: Sydney, Brisbane, Adelaide, Hobart, Perth.

PLAYTEX (PTY) LTD, 186 South Parade, Auburn, NSW, 2144. Phone 649-8443.

PLOUGH (AUSTRALIA) PTY LIMITED, Griffiths St, Richmond, Vic., 3121. PO Box 92, Richmond. Phone 42-0271.

Directors: E. J. Hughes, D. B. Georgiadis, E. Hutchings, S. B. Nielsen, H. B. Solmson, V. B. Mursell.

Secretary: V. B. Mursell.

Sales manager: D. R. Sanders.

Products: Coppertone suntan products, Solarcaine, Nujol, Mistol, Musterole.

I/State repr.: World Agencies Pty Ltd, 334 Bulwer-st, Perth; World Agencies Pty Ltd, 82 Sussex-st, Sydney; Kenneth Mitchell Agencies Pty Ltd, 96 Alfred-st, Valley, Qld.

Agency: USP-Benson Pty Ltd.

POLAROID AUSTRALIA PTY LTD, Smail St, Ultimo, NSW, 2007. Phone 211-5200. Telegrams Polsydaus.

Executives: Joseph J. McLaughlin (mngr), Mervyn G. Jones (asst secy), Bryan C. Dawson (nat. sales mngr—cameras), Keith A. Laker (marketing mngr—sunglasses), Arthur F. Gray (PR mngr), Donald B. Garner (advtg mngr), Arthur W. Jarvis (art dir).

Products: Polaroid Land Cameras, Polaroid sunglasses.

Agency: NAS (Sydney).

O'seas repr.: Parent company—Polaroid Corporation, Cambridge, Massachusetts, USA.

PORTA-GAS PTY LTD, 711 George-st, Sydney, 2000. Phone 211-3499. Telegrams Porta-Gas, Sydney.

Executives: W. I. Jamieson (gen. mngr), R. J. Maidment (gen. sales mngr).

Operations: Distributors of Porta-Gas.

Agency: Foote, Cone & Belding Pty Ltd.

POTTER & MOORE (AUSTRALIA) PTY LTD, 11 Nepean H'way, Mentone, Victoria, 3194. Phone 93-2291. Telegrams Narcissus, Melbourne.

Directors: J. A. D. Paul (chrnm & mng), N. Broadbent, Dr R. A. Gregory (UK), F. P. Muller. **Associate directors:** K. Stonley, Miss D. G. Hession, J. M. Kinsey.

Products: Perfumes, toiletries, deodorants, cosmetics, shampoos, men's grooming aids.

Subsidiary companies: Custom Fillers (Aust) Pty Ltd, Buisson Freres (Australia) Pty Ltd, Freshness (Australia) Pty Ltd.

Agency: Goldberg Advertising.

I/State Repr.: Branches Sydney, Brisbane, Adelaide, Perth. **O'seas Repr.:** Potter & Moore Ltd, London; John H. Breck Inc., Mass., USA.

POWER COACHING COLLEGE PTY LTD, 13 Ernest St, Crow's Nest, NSW, 2065. Phone 43-6011.

Director: Dr. Denis Langley.

Executives: Dr. D. E. Langley (mng dir), J. A. Tobin (dir), A. D. McGee (acct-in-chief).

Service: Coaching children, adults. Full-time school.

Agency: Tell Advertising.

I/State Repr.: Branches all States.

PREMIER BLINDS PTY LIMITED, 84 Lutwyche Rd, Windsor, Brisbane, 4030. Phone 57-4151 (17 lines). Telegrams Prembli Brisbane.

Directors: A. J. Vann (mng dir), J. Jenkinson, D. G. Vann.

Executives: B. E. Best (sales mng), A. E. Fritsch (acct), B. Hall (prod. mng).

Operations: Manufacturers of venetian blinds, awnings and flyscreens — Stylelyne venetians, Sunrayne and Florida awnings.

Agency: USP-Benson (Qld), Brisbane.

I/State Repr.: Mello-Lite P/L, Pacific H'way, Waitara, NSW (48-1081).

PRESTIGE LIMITED, Donald-st, East Brunswick, Vic., 3057. Phone 36-5373. Telegrams Prestige.

Directors: G. G. Foletta (chmn), H. C. Foletta (deputy chmn), A. G. Eastwood (mng dir), E. A. Foletta, Sir Alexander Fitzgerald, L. A. Chisholm, E. P. McClintock, F. H. Foster.

Products: Hosiery, lingerie, fabrics, furnishings, yarn processing, and spun acrylic yarns.

Agency: George Patterson Pty Ltd.

Selling divisions: Prestige Limited (hosiery, lingerie, woven and furnishing fabrics), Dapco (knitted fabrics), 491 Nicholson St, North Carlton, Vic. Phone 34-2643. Johnson Bros Pty Ltd (yarns), 161 Donald St, East Brunswick.

I/State Repr.: H. G. Foletta & Co., The Block, 428 George-st, Sydney, NSW. Phone 25-3462. H. G. Foletta & Co., Dunstan House, Elizabeth-st, Brisbane, Qld. Phone 2-4215. H. G. Foletta & Co., Edments Bldg, Rundle-st, Adelaide, SA. Phone 23-5691. H. G. Foletta & Co., Textile House, 502-506 Hay-st, Perth, WA. Phone 21-2931. H. G. Foletta & Co., Cowan House, Collins-st, Hobart, Tas. Phone 2-6428.

PROVINCIAL TRADERS PTY LIMITED, 567 Main St, Kangaroo Point, Brisbane, 4169. Phone 91-3643. Telegrams Provincialtrade.

Directors: C. A. N. Young (chrnm), J. L. Forsyth (deputy chrnm), F. L. Chadwick (secty), J. R. Forsyth, L. A. Wright, V. S. Wylie.

Executives: J. R. Forsyth (gen. mng), L. W. Rogerson (national marketing dir).

Products: Golden Flake industrial margarine, retail margarines (Spreadwell, Dixibell, Kirrabel Instant Spread, Supafry, Dixie Cooking). Producers and processors of Dixie Brand Poultry and PTL stock and poultry feeds.

Agency: Le Grand Advertising Pty Ltd.

I/State repr.: Provincial Traders Pty Ltd, Sydney and Melbourne; Margarine Sales, Melbourne; Bellinger & Co. Pty Ltd, Adelaide; Jack Dyson Pty Ltd, Perth; Mauri Bros & Thomson (Tas.) Pty Ltd, Hobart & Launceston.

PRUDENTIAL ASSURANCE COMPANY LIMITED, THE, 39-49 Martin Place, Sydney, NSW, 2000. Phone 2-0347. Telegrams Prudasco, Sydney.

Executives: S. C. Canfield (gen. mng for Aust. & NZ), R. B. Levey (actuary for Aust. & NZ), F. J. Young (deputy actuary, Aust. & NZ), W. R. Tattersall (fire, accident & marine mng, Aust & NZ), W. H. Lambert (agency mng, Aust. & NZ), P. H. Hammon (secretary & investment mng for Aust. & NZ).

Service: Life assurance, fire, accident & marine insurances.

Agency: J. Walter Thompson Pty Ltd.

I/State Repr.: Branches throughout Aust. & NZ. **O'seas:** Head office, Holborn Bars London, England.

PUREX AUSTRALIA PTY LTD, 76 Bonar St, Arncliffe, 2205. Phone 59-0344.

Directors: L. W. Breach, M. C. Smith, F. W. Millar, K. M. Collis, J. W. Todhunter.

Executives: L. W. Breach (mng dir), K. M. Collis (secy), J. Knowles (natl sales mng), J. W. Todhunter (prod. mng).

Products: Super Dutch cleanser, Marv-Linn bleach, Sno-Wite bleach, DX eucalyptus & pine disinfectant, Bleach 'n Brighten, Cuticura toilet soap, Cuticura ointment,

Cuticura Anti-Dandruff Treatment, Trend detergent, Guardex swimming pool chemicals.

Agency: Hawkins Advertising Pty Ltd.

PYE INDUSTRIES LIMITED, PO Box 12, Marrickville, 2204. Phone 55-0411. Telegrams Pyind Sydney.

Directors: The Hon. Sir Howard Beale, KBE, QC, C. A. W. Harmer, OBE, T. Spencer (mng dir), G. A. Wooller, I. G. Carseldine, FASA, J. D. Holman, LL.B.

Executives: I. G. Carseldine (secy), D. Cousins (tech. mngtr), A. D. Wood (factory mngtr), J. Carmichael (sales mngtr).

Products: TV and radio sets and appliances.

Agencies: Hawkins Advertising Pty Ltd, Edward Boxall & Assoc. Pty Ltd.

I/state repr.: Branches all States. **O'seas:** Members of the Pye Ltd Organisation, England.

QANTAS EMPIRE AIRWAYS LIMITED, Qantas Hse, 70 Hunter St, Sydney, 2000. Phone 20-369. Telegrams Qantas Sydney.

Operations: International air passenger & cargo services.

Agency: Jackson Wain & Co. Pty Ltd.

I/state Repr.: Offices or agents in all major cities. **O'seas:** Represented throughout the world.

QUEENSLAND GOVERNMENT TOURIST BUREAU, Anzac Sq., Brisbane, 4000. Phone 31-2211. Telegrams Queentour.

Director: J. Wilson (dir-gen.).

Operations: Queensland tourist industry.

Agency: USP-Benson (Qld) Pty Ltd.

I/state repr.: Branch offices at 149 King-st, Sydney; 90 Elizabeth-st, Melbourne, 12a Grenfell-st, Adelaide; 112 Hunter-st, Newcastle, NSW.

O'seas repr.: Australian National Travel Assn — Auckland, San Francisco, New York, and London.

RANK XEROX (AUSTRALIA) PTY LTD, 49 Market St, Sydney, 2000. Phone 2-0663. Telegrams Rankxerox Sydney.

Directors: Sir Norman B. Rydge (chrnm), N. G. Foulkes (UK), J. C. Wilson (USA), N. M. Barrell (Aust.), E. R. Kinsman (Aust.).

Executives: E. R. Kinsman (gen. mngtr), C. R. Murdoch (chief acctnt), D. J. Green (natl sales mngtr), A. McLeod Allwood (mngtr, organisation and admin), A. V. Burrows (mngtr, tech. services), S. Hills (mngtr, distribution), J. Law (advtg mngtr).

Operations: Marketers of xerographic range of copying/duplicating equipment.

Agency: USP-Benson.

I/state repr.: USP-Benson Pty Ltd. **O'seas:** Young & Rubicam Ltd.

RANLEIGH WARE PTY LIMITED, 15 Deloraine Rd, Edwardstown, SA, 5039. Phone 76-4044. Telegrams Ranleigh Adelaide.

Directors: A. R. Curtis, F. R. Curtis (mng dir), N. R. Stokes, L. J. Macnamara, G. E. Ridout, R. F. Green.

Products: Ranleigh stainless trays, ash trays, traymobiles, silverware, electric food warmers & gift sets.

Agency: NAS Macnamara (Adelaide) Pty Ltd.

I/state repr.: All States. **O'seas:** Represented in Colombo, Aden, Capetown, Johannesburg, Salisbury, Christchurch, Wellington, Auckland, Singapore, Hong Kong, Beirut, Trinidad, Jamaica, Manila, Gibraltar, Reykjavik, San Francisco, New York, Vancouver, Toronto, Geneva, Bangkok, Tokyo and London.

RAOUL MERTON PTY LTD, 111 Islington St, Collingwood, Vic., 3066. Phone 41-5254. Telegrams Mernic, Melbourne.

Directors: J. Goldberg (chrnm), K. A. Webb, A. D. Benjamin, A. W. Muddyman.

Executives: A. F. Schweikert (secy), B. Miles (factory mngtr).

Operations: Manufacture and marketing of Raoul Merton shoes.

Agency: Advertising Marketing Pty Ltd.

I/state Repr.: Goldberg International Pty Ltd (offices all states).

RECKITT & COLMAN PTY LIMITED, Wharf Rd, West Ryde, NSW, 2114. Phone 85-0122. Telegrams Reckitts Sydney.

Directors: J. Edwards (chrnm), B. T. Jones and E. J. Blesson (vice-chrnm), H. L. Rogers, T. W. Parkinson, J. M. Rodd, J. E. Biddlecombe, G. A. Harc, P. J. Hall, A. T. Dix.

Secretary: P. R. Burgess.

Products: A wide range of foods, pharmaceuticals, household products, toiletries, perfumes, hair cosmetics, floor treatment products.

Agencies: JWT; Grey; O'Brien; Hughes, Satchwell & Associates.

REMINGTON RAND (AUSTRALIA) PTY LIMITED, Electric Shaver Division, 80 Parramatta Rd, Lidcombe, NSW, 2141. Phone 648-0122. Telegrams Remrand, Sydney.

Executives: B. H. Nicholson (gen. mngtr), B. McMinn (gen. sales mngtr), P. Newby (natl service mngtr), G. N. Chapman (prod. mngtr), F. Gatte (advtg mngtr).

Product: Electric Shavers.

Agency: Rodgers, Holland, Everingham.

I/state repr.: Branches, cnr Pitt-st and Royal Arcade, Sydney; Civic Arcade, Hunter-st, Newcastle; 57 Baylis-st, Wagga, NSW; 301 Elizabeth-st, Melbourne; 21 Twin-st, Adelaide; 280 Edward-st, Brisbane.

Agent: Atkins (WA) Ltd, 894 Hay-st, Perth. **O'seas:** Remington Rand Electric

Shaver (Intern.) division of Sperry Rand Corp., 60 Main-st, Bridgeport, Conn., USA.

REPCO LIMITED, 41 Mallett-st, Camperdown, NSW, 2050. Phone 51-3225.

REVLON (AUST.) PTY LIMITED, 287-301 Victoria Rd, Rydalmere, Sydney, 2116. PO Box 94, Rydalmere. Phone 638-0461. Cables Revlonail.

Directors: R. Armstrong (chrnm), M. Sayers, J. W. Middlemiss, F. T. Kovaleski, L. Purcell.

Executives: F. T. Kovaleski (mng dir), K. Heron (marketing mng), C. Griffin (sales mng).

Operations: Cosmetic manufacturer.

Agency: Grey Advertising Pty Ltd.

RHEEM AUSTRALIA PTY LIMITED, Brodie St, Rydalmere, NSW, 2116. Phone 638-0122. Telegrams Rheemco.

Executives: L. Arnold (gen. mng), D. S. Esplin (deputy gen. mng), T. H. H. Williams (advtg mng).

Products: Rheem decorated steel containers, LP and acetylene gas cylinders, LP gas tanks, steel storage tanks, stainless steel vats and tanks, steel cable drums and spools, tapered steel lighting poles, hot water systems, home appliances, aerosol containers, Bubblepaks, plastic squeeze tubes, collapsible metal tubes, impact extruded cans, 'Tipper-Tie' film packaging machines and clips.

Agency: J. Walter Thompson.

I/state Repr.: Plants, Bulimba and Townsville, Qld; Blacktown, NSW (622-0331); Newcastle, NSW; Brooklea, Vic. (66-9361); Fremantle, WA; Wingfield, SA. O'seas: USA.

RICEGROWERS' CO-OPERATIVE MILLS LIMITED, 14 Spring St, Sydney, 2000. Phone 27-1924. Cables Coprice Sydney.

Directors: J. Woodside (chrnm), F. A. Bock (vice-chmn), A. E. Bowmaker, I. C. Davidge, P. A. Hinton, C. C. Holden, C. E. Sharam, G. T. Barber, H. J. Heckendorf, R. A. Williamson, W. K. Pike.

Executives: J. F. Kellock (gen. mng), H. T. Robson (exec. officer), A. G. Judson (marketing advtg), W. H. Davies (secy).

Products: Sunwhite Rice.

Agency: Madison-Milwyn Pty Ltd.

I/state Repr.: Representatives all States.

RILEY-WILLIAMS PTY LTD, 685 Heidelberg Road, Alphington, Vic., 3078. Phone 49-4825. Telegrams Riwill, Melbourne.

Directors: E. Beacham, R. Riley (joint mng dirs).

Executives: H. Henderson (mng).

Operations: Manufacture and distribute pharmaceutical and toilet preparations.

Agency: Best & Co.

I/state repr.: Own sales force.

ROBUR TEA CO. LTD, 28 Clarendon-st, Sth Melbourne, Victoria, 3205. Phone 69-2185, 69-5367, 69-5363.

ROCKE, TOMPSITT & CO. LIMITED, Griffiths St, Richmond, Vic., 3121. PO Box 92, Richmond. Phone 42-0271. Telegrams Rocksitt Melbourne.

Directors: A. B. Elvish (chrnm), R. H. Carter (deputy chrnm), E. B. Davies (mng dir), E. Hutchings, G. F. Loney, J. J. O'Loughlin, V. B. Mursell.

Executives: V. B. Mursell (secy), K. Stevens (sales mng).

Products: Golcryst, Yeaston Plus, Grants Asthma Powder, Nazol, Insectibane, Wartine, Vaxos, Newell's Eye Drops, Propain, Cornsogo, Rapido products, McKenzies Tranquils.

Agency: USP-Benson Pty Ltd.

RONSON PTY LTD, Orion Rd, Lane Cove, NSW, 2066. Phone 42-4206. Telegrams Lightershave.

Executives: E. E. Williams (gen. mng), W. W. Collier (prod. mng), G. F. Griffith (natl marketing mng), R. A. Lilley (secy), R. D. Frost (natl sales mng), D. Eaton (commercial mng), K. Salmons (natl advertising mng).

Operations: Varaflame pocket & table cigarette lighters, smoking pipes, cigarette lighter accessories, Multitorch Butane Gas Torch, men's and ladies' power razors, Escort hairdryers, automatic toothbrush, Rotoshine shoe polisher, Can-Do kitchen appliance, Carve 'n' Slice electric knife, food blenders.

Agency: Willmott Advertising Pty Ltd.

I/state repr.: Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **South Australia:** Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **Queensland:** Breville Agencies Pty Ltd, H. H. Halls Ltd (Flame products only); **Western Australia:** J. Wilberforce & Co., H. H. Halls Ltd (Flame products only); **Tasmania:** The Sankey Corporation.

ROSELLA FOODS PTY LIMITED, 64 Balmain St, Richmond, Vic., 3121. Phone 42-2171.

Telegrams Cremorne.

Directors: G. W. E. Barraclough (chrnm), J. Gates (mng dir), T. J. P. Roberts, J. K. Hore, A. C. Charlwood.

Executives: J. Gates (mng dir), T. J. P. Roberts (mktg dir), J. K. Hore (tech. dir), A. C. Charlwood (comm. dir), K. A. Hayes (gen. sales mng), D. A. Ryan (mktg serv. mng).

Products: Rosella jams, sauces, soups, deserts, pickles, chutney and canned foods. Continental brand packet soups, stock cubes. Vesta packet meals. Surprise peas & beans. Deb instant mashed potato. Puffin mixes, Stork table margarine, Fairy & Astra margarines, Cofpa shortening, Vidale products.

Agencies: Lintas Pty Ltd, Sydney; Ogilvy & Mather; Pritchard Wood Quadrant.

I/State Repr.: Offices all States. **O'seas:** Affiliated with Unilever Ltd.

ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED, 26 Ferrndell-st, 5th Granville, NSW, 2142. Phone 632-0111. Telegrams Rothcigs Sydney.

Directors: R. A. Irish, OBE (chrnm), Sir Kenneth Coles (deputy chrnm), R. F. W. Watson (gen. mngr), Sir William Gunn, KBE, CMC, C. Ogilvy, CBE, J. C. A. Waters, CBE, Major-General Sir Francis de Guingand, KBE, CB, DSO, R. N. H. Denton, Sydney Rothman, C. R. Darvall, CBE.

Advertising executives: J. R. Whitcombe (Aust. advtg mngr), R. E. Fuller, A. E. Rice, A. C. Mitchell, M. W. Steepe, W. E. Cole (advgt secty).

Products: Rothmans King Size, Consulate, Grenadiers, Pall Mall, Idlewild, Princeton and Riggio (Riggio Tobacco Co.); Peter Stuyvesant, Carlyle, John Barry and Paul Revere (American Cigarette Co.); Courtleigh (St Regis Tobacco Co.). Agents for Schimmelpenninck cigars.

Agencies: Jackson, Wain & Co. Pty Ltd (Rothmans, Consulate, Peter Stuyvesant, John Barry, Paul Revere, Pall Mall); Foote, Cone & Belding Pty Ltd (Princeton, Carlyle, Riggio, Grenadiers, Schimmelpenninck); Marketing & Advertising Pty Ltd (Idlewild); Noel Paton Pty Ltd (Courtleigh).

ROWNTREE & CO. (AUSTRALIA) PTY LTD, 1585-1591 Hume Highway, Campbellfield, Victoria, 3061. Phone 359-2966. Telegrams Cocoatree, Melbourne.

Directors: J. J. McCullagh, C. Gledden, P. J. V. Ramsden, S. A. Free.

Products: Smarties, Kit Kat, Fruit Pastilles, Fruit Gums, Carola, Dairy Box, Black Magic, Peppermint Crisp, Crispin, Tosca.

Agency: Foote, Cone & Belding.

RURAL BANK OF NSW, 52-56 Martin Place, Sydney, 2000. GPO Box 41. Phone 2-0366.

Commissioners: J. C. Fletcher, CBE (pres.), E. T. Carroll, R. H. Cooper, Sir Norman Rydge, CBE, J. F. J. Auswild.

Executives: S. G. Colley (chief insp.), P. G. Huxley (secty), Brian Herbert (pub. rel. offr.), A. McD. Knowles (advgt mngr).

Service: Trading Bank.

Agency: O'Brien Publicity (NSW).

I/State repr.: Agencies in all States.

O'seas repr.: Agents and correspondents throughout the world.

S.A. BRUSH CO. LTD, Botting-st, Albert Park, SA, 5014. Phone 45-1451. Telegrams Brush, Adelaide.

Directors: F. D. Hay & W. K. Walker (joint mng dirs).

Products: Brushware, plastic wall tiles, carpet sweepers, squeeze mops.

Agency: NAS-Macnamara Pty Ltd.

I/State repr.: Branches, 168 Wharf St, Brisbane (2-0361); Cnr Short & Alleyne Sts, Chatswood, NSW (40-0214); 26 Claremont Ave, Adamstown Heights, Newcastle (57-3267); 64 Hotham St, Collingwood, Vic. (41-4279); 206 Hobart Rd, Launceston (44-3925); Scarborough Beach Rd, Osborne Park, WA (24-1068).

SALMOND & SPRAGGON (AUSTRALIA) PTY LTD, 104-108 Mount St, North Sydney, 2060. Phone 92-5876. Telegrams Spragsam.

Directors: J. S. Forrest (mng dir), N. Haviland, K. D. Hamilton (sales), K. Patterson (secty).

Operations: Represents Alberto-Culver Co., Illinois, USA; J. Goddard & Sons Ltd, England; Schick Safety Razor Co., California, USA; Opirex (O'seas) Ltd, England; Bob Martin (Export) Ltd, England; J. B. Williams Company, New Jersey, USA; Horlicks Ltd, Dae Health Laboratories Ltd, England; Hermes Sweetners Ltd, Zurich, Switzerland; Intel Proprietaries Ltd, Surrey, England; Pyramid Rubber Co., Ravenna, Ohio, USA and others.

Advertising agencies: Nixon-Compton Pty Ltd, Berry Currie Advertising (NSW) Pty Ltd, O'Brien Publicity Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd, Insight Pty Ltd, John Clemenger, Foote Cone & Belding and others.

Branches: Melbourne, Adelaide, Perth, Brisbane.

SAMUEL TAYLOR PTY LTD, 239 Pacific H'way, Artarmon, NSW, 2064. Phone 43-5326. Telegrams Samtaylor.

Managing Director: C. R. M. Graham.

Products: Mortein, Trix Detergent, Y-Cough cough mixture, Dustmaster polish, Pressure Pak brand Aerosol products, Hi-Ho Detergent.

Agencies: Hansen Rubensohn-McCann Erickson, Pritchard Wood Quadrant.

I/State Repr.: All States.

SANITARIUM HEALTH FOOD COMPANY, 148 Fox Valley Rd, Wahroonga, NSW, 2076. Phone 48-1061. Telegrams Marmite, Sydney.

Executives: W. L. Kilroy (gen. mngr), R. W. Groom (mktg mngr).

Products: Ready to eat cereals, yeast and vegetable extract, peanut butter and specialty vegetarian and diabetic foods.

Agency: Grey Advertising Pty Ltd.

I/state Repr.: Branches all States & NZ.

SARGOOD GARDINER LIMITED, Frederick St, St Leonards, NSW, 2065. Phone 43-0381. Also at 61-73 Flinders Lane, Melbourne (63-4011). Telegrams Sargard.

Directors: D. H. Sargood (chrmn & mng dir), I. Connell, N. French, E. E. Reynolds. B. H. Sargood, Sir Richard Yeabsley, CBE.

Associate directors: W. S. Tracy, J. M. Willie.

Executives: W. S. Tracy (warehouse mngr, Sydney), B. H. Sargood (warehouse mngr, Melbourne).

Products: Importers & distributors of soft goods. Manufacturers & distributors of Top Dog men's and boys' clothing, Dawn women's & children's wear, and Sovereign hats.

Agency: Best & Co, Melb.

SCHWEPPE (AUSTRALIA) LIMITED, 43 O'Riordan St, Alexandria, NSW, 2015. 67-4721. Telegrams Schwepes Sydney.

Directors: Sir Rupert Clarke (chrmn), R. A. Delohery (mng dir), Hon. R. Hanning Philipps, Viscount Watkinson, PC, CH, L. S. Mitchell (secy), B. Hart, A. L. Bannister, P. H. Finley.

Products: Aerated waters and fruit juice cordials, milk bar syrups.

Agency: Rodgers Holland Everingham Pty Ltd, Sydney.

I/state Repr.: Branches in Melb., Adel., Bris., Perth, Canberra, Ballarat, Vic. **Franchise Bottlers:** NSW Aerated Water Pty Ltd, Newcastle; Leeton Cordial Co. Pty Ltd; W. R. Ratten Pty Ltd, Hobart; Cohns (Bendigo) Pty Ltd; Cohns (Wangaratta) Pty Limited; Denham Bros Ltd, Rockhampton; Mayfields Cordials Pty Ltd, Orange; Riverina Bottlers Pty Ltd, Wagga; Orbells, Parkes, Aygee Products Pty Ltd, Traralgon, Vic; Moruya Cordials Pty Ltd, Moruya, NSW; Clouten's Cordials, Macksville, NSW; **Overseas Associations:** Schwepes Ltd, London; Schwepes (USA) Ltd, Schwepes (Sth Africa) Ltd; Schwepes (New Zealand) Limited; Schwepes (Genval) Ltd, Belgium; Schwepes (Canada) Ltd; Schwepes (Central Africa) Ltd; Schwepes (East Africa) Ltd; Schwepes (Paris) Ltd; Schwepes (Ireland) Ltd; Schwepes Franchise Bottlers throughout the world.

SCOTT BONNAR AUST. PTY LTD, 357 Liverpool Rd, Ashfield, NSW, 2131. Phone 71-0315.

SCOTT & BOWNE (AUSTRALASIA) LIMITED, 602-612 Botany-rd, Alexandria, 2015, Sydney. PO Box 48, Rosebery. Tele-

phone 67-4021. Telegrams & cables Emulsion, Sydney.

Executives: J. R. Dart (gen. mngr), J. L. Harrington (mktg mngr), K. W. Perriam (group co. secy), G. W. Berman (mfg mngr).

Products: Pharmaceuticals, toiletries, insecticides.

Agencies: Weston Advertising Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd, Fergus Canny Gabriel Pty Ltd.

I/state repr.: Scott & Bowne (A'asia) Limited, c/- F. H. Stephens (Vic.) Pty Ltd, 666 Footscray Rd, Footscray, Vic, 3011; T. G. Callum Pty Ltd, 96-100 Warren St, Brisbane, Qld; Scott & Bowne (A'asia) Limited, c/- F. H. Stephens (SA) Pty Ltd, South Freight Yards, Mile End, Adelaide, SA; Scott & Bowne (A'asia) Limited, c/- Alltrans Pty Ltd, 450 Belmont Ave, Kewdale, WA, 6105; Cados (North) Pty Ltd, 63 Cameron St, Launceston, Tasmania; Sidwell & Co. Pty Ltd, 70 Liverpool St, Hobart, Tasmania.

SCOTTS DETERGENTS (A/SIA) PTY LTD, Sir Joseph Banks St, Botany, NSW, 2019. Phone 666-9741. Teleg. Kwit Sydney.

Directors: P. M. Lenthén, M. J. Monro. H. E. Dale.

Executives: A. H. J. Osborn (sales mngr), M. Thompson (acctnt).

Products: Kwit detergent, Kwit aerosol insect killer, Scotts disinfectants, Scotts Supa detergents, Scotts luxury detergent, Scotts room fresheners.

I/state branches: Scotts Detergents (A/sia) Pty Ltd, 7 Brown St, Rosewater, SA; Scotts Detergents (A/sia) Pty Ltd, 5 Bignell Rd, Moorabbin, Vic.

I/state agents: Robert Harper & Co. Ltd, Cnr Albert & Mary Sts, Brisbane; Ferguson & Co. (Merchandising) Pty Ltd, 17-19 Salamanca Place, Hobart; A. C. Ferrall Pty Ltd, 192 Cimitiere St, Launceston, Tas.; Barnard Services, Collins St, West Perth, WA.

SEBELS (AUSTRALIA) LIMITED, 96 Canterbury Rd, Bankstown, NSW, 2200. Phone 70-0771. Telegrams Sebel sales.

Directors: H. Sebel (mng dir), G. J. M. Best, C. S. Cullen, A. W. Uther, A. W. Mair, V. Krout, R. B. Sebel.

Executives: E. Coleman (secy), V. Krout (prod. mngr), A. W. Mair (sales mngr), K. Bigger (advtg mngr).

Product: Sebel furniture.

Agency: Coudrey-Campbell-Ewald.

I/state repr.: Sebel Sales Ltd, 151 Dandemonong-rd, Windsor, Vic. (51-7063), and 6 Edmonstone-rd, Mayne, Brisbane, Qld (51-5296); R. G. Evans Ltd, 101 King William-st, Kent Town, Adelaide; Nu Sales Distributors, Merino-st, Kings Meadows, Launceston, Tas.

B. SEPPELT & SONS PTY LTD, Gresham St, Adelaide, SA, 5000. Phone 51-1865. Telegrams Seppelt Adelaide.

Directors: I. H. Seppelt (chrmn, gen. mgr), J. G. Seppelt, R. L. Seppelt (asst gen. mgr), J. R. Seppelt (mktg dir), H. M. Seppelt (prod. dir), K. J. Seppelt (vineyard dir), G. B. Seppelt (secy).

Products: Para Ports, Solero Sherries, Moyston Claret, Chalambar Burgundy, Rosetta Rose Wine, Arawatta Riesling, Rhymney Chablis, Chardonnay Sauterne, Melita Moselle, Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegars.

Agency: George Patterson Pty Ltd.

I/State Repr.: Branches all States, Traders Pty Ltd, Hobart, Launceston, Tasmania. **O'seas:** B. Seppelt & Sons Pty Ltd, 88 Cannon-st, London, W. H. Whitehouse, Box 88, Lower Hutt, NZ, Gooderham & Worts Limited, Toronto, Canada.

SHELL COMPANY OF AUSTRALIA LIMITED, THE, Shell Corner, 155 William St, Melbourne, 3000. Phone 60-0201.

Associate Companies: Shell Refining (Australia) Pty Ltd (refiners of petroleum); Shell Chemical (Australia) Pty Ltd (manufacturers and marketers of chemicals).

Directors: L. Luxton (chrmn), B. Stolley (mng dir), R. A. Paul, G. E. W. Ramsden, J. C. Madders, C. T. Hansen (Sydney).

Executives: N. Ducas (secy), S. Chidgey (advtg mgr), M. C. Barrow (PR mgr).

Products: Petroleum and allied products.

Agency: USP-Benson Pty Ltd.

I'state repr.: Branches all States. **O'seas:** Throughout world.

SIMALEX LIMITED, 156 Barkly-ave, Burnley, Victoria, 3121. Phone 42-3737.

SIMMONS BEDDING CO. PTY LTD, 43 Australia St, Camperdown, 2050. Phone 51-7231. Telegrams Simbedco.

Directors: J. D. McFetridge, A. O. Bollen, J. R. Paull.

Executives: J. D. McFetridge (mng dir), A. O. Bollen (gen. mgr), J. R. Paull (sales mgr), W. L. Newlands (secy).

Products: Beautyrest bedding.

Agency: Hansen Rubensohn-McCann Erickson Pty Ltd.

SIMPSON POPE LIMITED, Simpson-ave, Dudley Park, SA, 5008. Phone 46-0211. Telegrams Simpsonia.

Directors: A. M. Simpson, R. A. Simpson, T. B. Simpson, J. M. Simpson, S. B. Denton.

Executives: G. Jennings (gen. mgr), W. D. Marshall (gen. sales mgr), G. B. Brigg (publicity mgr).

Products: Automatic, semi-automatic and wringer washing machines; rotary clothes dryers, refrigerators, electric ranges and gas cookers, air conditioning, rotary and hand

mowers, electric motors, irrigation equipment, garden sprinklers and hose equipment.

Branches: All State capitals.

Agency: Jackson Wain & Co. Pty Ltd.

SINGER AUSTRALIA LTD, ADC Building, 189-193 Kent St, Sydney, 2000. Phone 27-9761. Telegrams Sismaco.

Executives: J. J. Martin (mng dir), A. Worden (gen. sales mgr indust. prods dept), R. Newbould (sales mgr), M. J. De Ruyter (advtg mgr).

Products: Sewing and knitting machines, home appliances, electric motors and parts, lawnmowers, TV rental, industrial sewing equipment, cash registers, adding machines.

Agency: J. Walter Thompson Pty Ltd, O'Brien Publicity Pty Ltd (TV rental).

O'seas repr.: The Singer Co., 30 Rockefeller Plaza, New York, USA.

SIXTEEN MILLIMETRE AUSTRALIA PTY LIMITED, 49 Market St, Sydney, 2000. Phone 2-0663. Telegrams Edfil, Sydney.

Executives: K. S. Russett (gen. mgr), R. Bullen (mng), K. O'Mara (exec. officer, admin.), W. Duckworth (advtg), A. H. Billson (studio & electronics div.), K. Jones (audio-visual sales).

Products: Motion picture & TV production equipment, electronic apparatus, video tape recorders, closed circuit TV equipment, lighting equipment, lamps, photographic chemicals (sales & service), visual educational and entertainment films.

I'state repr.: Branch offices, Melbourne, Brisbane, Adelaide, Perth.

SLAZENGERS (AUST.) PTY LTD, Bowden St, Alexandria, NSW, 2015. Phone 69-1511.

Managing Director: N. G. Morris.

Advertising Manager: J. D. Needham.

Products: Slazenger tennis, golf, cricket, hockey equipment, baseballs, fishing, tackle, underwater swim equipment, ripple soles and rubber shoe sole units.

Agency: USP-Benson (NSW) Pty Limited.

I'state Repr.: All States.

SLEIGH, H. C. LIMITED, 160 Queen-st, Melbourne, 3000. Phone 60-0521. Telegrams Goldenpet all States.

Directors: H. M. H. Sleigh (chrmn & mng dir), C. R. Strangward (chief gen. mgr), Colin Biggers, W. D. Brookes, DSO, P. H. Sleigh, J. D. Hillier, E. A. Joseph, L. W. Kiel, C. R. Darvall, CBE.

Products: Golden Fleece petroleum fuels and oils.

Shipping: Dominar Far East Line, Cogedar Line, Norse Oriental Line, HCS Coasters, Knutsen Line, Federal Shipping Line.

Agency: Claude Mooney.

I'state repr.: Branches all States.

SMALL, H. & CO. PTY LTD (see Life Savers (Australasia) Ltd).

SMITH KLINE & FRENCH LABORATORIES (AUSTRALIA) LTD, Warringah Rd, French's Forest, NSW, 2100. Phone 40-8261. Telegrams Eskayef.

Director: R. K. Wyburn (mng dir).

Executives: T. B. Lake (pharmaceutical group mnggr), M. Bannister (medical mktg mnggr), P. G. Hammond (medical advtg mnggr).

Products: Pharmaceuticals: Benzedrine, Benzedrex inhalers, Daprisal, Dexedrine, Dibenyline, Drinamyl, Dytac, Eskamel, Eskonade, Expansyl, Fefol, Furacin, Furadantin, Furoxone, Hystryl, Iodex, Neuro Phosphates, Parnate, Parstelin, Pragmatar, Quotane, Skefron, Spansule, Stelabid, Steladex, Stelazine, Stoxil and Tyrimide; Veterinary: Bifuran, Furasol, Bloat Guard, Metron, Nefco, Neftin, Neftin Suspension, Neftin Tablets, Nefuran, Nidafur.

Agency: Nixon-Compton Pty Ltd; Foote, Cone & Belding Pty Ltd.

O'seas repr.: Smith Kline & French Laboratories in Canada, USA, UK, NZ and Sth Africa.

SMITH & NEPHEW (AUST.) PTY LTD, PO Box 150, Clayton, Victoria, 3168. Phone 560-9144 (5 lines). Telegrams Emergency, Melbourne.

Directors: P. G. Mullins (mng), W. B. Bygott.

Products: Elastoplast, Nivea Creme and lotions, surgical dressings, disposable paper products, cotton cellular blankets.

Agency: Coudrey-Campbell-Ewald.

S. SMITH & SON PTY LTD, 'Yalumba', Angaston, South Australia, 5353. Phone Angaston 42423, 42136.

Directors: Wyndham Hill Smith (chrmn & mng dir), Mark Hill Smith (sales dir), J. W. C. Stevens, A. N. Powell, M. R. Turner.

Executives: Alfred A. Wark, ACA (secty), R. Kronberger (technical mnggr & wine-maker).

Products: Yalumba Wines and President Brandy.

Agency: Orr Skate & Associates.

I'state repr.: S. Smith & Son WA Pty Ltd, Perth; Stephen King Pty Ltd, Collingwood, Vic.; Crawford & Co., Chatswood, Sydney; Castlemaine Perkins Ltd, Brisbane; Chancellor & Co. Pty Ltd, Hobart, Tas; Macfarlane Murray Pty Ltd, Launceston, Tas. O'seas: Walter Lewis, London.

SPICERS (AUST.) PTY LTD, 82-90 Belmore-rd, Riverwood, NSW. Phone 53-0661.

STAFFORD - MILLER LIMITED, 5-9 Enterprise Ave, Padstow, NSW, 2211. Phone 771-1351.

Executives: Raymond L. Smee (Aust. gen. mnggr), Anthony T. Boatwright (mktg coordinator).

Operations: Pharmaceutical and toiletry manufacturers (Dentu-Creme, Poli-Grip, Sensodyne, Nythol).

Agency: Foote, Cone & Belding, Sydney.

I'state repr.: International Chemical Agencies, Melbourne; Noel T. Paul Agencies, Brisbane; Jaychem Agencies, Adelaide; Ingram's Westcoat Agencies, Perth. O'seas: Head office: Hatfield, Herts, England; US Principals, Jersey City, NJ, USA.

ST REGIS ACI PTY LTD, incorporating Australian Sisalkraft Pty Ltd, Bates (A/sia) Pty Ltd, 186 Blues Point Rd, North Sydney, 2060. Phone 92-0911. Telegrams Stregis Sydney.

Directors: J. A. Forrest (chrmn), A. J. White (mng dir), G. Haile, G. W. Ellis, G. G. Russell, S. P. Higgins (vice-chrmn), R. L. Vayo, P. B. Duffy, A. P. Henchman. Alternate director: J. E. Cowles.

Products: Reinforced and un-reinforced paper laminates, foil laminates, polyethylene coated and laminated products, polyethylene films, plastic disposal containers, multiwall sacks.

Agency: USP-Benson Pty Ltd.

I'state repr.: Branches: Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, Canberra, Devonport.

O'seas distributors: Distributors throughout Papua/New Guinea, South Pacific Islands, South East Asia; Singapore, Sime Darby Singapore Ltd; Malaysia, Sime Darby Malaysia Ltd, Kuala Lumpur; Thailand, The East Asiatic Company Ltd, Bangkok; Philippines, Soriamont Trading, Manila; Hong Kong, Wallem Lambert Bros Ltd.

STANDARD TELEPHONES & CABLES PTY LIMITED, 252 Botany Rd, Alexandria, NSW, 2015. Phone 69-0444. Telegrams Relay, Sydney. Also at Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333.

Directors: G. C. Remington, CMG (chrmn), Sir Samuel Jones, T. N. Bore, A. H. Cameron, A. T. Deegan, J. W. Guilfoyle, C. A. McFarlane, CBE, E. S. Owens.

Products: Radio and TV transmitters, studio equipment, telecommunication equipment, rectifier equipment.

Agency: George Patterson Pty Ltd.

I'state repr.: Office at Canberra; Branches Wellington, NZ, Unbehaun & Johnstone Ltd, Adelaide; M. J. Bateman Pty Ltd, Perth; W. & G. Genders Pty Ltd, Hobart, Devonport, Burnie and Launceston; Fred Hoe & Sons Pty Ltd, Brisbane. O'seas: International

Telephone and Telegraph Corp., New York, and associated companies throughout the world.

STATE ELECTRICITY COMMISSION OF VICTORIA, 15 William St, Melbourne, 3000 (head office). Phone 615-1433. Telegrams Electrocom, Melbourne.

Executives: W. H. Connolly (chrnm), A. R. Shepley (dep. gen. mngr), K. Palmer (asst gen. mngr, admin), G. Paterson (asst gen. mngr, development), N. R. White (asst gen. mngr, operations), F. P. Chipperfield (secy), L. H. Robertson (chief publ. officer).

Service: Electricity generation and supply; briquette fuel manufacture & marketing.

Agencies: George Patterson Pty Ltd, Castle Jackson Advertising Pty Ltd (briquettes only).

STATE SAVINGS BANK OF VICTORIA, THE, cnr Bourke & Elizabeth-sts, Melbourne, 3000. Phone 67-8201.

Commissioners: W. L. Moss, O. R. Carlson, R. G. Hoban, Sir Arthur T. Smithers, Professor D. Cochrane, J. M. Anderson, E. W. Coates.

Executives: T. E. Hall (gen. mngr), D. Ross (asst gen. mngr).

Service: Savings bank. including cheque accounts.

Agency: Hayes Publicity Service.

I/state Repr.: Agencies in all States. **O'seas:** London.

STERLING PHARMACEUTICALS PTY LIMITED, operating divisions Nyal Company, 12 Gauge International, Winthrop Laboratories, Glenbrook Laboratories, Cook-Waite Laboratories, 75-89 Atkins Rd, Ermington, NSW, 2115. Phone 638-0551. Telegrams Sterlab, Sydney.

Directors: N. F. Leggatt (mng dir), K. P. Symes, W. R. Kerr, W. E. Timmony, J. A. Parkinson, C. A. Bluett, H. H. Bryant.

Executives: J. Driscoll (secy), H. H. Bryant (mngr, Nyal Company), W. E. Timmony (export dir), C. A. Bluett (legal dir), J. F. Richardson (mngr, Winthrop Laboratories), A. R. Finlayson (mngr, Glenbrook Laboratories).

Products: Nyal family medicines, 12 Gauge Aids to Good Grooming, Winthrop medical products, Cook-Waite dental anaesthetics, Andrews Health Salt, Delrosa, Glen-20 Spray Disinfectant, Calif, Dimp, Phillips Milk of Magnesia, Lipshield.

Agency: Pritchard Wood Quadrant (Aust.) Pty Ltd.

STREETS ICE CREAM PTY LTD, 44 Loftus St., Turrella, NSW, 2205. Phone 59-0471. Telegrams Streets Sydney.

Directors: W. D. Phillips (chrnm), P. F. Everett (marketing dir), A. J. Woodbury (commercial dir), R. L. Lyons (works dir).

Executives: R. T. Barrow (gen. sales mngr), G. J. Stott (marketing mngr).

Operations: Full range of ice cream and frozen confections, cones, wafers and straws.

Agency: Lintas Pty Ltd.

I/state repr.: Factories: Sydney and Melbourne. Sales branches: Sydney, Melbourne, Brisbane. Country depots.

SUNBEAM CORPORATION LIMITED, 190-202 Coward St, Mascot, NSW, 2020. Phone 6-7047.

SUN ELECTRIC CO. PTY LTD, 562 Little Bourke St, Melbourne, Victoria, 3000. Phone 67-6261, 67-1668.

TARAX HOLDINGS LTD, 315 North-rd, Huntingdale, Victoria, 3166. Phone 544-0461.

TASMANIAN GOVERNMENT TOURIST BUREAU, Macquarie St, Hobart, Tasmania, 7000. Phone 2-7531.

Director: F. H. Southey.

Executives: G. C. Fisher (secy), W. D. Nolan (mngr), C. J. Haley (publ. officer).

Service: Travel promotion and booking service.

Agency: Jackson Wain (Tas.) Pty Ltd.

I/state repr.: Jackson Wain (Tas.) Pty Ltd.

O'seas: Aust. Tourist Commission.

TAUBMANS INDUSTRIES LIMITED, 25 Anderson St, Chatswood, NSW, 2067. Phone 41-2151. Telegrams Taubind, Sydney.

Directors: E. G. F. Horne (chrnm), R. Simmat (mng dir), C. W. Sheldon (alternate), H. L. Hughes, G. C. Wallis, N. F. B. Hall, N. E. Lack, G. S. Reichenbach.

Gen. sales mngr: C. A. Davis.

Products: Paints, varnishes, surface coatings, concrete admixtures, pigments.

Agency: J. Walter Thompson.

I/state Repr.: All States and NZ.

THE TEA BUREAU, BOAC House, 64-68 Castlereagh St, Sydney, 2000. Phone 28-3701, 28-3722. Teleg. Teamark, Sydney.

Director: G. M. Sparkes (Commissioner).

Service: Public relations organisation rep tea growers of Ceylon; Ceylon Tea Propaganda Board, Colombo; and Ceylon Tea Centre, London.

Agency: Russell, Lewis, White & Assoc. Pty Ltd.

I/State Repr.: Ceylon Tea Centre, Block Court, Collins St, Melb., Vic., 3000 (63-8785).

THOMAS, C. J. AND SON PTY LTD (known as Thomas Air Conditioning), 771 Burke Rd, Camberwell, Vic., 3124. Phone 82-2211.

Directors: A. C. Thomas (chairman, manag dir), T. M. Male (gen. mngr), M. E. Thomas (company secretary).

Products: Coleman portable lights, stoves; all kinds of central and pool heating and air-conditioning equipment.

Agency: Moffatt Advtg.

I/state Repr.: Agents: Sydney, Townsville, Brisbane, Hobart, Adelaide, Perth.

THORN ELECTRICAL INDUSTRIES (AUSTRALIA) PTY LTD, 123 Bamfield Rd, West Heidelberg, Victoria, 3081. Phone 459-1688. Telegrams Eleclampo.

Directors: E. K. Coghill (mng dir).

Executives: E. K. Coghill (chrnm), W. D. Tucker (secy), D. F. Clift (national sales mngr), M. J. Henbest (lighting sales mngr).

Products: Manufacturers of Thorn Atlas television, tape recorders, record players, radiograms, Thorn Tricity refrigerators, Thorn Ferguson tape recorders.

Agency: Nixon Compton Pty Ltd, Melb.

I/state repr.: Thorn Electrical Industries (Aust.) Pty Ltd, 800-810 Parramatta Rd, Lewisham, NSW; Thorn Electrical Industries (Aust.) Pty Ltd, 193 Angas St, Adelaide, SA; T. H. Martin Pty Ltd, 56-74 Edward St, Brisbane, Qld; Lockyer Simpson Pty Ltd, Scarborough Beach Rd, Osborne Park, WA; Errol Nazer Pty Ltd, 84 Barrier St, Fyshwick, ACT, and 195 Morgan St, Wagga; Day's TV, 68 Sturt St, Mt Gambier; Haco Best Trading Pty Ltd, 28 King St, Newcastle, NSW.

TIP TOP BAKERIES HOLDINGS PTY LTD. Managing director's office. 504 Pacific Highway, St Leonards, 2065. Phone 43-7599. Telegrams Tiptop, Sydney.

Directors: A. G. Parker, F. Darwell, M. E. Quin, F. F. Parker, J. F. Curran, J. F. Reed, R. J. Dibble, K. E. Parker.

Executives: A. G. Parker (chrnm), M. E. Quin (mng dir).

Products: Tip Top bread, Tip Top rolls, Tip Top crumpets, Tip Top breadcrumbs, Tip Top seasoned stuffing mix, Tip Top Crispinis.

TOLLEY, A. E. & F., PTY LTD, 82 Waymouth St, Adelaide, 5000. GPO Box 285D. Phone 51-1401. Telegrams Tolley, Adelaide.

Directors: R. E. Tolley (chrnm), Sir James Holden, A. F. Hocking (mng dir).

Products: Lifeguard Gin, Tolley's Navy Rum, Carmencita Rum, TST Brandy, Blue Ribbon Brandy, Napoleon Meyfor Brandy, Old Tradition Whisky, Tolleys Wines.

TOM PIPER LTD, Williamstown-rd, Garden City, Vic., 3207. Phone 64-1331.

Products: Tom Piper canned foods.

TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION), 50 Franklin St, Melbourne, Vic., 3000. Phone 34-0333. Telegrams Transair.

Director: Sir Frederick Scherger (chrnm).

Executive: J. P. Ryland (gen. mngr).

Service: National airline.

Agency: Hansen Rubensohn-McCann Erickson.

I/state Repr.: Branches, all States & Papua, New Guinea. **O'seas:** TAA repr., London, New York, Los Angeles, Auckland, Wellington, Hong Kong, IATA airline throughout world.

TUBULAR STEEL INDUSTRIES LIMITED, Daws Rd, Edwardstown, SA, 5039. Phone 76-1211. Telegrams Tubesteel, Adelaide.

Directors: G. Disher, W. G. Lindsay (mng), M. R. Turner.

Executives: W. G. Lindsay, (mng dir), R. A. H. Hokpins (secty), G. C. Pope (gen. sales mngr), M. J. Strathearn (advtg mngr).

Products: T.S.I. and NAMCO domestic, institutional and commercial tubular steel furniture and hospital equipment, T.S.I. kitchen cupboard units, Namco Aluminium windows, screens, glazing bars, boats, paddles; Namco desks, cabinets and office equipment; Namco-Ocal shop fronts, doors, grille walls and curtain walling; Namco clinch tube points, Dampa aluminium acoustic ceilings; Modernfold accordion doors; Namco and Stronglite aluminium cooking ware, kitchen utensils, pressure cookers; Towerbrite stainless tableware; AGA Rayburn and Falkirk slow combustion cookers and heaters; Jung-hans and Mondia clocks and watches; Samsonite and Bon Voyage travelware.

Agency: Clem Taylor-O'Brien Pty Ltd.

I/state Repr.: Namco Furniture, Melbourne; Namco Furniture (WA); Namco, Sydney, Brisbane, Hobart.

TUCKER & CO. PTY LIMITED, 335 Kent St, Sydney, 2000. Phone 29-2323. Telegrams Corekut, Sydney.

Directors: T. T. Halstead (manag dir), B. C. Hirst, R. C. Tucker, J. D. Moors.

Products: Chateau Tanunda Brandy, Capstan Old Navy Rum, Tuckers Old Liqueur Whisky, Teachers Highland Cream Whisky Romanoff Vodka, Bols VO Genever & Liqueurs, Bollinger Champagne, Fosters Export Lager, Victoria Bitter Ale.

Agency: Coudrey-Campbell-Ewald Pty Ltd.

TURNER MANUFACTURING CO. PTY LIMITED, 400 Whitehorse-rd, Nunawading,

Vic., 3131. Phone 874-0311. Telegrams Turn-co, Melbourne.

Directors: R. W. Dickson (chrmn), J. Carroll, R. W. Turner, E. T. Lees, P. M. Grace (secy).

Executives: J. Carroll (chief exec.), K. Corr (ops mngr), P. C. Bennell (marketing mngr), L. G. Moreland (plant mngr — Lillydale), E. C. Blainey (financial controller), J. G. Hallam (Aust. sales mngr), R. G. Davies (group prod. mngr — hardware & tools), N. J. Danne (group prod. mngr — mowers), P. Dow (prod. mngr — h'ware), L. Lambert (prod. mngr — tools), J. G. Paterson (adv. sales prom. mngr), H. V. Dowling (marketing planning & control mngr), M. E. Dickason (export mngr), R. Paterson (prod. mngr — saws).

Products: Furniture hardware including handles, knobs and furniture legs. Door furniture including locksets, latchsets and key in knob styles. Hand tools including screwdrivers, planes, hammers, hacksaw frames, trimming knives, holesaws, levels, short and long measuring tapes. Garden tools including shovels, spades and forks. Motor mowers including rear and side catching and cylinder models. Saws including hand hacksaw blades, power saw blades, bandsaw blading, bow saw blades and saw chain.

Agency: John Higgins Publicity Pty Ltd.

State branches and managers: Townsville (W. Mumford), Brisbane (R. G. Dolan), Sydney (L. Sheehan), Melbourne (J. Munday), Adelaide (A. Hickman), Launceston (P. Lee), Perth (repr: D. E. Withers & Co. Pty Ltd).

O'seas: Agents in Great Britain, New Zealand, South Africa, USA, Canada and other principal countries.

UNION CARBIDE AUSTRALIA LTD,
167-187 Kent St, Sydney, 2000. Phone 2-0559.
Telegrams Unicarbide, Sydney.

Executives: D. H. Freeman (mng dir), J. A. Anderson (gen. mngr, ops), E. W. M. Norrie (gen. mngr, development), D. W. Rowcd (gen. mngr, consumer prods), C. R. Miller (gen. mngr, chemicals), S. W. Preston (gen. mngr, plastics).

Products: Eveready batteries & flashlights, chemicals for agriculture, mining & industry, plastics for industry, Glad plastic products.

Agencies: J. Walter Thompson, Pope & Kiernan & Black, Hansen Rubensohn-McCann Erickson.

I/state Repr.: Branches, Brisbane, Melbourne, Adelaide, Perth. **O'seas:** Union Carbide International Co., New York, USA.

UNITED LABORATORIES PTY LTD,
82-84 Sussex St, Sydney, 2000. Phone 29-2440.
Telegrams Unilabs.

Directors: L. Toltz, C. E. Astley, R. Fitz-

patrick, E. J. Quick (joint mngr), T. M. Atkins (joint mngr).

Products: American Slimming Tablets, Asmolets, Citroids, Kodeen, Sarcura Soap, Wartex, Herbos Pills.

Agency: Steele Kain Kelly Paton Advertising Pty Ltd.

I'state repr.: World Agencies Pty Ltd, Vic., Qld, SA, WA; Cados (North) Pty Ltd, Cados (South) Pty Ltd, Tas.

UNITED PACKAGES LIMITED (formerly Queensland Can Co. Ltd), Ashover Rd, Rocklea, Brisbane, 4106. PO Box 94, Brisbane Market, Rocklea, Brisbane. Phone 47-5211. Telegrams Unitedpack.

Directors: A. H. Petfield (chrmn & mng dir), E. A. Bale, A. M. Morrow, L. J. McCray, A. Anson, R. G. Krimmer, C. G. Garnsworthy.

Company secretary: T. G. Buckle.

Factories also at Townsville, Rockhampton, Qld; Melbourne, Mildura, Vic.; Berri, SA; Fremantle, Bridgestown, WA.

Operations: Manufacturers of cans of all types, printed and plain, crown seals, metal pails and tinplate tags, corrugated and solid fibre containers, folding cartons and labels; general offset printers, pressure sensitive labels, cardboard tubes and composite containers. Flexible packaging — plastic and cellulose, shrinkable polyester bags and wraps, laminated pouches; rigid plastic boxes, blow moulded plastic bottles and jars, injection moulded and vacuum formed shapes. Aquastop and Aquatex waterproof and reinforced packaging papers; Rubanit bitumen roofing felts; Thermotop aluminium insulation, Vitreset core binders, Meta silicates, Vitrosol sodium silicates and potassium silicates.

I'state repr.: J. Crowley & Co. Pty Ltd, Sydney (29-5949); R. Montgomery & Co. Pty Ltd, Adelaide (51-4757) (crown seals only).

UNIVERSAL FLEXIBLE TRUSTS LTD,
25 Elizabeth St, Melbourne, 3000. Phone 62-6962. Telegrams Uniflex.

Directors: A. M. Parker (chmn & mng dir), G. B. Palmer, N. C. Parker.

Executives: J. P. Bergin (gen. mngr), R. D. Parker (invest. mngr), R. M. Read (secy), A. Campbell (actuary).

Operations: Unit trust managers, 1st, 3rd & 5th Universal Flexible Trusts. Associated Sydney company manages 2nd & 4th Universal Flexible Trusts. Associate company Universal Units Limited manages Universal Flexible Trust Earnings Fund No. 1, Balanced Fund No. 1, Capital Growth Fund No. 1.

Agency: The Paton Advtg Service Pty Ltd.

I'state Repr.: Universal Flexible Investments (NSW) Ltd, 375 George-st. Sydney (29-5921).

VICK PRODUCTS COMPANY, 64 Seville St, Fairfield, NSW, 2165. Phone 72-0211 (PO Box 58).

Executives: W. A. Robertson (mng dir), K. N. Simpson (mktg dir), E. R. Park (gen. sales mngr), C. W. George (mfg mngr).

Operations: Manufacture of proprietary medicines under Vick, Clearasil and Herco.

Agency: Jackson Wain, Lintas.

O'seas: Vick International in 117 countries.

VICTA LIMITED, 318 Horsley-rd, Millerra, NSW, 2214. Phone 77-0122. Telegrams Victamo, Sydney.

Directors: M. V. Richardson, G. B. Richardson (chrmn), Mrs V. M. Richardson, C. R. Fieldhouse, J. Squires, J. Craggs.

Products: Rotary mowers, industrial engines, Telecommunications, spray painters.

Agencies: Hansen Rubensohn-McCann Erickson, Pritchard Wood Quadrant.

I/State Repr.: Branch offices. **O'seas:** Great Britain, Japan, Hong Kong, South Africa, Malaysia, Rhodesia.

VINCENT CHEMICAL COMPANY PTY LIMITED, Buffalo Rd, Gladesville, NSW, 2111. Phone 80-0521. Telegrams Vinchem.

Executives: K. C. Probert (mng dir), J. C. Hudson (secretary), C. G. Ward (gen. sales mngr), K. Nickel (advtg mngr).

Products: Vincent's Powders & Tablets. Digestif Rennies.

VOLKSWAGEN AUSTRALASIA LIMITED, Princes H'way, Clayton, Vic., 3168. Phone 544-0671. Telegrams Volkswagen, Melbourne.

Director: J. A. Cook (dir mktg).

Executives: W. B. Harvey (PR mngr), R. R. Cameron (mktg services mngr), M. C. Woods (vehicle sales mngr).

Company's operations: Motor vehicle manufacturer — passenger and light commercial vehicles.

Agency: NAS (Melbourne) Pty Ltd.

I/State Repr.: Branches, all States. **O'seas:** Volkswagenwerk A. G., West Germany, and subsidiaries throughout world.

VULCAN ELECTRICS PTY LTD, 125 Highbury Rd, Burwood, Victoria, 3125. Phone 288-5422. Telegrams Vulrange.

Directors: E. R. Dubsky, J. W. Nolan, K. J. Croagh, H. M. Kerr, A. B. Elvish.

Executives: E. R. Dubsky (mng dir), K. J. Croagh (gen. mngr), H. M. Kerr (sales mngr), M. A. Chellev (marketing mngr — Oil division).

Products: Electric radiators, electric cooking appliances, oil space heaters, ducted systems.

Agency: Castle Jackson Advertising Pty Ltd.

I/State repr.: NSW sales office, 47 Concord Rd, Concord, NSW.

WALPAMUR PAINTS PTY LTD, 1-3 Salisbury St, Auburn, NSW, 2144. Phone 648-1848. Telegrams Walpamur.

Executives: S. Chambers (mng dir), B. Jackson (company secy), W. B. Ruddle (NSW mngr).

Products: Walpamur and Hadrian paints — Polycell products.

Agencies: USP-Benson Pty Ltd, Foote Cone & Belding.

I/State repr.: All States. **O'seas:** United Kingdom.

A. WANDER (AUSTRALIA) PTY LIMITED, PO Box 345, Devonport, Tas., 7310. Phone Devonport 2-1811. Telegrams Ovaltinus, Devonport.

Director: P. R. Stone.

Executives: P. R. Stone (mngr), G. D. Crawford (secy), R. B. Wilson (marketing mngr).

Products: Ovaltine and allied products. pharmaceutical products.

Agency: Madison-Milwyn Pty Ltd.

I/State Repr.: A. Wander (Australia) Pty Limited. **O'seas:** A. Wander (Australia) Pty Ltd, Singapore.

WARNER-LAMBERT PTY LTD, Biloela St, Villawood, NSW, 2163. Phone 72-0461.

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

Directors: A. M. Small (chrmn), D. Metcalf, J. D. O. Gaden, A. C. Palfreyman (secy), L. J. Miller (gen. mngr).

Executives: Ron Masters (acctnt), R. D. Carter (publ. mngr).

Products: Medical and scientific, photographic suppliers and manufacturers.

Agencies: Stannard, Patten-Samuels.

Branches throughout Australia and New Zealand.

WELLS-NATIONAL PTY LTD, 221 North Rocks Rd, North Parramatta, 2151. Phone 630-0391. Telegrams, Luxwell, Sydney.

Directors: J. D. Wells (mng dir), R. H. Wells, B. T. Sheil.

Products: Luxaflex venetian blinds, aluminium awnings, flyscreens, screen doors, roller shades, drapery hardware and tracks, woven aluminium drapes, canvas goods, folding doors, louvre doors and furniture.

Agency: Russell Lewis & Assocs.

WHITE WINGS LIMITED, 52 Balfour-st, Sydney, 2000. Phones 69-5341, 69-5057. Telegrams Whitewings.

Directors: W. Garrick Wilson, C. A. Martin, R. K. Francis, T. Hanold, P. Gerot, E. P. T. Simpson.

Executives: G. R. Francis (deputy gen. mngr), R. C. Jones (natl sales mngr), A. W. Martin (mktg mngr), P. A. Miller (indust. div. mngr), N. L. Rheuben (acct).

Operations: Food manufacturer.

Agency: Jackson Wain & Co. Pty Ltd.

Pstate repr.: Branches in all State capitals.

WILKINSON SWORD PTY LTD, 193 Clarence St, Sydney, NSW, 2000. Phone 29-5032.

WILLS, W. D. & H. O. (AUSTRALIA) LTD, 71-79 Macquarie St, Sydney, 2000. Phone 2-0578.

Directors: T. J. N. Foley (chrnm), J. F. R. Lawes (deputy chrnm), H. Widdup (deputy chrnm), W. S. Bengtsson, C. B. Noble, M. S. Paton, G. A. Preston, R. H. Star, J. F. Elf-erson (dir sales & advtg), W. R. McComas, J. W. Rickards (dir mktg services).

Executive: G. D. Latimer (advtg mngr).

Agencies: Lintas Pty Ltd, George Patterson, Hansen Rubensohn-McCann Erickson, J. Walter Thompson.

Products: Ardath, Ascot, Benson & Hedges, Capstan, Craven "A" Filter, Country Life, Garrick, Hallmark, Kool, State Express, 555, Temple Bar, Turf, Fiesta, Churchmans, Players, Pall Mall and Escort cigarettes; Capstan, Champion, Benson & Hedges, Log Cabin, Havelock, State Express, Van Tromp, Five Star, Imperial Crown, Vice Regal tobaccos; Tally Ho cigarette papers; Statesman, Bermuda, Grosvenor Club, La Villacuba, Midway, Monopole cigars.

WOOLWORTHS LTD, 534 George St, Sydney, 2000. Phone 2-0653. Telegrams Woolworths Sydney.

Directors: S. E. Chatterton, CBE, Sir Theo Kelly, OBE (chrnm and mng dir), C. R. Hart, J. P. Gowing, N. J. Cross (personnel dir), O. P. Howell-Price (dir trading operations), D. Wilson.

Executives: F. W. Cross (legal officer), J. D. Liddle (buying controller—variety), P. C. Cregan (supermarket controller), R. J. Carfoot (secy), R. Hastings (variety controller), A. R. Dick (gen. mngr Chic Salon), J. R. Fleming (div. mngr Flemings Fabulous Food Stores), E. D. Craig (publ. controller), A. A. Frew (Commonwealth adv. mngr), W. Spark (sales prom. controller), M. Russell (div. mngr—variety, NSW), R. Clifford (div. mngr supermarkets NSW), F. M. Wright (state mngr Vic. & Tas.), T. Dwyer (State mngr Qld & NT), A. J. Merrillees (State mngr SA), R. H. Liddell (State mngr WA), J. D. Hendry (mngr NZ).

Operations: Variety stores, supermarkets (Woolworths), food stores (Flemings & Safe-

ways, NSW; BCC, Qld and Northern NSW). Apparel (Ashleys, Rockmans, Chic Salon), department stores (BIG W, NSW, Vic., SA, WA; Edwards & Lamb, Qld).

Agencies: Coudrey-Campbell-Ewald; Marketing and Advertising (food); Fortune, Corbett.

Pstate repr.: Own offices all States.

Oseas repr.: Australasian Chain Stores Ltd, London; Woolworths (Malaysia) Ltd, Woolworths (Hong Kong) Ltd; E. W. Bruno, New York, US.

WORLD AGENCIES PTY LIMITED, 82 Sussex St, Sydney, 2000. Phone 29-7911. Telegrams Worldage.

Directors: L. Toltz, C. E. Astley, R. Fitzpatrick, T. M. Atkins, E. J. Quick.

Executives: E. J. Quick (joint mngr dir), T. M. Atkins (joint md), E. L. Grimwade (Vic. mngr), P. R. Kitto (SA mngr), J. E. McDonald (Qld mngr), J. A. Macmurchie (WA mngr).

Products: Bengers' food, Dannex dandruff remover, Coppertone, Dedant, Eichorn's remedies, ointment and veterinary remedies, Enzode tablets, Farleys Rusks, Hardy's indigestion powder and tablets, Karmavar nerve Tabs, Malgic Adrenalin Cream, Mercolized wax, Neversuck, Nilador concentrated deodoriser, Nuralgon, Perform 8 day hair preparation, Rustiban, Sal-Urem, Sanatogen, Scrubb's Ammonia, Saf-T-Kleen oven cleaner, Swedish Milk Diet, Sylvasun Sunburn Tabs, 2nd Debut Staisweet tubes, jars, roll-on, stick, spray and powder, Statavar reducing tablets, Tampax, Tynees baby products, Wate-on Tabs Liquid Vitapointe, Cushion Grip denture adhesive, Tinaderm, Meggezones.

Agencies: Hansen Rubensohn-McCann Erickson, Thomson, Porritt Partner Advertising, NAS (Sydney), Pritchard Wood Quadrant.

WORMALD BROTHERS INDUSTRIES LIMITED, 208 Young St, Waterloo, NSW, 2017. Phone 69-0477. Telegrams Sprinkler Sydney.

Directors: G. G. Russell (chrnm), D. H. B. Adams, C. G. Crane, L. G. I. Bode, J. W. Utz, D. M. Carment.

Products: Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva, Lowecator & Wormald fire warning systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel rolling shutters & grilles & fire doors; Ransburg electrostatic spray painting process.

Agency: E. C. Slatter & Partners Pty Ltd.

WORTH HOSIERY PTY LTD, 104 Bathurst St, Sydney, 2000, NSW. Phone 61-8245.

WRIGLEY COMPANY PTY LIMITED,
THE, Michigan Ave, Asquith, NSW, 2078.
 GPO Box 486. Phone 47-1101. Telegrams
 Spearmint Sydney.

Managing Director: L. G. Walley.

Products: PK, Arrowmint, Juicy Fruit,
 Spearmint chewing gum.

Agencies: J. Walter Thompson, O'Brien
 Publicity.

S. WYNN & CO. PTY LTD, 348 St Kilda
 Rd, Melbourne, 3004. Phone 69-5168. Tele-
 grams Wynvale, Melbourne.

Directors: Samuel Wynn (gov. dir), David
 Wynn (mng dir), F. L. Devine (gen. mng).

Executives: W. G. Stevens (sales & adver-
 tising mng).

Operations: Wine growers, Wynns Estate
 Wine, Coonawarra Estate, Modbury Estate,
 Ovens Valley Burgundy, Wynvale Wines,
 Boronia, Romalo Champagnes & Sherries.

YAKKA PTY LIMITED, 79 Blair-st,
 Broadmeadows, Vic., 3047. Phone 309-2366.
 Telegrams Yakkall.

Directors: D. K. Laidlaw, J. D. Laidlaw,
 B. H. Laidlaw.

Executives: K. L. Eddy (marketing dir),
 A. L. Murphy (mng).

Agency: Marketing & Advtg Pty Ltd.

I/State Repr.: Clive Knight, 243 Elizabeth
 st, Sydney.

Products: Yakka Overalls.

**YATES, ARTHUR, & CO. PTY LIM-
 ITED,** 90-100 Sussex St, Sydney, 2000. Phone
 29-6771. Telegrams Seedsman, Sydney.

Directors: P. B. Yates, H. K. Price, M. C.
 Yates, E. S. Knight.

Executives: P. B. Yates (gen. mng), H. K.
 Price (asst gen. mng), E. S. Knight (secty).

Products: Yates seeds, Gro-plus fertilisers,
 Yates garden products.

Agency: Madison-Milwyn Pty Ltd.

**ZEVENBOOM, JOHN & CO. PTY LIM-
 ITED,** 101 Canning St, Nth Melbourne, 3051.
 Phone 30-3288. Telegrams Boomzev.

Directors: A. J. Moir (chrn), L. E. Rowe,
 G. Anderson, V. T. Gladstones.

Executives: L. E. Rowe (mng), G. Ander-
 son (factory mng), A. R. Pitt (secy).

Product: Brushware.

Agency: W. John Haysom & Co. Pty Ltd.

I/State Repr.: Fletcher & Hearle, Brisbane;
 F. K. Tydeman & Son, Adelaide; Collin &
 Co. Ltd, Perth; Littler & Collins, Launceston
 & Hobart; John Zevenboom & Co. Pty Ltd
 Sydney (43-2271).

INDUSTRY ASSOCIATIONS AND CLUBS

ASSOCIATIONS

ACS — AUSTRALIAN CINEMATOGRAPHERS' SOCIETY, registered office. Room 33, 133 Pitt St, Sydney, 2000. Phone 25-2255.

Secretary: Hilton Gordon.

ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA, 72 Stanley St, Darlinghurst, 2010. Phone 31-7718-9.

Officers: Hal Lashwood (pres.), Hal Alexander (gen. secty). Bob Alexander (assist. secty).

Repr.: 178 Collins-st, Melbourne, Vic. (63-6689, 63-4876).

ADVERTISING INSTITUTE OF AUSTRALIA, I. J. Morris (Fed. secy & registrar). Princes Gate, East Tower, 151 Flinders St, Melbourne, 3000. Phone 654-4600. Fed. pres., R. B. Cox, John Higgins Publicity, 63 Kingsway South, South Melbourne, Vic, 3205.

Divisional secretaries: D. Maxwell, c/- 365 Kent St, Sydney, NSW; N. R. Stagoll, Gas & Fuel Corporation, 196 Flinders St, Melbourne, Vic.; V. T. Richardson, 26 Rockingham St, Mt Gravatt, Qld; J. V. Harvey, 5KA Radio City, 43 Franklin St, Adelaide, SA; E. Tamlin, 22 Moulden Ave, Mt Yokine, WA.

General council: President R. B. Cox (Vic.); vice-presidents, D. Barrie (NSW), and E. Evans (Vic.), J. Wilkinson, B. Dowie, G. H. Hazelhurst, R. F. Howells, K. O'Gorman, Miss M. Keane, I. Kennedy, R. Mitchell (SA); Miss C. Behrend, W. Mansfield (WA); E. Edmonds, C. Heselwood (Brisbane), G. S. Richards, R. F. Graham (NZ); 4As, W. R. McFerran, J. P. Goulstone (Vic.); B. Holt, K. H. Ballantyne (NSW); AANA, E. H. Evans, R. H. Gamble (Vic.); P. W. A. Kelso, J. R. Kilgour (NSW).

Education board: Chairman, J. D. Wilkinson (Vic.), B. Holt (NSW), J. Kilgour (NSW), R. Gamble, E. Evans, B. Dowie, G. Hazelhurst, F. Gamble, R. B. Cox, Miss M. Keane (Vic.); C. Roantree (SA) and E. Edmonds (Qld).

Hon. Federal treasurer: Miss M. Keane, Royal Melbourne Institute of Technology, Building 4, Room D1, 124 Latrobe St, Melbourne (34-0234).

ASSOCIATION OF AUSTRALIAN RE-CORD MANUFACTURERS, 103 Oxford-st, Darlinghurst, NSW, 2010. PO Box 204, Darlinghurst. Phone 31-2041.

Officers: J. M. Burnett (pres.), C. Pickford & R. Gillespie (vice-pres.), C. Barlow (treas.), Miss V. Green (secty).

Members: Amalgamated Wireless (A'asia) Ltd, Astor Electronics Pty Ltd, Australian Record Club Ltd, Australian Record Co. Ltd, Concert Hall Record Club Pty Ltd, EMI (Australia) Ltd, Festival Records Pty Ltd, Phonogram Recordings Pty Ltd, RCA of Australia Pty Ltd, The Gospel Film Ministry Ltd, Viking Record Co. Pty Ltd, W&G Record Processing Co. Pty Ltd, World Record Club Pty Ltd.

AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD, 208 Clarence-st, Sydney, 2000 (GPO Box 4007, Sydney). Phone 29-3713. Telegrams APRA, Sydney.

Directors: G. S. Cooper (chmn), A. F. Albert, W. B. Ahrens, L. Evans, B. Grant, Miss D. Dodds, G. S. English, C. V. Smith, R. E. Bare (Melb.), Robert Hughes (Melb.), A. Heenan (NZ).

Executives: J. L. Sturman (gen. mngr), G. H. Pride (secty).

I/State Repr.: R. W. Ralph, c/- Griffin, Ralph & de Plater, T&G Bldg, Queen-st, Brisbane; B. K. L. Stevens, c/- Smith, Johnson & Co., Bailey Bldg, East Row, City, Canberra; Evans S. Saw, Saw, Wheatley & Co., CML Bldg, St George's Terrace, Perth; C. M. Chambers, c/- Gillott, Moir and Winneke, National Trustee Bldg, 95 Queen St, Melbourne; G. C. Campbell, 43-48 New Zealand Insurance Bldg, 34 Waymouth St, Adelaide. O'seas: D. B. McKinnon, Conference Chambers, Wakefield & Warish Sts, Wellington, NZ; R. L. Munro, Munro, Warren, Leys & Kermode, Central Chambers, Suva, Fiji.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES, 5th Floor, Collins Hse, 33 York St, Sydney, 2000 (Box 2397, GPO, Sydney, 2001). Phone 29-8171. Telegrams, Advertising, Sydney.

1968 executive: Fed. pres., A. J. Briggs (FC&B); deputy pres., Northern Zone, G. C. Turner (O'Brien Publicity); Southern Zone, A. B. Kinnear (Martin, Kinnear, Clemenger); Fed. treas., T. B. Wallace (Lintas). Members: F. E. Grace (Jackson Wain), P. G. Clemenger (John Clemenger), W. S. Gilbert (Coudrey-Campbell-Ewald), L. Bassett (A. J. Williams), L. A. Reason (Paton Hughes).

Permanent executives: Bernard Holt (Fed. dir), Gawaine H. Lucas (asst to Fed. dir).

I'state repr.: 409-413 Collins St, Melbourne, 3000 (62-1677); Lister, Bruce, Tune & Co., 95 Currie St, Adelaide, 5000 (51-5185); G. S. Hutton & Macfarlane, 400 Queen St, Brisbane, 4000 (2-1533); M. Chiswell, c/- Adcraft Service Pty Ltd, Newspaper House, 126 St George's Terrace, Perth, 6000 (23-2596).

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS, 47 York St, Sydney, 2000. Phone 29-1352.

1967-68 Federal executive: President, H. St O. Dentry (Australian Consolidated Industries Ltd); immediate past president, P. W. A. Kelso (Clifford Love & Co. Ltd); deputy presidents, B. W. Warner (Commonwealth Industrial Gases Ltd), L. Irving (Gillette (Aust.) Pty Ltd); honorary treasurer, P. T. Matthews (Bank of New South Wales).

Members: A. McD. Knowles (Rural Bank of New South Wales), A. R. Thurbon (Clipper Australia Pty Ltd), B. M. Kilglur (Kaysar Pty Ltd), D. R. Pittard (Nicholas Pty Ltd), K. P. Smith (Westralian Farmers Co-operative Ltd), G. A. Derham (Bewater-Scott Australia Ltd), J. C. Shimmin (Fibre-makers Limited), R. E. Painter (B. Seppelt & Sons Limited), J. G. Garlick (Hills Industries Limited).

Administration: J. H. Bowden (Fed. dir), J. L. Crawford (exec. officer), G. M. Kelynack (NSW secy), 47 York St, Sydney; L. R. Brand (Vic. secy), 445 St Kilda Rd, Melbourne; G. K. Murdoch (Qld secy), c/- Cosway Public Relations Pty Ltd, 447 Upper Edward St, Brisbane; D. F. Thomas (SA secy), 54 Currie St, Adelaide; John C. Waterman (John C. Waterman & Associates Pty Ltd), Box W2094, GPO, Perth, WA.

AANA is the representative body of national advertisers in Australia. Its membership comprises manufacturers and marketers of brand goods and services who use advertising in one or more of its various forms.

AUSTRALIAN FILM PRODUCERS' ASSOCIATION, J. H. Nossiter (Fed. secy), 5th Floor, Anzac Hse, 26-36 College St, Sydney. Phone 31-6642.

Federal executive: Pres. Eric Porter (Eric Porter Prods), vice-presidents (Sydney), D. Dagggett (Fontana Films Pty Ltd), John Kingsford-Smith (Kingscroft Production); vice-president (Melbourne), V. Wagstaff (Cine Service Pty Ltd).

Members: Sydney: Ajax Films Pty Ltd, Animads Australian Instructional Films Pty Ltd, John Bushelle Productions Pty Ltd, Chas. E. Blanks Pty Ltd, Christopher Prods, Cinesound Productions Pty Ltd, Collings Productions Pty Ltd, Peter Dimond Films Reg Edwards, Dennis Hill Productions, Fontana Films, Fraser Castle Productions, Bern Gandy, Grimdale & Associates Pty Ltd, Greenhalgh-Railton Productions Pty Ltd, Graphik Animation Pty Ltd, Kingscroft Productions Pty Ltd, David Koffel Film & TV Productions, John Leake Cinematography, Perier Films Productions, Eric Porter Productions Pty Ltd, Supreme Sound Studios, Trojan Film Productions, Ross Wood Prods, Donald Wynne. **Melbourne:** Academy Film Productions, Cambridge Film & TV Productions Pty Ltd, Cine Service Pty Ltd, Crawford Productions Pty Ltd, Eltham Film Productions Pty Ltd, Owen Brothers Ani-

mated Films Pty Ltd, Pacific Film Productions, Senior Film Productions, John Scheffer Productions, Geoffrey Thompson Film Productions, Zanthus Films. **Brisbane:** Camercraft Pty Ltd, Firebird Films, Kinetone Productions Pty Ltd. **Adelaide:** Arkaba Films Pty Ltd, Milton Ingerson Productions. **Perth:** Ronald H. Armstrong, Bryan Lobascher Film Productions. **New Zealand:** Peach Wemyss Ltd, Robert Steele Productions, Birch-Rising.

AUSTRALIAN MOTION PICTURE STUDIOS' ASSOCIATION, 16-18 Mount St, North Sydney, 2060. Phone 92-2943. William P. Baker (exec. secy).

Executives: L. J. Becker, B. Chirlian, M. R. Murphy, E. E. Porter, V. T. Stacey, G. Vlazny.

Members: Antransa Park Television Pty Ltd, Ajax Films Pty Ltd, Fontana Films Pty Ltd, Eric Porter Productions Pty Ltd, Supreme Sound Studios Pty Ltd.

Established to foster the film production industry in Australia.

AUSTRALIAN RADIO ADVERTISING BUREAU, (division of Federation of Aust. Commercial Broadcasters), 47 York-st, Sydney, 2000. Phone 29-1738. Cables AFOBS.

Research and information body for Australia's 114 commercial radio stations.

Main aims of the Bureau are: To undertake research designed to inform on the value of using radio as a principal advertising medium; to provide all stations with statistics and sales aids; to inform member stations of details of successful campaigns and promotional ideas; design sales plans for specialised groups; provide speakers to talk to representative buying groups.

THE AUSTRALIAN WRITERS' GUILD, 2nd floor, 108 Oxford St, Paddington, NSW, 2021. Phone 31-9709.

Members, NSW: John Abbott, John Alaimo, Don Baker, Suzanne Baker, Richard Barry, Joyce Belfrage, Tina Bethell, Lorna Bingham, Michael Boddy, Mona Brand, Barry Brown, James Brown, Denys Burrows, Peggy Caine, Margaret Campbell, Betty Carisbrooke, Stuart Carmichael, Kathleen Carroll, Kenneth Chown, Jon Cleary, Charmian Clift, Renatta Cochrane, Geoff Collings, Maxwell Colwell, Barry Creyton, Neville Dasey, Miriam Davis, Anne Deveson, Deirdre Dillon, Kevin Dowling, Marien Dryer, Alistair Duncan, David Eastman, Kerry Eastman, Leonard Evans, John Faassen, Peter Finnane, Pat Flower, Lynn Foster, Ron Frazer, Stuart Glover, Monty Hamilton-Wilkes, John Harper-Nelson, Marcia Hatfield, Kenneth Hayles, Jill Hellyer, Robert Heverly, John Hinde, Elvira Hogg, Joy Hollyer, Rod Hull, Ron Ingleby, Barbara Jeffries, Creswick Jenkinson, George Johnston, Kay Keavney, Janet Kehoe, Robert Kennedy, John Kiddell, Alan Kitson, Richard

Lane, William Larkins, Lauri Lawrence, John Levy, Bryan Lobascher, Joan Long, Stan Mars, Lyle Martin, Norma Martyn, Claire Meillon, Rodney Milgate, Monte Miller, Ronald Morse, Trevor Myers, Bryan McAllister, Kevin McGrath, Desiree McFadden, Phyllis McLean, Ross Napier, Ruth Niland, John O'Grady, Robert Peach, Lance Peters, Ralph Peterson, Will Pryor, Eric Rasdall, Leslie Rees, Betty Roland, Ted Roberts, David Sale, Stefan Sargeant, Eric Scott, Ken Shadie, Sheila Sibley, Jannie Southan, N. Stephen, Robert Symons, Allan Trevor, Margaret Trist, Ric Trossel, Barbara Vernon, Robert Walker, Richard Walsh, John Warwick, Noel Webster, David Wheatley, Frederick Wiseman, Maslyn Williams, Maurice Wiltshire, Nan Witcomb, Eleanor Witcombe, James Workman, Michael Wright.

Victoria: Robert Amos, Barbara Angell, Reginald Barry, Sonia Borg, Ronald Callander, Robert Crawford, Phil Darbyshire, Jonathan Dawson, Anthony Evans, Michael Fitzgerald, Phillip Freedman, Oriel Gray, Cliff Green, Howard Griffiths, Alan Hopgood, Edward Howell, Donovan Joyce, Richard Magree, Shirley Miller, Ian Neil, Harold Lander, John Pinkney, Della Foss Paine, Carmen Saarelaht, Jim Stapleton, Terry Stapleton, Rosalie Stephenson, Hugh Stuckey, Douglas Tainsh, John Tranter, Osmar White, Mary Wilton, Brian Wright.

Overseas: Richard Aspinall (Nigeria), John Cameron (London), Joyce Cavill (Canada), John Chapman (London), 'Doc' Doyle (London), John Ford (London), Patricia Hooker (London), Don Houghton (London), Paul Lawson (Greece), Curtis Levy (London), Noel Robinson (London), George Saunders (London), Morris West, Earl Woodbury (America).

COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA, Collins Hse, 33 York St, Sydney, 2000. GPO Box 2397, 2001. Phone 29-8171.

Permanent officers: Bernard Holt (hon. secy), John Bowden (assist. hon. secy).

FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS, hq 2nd Floor AWA Bldg, 47 York St, Sydney, 2000. (GPO Box 7024, 2001). Phone 29-1738.

1968 executive: President, D. L. Foster (2GB); immediate past president, J. S. Larkin (5DN); snr vice-president, W. H. Stephenson (2SM); country vice-pres., E. Furlong (6VA).

Federal council: Max Baker (VBN), M. E. W. Baker (4BC), L. Bennett (3UZ), A. B. Brown (7HQ), R. C. Crawford (3DB), A. D. Faulkner (2UE), L. C. Hynes (2UW).

State chairmen: K. B. O'Donohue (NSW), R. Baeck (Vic.), M. E. W. Baker (Qld), J. Sutton (SA), J. W. Hugall (WA), A. Brown (Tas.).

Permanent Executives: E. L. Sommerlad (Federal dir), H. M. Goodsall (executive

secy), J. H. Sturzaker (ARAB research and promotion officer).

Federation's first annual convention was held in 1931, when only 27 commercial stations were in existence. **M. B. Duffy** (then of 3KZ) was elected 1931-32 president. Within six years 44 new commercial stations joined the FACB, with membership reaching 100 by 1940, 108 by 1957 and 114 by 1967.

FEDERATION OF AUSTRALIAN COMMERCIAL TELEVISION STATIONS.

Suite 404, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

General manager: A. S. Cowan.

Executive assistant: A. B. Simpson.

Television industry's association formed in 1960, with membership open to operating metropolitan and provincial commercial stations.

INSTITUTION OF RADIO AND ELECTRONICS ENGINEERS AUSTRALIA,

THE, Science Hse, 157 Gloucester St, Sydney, 2000. Phone 27-1039. Telegrams Instradio, Sydney.

1967-68 executives: Prof. R. M. Huey (pres.), V. F. Kenna (deputy pres.), Prof. R. E. Aitchison (snr vice-pres.), A. Fowler (vice-pres.), N. T. W. Wedgner (hon. treas.), K. G. Knight (gen. secy), Miss E. Sharman (asst gen. secy), Mrs G. Higginbotham (publ. board secy), M. H. Stevenson (hon. editor).

Divisional chairmen, Sydney: R. D. Stewart, P. H. Heins (hon. secy); **Newcastle:** Dr W. G. Kirchner, J. Clarke (hon. secy); **Melbourne:** R. J. Biddle, R. K. Crow (hon. secy); **Brisbane:** F. Hoe, C. M. King (hon. secy); **Adelaide:** R. M. Griffith, S. G. McLean (hon. secy); **Perth:** S. A. Matthews, C. H. Fletcher (hon. secy); **Launceston:** G. W. Clark, A. J. E. Robertson (hon. secy); **Hobart:** Prof. C. H. Miller, J. H. Brodie (hon. secy); **Canberra:** S. A. Westwood, Major P. R. Gower (hon. secy).

MUSIC PRODUCERS' ASSOCIATION OF NEW SOUTH WALES,

Suite 6, 207 Darlinghurst Rd. Kings Cross, NSW, 2011. Phone 31-6546.

Executive: W. Pryor (pres.), A. Dean (vice-pres.), J. J. White (secy).

Formed late 1963. Association's broad aim is to negotiate an industry basis with allied organisations including the 4As and AANA, and the Musicians' Union.

TELEVISION ADVERTISING BOARD

(A unit of FACTS), Suite 404, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

Geoff Pengilly (chman), A. S. Cowan (gen. mgr).

Member stations: All operating metropoli-

tan and provincial commercial television stations.

Formed early 1957 to accredit agencies, to formulate TV advertising regulations, to deal on an industry basis with other organisations including the 4As and AANA and to promote the sale of television time.

TELEVISION AND ELECTRONIC TECHNICIANS INSTITUTE OF AUSTRALIA, 342-348 Flinders-st, Melbourne, Cl, Vic. Phone 61-2011.

Federal president: L. Coleman, Federal secretary; K. N. Black, Federal treasurer; K. J. Main.

State divisions: Vic., L. Cardilini (pres.), K. N. Black (secy); NSW, G. M. Mitchell (pres.), A. G. Wallace (secy), Mrs Mitchell (exec. officer); SA, N. Niblett (pres.), A. D. Menash (secy); WA, G. Burke (pres.), S. Holman (secy); Qld, E. M. Devin (pres.), B. Lofthouse (secy).

TELEVISION AND ELECTRONIC SERVICES ASSOCIATION OF VICTORIA (affiliated with the National Alliance of Television and Electronic Services Associations), 342 Flinders-st, Melbourne, Cl, Vic. Phone 61-2011.

M. S. Grimwood (pres.), K. N. Black (secy).

Association is managed by a council elected by members.

TELEVISION SOCIETY OF AUSTRALIA, Box 1712P, GPO, Melbourne, 3001. Phone T. D. Webb, 69-0771 (home number, 20-2904).

Office-bearers: T. J. O'Donohue (pres.), D. Mackay (vice-pres.), T. D. Webb (hon. secy), Miss A. Vandenberg (exec. secy), Miss J. Baldwin (hon. treas).

Council members: I. B. Angus, R. H. Cunningham, J. H. T. Fisher, I. Jones, D. Mackay, W. E. Ritter, R. D. Sefton, C. Frazer, R. Power, P. Randall, Miss R. Stephenson, G. Phillip, G. Fegent, J. Bale, M. Provis.

Associated with the Television Society of Great Britain.

TELEVISION SOCIETY OF AUSTRALIA (NSW division), PO Box 333, Crows Nest, 2065. Phone 439-1163.

Office bearers: Mary Meares (pres.), Geoffrey Healy (vice-pres.), Colin Macdonald (secy).

Council members: John Barry, Russ Becker, Harry Griffiths, Jane Flemming, Basil Sands, Kevin Burston.

CLUBS

ADVERTISING CLUB OF VICTORIA, Box 2488V, GPO, Melbourne.

Board of Management: Pres., M. B. Fogarty (Alwyth Advtg), Vice-pres., F. M. Slater (Val Morgan & Sons).

Committee: B. H. Buttery (Mobil Oil), R. H. Gordon (Cyclone Co.), D. M. Guthrie (D. Guthrie & Assocs), J. R. Haywood (Army), H. G. Holt (Val Morgan & Sons), A. L. Hutchinson (J. Walter Thompson), E. L. Jeffrey (E. L. Jeffrey Pty Ltd), B. A. Mitchell (HSV), J. A. McConnell (Paton Advtg Service), J. C. Oram (Selex Decal), J. T. Reidy (Southdown Press), B. J. Watts (Phillip Morris).

Organisation representatives: L. Bosworth (outdoor advtg assoc.), J. L. Edwards (AANA), J. P. Goulstone (4As), J. G. Stuart (FACB), G. P. Ruttle (Theatre Screen Advtg Assoc.).

Administrative officer: N. N. J. Peppard (Noel's Personal Services).

CONTACT CLUB LIMITED, Sydney, GPO Box 1792, 2001. Admin secy, Mrs Lorna Maurice, 918-6484.

Executives: Pres., N. Battye; vice-pres., B. Maurice, D. Neely; hon. secy, M. Cail; treas., R. Phillips.

A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

TIME CLUB, THE (Sydney): Hon. secy, Ken Johns, AWA, 47 York St, Sydney, 2000. (2-0233).

1967-68 executives: Pres., Frank Jeffcoat (2UW); Vice-pres., Ken Lloyd (ABS); secy, Ken Johns (AWA); publ. officer, R. (Mac) Bumstead (B&T).

Executive committee: R. Clark (2GB), P. W. See (2CH), W. R. Smith (2GZ); K. O'Donohue (2SM), J. Tonkin (3AK).

TIME CLUB, THE (Victoria). Hon. secy, Brian P. Woodyatt, c/- Macquarie Broadcasting Services, 382 Latrobe St, Melbourne, 3000. Phone 239-6666.

1967-68 executive: Pres., Bruce H. Neal (AWA); secy, Brian P. Woodyatt (MBS); immediate past pres., George Andrew (3UZ); treas., D. Shorland (3XY).

Committee: Don Gibb (3AK), David Corley (VBN), Gordon Denning (3DB), Ken Stevens (McCormick, Brandon, Haig-Muir), Vic Beitzel (3UZ), John Lloyd (3KZ).

TIME CLUB (Brisbane). C/- CQBN, Perry House, Elizabeth St., Brisbane, 4000. President, D. H. Nicholson; vice-pres., R. Swift; secy, D. Baker; treas., F. R. Pearce.

ADVERTISING AND TECHNICAL TRAINING COURSES

SYDNEY

ADVERTISING INSTITUTE OF AUSTRALIA; I. J. Morris (Fed. secy & registrar), Princes Gate, East Tower, 151 Flinders St, Melbourne, 3000. Phone 654-4600.

Divisional secretaries: D. Maxwell, c/- 365 Kent St, Sydney, NSW; N. R. Stagoll, Gas & Fuel Corporation, 196 Flinders St, Melbourne, Vic.; V. T. Richardson, 26 Rockingham St, Mt Gravatt, Qld; J. V. Harvey, 5KA, 43 Franklin St, Adelaide, SA; E. Tamlin, 22 Moulden Ave, Mt Yokine, WA.

Principal objectives of the Institute, which has over 1000 members in Australia, New Zealand and south-east Asian countries, are to promote a broader idea of the functions of advertising and to encourage the study of advertising in all its aspects.

Institute is actively supported by the AANA and 4As and has revised its syllabus and devised a course of study which is uniform for all technical colleges throughout the Commonwealth.

For students in States where classroom tuition cannot be extended beyond two years, the Institute is developing a correspondence course for the remaining two years to enable students to qualify for their Associate diploma.

Students who are unable, because of geographical or other reasons, to attend technical colleges, may prepare for the Associate examination by private study.

DIAMOND ADVERTISING ACADEMY, 40 Cambridge Ave, Vacluse, NSW, 2030. Phone 37-1554.

Courses available in media for the Diamond Academy Media Diploma.

Period of course: 8 months.

Enrolment can be made at any time by contacting principal.

Fees: \$4 weekly.

Academy closes 3 weeks over Christmas and New Year, and 3 weeks at Easter.

HEMINGWAY ROBERTSON INSTITUTE (owned and controlled by Hemingway Robertson Pty Ltd), ADC Building, 189 Kent St, Sydney, 2000. Phone 27-2785. Telegrams Hemway, Sydney. Head office, Melbourne.

Directors: R. W. Robertson, B.Com. (Melb.), FASA, FCIS; J. R. Marriott, FISM, FIBA, FIA (Aust.).

NSW principal: E. A. R. Langsford, B.Com., FRANZ, ACIS, FASA.

Conducts courses in accountancy, cost accountancy, company secretaryship, banking, sales management, advertising, business administration, bookkeeping, office management, hardware distributors, wholesale soft-goods distributors, personal individual home study tuition, full-time tutorial staff available.

Operated 6 days weekly, no time limit to tuition.

Sponsors the Dale Carnegie course in Australia, conducts also the Alexander Hamilton Institute modern business program and HRI Computer Training Centre.

Enrolment is effected by completion of enrolment of applicant and payment of initial fee.

No additional tutorial costs or text book fees involved; fees for individual courses appear on schedule of fees and are fixed at time of commencement.

INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD, 400 Pacific H'way, Crows Nest, NSW, 2065. PO Box 202. Phone 43-2121. Cables Intertext.

Directors: W. R. Gresham (mng dir), G. W. Anley (secy), M. H. Kellerman (principal).

Conducts six courses in radio-TV engineering and servicing, courses for **PMG exams**, course for the **IREE**, 12 courses in electronics and three in electronic computers, all courses giving revision in basic mathematics and graded study manuals to the more advanced work.

Periods of study vary from 252 hours for a basic electronics course to 1175 hours for the practical radio-TV engineering course.

Fees range from \$50 for a preliminary radio servicing course to \$154 for the practical radio-TV engineering course.

Enrolment is effected by personal interview with a trained careers officer or by mail, in which guidance forms are used to assess the potential student's educational standard. Adjustments may be made in the structure of each course, depending on student's previous education or experience.

Courses keep abreast of the latest develop-

ments in radio, TV, electronics, servomechanisms, automation and telemetry.

Further information may be secured from the Registrar, International Correspondence Schools, PO Box 202 Crows Nest, NSW.

NEW SOUTH WALES DEPARTMENT OF TECHNICAL EDUCATION, Farrer Place, Sydney, 2000. All enquiries, Guidance Office, Department of Technical education, Broadway, Sydney, 2007. Phone 2-0922, ext. 284.

Department conducts a four-years, part-time certificate course in advertising at Sydney Technical College, requiring attendance for six hours a week in the first three stages, and eight hours a week in the fourth stage. Provides comprehensive education in advertising principles and techniques at both the elementary and advanced levels and is based on the requirements of the Associateship of the Advertising Institute of Australia.

Subjects covered include: copywriting, oral communication, media, psychology, production campaign planning, report writing, marketing and research.

Fees: \$18 a year for the first three stages and \$24 for the fourth stage. Department of Technical Education also conducts a Television Studio Techniques course at North Sydney Technical College. It is a two years, part-time course requiring attendance for six hours each week, and offers lectures and practical instruction in television studio practices. Each term several scripts are selected and produced in the studio to provide students with practical experience, and the opportunity to work under TV operational conditions.

Fees: \$24 a year.

NORTH SYDNEY TECHNICAL COLLEGE (NSW Department of Technical Education), Pacific Highway, Gore Hill, NSW, 2065. Phone 43-5318.

Principal: R. J. Hibbard.

Conducts courses in TV station operation, TV studio techniques, transistors (post trades), industrial electronics (post trades), TV receiver servicing (post trades), telegraph

mechanics, radio trades.

Electronics and communications certificate course, very high frequency techniques (post certificate), industrial electronics (post certificate).

For details of courses, terms and fees, contact the supervisor of radio and television (43-5316).

BRISBANE

CENTRAL TECHNICAL COLLEGE, George St, Brisbane, 4000. Phone 21-2411.

The advertising course provides for the training and development of present and potential advertising executives, and others dealing with advertising in commerce, industry and the public service.

Period of course: Two years — three terms annually. Course covers the subjects for the Advertising Part I and Associate A examinations of the Advertising Institute of Australia.

Enrolment and fees: Enrolment may be effected at the Institute office. Fees: \$12 per term over the two years.

ADELAIDE

SOUTH AUSTRALIAN INSTITUTE OF TECHNOLOGY, North Tce, Adelaide, SA, 5000. Phone 23-3866.

Marketing Studies Certificate.

Course is designed to train personnel in fields of advertising, retailing, field selling, overseas trading and physical distribution of goods.

Subjects include business operations, advertising, graphic arts production, copywriting and design, media analysis, advertising programming.

Period of course: Three years part-time, three terms annually, February to November. Enrolment at SA Institute of Technology, early February each year.

On successful completion of course, students may apply for the associate diploma of the Advertising Institute of Australia.

Who's Who in • • •

- *Advertising*
- *Production*
- *Radio*
- *Television*
- *Radio-TV entertainment*
- *And associated fields*

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ASSOCIATED BROADCASTING SERVICES

A

ABRAHAM, Raymond John. Radio engineer. Born Basingstoke, England, March 11, 1935. Joined 7EX as junior technician in March 1954. Appt chief eng. 2QN 1962 then 2WG 1963. Rejoined 7EX as chief eng. July, 1965. Married, 3 children, resident Launceston.

ADAM, Graeme S. Accounts director, T. Hilken Waite Pty Ltd, Brisbane. Born Bris. 1940, ed. Church of Eng. Grammar School. Acctnt-exec. O'Brien Publ. 1959-63. Copy chief T. Hilken Waite, 1963-65. Acctnt-exec. 1965-66, T. Hilken Waite.

ADAMS, Noel. Agency director and accounts supervisor. Born Sydney, September 14, 1920. FAI (Aust.); Warrant officer, Army Education Service, 1941-45. Advertising manager, Tecnico Ltd (3yrs). Pre-war announcer-copywriter and sales rep. (in turn), AWA broadcasting dept. Radio director, Hawkins Advtg (3yrs), account executive, NAS (Sydney) Pty Ltd (8yrs), now dir. Married, resident Watson's Bay, Sydney.

ADLERSTEIN, Hans Heinz von. Agency chief film producer. Born July 16, 1910. Former chief producer Assoc. TV; Sydney mngr Aust. Radio and TV prod'ns; joined J. Walter Thompson 1956. Three years Berlin, Paris universities; asst-director film units; chief producer UFA Berlin, documentary, industrial & comm. films. Directed first live TV broadcast for German PMG's Dept. Travelled Europe, N & S America, Near East, Africa. Arrived Aust. 1961. Married, resident Miranda, Sydney.

AIRD, Keith James. Radio station accountant. Born Adelaide, SA, Sept 7, 1924. Chief clerk, Co-Op. Building Socy of SA (23 yrs). Apptd acctnt 5KA 1963. AASA. Married (two sons), resident Woodville, Adelaide, SA.

AITKEN, Raymond Reginald Scott. Agency director. Born Sydney, May 1, 1923. Began advtg career in 1945 with AWA Radiola advertising dept. Production manager then account exec., Raymond Publicity, Sydney. Joined NAS (Sydney) as account exec., now director. Married, resident Hunter's Hill, Sydney.

ALDOUS, John James. TV representation company Melb. manager. Born Williamstown, Melb. Advtg mngr Shaeffer Pen Co.; acctnt-exec. Claude Mooney. Asst sales mngr GTV-9. Now Melb. mngr Provincial Television Services (Vic.) Married, resident North Balwyn, Vic.

ALLENDER, Robert. Advertising agency director. Born Wellington, NZ, Dec. 15, 1922. NZ B'casting Service, Catts-Patterson Advtg, Publ. mngr, TEAL, acctnt dir Hansen Rubensohn-McCann Erickson, Berry Currie, Hawkins. Dir, Coudrey-Campbell-Ewald Pty Ltd. Married resident Turrumurra, Sydney.

ALLSOP, Raymond Cottam. Motion picture, radio and TV consultant. Born Randwick, NSW, March 11, 1898. Associated start of Australian pioneer station 2BL Sydney, and chief engineer. First to make short wave speech to UK and USA (1925) and London, broadcasting to Australia via 2BL. Former member, Broadcasting Control Board. Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Fellow & past pres. IRE (Aust.) now IREE, lieut. comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

AMOORE, Cecil Thomas. TV station chief engineer. Born Brisbane June 29, 1928. Holds B'cast Ops. Cert., TV Ops. Cert., Assoc. SMPTE. 11 years senior tech. 4BH, 1½ years electrical eng. dept., Queensland Uni., 3½ years supervising tech. in charge of OBs BTQ. Joined RTQ Nov. 1962, as chief engineer. Married, 2 daughters, resident Rockhampton, Qld.

ANDERSON, George Herbert. Media and market research company governing director. Born Hobart, Tas., March 20, 1897. Former railway survey & construction engineer; asst gen. secretary Graziers' Assoc., NSW; gen. mngr 2GZ, dir 2NZ, first country vp AFCBS; sales mngr MBS; mngr 2GB. 1944, Founder, gov.-dir, Anderson Analysis radio listening, TV viewing, press readership market research, chairman Mecar Pty Ltd, AIF, 1915-1919; 1938-43 lieut. col. 9th Field Reg.; G3 (Air) G2 Intell. LO, hq 2 Aust. Corps. Married, resident Turrumurra, Sydney.

ANDERSON, Hugh. Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange (Aust.) Pty Ltd, Melb.

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ANDREW, George William. Radio station sales manager. Born Fairfield (Vic.) Oct. 5, 1917. Former sales rep., Herald & Weekly Times (1932-56), RAAF (5½ yrs). Joined 3UZ, 1956. Clubs — Melb. Cricket Club, VAC Huntingdale Golf. Club, St Kilda FC Social Club (V/pres.). Married, 2 children, resident South Caulfield.

ANGEL, Donald. Radio station news editor. Born Sydney, Sept. 23, 1911. Journalist on Sydney metropolitan newspapers, wartime deputy director in charge, NSW branch, Commonwealth Dept. of Information, also war correspondent. Currently with 2UE. Married (two children), resident, Coogee, Sydney.

APTE, Harold. Agency group creative director. Born August 5, 1926, Sydney. RAAF 1944-46. Trained Sydney Tech. to 1949. Joined Audio Visual Associates. Moved to MGM 1951 as advtg designer to 1954. Lintas 1954-59. Goldberg art dir 1959-61. Art dir HR-McCCE 1961. Appt exec. art dir 1965. Associate creative dir 1966. Appt group creative dir Jackson Wain 1967. NSW pres. ACIAA, 1963-65. Married, resident Wahroonga, Sydney.

ARCHER, Kenneth Alan. Chief network sales manager. Born Brisbane, Jan. 17, 1928. Science master, Bris. Church of England Grammar School, 1947-53. 4BC sales rep, Oct., 1954, app. sales mngr, December 5, 1956, asst mngr, 1962. Queensland network sales manager, 1966. Represented Qld at Cricket and Baseball 1946-56, and Aust. at cricket 1949-52. Married (two children) resident Annerley, Brisbane.

ARCHER, Ronald Graham. TV station sales manager. Born Bris., Oct. 25, 1933. 7 years Shell Co, 2UW sales rep March 1959. Appointed sales mngr 2UW 1963. Now sales mngr TVQ. Represented Qld and Aust. at cricket 1952-56. Toured England 1953 and 1956, and West Indies 1955. Married, 2 children, resident Kenmore, Brisbane.

ARMOUR, Kenneth John. TV station manager. Born Corowa, NSW, Dec. 6, 1936. Joined Amalgamated Wireless A/asia Ltd at 2AY Albury, 1954. Transferred 2GF Grafton, 1956. Mngr 2GF from 1964. Appt. station mngr Richmond-Tweed TV Ltd (RTN), 1967. Married, resident Lismore, NSW.

ARMSTRONG, William Richard. Recording production company principal. Born June 24, 1929. Experience in sound recording with Phillips, ABC, 3UZ, W&G, 3DB and Telefl. Formed his own recording studio in October 1965; Bill Armstrong Pty Ltd, senior affiliate IREE (Aust.). Married, resident Caulfield (Vic.).

ASHTON, John Alexander. Radio station manager. Born December 7, 1914, Perth WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep. (6 years), sales manager and asst mngr 6KY-NA, now network sales executive 6PR-TZ-CI. Married, resident South Perth.

ATHOW, Garth Donald. Radio station manager. Born Bris., Mar. 10, 1930. With 4GY 1955, then to 2MW 1956 and apptd studio mngr 2MW's Southport studio 1958. Now mngr and resident director of 4LM. Married (2 daughters), resident Mt Isa, Qld.

AUSTIN, Ellis Maxwell. Agency secretary and accountant. Born Syd. Nov. 15, 1918. With Lintas. Previously Vic. branch acct Unilever. Married, resident Blakehurst, NSW.

AUSTIN, Ian Leonard. Agency TV-radio prod. mngr. Born Sydney, Jan., 1936. Geo. Patterson-Noble Bartlett Advtg, Brisbane. Single, resident Teneriffe, Bris.

AUSTIN, Kenneth Lindsay. TV station publicity officer. Born Dandenong, Victoria, Nov. 20, 1923. 3UL sales staff 1941, AIF 1942-46, 3UL 1946, 3SR 1949. 3SR sales mngr 1966, GMV publ. officer 1967. Married (3 children), resident Shepparton.

B

BAECK, Robert Joseph. Radio station general manager. Born Melb., Vic. Began radio career 3KZ, then to 2MG, 2HD 1945; sales dir 1953-56. Former sales mngr VBN. Apptd gen. mngr 3XY 1964. Resident Ringwood, Vic.

BAGLIN, Douglass Hinton. Film producer and studio managing director. Born Sydney June 25, 1926. 2yrs RAAF aircrew; founded Douglass Baglin Pty Ltd (comm. photographers) 1946, and also equipment, sales, suppliers and hire service for trade in 1954. Now mng dir of the three businesses. Married, resident Hunters Hill, Sydney.

BAILHACHE, Keith. Television station manager. Born Brighton (Vic). Joined Electronic Industries Ltd, appointed secy GTV. Five years RAAF (F/lt), now mgr SES. Married, resident Mt Gambier, SA.

BAINGER, Colin Robert. Television station company secretary. Born 1922. Formerly Shell Co.; apptd secy NWS 1959. Fellow Chartered Institute Secretaries and Assoc. Aust. Society of Accountants. 4 yrs AIF. Resident Centennial Park, SA.

BAKER, Max. Radio network general manager. Born Broken Hill, NSW, April 18, 1925. 1943-48 with RAN cadet midshipman-lieut.; 1948-51 Industrial dept BHP Co. Ltd, Newcastle; 1951 asst secy; 1954, gen. secy; 1960-64 Fed. dir FACB. Now gen. mngr Vic. Broadcasting Net. Ltd. ACIS; AASA. Married, 1 son, 1 daughter, resident Kew, Vic.

BAKER, Maxfield Edmund William. Radio station manager. Born Wonthaggi (Vic.), Jan. 22, 1915. Joined 4BC (announcer) 1945, now mngr. Married (3 sons, 1 daughter), resident St Lucia, Brisbane.

BAKER, Samuel Cecil. Radio production company sales manager. Born Singapore, 1921. Came to Aust. 1945. Joining the Macquarie newsroom in 1947. Joined Artransa 1950 as country sales exec. Appt sales manager Artransa radio division, 1956. Appt asst to mng dir Macquarie Broadcasting Service, 1966. Married (one son), resident Pymble, NSW.

BALLANTYNE, Kenneth Rex Hunter. Agency deputy managing director. Born London, October 7, 1919. Dir Best & Co. Pty Ltd, 1945-57, publ. mngr Phillips Elec. Inds P/L, 1957-58, dir Trade Publ. (UK) C'with of Aust., 1958-61 Joint mng dir USP-Benson (NSW) Pty Ltd. Now deputy mng dir Nixon-Compton, Sydney. AIF infantry and signals, 1939-45. Married, resident Bellevue Hill, Sydney.

BANKS, Norman Tyrell. Director public affairs, producer-compere, commentator foreign affairs and sports, radio and TV interviewer. Born Hampton, Vic., October 12, 1905. MBE for services to broadcasting. 3KZ 22 years, studio mngr, quiz show and panel prog. compere, sports commentator in USA 1935-6. Since 1952 with 3AW, compere, feature commentator. Founder worldwide Carols by Candlelight Festival and creator all-day radio charity appeals. Married, resident Armadale, Vic.

BANKS, Terry. Manager, Eric Porter Productions. Started with Cinesound Productions laboratory and later film editor of Cinesound newsreel. (American 'Oscar' award for Kokoda Front Line.) Film editor of Sons of Matthew and Smithy etc. Theatre manager with Greater Union Theatres, producer-director of commercial TV films at Artransa and Supreme Sound Studios. Married, resident Willoughby, Sydney.

BARBER, Samuel George. Radio station chief engineer. Born Norwood (SA), April 13, 1913. Elect. maint. staff Chrysler Corp'n 1933-39, eng. 1/c 5RM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN Inc. standby 2kw plant plus studio and assoc. equipment inc. remote control. IREE (SA) Technical advisor to Royal Flying Doctor Service. Married, resident Brighton, Adelaide.

BARKER, Wilfred John. TV station sales manager. Born Hobart, Tasmania, Aug. 1, 1928. Ed. Uni. of Tasmania. Major CMF. Appt. Vic. sales mngr GTV Melbourne, January 1966. Sales manager, 1967. Married (2 children), resident East Malvern, Victoria.

BARLIN, George Kenneth. Television station gen. manager. Born Lansdowne (NSW), Feb 18, 1916. MIRE. Apprenticed 2CA 1933, asst mngr-chief eng. 1941, mngr 1946. Tech. superinten-

dent, 2WL, 1957. Now gm Canberra Television Ltd (CTC). Married, resident Campbell, Canberra.

BARNES, Keith. Radio station manager. Born Melbourne Jan. 31, 1922. 24 Btn AIF. 20yrs radio experience. Now mngr 3HA. Married, resident Hamilton, Vic.

BARRIE, Douglas Mitchell. Agency managing director. Born Lismore, NSW, March 21, 1916. With Assoc. Newspapers, Syd., 1932. C'cial artist until 1940. After active service 1946 appt advtg mngr British Standard Machinery, 1956, advtg mngr LNC Indus. and NSW assoc. companies. Dir and gen. mngr Dean Forbes Advtg since 1961, now mng dir. Married, 2 children, resident Kingsford, NSW.

BARRY, John Vincent. Cine & TV equipment company managing director. Born Melb. Dutch Govt film unit during war, then Trans-Pacific Films, Melb. cameraman, Chas. E. Blanks. France cameraman 4yrs in London, 3 yrs Paris. Cine & TV equip. div. mngr Swift & Bleakley P/L. Mng'r PR & sales Supreme Sound Studios. Now mng dir Birns & Sawyer (Aust.) P/L, Aust. & SE Asia. Council member & publ. officer TV Society of Aust., NSW div. Married, resident Bellevue Hill, Sydney.

BARRY, Keith Lambert. Agency managing director. Born Bowen, Qld, 1928. Lever Bros rep. Qld, prod. mngr, Sydney; acct/exec. Lintas Pty Ltd. Now managing director, USP-Benson Qld. Married, resident Clayfield, Brisbane.

BARTON, Richard Henry. Proprietor, film and TV studio equipment manufacturers and suppliers. Born Sydney, NSW, Nov. 1, 1914. 38 yrs mfg & photographic engineering. Gen. engineering, foreman & mngr, machine shops to 1942; one yr Radio Physics div., CSIRO. Estab. own business, Richard H. Barton Photographic Engineers, 1943 now proprietor. Resident Chatswood, NSW.

BATCHELOR, John. TV station chief engineer. Born Adelaide 1930. Formerly engineer ABC television, Melbourne, engineer Phillips Electrical Industries, London. TV receivers design and production. Now chief engineer NWS. BE, FSASM. Resident Woodforde, Adelaide.

BATYIE, Noel. Media representative. Born Sydney, NSW. Former advtg copywriter-acct/exec; radio station announcer-mngr; station sales & representation; with Coudrey-Gotham, A. Smyth, O'Brien Pub.; stations 2WG, 2CA, 2UE, and 2UW. Now principal, Noel Battye Pty Ltd. War service AIF. Married, 3 sons, resident St. Ives, Sydney.

BAUME, Sidney Erne. Managing director, Baume, Chapman & Baume advertising agency, Sydney. Born Auckland (NZ) August 12, 1905. LLB (NZ), FAIM, FISM (Aust.). Married, resident Sydney.

BAXTER, Roy W. Radio-TV production unit, managing director. Born Canberra, ACT. Mng dir Pilgrim Productions Ltd. Married, resident North Ryde, NSW.

BAZ, Alexander John. TV station manager. Born Sydney, Sept. 12, 1913. With Newspaper News & Yaffa Syndicate, 1929-36; pictorial editor feature mngr, sales promotion mngr, Aust. Consolidated Press, 1936-55. Grad. Barnard-NBC Summer Inst. of Radio & Television, Columbia Univ., NY; mngr TCN since Jan., 1956. AIF, World War II, 4½ yrs Darwin, NG. Retired major. Married, 1 daughter, resident Balgowlah Heights, Sydney.

BEAN, Alfred George. Recording studio manager. Director Bruce Clark's Jingle Workshop. Married, resident Burwood, Vic.

BEARD, Denys. Radio station manager. Born Derbyshire, UK, March 2, 1923. Served Royal Navy 5½ years. Entered radio as cricket commentator-news reader. 4KQ studio mngr 13 yrs, 4BC service mngr 5½ yrs. Now mngr 4KZ Innisfail-Tully, N.Q. Resident Innisfail.

BECKER, Leon Joseph. Manager, TV film studios. Born Sydney, September 15, 1924. Announcer 2KA 1940-43, 2KM, 2CH. RAAF 4 yrs. Post-war joined 2UW, thence 2GB 1960 announcer-salesman. 2GB asst mngr 1954. Artransa asst mngr 1955, app. executive producer, Artransa Park Film Studios, 1956. Live program supr and talent dir ATN, 1962-63, appt Artransa mngr 1963. Married, resident Dee Why, Sydney.

BECKER, Russell Anthony. Television film distributor. Born Homebush, Sydney, July 20, 1928. Pro'tn asst 2CH, asst to sales mngr, AWA b'cstg dept, then 4BH continuity mngr. London, sales exec. Overseas Rediffusion Ltd, thence home, senior sales exec. Macquarie B'casting Service, Melb., Nichols-Cumming Advtg. Melb. (sen. acct-exec.). Joined ATN 1956; sales mngr 1957; station mngr 1959; gsm ATN and Artransa Park TV 1961; gen. mngr TVQ 1964-65. Now proprietor R. A. Becker & Co. TV film dist. Fellow Inst of Sales & Marketing execs (ISM), FISM. Married (two sons), resident Sydney, NSW.

BEOLEY, Leonard William. Radio station general manager. Born Sydney, January 15, 1917. Joined MGM Sydney as junior (1931) and travelled for motion picture ind. in NSW, Vic. and Qld, becoming MGM's asst Qld mgr. Joined 4KQ as sales manager. Now gen. mngr. Married, resident Kenmore, Brisbane.

BELLET, Michael Francis. Radio station manager. Born May 7, 1931, Rockhampton, Qld. 4KQ presentation, programming, announcing then 4AY — breakfast anncr studio manager and to sales. Now manager 4AM. Married, 2 daughters. resident Atherton, N. Qld.

BENNETT, Cecil George. Agency art director. Born Cairns, October 27, 1918. AMF 1941-46. Freelance artist Sydney and Bris. Art dir O'Brien Publ., Bris. from 1950 Married (2 sons), resident Bardon, Qld.

BENNETT, Kenneth Sydney. General manager Television Associates. Born Portsmouth, Eng., March 3, 1923. War Service Wireless Branch Royal Navy; wireless officer P&O; communications officer DCA 1947-50; PMG 1st class grad. Marconi School 1948; 2CA, 1951 anncr-copywr; sm 2CA 1954; MBS State rep. Adel. 1958. Personal asst to gm 5DN, 1960. Sales manager 5DN, 1962. MBS (SA) rep. Now gen. mngr, TV Assoc. Married (three children), resident Roseville, NSW.

BENNETT, Lewis. Radio station general manager. Born Cairns, Qld. Ed. Brisbane Grammar, Qld Uni. FACB pres. 1959-60. FACB snr v-p 1958-59; chrnm PR cmtee 1951-55; management cmtee 1953-55, Olympic Games B'casting cmtee chrnm 1955-56, Federal council 1956-64. 2UB, 1936, prod. mngr, 3KZ 1939, 5KA gen. mngr 1948. 3UZ gen. mngr since 1950. Clubs, Melb. Rotary, Kelvin, RACV, VRC, VATC, MVRG. Married, 1 daughter, resident Chadstone, Vic.

BENT, Joan. Agency partner. Born Lismore, NSW. Former advtg assistant, Nock & Kirby Ltd; in charge Farmer & Co's catalogue advtg; nine years advtg & sales promotion mngr, Buckingham; now partner Norman Bent Advtg. I.O.A. Art diploma, ESTC, AIPR. Married, resident Castle Hill, NSW.

BENT, Norman. Agency partner. Born Birkenhead, Eng. Former asst NSW sales promotion mngr GMH; advtg assistant, Anthony Hordern's; started own agency 1937; agency closed during war, re-opened 1947. 5 yrs AIF. Married, resident Castle Hill, NSW.

BERRYMAN, W. Barry. Company director. 6 yrs secy/mngr Sixteen Millimetre film library. Dir Permafilm Australia Pty Ltd. Single, resident Kogarah Bay, Sydney.

BESLER, George Horace. Agency managing director. Born Melbourne, Vic., Oct. 20, 1916. Seven years Myer Emporium, becoming base-ment advertising manager; director and acct/exec. Richardson-Cox Advertising from 1938; officer RAN and RN 1939-45. Reserve Lt.-Cmdr. Member Naval, Military and West Brighton Clubs. Married, 3 children, resident Lower Templestowe, Melb.

BIDDLE, Rodney Jordan. Television station mngr. Born Melbourne. Senior lecturer communications engineering RMIT. Chief engineer GTV9 1955, station mngr 1965. SMIREE. Squadron radar officer RAN, chrnm IREE, past pres. Television Society of Aust. Married, 4 children, resident North Balwyn, Victoria.

BILCOCK, David John. Production company chairman and producer-director. Born Croydon, Vic., Oct. 6, 1909. Qual. engineer. Formed film unit for Vic. Country Roads Board, and Owen Bros, Melb. Founded Cambridge Film & TV Prod. Pty Ltd 1949. Now chrmn, Senior Film Productions Pty Ltd, Melb.

BILCOCK, David J. Jnr. Film editor. Born Melb. Dec. 6, 1937. 3yrs with Cambridge Films in sound and editing. 18mths with Consol. Films as editor and sound eng. 18mths with Guild Television Service, London, in sound dept, then editing. Now with Senior Film Prods Pty Ltd, Melb. as supervising editor and assoc. dir.

BIRCH, Stephen John. Production mngr, T. Hilken Waite Pty Ltd, Brisbane. Born London, 1947. Prod. exp. Vogue International, London.

BIRD, Eric Robert. General manager of radio religious program prod. unit. Born Armidale, NSW, Feb. 25, 1928. Christian Broadcasting Association, 1955-64. Rejoined November 1966. Married, 4 children. Resident Sefton, Sydney.

BISHOP, Noel Jack. Radio station chief engineer. Born Brisbane December 16, 1915. 1932, techn 4GR, 1940 studio engineer 4BC, apptd chief engineer 4BC 1946. Commonwealth Broadcasting Network chief engineer, 1967. AMIRE. Married (1 daughter), resident Annerley, Brisbane.

BLANKET, Leonard. Trade journal managing editor. Born and educated in London. Cub journalist London newspapers, Canada, USA. Sub-editor, Daily Express (London), reporter-sub-editor, News of the World (London). RAF 1940-46, ground-duties, UK, Middle East, India-Burma. Post-war Natal Mercury, Durban (Sth Africa). Various reporter, sub-editor, feature writer Sydney Daily Telegraph, Sunday Sun, Daily Mirror. Now managing editor B&T, B&T Year Book. Married (2 sons), resident Killara, Sydney.

BLACKLEDGE, Garry Deans. TV station Sydney manager. Born Jan. 17, 1927, Liverpool, UK. Ed. The Scots College, Sydney; announcer 2GZ (1948-50), prog. mngr 2CH (1950-52), Macquarie (1952-1956), ATN, producer (1956-1959). With Rediffusion set up first TV service in Africa 1959-1963. Became chief exec. Uganda Television service 1963. Now Sydney mngr GTV. Served infantry & intelligence, British Army 1945-48 with rank of captain. Married (2 children), resident Wahroonga, NSW.

BLEAKLEY, David B. Marketing director Swift & Bleakley and Swift photographic group of companies. Married, resident Wahroonga, Sydney.

BLEAKLEY, John Harold. Studied chemistry and economics (Syd. Uni.). Dir H. Bleakley Pty Ltd, H. Bleakley Trading Pty Ltd and Swift

and Bleakley Pty Ltd, marketing eqpt for MPI and TV. Also dir Swift & Co. Ltd. Races yacht Akala (Royal Sydney Yacht Squadron). Married, resident St Ives, Sydney.

BONNER, Gordon Charles. Television station sales manager. Born Essendon, Vic., Nov. 1930. 7EX control operator-annr, 1946, 7HT annr 1953-56. 7EX sales and specialty annr 1959-62. Appt TNT9 sales mngr, Feb. 1962. AISM, Rotary Club, Sth L'ton. Married, three children, resident Riversdale, Tasmania.

BONTIORNE, James Dean. TV station assistant chief engineer. BE, M.Tech. Univ. of NSW. Born Maitland, NSW April 16, 1938. With PMG as cadet eng. and internal planning eng. 1955-1961, then ABC as planning and installation eng. Appt'd asst chief eng. TCN9, 1965. Married, resident Turrumurra, NSW.

BOSISTO, Jon de Villiers. Agency company secretary and director. Born Sydney, Oct. 29, 1935. AASA, ACIS. Joined Nichols-Cumming Advtg 1965 from McMullin, Heale & Co., chartered accountants. Married, resident Glen Iris, Vic.

BOTTOMLEY, David Theodore. Research organisation chairman. Born Somerset, Eng., Dec. 25, 1924. Research mngr, McCann-Erickson Advtg, London, 1950-51; USP, Melb., 1951-52; mng dir Aust. Sales Research Bureau, Melb. since 1953. Aust. rep. Roc International B.Sc. (Melb). B.Ed. with Hons (Melb.), Assoc. Royal Aust. Chemical Institute, FAIM, FAI (Aust.). Married, 4 children, resident Surrey Hills, Vic.

BOWDEN, John Henry. Trade association Federal director. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Fellow Advertising Institute of Aust., Aust. Inst. of Management, Assoc. Institute of Sales & Marketing Executives; Federal director, Australian Association of National Advertisers. Four years AIF (capt.). Married, two children, resident St Ives, Sydney.

BRADLEY, Frank Freestun (Jhn). Radio producer. Born London. Radio writer, actor, producer. Advtg mngr Allan & Co (Melb.), also Nicholson's Pty Ltd (Syd.). Program director AWA (4yrs). 10yrs as production mngr. Now prod. 2GB talks progs. First Aust. Army, 2nd AIF. Resident Greenwich, Sydney.

BRADLEY, Leslie James. Radio station manager. Born Melb, Vic., May 17, 1936. Personnel officer Electronic Ind. Ltd, Melb. Apptd 3CS news reporter, 1959; sales mngr 1960. Apptd station mngr 5RM, Nov., 1963. Theatrical prod. Member International Broadcasters' Society. Married, 3 children; resident Berri, SA.

BRADLEY, Neville W. Radio station manager. Born Melbourne, April 27, 1931. Entered radio as annr 3MA, May, 1951, then joined 3UL, transferred 3YB as chief annr then studio mngr. Apptd station mngr 5AU Broadcasters Pty Ltd, Sept. 24, 1962. Life governor Warrnambool Base Hospital and Port Fairy Hospital. Pres. Port Augusta Rotary Club. Married (2 sons and one daughter), resident Port Augusta, SA.

BRADLEY, Peter Charles. Radio station studio manager. Born Sydney 1926. Exp. with several commercial radio stations incl. prog. mngr 2GZ, b'fast annr 2KM, 4MB, 4RO and 4BU. Served with SIA-SWPA World War II. Now studio manager 2HD. Married, 3 children, resident Merewether, NSW.

BRANDT, Allen. Radio network exec. director. Born Bris., entered radio 1935. Specialised organising, compering, producing special projects, children's and variety shows. Asst mngr 4BH. Now in charge of 4IP planning. Four yrs AIF signals unit, Aust., New Guinea. Married, resident Ashgrove, Brisbane.

BRADSTOCK, John W. Agency director. Born Sydney, Sept., 1935. Dir. USP-Benson (NSW). Married, resident, Sylvania Waters.

BRENNAN, John. Radio station music director. Born Sydney, Aug. 26, 1931. Joined 2WG as feature annr 1950; feature annr and program mngr 2GZ, 1955. Disc Jockey with 2SM since 1956; studio mngr 1960-63, then program mngr. Now music dir. Married, resident Lindfield, Sydney.

BRETT, Arthur Desmond. Agency research director. Born Melb., Oct. 21, 1917. Joined Lintas 1933. Research mngr after World War II, apptd dir 1964. Hon. rsrch consult. to 4As (6 years). Member, Statistical Society, Economic Society, Market Research Society (Vic.) European Society of Opinion and Market Research. W. R. McFerran (advtg) award 1955. AIF 1940-45 fire control (radar) instructor. Married, resident Greenwich, Sydney.

BRIDE, George Leonard Gerald. Agency chairman & managing director. FIAS, FISM. Chairman, mng dir Aldwych Advtg. Married, resident Toorak, Victoria.

BRINKWORTH, Cyril Kenneth. Agency assoc. director. Born Toowoomba, 1923. Toowoomba Foundry 1938-42. AIF 1942-44. Toowoomba Foundry 1944-57; IBC advtg mngr 1957-58. Now assoc. dir USP-Benson (Qld). AISM. Married (1 child); resident Geebung Heights, Qld.

BRITNELL, Paul. TV station program manager (films). Born Melb., 1919. Associated with films, radio and TV ind. since 1935. Now prog. mngr ATV-0. Married, one son, resident Nunawading.

BROWN, Alan Bertram. Radio station director and general manager. Born Hobart, Tas., March 16, 1917. Breakfast annr, 7HT, 1938; chief annr 7HO, 1946; sales mngr 7HO since 1947, asst mngr until 1958 then mngr. Now dir and gen. mngr. AIF. Lieut. RAA, 1943. Married, resident Dodges Ferry, Tas.

BROWN, Joe. TV station representative. Born Perth, WA, 1932. Previously advtg rep. Syd. Daily Telegraph. A. L. Finn (Val Morgan & Sons), ATN. Now Sydney mngr Provincial Television Services (AMV, BCV, NRN, MTN). Married (4 children), resident Bondi, Sydney.

BROWN, Kenneth William. TV station sales manager. Born Sydney, Dec. 2, 1921. 1966, mngr AWA radio & TV prog. service. Joined ATN Apr., 1958, apptd sm 1959. Joined NBN Newcastle Sept., 1961, now sm, located in Sydney. Married, resident Turramurra, Sydney.

BRUNSDON, Ross Victor. Agency Associate Director. Born Drummoyne, NSW. Display advtg rep. Bris. Courier Mail 1954-8. Acc.-exec. O'Brien Publ. (Qld) 1959-64; assoc. dir 1965, now assoc. dir O'Brien Publ. (Vic.) Married, 3 daughters, 1 son, resident Melbourne.

BRYNING, Mal. Film unit producer/director. 6 years press and mag. photog., 3 yrs TV live prod., news and documentary film prod., GTV; supervising editor/dir, Fanfare Films; 2 years Senior Film Prod. prod.-dir award winning TV commercials.

BUCHANAN, Norman Victor. Agency general manager. Born Sydney, Oct. 13, 1923. Member IAA Brigade 2 yrs, then pilot RAAF Europe. Foundation member TAA, joined East-West Airlines 1951. Sales mngr EWA 1961-67. Now gen. mngr Peter Ryan Advtg. Member Syd. Club & Tamworth Club Ltd. Married, resident Quarterdeck, Kirribilli.

BUCHANAN, Oswald Alexander. Agency director. Born Gippsland, Vic., 1927. Copy and sales 4BC and 4BH; radio mngr Aust. Advtg Agency. Joined agency 1957. Now dir USP-Benson (Qld). Married (2 children), resident Everton Pk., Qld.

BUMPSTEAD, R. Mac. Trade magazine general sales manager. Born Vic. June 11, 1915. B&T general sales mgr 1965. Married, two children. Resident Dural, NSW.

BUSBY, Bernard William. Network sales mngr. Born Kalgoorlie, WA. Served four yrs 1st Aust. Armoured Div. 2nd AIF. Now sm Whitfords B'casting Network. Married, resident Doubleview, Perth.

BUSHELLE, John Arthur. Managing director, film production company, John Bushelle Pro-

ductions Pty Ltd. Born Sydney 1916. BA, LLB. Served with Aust. Army, New Guinea, Bougainville, 1942-46. Prod.-actor Aust. radio; England (1949) prod. and acting in radio, films, TV and stage including season at Stratford-on-Avon and several West End prod. Returned to Aust. 1955 as actor-prod.-dir., prod. and dir. films for TV, theatre advertising, documentaries, etc. Married, 2 children. Resident Newport, Sydney.

BUZACOTT, A. H. Radio station manager. Born Stanthorpe, Qld. Tech. 4BK-AK 1935-6. Tech. and later tech. in charge 4GR, 1936-48. Mngr 4ZR 1948-9. Mngr 4GY 1951 to date. Married, 4 children; resident Gympie, Qld.

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CAIRNS, Keith Stewart. TV station manager. Born Lismore, Vic, October 10, 1912. Melbourne Herald editorial staff; deputy chief of staff, 1945-49; chief of staff, The Sun, 1949-53; transferred to Sun administration. Joined Herald-Sun TV 1955. Married (3 children), resident East Ivanhoe, Melbourne.

CAITHNESS Ian S. Agency creative director, Hayes Publicity Service P/L. Previously dir. K. M. Campbell Advtg, Melb. Married, resident Mt Waverly, Vic.

CALIGARI, Peter. Radio station sales manager. Entered radio with 3CV, 1956. Transferred 3HA 1965 as sales mngr. Joined 3BA, 1966. Married, resident Ballarat, Vic.

CAMERON, Colin McLaurin. Radio station manager. Born Orange, NSW, June 16, 1936. Entered radio with 2GZ, then 2MG as announcer-copywriter, 4 yrs night anncr, asst. sales mngr and mngr Wellington studios, 2DU. Sales exec. 2UE, 1957-60. Appt. 4LG mngr 1960. 3UL mngr since 1961. Past-pres. Warragul Camera Club. Assoc. member AIM, AAIM, AWIA (Dip. Sales Management). Sec. Warragul Rotary Club. Married, two daughters, resident Drouin East, Victoria.

CAMPBELL, Allan James, OBE, FISM, FRGS, FAI(Aust.). Agency chairman and managing director. Formerly publ. mngr Qld Country Press. Hon. chairman of publ. and exec. member Red Cross Society (Qld), exec. chairman Warana Spring Festival Qld, vice-pres. RQSPC. Served Army/Air Force 1939-45. Resident Clayfield, Brisbane.

CAMPBELL, Keith Meldrum. Agency managing director. Managing director of K. M. Campbell Pty Ltd. Resident Melbourne, Vic.

CAMPBELL, Kenneth Henry. Agency chairman and managing director. Born Brisbane, Qld, Nov. 27, 1929. Joined Campbell Advtg 1946;

now chrmn, mng dir Australian Advertising Agency; 1965 4As Fed. exec. member and Qld State chrmn. Resident Clayfield, Brisbane.

CAMPBELL, Percy Patrick. Network production executive. Born Young, NSW. Joined 2GB on leaving school over 30 years ago and subseq. with Macquarie on network programs. Served with AIF (RAA). Married, resident Manly, Sydney.

CAMPLIN, Ronald Barry. Radio station managing director. Born Campsie, NSW, Dec. 18, 1932. Entered radio 2CH 1949; 2XL, 1951; 2MG, 1952; apptd to board, 1958. Married, 3 daughters, 1 son, resident Mudgee, NSW.

CANT, Raymond George. Radio station sales manager. Born Henley Beach (SA) May 11, 1913. Joined 5KA sales 1951, appointed sales manager 1956. War service with RAAF. Married (1 child), resident Ballara Park, Adelaide.

CARLYON, Francis Norman. TV station general manager. Born Melb. 4 years AIF 2/33 Bn., 7 Div. Hoyts Theatres 15 years. Film mngr GTV 5 years. GLV prog. mngr 1961-62, station mngr 1962-63, ATV-0 prog. mngr 2 years. Now gen. mngr TVQ. Married, 1 son, 1 daughter; resident Kenmore, Brisbane.

CARR, Bernard Daniel. Radio station program manager. Born Hobart, July 24, 1923. Joined 7HO at 14yrs, variously children's session organiser, gen. anncng, apptd publ. offer at 16yrs. Organised 7HO children's activities since 1945. 7HO Xmas Appeal since 1946, 7HO Carols by Candlelight since 1953; apptd anr anncr 1948, chief copywr 1951-3. Program mngr since 1954. Drama producer, writer, actor stage. TV. Academy of Arts Assoc. degree. Single; resident New Town, Hobart.

CARRODUS, Peter Rutherford. Radio station manager. Born Melb., Nov. 10, 1929. Associated with broadcasting since 1948. Now manager 2CA Canberra. Married (three children); resident Forrest, Canberra.

CARSON, Donald. Agency director. Born Brisbane, Dec. 19, 1932. With Cossey-Walke Advtg 10yrs, most depts. 1959 appt. asst manager Hawkins Advtg, Brisbane. August, 1960, appt. dir Bery Currie Hawkins (Qld). Now dir, Hawkins Advertising (Qld). AAI. Married (3 children), resident Holland Park, Brisbane.

CARTER, Donald Lloyd. TV station program manager. Born Sandringham, Vic., Oct. 17, 1927. 11 yrs Nat'l Cash Register Co., then to HSV 1956. Joined TVT6, May 1960, as Vic. rep. Appt. TVT asst mngr, March, 1964. Now prog. mngr. Appeared nat'l TV Hit Parade 2 1/2 yrs. Married (2 daughters, 1 son); resident Taroona, Hobart.

CARY Edwin Garth. Radio network sports editor. Born Sydney Feb. 28, 1928. Worked part-time in radio. In sport broadcasting, being associated with his father, Cliff Cary since 1944. Has broadcast all types of sport events. Apptd Marquarie Network sports editor July, 1966. Married (2 children), resident Bondi.

CATON, Mervyn George. Agency associate director. Born Bris. July 23, 1935. Joined O'Brien (Qld) Jan., 1952; prod. mngr 1957; acct-exec. 1958-60; head acct-exec. 1961. Now assoc. dir. Graduated Bris. Industrial High 1951. National Service 1954, LAI 1956, AAI (double hrs.) 1960, Advtg Inst. Played Qld State Age Tennis Titles and holds several Bris. premierships. Married, resident Strathpine, Qld.

CAVE, Athol Leonard John. Television station managing director. Born Tingha, NSW, Dec. 26, 1917. With AWA 1938 radio electric works, 7yrs receiver test rooms, transferred service dept 3yrs, then sales dept 4yrs. Apptd comm. mngr 2CH 1955, then to 4TO 1957. Mngr 2GF, 1959-1964. Now mngr dir. Northern Rivers Television Ltd. Holds supervision-mngmt and advanced mngmt certs., school of mngt, Syd. Lecturer sales mngmt and supervision at Syd. & Grafton Tech. Colleges. Married (1 son), resident Coffs Harbor, NSW.

CHADWICK, Albert Edward, CMG, MSM. Chairman, Gas and Fuel Corporation of Victoria, Commissioner, Overseas Telecommunications Commission (Australia), chairman since August, 1963. Dir recruiting RAAF 1940-45, Life Memb. Air Force Assn.: Born Nov. 15, 1897, Beechworth, Vic., engr Robert Bryce & Co. 1920-25, sales supt & lubricants manager Shell Co. of Aust. 1925-34, sales mngr Metrop Gas Co. Melb. 1935. 1 Sqdn AFC 1916-19, Fellow Inst. Sales & Business Mngmt. Ex-Capt. & dir Riversdale Golf Club. Married, resident Toorak, Vic.

CHAMBERLAIN, Walter Robert. Radio station chief engineer. Born May 31, 1915, Melbourne. Technician 3XY (1936-41); defence training, RAAF Instructor, Royal Melb. Tech. College, 1941-44; technician, International High Frequency Station, Shepparton (1944-45); 1945 3XY technician, app. chief eng. 1956. AMIRE. Single, resident Croxton, Melb.

CHAMPION de CRESPIGNY, John Chauncy. Agency associate director. Born Parkville, Vic., Aug. 25, 1908. Acct-exec., Goldberg Advtg, Melb., 1946-47; 1947-50 opened Melb. office V. H. Freeth Pty Ltd, 1949; chief exec. Hayes Publicity, 1950-57. Opened own agency. 1957, until merger with Moffatt agency 1955. FAIA. Member Advtg Club, Vic., Naval & Military Club (Melb.), RSL, Toorak Vic. Major, AIF, Middle East, Syria, Egypt, Pacific. POW Java and Burma-Siam Railway. ED. Amateur portrait painter. Married (3 children), resident Toorak, Vic.

CHAPMAN, Maurice Dale. Director, equipment co. Born Adelaide, September 7, 1910. Pre-World War II managed 5AD-PI-MU-SE. War service 1st Arm. Div. later DPR (42-45). Post-war managed 2CH. 1948 joined Magnecord (Chicago), later returned to form Magnecord

Aust. Director Barnes Chapman Co. (media representation) and Magnecord (recording equip.). Author two novels, rec. two Internat'l literary awards. Married (3 children), resident Neutral Bay, Sydney.

CHARLEY, Philip Nivison. Radio station manager. Born Sydney. Educated Shore, Sydney. 2CH (1945), thence 3BO, 2GF, 4TO, 2LM, announcing, copywriting, sales. Manager 4ZR, 1953-55, mngr 2QN since 1955. RAAF 1943-44. Married, 3 sons, 1 daughter, resident Denillquin, NSW.

CHARLTON, Douglas Haig. Radio station manager. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. Apptd mngr 8DN, 1960. War service RAAF (f/lt pilot), RAF Bomber Command, RAAF Transport Command. AMIRE, AMIET. Married, resident Darwin.

CHEEL, Alfred George. Production director. Born Footscray, Vic., Aug. 18, 1918. 31 yrs advtg exp. Catts Patterson, Richardson Cox Claude Mooney. Local director Foote, Cone & Belding, Melb. Fellow of Advtg Institute of Aust. FAI. Single; resident St Kilda, Vic.

CHIEP, Raymond Edward. Radio network, Qld sales manager. Former softgoods and corsetry rep. with Dalgety & Co. Ltd, and V. Mayes Pty Ltd. Joined MBS June 30, 1958, sales exec., now Bris. mngr MBS. Married (3 daughters), resident, Brisbane.

CHIPPINDALL, William Giles. Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange of Aust. Pty Ltd, Melbourne.

CHRISTENSEN, Keith R. TV station general manager. Born Townsville, Qld Oct. 10, 1925. AASA, AAIM. Acct with Samuel Allen & Sons from 1951, I/C accounting machine div. NCR (Nth Qld) 1961. Sales mngr-acct. TNQ 1962. Gen. mngr 1965. Married, 3 sons, resident Townsville, Qld.

CHURCHWARD, Edison Clifton. Radio station service manager. Born Adelaide, February 24, 1906. Architect draughtsman, then gm sales prom. dept. In radio since 1930, 5AD, 6ML to current 8IX-WB-MD-BY. Married (3 children), resident Dalkeith, Perth.

CLAPPISON, Harley John. TV station general manager. Born Melb., May 15, 1919. Ed. Melb. Grammar School. Fellow member Aust. Society of Accountants, Chartered Inst. of Secretaries. Formerly company secy, Ansett Transport Ind. Ltd. Now with ATV-0. War service 1939-1946. Married (3 children); resident Croydon, Melbourne.

CLARK, Antony Dennis. Agency account service director. Born Syd. June 29, 1929. 5 yrs Gordon & Gotch Advtg, 6 yrs asst advtg mngr H. G. Palmer Pty Ltd, joined HR-McCE, now acct service dir and company dir. Advanced

prof. training at McCann Erickson Int'l workshop, NY, 1961. Harvard advanced management prog., Uni. of Hawaii, 1966. New York staff of pres. of McCann-Erickson Int'l, 1967. Married, resident Strathfield, Sydney.

CLARK, Harry. Radio station sales manager. Born Newcastle. 16yrs Advtg dept (Newcastle Morning Herald, AIF World War II; joined 2KO sales staff 1956. Now 2KO advtg mngr. Married (two children), resident Merewether, NSW.

CLARK, Stanley Robert Irving. Network managing director. Born Melb., June 24, 1911. Prog. director 3DB-LK (1935-48, excl. war yrs), mngr 4BK-AK (1949-54), chief executive officer, MBS. Mng dir 2GB, Macquarie B'casting Service, 2CA, Broadcasting Associates (1955), Artransa, dir 2WL, 2LT, 2LF, World Broadcasting System (A'sia), Planned Music (Sydney & Melb.), 5DN, Artransa (South Africa) Pty Ltd, 3AW managing director Macquarie Broadcasting Holdings Ltd (1965). MBE military div. (1944). Married, resident Rose Bay, Sydney.

CLARKE, Reginald Roy. Assistant sales manager. Born Sydney, Dec., 1920. MAIA. Joined 2GB July, 1935. Served RAAF 1941-5. Resident Kingsford, NSW.

CLARKE, Harry Powis. Advertising agency managing director. Born London. Printing exec, W. E. Smith P/L; ad-mngr, Labor Daily P/L; proprietor, Universal Advtg; sales mngr, Country B'casting Services; exec, 2GB-MBS. Now mng dir, Russell Morris Advtg P/L, & Powis Clarke Pty Ltd. Dir, Lawson Hse Pty Ltd & Artservice Co. War service, RANVR-NAP. Married (2 sons), resident Burraneer Bay, Sydney.

CLAY, Douglas Mark. Agency managing director. Born Sydney, Sept. 10, 1921. Hartford Advtg (1937-41), Gellately Gerrard (1946-51) acc. exec. Joined NAS (Sydney) Pty Ltd 1951 acc. exec., director 1953, manag. director 1956. Chairman NAS (Australia) Pty Ltd. Lieut. RAA. Married, resident Roseville, Sydney.

CLEMENGER, John Lloyd. Agency director and TV manager. Born Jan. 30, 1930, Melb. 14 yrs in advtg, John Clemenger P/L. Now joint mngr dir. 2yrs overseas study. USA & UK. Bach. Commerce, Melb. Uni., diploma, School of TV, New York. Married, resident Malvern, Melbourne.

CLEMENGER, Peter Geoffrey. Advertising agency director. Born Nov. 23, 1927, Melb. 19yrs in advtg incl. 3yrs Leyshon Publ. & 16yrs John Clemenger P/L. Now joint mng dir John Clemenger Advtg. Organised in national Exhib. of Advtg (Melb.) Feb., 1953. Dep. pres. 4A's (Sthn zone), 1964-65. Married, resident Malvern, Vic.

CLYNE, Edgar Murray. Radio Network gm. Born Warracknabeal, Vic. December 23, 1907. Chf engnr 3UL 1937-41, mgr-chf engnr 1941-48. App. mgr 3SR 1948. ABS network gm 1966. Diploma in elec. engineering, AMIRE. Past pres. Warragul and Shepparton Rotary Clubs. Married, resident Murrumbena, Melb.

COCK, Burgo F. Radio network research officer. Born Oct. 24, 1923, Essex, Eng. Press media mngr, Stuart Advtg (London); radio media mngr, Goldberg Advtg, Sydney. Now research officer, MBS. 5 1/2yrs RNVN (lieut.). Married, resident Beverly Hills, NSW.

COLES, Keith Raymond. Media representative. Born Adel., June 24, 1914. Educated Uni. Adel., diplomas Law & Commerce. Articled law clerk 1933-37, then Advertiser Newspapers Ltd, 1937-45. Joined AMP Society 1945-52, Truth & Sportsman Ltd 1952-59. Now proprietor Keith Coles-Media. Served 2/9th Aust. Armoured Regt, 1941-43. Married (3 daughters), resident Westbourne Park, Adelaide.

COLLETT, Arthur. Agency managing director. Born West Perth, WA, Jan. 6, 1913. Educated Wesley College, Perth. With Canny Advtg Service Perth. Then partner S. Crownson-Cohen Advtg. Estab. Arthur Collett Advtg, 1946. Winner Mid-Century Advtg Exhibition, WA, 1950. 5yrs RAAF service. Married, 2 children, resident Attadale, WA.

COLLETT, Gary Arthur. Art director, T. Hicken Walte Pty Ltd, Brisbane. Born June 5, 1946. Commercial art training Bris. Central Tech. College. Press artist Qld Newspapers, 1963-64. Commercial artist Colorplate Platemakers, 1964-65; Ted Sheedy Design Studios, 1965-66.

COLLINGS, Dahl. Film director and designer. Born Adel., SA. International experience, Lond., New York. Dir Collings Prods Pty Ltd, Sydney. Married, resident Castlecrag, Sydney.

COLLINGS, Eric Richard. Radio station manager. Born Rockhampton, Qld, May 17, 1923. Educ. Bris. Boys' Grammar School. 4BK-AK 1939, program mngr, 4BK, 1946, later news-reader, continuity mngr, advtg mngr. Apptd mngr 2VM 1957. Mngr 3YB, apptd mgr 3SR 1966. AIF 1942, trans. RAAF 1944, trained as navigator. Married, resident Shepparton, Vic.

COLLINGS, Geoffrey. Film producer, writer, director. Born Bris., Qld. 1948-50 Australian N'tl Film Board. 1950-53 United Nations DPI New York. Film prod., London, New York, Australia, Japan, Korea, Philippines, Indonesia. Dir Collings Prods Pty Ltd, Sydney. Married, resident Castlecrag, Sydney.

CONNAGHAN, Terence Charles. Media director, Hansen Rubensohn-McCann Erickson Pty Ltd. Born Sydney, June 4, 1937. Joined Hansen Rubensohn November, 1954. Then prod. asst, acct-exec., copywriter. Joined Le Grand

Advtg Brisbane Aug., 1959. Returned HR-McCE April, 1961, as copywriter, later marketing planner. Appt account group exec., 1963; appt asst. media dir., Jan., 1965, and media dir., Sept., 1966. Married (4 children), resident French's Forest, Sydney.

COOMBES, F. J. (Ben). Radio consultant. Born Jan. 27, 1908, Newcastle, NSW. Chemist BHP until 1930; salesman, Perdiu Rubber Co.; asst sales mngr, advtg mngr Dunlop Co.; mngr, Klippel Bros (tie mnfr). Diplomas in metallurgy and analytical chemistry. Now promotion consultant MBS. Married (5 grandchildren), resident Sydney.

COOPER, Frank E. Hope. Agency executive. Born March 4, 1911. Sporting reporter-motoring editor The Argus & A Asian Ltd; advtg mngr Rootes Ltd; sm Filmads Pty Ltd, screen and TV film p'ctns. War service Royal Aust. Eng. 1939-46. Sales exec. Macquarie B'castg Service. Now accts administrator, and media exec., John Thompson Advtg. Married (three children), resident Melbourne.

COPELAND, Arthur Edward. Radio station assistant manager, chief announcer, news editor. Born Charleville, Qld, Sept. 26, 1938. Joined 4VL 1954 as schedule clerk, then copywriting and news ed.; studio mngr. Now asst mngr. Foundation member and publ. dir Apex Club president Charleville Apex 1963-4. Holds private pilot's licence. Single; resident Charleville, Qld.

CORBETT, Barbara Eleanor. Advertising agency creative director. Creative director, Neville Corbett Advertising Pty Ltd. Married, resident Northbridge, Sydney.

CORBETT, Neville Joseph. Advertising agency governing director. Born June 21, 1924, Townsville, Qld. 3yrs RAAF air-crew. Now gov. dir. Neville Corbett Advertising P/L. Married, resident Northbridge, Sydney.

CORLEY, David. Network sales manager. Born Ballarat, 1933. Ed. Melbourne Grammar School. Joined Vic. Broadcasting Network, 1960. Apptd net sales mngr 1964. Married, one son; resident East Brighton, Vic.

CORNISH, Robert John. Radio station studio manager. Born Kew, Vic., Oct. 12, 1934. Ed. Trinity Grammar. Anncr-copywriter 3SR; 3UL 4 yrs. Joined 3UZ Aug., 1955. Board of management advtg Club of Vic. & chairman, publ. committee, 1963-64. Married, 3 children, resident Box Hill, Victoria.

COUDREY, Charles James. Advertising agency director. Born December 13, 1902, Broken Hill, NSW. Own Adel agency 1929; dir, Unsted Jackson Haines, 1938; dir Gotham (A'sia) 1941. Retired as chairman and mng dir of Coudrey-Campbell-Ewald agency in 1967. Fellow Advtg Institute. Married, resident Vaucluse, Sydney.

COURTENAY, Bryce. Agency creative director. Born Aug. 14, 1933, Johannesburg, Sth Africa. Freelance writer and TV play. Came to Aust. 1958 from London. Joined Hansen Rubensohn-McCann Erickson as copywriter, later HR-McCE creative group head. Appt creative dir 1964. Director of company, 1967. Married, resident Vaucluse, Sydney.

COVER, Frederick John Raymond. Theatrical agent. Born Kent, Eng., Aug., 1905. Arrived Aust. 1924. Three years on sheep properties; eight years with Union Trustees, Brisbane, six years with Brisbane Theatre and radio appearances ABC; five years technical and acting commercial films, Syd.; three years freelance and film work; theatrical agent since 1948. Served AIF 1941-45. Married, resident Lane Cove, Sydney.

COWAN, Arthur Stephen. TV station association general manager, 1931-42. Crown Law Dept (WA), including secretary to Minister for Justice and royal commission secretary; 1942-46 Navy service; 1946-48 UNRRA China with year as director Hong Kong division. 1948-49 Public Service Inspector (WA); 1949-54 industrial advocate & asst secty WA Employers' Fedn; 1954-60 exec. officer, AFCSB; gen. mngr FACTS from Oct. 1, 1960. ACIS, AASA, magisterial qualifications (WA). Married, 1 son, 1 daughter. Resident Pymble, Sydney.

COX, Ray Basil. Agency director. Born Feb. 18, 1909, at Warracknabeal, Vic. Dir. Noel Paton Pty Ltd Melb., 1952-54. Dir. O'Brien Publ., Melb., 1954-58. Deputy mng dir, O'Brien Publ. (Vic.), 1958. Now mng dir, John Higgins Publ. Federal pres., member ed. board and gen. council, Advtg Inst. of Aust., Trustee Advertising Club. Assoc. Market Research Society. Pres. Vic. Div. AIA 1957-60. Chairman Vic Div. 4As, 1960-63. ALCM, LLCM, FAI, FISM, FIBA. Married, resident Chadstone, Melb.

COX, Royston F. Agency radio-TV manager. Born Sydney, 1913. Started in radio 1940 as anncr-copywriter. Copy chief at 3 major Sydney stations. Joined 2UE 1950, thence Country Press Advtg Ltd, 1956. Married, resident Turramurra, Sydney.

CRAIGEN, John Colin. Executive radio producer. Born York, UK, July 6, 1917. Trained repy theatre, joined BBC, 1936. War svce RAF Europe, Middle East, Pacific, as specialist radar offer. Post-war returned to BBC as prodr Nth American Svce. Joined AWA 1948. Married, resident Neutral Bay, Sydney.

CRANE, James L. Agency director. Joined Hayes Publ. Service Pty Ltd, 1965. Appt dir (account service) Oct., 1967. Married, resident Strathmore, Victoria.

CRAWFORD, David James. Radio network sales manager. Born Rose Bay, Sydney, April 13, 1919. Joined AWA 1933. Beam Wireless Service and accts to December, 1939. RAN 1939-46.

Post war to bcstg dept., Melb. i/c b'casting-recdng div. Apptd. 2CH sales mgr 1952. Now sales mgr AWA country stations. Past pres., Time Club. Married, resident Coogee, Sydney.

CRAWFORD, Dorothy Muriel Turner. Radio-TV program service director & executive producer. Anncr ABC 1939-43; talks presentation officer ABC 1943-44; Partner Crawford Prod. 1945. Now dir & exec. prod. of radio-TV prgms (Crawford Prod. P/L. Married, resident Toorak, Vic.

CRAWFORD, Hector William. TV-radio program production company managing director. Born August 14, 1913, Melb. Founder & dir. of Music for the People; conductor Aust. Symphony Orchestra; OBE, 1968. Now mng dir, Crawford Prod. P/L. Married (1 son, 1 daughter), resident Canterbury, Vic.

CRAWFORD, Ian. TV production unit technical director. Born Melb., Vic. Prod. radio drama, 1954. Apptd dir, Crawford Productions 1958. Now tech. dir and prods mgr. Married (1 son, 1 daughter), resident Hawthorn, Vic.

CRAWFORD, Robert Curteis. Radio station manager. Born Elsternwick, Vic., May 19, 1911. Educated at Melb. Grammar. ABC anncr 1936-40. AIF 1940-45. Dept of Infmn SW Div. 1946-47. 3DB anncr 1947-48. Sales mgr Hector Crawford Prdctns, 1948-1949, mgr 1950-53. Apptd 3DB studio mgr 1953 and mgr 1959. Married (3 sons), resident Hawthorn, Melb.

CREASY, Max Bertram. Agency managing director. Born Adelaide, SA, 1916. Eight years agency experience prior to commencing own business in 1953. Agency awarded Best Ad. of the Year Trophy 1953-54-56-59-60, sponsored by Advertising Institute. Married, resident Beaumont, SA.

CROSS, Clive Ernest. Agency TV manager. Born Melb., Vic., Oct. 11, 1912. 25yrs exp. film prod., Cinesound, MGM, Fox; now TV mgr John Clemenger Advtg. Helped design, construct first Aust. sound-on-film recorder; co-designer first Aust.-built DC Interlock motor. Married, resident Bronte, Sydney.

CRUTHERS, James Winter. TV station managing director. Born Cottesloe, WA. Joined Daily News office staff, 1939, later on edit. staff after AIF and RAAF service. Editor-in-chief weekly publs, WA Newspapers Ltd, 1953. Appt. gen mgr, TVW Limited, 1959. Mng dir, 1966.

CUDLIPP, Richard A. Agency director. Director and general manager George Patterson Pty Ltd, Melbourne.

CUDLIPP, William Owen. Agency director. Born Sydney, Feb. 28, 1934. Director USP-

Benson, NSW. Married, resident Sandringham, Vic.

CULLINAN, Christopher Albert. Radio station chief engineer. Born Daylesford, Vic., May 27, 1906. Senior member IREE; 1937-38 engineering dept. 3DB-LK; 1938-55 chief engineer 7EX. Foundation member Launceston division, IREE; three years chairman of this division. Now chief engineer 3CS. Married, 1 son, resident Colac, Vic.

CUMBRAE-STEWART, Francis Ean. Agency executive. Born March 16, 1925. 4yrs N. V. Nixon agency (Melb.); 8yrs Chapman-Hendrie Advtg. Now with Stewart Cowcher. Past vice-pres. Melb. Jnr Chamber of Commerce. Life member, Royal Vic. Institute for Blind. Assoc. Advtg Institute of Aust. RAN 1942-46. Married; resident Brighton, Vic.

CUMMING, John James. Agency managing director. Born Melb., Vic., Nov. 14, 1921. Joined Graveney Advtg, 1945. Founded Nichols-Cumming Advtg 1947. Commissioned officer AIF 1940-46. Now mng dir Marketing Advertising Public Relations Pty Ltd (member companies—Aust. Marketing Develop., Nichols-Cumming Advtg, Consol. PR). Married; resident Hawthorn, Vic.

CUNNINGHAM, Robert Hugh. Company managing director. Born Melb. June 25, 1909. Principal R. H. Cunningham Pty Ltd, importers and distributors of radio and TV electronic components. RAAF. Married, 2 children.

CURRIE, John Charles. Agency managing director. Born Jan. 26, 1931, Syd. With BCA since 1948. Exper. in London for one year. Mng dir Berry Currie Advertising (NSW) Pty Ltd. Chairman 4As NSW Division. Married (three children), resident St Ives, Sydney.

D

DALGLEISH Keith. Radio & TV producer. Born NSW 1919. Magazine illustrator, art dir Women's Weekly, ad-mgr Waltons. TV & radio prod. Richardson Cox (Sydney). Templeton Studios (Toronto, Canada) on layout, visualisation and finished art. Joined JWT 1962 as radio & TV producer. Married, resident Woolahra, Sydney.

DARGAVILLE, Barry James. Media Representation Co., managing director. Mng dir Dargaville Associates Pty Ltd. Born Lismore, Nov. 7, 1931. Journ. Melb. Age; national development mgr, Eric White Assoc.; foundation dir Aust. Hire Purchase conf.; foundation dir ARAB; PR consultant to Commonwealth Bank and leading cos. Now mng dir Dargaville Assoc. Pty Ltd. Married, 3 children, resident Lane Cove, Sydney.

DAVEY, Graeme Herbert. Television station chief engineer. Born Melb., Vic. Design engineer, Electronic Ind., 1953. Senior lecturer, Royal Melb. Inst. of Technology, 1955. Chief eng., TVW-7, 1958. Chief eng., CTC, 1960. Apptd chief eng. ATV-0, 1962. Fellowship graduate, Communications Engineering, RMIT. Assoc. member of Inst. of Radio Eng. of Aust. Member of Television Society of Aust. Married, resident North Balwyn, Melb.

DAVIES, William Leslie Carrington. TV station director and general manager. Educated Pulateny Grammar School, Adelaide; formerly general mngr 5KA Broadcasting Co. Ltd. Now dir/gen. mngr NWS and chairman 2BH. Married (1 daughter), resident Netherby, Adelaide.

DAWSON, Robert Anthony. Radio station sales manager. Born Wellington, NZ, 1932. Announcer 3UL 1950, 7BU 1959, chief annr 7LA 1962. Now sales mngr. Married, 1 daughter, 2 sons; resident Trevallyn, Launceston.

DAY, Frank Gordon. Radio station accountant. Born Childers, Qld., Dec. 13, 1919. 34 yrs with Chandler Organisation. Apptd acct 4BH Nov 1962. 6yrs AIF England, M. East, New Guinea. Awarded Efficiency Medal. Member Aust. Socty of Accnts and PARB of Qld. Married, resident Bald Hills, Brisbane.

DAY, Gary Spears. Radio station chief executive. Born Melbourne, Feb. 20, 1935. Ed. Scotch College Melb. Began career in wholesale & mnfg elec. & radio org. Joined 3AK Nov. 1962 as sales rep. Appointed Sydney rep Jan. 1964, and 3AK chief executive April, 1965. Married, 2 children, resident Brighton, Vic.

DEAR, A. J. TV station chief engineer. Born Bruce rock, WA, Feb. 22, 1938. 6yrs signals and telecommunications dept WAGR, WA. Joined ABW2, 1961. BCV8, 1963. Apptd chief eng. BCV8, 1964. Married; resident Bendigo, Vic.

DEAR, Terry. Radio-TV compere. Born Melb. Vic., Oct. 4, 1913. Annr 3KZ 1933-38; chief annr, studio mngr 3AW 1938-41; prod. & asst gen. mngr 3AW, 1946-50; dir Aust. Amateur Hour from 1950 until conclusion 1958; compere Concentration, Channel 9 net.; compere Hold The Line, At Your Service, 2GB; senior news reader 2GB. Royal Aust. Corps Signals, 2nd AIF. Resident Fymble, Sydney.

DELANEY, Thomas Joseph. Radio station sales manager. Born Scotland, 1924. Served RAAF 1942-46. Radio 2HR, 1947. 2HD, 1948. Married, 4 children; resident Birmingham Gardens, NSW.

DE LA RUE, David Charles. Radio station managing director. Born Seymour, Vic., Dec. 15, 1916. Managing director of 3NE since 1955. Married, 1 daughter, resident Wangaratta, Vic.

DENNING, Gordon James. Radio station assistant sales manager. Born Melb., 1918. Joined Melb. Herald 1934 and transferred to 3DB 1946. AASA. War service RAAF, mentioned in dispatches. Married, 3 children; resident Balwyn, Vic.

DERWIN, Clement John. Radio station general manager. Born Newcastle, NSW, Sept. 21, 1920. Joined 2KO, 1935, then appointed mngr, Jan. 1957. Appointed chief exec., NBN, Newcastle, Nov., 1960. Gen. mngr, now general mngr 2KO. Army service, 1940-45. Married, resident Bar Beach, Newcastle.

DE VERE, William. Agency director. Born Sydney, Oct. 31, 1925. Several yrs retail advtg with Farmer & Co. before joining Weston Advtg in 1946. Married, resident Lindfield, Sydney.

DEWHURST, John. Agency director. Pre-war engaged in public accountancy in UK and Aust. Post-war, marketing and advtg in Aust., Sth America, USA and UK. Joined Fortune (Aust.) Pty Ltd 1954, now dir. Served 2nd AIF, Middle East and Sth Pacific, 1939-46. AASA, ACIS. Married, resident Thornleigh, Sydney.

DIAMOND, William Adam Grant. Radio station manager. Born June 21, 1904, Maryborough, Qld. Cream tester & butter grader, Qld country areas insurance inspec. IOA, 1928-32; musician 1932-34; 4MB 1934; 4BU 1936, appt manager of 2MW 1939. Diplomas agriculture, dairying. RAAF 1942-46. Married, resident Murwillumbah, NSW.

DIAMOND, William C. Agency executive. Born June 10, 1920. 17yrs in printing, appren. compositor Sydney printing house rising to dir. Spec. typography, layout, finished art. Joined Hansen Rubensohn as asnt exec. 1952; then creative dir; then asst mngr. Now asst to regional mngr HR-McCE Int. Baritone singer with leading roles in over 30 operas. 2½ yrs AIF. Married, resident Kyle Bay, Sydney.

DICK, Nigel Alexander. TV station general manager. Born Rotherham, Yorkshire, Eng. Started advertising career Daily Telegraph, Woman's Day, Sydney. Appointed sales exec. GTV Nov. 1956, sales mngr 1957. Apptd mngr 1962, gen. mngr 1965. Married, 3 children, resident Canterbury, Melbourne.

DICKSON, Noel. Radio-TV production unit managing director. Born Melb., Vic., Dec. 26, 1906. Former journalist and sub-editor. Entered radio as sales mngr Legionaire Sound Productions, 1937; Aust. mngr Frank Mason & Co. Ltd, London 1939. Apptd mngr dir Frank Mason & Co. (Aust.) Pty Ltd 1950; apptd mng dir ART 1955; member of executive of Outdoor Advtg Assoc. of Aust.; first pres. of Aust. Radio Producers' Assoc., 1949-53. Married, resident South Yarra, Vic.

DIMOND, Peter. Film production company proprietor and film consultant. Born Sydney, NSW. Began film prod. career 1933. Director, prod., cameraman documentaries, feature films, newsreels, TV commercials. With Embassy Pictures, C'wealth Film Unit, Supreme Sound Studios. TV mngr. USP-Benson (NSW) 1958-64. Directed Shell TV commercial award winners 1959, 1960 Aust. Film Festival and New Guinea Patrol, winner Florence Film Festival Grand Prix Gold Medal. Now has own prod. company Peter Dimond Films. Resident Paddington, NSW.

DIXON, Nevill Floyd. Radio Network managing director. Born Heidelberg, Vic. Mng dir VBN and all subsidiary companies. Dir BCV. 5yrs RAN. Studied commerce at Melb. University. Married, resident Toorak, Vic.

DIXON, William Peter. TV station sales manager. Born Kent, UK, Dec. 12, 1932. Former Theatre mngr Hoyts, and sales rep. 5AD. Apptd. sales manager NWS, 1967. Married, 2 children, resident Salisbury, SA.

DODD, William Henry. Radio station publicity manager. Born Windsor, Vic., Sep. 21, 1928. Former theatre and publicity mngr Hoyts; then publicity mngr 3AW; advtg-mngr Wangeratta Chronicle, now 3UZ publicity mngr. Member Huntingdale Golf Club. Married, 4 children, resident Carnegie, Melbourne.

DOHERTY, John Stanislaus. TV station assistant manager. Born Adelaide, Dec. 13, 1935. Ed. Rostrevor College, Adelaide. Formerly prod. mngr 5KA. Joined NWS, 1969. Apptd asst mngr. 1964. Married, resident West Beach, Adel.

DONNELLY, Peter. Agency governing director. Born Artarmon, NSW, June 10, 1929. Freelance art practice, 1951-54. Apptd art dir then sr acct-exec., J.T. Publ. P/L, 1954-58. Founded Graphic Advtg Pty Ltd 1958, now governing dir. Educated Pope Pius X College, Sydney, St Joseph's, Bris. Holds Diploma of Comm. Illustration, Certificate of Applied Art, Assoc. of ATM, Fellow AIA. Married (3 children), resident Kangaroo Point, Brisbane.

DONOVAN, John Miskel. Broadcasting Control Board member. Born Hobart, Tas., Oct. 20, 1908. With PMG's Dept, 1924-49, then B'casting Control Board since 1949. Married (one son, two daughters); resident Kew, Vic.

DORRIAN, Philip Alexander. BA, Sydney. Controller, management services division, Australian Broadcasting Commission since February, 1966. Born March 31, 1911, Sydney. Commissioner O'ceas Telecommunications Commission, 1959-65; chief finance officer C'wealth Treasury, Sydney, 1953-66; chrmn Tax Agents Registration Board 1963-65; dir Commonwealth Engineering Co. Ltd, NSW and Qld 1953-57; dir New Guinea Resources Prospecting Co., 1953-66. Single, resident Harbord, NSW.

DRAPER, Stanley H. Television station production & film manager. Born Eng., April 22, 1929. Corporate member British Kinematograph Society. Member SMPTE. RAF photographic branch 1947-49; assoc. with film industry Eng. 1950-54. Formerly chief film editor UKAEA Eng., 1954-59. Now prod. & film mngr TVT. Married (two children), resident Berriedale, Hobart.

DRIVER, Roy Alfred. Film producer and company managing director. Born Vic. 1910. Joined Herschells Films 1925. Chief cameraman Aust. Sound Films, prod. of Herald newsreel. Returned Herschells as chief cameraman and prod. mngr. 4yrs senior official war correspondent Dept of Information. Awarded Asiatic Pacific Star personally by Gen. MacArthur. MBKS London. Foundation pres. Motion Picture Technicians of Vic.; past vice-pres. Aust. Film Producers Assocn. Member Rotary Club, Melb., Green Room Club, CTA. Dir. New Guinea Estates, Great Ocean Road Trust, British Dominion Films Ltd, pres. Adult Deaf & Dumb Society. Married (1 son, 1 daughter), resident Nth Balwyn, Melb.

DUCKMANTON, Talbot Sydney. General manager, Australian Broadcasting Commission since 1965. Born Oct. 27, 1921, S. Yarra, Vic. Tas. mngr ABC 1953-57; controller of admin. 1957-59; asst gen. mngr 1959-64; deputy gen. mngr 1964. Colombo Plan Adviser to Pakistan Govt on TV 1960; UNESCO Adviser to Israel Govt on TV 1961 and to Tanganyikan Govt on TV 1963. Past pres. Sydney Legacy. RAAF 1941-45. Married (1 son, 3 daughters), resident Cheltenham, NSW.

DUNCAN, Keith. Radio station manager. Born April 23, 1929. Joined AWA, 1948; apptd salesman 4CA, then transferred to 4TO as sm, 1960. Then to 3BO Bendigo as mngr 1961; and 4TO as mngr, 1964. Married (1 son).

DUNSTAN, John Kevin. Agency media director. Born Hepburn Springs, Vic., Nov. 10, 1932. Advtg mngr Elliott Newspaper group 1950-55. Asst to advtg mngr and PR mngr Rootes (Aust.) Ltd 1955-59. Joined Nichols-Cumming Advtg 1959 as media exec., then apptd assoc. dir. Now media dir Hansen Rubensohn-McCann Erickson, Melb. Married, resident Blackburn Sth, Victoria.

DUTCH, Maxwell Ernest. Director, Maxwell E. Dutch Pty Ltd. Born Syd., May 21, 1933. Sales exec., CFRN TV Edmonton, Canada, 1960-61, and TCN Sydney, 1962. Repr. Fremantle Int. in film sales to Aust. TV stations 1963-66. Began own film dist. outlet, 1966. Represents TEN and ATV-0 in residual sales. Sales management and marketing courses Uni. of Toronto, Canada, 1957. Married, 2 children, resident Newport, Sydney.

DUVAL, John Claude. Agency director. Born Dec. 10, 1912, Sydney. Assoc. Paton Advtg Service, Nat. Cash Register Co; Unsted Jackson Haines P/L; Beharfelds, Stromberg Carlson. Now director John C. Duval Advtg Pty Ltd. Married, resident Clontarf, Sydney.

DYER, Robert N. (Bob). Managing director Bob Dyer Productions, and producer-star of own TV program. Born Nashville, Tennessee. USA. Vaudeville and radio, USA from 1930; two world tours, variety, cabaret, radio & TV; UK 1938-39; freelance variety entertainer; Tivoli Circuit, Aust. 1940-45. Resident Aust. since 1940. Married, resident Beauty Point, NSW.

E

EADIE, Keith William. Radio station announcer. Born Brisbane, Qld, May 29, 1920. Joined 4BH 1940; manager 4SB late 1941; joined 2GB 1944. Married, 2 sons, 1 daughter, resident Sydney.

EATON, Sidney Max. Advertising agency proprietor. Born Aug. 19, 1912, Perth. 18 yrs advtg mngr Foy & Gibson (WA) Ltd. Proprietor Max Eaton Advtg for past 11 yrs. Fellow FAI. Married, resident Perth, WA.

EBRALL, Herbert. Radio station manager-chief engineer, director. Born Eastbourne, Eng., July 20, 1909. Arrived Aust. 1910. Educated P.S., Perth Tech. College; from 1930 engineer, later sales staff several Aust. comm. stations; tech-in-charge, 7QT, appt mngr, 1948, then director, 1960. MIRE (Aust.); three tech. papers published in Proc. IREE (Aust.). Admitted to IREE in 1936. Married, 3 sons, resident Queenstown, Tasmania.

EDMONDS, Eric. Agency principal. Born Cobar, NSW, Feb. 12, 1911. Ad-mngr Selfridges, 1935; acct-exec. S. A. Maxwell & Staff, 1939; ad-mngr Gordon & Gotch, Bris. 1942; started own company, Edmonds Advertising, Brisbane, 1944. Formed proprietary company July, 1963. FAI (Aust.). B.Econ. Married, 3 children, resident Kenmore, Brisbane.

EDWARDS, George. Representative. Born Tweed Heads 1929. Sales exec. Nat. Cash Register Co. Sales exec. MBS 1953. Apptd sales prom. mngr EMI (Aust.) recording and film div. 1963. Appointed Sydney manager ATV-0 1965.

EDWARDS, Maxwell James. Radio station representative. Born Glen Innes, NSW, Nov. 16, 1916. Warehouse rep. and mngr 1934-50; 2UE sales exec. 1950-55. Media rep. and dir. Barnes Chapman Co. 1955-61. Now representing 2XL. 5 yrs AIF. Married, one son; resident Mosman, NSW.

EGAN, John Parnell. Agency senior account executive, matriculated St Joseph's College, 1948. Appt advtg mngr ESCA Ltd, Bris. 1957, then ass. advtg mngr Shell Co. Qld, 1961. Joined O'Brien Publ., Bris., 1965. Grad. Hemmingway Robertson Institute in advtg and marketing. Completed LAI and AAI diplomas AIA (with honors). Made Fellow, 1964. Married, 3 children, resident Jindalee, Brisbane.

ELLERAY, Ronald. TV station secretary. Born June 17, 1921. Bundaberg. Acct-office mngr 4EK-AK from 1948-1959. Secretary and acct Brisbane TV Limited since 1959. Bachelor of Economics, Bachelor of Commerce—University of Qld, Diploma in Commerce; fellow—Chartered Institute of Secretaries, fellow—Aust. Society of Accountants. War service, wireless operator (air gunner) RAAF incl. 2½ yrs overseas. Also 61st Infantry Battalion. Married (1 daughter), resident Ashgrove, Brisbane.

ELLENBY, Robert William. Radio network sales manager. Born Adelaide, SA, June 18, 1924. Five yrs mech. draughtsman BHP, Whyalla, SA; joined 5KA, 1945; then 5DN as announcer until 1950. Travelled Eng. & Europe working two yrs Aust. House on migration publicity. Appt. chief announcer 3SR 1953. Salesman Argus network, 1954; now sales mngr Assoc. Broadcasting Services. AIA (Aust.). Married, resident Mount Waverley, Melb.

ELMER, Max. Radio station executive officer. Born Deloraine, Tasmania, November 27, 1921. Educated Launceston High. War service RAAF. Joined 3DB 1950. Apptd acct 1956. Apptd exec. officer August, 1963. Married, 1 child. Resident North Balwyn, Vic.

EMERTON, Charles Sydney. Radio station operations manager. Born West Wyalong, NSW, April 1, 1915. Mngr 2LT Lithgow 1945-54; 2MO Gunnedah 1955-1957; New England Network supervisor 1957-60. Apptd operations mngr 2UE 1960. Married, 2 children. Resident Ennadine, Sydney.

EMERY, Ossie. TV film producer. Born Syd., NSW, Oct. 10, 1928. Primary training elec. eng., freelance photographer 1952-56; exp. doc. still and kine photography; dir Fullarton Artists film div. 1956-62. Now dir Pilgrim Films, Permafilm Aust. Has specialised in doc. work for religious and missionary orgs., produced films in Africa, India, Pakistan, East Asia, NG, and Pacific Islands, as well as local pdns. Married, resident Pennant Hills, Sydney.

ENEMARK, John Roger. Agency principal. Born Sydney, NSW, 1917. Over 30 yrs agency exp. Principal, Roger Enemark Advtg, Sydney. AIAA. Married, resident Rose Bay, Sydney.

EULING, Ronald. Radio station assistant manager. Born Syd., Dec. 19, 1920. Entered radio 1943 as anncr, then 2HR Maitland; joined 4BC 1945, 2GZ 1951, 2RE 1953. Joined 3NE 1954 as studio mngr, now asst mngr. Member Warraratta Lions Club, Yarrunga School mngmt c'tee. Married (4 daughters, 1 son), resident Warraratta, Vic.

EVA, Oswald Noel. TV station program supervisor. Born Pittsworth, Qld, Dec. 24, 1917. Southern Theatres (Melb.) 1942-52, RKO Films (Melb.) 1952-55, Sixteen Millimetre (Melb.) 1955-57, HSV 1958-61, GMV 1961. Prog. super. 1964. Married, 3 children, resident Shepparton, Vic.

EVANS, Arthur Ellis. Television station managing director. Born Leicester, Eng., Dec. 5, 1914. Part-time announcer ABC; joined **TEX** as continuity writer; appt. mngr 1940; then director 1946. Three times Tas. State vice-pres. AFCBS; now mng dir TNT. Past pres. Launceston & Tas. Jnr Chamber of Commerce; Past pres Launceston Chamber of Commerce. Married, resident Launceston, Tas.

EVANS, Eric Walter. Radio station manager. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3NR 1938, then two years acting mngr; chief engineer 3TR, manager 1960. Married, 3 children. resident Sale, Vic.

EVANS, Mervyn Thomas. Radio station manager. Born Burnie, Tas. Educated Burnie High School. Launceston Business College. Began career Pindrubs, 1939; advtg-sales mngr 1946-54; sales & administration staff 7BU, 1954-55; mngr 7AD, 1955. Three years Army service. Married, 2 daughters, resident Devonport, Tas.

EVANS, Murray. Agency proprietor. Born Melbourne, Vic., May 10, 1917. Founded W. E. Smith Advtg; then acct/exec. J. Walter Thompson. Established own agency, 1952. FOA, FAIM, four years RAAF (P/lt-pilot). Married, resident Clifton Gardens, Sydney.

EVANS, Rodney Harold. Agency managing director. Born Leichhardt, NSW, June 30, 1919. Comm. advtg 1933. O'Brien Publicity; established Rodney H. Evans Advertising Pty Ltd, 1945. Now mng dir. Lt RAN. Married.

EVERSEN, William Dick. Radio station managing director. Entered comm. radio May, 1936, as first employee station 4LG. Anncr then studio mngr 4GR. Established first provincial Qld advtg agency at Toowoomba, Qld (later acquired by Edmonds-Fagg Advtg). Appt 4VL mngr 1957, dir 1960, mng dir 1962. Life member Charleville Show Society. Member local board QATB. Holds Broadcast Operator's proficiency certificate. Married, resident Charleville, Qld.

EWART, Donald Malcolm. TV station program producer. Born East Melb., Sept. 13, 1935. Anncr 2QN 1958, 3TR 1959. Initial staff member GLV October, 1961. Anncr-compere 1961-62. Continuity mngr 1963. Now prog. prod. WBQ. Single, resident Maryborough, Qld.

F

FAEN, Joseph. Agency proprietor. Born Sydney, NSW, April 25, 1920. Advtg dept. Vesta Battery Co., 1936-39; process engraving dept., Truth & Daily Mirror, 1939-40; ad-mngr Comm. Steels & Forge Co., 1943-46; snr director A. N. White Advtg, 1946-56. Sydney Tech. College diplomas in marketing policies and techniques,

Industrial psychology, personnel & welfare. FAI (Aust.), AIM (Aust.). Married, resident Roseville, NSW.

FAGG, William James. Agency principal. Born Bris. 1926. Entered radio 1946 as anncr-copywriter, switching to the agency field in 1950. Manager Edmonds advtg, Toowoomba, Edmonds Fagg advtg from 1955. FAI (Aust.). Married, 2 children, resident Toowoomba.

FARGUS, Brian Conway. Agency advertising manager. Born Yorkshire, Eng., Mar. 25, 1915. Anncr 1ZB, Auckland, 1938-9; studio mngr, anncr/copywr. 4MB, 1946-46; anncr 4BC, 1946-51; prog. dir Radio Trinidad, 1951-6; radio mngr Gordon & Gotch Advtg, Bris., 1957-58. Now advtg mngr. Served Middle East, 1939-46, with 2nd NZ div. sigs. 2 NZEF, WO. 1 (RSM). Married; resident Bardonia, Brisbane.

FARROW, Donald Howard. Media group supervisor, Hansen-Rubensohn-McCann Erickson Pty Ltd. Born Melbourne. Joined Hansen-Rubensohn (Melbourne) September, 1960. Then production assistant, account executive. Transferred to Sydney office, Feb. 1966 as media planner. Appt. media group supervisor, August, 1967. Married, resident Mosman, Sydney.

FAUDEL, Charles Leslie. TV technical director. Born Eng., May 23, 1904. Brit. radio exp. 1923-32; TV research & development EMI Ltd, 1932-49; assoc. with war projects, radar, early guided missiles, military TV etc.; Pye Canada, 1949-51; Pye-Electronic TV, 1951-57. Member EMI team responsible for world's first TV service from BBC's Alexander Palace. Now tech. director, TV Engineering, Melb. 32 Brit. patents on TV electronics. Brit. IRE, SMIRE (Aust.), SMIRE (USA), past pres. TV Soc. of Aust. Married, resident Heathmont, Melbourne.

FAULKNER Allan David. Radio station general manager. Born Armidale, NSW, Feb. 2, 1910. 10 years chartered accountants office, 5 years mngr Scone branch, 25 years in radio, 19 years at 2KO. Now gen. mngr United Broadcasting Co. Pty Ltd (2UE & 2KO). Member FACB Federal council, pres. 1965-66. Married, 3 sons, resident Killara, NSW.

FERGUSON, Brian. TV station publicity and promotions mngr. Born September 1, 1931, Sydney. Ed. Church of England Grammar School. Media acct-exec. Goldberg Advtg, 1949-52. O'ceas, 1952-55. Taubmans Paints, 1955. Leonard Advertising, 1956-7. Hugh Berry Co., 1957-1960. Fortune Advtg, 1961-64. Joined ATV-0 Melbourne 1964. Married (1 child). Resident North Balwyn, Vic.

FERGUSON, Reginald John. Radio station manager. Born Sydney, April 16, 1934. Joined 2DU 1952 as asst acct. Apptd acct/sporting editor 1954, company secretary 1956, and manager 1963. Educated Oakhill College, Sydney. Married, 1 son, 1 daughter, resident Dubbo, NSW.

FINCH, Jack Lachlan. Radio network Melb. sales manager. Born Sydney, NSW, May 6, 1919. Joined AWA 1933; broadcasting accts section, 1936; asst. mngr 4TO, 1946-49; 3BO, 1950; asst. acct. broadcasting dept. 1951-55; asst. sin AWA country stations 1955-57; sales mngr Melb. office 1957. Served RAAF 4½ years. President Time Club, 1961. Member FACB Quarter Century Club. Married, 1 son, 1 daughter, resident Blackburn, Melbourne.

FINDLAY, Keith Algernon. Radio network chairman of directors. Born Launceston, Tas., Nov. 18, 1917. Educated Scotch College, Launceston. With chartered accts, later mngr Findlays Pty. Ltd, Burnie, seven years; mngr Findlays, Launceston, 1945-54; chairman of directors, 7BU, 7AD, 7SD. Served with 16th Field Artillery. Vice-pres. Tas. Aero Club; pilot; member Rotary Club. Married, 3 children, resident Newstead, Launceston.

FINDLAY, Norman Arthur. Chairman and supervising director TLA. Chairman 7QT, gov dir Wills & Co. Pty Ltd. First AIF, 40th Batt., mentioned in despatches. Prominent in Launceston community work. Chairman, Launceston War Mem. Community Centre since its inception in 1945. Awarded OBE 1961. Resident East Launceston, Tasmania.

FINLAYSON, John H. Radio station manager. Born Melb., March 1929. Announcer 7BU, 7HT, 1952-3; sales mngr 2QN 1954-5; 2LF since 1956. Manager since 1963. Married, 2 sons; resident Young, NSW.

FISHER, James Hubert Thomas. TV station chief engineer. Born Adel., July 4, 1911. With PMG eng. branch 1930-54, Aust. B'casting Control Board, TV eng., 1954-55; now chief eng. HSV, since 1955. Master of Eng., Dip. Elec. Eng., Dip. Mech. Eng., AMIE (Aust.), MIRE (Aust.). Gen. pres. Professional Officers' Assoc., C'wlth Public Service 1949-53, pres., TV Society Aust. 1958-60. Married (1 daughter), resident Burwood, Melbourne.

FITZPATRICK, Stanislaus John. TV station general manager. Born Sydney, Feb. 15, 1933. Acct. Vanguard Insurance 1956-58. Media exec. Jackson Wain Pty Ltd, 1958-60. Media planning officer, Lintas Pty Ltd, 1960-63. Apptd gen. mngr DDQ 1963. Married (6 children); resident Toowoomba, Qld.

FLETCHER, Brian Peter. Sales manager. Born Sydney, May 28, 1934. Began advertising career with Ferris Industries sales promotion mngr till 1958. Acct.-exec. McClelland Advtg. Joined Country Press 1960 as acct.-exec., Artransa, 1963. Appt. sales mngr 1965. Married, resident Narraweena, Sydney.

FOLIE, Max. Television station managing director. Born July 11, 1909. Engineer 3YB 1932; 1933 designed, built & installed 3MA transmitter. Manager 3MA 1948-65. Now mng dir STV. AMIRE. Life gov. Mildura Base Hosp. Married (3 children), resident Mildura, Vic.

FOLEY, Anthony Francis. Radio station sales manager. Born Feb. 12, 1936. Joined 6KY-NA Feb., 1962, as sales exec. Appointed sales manager December, 1964. Married (2 children), resident Woodlands, WA.

FORD, John Douglas. Radio station studio manager. Born Victoria, BC, Canada, May 24, 1922. Anncr 7BU & ABC Hobart 1946; chief anncr 7HO 1946-47; anncr 3DB, Radio Aust., 3KZ 1947-52; chief anncr 3KZ 1952-55; radio mngr Carden Advtg, Melb., 1955-56; appt chief anncr 3XY 1956; appt news editor 3XY 1960. Joined 3UZ, special events editor 1962. 4yrs RAAF. Ed. Geelong Grammar School. Resident Burwood, Melb.

FORD, Graham. TV station production manager. Born December 9, 1935. Began commercial broadcasting with 2UE, then prod. dept with Macquarie. Studio operations ATN 5yrs, o'seas Assoc. Rediffusion and CTV TV Net., Canada. Now ATV-0 prod. mngr. Married (1 child), resident Toorak, Vic.

FOSTER, Desmond Lionel. Radio station mngr. Born Wellington, NZ, Jan. 14, 1924. Pre-war cadet journalist; post-war, journalist Daily Telegraph, Assoc. Newspapers; then sub-editor, chief sub-editor Sunday Sun; later prod. editor Woman; joined 2UE in charge of news, sport, spec. events, 1955; exec. off'cr 1957. asst mngr 1958. Mngr, 2GB, 1961. 4½ years' AIF service. Member Federal council FACB, 1967-68 president. Married, 2 sons, resident French's Forest, Sydney.

FOWELL, Ronald Edward. Radio station general manager. Born Launceston, Tas., March 25, 1937. Joined TLA 1955. Appt chief announcer 1959, studio mngr 1960, sales mngr 1961. Asst. to managing director Macquarie Broadcasting Holdings 1965. Appt general manager 3AV, 1966. Resident Toorak, Melbourne.

FOWLER, John Murray. TV station general manager. Born April, 1928. Joined 5AD 1947, apptd asst advtg mngr 1958, actg mngr Sept. 1960; mngr 5AD-PI-MU-SE Dec. 1960. Apptd gen. mngr ADS7 Aug. 1966. Ed. St Peters College, Adel. Chrmn Carols by Candlelight Committee 1960-66. Member Crippled Children's Assn Council 1960-66. Chrmn board of mgntment Somerton Crippled Children's Home 1965-66. Member mgntment committee Ashford House School for Cerebral Palsied Children 1965-66. Married (3 children), resident St Peters, Adel.

FOX, Albert Edward Reginald. TV station general manager. Born Portsmouth, England, Sept. 28, 1910. PMG's Dept., wireless branch, 3LO-3AR Melb., 1929-31. AWA Marine Dept., 1934-36. Mngr 2GF, 1937; 3BO, 1939; 2CH, 1940; Mngr AWA broadcasting and recording depts. 1950; asst gen. mngr AWA, 1956-63. Apptd gen. mngr TEN, Sydney, 1963. Dir United Telecasters Sydney Ltd. MIRE(Aust), FAIM. War service RAN, awarded VRD. Pres. AFCBS, 1951-52. Clubs: Australian, Imperial Service, Killara Golf. Married (2 sons, 2 daughters), resident Wahroonga, Sydney.

FRANK, Ronald John. TV station representation company manager. Born Sydney, June 26, 1929. Began in radio with 2GB 1945. Joined Macquarie sales 1950. Sales exec. with Artransa, 1958. Assistant sm, Nov., 1960, sales mngr Feb., '61. Now Sydney mngr TV Associates Pty Ltd. Married, 3 daughters, resident Beacon Hill, NSW.

FRASER, Colin Lovat. Agency TV and radio director. Born Auckland, NZ, Feb. 23, 1922. Ed. Caulfield Central School, Scotch College, Melb., St Peter's College, Adel. Reporter-special writer Sun-News Pictorial Melb. Herald, 1939-53; deputy chief of staff, Herald, 1953-55; asst to gen. mngr Herald 1956. Studied TV prod. USA, Europe. Program manager, acting manager HSV 1956-60; managing director Victorian Country Telecasters P/L 1960-65; now TV and radio director Geo. Patterson P/L, Melb. AIF, RAAF war crspt 1941-46. Married, 1 son, 2 daughters, resident Hawthorn, Melb.

FRASER, William Keran. Controller ABC news services. Born Townsville, Qld, June 11, 1912. Newspaper exp. prior joining ABC Dec., 1946. News editor, Qld 1949-1956; asst editor-in-chief (TV), 1956-59. Dir TV news 1959-1968. Now controller news services. Married, 3 children, resident Greenwich, Sydney.

FRECKER, Winston N. TV station production manager. Born Mosman, Sydney, July 19, 1920. Bank officer 1939-1947. TV student EMI Institutes London, 1948. TV division Canadian Broadcasting Corp. Toronto, Canada 1948-55. Joined ATN 1955. Granted TV Scholarship by USA Govt 1955. Mngr of Prog. Devpt, Artransa Park. ABC TV producer (Sydney). Now prod. mngr, TEN. AC II RAAF, Lieut AIF, Lieut USA Transportation Corp. Resident Bilgola Beach, Sydney.

FREE, Leslie Robert. TV station chief engineer. Born Quambatook, Vic. Jan. 25, 1926. Was EMI design engineer, TV studio equipment in UK until 1955; apptd asst. chief engineer and now chief engineer TCN. BSc, BE, AMIEE, AMIE(A). Married, resident Lindfield, NSW.

FREEMAN, Kevin Thomas. Radio station facilities officer. Born Lismore, NSW. Joined 2UE, 1932; prog. mngr 2UE, 1936-1942; 2GB 1942 as prog. mngr. Now 2GB facilities officer. Married (1 son), resident Hurstville, Sydney.

FREEMAN, William Tasman. Television station chief engineer. Born Lncstn, Tas., Dec. 20, 1925. Joined 7EX 1939 as control op., transmitter eng. Apptd chief eng. 1954. Joined TNT9 Jan. 1961, now chief eng. Married (two children); resident Launceston, Tas.

FROST, Donald. Trade journal editor. Born Sydney, NSW. 24yrs Consolidated Press, joined B&T 1953. Now editor B&T Weekly and B&T Year Book. Resident Maroubra, NSW.

FRY, Robert Arthur. TV station program manager. Born Sydnev. Oct. 5, 1934. 2CH and 2UE 4 years. Overseas 1954-55. Prog. dept TCN 1956-62. Joined DDQ June 1962 now prog. mngr. Married, resident Toowoomba, Qld.

FULFORD, Harry. Agency managing director. Member Manchester Publicity Assoc. (affiliated Advtg Assoc. of GB); staff officer, British Army to 1948. Mng dir Fulford Advtg Agency, Brisbane. Married 1 son, 1 daughter; resident Corinda, Brisbane.

FULLARTON, Raymond. Advertising manager. Born Lane Cove, NSW, March 25, 1922. Post-war career, 14yrs asst. advtg mngr California Productions; merchandising mngr Streets Ice Cream, one year; six years acct-exec. John Clemenger Advtg. Advertising mngr for Castrol Limited since 1959. Holds leaving cert. (Bariker College), intermediate chartered accountancy, LAI degree, AIF service. Single, resident Longueville, Sydney.

FULLER-QUINN, Leo Alfred. Agency director and creative director. Born Wellington, NZ, May 14, 1921. NZ Govt Film Studios; freelance artist 4yrs; agency art dir 2yrs; freelance consulting designer 34yrs. Now dir & creative dir NAS (Sydney) Pty Ltd. RAAF 5yrs, radio tech. and entertainments. Married, resident Vaucluse, Sydney.

FURLONG, John Michael. Agency director. Born Sydney, NSW, Jan. 15, 1924. 15 years advtg dept MGM; four years publicity mngr 2GB. 2yrs publicity mngr and sales exec. Artransa. Now dir, NAS (Sydney) Pty Ltd. Four years AIF. Married, resident Haberfield, Sydney.

FURLONG, Ted. Radio station managing director. Born Vic., 1914. 20yrs Vic. radio, last 17 yrs with 3BA. Mngr 6VA since Jan., 1958. Married; resident Albany, WA.

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GALE, Jack. Agency associate director. Associate dir., and media mngr George Patterson Pty Ltd, Melbourne.

GALLOWAY, John Neil. Agency director. 3 yrs Webb, Roberts, McClelland; 3yrs Traders Advtg; 3 yrs Masters Ltd, Singapore; 6 yrs mngr Fortune, Sth Australia; 3½ yrs Hong Kong as dir Fortune (Far East) Ltd. Now dir Fortune (Aust.) Pty Ltd and Fortune (Far East) Ltd. Married, resident Roseville, NSW.

GAMBLE, William Ray. Television and radio station general manager. Born Parkes, NSW, Feb. 18, 1928. Technician with AWA, 1946, then

with 2UW. Gen. mngr 2RG and MTN. Married, resident Griffith, NSW.

GAMLIN, George. Agency director. Born Bristol, England, May 3, 1920. Copy chief McCannells Ad. Service, Dublin. Copy super. Young & Rubicam Inc., Los Angeles. Copy chief Lennen & Newell Inc., Los Angeles. Assoc. creative dir BCJP, Melb. Company dir and creative dir BCJP, NSW. Joined Warwick Advtg (Vic.) 1964. Now dir Walker, Herbert & Gamlin P/L. Melb. Married.

GARDINER, Desmond Lewis. TV station representative. Born Melb., Jan. 1, 1929. With George Patterson Pty Ltd, Best & Co. Pty Ltd, then Melb. rep. News Limited Adel. & Assoc. Newspapers, Syd. First Vic. salesman for HSV since 1956. Now Melb. sales mngr TVQ. Married (3 sons), resident Beaumaris, Vic.

GARDINER, Jack. Film company director, manager, film director. Born Sydney, NSW, Feb. 8, 1921. Exp. photographer, film editor. Began Cinesound 1938—6yrs darkroom work, 4yrs special effects, film editor; left 1948 to edit films Always Another Dawn & Into The Straight. Did special effects for Sons of Matthew; 2yrs film editor for Kinelab, then sales mngr; edited first all-Aust. color film Jeddah. Joined Kingcroft Prod. 1954. Formed Color Transcriptions Pty Ltd 1955. Married (2 sons, 1 daughter), resident Sydney.

GARDNER, Oliver. Agency director. Director in charge of television, George Patterson Pty Ltd, Melbourne.

GARROTT, Eric Lindsay. Supervising director 7LA and 7QT. Born 1910. Director Macquarie Broadcasting Service. Member Institute of Chartered Accountants. 2nd AIF. Married, 4 sons. Resident East Launceston, Tas.

GAY, Henry George. Radio station program manager. Born Melb., Nov. 16, 1932. Educated Camberwell Grammar School. Joined 3UZ, 1950 as office boy, then to record library as asst librarian 10yrs. Joined 3AK, 1961, now prog. mngr. Married, resident Doncaster East, Melb.

GEEVES, Philip L. Radio station program director. Born Sydney, NSW, April 26, 1917. Program director, 2CH. Served AIF in Middle East and South-West Pacific. Mentioned in despatches. Married, 2 children; resident Bexley, NSW.

GERVAS, Stanley Albert. Radio station manager. Born Kulin, WA, Dec. 13, 1919. Former studio mngr 6PM, 1940; announcer 2CH, 1944-47; production mngr 2CH, 1948-50; abroad 1950-52; copy writer 6IX, 1952-55; program mngr 6IX 1955; station manager 6IX, 1965. Married, resident Maylands, Perth.

GIBB, Donald George. Radio station sales manager. Born Port Fairy, Vic., Feb. 15, 1937. Ed. Ballarat Grammar School. Commercial trainee 5yrs. Joined BTW as sales rep., Jan., 1962. Joined ATV-0 Melb. July, 1964, as senior sales executive. Now Vic. sales mngr 3AK. Married (2 children), resident North Balwyn, Vic.

GIBSON, Arthur Desmond. Agency director. Born Melb. Vic., 1910. Pre-war Goldberg Advtg; dir N.V. Nixon & Co. Pty Ltd 1948-61. Now dir Rickards Advtg. FIA 5½yrs, AIF Mid East, New Guinea, Borneo. Commissioned 4yrs. Resident Toorak, Victoria.

GIBSON, Grace. Radio-TV production company governing director. Born El Paso, Texas, USA. Former managing director Radio Transcription Co. of America; mngr Artransa until 1941. Now governing director Grace Gibson Radio-TV Productions, Brit. Aust. Programs, Grace Gibson Distributors Pty Ltd. Married, resident Potts Point, Sydney.

GIBSON, Keith. Film laboratory managing director. Born Townsville, Qld, Oct. 1919. Pre-war Filmcraft. Formed KG Film Service 1952. Managing dir KG Film Service Pty Ltd, KG Service (Vic.) Pty Ltd, Gothic Productions Pty Ltd. Married (2 sons), resident Sydney.

GIBSON, Ronald Chester. Radio station studio manager. Born Tamworth, March 29, 1929. With 2MO and 2CK as eng./annncr, 2HR annncr, 2NX-NM as studio mngr/eng., 1955-61. Now studio mngr 2KO. Married (2 children), resident Dudley, Newcastle, NSW.

GILBERT, William Semple. Agency chairman and managing director. Born Eastwood, NSW, Dec. 29, 1913. Educated North Sydney Boys' High School. Advtg mngr James Hardie Trading Co., sr acct-exec. Gordon & Gotch Advtg, secy ANC Advtg Board, Coudrey-Campbell-Ewald Pty Ltd, now chairman and mngr dir. Fellow AIA. Chrmn Aust. Advtg Council since 1959. Married; resident Warrawee, Sydney.

GILDER, Donald George. Radio station representative. Formerly with Mooney-Webb Advtg, Melb.; sales exec. AWA broadcasting div., Melb.; sales mngr 2CH; vic. sm. C'wealth Broadcasting Corp. Now managing dir Gilder, McGregor and Assoc. Pty Ltd, radio station representatives. 7 yrs RAAF, four years fl./lt in UK. Past pres. Time Club, Melb. Married, resident Box Hill, Melbourne.

GITTUS, Kenneth John. TV station director of research and promotion. Born Hobart, May 1st, 1932. Chief copywriter and continuity mngr, 7HO (1959-61). Sales prom. mngr, GTV (1961-64). Asst mngr, Arthur Smyth and Son (1964-65). Joined HSV, 1966.

GLASSER, Warren. Agency TV-radio director. Formerly freelance Melb. radio scripter-prod. Now TV-radio dir, and assoc. dir Richard-