

son-Cox. BA, Phi Beta Kappa. 3 1/2 yrs US Army Medical Corps, South-west Pacific areas. Married (two daughters), resident Melbourne, Victoria.

GLEESON, Edward Valentine. Director Val Morgan & Sons Pty Ltd. Born Melbourne 1926. Joined Val Morgan & Sons 1947, dir since 1956. Also dir Val Morgan & Co. (SA) Pty Ltd. Val Morgan & Co. (Tas.) Pty Ltd. Assoc. dir 3KZ Broadcasting Co. Pty Ltd. War service: Royal Australian Naval Reserve (Pacific area) 1943-46. Married (3 children), resident Malvern, Victoria.

GLEESON, John Fredolin. Radio station chairman and mng dir. TV station mng dir. Born Warwick, Qld July 12, 1922. Trained in accountancy. Holds first-class PMG Radio Ops. Cert. Merchant Navy radio operator. Nine years tech., announcer, salesman 4CA, 4TO. Acquired 4AY 1950. Mng dir Telecasters North Queensland since incorporation 1959. Director 4KZ. Married, 1 son, 4 daughters, resident Belgian Garden, Townsville.

GOODMAN, Barry John. Radio station sales mng. Born Wellington, NZ, March 22, 1938. Ed. Wellington College, NZ. Ann-cr-copywriter 3MA 1960-63, 3CS, 2XL 1963, 2VM 1963. Appt sales mng 1964. Single, resident Moree, NSW.

GOODSALL, Harley Millington. Executive secretary, FACE. Born Manly, NSW, Aug. 24, 1908. Entered commercial radio 2CH in 1935 as studio mng. Joined 2UE as copy mng, 1938; traffic mng, 1951; station exec., 1955. Seconded to FACE as acting Federal dir, 1964. Appt. exec. secy, 1964. Capt. RAA AIF 1940-45. Married, 2 sons; resident Lindfield, NSW.

GOODWIN, Darryl William George. Program manager of radio religious program prod. unit. Born July 27, 1939. Joined 5DN 1957, chief record librarian 1963-65. Joined Christian Broadcasting Association 1966. Married, one child. Resident Five Dock, Sydney.

GORDON, Bruce. Television distribution company chief executive. Born Sydney, Feb. 4, 1929. Joined Tivoli Circuit Aust. Pty Ltd in 1951 as advertising and publicity mng. 1956 appointed bus. mng. Now in charge of Desilu Sales for Australia, New Zealand and Far East. Resident Elizabeth Bay, Sydney.

GORDON Peter T. Agency senior management officer. Born April 26, 1928. Formerly Aust. Consol. Press, TV Advertising Ltd (London), Du Pont of Canada (group adv. mng 1957-60). Joined HR-McCE 1960 as acct-exec., group head 1963, acct dir 1965. Senior management officer 1967. Hons grad. Advanced Advertising, University of Montreal. Married (3 children), resident Mosman, Sydney.

GORDON, Ronald George. Agency director. Born Adelaide, SA. Five yrs advtg dept Farmer's Sydney; three yrs Masters Ltd,

Singapore; 3 1/2 yrs. A Smyth & Sons, Sydney; now dir, O'Brien Publicity, Sydney. Married, resident Cremorne Point, Sydney.

GORMAN, Ita (Miss). Agency director and account executive. Assoc. dept store advtg & agencies for 25 yrs. With Goldberg, Price-Berry & L. J. Mooney agencies, Myer Emporium. Now dir Mooney-Webb Advtg, Webb Publicity, Mooney-Webb TV & Radio Unit. FIA. Single, resident North Kew, Melbourne.

GOULSTONE, James Price. Agency director. Born Melbourne, Apr. 23, 1916. Dir USP-Eenson Pty Ltd and assoc. cos. FIA. Married; resident Brighton, Vic.

GRAHAM, Keith. Radio station assistant manager. Born Narrabri, NSW, Oct. 19, 1931. Anncr 2MO, 1949, 2WG; apptd chief anncr 7HO, 1955, also i/c prod. Now admin. exec. Married (2 sons), resident Howrah, Tas.

GRAHAM, Nigel Boyd. Agency director. Born Melb. May 25, 1926. Formerly MBS network sales manager 3yrs; mktg mng eng. industry 10 yrs. Now dir L. F. Klemke Advtg. Resident Eltham, Victoria.

GRANT, Mrs C. Radio station managing director. Born Glasgow, Scotland. Apptd managing director 2DU, 1961, having been associated with the company since 1943, when she, and her husband, the late Walter Grant, came to Dubbo.

GRANT, K. David. Agency director and manager, 1956-58, Jackson Wain Syd. (media exec.); 1959-60 NAS-Duthie Bris. (mng); 1961-64 Graphic Advtg Bris. (gen. mng & acct dir). Joined Hayes Publ. Melb. 1965. Now dir and mng, Hayes Publ., Syd. AASA, MAI, AISM. Married, resident Maroubra, NSW.

GREEN, Jean Mary Beswick. Agency director. Born Sydney, NSW, Aug. 13, 1907. Began Ferguson Advtg as secretary to a director, then mng checking dept; joined Gordon & Gotch as media mng & copywriter; Hartford Advtg as media mng, secretary then mng. Director NAS (Sydney) Pty Ltd since 1940. Single, resident Potts Point, Sydney.

GREEN, Hector George. Radio and television station chief engineer. Born Bris., Nov. 13, 1917. With 4BK tech. dept, then asst operator; 4AK 2yrs, then chief eng. 4BU 2yrs. Now chief eng. 2LM since 1941 and RTN8. Designed and installed tech. sections RTN8, 2LM studios. Foundation member Quarter Century Club; holds B'cast Ops. Cert. TV Ops. Cert. Married (2 sons), resident Goonellabah, Lismore, NSW.

GREENHALGH, Kenneth Neal. Radio station chief engineer. Born Parkes, NSW, Feb. 27, 1909. Holds B'cast Ops. Cert. first class comm. cert. and TV tech. cert. Joined 2KO six months

after opening as chief eng. Chief eng. NBN during planning and est. 1960-63, rejoined 2KO as tech. dir until early 1965. Now chief eng. 2UE. Married, resident Adamstown, NSW.

GRIFFITHS, William Royston. Chairman Foote, Cone & Belding Pty Ltd, Adelaide. Born Maryborough (Vic), Feb. 3, 1912. Paton Advtg, 1926; assist to m-d Rhodes Motor Co. Melb. 1935-39; nat. ad-mngr Ford Motor Co. of Aust. 1939-51. Appt mng dir. Webb Roberts McClelland Advtg (now FC&B) 1952. Chairman SA div and member of Fed. exec., 4As for two years. Married, resident Adelaide.

GRIMSDALE, Gordon. Film production company managing director. Born Dunedin, NZ. John McGlashan College, Otago Univ. Pilot 15(F) Sqdn RNZAF. J. Inglis Wright Advtg. 2yrs USA, Bachelor of Theatre Arts, Pasadena Playhouse, Calif. Director-mngr Pasadena Players. Freelance writer and producer Sydney radio. 8yrs executive producer ARC. Dir Grimsdale Bushelle & Assoc. Now mng dir., Grimsdale & Associates Pty Ltd. Married, resident Wollstonecraft, NSW.

GRUNDY, Reg. Production company principal and executive producer. Born Sydney, 1923. Described World Title boxing match Caruthers-Towel, Sth Africa, 1952. Gen. sports-caster before forming Reg Grundy Enterprises. Resident Sydney.

GUYOT, Ron. Television station Sydney manager. Born Syd. Oct. 13, 1921. Formerly with Macquarie Network. Now Syd. mngr, Swan Television (STW). Married, one son, resident Willoughby.

GYNGELL, Bruce. TV station chief executive. Born Melb., Vic, July 8, 1929. Grad. Syd. Uni. Joined ABC 1950. Advtg dept Aust. Women's Weekly, AM, 1954, then advtg mngr Weekend. New York, 1955. Honolulu, 1956, returned Aust. 1956. Program dir, TCN. Now TCN chief exec. First person to appear Aust TV. Grad. Barnard-NEC school of TV, Columbia Uni., New York. F/O 22 sqdn Citizen Air Force. Married, resident Woollahra, Sydney.

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HAIG-MUIR, Ronald Francis. Radio station managing director and media representative. Born Perth, WA. Dir Haig-Muir Pty Ltd; managing dir Haig-Muir Investments Pty Ltd; managing dir Haig-Muir Broadcasting Pty Ltd (2QN). LIA (Aust.); member TV Soc. (Aust.); BOCF, RAAF, Pacific theatre. Married, resident Kew, Melb.

HALL, David Maxwell Lyndsay. TV station general manager. Born Syd., June 21, 1924. Joined MGM Publ. 1940. Asst publ. dir MGM. 1949. Sales mngr, asst mngr and mngr Artransa Park Television Pty Ltd, 1956-63. Joined Sth Aust. Telecasters Ltd, 1963. Apptd gen.

mngr SAS Channel 10, on granting of licence Feb., 1964. RAAF pilot, F/Lt, SW Pacific. Married, 2 sons; resident Burnside, Adelaide.

HALSE, Peter. Advertising representative. 2SM sales exec. 1938-50 (5yrs RAAF). Rep. for radio, press, films 1950-1960. Dir Peter Halse Associates since 1960. Married, resident Pymble, Sydney.

HAMILTON, Walter Stuart. Radio and television executive. Born Henty, NSW, April 5, 1906. Former sporting editor, chief sub-editor Sydney Sun; controller ABC News Service, now asst gen. mngr. BA (Sydney). Married, resident Rose Bay, Sydney.

HANDBURY, Alan John. Agency managing director. Founded Handbury Advertising Pty Ltd, 1958. Resident East Malvern, Vic.

HANNAM, Ronald Walter. TV production company assistant manager. Born Syd., Nov. 25, 1932. Asst acc. 2GB Macquarie-Artransa, 1949-56; studio acc. Artransa Park Film Studios 1956; prod. acc. Whiplash TV series 1959-60; Acct-exec., then asst sales mngr Artransa 1961-63. Joined Waratah Film Productions as unit mngr 1963; re-appt. Artransa 1965 as asst mngr. Married, resident Beacon Hill, Sydney.

HARBUTT, William George. Television station business manager. Born Sydney, Sept. 13, 1922. Acct 7HO 1954-60, TVT 1960-61. Now business mngr TVT; mngr TVT & 7HO (Properties) Pty Ltd. 2nd AIF (5yrs New Guinea). Married (four children), resident New Town, Hobart.

HARPER, Francis James. Radio station manager. Born Sydney, NSW. 10 yrs musical comedy exp. JCW, and operatic companies; toured Australasia as tenor vocalist. Now station mngr 2LT. JP. Married, resident Lithgow, NSW.

HARRIS, Bruce. Agency creative director. Born Perth, WA, April 12, 1924. Joined Lintas, Sydney, 1946 as copywriter, lyr Lintas, London, 1953. Acct-exec. Geo. Patterson, Sydney. 1955-58. Rejoined Lintas 1958 as copy director. Resident Woolwich, NSW.

HARRIS, John Maxwell. Radio station assistant sales manager. Born Pomona, Qld, August 16, 1932. 4BC sales rep. Jan., 1963. Apptd assist sales mngr April, 1966. Active Jaycee, national office bearer. Married (2 children), resident Wynnum, Brisbane.

HARRIS, Lyle James. Radio station manager. Born Kalgoorlie, WA, March 20, 1931. Joined Whitford Network at 6KG. 1949; appt asst mngr, 1953. Transferred to and appt mngr 6GE 1955, prod. mngr 6PM, 1967. Formerly Goldfields jun. champion swimmer and life-

saver. Foundation member Apex Club, Geraldton; pres. 1960-61. Married, resident Perth, WA.

HARRIS, Mervin. Radio station assistant manager. Born Melbourne, Vic., 1909. Ed. Melbourne Grammar. Joined Melb. Herald advtg dept 1925; transferred 3DB-LK sales dept 1937, then sales mngr. Now asst mngr. War service AIF. Married, resident Black Rock, Melb.

HARRIS, Phillip Ivan. Agency media group supervisor. Born Syd., July 9, 1932. Advtg depts Sun and Sydney Morn. Herald newspapers. Dlr and gen. mngr Amalg. Advtg. Apptd radio media mngr HR-McCee Dec., 1963. Media group supervisor, 1966. Married resident North Manly, NSW.

HARRIS, Robert Keith. Radio network superintendent manager. Born Sydney, NSW, Jan. 20, 1911. Joined AWA 1927, graduated through various depts to superintendent mngr, AWA country broadcasting services. Qualified acct. Capt. Aust. Corps Signals AIF 1940-45. Married, resident Ryde, NSW.

HARTE, Lewis Bernard. General manager 2KA-2KM. Born Bundaberg, Qld, Sept. 10, 1918. Tech. 4BH 1935-37, tech., anncr 4SB 1937-40, engnr, mngr 2KM 1950-56. Appt. gen mngr 2KA-KM Sept., 1966. 5½yrs RAAF aircrew and staff officer. MIRE, APRA. Chrmn Macleay Tourist Authority, Quarter Century Club. Married (3 children).

HARVEY, John Vaughan. Radio station program manager. Born Broken Hill, Sept. 30, 1932. Joined 5KA-AU-RM as panel operator 1951, and joined anncing staff 1952, 2yrs USA, Canada, UK. Rejoined 5KA 1959, apptd prog. mngr April, 1963. Married, son and daughter. Resident Lockley, Adelaide.

HARWOOD, Roy Wallace. Radio station sales and studio manager. Born Glenelg, SA, Jan. 26, 1928. Joined 3MA Apr., 1956; appt sales and studio mngr, 1965. Married, 3 children, resident Mildura, SA.

HAWTHORN, Ross Mervyn. Film company production manager. Born Sydney October 24, 1927. Began film prod. with Movietone News 1944. Joined Pagewood Studios for feature film prod. of Smiley, Smiley Gets a Gun, Robbery Under Arms. Joined Goldberg Advtg 1957 as TV mngr. 1959 became exec. prod. Visatone Studios. 1964 seconded to 20th Century Fox Films (UK) as Aust. associate for feature film prod. Appt prod. mngr Grimsdale & Assocs (now Telemark), April, 1966. Married (1 daughter), resident Maroubra, NSW.

HAY, Leslie James. Radio station sales manager. Born Melbourne July 17, 1917. 20yrs Newspaper advertising Truth and Daily Mirror 9yrs 2UW sales. Apptd 2SM sm, Nov. 1966. Married, resident Lindfield, Sydney.

HAYCROFT, Vernon Ian. Radio station manager. Born Henty, NSW, Aug. 19, 1915. Joined 3YB, 1937; transferred to 3SR, and attached 3UL after war as studio mngr, later sales manager. Now manager 3CS. Official commentator during Royal visit. Six yrs 2nd AIF. Rank, Sergeant. Married, 3 children, resident Warragul, Vic.

HAYES, Evelyn (Evie). Partner and director Mahoney-Hayes Enterprises Pty Ltd. Born Seattle, Washington, USA. Partner and co-director Cremorne Theatre, Brisbane, 1940-49. TV cabaret and radio, 1950-54. Starring roles, Annie Get Your Gun, 1947-50; Call Me Madam, 1954-56; Annie, Kiss Me Kate and Oklahoma; Wonderful Town, The Boy Friend. Under contract to GTV-9, 1958. Freelance specialist in TV-radio commercials since 1960. Married; resident Sth Yarra, Melbourne.

HAYES, Geoffrey. Agency managing director. Initially with USP-Benson. Joined Hayes Publ. Service 1954. Appointed dlr and gen. mngr 1962. mng dir June 1965. Member C'wealth Ad. Council. Married, resident Vermont, Vic.

HAWKINS, Eric Rowland Geoffrey. Agency managing director. Mng dlr Hawkins Advertising Pty Ltd (Sydney) and Hawkins Advertising (Qld) Pty Ltd. JP, FOA FAIM. 2/110 AGT Co., 2nd AIF. Married, 4 sons, resident Beauty Point, Sydney.

HAYSOM, William John. Agency governing director. Born Melbourne, Vic, April 16, 1907. Founded W. John Haysom Advertising 1937. FOA. F. Inst. D. Married, resident Mt Elliza, Vic.

HEADING, Rex Gerald. TV station program manager. Born Adelaide SA, Aug. 17, 1929. 11 years with 5KA. Now prog. mngr NWS. Resident Banksia Park, SA.

HEALY, Geoffrey E. TV station production manager. Born Syd., Feb. 20, 1932. Formerly tech. offer AWA TV Receiver Dev. Lab., joined ATN as TV eng., 1955 & trained at Marconi's Wireless Telegraph Works, Chelmsford, Essex, and at CBC, Canada. Apptd tech. rep. Ampex Corp. 1959, trained in tech. & prod. techniques Ampex, California and TV centres in Los Angeles. Now prod. mngr ATN. Introduced and installed videotape recorders at seven centres in Aust. & NZ. BE (Hons.), AMIE (Aust.), active member SMPTE. Married, resident, Sydney.

HENRY, Oscar Vivian. Radio station sales manager. Born Warrnambool, Vic., Nov. 9, 1911. 23yrs sales rep. 3YB. Married (1 son, 1 daughter), resident Warrnambool, Vic.

HEPWORTH, Reg C. Production company manager. Manager Hepworth Productions. Resident Killara, NSW.

HERTZ, Morris. Agency creative director. Born Perth, WA, Aug. 30, 1927. 1951-54 art dir Rider Advtg, Auckland. 1955 senior artist Smith & Julius, Sydney. 1956 art dir Fullarton Artists, Sydney. 1957-62 art dir Bartlett, Murphy & McKenzie, then USP-Benson (NSW). 1962-63 Sabbatical incl. 6mths study at School of Visual Arts, New York, and AIGA Typographic Workshop, New York. Appt dir USP-Benson (NSW) then creative dir in 1966. Married, resident Paddington, Sydney.

HERTZ, Rich. Agency managing director. Born Perth, Feb. 27, 1919. 7 yrs bread, biscuit, cake mnfr; 3 yrs Nestle Ltd product mngr; 3 yrs Grace Bros, Sydney, food controller, then marketing dir O'Brien Publ., Sydney. Apptd mng dir Marketing & Advtg Pty Ltd, Jan., 1962. Married, resident St Ives Sydney.

HEYDON, Ian Mackenzie. Agency director. Born Syd., Oct. 18, 1924. Joined Arthur Smyth 1947, now a dir. RAAF. Married (two children); resident Pymble, NSW.

HEYES, Sir Tasman Hudson Eastwood, Kt. CBE. Part-time member Broadcasting Control Board. Born Adel., Nov. 6, 1896. Ed. Melb. Secy Dept of Immigration 1946-61 (ret'd). Chmn of dirs, C'wealth Hostels Ltd; member, C'wealth Immigration Planning Council; member Board of Trustees Aust. War Memorial. Married, 1 son, 1 daughter; resident Toorak, Vic.

HIGGINS, Rex Anthony. Agency secretary accountant. Born Junee, NSW, Dec. 2, 1926. Retail store and factory accounting; thence acct NAS (Sydney) Pty Ltd. 2yrs RAAF. Married (3 children), resident Clovelly, Sydney.

HIGHFIELD, Robert William. Advertising representative. Born Sydney, NSW, Dec. 10, 1910. Gov. dir R. W. Highfield Pty Ltd; jnt mng dir Metrep Services Pty Ltd (TV reps), Sydney & Melb. Past pres. Sydney Time Club. 5½yrs AIF, RAAF. Married (two sons); resident Balgowlah, Sydney.

HILL, Leon Trevor. TV station Victorian sales manager. Born Adel. Ed. Adel. and Royal Melb. Inst. of Tech. (Bus Admin.). Appt Vic. sales mngr September, 1967. Married, 2 children, resident Nth Balwyn, Victoria.

HILL, Mervyn James. Radio station promotions director. Born Warnambool, Vic., May 10, 1923. Lab. tech. 1937-42. AIF 1942-46. 5DN 1946. Apptd chief copywriter same year. Wrote record 1700 comedy routines. Written for Joe E. Brown, Spike Jones, Stan Freberg. Broadcasts weekly ad lib programs. Toured US studying radio and lecturing on Australiana Sept.-Oct., 1964. Married, 2 sons, resident Gollands, Adelaide.

HILL, Noel Stanley. TV station engineer. Born Mosman, NSW. 8yrs OIC Comm. Dept Interior.

6yrs snr eng. transmissions TCN. Now chief eng. DDQ. Served 3yrs AIF overseas signals, RAAF air crew World War II. Married, resident Toowoomba, Qld.

HIPWELL, Victor George. Radio station sales manager. Born London. Joined 2DU, 1960. Asst sales mngr; appt. sales mngr 1966; former radio elec. retail mngr. Ex-British Army Sergeant. Married, 1 son, 1 daughter, resident Dubbo, NSW.

HOGG, Ralph D. Film and TV production company executive. Born Surrey, Eng., October, 1915. Asst dir. Gaumont-Brit., MGM and Ealing 1934-39. Prod. mngr Ealing, 1946-54. Dir. Aust. C'wealth Film Div., 1956. Prod. mngr The Shiralee, Deputy Dir Olympic Games film unit. Prod. mngr, Supreme Sound Studios, 1958-62; now executive director, David Koffel Film & TV Prod. Member Brit. Film Academy, Brit. Kinematograph Soc. Married, resident Double Bay, Sydney.

HOLT, Bernard. Federal director Australian Association of Advertising Agencies. Born June, 1924. Began advtg career John Fairfax & Sons Pty Ltd, 1948; SMH classified and display depts; advtg repr. Sunday Herald, Sun-Herald, Sun; editorial liaison and advtg admn. Appt secty ANC and ANC Advtg Control Board 1955; appt joint secty of reconstituted ANC and secty ANC advtg board 1958. Fellow and Federal Counsellor The Advertising Institute of Australia; member Executive Committee International Chamber of Commerce; Fellow Aust. Institute of Management; member Market Research Society of Aust. (NSW Div). Served RAN 1942-45. Married (5 daughters), resident North Ryde, Sydney.

HOOD, George M. Radio station manager. Graduated Marconi School of Wireless 1940; AWA marine operator 1940-45; bcst tech. 1946-52; advtg salesman 2GF and 2RE. Joined 2KO sales staff Mar., 1957; appt advtg mngr Nov., 1957; apptd mngr May 1961. Married, resident Merewether, Newcastle.

HOOD, Leslie Raymond. Radio station manager. Asst mngr 2UE, 1940-49; with 2KY since 1949. Now mngr. Married; resident Northbridge, Sydney.

HOOKE Sir Lionel George Alfred. Chairman and managing director, AWA. Born Brighton, Vic. Dec. 31, 1895. Ed. Brighton Grammar School. Shackleton Polar Expedition 1913-14. Chmn Amalgamated Wireless Valve Co. Pty Ltd; Telcon Australia Pty Ltd; Dir Aust. Radio Tech. Services & Patents Co. Ltd; Australian & Kandos Cement Co.; Email Ltd; Aust. Gas Light Co.; Royal Exchange Ass. of London. Chmn. Electronics and Telecommunications Industry Advisory Committee. SMIRE (USA). FIREE (Aust.). RN anti-submarine chasers and pilot RN Air Service, World War I. Knighted 1957 New Years honors list. Clubs: Australian, Union, Naval & Military, Melbourne, RACA and Antarctic. Married, 1 son, resident Killara, Sydney.

HOOPER, Edgar Maxwell. Radio station chief engineer. Born Pyramid Hill, Vic., March 19, 1905. Two yrs marine radio; two yrs 7ZL; 35

YRS 3DB. FIREE (Aust); MJEENE, MTSA. Instructor Central Signal School during war. Planned, supervised Herald & Weekly Times broadcasting & communications activities. Married, resident Blackburn, Melb.

HOPKINS, David Jerome. Agency regional manager. Born New York City, USA, Oct. 11, 1914. Dir of sales of CBS Columbia and dir of sales and advtg Emerson Radio and Phonograph Corp. 1948-54. Acct dir McCann-Erickson Inc., 1954-56. Vice-pres. McCann-Erickson Inc., 1956-62. Now senior vice-pres., McCann-Erickson International and regional manager for India, South-east Asia and Australia. Educated Uni. of Chicago. US Navy, Lieut. Commander 1942-46. Resident Warrawee, Sydney.

HOUNSLOW, Keith Norman. Producer-director. Born Perth, WA, Sept. 19, 1928. 5yrs TV prod. JWT (Melb.), then 2yrs TV mngr/producer Robt Hughes Advtg. Now dir Senior Film Productions Pty Ltd, Melbourne.

HOUSLEY, Trevor Alfred. CBE. Director-general Posts & Telegraphs. Born Gympie, Qld, Oct., 1910. PMG Dept 1926-46; DCA 1946-51; OTC (A) 1951-65; apptd gen. mngr 1956. Engaged in postwar development of aviation facils and later the international telecommunications services. Member of Aust. delegation and attended numerous o'seas conferences on aviation and later telecommunications matters. Led Aust. delegation at 1959 Pacific Cable Conference and convener of C-wealth Cable Management Committee (COMPAC and SEACOM) and attended various international conferences for the development of telecommunications. First Aust. member of Interim Committee of the International Satellite Communication Consortium (INTELSAT). Took part in negotiations leading to Satellite Communication Agreements and the Consortium. BSC, MIE (Aust.). Appt. D-G of Posts & Telegraphs 1965. Married, resident Kew, Vic.

HOWARD, John Malcolm. Radio station sales manager. Born Auckland, NZ, Sept. 6, 1924. Ed. Auckland Grammar. NZ commercial broadcasting 1949. Prog. prod. and scriptwriting exp. Apptd senior prog. officer IZB Auckland. Member Auckland District Broadcasting Audition Committee. Mngr Auckland Radio Orchestra. Apptd 3DB Melb. April, 1960. Married (4 children), resident Nth Balwyn, Melbourne.

HOWARD, Kenneth. Radio-TV racing & sports commentator. Born Waverley, NSW, Dec. 2, 1913. 32 yrs b'casting & sporting exp.; 11 yrs TV experience. Compers own TV sporting shows; former Major Network race commentator. Now with 2GB, Macquarie. Married, resident Kensington, Sydney.

HOWARD, Milton. Agency director. Born Adelaide, SA, December 22, 1922. Joined Webb Roberts McClelland 1940. 4yrs RAAF, UK, Europe. Freelance writer 5yrs, rejoined agency Now director Foote, Cone & Belding Pty Ltd, Adelaide. Married, 4 children; resident Marion, SA.

HOWDEN, Hubert Arthur. Agency director. Born Melb, Vic., Nov. 30, 1906. Pre-war, advtg mngr London Stores Ltd; snr acct-exec Claude Mooney Advtg 1945-53; then joined Rickards Advtg; now director. MIA (Aust). Five yrs commissioned RAF, RAAF, Middle East & Italy. Married, 2 children, resident Glen Waverley, Melb.

HOWELL, John Vincent. Radio station general manager. Born Orange, NSW, June 28, 1911. AWA Research Lab. 1935; sound engineer Philips Lamps 1937. Capt. Corp Signals AIF, 1940. H. C. Sleigh (Tas.) 1948. Sales mngr 7HT 1958. Gen. mngr 1961. AMIRE, JP, trustee Hobart Botanical Gardens, vice-chrmn Tas. Tourist Council. Pres. Tas. Amateur Boxing Assoc. Married (3 children), resident Bellerive, Hobart.

HOWSON, Denzil Edward. TV station program manager/production executive. Born Sept. 3, 1925. Formerly with Argus B'casting Services, Paton Advertising, freelance actor and writer, Melb. mngr Aust. Radio & TV Productions, producer GTV9. prog. mngr/prod. exec., Albury-Upper Murray TV Ltd (AMV). Now with STW. Married (son and daughter), resident Perth, WA.

HUGALL, John William. Radio station manager. Born Fremantle, WA, Aug. 9, 1912. Joined 6KY 1949. Now mngr. Member WA King's Cup crew, 1934. Four yrs AIF, NG and Balikpapan. Married, resident South Perth.

HUGHES, Henry Maxwell. ATN Sydney sales manager. Born Melb., May 15, 1929. Advtg sales rep. Larry Cleland Pty Ltd. mag. publishers, then Adelaide News, Southdown Press as rep. in Melb. Joined ATN June, 1957, as Melb. rep., then sales manager, Melb. New York rep., ATN & Channel 7 Net. sales mngr, Sydney. Single; resident Sydney.

HUNN, John Talbot. Radio network manager. Born Perth, WA, Sept. 1, 1922. Ed. Gullford Grammar and Melb. Grammar Schools. Joined Nicholsons Ltd 1946, Nicholsons Broadcasting Service 6PR-TZ-CI 1952-55 acct/asst mngr. Joined WA Broadcasters Pty Ltd, 6IX-WB-MD-BY 1955, personal asst to mngr 1955-57, dep. mngr 1957-63, mngr 1963. WA chmn FACE chrmn WA State exec. Boy Scout Assoc. Served AIF World War II. Married (2 daughters, 1 son), resident Peppermint Grove, WA.

HUNT, Donal de Vere. Agency managing director. Educated Newington College, Syd., economics Syd. Uni. Former acct-exec. Lintas; product mngr J. Kitchen & Sons. Now mng dir Jackson Wain & Hunt P/L. Resident Perth, WA.

HUNT, Victor Nelson. Agency director. Formerly GG Manning Display Co., Matear Organization, Tait Publ. Co. Comm. officer AIF. Now dir Aust. Marketing Development Pty Ltd and Commando Sales, members of Marketing Advertising Public Relations Pty Ltd, including

Nichols-Cumming Advertising Pty Ltd. Married, resident Beaumaris, Vic.

HUNTER, Brian Kenneth. TV station chief technical officer. Born Murray Bridge, SA, July 12, 1940. Foundation staff member NWS 1959-63. Senior cameraman Studio 32 ABV Melbourne 1963-64 now chief of tech. staff WBQ Wide Bay. Married, resident Maryborough Qld.

HUNTLEY, Hamilton Reynolds. Radio station manager. Born Sydney, NSW, July 25, 1912. Educated Sydney Grammar School & Sydney Tech. College. Former cadet engr, AWA radio electrical works, 1932-33; tech.-anncr-salesman 2AY, 3BO 1933-34; acting mngr 2GF 1935; asst mngr 4TO 1935-36, engr-anncr, secty & dir Fiji Broadcasting Co., ZJV Suva, VDP-2 Suva, 1936-52; asst mngr 3BO 1952-54; mngr 1954; appt 2CH station mngr 1957. Member of Institution of Radio Engineers (Aust.). Married, 4 sons, resident Lindfield, Sydney.

HUNTLEY, Geoffrey Herbert. Agency manager. Born England, Sept. 6, 1916. Won 3yr scholarship Royal College of Art (London). Visualiser, Erwoods Ltd, S. T. Garland and Greenly's (London agencies). 5yrs art dir. Alan A. Martin (SA). Joint mng dir. Monahan Huntley & Co. since 1953. Lieut. Royal Artillery. Pilot & test pilot, RAF. Captain Twickenham A Rugby Club (England). Now mngr HR-McCE Adelaide. Married, resident Brighton, SA.

HURST, Ronald Gordon. Radio station prog. manager. Sporting commentator, Test cricket and international football. Major Net. commentator at America's Cup, 1962. Covered Prime Minister's Vietnam tour 1966. Numerous special event broadcasts. Dir special events 2UE 1961-62, operations mngr 2KO Newcastle 1963-64. Now prog. mngr 2UE Sydney. Married (4 children), resident Dee Why, Sydney.

HUTCHISON, Francis Ashton. Agency proprietor. Born London, Eng., July 27 1899. 52 yrs exec. exp. in advtg; 13 yrs advtg mngr two major Brit, nat. advertisers; four yrs dep. asst dir. of pub. Ministry of Supply, London; seven yrs acct-exec. Alfred Bates & Sons, London. Founder Hutchison Advtg, Hobart in 1952. Resident Hobart, Tas.

HUTCHISON, Neil. MA(Oxon.). Controller of programs Australian Broadcasting Commission since 1965, seconded to Elizabethan Theatre Trust as exec. dir 1961; returned to ABC 1962. Married, resident Turrumurra, NSW.

HYLE, Leslie John. Radio station general manager. Born Melbourne. Ed. Brighton Grammar (Vic.). 5 years anncr-copywriter 3SR. 2 years anncr-copywriter 3BA. Joined 3UZ 1958 as anncr-newsreader, the studio super., then assist. to gen. mngr. Represented FACB on Advertising Club of Vic. board of management for 5 years. Pres. ACV 1963-65. Now gen. mngr 3KZ. Married, resident Hawthorn East, Vic.

HYNES, Lincoln Carruthers. OBE. Radio network general manager. Born Balmain, NSW, April 14 1912. Former sports exec. MBS, 1946; sales mngr, 1949; gen. mngr 4BC, 1951; gen. mngr 4BC and Qld network (4GR-MB-RO), 1952; gen. mngr 2UW & Qld network, 1956; dir Fidelity Radio, 1956; alt. dir BTQ, 1959. Dir Darling Downs TV Ltd, member management committees FACB 1956-62; sen. vice-pres. 1957-58; pres. 1958-59; member Federal council 1963-65. Represented NSW in Sheffield Shield Cricket, 1934-39. Past pres. & life member Contact Club. C'missioned officer RAAF, NG & Aust., 1942-46. Dir Royal North Shore Hosp., 1960. Married, 3 daughters; resident Killara, Sydney.

IRVING, Wilson. TV station program manager. Born Kurrajong, NSW, May 2, 1912. Aust. and overseas theatre exper. Entered radio as compere-anncr 1938, later MBS productions incl. Gladys Moncrieff Show, Quiz Kids and Pied Piper. Snr station supervisor, ATN7 (Sydney), thence to BTQ7 (Brisbane) as program mngr. Served as officer with AIF in SW Pacific area. Married, 1 daughter; resident Brookfield, Brisbane.

JACKSON, Bruce Francis. TV station general manager. Born Melbourne. 15 years public acct and tax consultant. Joined Woodrow Corp (motion picture exhibitor) as sec.-assistant to mngr dir. Completed course at Aust. Administrative Staff College. Now gen. mngr, assoc. dir and secy BTV. AASA, JP. Married, resident Ballarat, Vic.

JACKSON, Norman Bambling. Radio station manager. Born 1923. Joined 4MK as advtg exec. 1962; appt. mngr Sep. 1967. Exec. member Mackay branch AIM; past secy and treas. Mackay Rotary Club; member ABC subscribers c'tee; chrmm North Mackay State High School P&C Assn and North Mackay Scout Group c'tee and other community service c'tees. RAAF, air crew 1941-45. Elec. retail exp. Married, 1 son, 3 daughters, resident Mackay, Qld.

JACOBS, Douglas Edward. Agency director of finance and administration. Born WA, 1921. Ed. in Perth. Senior assoc. Aust. Society of Accts. Experience in oil industry, automotive and earth-moving machinery in WA. Joined Hansen Rubensohn-McCann Erickson in 1960. Advanced training McCann-Erickson USA and Europe 1964. Made dir of HR-McCE 1964. Resident St Ives, NSW.

JAMES, Reg. Radio-TV production company sales manager. Born Syd. 1929. Joined Grace Gibson Radio-TV Prod. 1946. Also mngr Grace Gibson Distributors Pty Ltd. Married, resident Artarmon, Sydney.

JEFFCOAT, Francis Robert. Radio station manager. Born Sept. 18, 1922. Cadet anncr, 4BH, 1939, then evening anncr, sporting editor, specialty anncr. Apptd mngr 4VL 1951; sales promotion exec. 2UW, 1957; asst sales mngr 2UW, 1958; sales mngr 1959; chief admin. exec. 1962. Now mngr. Four yrs AIF — demob rank WO11 (Ord.). President Time Club, Syd. Married, 1 son, resident Forestville, Sydney.

JEFFREY, Edward Leslie. Media representative. Born Blackall, Qld, June 17, 1905. 33 yrs bcasting. Salesman 4BC, 1936; transferred 4BH, 1937; mngr 2CK (now 2NX) 1938, opened Melb. branch Oswald P. Sellers, selling agents for Columbia-George Edwards Radio Prod., 1941. Sales mngr 3AW, 1945-47. Foundation member past pres., Melb. Time Club. Member Advtg Club of Vic., FACB Quarter Century Club. Now prop. E. L. Jeffrey radio station repr. Resident Brighton, Melbourne.

JENNINGS, Douglas Thomas. Radio station studio manager. Born Geelong, July 17, 1930. 3yrs Trans. Dept and jnr anncr 3GL from 1949. Apptd anncr 2RG 1952; anncr/sports editor 3NE 1954; anncr/sports editor 3YB 1957. Then sports editor 3CS 1962. Apptd studio mngr 3CS, 1964. Married, 1 child; resident Colac, Vic.

JENNINGS, Gordon Scott. Radio Network company secretary. Born May 7, 1929. Joined 2GB-Macquarie 1945. Apptd acct 2GB 1952, then chief acct 2GB-Macquarie 1958. Now company secy and finance officer Macquarie Broadcasting Holdings Ltd. Married (2 sons, 2 daughters), resident Sydney NSW.

JOEL, Joe. TV film distribution company vice-president. Former dir advtg and pub. Columbia Films and RKO. Studied advtg agency ops US, 1948. Gen. mngr, Asher Joel advtg 1955-56. Special rep. Cecil B. De Mille, Paramount Pictures, Far East and A'asia, 1957-58. Now vice-pres. in charge A/Asian and Far Eastern oper. Screen Gems Int. and man. dir Screen Gems (Aust.). Married, 2 sons, resident Killara, Sydney.

JOHNS, Kenneth. Radio network recording manager. Born Sydney, NSW, Jan. 23, 1917. Beam messenger AWA, 1932; exp. Marconi School of Wireless, publicity & sales depts; transferred recording dept. AWA, 1937; now recording mngr. RAN 1941-46. Secty Time Club, Syd. Married, resident Hornsby, Sydney.

JOHNSON, Kenneth Charles. Agency managing director. Born Bondi, NSW, April 15, 1930. B.Ec. (Sydney Uni.). 5 years financial journalist Sydney Morning Herald, Financial Review Adelaide Advertiser. Advertising and PR mngr BHP, Aust. Dairy Produce Board. Now mng dir General Advertising Company of Australia Pty Ltd. Resident Burwood, Melb.

JONES, David Morgan. Managing director Australian Sales Research Bureau, NSW. Born Toronto, Canada, May 23, 1930. Married, two children.

JONES, Ian. TV production unit director in charge of special projects. Born Newcastle, NSW. TV prod.-dir., HSV, Melb.; later asst. prog. mngr. Joined Crawford Productions, 1962, as exec. in charge of special projects. Married (2 sons), resident Camberwell, Vic.

JOSE, Denis Adrian Arthur. Director program services, Aust. Broadcasting Control Board. Born Sydney, NSW, May 3, 1908. Anncr, program dir., acting mngr, Qld ABC, 1931-46; ABC Federal program co-ordinator, head office, 1946-49; dir. program services div., ABCB, since 1949. Married, 1 son, 2 daughters, resident Box Hill, Melb.

JOYCE, Donovan Maxwell. Radio-TV production company managing director. Born Melb., Vic. 12yrs anncr, copy chief 3KZ, 3AW; 12yrs writing & directing radio drama; founded own unit 1945; now prod. radio-TV material. Won Federation Oscar, two sections, 1946, with Passing Parade. Married, 1 son, resident Toorak, Melbourne.

JUDD, Noel. Radio sales promotions executive. Born Melb, Vic. 1916. 35yrs advtg, radio, stage. 1932 Paton Advertising, Melb. 1935 anncr copy-writer 2GB, 2WL, 2CA, 2HR, 7LA. During War Tas. AIF entertainment unit, forward areas. Post-war, copy mngr, prog. mngr 2GB, prod. Macquarie Broadcasting, TV host, ATN narrator, documentary films. Now sales promotions exec., prod. MBS, Member APRA, Aust. Photographic Society. Married (3 children), resident Balgowlah.

JUDGE, Ainslie Robert. Radio station chief engineer. Born NZ, Jan. 12, 1913. 14yrs 4BH, now chief engineer. Three yrs DCA, Assoc. member IREE. Married, resident Ashgrove, Brisbane.

K

KAIN, Malcolm Ronald. Agency managing director. Born Sydney, NSW, Sep. 21, 1931. Acct/exec. Hugh Berry Advtg; production mngr Warwick-Paton Advtg; asst acct & production exec., acct/exec., McClelland Advtg. Now mng dir Steele, Kelly, Kain, Paton. LAI Aust. Married, resident Coogee, NSW.

KELLY, Alan Richard. Agency director. Born Bondi, NSW, Aug. 9, 1926. Prod. mngr, O'Brien Publicity (Syd) 1946-47; acc. exec. 1948-50. Bris. repr. O'Brien Pub., 1951-52, Qld mngr, 1953-55. Apptd dir, 1956. Now exec. dir, Vic. F.A.I. Pres. AIA (Qld div.) 1962-3. chmn 4As (Qld) 1962-64, member 4As Fed. Exec. 1962-4. Treas. Qld Motor Sporting Club, 1954; member Rotary. RAN and 1st Aust. Naval Beach Commando Unit (New Guinea, Moluccas, Borneo, China areas) 1943-46. Married (two sons, two daughters), resident Melbourne.

KEMP, Sidney Joseph Albert. Radio network managing director. Born Bexhill-on-Sea, Eng., Nov. 6, 1900. Advtg dept, Argus, 1926; sales promotion mngr, 1934; mngr 3SR, 1936; superintendent mngr 3SR-YB-UL, 1939. Appt. dir. & gen. mngr, Assoc. B'casting Services, 1957. Now mng dir & deputy chrmn. Appt mngr dir Goulburn Murray TV Ltd (GMV) 1960. Served RNVR 1917-19, wireless officer, Merc. Marine, 1920-26. Air Training Corp., Vic. p/o, 1942-44. Country vice-pres. AFCBS, 1943-44. Married, resident Caulfield, Melbourne.

KENNA, Vernon Francis. Controller of technical services, ABC. Born June 6, 1908, Bris. Div. eng. PMG's Dept, Bris., until 1954. Section eng. TV, PMG's Dept, Central Office, 1954-61. Controller tech. services, ABC, from 1961. Prof. eng. by public services exam. Married, resident Middle Cove, Sydney.

KENNEDY, Eric Thomson. Agency chairman. Born Albury, NSW, March 1, 1897. Chief exec. officer, Assoc. Newspapers and dir. Aust. Assoc. Press, 1942-53; pres. ANPA, 1947-49; chairman Audit Bureau of Circ., 1942-46; vp Aust.-American Assoc. since 1944; now chairman NAS (Sydney) Pty Ltd. Member Wartime Censorship Advisory Committee. Chairman, Fed. Pub. Committee, C'wealth Jubilee Celebs, 1951; present chairman Tutus Investment; dir Petrol & Chemical Corp. (Aust.), & St Luke's Hosp. 5th Aust. Field Arty Brig., 1915-19. Awarded MSM, MID. Married, resident Woollahra, Sydney.

KERIN, Ronald James. Agency director. Born Melbourne 1926. 3AW 1942-44, AIF 1944-46. USP-Benson 1947-63, USP-Benson Qld 1964-66. Rejoined USP-Benson Melb. 1966. Married, resident Melbourne, Vic.

KERR, John Albert. Radio station governing director. Owned radio 2BE from 1941-1960. Gov. dir since 1960. Resident Bega, NSW.

KIDD, Arthur Ray. Television station general manager. Born Sydney, NSW, Oct. 26, 1914. With AWA, head office, 1928-38; then salesman-annr 4TO; mngr 2GN, later 3BO. Mngr 2AY 1946-62. Now gen. mngr AMV Channel 4, Albury. Country vp AFCBS 1952-53. RAAF, SW Pacific area hq. Awarded Queen's Coronation Medal (Civill). Past pres. Albury Rotary; past vp Albury Chamber of Commerce. Married; resident Albury.

KILGOUR, John Raymond. Group advertising manager Nicholas Pty Ltd. Born Sydney, August 19, 1920. Commercial artist with Consolidated Advtg 1935-36, asst pub. mngr Western Suburbs Cinemas, ad mngr Hoyts City Theatres, Melb., and Western Suburbs Cinemas. A'asian ad mngr Castrol, ad mngr Vincent Chemical Co. from 1955. Now group ad. mngr Nicholas Pty Ltd. FAIA past pres. NSW branch AIA and member Federal and education committees. Member, State exec., AANA. Sergeant 21st FOD 1939-43. Married, one son, one daughter, resident West Ryde, Sydney.

KINANE, William Ower. Radio station manager. Born Lilydale, Vic. With Goodyear Tyre and Rubber Co., Melb. (1932-36), then with AWA's acnts, marine & b'casting depts. Now mngr 4WK. Holds 1st class comm. ops cert. of proficiency. Radio officer, Merchant Navy. Member Legacy and golf clubs. Married, 1 child, resident Warwick, Qld.

KING, Geoffrey Laurence. Film processing laboratory managing director. Born Sydney, NSW. Former refrig. sales mngr Aust. Gen. Elec. Pilot, flying instructor. Films consultant TCN. Founder & designing engineer, Kinelab Pty Ltd. Member Soc. Motion Picture TV Engineers. IREB Brit. Kinematograph Soc. Married, resident Vaucluse, Sydney.

KING, Richard Stephen. Cine and TV equipment division manager Swift & Bleakley. Formerly motion picture and sound recording eng. 25 years with Westrex International.

KINGSFORD-SMITH, John Wilfrid. Film production unit co-managing director & producer. Born Toowoomba, Qld, May 7, 1911. With Filmcraft Labs, 1930; Cinesound 1932-39. Formed Kingeroft Productions, 1946. Managing dir. Held Aust. light plane altitude record, 1938-53. Two awards at film prod. C'wealth Jubilee Film comp., 1951, 3 o' seas awards. Six yrs RAAF, active service SW Pacific. Discharged Wing/Commr. Married, 3 sons, 1 daughter, resident Lindfield, Sydney.

KINLEY, Raymond. Radio station chief engineer. Born Adel., 1915. With 3AW tech. dept. since 1941. Resident Pascoe Vale, Vic.

KINNEAR, Arthur Bryce. Agency managing director. Born Adelaide April 11, 1929. Ed. St. Peter's College, Adel.; Murden Business College, SA School of Arts. Editorial staff Adel. Advertiser 1946-49; edit. staff Melb. Herald 1949-54. US State Dept. Smith-Mundt fellowship in journalism 1954. George Patterson Advtg 1955-63. Now mng dir Martin Kinnear Clemen-ger Pty Ltd, Adel. FAL (Aust.). Chrmn SA div. 4As. Married (3 children), resident Glenunga, Adelaide.

KINNEAR, Rodney Scott. Television station director of programs. Born Adel., SA. Press photog. Adel. News 5 years and Melb. Herald 2 years; 18 months BBC TV England; joined GTV 1956. Prog. mngr GTV 1960, dir of progs 1965. Married (3 children), resident Canterbury, Vic.

KINSEY, Donald William. Radio station program manager. Born Melb. May 2, 1931. Ed. Swinburne Tech. College; RMIT qualified mechanical eng. Mngr, industrial div. Flexible Drives Pty Ltd. Joined 3DB as annr 1959. Now 3DB-LK prog. mngr. Married, resident Gardiner, Vic.

KISCHKOWSKI, George. Film production company manager. Born Poland March 16, 1927. 2yrs Uni. courses in Germany, Supervision certificate Melbourne. 3yrs studio & office mngr Cambridge Film & TV Prod., 6yrs Kodak (A'sia) Pty Ltd. Currently mngr Senior Film Prods Pty Ltd, Melb.

KLEIN, Francis Bruce. Radio station assistant manager. Born Sydney, Aug. 15, 1926. Technician PMG, NSW, 1942, then snr tech. 1950. Apptd chief eng. 7HT 1953. Now asst mngr. Assoc. IREE 1958. Married (five daughters), resident Rosetta, Hobart.

KLEMKE, Leslie Frederick. Agency director. Born Williamstown, Melb., Nov. 22, 1920. Radio and newspaper rep., 1939-40; cub Journalist 1937-1939; copy-wr. Govt projects; snr-acct exec. dir Thompson Ansell Blunden. Lecturer in advtg and copywriting. Now director L. F. Klemke Advertising Pty Ltd. AIF 3½yrs. Married (one daughter), resident Sth Yarra, Melbourne.

KLEMM, Bertram William. Radio station sales manager. Born Brisbane, Qld March 24, 1917. With Courier-Mail, later advtg dept Chandlers. Entered radio as scriptwriter; later 4½yrs radio mngr Noble-Bartlett Advtg; joined 4BK-AK, 1952; appt sales mngr, 1953. Five yrs RAAF air crew (3½ in Eng.) flt/lieut. Pres. Brisbane Time Club, 1961-62, 1962-63. Married, 2 daughters. resident Wavell Heights, Brisbane.

KNAPP, Robert. Film director. Started with the Hungarian Army film unit making education documentary films. Went to Czechoslovakia to work with puppeteer Jiri Trnka, specialising in stop-motion and puppetry. Came to Aust. 1956. Prod. film series Wambidgee for ABC. Series won children's section of Aust. Film Institute's 1961 competition. Since 1962 has been working for Eric Porter Productions producing and directing TV commercials. Married. resident Lane Cove, Sydney.

KNOX, John Robert. Radio station operations manager. Born Syd., July 31, 1938. Grad. Vincent School of B'casting. Began b'casting 2RG, gaining wide exp. during ensuing 3yrs. Then to 4BH a'noon women's feature anncr 18mths, Also newscaster. Now ops manager 4IP Married, resident Ipswich, Qld.

KOFFEL, David. Film and TV production company governing director. Born London, 1914. Journalist, scenario writer, advtg exec. film prod. Founder and gov. dir David Koffel (Enterprises) Pty Ltd, Featured Theatre Ads, Theatre Screen Contractors (Aust.), Filmmakers Pty Ltd. Also operating Filmmads Pty Ltd and the Rellly Advertising Co. Pty Ltd (Victoria). Resident Longueville, NSW.

KOFFEL, Martin Morris. Agency general manager. Born Sydney, April 4, 1939. McCann

Erickson, Melb. before joining USP-Benson. RAAF active reserve. Single, resident Toorak, Victoria.

L

LAKE, Dawn. Comedienne, actress. Born Sydney, NSW, Jan. 20, 1929. Aust. & Eng. radio, TV, stage & cabaret exp.; appeared Say It With Stars, Tivoli Theatre, Melb. Chosen for top vocal spot with London BBC show band. Co-star of "Mobil Limb" show. Own national TV show. Married resident Turramurra, Sydney.

LAKE, Peter Alan. Film director and production executive. Born Northbridge, NSW, Jan. 28, 1930. Designer and illustrator until 1955, then entered film industry with Rank Screen Services London as storyboard artist, then film dir until 1959. Now prod. exec. with Grimsdale & Assocs. Married, 1 daughter, 2 sons; resident Annandale, Sydney.

LAMB, Stewart Peter Paulsen. Radio station chairman and managing director and company director. Born Newcastle, NSW, Mar. 6, 1917. Chmn, mng dir United B'casting Co., Radio 2UE Sydney, Radio 2KO Newcastle. Married, resident Warrawee, Sydney.

LANDELL-JONES, Charles Kenneth. Agency managing director. Ed. Cranbrook, Sydney; pre-war jnr exec. Atlantic Union Oil, post-war founded Fortune Advtg. Now mng dir. Served 2nd AIF. Resident Bellevue Hill, Sydney.

LANE, Richard Hamilton. Radio and television writer. Born Sydney, NSW, Jan. 18, 1918. Began radio writing, 1937; with MBS, 1942-51; freelance since 1951. Wrote first comm. TV serial, Autumn Affair, for ATN, 1958; first 1hr TV play, Johnny Belinda. Recent radio scripts: Robbery Under Arms (ABC), TV; Australian Playhouse. Vice-pres. Australian Radio Television and Screenwriters Guild 1962-63, president 1964-67. Married, resident Wollstonecraft, NSW.

LAPPAN, Allan. Radio station disc jockey. Born Wollongong, Nov. 1930. Worked at 2UW, 2TM, and 2DU as breakfast anncr; 4TO chief anncr; 2GZ blast anncr and sporting edit. DJ 4BK, 2SM, 2KO. Now with 3UZ. Married, resident Beaumaris, Melbourne.

LAPTHORNE, Robert L. Managing director Fremantle Aust. Pty Ltd (TV Film distributors). Born Sydney. Joined 2UE, writing and prod'n, sales exec. Overseas: Breakfast show compere, selling and prod. Radio Jamaica; sales exec. CKOC Hamilton, Ont.; CKCO-TV Kitchener, Ont., Canada; Ontario & Maritime provinces sales exec. Screen Gems (Canada); apptd Aust'asian sales mngr Fremantle Aust. Pty Ltd, Sydney, April, 1960, now mng dir. Married (1 son, 1 daughter), resident Whale Beach, Sydney.

LARKIN, Joseph Stanley. Radio station general manager. Born Melb., Vic., Feb. 12, 1903. Journalist Melb. Herald, 1918; Sun-Pictorial, Evening Sun, 1923-25; editor, Colac Herald, 1925-27, Bathurst Times, 1927-29; mngr 3UZ, 1930-39. Studied radio USA, 1937; asst mngr 5DN, 1939-43. Journalist, political writer Melb. Argus; returning 5DN as gen. mngr, 1946. Pres. FACB 1953-54 and 1966-67, member Federal council 1953-64. Visited Ceylon, India, Pakistan, SE Asia for MBS in 1950. Advised Ceylonese Govt on setting up radio SEAC. Married, resident Somerton Park, Adelaide.

LEACH, Raymond Leslie. TV production company animation film producer and managing director. Born Sydney, 1936. With Eric Porter Studios, Greenhalgh-Leach Productions and Rowl Greenhalgh Productions. Now mng dir Graphik Animation Pty Ltd. Married.

LEAHY, Leo Warren. Television station Sydney sales manager. Born Jamestown, SA, Aug. 11, 1922. Ed. CBC, Adel. Apptd country sales rep. Colgate-Palmolive, 1946-52, then sales rep. Advertiser Newspapers Ltd, 1952-59. Now Syd. sales mngr ADS, Adelaide. F/lt RAAF 1943-46. Married (5 children); resident Artarmon, Syd.

LEAN, Wilton. TV station general manager, Born Sydney, NSW, Jan. 8, 1917. Rydges's Business Journal 1933-42, prod. mngr 1940; editor RSL Journal Reveille 1945-47; editor Shopkeepers' Digest 1947-49; Mirror Newspapers Ltd 1949-63, chief sub-editor, news editor, editor Daily Mirror 1955-63; editor Sunday Mirror 1961. Now gen. mngr. Television Wollongong Transmissions Ltd (WIN). Lieut. AIF. Married (3 daughters, 1 son), resident Campbelltown, NSW.

LE BRUN, Peter Greve. Radio station manager. Born Arncliffe, Syd, 3yrs 4BH 1935-38; 34yrs station mngr 4SB 1938-41. Joined 2LM 1942; apptd station mngr 1952. Widower, 1 son, 3 daughters; resident Girards Hill, Lismore.

LEE, Douglas Herbert. TV production unit managing director. Born Ryde, NSW, Dec. 4 1924. Ed. Malvern and Melb. Grammar Schools. Movietone News as asst cameraman and sound eng. Joined Aust. Religious Film Society as cameraman; then own still photography business. Army PR as corres. and PR newsreel cameraman in Japan and Korea. War Office commendation for documentaries filmed at the front on British fighting units. Started Central Video Film Service Oct., 1956-Dec., 1961. Started Consolidated Film Producers Dec., 1961. Married (1 daughter), resident Hawthorn Melbourne.

LEE, Jack. Production company chairman and managing director. Born Stroud, Glos., England. Learned film-making with Crown Film Unit in London as dir., writer, prod. dir and writer of documentaries. Formed Augustafilms

London and Trojan Films Sydney. With Crown Film Unit throughout war filming with Royal Navy, Army and RAF in Iceland, Atlantic, West Africa, North Africa and Invasion of France. Directed Close Quarters, Children on Trial, The Woman in the Hall, Once a Jolly Swagman, The Wooden Horse, South of Algiers, Turn the Key Softly, A Town Like Alice, Robbery Under Arms, Captain's Table, and Circle of Deception. Resident Woollahra, Sydney.

LEONARD, Francis Patrick. Agency director. Born Longueville, Syd. Six yrs with N. S. H. Catts & Co. & Catts-Patterson Co Ltd; founded F. P. Leonard Advtg Pty Ltd, 1926. Diploma Economics & Commerce, Syd. Uni. 14yrs Heavy Arty Brig., AIF. Married, resident Balgowlah, Sydney.

LESTER, Rodney Arthur. TV station sales manager. Born Sydney, May 26, 1937. Previously asst to asst mngr 2GB; admin. officer Monitor; market research, publicity and sales prom. MBS; radio prog. sales, Artransa, Telefilm Sales, Artransa Park TV; sales prom. officer, Television Associates Pty Ltd. Now sm WIN. Studied to A. Mus. A standard Conservatorium of Music, Sydney. Married, resident Manly, NSW.

LEWIS, Gordon Charles. Radio Network general manager. Born Melb., Vic. Copywriter, Goldberg Advtg. Melb., 1936; chief anncr-copywriter 3UL, 1938-39; night anncr, program dept 3SR, 1939; chief anncr-studio mngr-salesman 7HO, 1939-41; studio mngr 3TR, 1941; mngr 3SH, 1946; part-time anncr 4BH & freelance ABC, Bris., 1944; mngr 3TR 1952-60. Gen. mngr GLV10, 1960-63. Dir Aust. TV Facilities Pty Ltd, 1961-63. Gen. mngr 6PR-TZ-CI 1963. FACB Fed. Council 1966-67. Five yrs AIF, World War II. Fellow Royal C'wealth Society. Married (3 sons, 1 daughter), resident Peppermint Grove, WA.

LEWIS, Leslie Markham. Agency director. Born Sept. 30, 1913, Melb. Acct exec. Geo. Patterson, 1937-40, 1946-47; Chapman Hendrie, 1947-48; pub. mngr, British C'wealth Pacific Airlines, 1948-55; ad-mngr Qantas, 1955-56; co-founder Russell Lewis & Assoc., 1956. AIF, 1940-45 (Lieut.). Placed advtg in 17 countries. Now dir Russell Lewis White & Assoc., Amalgamated PR, Pharmaceutical & Medical Advtg Service. Diploma of Advtg. Married (2 children), resident Castlecrag, Sydney.

LIMB, Bobby. Comedian-band leader-TV compere. Born Adelaide, SA, Nov 10, 1926. Radio, stage, TV, cabaret exp. Appeared London BBC, TV, stage, cabaret, London Palladium, Albert Hall. Longest appearance, Club Pigalle, Piccadilly London. Own national TV show last 9 years. Married, resident Turramurra, Sydney.

LINDSAY, Colin Strathearn. Agency director. Served RAN. Agency exp. acct/media mngr,

AE. Joined Fortune 1957 as mngr Fortune New Zealand, then mngr Fortune, Melb. Now nat. acnts dir based Syd. Married, resident Clovelly.

LITCHFIELD, Ainslie Roland. Film producer, director, and manager, documentary development at Artransa, consultant. Born Cooma, NSW. Educated SCEGS, North Sydney, leaving cert. Began film prod. as Litchfield Film Advtg, 1945; later formed Litchfield Film Productions Pty Ltd; Litchfield TV Pty, 1948. Appt. Artransa mngr of documentary development in Jan. 1961. Holds amateur op's radio transmitting licence. Commissioned Aust. Spec. Wireless Group, then Adj. NG Air Warning Wireless Co. AIF; attached NG & US Fifth Army Air Force four yrs, Sch Pacific. Married, resident Avalon Beach, Sydney.

LITHGOW, Henry Nevill. Radio station manager. Born Hamley Bridge, SA, Sep. 30, 1913. Freelance radio work Adelaide; then 3MA; anncr, later appt mngr 3SH. Handles 3SH sport b'casts. Married, 1 son, 1 daughter, resident Swan Hill, Vic.

LITTLETON, Edgar George. Agency radio director. Born Berkshire, Eng. Journalist two yrs, then six yrs continuity chief, editor 4BC; six yrs radio mngr Noble-Bartlett Advtg. Dir. own agency, Littleton-Harvey Advtg, since 1946. Awarded second prize Aust.-NZ short story contest, Authors & Artists' Assoc. Written 100 radio plays. Vp Bris. Esperanto Soc.; hon. dip., Esperanto, Aust. Esperanto Assoc. Two yrs war service. Married, resident Holland Park, Brisbane.

LLEWELYN, Norman Wilson. Radio station general manager. Born Brisbane, Qld, May 2, 1930. 23 yrs with 4BH. Studied radio-TV prod. BBC staff training centre, 1954; comm. TV London; radio-TV Canada, USA. 4BH mgr 1962-67, apptd 4IP gm 1967. Married, 3 children; resident Stafford Heights, Brisbane.

LLOYD, John Reginald. Radio station sales manager. Born Melb., May 29, 1925. 8 years ad mngr & asst to mng dir. International Tobacco of Aust. 8 years advtg agencies, including dir Handbury Advertising, acct mngr USP-Benson and Paton Advertising Service. Appointed sales mngr 3KZ June, 1965. RANR South West Pacific 1944-46. Married, resident Hawthorn, Vic.

LLOYD, Kenneth Percival Garrick. Radio network Sydney representative. Born Aug. 13, 1917, Leongatha, Vic. ABS Gippsland unit 3UL 1938 as anncr, sport comm'tor, salesman; re-joined coy as Melb. rep. Appt mngr 3YB 1948. Sydney rep. ABS since 1958. Sqdn-Ldr RAAF. Married, 2 children, resident Northbridge, Sydney.

LOCKLEY, William Arthur. Advertising agency managing director. Born October 2, 1919, Sydney. Post-war with Hansen Rubensohn until 1952; senior acct-exec., Fortune; rejoined H&R, assoc. dir & mngr 1954. Harvard

Business School AMP, 1962. Dir and gen. mngr Hansen Rubensohn-McCann Erickson Advtg. Now man. dir Insight Advtg. Married; resident Epping, Sydney.

LORD, Robert Thnell. TV station manager. Born Tamworth, NSW, Aug. 12, 1920. Prod. dept. MBS, 1944, network service officer, 1945; personal asst to gen. mngr 2GB & MBS 1946; asst mngr Artransa, 1947; mngr Artransa & World B'casting System of Aust., 1950. Advisor SABC in estab. Springbok Radio, 1949-50. Mngr Artransa Park Television P/L, then gen. mngr Television Wollongong Transmissions Ltd. Now station mngr TEN. Capt. AIF. Married, 1 son, 1 daughter; resident Sydney, NSW.

LOVEJOY, George B. Radio station sales manager. Born Bundaberg, Qld, December, 1923. Anncr, copywriter, 4BU 1946-48; in charge advtg 4BU 1948-49; joined 4BH in charge continuity, 1949; appointed asst sales mngr 1953; now sales mngr; also broadcasts football, sport. Married, resident Camp Hill, Bris.

LOW, Maitland Esmond. TV station managing director. Born 1915. Over 25 years radio and allied ind.; RAAF; 4 yrs post-war eng. and managerial posts in Syd.; 7 years mngr Fields Pty Ltd, radio and elect. appliance retailer Mackay, Qld; joined 4MK 1957 as gen. mngr; appt mng dir Mackay Television Ltd, Aug., 1967; Snr member IREK, Assoc. Fellow AIM, Country vice-pres. and member Fed. council FACB, 1960-61; past secy, past pres. Rotary Club Mackay; Rotary Dist Gov. Dist 255, 1964-65; chrmn Mackay Branch AIM; Mackay Dist Recruiting C'ttee CMF; Mackay branch ABC Subscribers C'ttee; member Red Cross, Anti Cancer Campaign, Emergency Medical Services C'ttee. Married, 1 daughter, resident Mackay, Qld.

LUKE, John. Radio station studio manager, feature announcer and compere (audience participation show). Born Midland Junct., WA, Oct., 1915. Whitford Network; won drama award 1951. Married, resident Dalketh, Perth.

LUSK, Graham Edward. TV station secretary and accountant. Born Bris., Dec. 9, 1932. AASA. 5 years QTQ. Now secy & acct TVQ. Resident Ascot, Brisbane.

LYNCH, Bernard Stephen Michael. Agency creative director. Born Sydney. 5 yrs radio anncr and script writer, 2CH, 2SM in Sydney and Lorenzo Marques radio, Sth Africa. 8 years radio-TV copywriter, copy group head Lintas. 2 years chief copywriter Goldberg Advtg. Now creative dir, O'Brien Publ. Sydney. Resident Sydney.

LYNCH, Bernard Vincent. Radio station sales manager. Born Melb., Vic., July 21, 1938. 2QN anncr-continuity mngr 1960; joined 3SR 1961, studio mngr 1964; sales staff 1966. Married, 3 children, resident Shepparton, Vic.

LYON, Hubert E. Alexander. Television network sales manager. Born Melb., Dec. 18, 1921. 4 years Melb. Age. 3 years Bayne Mackay Advtg. 12 years dir. Lyon Holl Pty Ltd. Now sales mngr (TV) with VBN Ltd. 5 years RAAF aircrew, 3yrs UK, ME, SEAC. PP Air Force Assoc. (Vic.). AISM, LAI (Aust.). Founder TV Club of Vic. Married (1 son, 1 daughter), resident Hampton, Melb.

M

MACASKILL, Alexander Henry. Radio station talks production manager. Born Auburn, NSW, Feb. 3, 1921. Educated Perth Modern School. Joined 6PM 1938, then to 5AD as annrc, 1946. Apptd program mngr, 1962; talks production mngr, 1967. Served AIF 1940-42 Married; resident Brooklyn Park, Adelaide.

MACDONALD, Keith Alexander. TV station manager. Born Melbourne, Jan. 20, 1910. Educated St. Peters College, Adel., St. Marks College Adel. Uni., grad. LLB, 1932, admitted to Bar, 1933. Annrc 5AD 1937 then pro. mngr, advtg mngr, acting mngr. Appt. mngr, 1945. Later appt mngr Advertiser Network. Now station manager ADS. Pres. FACE, 1950; chairman SA Carols by Candlelight committee, 1945-58; Rotary Club. Resident Adelaide.

MACKENZIE, Robert Maton. Agency deputy chairman. Born Melbourne, Sept. 19, 1920. Ed. Melbourne Grammar School. Served RAAF Europe 1940-45. Bartlett, Murphy & MacKenzie Pty Ltd acct-exec. 1945, appt. director and in 1948 mng dir. Now deputy chrmn of USP-Benson (NSW) Pty Ltd. Married, resident North Sydney, NSW.

MACNAMARA, Lindsay John. Agency governing director. Founded L. J. Macnamara Advertising Service Pty Ltd, now NAS Macnamara (Adel.) Pty Ltd, dir NAS (Aust.) Pty Ltd. FAI (Aust.), senator and life member, Jnr Chamber of Commerce Int'l; Federal pres., 4As 1959-60, 1960-61. Chmn Market Research Society (SA div.), 1961-64. Married, resident Hazelwood Park, SA.

MACONACIE, Robert William Keith. Radio network company secretary. Born Jan 11, 1916. Joined WA Beasters Pty Ltd (6IX-WB-MD-BY) 1938, now company secretary. War service 1941-45. AASA. Married, resident Innaloo, Perth.

MADGWICK, Sir Robert Bowden. OBE, M.Ec (Syd.), D. Phil. (Oxon), Hon. D. Litt. (Syd. and Newc.), Hon. LL.D. (Qld), chairman, Australian Broadcasting Commission since July, 1967. Vice-chancellor Uni. of New England, NSW. 1954-66, son of late R. C. Madgwick, Nth Sydney; b. May 10, 1905, Nth Sydney; ed. Nth Sydney Boys High, Uni. Syd. and Balliol Coll. Oxford; Rockefeller Research Fellow 1933-35, Harbison-Higinbotham Scholar Univ. Melb. 1936; snr lectr economic history 1936, secty extension bd. Uni. of Syd. 1937; dir Aust. Army ed. service 1941-46, Lt-col. 1941, col. 1944, R.

of O. 1946; retired list 1961, Col. Commdt RAA Educ. Corps 1962; Warden New England Uni. Coll. 1947-54; Publications, Immigration Into Eastern Australia 1788-1851, Outline of Australian Economics (with E. R. Walker). Married, resident Canberra, ACT.

MAGOFFIN, Richard David. Radio station studio manager. Born Charters Towers, Qld, June 13, 1917. Annrc ABC, 2CH, then seven yrs freelance actor, Syd. & Melb. Joined 4BK, 1953, now studio mngr. RAAF. Married, resident Windsor, Brisbane.

MAHER, Patrick Michael. Radio station manager. Born Melb. July 12, 1935. Clerk B'casting Control Board, then annrc-sales rep. 4AY; sales mngr 4AY 1961; manager 4NA June, 1967. Married, resident Nambour, Qld.

MAHON, John Raymond. Air personality. Born Mudgee, NSW, Feb. 19, 1935. Began radio career with 2MG, then 2CA, 2PK and 2SM ladies show for 8 years. Appointed studio manager 3XY May, 1965, 2SM 1966-67, TEN 1968. Resident NSW.

MANION, Geoffrey Francis. Radio station announcer. Born Hobart, Sept. 30, 1920. Joined 3DB 1936 in transcription dept. Breakfast annrc, copywriter & programmer, 7EX, 6PM, 1938 as feature announcer — compere. RAAF 1940-45. With 6PM till 1947 thence 6PR, 6KY. Joined 3AW 1956 b'fast announcer and music program compere. Resident Sandringham, Vic.

MANN, Eugene C. (Gene). Radio network sales director. Born Perth, Oct. 9, 1921. FISM. Formerly New Guinea resident, with Dept. Civil Aviation; joined 3AW as sales rep. 1955, transferred to MBS 1958; apptd MBS Vic. sm, Feb. 1961. Network sm (Sydney), 1963. Former pres. and hon. secy Melb. Time Club, 1959-63. Married (two children), resident NSW.

MANNERS, Norman G. TV station production manager. Joined STW, May, 1966 as public relations, ad. manager. Apptd prod. mngr, Oct., 1967.

MARSDEN, William P. Television station manager. Born Sydney, NSW, Aug. 12, 1924. Mng dir, furniture mfg & retail business, 1946-50, Cudgegong Motors, Mudgee, 1950-52; asst mngr 2MG, 1952-53, mngr 1953-56. Mngr 2LF 1956-62. Dir ATF and TVA. Now manager, Riverina Television Ltd. Engineer, RAAF, 1942-46. Fellow AIA. Married (2 daughters), resident Wagga, NSW.

MARSHALL, Henry Ian. Radio station general manager. Born Melbourne Dec. 12, 1915. Journalist Melb. Herald 1935, London 1954-60, bus. mngr Bris. Telegraph 1960-64, dir. 1965. Appointed gen. mngr Bris. Broadcasting Pty (4BK-AK) 1965. AIF (9th Div.). Married (1 daughter, 1 son), resident Clayfield, Qld.

MARSHALL, Ronald Allan. TV film buyer and distributor. Born Sydney, October 11, 1924, educated Hurststone Agricultural High; with Universal Pics. 1939-42, AMP and AIF 1942-46. Joined Columbia Pictures 1948 as advty sales mngr, then transferred Vic. 1951 as country rep. Returned Sydney 1957 as asst to NSW mngr, then joined Screen Gems as asst to manag dir 1959-61. Now gen. mngr Australian Television Facilities, Dir. Parramatta Dist. Hosp., JP. Married (4 children), resident Dundas, NSW.

MATHEWS, George. Radio station chief engineer. Born March 11, 1910. Educat. Adel. tech. 12yrs in charge service dept Phillips Lamps, Adelaide 5yrs. 5AU 10yrs, 5KA recd. dent as 2IC. Now chief eng. 5KA. Assoc. member IREE.

McBRIEN, Gordon Alwyn. Radio station manager. Born Stanford Merthyr, Northern Coalfields, July 31, 1931. Anncr 2HR 1949 to 1954; 2NX-NM 1954-60; joined 2KM 1960 as studio mngr, appt station mngr 2KM September 5, 1966. Married (3 children), resident Kempsey, NSW.

McCLELLAND, Allan Edward. Radio station director and gm. Born Melbourne, Sept. 17, 1921. Apptd mngr of 7EX 1960. Asst mngr (admin) 3UZ, 1965, dir and gm 7EX 1967. Member Lions Club, RAAF 4 yrs instructor. Married, 2 children, resident Melbourne, Vic.

McCLENAUGHAN, Brian Darcy. Radio station manager. Born Sydney, NSW, Oct. 15, 1921. Sports commentator ABC, 1949. Now station manager 2UE. Served Pathfinder Force, RAF. Eng. Flt/Lt, DFC & Bar. Married, resident Woolooware, NSW.

McCOMAS, Geoffrey Charles. Radio station sales promotion manager. Born Melbourne 1923. Ed. Northcote High, Melb. Uni. Anncr 3BA (1945-47), 3DB (1947-59); apptd studio mngr 1959, sales promotion mngr 1963. Married (2 sons), resident Camberwell, Melbourne.

McCORMICK, John Lawrence. Representation co. man. dir. Born Fremantle, WA. With 6PR as anncr, copywriter, then sales rep. 4½ yrs. 6GE 2 yrs, then 6KY as copywriter, anncr 1 yr sales rep. 2 yrs, sales mngr 1 yr. Gen. mngrs 2WG 4 yrs. Participant in new station rep. co 1967. Married (3 children), resident Melbourne.

McCRINDLE, Hugh Calmar McColl. Radio station manager. Born Sydney, Aug. 4, 1928. Began comm. b'casting 1945, 3yrs anncr 2KA 2KM 2yrs, 2TM 8yrs, 2AD 8yrs (asst mngr for 5 yrs). Now 2RE station mngr. Commentator AFCBS Melb. Olympic Games, 1956, rep NSW hockey, NZ, 1956, NSW Hockey umpire & selector, life member Tamworth Men's Hockey Assoc. Married, 1 daughter, resident Taree, NSW.

McDONALD, Donald. Member, Broadcasting Control Board. Born Creswick, Vic., June 23,

1908. PMG's Dept 1924-50; rep. Aust. ITU conferences, 1947; joined Australian Broadcasting Control Board 1950, dir. tech. services division 1952-1965. B. Sc. Melb. Uni. Radar development during war. Married, resident Elwood, Vic.

McFARLANE, William John. Radio station studio manager. Born Marrickville, NSW, June 13, 1938. Joined 4CA as anncr-copywriter 1959. Then 2GF 1961. Now studio mngr 2WG. Married, 1 child, resident Wagga, NSW.

McFERRAN, Athol Robert. Representative Studios Pty Ltd, St Kilda Signs & Vega Displays. Born Melb., Oct., 1916; appren. compositor Melb. printing house from 1931. Joined McFerran Advty (established by his father, W. R. McFerran) in 1938, apptd dir. AIF service 1940-46. Married, resident Nth Balwyn, Vic.

McFERRAN, William Robert, MBE. Agency director. Director Claude Mooney Advertising Pty Ltd, Melb. Previously mng dir. McFerran Advertising, founded 1923. Past pres. AIA. Past pres. Ad. Club of Vic. Chairman 4As national Aust. Day committee. Past chairman 4As Vic. div. rep. Aust. Ad. Council. Resident Kew, Melb.

McGEE, David. Radio station administration executive. Joined 3TR in 1948 after spending year as teacher. Early 1952 appt to Hobart station 7HO. Appt. chief anncr 1953. Produced and compered Hobart Carols by Candlelight Festival 1953-54. Member of Tasmanian Royal Tour B'casting team in 1953. Transferred to 3AW 1955. Senior anncr, 1956. Now admin. exec. Resident East Bentleigh, Melb.

McGOWEN, Ernest Edwin. TV station representative. Born Brighton-Le-Sands, NSW, Mar. 13, 1914. 16yrs Roffs Poster Advty, 1yr Truth & Sportsman Ltd, 1yr with 2SM, 9yrs 2UW. Now Syd. rep. BTQ. Served 4yrs AIF. Married (2 children), resident Artarmon, Sydney.

McGREGOR, Ian Douglas. Radio station representative. Born Jan., 1935. Melb. 5yrs with Argus Broadcasting Network; 4yrs with AWA on broadcasting and recording sales; prod. exp.; 1955-57 Radio and TV program service sales rep.; 1956-58 in Melbourne, 1958-59 in Sydney. Then to VBN. Joined 2UW 1960, now manager Gilder McGregor and Assoc. Pty Ltd. Past Melb. Time Club secty, past Time Club pres. Married, resident Ringwood, Vic.

McGREGOR, Thomas Callender. Radio station program manager. Born Falkirk, Scotland, 1902. With ABC, 1930-34; 4BC, 1935; acting, anncing, writing, prod. exp. On official panels, Gloucester visit, 1934. Royal visit 1954. Olympic Games, 1956, 1960 and 1964, C'wth Games 1962. Now program mngr 4BC. Four yrs RAAF, Flt/Lt World War II. Married, resident Brisbane, Qld.

McINTYRE, Alan Lachlan. Agency director, account executive. Born Penrith, NSW, May 29, 1914. Research dept, J. Walter Thompson,

1945-47, media, W. E. Smith Advtg, 1947-49; sales & research MBS, 1950-53; mngr Rodgers & Assoc., 1953-54; acctnt/exec. Murray Evans Advtg since 1954. BA. Dip Com. ACIS. AIF, 1940-45. Married; resident Elanora, Sydney.

McKAY, James William. TV station general manager. Born Goulburn, NSW, March 25, 1916. 25yrs with 2UW. 5yrs program dept, 4yrs annr & assoc. sporting dept, two yrs mngr Fidelity Radio Pty Ltd, three yrs service mngr, six yrs sales mngr 2UW. Now gen. mngr QTQ. 5yrs RAAF aircrew, served 4yrs RAAF sqdns 612 and 58. Awarded DFC 1943. Married, 2 children, resident Indooroopilly, Brisbane.

McKEAN, Doug. Company director. Born Orange, NSW, May 6, 1933. 2yrs tech. officer E.C. NSW. Now mng dir Permafilm Australia Pty Ltd. Married, resident Eastwood, Sydney.

McKENZIE, Alexander John. Broadcasting Control Board, dir technical services division, Born Smeaton Vic., October 12, 1905. Eng. Branch PMG's Dept 1927-1949; joined Tech. Services div. Australian Broadcasting Control Board 1949. Dir since March, 1966; rep. Aust. ITU conferences 1949, 1952, 1959. Radar development during war. MBE Melb. Uni. Married, resident Mont Albert, Vic.

McLAREN, Alexander Arthur. Radio station sales executive. Born May 24, 1920, Rockdale, NSW. Original staff member Country Casting Services Ltd, joining 1935 as clerk, 6yrs AIF then to CBS's sales div. Now sales exec. Contact Club life member. Single, resident Sydney.

McLAUGHLIN, Charles. Radio station publicity manager. Born Perth, WA, Oct. 26, 1936. In radio and TV since 1954. Joined 2GB 1962. Launched and directs 870 Club (membership 110,000 Sept., 1957). Married, 2 sons, resident Lewisham, Sydney.

McLEAN, Rex Burgess. Radio station technician-in-charge. Born Devonport, Tas., July 6, 1921. 25yrs 7LA, now tech. i/c. Holds B'cast operator's cert. of prof., AMIRE, member WIA. Holds Amateur Call VKTRB. Tech. consultant to 7QT since 1960. Design construction and installation of complete sound reinforcement systems for three Launceston churches. Married, resident Prospect, Launceston, Tas.

McLEAN, Sidney Gordon. Television station chief engineer. Born Dec. 15, 1919, Gawler, SA. 1946-56 5KA, eng.-in-charge. 1956-58 TCN i/c transmitters. 1958 ADS asst eng. responsible for technical and building layout. Now chief eng., transmitter services. 5½ years RAAF, signals officer. AMIREE (Aust.) committee member, and sec. Adelaide div. Married (2 children), resident Clovelly Park, SA.

McLEOD, Roderick Harding. Radio station news-sporting editor. Born Red Cliffs, Vic. Nov. 17, 1929. Sound eng. for 7 years. Annr 2QN

1953. Annr and sales rep with Assoc. Broadcasting Services, joined 3KZ as news reporter in 1959. Football commentator. Married, resident Essendon, Vic.

McMAHON, John Kennedy. Radio station program director. Born Hamilton Vic., June 28, 1913. Entered radio as actor-singer; since worked on all Melb. stations. Former breakfast annr. now program dir. 3UZ. Member gov. board, Green Room Club, VRC, VATIC. Dir Willard King Organisation Pty Ltd. Married (3 children), resident Toorak, Melb.

McMANUS, Francis Alexander. TV station general manager. Born Neutral Bay, NSW, Aug. 27, 1918. With AWA's works Ashfield; then salesman 2AY, 3BO, 1946-48, mngr 3BO, 1948-54. Sales mngr AWA country stations thence mngr 3BO. Now gen. mngr Bendigo & Central Vic. Telecasters. Member IREE Aust., PMG broadcast engineers cert. Army Aust, NG, communications instructor LHQ officers school, officer commanding heavy wireless & crystal grinding sects. Associate Fellow AIM. Member Bendigo Bowling, Jockey, Sandhurst and Rotary Clubs. Married, resident Bendigo, Victoria.

McNAIR, Ian Wallace. Market research company managing director. Born Sydney, NSW. Educated North Sydney Boys' High School. Joined McNair Survey Pty Ltd 1952. Gained exp. New York, Internat. Research Assoc. Inc. & Pulse Inc. Studied marketing & media research Canada, USA, UK & Europe; B.Ec. Syd. Uni. (hons in statistics); M.Sc. Columbia Uni., New York. Married, resident Castlegrag, Sydney.

McNAMARA, Joseph Arthur. Secretary Broadcasting Control Board. Born Bendigo, Vic., July 19, 1921. With PMG's Dept 1935-49 then B'casting Control Board since 1949. BA, B.Com. Melb. University. Married, 1 son, 3 daughters; resident Kew, Victoria.

McPHEE, Henry John. TV station chief engineer. Born Cessnock, Jan. 10, 1930. Tech. 2KO 1948-1960. Joined NBN Jan., 1960 as asst chief eng. Apptd chief eng. NBN Sept., 1963. Married, resident Charlestown, Newcastle.

McRAE, Eric George. Television station managing director. Born Mar. 30, 1913. Sales rep. 3SR, 1937; sales mngr 7HO, 1940; mngr 7HO, 1947-59. Now mng dir TVT; dir 7HO; dir TVT & 7HO (Properties) Pty Ltd; dir MBS, dir Macquarie Broadcasting Holdings Ltd; dir 3AW Broadcasting Company Pty Ltd, Broadcasting Associates Pty Ltd, Artransa Pty Ltd, Canberra Broadcasters Ltd, Broadcasting Station 2GB Pty Ltd, World Broadcasting System of Australasia Pty Ltd, active service AIF. Commissioned RAA, 1942. Married, resident Sandy Bay, Hobart.

McSPEERIN, Meg. Radio station women's league organiser. Born Yarrowonga, Vic., Jan. 25, 1906. 26 yrs annr and organiser 2CH Women's League. Married, resident Narrabeen, Syd.

MENDELSON, Henry David. Agency director. Advtg exp. London Toronto and Sydney. Account-exec. Ruthrauff & Ryan Inc., USA. Commercial Advtg, N. V. Nixon Advtg, Sydney. Managing dir Partner Advtg. Now dir. Thomson, Porritt Partner Advtg. BA (subsid.) London Uni. TV radio prod. dip., Cal. Uni. USA, LIA dip., AIA, AISM. Married, resident Wahroonga, Sydney.

MERCER, Robert John. TV station general manager. Born Perth, WA, Nov. 20, 1919. Mngr 6KY-NA since 1954. Gen. mngr & dir of company, 1958. Now gen. mngr Swan Television, Perth. Fighter pilot, RAAF, 1940-46. Married, 1 son, 2 daughters; resident Floreat Park, Perth.

MICHAELS, Ronald Guy. Managing director, United Artists A'asia (film distributors). Born Melb., May 8, 1915. Joined United Artists 1931 as office boy, graduated through all depts to branch manager, SA; then asst to managing director, then general sales mngr and finally mng dir. RAAF service 3½yrs. Married 3 daughters; resident Balgowlah, Sydney.

MILLAR, Ian. Agency managing director. BA Sydney University. Journalist Syd. Morning Herald, Syd. Sun, Daily Telegraph, Reuters London. Joined Hansen Rubensohn-McCann Erickson as copywriter. Later acct exec. acct group head and asst to gen. mngr, 1961 mngr Melb. office. 1962 appt dir, 1965 gen. mngr, Sydney office, 1967 mng dir for Aust. Served 2nd AIF, RAAF 1942-46.

MILLER, Adrian Howard. TV station chief accountant. Born Melb., Dec. 2, 1916. Joined accts staff Sun News-Pictorial 1932, acct' 3DE B'estg 1947, acct' HSV 1956. AASA, ACIS; 5yrs RAAF (radar). Married (2 children) resident Glen Waverley, Vic.

MILLER, John J. Agency media group supervisor. Joined Hansen Rubensohn-McCann Erickson 1952, with John Clemenger 1963-66, re-joined HR-McCann as acct exec. 1965, transferred to media 1966.

MILLER, John William. Agency director and TV-radio director. Geo. Patterson-Noble Bartlett Advtg. Born Rockhampton, Qld. Four yrs RAAF. Married, 4 children; resident Coorparoo, Bris.

MILLINS, James Glen. Radio station officer i/c sales co-ordination 3XY. Licentiate AIA, LAI. Married, resident East Brighton, Melbourne.

MILNE, Murray Raymond. TV station sales executive. Sales exec. with Qld Television Ltd for 2½yrs. 8yrs Mobil Oil Aust. Sales exec. Television Assoc. (Vic.) Pty Ltd, Melb. Now Melbourne rep. ADS7. Married, 3 children.

MITCHELL, David. Public relations company manager, Consolidated Public Relations. Formerly journalist and sub-editor Age, Melb.;

Daily Telegraph, Sydney; Agence France Presse newsagency, Paris. Radio interviewer BBC London. Married (1 child), resident Elwood, Vic.

MOFFATT, Thomas. Agency principal. Born Herts, Eng., May, 1919. Myer Advtg 1934; jnr copywriter Richardson Advtg 1935-37; jnr acct-exec. W. John Haysom Advtg 1937-39; acct-exec. George Patt. 1939-40; O'Brien Publ. 1941; captain AASC 1941-46; advtg mngr Kelly & Lewis Ltd 1946-48; acct-exec. Goldberg Advtg 1949; dir and acct-exec. Rickards Advtg 1949-57; estab. own agency Moffatt Advtg Pty Ltd 1957, now principal. FAI Married (4 children), resident Nth Caulfield, Victoria.

MONTGOMERY, John. Radio station studio manager. Born Sydney, 1st February, 1936. Started career at 2UE 1951. Anncr, copywriting, sales, prod. with 2MG, 2RE, 2BS, 3EO. Joined 2QN March 1965. Appt Studio mngr, Nov., 1966. Married, 2 children, resident Deniliquin, NSW.

MOORE, Leon Gordon Inglis. Agency director. Born April 19, 1919. Agency copywriting and acct-exec. exp. Melb. and London. Apptd retail advtg mngr Snows Men's Wear, 1947-53. Now dir USP-Benson (Vic.) Pty Ltd. Served RAN World War II. Married (4 children), resident Blackburn, Vic.

MOORE, Raymond John. Radio station assistant manager. Born in Sydney Aug. 10, 1930. With 2UW as control operator; then 2DU as anncr, sales rep. and feature anncr, sales mngr (1959). Appt asst mngr 6AU 1966. Educated at Homebush Boys' High. Married (3 daughters, 1 son), resident Whyalla, SA.

MOORE, Richard. Radio network assistant manager. Born Sth Melb., Vic., Apr. 13, 1918. Ed. Christian Bros. College, Adel. Salesman-anncr. 5SE 1940; 5AD 1941; chief anncr 1945; studio mngr 1955; compere 5AD live artist shows. Dir 5AD Kangaroo Club. Member press-radio party NZ, tour 1955. Royal tour cmmt. 1954 and 1963. Chairman SA Carols by Candlelight C'ttee & board of management Somerton Crippled Children's Home; member Crippled Children's Assoc. Council; Asthma Found. of SA, Council. Apptd asst mngr Advertiser Net. (5AD-PI-MU-SE), 1966. Married, 1 child, residence Netherby, Adelaide.

MOORE, William Stewart Melville. Radio station technician-in-charge. Born Bowral, NSW, Mar. 28, 1915. Joined AWA 1936 at 3EO, trans. 4CA 1939. With 6TZ 1941, 2AY and 2GN 1942-43. Reapptd 3EO 1943, now tech. i/c. Assoc. Mem. IREE. Member Quarter Century Club. Married, resident Bendigo, Vic.

MORGAN, Arthur Byers. Radio station assistant manager. Born Hobart, Dec. 10, 1913. Apptd acct 7HT 1942. Served with AIF 1939-42. Now asst mngr 7HT. Married (four sons), resident Dynnyrne, Hobart.

MORGAN, Harold David. Radio station manager. Born Sydney Sept. 25, 1934. Educated Sydney Grammar School; anncr 2GF 1956; news editor-anncr 2LF, 1957; sales exec. 2UE 1959; sales mngr 2NX-2NM 1961. Appt mngr 2BH 1966. Married (3 children), resident Broken Hill, NSW.

MORGAN, Valentine Charles. Managing director Val Morgan & Sons Pty Ltd, and associated companies. Born Melb., Vic., 1926. Also dir 3KZ Advertising Service Pty Ltd, 3KZ Broadcasting Co. Pty Ltd. B. Com. Melb. Uni., RANR 1945-6. Married 2 daughters, resident Toorak, Melbourne.

MORGAN, William Valentine. AASA Director, Val Morgan & Sons Pty Ltd, 3KZ B'casting Co., Val Morgan and Co. (SA) Pty Ltd, Val Morgan & Co. (Tas.) Pty Ltd. Born Melbourne, Vic. Married, resident Caulfield Nth, Melbourne.

MORRISBY, Rex. Radio station manager. Entered radio 1940 with country stations, manager 2PK, 2½yrs mngr 2KM. Ten years sales exec. and feature announcer 2CA. Appt. mngr 2VM, May, 1959. Alderman, Moree Municipal Council. Married (2 sons), resident Moree, NSW.

MORRISON, William Shorey. TV station chief engineer. Born Hobart, Tas., Sept., 1920. Control op. 7HO 1937, tech. 1938, chief eng. 7HO 1951, chief eng. TVT6 1959. Installed forces broadcasting stn. Jaquinet Bay, New Brit., 1946, supplied eng. information for TVT licence application 1958, toured overseas on behalf of TVT and 7HO, March-May, 1959. Married, resident Hobart, Tas.

MORT Les. Agency managing director (Nichols Cumming Advtg (NSW) Pty Ltd). Married, resident Oatley, NSW.

MOSES, Sir Charles Joseph Alfred. Secretary-General, Asian Broadcasting Union. Born Lancashire, Eng., Jan. 21, 1900. Educ. Oswestry Grammar School, RMC, Sandhurst. Fruitgrower, Bendigo, 1923-24; salesman-sales mngr motor business, Melb., 1924-30; anncr ABC 1930-32, NSW sporting editor, talks editor 1933-34, Federal talks controller 1934-35, general manager 1935-1965. Apptd secy-gen. Asian B'casting Union, Jan., 1965. AIF 1940-43, CBE 1954. Knighted 1961. Married, 1 son, 1 daughter, resident Double Bay, Sydney.

MOSS, Frank Archer Cecil. TV station secretary. Born Perth, WA, June, 1920. RAAF 5 yrs. FASA, appt secy, TVW Ltd, Jan., 1959.

MUHLING, Clifford Hermann. Radio station chief engineer. Born Claremont, WA, July 14, 1919. Anncr-copywriter 6PM-AM, 1938-40; jnr observer, Carnegie Inst. Washington, Watheroo Observatory, 1940-41; tech. 6ML 1941-42, 6IX 1943, asst chief engineer 6IX 1949-1964. Chief

eng. from July, 1964. Assoc. member IREE Aust. Lt, AIF 1944-46. Married, 2 sons, resident Nedlands, WA.

MUIR, David Elliott. General manager Whitfords Broadcasting Network. Born Kalgoorlie, WA, 1904. Widower, resident City Beach, Perth.

MUIR, Ian. Market research company director. Research exp. Philips Electrical Industries, John Fairfax Ltd, and Market Forecasters. 2yrs indust. counsellor in London for Victorian promotion Committee. Joined McNair Survey 1965. B.Ec., Sydney. Married, resident Killarney Heights, Sydney.

MUIR, Roderick Leonard Errol. Radio station program manager. Born in Lower Hutt, NZ, Oct. 12, 1941. 9 yrs radio—7BU, 7HT, 7HO, 7EX, WIFE Indiannapolis, KISN Portland Oregon, 2SM Sydney. Married, resident Sydney.

MURPHY, Keith. TV station sales manager. Born Melb., Oct. 30, 1916. Educated Xavier College, Melb. With Truth & Sportsman Ltd, 1934-56; advtg mngr Vic., SA & Tas. editions of Truth 1949-56; asst to advtg mngr HSV, 1957-59; now sales mngr ADS. Married (3 children), resident Beaumont, Adelaide.

MURPHY, Mervyn Ross. Proprietor TV production unit. Prop. Supreme Sound Studios since 1935. Resident Elizabeth Bay, Sydney.

MURPHY, Raymond James. Agency managing director. With Hansen-Rubensohn, 1932-36; Harry Julius Advtg, 1936-38; sales prom. mngr. Wormald Bros, 1938-40. Joined O'Brien Publicity 1945, now managing director. FAI. Sqdrn leader, pilot, 230 sqdrn RAF, RAAF 1940-45. Married, 2 daughters; resident Wahroonga, Sydney.

MURANE, Kenneth James. Associate creative director, Hansen Rubensohn-McCann Erickson, New Zealand. 8 yrs ad. mngr James Smith Ltd (NZ); 1957 creative dir. Carlton Carruthers de Chateau Ltd (Wellington, NZ); 1959 appt. art dir. David Jones Ltd, Sydney; 1960 acct-exec. Jackson Vain; May, 1966 joined HR-McCE as acct service group head; appt assoc. creative dir. early 1967. Married.

MYERS, Paul Michael. Agency director. Born London, May 9, 1930. Creative and research exp. with Masius Wynne-Williams, Ogilvy Mather, Spottiswoode Advertising, London. Married, 3 children, resident Sandringham, Vic.

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NASH, Colin Henry. TV station secretary. Born Maitland, NSW, June 3, 1918. Qual. as secy (ACIS) and acc't (AASA). Fed. secy

AFCBS 1948-53; acc't-cont. Masonite Corp. to Dec., 1960. Apptd NBN Jan., 1961. Married. resident Newcastle.

NASH, Peter Hugh. Administration officer radio station 6PR. Born Melbourne, Victoria, June 24, 1924. 1941 anncr 6KY. Studio mngr, chief anncr 3SR 1947-49; anncr studio mngr 6KY 1950-55; salesman 6PR 1959-62. Apptd mngr 6TZ-CI March, 1962. 4yrs RAAF World War II. Married (2 daughters), resident Floreat Park, WA.

NEAL, Bruce Harley. Media representative. Born Melb., Apr. 23, 1925. Joined AWA 1941, consumer-prod. sales; paymaster Vic.; 3BO; Melb. rep. AWA radio network since 1954. Hon. secty-treas. Melb. Time Club 1959-60, pres. 1967. RAAF Aircrew, Pacific Theatre 1943-46. Married, 3 children, resident Mt Waverley, Melbourne.

NEATE, Jack. Agency director, Hayes Publicity Service Pty Ltd. Previously foundation dir Martin Kinnear Neate Pty Ltd, Adel. Married, resident Croydon, Victoria.

NEWARK, Christopher. TV production company production manager. 13 yrs TV and film ind. Started London Crown Preview Theatre, then managed theatre for Nigerian Film Unit. To Aust. 1963, and Artransa's sound dept.; then prod. dept. as asst to prod. mngr. Joined Eric Porter Prod. 1966 as prod mngr. Married, resident Dee Why.

NEWS, David William. Radio station sales manager. Born Syd. Feb. 20, 1932. Joined 2UE 1949, prod. and panel operator, sport. anncr; sales exec. 2UE; 1956 apptd asst mngr 2KO 1960, Syd. rep. NBN 1963. Now Syd. sales mngr 2KO. Married, 2 children, resident Dolls Point, Sydney.

NICHOLSON, Victor John Adey. Marketing projects manager, Jackson Wain. Born Adelaide, SA, April 9, 1933. Trainee News Limited, 1950. Martin Advtg (SA) 1951-1956, copywriter to copy chief to senior acct-exec. 1956, studied TV KPIX, San Francisco. 1957 Lovick, Canada, snr copy/visualiser. 1957-58 MacLaren, Canada, as creative group head, 1958-60 Vickers & Benson, Canada as copy dir. Apptd HR-McCE 1960 as exec. copy dir. Mngr Third View Ltd 1965-67. Married (1 daughter, 1 son), resident Bellevue Hill, Sydney.

NIERE, John H. Television station representative. Born Oct. 23, 1931. Educated Melb. High School. With C'wealth Bank 7 years. Joined MBS 1955, appointed sales rep. Joined 3AW 1958, as sales secy. Joined Television Associates Feb. 1962 as sales rep. Joined ATV-0 as senior sales rep. April, 1964. Rejoined TV Associates Sept., 1965 as Melb., sales mngr. Married, 2 children resident Dingley, Vic.

NILSEN, Oliver John, Electronics organisation executive chairman. Born Fitzroy, Vic., Aug. 17, 1884. Chairman Oliver J. Nilsen (Aust.)

Ltd, and subsidiaries all States, including Nilsen's Broadcasting Service P/L (3UZ). First commercial broadcasting licence Vic. Founder Neon Electric Signs Ltd. Foundation dir of GTV9. Melb. Rotary since 1932. Melb. city councillor 1934-1964. Lord Mayor 1951-52. Commissioner Melb. and Metro. Board of Works 1939-1964. Civic Committee Royal Tour 1954. Organising Committee Olympic Games 1956. AFCBS Award 1944. CBE 1956. Clubs: West Brighton, Danish, Royal Caledonian, RACV, VRC, VATC, MVRC, MCC, RACA. Widower, resident Elsternwick, Melbourne.

NIXON, Noel Vandervord. Agency chairman. Born Melb., Apr. 23, 1908. Patons & Griffin Shave, Melb.; Maynards Advtg, Bris.; Goldbergs, Melb. & Catts Patterson, Syd. Est. own agency 1935, merged with Compton Advtg Inc., NY, 1962. Now chmn Nixon-Compton Advtg. Past pres. 4As. Married (2 sons), resident Kew, Melbourne.

NORRIS, Murray Allison. TV station sales manager. Born Syd., Jan. 13, 1915. Agency exp. commercial radio, then sales rep. Melb. Argus. mngmt Vic. country radio stations; sales exec. GTV. Now sales mngr BTQ. Served 6yrs RAAF incl. 4yrs o'seas. Married (3 children), resident Clayfield, Brisbane.

NORWOOD, Herbert William. Agency manager Born Camberwell, Vic, March 11, 1909. With Griffith Shave Advtg 1923; advtg staff Foy & Gibson, Perth 1928; advtg mngr Ahern's Ltd, dept. store, 1931-42; estab. own agency, H. W. Norwood Advtg, 1945 now manager. FAIA. Served AA Arty 1942-45. Married, resident Mahogany Creek, Perth.

NUNN, Clifford Walter. Radio station manager. Born London, Mar. 15, 1928. Educated Kings School, Ottery St Mary's, Devonshire. Advtg mngr Touring Repertory Co., England, migrated to Aust. 1949, joined 7BU as sales rep., 1956, now station mngr. Served 3yrs RAF. Married (2 sons, 3 daughters), resident Burnie, Tas.

O'DONOHUE, Kevin Brian Patrick. Radio station manager. Born Sydney, NSW, Oct. 1, 1934. Anncr-newsreader 2AD; 4yrs feature anncr 2DU; publ. mngr 2LS-DU; compiled Monitor material western NSW. Joined 2SM 1957 as publ. mngr; apptd exec. officer 1958; station mngr. 1962. Lieut. 8yrs CMP (hq 8 inf. Bde, Syd.), LAI (Aust.). Member Tattersalls, Royal Automobile clubs. Publ. officer Time Club, 1966-67 NSW FACE chmn. Single, resident Mosman, Sydney.

O'DONOHUE, Thomas John. Television station chief engineer. Eng. Civil Aviation dept. 1954-56. Joined GTV 1956, asst chief eng. 1958, chief eng. 1965. AMIREE, FRMIT (communications eng). Married (4 children), resident North Balwyn, Victoria.

O'DWYER, Brendan Patrick. Manager radio stations 6TZ-CI. Born Hertford, Eng. New Zealand citizen. Joined NZBS 1950, with 2ZB, 3ZB as sales and copy exec., commercial mngr 3XC. Joined 6KY 1962 as prod. and PR officer. Joined 6PR sales dept. 1964, appt. mngr 6TZ-OI Aug. 1966. Married (2 daughters), resident Bunbury, WA.

O'GORMAN, Kevin Bride. Radio station sales promotion manager. Born Melb., Vic., Nov. 11, 1923. Entered radio as ventriloquist, then breakfast, day & evening anncr, 3KZ. Program supervisor, now sales prom. mngr 3KZ. Married, resident Clayton, Melbourne.

O'REILLY, Dennis Hudson. Radio station manager. Born Bega, NSW, Oct. 20, 1920. Holds higher elec. trades cert Syd. Tech. College. Served apprenticeship AWA. AWA b'cast transmitting test room, then service dept & pub. address sales; asst mngr 4CA; mngr 2GN from 1954, past pres. Rotary Club. Married (2 sons, 1 daughter), resident Goulburn, NSW.

O'SHEA, Stephen Thomas. Radio station manager. Born Feb. 7, 1929. 3mths engineer 3UL, 3mths engineer 3HA, 2yrs engineer-anncr-news editor 2WG, 18mths sales mngr 3NE, 4yrs sales mngr 2GF. Now mngr 2NM. Broadcast Operator's Cert. Married (three children); resident Muswellbrook, NSW.

OSWIN, James Henry Martin. TV station general manager. Born Lismore, NSW, Aug. 5, 1923. Sales promotion dept Assoc. Newspapers, 1940-49; pub. mngr, 2GB, 1949-51; sales mngr Artransa, 1951-53; gen. mngr 3AW, 1953-55; joined ATN, 1955, now general mngr ATN and Artransa Park TV. Flt/Lt., pilot RAAF, Aust., USA, Canada, UK. Married, resident Killara, Sydney.

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PAGE, James Raymond. Network sales executive, MBS. Born Oct. 17, 1917. Sales rep. Truth, Melb., 1936-49; sales exec. 3AW-Macquarie, 1949-53. RAAF, 1940-45, Milne Bay, Nabzab, Blak, Noemfoor Is., appt RAAF staff Aust. Joint Staff Mission, Washington, 1945. Married, 2 sons, resident Caulfield, Victoria.

PALMER, Arthur Rex. Radio station sales manager. Born Adel., 23rd Dec., 1930. Ed. Queens College. Presentation duties 5DN, 1947-49; 5KA 1949-50. Anncr 2BH, 1952-53. Sales mngr 1953-60. Joined sales staff 5DN 1960. Apptd sales mngr April 1964. Pres. Broken Hill Apex 1955, 1960. Pres. Prospect Apex 1961. Married, 3 children. Resident Greenacres, SA.

PALMER, Geoffrey Allen. Radio station advertising manager. Born St. Kilda, Vic., June 22, 1912. Educated Wesley College, Melb., 1918-20.

Journalist Richmond Guardian. Joined 3DB, 1931. Advtg mngr since 1946. Member Soc. Aust. Authors, RAN. Married, 1 son, 1 daughter, resident Eaglemont, Vic.

PARHAM, K. Ross. Radio station general manager. Born Gawler, Aug. 23, 1919. Acct for Ozone and Hoyts Theatres Ltd (20yrs). Served 202 RAF Sqdn in UK and Mediterranean. 1959 apptd gen. mngr 5KA-5AU-5RM. Married, two sons, one daughter. Resident St. Georges, Adelaide.

PARISH, Hugh Radcliffe. Radio station assistant manager. Born Beaconsfield, Tas., Nov. 6, 1914. Chief anncr. engineer 7BU, 1935-37; mngr 7DY, 1938-50; studio mngr 7LA, 1951-56. Now 7LA asst mngr. Married, resident Trevallyn, Launceston.

PARKER, George Henry. Radio station manager and sales manager. Born Charters Towers, Jan. 14, 1906. Joined Toowoomba Foundry Co. Ltd, 1922; Townsville mngr for 11 yrs. Joined Chandlers Pty Ltd, Bris., 1938; apptd manager 4SB, 1942. Chief interests, fishing and golf. Past pres. Kingaroy Golf Club; member Kingaroy Rotary Club. Married, 3 daughters; resident Kingaroy, Qld.

PARKER, Kenneth John. Radio station manager. Born Burnley, Vic., June 7, 1917. Seven yrs. tech-anncr 3MA; 23yrs 3CV, now mngr. Holds bcst stations ops, amateur radio ops, certs. Life gov. Maryborough, Daylesford, Maldon, Dunolly Hosps. Creswick. Married, 3 sons, 1 daughter, resident Carisbrook, Vic.

PARKER, Richard Roy. Media representation company managing director. Born Mosman, NSW, Nov. 28, 1930. Eight years MBS to network service mngr, sales exec. Began Country Radio & Television Pty Ltd representation operations 1955. Also mng dir, Parker Associated Representations Pty Ltd. Chrmn mng dir Representation Services Australia Pty Ltd, Melb. Committee member Time Club. Married (2 daughters, 1 son), resident Pymble, NSW.

PARKINSON, John A. Advertising director, Sterling Pharmaceuticals Pty Ltd, Born Atherton, Nth Qld, Oct. 26, 1915. 3yrs advtg dept of Philips Lamps A/sia Ltd; 33 yrs Sterling Pharmaceuticals as asst advtg mngr 1936-45, marketing mngr 1945-50, advtg mngr 1950-57, apptd advtg dir 1957. Fellow Advertising Institute of Aust.; 5yrs 2nd AIF (Lieut. Feb., 42-Nov. 45). Married, resident Warrawee, Sydney.

PASCOE, Robert. TV production unit manager. Born Elwood, Vic. Wide experience as mngr commercial organisations. From 1961, sales mngr, Crawford Productions. Apptd mngr 1964. Member ATM, RACV, AIF. Married (1 daughter, 1 son), resident Glen Waverley, Vic.

PATON, Gregory Moir. Agency director. Born Sydney, NSW, Dec. 28, 1937. Senior account service experience with Jackson Wain, J. Walter Thompson, McCann Erickson (NSW). Victorian Executive 4As. Single, resident Toorak, Victoria.

PATISON, Eric Joseph. Radio station manager. Born Warrnambool, Vic., Aug. 23, 1927. Joined B'casting Dept AWA 1944, prod. radio features 1946-51. Anncr/salesman 3BO 1951-54. Asst mngr 3BO 1954-62. Apptd mngr 2AY 1962. Married (3 daughters), resident Albury, NSW.

PEARCE, Frederick Reginald. Queensland representative radio stations 4TO, 4CA, 4WK, 2GF, 2GN, 2AY, 2CH, 3BO. Born Petersham, NSW, Oct. 14, 1906. Grad. Marconi School of Wireless. Joined Amalgamated Wireless (A/sia) Ltd Jan., 1921. Service Broadcasting Dept AWA Tech. 2FC, 2BL; eng. i/c 2AY 1932. Acting mngr 2GF, 3BO; eng. mngr 2GN, 1934. 4CA, 1936; 2GN, 1946; mngr 2GF 1954-59; mngr 4TO, 1959. Member IREE (Aust.). Signals unit 2/6 Aust. Armoured Regt 1941-45. Married (1 son), resident Bardon, Qld.

PEARCE, Jack Kingston (John). Radio station executive producer. Born Sydney, Jan. 3, 1925. Anncr 2KM 2CA, 2QN, 3SH, 7HO, 2GB. Chief anncr—studio mngr 7HO, 1951. Prod. Hobart Carols by Candlelight. Exec. prod. 2GB Monitor 1956-58 and 1964-65. Exec. prod. speech programs 2GB, 1965. Pilot RAAF. Married, 3 sons, 1 daughter. Resident Artarmon, NSW.

PEDDER, Royce Sinclair. TV station secretary. Born Sydney, NSW, Sept. 26, 1915. NRMA 1933 acct 1951; chief acct ATN, 1956-58; business mngr, now secretary. AASA, ACIS, AFAIM, JP. Five yrs pilot RAAF (Ft/Lt) Nth Aust., Pacific Islands. Married, resident Mosman, Sydney.

PELLIT, Neville Albert. TV station sales manager. Born Parramatta, NSW, June 15, 1927. Beak wireless and AWA 1942-44, 2MO. Gunnedah 1944-45, 2TM 1945, 2LT 1946, 4BU 1947-50, 2GZ prog mngr 1950-55, 3SR chief anncr 1955, 3SR studio mngr 1960. GMV sales rep. 1964, GMV sales mngr 1966. Married (2 children), resident Shepparton, Vic.

PENGILLY, Geoffrey James. TV station sales manager. Born Melb., Oct. 16, 1924. Joined Women's Weekly as Vic. rep., 1948, then asst advtg mngr Sydney 1957. Apptd asst sales mngr HSV-7, 1959, then Syd. mngr 1962. Apptd sales mngr ATV-O, 1963. Married, resident East Malvern, Melbourne.

PENGLIS, John Nicholas. Media representative. Born Bris., Qld., Nov. 11, 1933. Was variously advtg mngr Tom Whitworth Pty Ltd, asst secy Red Comb Co-Op. Housing Societies Ltd, publ. offer QTQ. Now station rep. located Bris. LAI (Aust.). Member PR Institute of Aust. Married (1 daughter), resident Brisbane, Qld.

PENNELL, Robert Clive. TV station operations manager. Born Sydney. 4 years AIF. Professional photog. with newspapers & freelance.

3½ years film mngr TVW, 3 years prog. mngr CTC. Now operations mngr TVQ. Visited England 1964 as guest of British Government to study TV. Married, 1 son, resident Kenmore, Bris.

PETT, Alfred Vernon Marchant. Agency owner-manager. Born Armadale, Vic., Feb. 28, 1899. Five yrs anncr 3AW; co-compere quizzes, later sales rep. Now mngr own agency, Vernon Pett Advtg. Educated Melb. Grammar School. Played football, cricket, pennant squash, golf. Aust. Flying Corps, 1918. RANVR, bomb disposal, 1942-45. Married, 1 son, 1 daughter, resident Toorak, Melbourne.

PETTENGELL, Kenneth Vivian. Agency account executive. Born India, 1929. With Reckitt & Colman (Aust.) P/L, and Qantas. Now dir F. P. Leonard Advtg Pty Ltd. Single, resident Riverwood, Sydney.

PILZ, Ian Geoffrey. Market research company director. Born Syd., NSW. Uni. study in statistics, economics, psychology and management. Several yrs retail admin; then to McNair in 1960. Now dir. Exp. in media, consumer and industrial research incl. specialised training electronic computers. Married, resident Balgowlah.

PHILLIPS, Rodney John. Agency manager, acct. exec. Vickers & Benson Ltd, Canada (2 years) now mngr The Sellers Company, Sydney. Treas. Contact Club Ltd, Fellow of AIM. Resident Double Bay, Sydney.

PHILLIS, Roy Frederick. TV station business manager. Born Temora, NSW, Feb. 8, 1906. 20 yrs acct Australian Consolidated Press Ltd. Now business mngr TCN. Member Ins. Chartered Accts, Aust. Vice-pres. NSWLTA. Married, resident Waitara, Sydney.

POND, David. Radio station sales manager. Born Bedfordshire, England, Oct. 6, 1940. Joined 3MA 1959; 3BO 1961, anncing, copy-writing; 2QN salesman 1964; 2QN sales mngr 1967. Married, 1 daughter, resident Deniliquin, NSW.

PORTER, Eric Ernest. TV production unit principal. Prod. animated films, documentary cartoons, feature films, advtg films. TV material. Now principal Eric Porter Prod. Married, resident Castlereag, Sydney.

POWER, Phyllis M. Agency media director and company secretary. Born Melb. Joined Catts-Patterson 1932; Hayes Publ. Service on foundation 1944, apptd media dir & co. secy Hayes Publ., 1962.

POWERS, William Joseph. TV station sales manager. Born Philadelphia, Penn., USA, July 23, 1917. Retail, classified rep. US newspaper;

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joined Melb. Herald, 1947, retail, nat. rep. Apptd spec. sections advtg mngr. 1954; Melb. rep. HSV, 1956; Syd. mngr. 1957. Now sales mngr HSV, US Army, Sth West Pacific area, 1942-45. Married (2 daughters), resident North Balwyn, Vic.

PRAGER, Peter. Agency executive TV producer. Born August 26, 1926, Danzig, Germany. Graduate Uni. of Munich. Came to Aust. 1952. Cameraman and reporter for German and French weekly magazine. Joined HR-McCE 1958 as TV prod. Later senior prod. then exec. prod. 1964. Advanced prof. training New York 1965. Married, resident Schofield, NSW.

PRESTON, Leslie John. Agency director. Born Mornington, Vic., May 26, 1927. Dir and secy USP-Benson. Married resident Pearcedale, Vic.

PRIDE, George Harold William. APRA secretary. Born Balmain, NSW, July 20, 1912. Chief clerk Assoc. Newspapers 1952; secy 2UE 1952-57. Now secy Aust. Performing Right Assoc. Ltd. AASA. 4 yrs 2nd AIF. Married, 2 children, resident Gladesville, Sydney.



QUICKE, John Richard. TV station chief engineer. Born Perth, March 1, 1939. Associate, Communication Engineering (Perth Tech. College) 1961. AMIE (Aust.). Apptd chief eng. TVW May, 1964.

QUINN, Robert. Radio station operations manager. Born Melb., Vic., March 16, 1919. Joined 3AW, 1934. Librarian, prog. exec., 4yrs AIF — armoured div. signals. Married (3 children), resident Nth Balwyn, Melbourne.



RADFORD, Dr. William Cropley. Part-time member Broadcasting Control Board. Born Vic., May 20, 1913. Educated Vic. High Schools, Universities of Melb. and London. Teacher, res. officer Vic. Education Dept, 1936-39; asst dir, 1946-54 and dir. since 1955, of Aust. Council for Educational Research. Apptd Control Board, 1961. Served World War II, 1940-46. MBE, MA, M.Ed., Ph.D. (London), FACE. Married (1 son, 2 daughters), resident Balwyn, Vic.

RAE, John Arthur. Radio network sales manager, stations 2NX and 2NM. Born Cobar, NSW. Served AIF, 1940-45. Previously agency mngr. Married, resident Newcastle.

RAMSDEN, Michael. TV station news director. Born Auckland, NZ. With Daily Telegraph; reported from Washington, New York. 1951-52

war corres. in Korea. 1955 to TV. Trained, Columbia Uni., NBC Network (USA) & in Eng. Now news dir. TCN. Prod. 1st TV prog. in Australia. Married, resident Darling Point, Sydney.

RATCLIFFE, Gordon James. Radio station manager. Born Lithgow, NSW, April 3, 1916. One yr agency exp. J. Walter Thompson & Country Press. Copywriter 2GZ, 1935, then anncr. control op., salesman. Now station mngr. LIA. Captain, AIF, NG, Borneo. Married, 1 daughter; resident Orange, NSW.

RAYNER, William George. TV station sales manager. Born Kuala Lumpur, April 4, 1932. Program mngr, 2RE; asst mngr, 2MO; asst mngr, 8DN. Now sales mngr CTC. Holds Broadcast Operators Certificate of Proficiency and Television Operators Certificate of Proficiency. Married, resident Canberra, ACT.

REID, Edith May. Radio station assistant manager. Born Belfast, Nth Ireland, June 12, 1921. Served WAAF 1940-45. Arrived Aust. March 1952. Entered radio 1958. Apptd asst mngr 2VM March 1964. Dir Moree District Hosp. Member Hosp. Ladies' Auxillary. Dir. Moree Quota Club. Vice-pres., Moree RSL Ladies' Auxillary. Married, resident Moree, NSW.

REID, Ronald George. Agency Sydney director. Born Syd., May 29, 1933. Exp. in sales management and industrial design. Acct-exec. J. Walter Thompson 1964-66, acct-mngr USP-Benson 1966, appt dir 1967. Married, resident French's Forest, NSW.

RENTON Ian William. Radio station sales manager. Born Gladstone, July 28, 1936. 5 yrs commercial radio anncing and sales. Married, 2 children, resident North Rockhampton, Queensland.

RHEUBEN, Ernest Joseph. Radio station manager. Born Bris., Oct. 30, 1901. 35 yrs in b'casting; 33 yrs as mngr 4RO. At present dir Rockhampton Television Limited; also dir Chandlers Aust. Limited, Bris. Local dir. Yorkshire Insurance Co. Married, resident North Rockhampton, Qld.

RICHARDSON, Clifford Eric. Agency managing director. Born Melbourne May 2 1923. Managing director USP-Benson Pty Ltd. Married, resident Canterbury, Vic.

RIELLY, Athol. Agency radio manager. Radio mngr George Patterson Pty Ltd, Melbourne.

RICHARDS, William Oliver. Agency chairman. Born Nov. 11, 1874. Weston Advertising Pty Ltd. Widower, resident Randwick, Sydney.

RICHARDSON, Norman Alan. Agency deputy managing director. Born Feb. 23, 1910. 30yrs Agency experience (Samson Clark, Goldberg, Hansen-Rubensohn, George Patterson). Now dir and deputy managing director, Goldberg Advtg. AIF 1940-45. Married, 2 daughters, resident Castlereag, NSW.

RIDLEY, Alan. Radio and TV station general manager. Born Gulargambone, NSW, July 18, 1910. Country rep. 2GZ, 1935, then sales mngr. asst mngr. Gen mngr 2GZ-2NZ since 1952, gm CBN8 since 1961. Mayor of Orange, 1956-57-60; deputy mayor, 1954-55; ald., 1954-61; past pres. Orange Golf, Legacy Clubs. Ex-internat. Rugby footballer, 1929-36, toured Eng. 1929-33, NZ 1934. Holds b'cast ops cert. Married, 2 children; resident Orange, NSW.

RING, Eric Desmond. Agency managing director. Born Adel. SA, 1917. Mercantile, selling, retail advtg exp. Now mng dir, Eric Ring, Jackson, Wain Pty Ltd, FAI (Aust.). AIF. Married, resident Brighton, SA.

ROANTREE, Clive. Agency executive director. Born Broken Hill, NSW, Jan. 14, 1921. FIA (Aust.). Pre-war advertising dept. departmental store. 1941-46 RAAF. Pilot, F/Lt DFC. 1946-49 in UK advertising. Joined Clem Taylor O'Brien Pty Ltd 1952. Co-ordinator and lecturer, advertising course, SA Institute of Technology. HQ Commission for publicity, SA Branch, Boy Scouts' Association. Married, 2 sons, resident Westbourne Park Adelaide.

ROBERTS, William Keith. TV station chief engineer. Born Lindfield, NSW, Oct. 10, 1927. 15yrs STC, 3yrs ATN videotape ops. Joined WIN4, Feb., 1961, installed and planned equipment. Now chief engineer. Holds dip. radio eng. Married (2 children), resident Lake Illawarra South, NSW.

ROBERTSON, Albert Nathan. Radio station promotion executive, women's announcer. Born Melb. April 18, 1929. Tech. 3KZ (1946), anncr 4BK (1951), anncr-sales 2MW (1952). Joined 4BC (1953). Resident Aspley, Brisbane.

ROBERTSON, George Wilfred. Radio station manager. Born Motherwell, Scotland, March, 1912, educated Toowoomba; AGR 1935, 4ZR 1937, 1945 Radio Maccassar; 4MB 1946. 4yrs war service; now manager 4MB. Married, resident Maryborough, Qld.

ROBERTSON, Henry Clifford Boyd. Agency director. Born Warburton, Vic., July 5, 1917. Media dir. USP-Benson. Married, resident Melbourne.

ROBINSON, John. Agency associate director. Born Merseyside, Nth West England. Joined USP-Benson (Qld) in 1963 as art dir. Married, 2 children, resident Chappel Hill.

ROBINSON, Kenneth Caswell. Director and general manager radio stations 2NX and 2NM. Born Singleton, NSW, 1908. Served AIF 1942-1946. Married, resident Newcastle, NSW.

ROGERS, Robert Barton (Bob). Radio station personality. Born Donald, Vic., Dec. 12, 1926. 3XY, 1942-44; 3MA, 1944-45; 2TM, 1945-46; 3XY, 1946; 2GZ, 1948; 2UW, 1948; 7HO, 1949-50; 4BH, 1950-58; 2UE, 1958-62; 2SM, 1962-3; 2UE, 1964. Married (4 daughters), resident Seaforth, Sydney.

ROGERSON, Bruce. Radio station sales manager. Born Sydney, Jan 29, 1931. Joined 2NZ as anncr, 1949; sm John Craig Radio Productions, 1951; sales exec. 2BS 1952; 2KO 1953; joined 2UE 1957, now sales mngr. Married (two children), resident Sans Souci, Sydney.

ROLLE, Ian Richard. Trade magazine director. Born Sydney, March 18, 1932. Director Greater Publications Pty Ltd (B&T), and Derwent Enterprises Pty Ltd, Married (three children), resident Warrawee, Sydney.

ROSEBERY, Arthur Lionel. Agency principal. Born Edinburgh, Scotland, May 29, 1915. Advtg exp. since 1934. Snr exec. Goldberg Advtg 1938-40; AIF, 1940-45. Estab. own agency, Arthur Rosebery Advtg, 1945. FAI Aust. Past pres. NSW div. of Advtg Inst. Married, resident Roseville, NSW.

ROSS, Darcy Nicholas Danvers. Agency managing director. Born Bris., June 21, 1921. Joined Johnston Jones Advertising 1937, partner 1952. Dir Johnston Jones, Jackson Wain Pty Ltd 1959, mng dir 1964 Jackson Wain (Qld) Pty Ltd. Past chmn 4AS; Fellow Advtg Inst.; Assoc. Fellow Aust. Inst. of Management; Assoc. Market Research Society of Aust. 2nd AIF 1943-46. Married (2 daughters), resident Alderley Heights, Brisbane.

ROWAN, David Philip. Network promotion manager. Born Oct. 22, 1935; Joined 2QN 1960 as Echuca studio mngr; apptd sm 1961. Joined VBN Feb., 1963, as sales exec.; apptd acting sm Feb., 1964. Apptd net. prom. mngr Oct., 1964. Married, resident Melbourne, Vic.

ROWLEY, John Gerald Frederick. Radio station snr sales executive. Born Ballarat Dec. 13, 1912. Sales rep. AWA Syd. & Melb. Mngr 3CS. Sales mngr 3XY to 1964; then apptd snr sales exec. Married, 1 son, 1 daughter, resident Caulfield, Melbourne.

ROY, John. Agency director. Born Perth, WA, June 11, 1917. Charles Haines Advtg 1934; AGE, 1938-39; apptd mngr Fortune (Aust.) Pty Ltd, 1946; then sales dir Heroo Pty Ltd, 1949-53. Dir Coudrey-Campbell-Ewald Pty Ltd

since 1953. Hon. secy 4As NSW div. Served 6th div. AIF, aircrew, RAAF. Married, resident Denistone, Sydney.

RUSSELL, Frederick William. Radio and TV representative. Born Auckland, NZ. Active in commercial radio since 1931. Assoc. with 3KZ & 3AW. 1951 opened Sydney office VBN. Now with Dargaville Associates. Married, resident Edgecliff, Sydney.

RUSSELL, Robert Blackwood. Agency director. Born Victoria, June 28, 1913. Sales & advtg mngr Roche Tompsett (Melb.); factory mngr Warner Lambert (Syd.); gen. mngr Aust. & NZ Fassett & Johnson (Syd.). Now dir. Russell Lewis White Advtg. Pharmaceutical chemist MPS, Fellow ISM, Fellow IM. Married (2 children), resident Mosman, Sydney.

RUSSELL, Roy McCowan. Agency associate director, copy director. Born Coburg, Vic. Exec. Samson Clark, Price Berry 1924-30; asst mngr 3DB-3LK 1930-1953; mngr 3DB transcriptions 1953-56; mngr 6PR-TZ-CI 1957-62; assoc. dir O'Brien Publ. (Vic.); 1st and 2nd AIF, rank Major. Married, 1 daughter, resident Melbourne.

RUTTLE, George P. Film and TV production company Victorian manager. Born Kalgoorlie, June 1919. RKO-Radio Pictures from 1934-58. In charge of advtg and publicity, Vic. branch sales rep. Vic., Tas. and Sth Riverina 1950-58. Served AIF 1941-46. Now Vic. mngr Featured Theatre Ads, David Koffel Films & TV Prods. and Reilly Advertising Co. Pty Ltd. Married (1 daughter), resident East Ivanhoe, Vic.

RYAN, Peter Pearson. Agency proprietor. Born Brisbane, Qld, Feb. 1, 1933. With G. J. Coles (merch.); Anthony Horderns & Sons (advtg); W. B. Lawrence Advtg; Chessell & McCredie; Jackson Wain; J. Clifford McKay Advtg. Now proprietor Peter Ryan Advertising, Sydney, & Melbourne. Member Sydney Club & RAC. Married (3 children), resident Killarney Hts, Sydney.

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SAMUELS, Lewis. Agency managing director. Born Sydney, NSW, Dec. 31, 1911. Media mngr George Patterson Advtg, 13yrs; nine yrs media mngr, asst mngr dir Goldbergs, Melb.; 17yrs mngr dir Rickards Advtg, FIA Aust. 4yrs RAAF, NG, Morotal, Borneo. Married, 3 children, resident East Malvern, Melb.

SARGEANT, Anthony Geoffrey. Radio station representative. Apptd sales mngr Gilder McGregor and Assoc. Pty Ltd, Jan. 1966. Born Terang, Vic., 1932. Married, resident Canterbury, Vic.

SANDOW, D. P. FAI Agency manager. Apptd. manager Jan. 1960. Rickards Advertising, Adelaide.

SAUNDERS Billy Dascombe. TV station general manager. Born Rockhampton, Nov. 4, 1926. Qualified acct. Joined RTQ as secy 1963. Appointed mngr 1964. Married, 3 children, resident Rockhampton, Qld.

SAWYER, Norman. Television station chief engineer. Born Aug. 17, 1932. Diploma, radio eng., Uni. of NSW. 1956 ASTC credit, MIREE C'tee member IREE Adel. branch, chrmn SA div. 1964-66, Cadet eng. 2UE 1949-56. Ops eng. ATN 2 yrs. Eng.-in charge Jacoby Mitchell & Co., Sydney, 1958. Joined ADS 1959. Spent 6 months o'seas, Continent, England & USA. Appt. asst eng., 1959. Apptd chief eng., studio services ADS, 1961. Married (4 children), resident Myrtle Bank, SA.

SCETRINE, Bert. Radio station manager and chief engineer. Born Zeehan (Tas.), Ed. Burnie High School; Marconi School, Sydney; i/c test room, Zenith Radio, Sydney (1935), 2CA announcer-engineer (1937); 1937-54, engineer, later senior tech. 3BA. Appointed manager 7SD May, 1954. Married (3 children), resident Scottsdale, Tas.

SCHAUMLOEFFEL, Johann Ludwig. Radio network chief engineer. Born June 29, 1918, Adelaide. Educ. Unley High School, SA. Jun. tech. 5AD 1937; chief eng. 2BH 1942-47; maintenance eng. 5AD 1948, assist eng. 1956, chief eng. Advertiser Net. (5AD-PI-MU-SE) 1958. SAIREE Radio consultant, Royal Auto Assoc. of SA. Member SA Carols by Candlelight committee. Married, one child resident Panorama, Adelaide.

SCHEPISI, Frederic A. Production company Victorian manager. Born Melb. Ed. Assumption College. Began film career Carden Advtg TV dept. Then Vic. mngr Cinesound prods. Married resident Hawthorn, Vic.

SCHMID, Graham Thomas. Radio station general manager. Born Townsville Oct. 6, 1928. Mechanical eng. until 1952, entered radio in tech. field, then sales, announcing, etc. Mngr 4AY 1958, gen. mngr since 1963. Mng dir 4KZ Innisfail-Tully. Married, 2 daughters, one son, resident North Ward, Townsville.

SCHULTZ, Leonard Nelson. Radio station technical director. Joined 2GB, 1927, chief engineer 1928. Designed 2GB transmitters, studios; designed, installed transmitters 2CA, 4BH, 2MG, 5DN. Assoc. with design of film studios, radio and TV stations. Studied broadcasting overseas. Now tech. dir 2GB-Macquarie, consultant CTC, dir Planned Music and dir Tech. Services B'casting Assoc. Past pres. Royal Flying Doctor Service; past pres. IREE; 20yrs flying instructor Royal Aero Club. Holds Aust. gliding record. Married (1 son), resident Clifton Gardens, Sydney.

SCOTT, Geoffrey Allan. Agency Victorian manager. Born Yea, Vic. Ed. Trinity Grammar. Kew. 7yrs Bank of Asia; 6yrs 2nd AIF; 6yrs real estate agent and freelance writer; 7yrs

copywriter and radio mngr, John Clamenger Advertising. Now Victorian mngr The Sellers Co. Married, resident Frankston, Victoria.

SCOTT, Robert Barrington. Film producer. Mng dir R. Barrington Scott Pty Ltd and Southern Films. Born Melb. Ed. Wesley College, Melb. Uni. Arts and Law; journalist Daily Mirror; then with J. Walter Thompson, Melb., Syd., New York, Montreal offices. Began Southern Films 1948; asst Trade Commissioner New York 1951-54; graduate New York Institute of photography. Documentary film The Broken Hill won Blue Ribbon 1956, American Film Festival; Diploma of Special Merit 1956 Antwerp Festival; Silver Award 1956 Aust. Film Institute Awards. Married, resident Toorak, Melbourne.

SCOTT, Ronald Joseph Hallett. Television station general sales manager. Born Southampton, England, Oct. 4, 1911. 2GZ and 2NZ 1935-46. 15yrs retail gramophone records. Joined DDQ May 13, 1963. Married, resident Toowoomba, Qld.

SCOWN, Albert. Radio station manager. Born Melbourne, Sept. 24, 1921. Joined AWA Nov., 1947, at 3BO as salesman/anncr. Transferred Melb. office Dec., 1951, as Network rep. Returned 3BO, 1953, apptd asst mngr Sept., 1952. Apptd mngr July, 1964. Ex AIF. Married (2 children).

SEMBLER, Clement William. Deputy general manager, ABC. Born Eastern Well, SA, Dec 23, 1914. Ed. supervisor ABC Adel. 1942-48. assist dir of Variety 1947-48, assist controller of progs 1948-60, assist gen. mngr (progs) 1960-64. MA (English language and literature), Adel. member Commonwealth Immigration Publ. Council, Canberra Theatre Trust. Chrmn Literary Committee, Britannica Australian Awards. Author, For the Uncanny Man (1963), Barcroft Boake—Poet of the Stockwhip (1965), A. B. 'Banjo' Paterson (1965), Kenneth Slessor (1965), The Banjo of the Bush (1966), editor Tales of the Riverina (1966) Literary Australia (1966), Coast to Coast 1965-66. The World of Banjo Paterson (1967), Twentieth Century Australian Literary Criticism (1967). Married (1 son, 1 daughter), resident Longueville, Sydney.

SHAW, Corbett Henry. Radio station news editor, formerly state political correspondent, asst/ chief of reporting staff and sub-editor of The Sydney Morning Herald; Aust. corresp. Time News Magazine, Life International. 3AW news editor since 1959.

SHEPHERD, David John. Agency director. Born UK, May 13, 1936. Arrived Aust. 1954. Acct-exec. J. Walter Thompson 1955-56, acct-exec./TV mngr Aldwyth Advtg 1956-58. USP-Benson acct-exec. 1958-64. Transferred to Syd. office 1965 as acct mngr. Apptd dir. 1967. Married, resident Lindfield.

SIEVERS, Kenneth Roy. Media & market research company managing director. Born Pahiatua, NZ, Sept. 23, 1925. Acct (NZ) Asst.

Secy National Cash Register Co. later accounting machine div. sales. Now mngr dir Anderson Analysis Pty Ltd. Dir. Mear Pty Ltd. Fellow Aust. Institute of Mngment. Associate, Institute of Sales Mngment. Acctncy and secretarial exams, NZ. Married, resident Kirribilli, Sydney.

SIMPSON Anthony Bertram. TV station association research officer. Born Scone, NSW, April 28, 1932. Ed. Canberra Grammar School. 1949 Lintas, 1951 Reacon Research Co, 1956 statistician Truth & Sportman Ltd, 1960 panel manager Product Investigation Pty Ltd (Geo. Patt.), 1964 research officer FACTS. Member Market Research Society of Australia. Resident Gordon, NSW.

SIMPSON James Quinton. Agency director. Born Sydney, NSW, July 15, 1928. Media Dept, Lintas, 1947; media mngr L. V. Barrett, 1949 O'Brien Pub., 1950; advtg sales rep. Truth & Sportsman, 1951-52; media mngr J. Clemenger Pty Ltd, 1952-56. Media dir E. C. Slatter & Poulter Pty Ltd, 1957. Married resident Killarney Heights, Sydney.

SIMPSON, John Keith. TV station secretary and business manager. Born April 9, 1922. Melb. Assoc. Aust. Society of Acnts (Senior), Assoc. Chartered Institute of Secretaries; former chief acct Ansett ANA; appt ATV-0 Aug. 1967. War Service AIF 1941-45. Married, 3 children, resident North Balwyn, Victoria.

SLATTER, Eric Charles. Agency managing director. Born Sydney, NSW, Sep. 26, 1910. Gen. sales mngr, bldg materials div., CSR, 1950-53, George Hudson, 1953; assoc. dir., prom., Wormald Bros., 1954-56. Managing dir., E. C. Slatter & Poulter Advtg, since 1957. RAAF, Navigator-B 459 Sqdrn. Married, resident Greenwich, Sydney.

SMART, Gerald Richard George. Manager, television division, Pyrox Ltd. Born Caulfield, Vic., Oct. 27, 1925. Univ. of Melb. 1948-50. RMIT radio eng. diploma. Pye Ltd, Cambridge, UK 1953-56 inc. installation Baghdad TV; 1950-57 Television Engineering Pty Ltd 1958—Pyrox Ltd, television systems and studio project engineer. Tech. adviser to TV station applicants 1959-63. RAAF 1943-46, aircrew and radio (HF/DF). Grad. I. E. (Aust.). Assoc. member Inst. Radio & Electronic Eng. (Aust.). Married, resident Heathmont, Victoria.

SMITH, Donald William. Television station general manager. Born 1930. Ed. at Geelong Grammar School and the Management School of Geelong Tech. College. Sales and advtg exp. Ford Motor Company, The Blue Star Line and Macquarie Broadcasting Service. Asst sales mngr, GTV. Apptd station mngr GLV 1963. Past pres. TV Club of Vic. Married, 4 sons.

SMITH, Lyndon Botteridge. Radio station continuity manager. Born Adelaide, SA, March 29, 1914. Theatrical prod. & advtg; cinema

management & advtg. Radio writing. Now continuity mngr, 5KA. LAI. RAAF. Married, 3 children, resident Wattle Park, SA.

SMITH, Robert Edward. Radio station chairman of directors. Born Croydon, Qld, 1898. Former Mayor of Cessnock, ald. for many years. Pres. Cessnock District Tech. Advisory Committee, 30 years. Member Newcastle Racing Registration Board. Snr vice-pres. Aust. Hotel Assoc. and Federal treas. Chairman, Hunter Broadcasters Pty Ltd. Married (5 children), resident Cessnock, NSW.

SMITH, Robert Thomas. Agency principal. Born July 14, 1922. Principal, Comm. & Industrial Advtg Pty Ltd, Brisbane. FAI (Aust.). RSA London. Six yrs RAAF, Europe. Married, 2 daughters, resident Holland Park, Brisbane.

SMITH, Walter Ranfurly. Radio station sales executive. Born Maitland, NSW, Feb. 20, 1904. Educated Syd. High School. Five yrs acctcy; clerk, travelling inspector Atlantic, field super., Ampol. Joined Country Broadcasting Services Ltd, 1942. Now sales exec. Four yrs RAAF. Capt. Long Reef Golf Club, 1950-56, pres. 1960-64; represented NSW (golf) 1928-29. Married, resident Manly, Sydney.

SNASHALL, Norbert Myles. Agency media director. Born Syd. Feb. 7, 1928. Advtg mngr Lever Bros. 1956-1960. Now media dir Lintas Agency. BA (Syd.). Married, resident Pymble, NSW.

SOLOMON, Eric Saxby. Trade paper managing director. Born Cootamundra, NSW, June 24, 1907. Managing dir. Greater Publications Pty Ltd. (B&T), & Derwent Enterprises Pty Ltd. Life gov. Dalwood Health Homes, Food for Babies Fund; MLA for Petersham, NSW, 1932-41; Ald. Ku-ring-gai Municipal Council, 1948-53, Mayor 1951-52. Married, 2 daughters; resident Stokes Point, Avalon, NSW.

SOMMERLAD, Ernest Lloyd. BA, BEC. FACB Federal director. Born Tenterfield, NSW, 1919. Secy NSW Country Press Assoc. 1945-1961, Aust. Provincial Press Assoc 1955-61, gen. mngr Country Press Pty Ltd, 1950-61, chairman Newspaper House Pty Ltd, 1957-61. Former dir. 2NZ and NEN. Dir. Northern Newspapers Pty Ltd. Staff member mass communication department UNESCO (Paris) 1961-1965. AIF 1941-45. Member Legislative Council 1955-67. Married, resident Clifton Gardens.

SOUTHEY, Reginald Vincent. Recording division director. Born London, Eng., Aug. 4, 1903. With Gen. Elec. Co., Eng.; Columbia England (1922); recording work, Europe; Aust., 1926. I/c radio set prod., Columbia, 1934. Recording mngr 1947. Now dir., recording div., EMI. Installed 1st elec. recording equip., Egypt, Italy, Aust. FIRE. Member Audio Engineering Society (USA) and TV Socy (Aust.). President ARPA, member Time Club, member BREIF Club, Contact Club, Killara Golf Club, RACA. Married, 2 children, resident Killara, Sydney.

SPENCER, Norman. Television station assistant manager. Born Melbourne, Jan. 21, 1923. Joined HSV7, August, 1960. 2nd 24th Battalion 1940-46. Served Middle East and South West Pacific. Married, 1 son, 1 daughter, resident Sandringham, Melbourne.

SPICER, Frank William. Radio station chairman, managing director. Born Parkes, NSW. Chairman & managing dir 2PK. MLC, NSW, since 1925. Married, resident Parkes, NSW.

SPICER, Norman Thomas West. Radio station manager. Born Parkes, NSW, May 30, 1925. Seven yrs Rural Bank, NSW. Mngr 2PK, since 1948. WO, RAAF aircrew. Married, resident Parkes, NSW.

SPINNER, Leslie Austin. Radio station chief engineer. Born Syd. 30yrs b'casting, now chief eng. 2KY. 5yrs offer RAEME Corps, radar installation and workshops, then inspection and design unit Army, 1944. Married, resident Seaforth, Sydney.

SPITZKOWSKY, Maxwell. Radio station chief engineer. Amateur Op. Licence 1926. Joined 2KO April 1933; B'cast Op. Certif. same yr; assoc. member IREEE (Aust.), foundation member Quarter Century Club. Now 2KO chief eng.

SPRING, George Robert. Media representation company radio supervisor. Born Syd. With Hardie Rubber Co. Ltd. then Dunlop Rubber (Aust.) Ltd as sales rep., then marketing & merchandising. Joined Country Radio & Television Pty Ltd as sales rep. 1960, then apptd sales exec. 1961. Now radio supervisor Parker Associated Representations and Country Radio & Television. Served RAAF 1944-45. Married (2 daughters), resident Rose Bay, Sydney.

STANGER, Donald. Technical director, Eric Porter Productions. Started with Comm. Film Studios (later Avondale); supervised sound recordings for Aust. Instruct. Films; won Savage Club's Lubra Film Award for best sound recording 1960; organised sound dept for Eric Porter Pdcnts. Married, resident Longueville, Sydney.

STAPP, John Langston. TV station production manager. Born Manly, NSW 2yrs HR-McCE; 2yrs NWS. Joined BTV Sept., 1961, as prod. mngr, now asst mngr. Married, resident Ballarat, Vic.

STEELE, Richard. Agency governing director. Born London, Eng., Feb. 3, 1911. With T. B. Browne Ltd, London; copywriter, Catts Patterson, Syd; prod. mngr, Patons, Melb.; copywriter, George Patterson, Melb.; joined Noble Bartlett Advtg, Brisbane, 1938. Became partner 1947. Opened Sydney branch 1954. Bought out Sydney business 1958, establishing Steele Kelly & Company (now Steele Kelly Kain & Paton

Advtg). FAI. Capt. 7th, 9th Div. AIF, Middle East, NG, Borneo, Celebes. Married, 3 children, resident Seaforth, Sydney.

STEELE, Robert. Born Fremantle, WA, May 29, 1909. Managing director and producer of film production co. since 1930; has made numerous travel-promotion films of Tahiti and Pacific. Operates from Tahiti to Hong Kong. Now proprietor of Steele-Telefilm. Single; resident Auckland, NZ.

STEPHENSON, William Humphrey. Radio station general manager. Born Sydney, NSW, April 24, 1909. Nine yrs office mngr, 2UE, four yrs sales exec. Now general mngr 2SM. Snr vice-pres. F'ACB. Married, resident Balgowlah, Sydney.

STEVENS, Edward John. Radio station senior sales executive. Born Dunedin, NZ, Aug. 7, 1917. Joined 2CA, 1938; mngr 2LF, 1946-50; service mngr MBS, 1951; dir. Comm. Service Radio Ceylon 1952-53; sales mngr 4BC, 1954-56. Joined 2UE, 1956, now senior sales exec. Married, 2 sons, resident Miranda, Sydney.

STEVENS, Keith Courtney. Executive, Macquarie B'casting Service. Born Sydney, NSW, Feb. 23, 1917. Accts dept, 2GB, 1933, transcriptions dept, 1940, sales rep., 1946; sales mngr 3AW, 1949; Vic. mngr MBS, 1952. Assted formation Sellers, Lane, Stevens Pty Ltd, 1953 joined EMI Aust., Jan. 1958, as mngr, radio program and commcl recdg dept. Rejoined MBS July, 1960. Five yrs 2/12 Fld Coy, RAE, 8th Div. AIF. 3½ yrs Jap. POW. Resident Cremorne, Sydney.

STEVENS, William Hender. Agency radio-TV director. Born June, 1920. Sales staff Shell Oil Co., SA and Vic. 1937-1953. Mngr Pine Ridge Export Co. SA 1954, advtg and promotion mngr Electricity Trust of SA 1955-1958, dir Curtis-Stevens Advtg SA, 1959-61, mngr Berry Currie Advtg SA 1961-63, TV writer-prod. Now shareholder and assoc. dir Martin Kinnear Clemenger. War service 1939-45 RAAF pilot.

STEVENS, William Ronald. Radio representation division manager (rep. Interstate cap. city and Qld. cntry stations). Born Sydney, May 2, 1916. Anncr 4SB (1947), 4BH (1949), 4BC (1950). 4½yrs RAAF. Married (three children), resident Kedron, Brisbane.

STEVENSON, John Charles. TV station chief engineer. Born Melb. May 10, 1937. Ed. Box Hill High, Royal Melb. Tech. College. Obtained Fellow. Dip. Communic. Eng., 1958. 2yrs spec. Investig. eng., HSV; 3½yrs chief eng. GLV. Now chief eng. TVQ. Assoc. member Inst. of Radio and Electronic Eng. (Aust.). Married, 2 sons; resident Kenmore, Brisbane.

STEVENSON, Murray H. TV station manager engineering services. Born Sydney, NSW, April 17, 1905. Chief engineer 2UE, 1931, appt bd

dirs, 1947. Chief Engineer, ATN Channel 7 1955. FIRE; snr member IREB; member Soc. Motion Picture & TV Engineers. Married, resident Turramurra, Sydney.

STEVENSON, Robert John. Radio station manager. Born Toowoomba, Jan. 26, 1922. Joined 4GR as anncr 1953, appointed mngr 1964. Director 4ZR 1964. Former professional singer and actor. Appeared with 1949 Italian Opera Tour. Gained A. Mus. A. 1948. During World War II patrol officer and commissioned officer AIF New Guinea. Married, resident Toowoomba.

STEWART, Valentine D. Film and TV production unit sales manager. Born Geelong, Vic., Dec. 14, 1921. 3yrs film consultant, now snr Crawford Prod. Pty Ltd. Singer—Opera for the People, Music for the People, Holiday for Song. JP, ex AIF. Married, 3 daughters.

STILL, Frederick William. Advertising agency joint managing director. Born Sydney October 16, 1916. Joined Weston Advtg 1934, served all depts. Served 18months 1st AA regiment, 6yrs RANR. Married, resident Balgowlah, Sydney.

STONE, Graham Richard. Agency accounts director, Hayes Publicity Service Pty Ltd. Previously mngr, Commercial Advertising Services Pty Ltd. Married, resident Lindfield, NSW.

STONE, Kenneth Walter. TV station general manager. Born Hong Kong, June 22, 1926. Anncr 2CH 1942-44; radio engineer, Hong Kong Govt. 1945-46; anncr, 2GZ, 1947-50; 2UE, 1950-57. Program mngr 2UE, 1957-1960. Joined NBN June, 1961. Now general manager. Merchant Navy, 1944-45. Married, 2 daughters; resident Bar Beach, Newcastle.

STORY, Oliver James. Radio station general manager. Born Eng., June 1909. Freelance radio player, 1933; joined 2WG, 1934; estab., 2BS, 1936; studio mngr 4MB, 1939. Appt mngr Air-sales B'casting Co., 1944, opened 2HD, 1945. Gen. mngr 2HD. AIF Gunner, Heavy Arty. RAAF, AC2, aircrew training. Married, resident Bolwarra, NSW.

STORY, Twink (Mrs). Radio station program director. Born Newcastle NSW. Music teacher. Broadcast as vocalist from ABC and commercial stations. Joined 2HD 1945. Children's sessions and productions. Prod. dir. since 1955. Married, resident Bolwarra, NSW.

STUART, James Gray. Radio station sales manager. Born Melb., Nov. 2, 1927. Formerly sales dir. Halg-Muir Pty Ltd, now sales mngr 3XY.

STURMAN John Lindsay. APRA general manager. Born Sydney, June 14, 1926. BA Sydney University. Executive EMI (Aust.) 1948-1966.

Appointed gen. mngr APRA July 1965. Married, 4 children, resident Epping, NSW.

STURZAKER, John Hector. FACE research and promotion officer. Born Sydney, Feb. 8, 1933. Lieut. RAI, 3 years. Schute, Bell Badgery Lumby, 1 year. AGC field rep 2 years. Cullen Morton management consultant, 3 years. Penfolds Wines advertising mngr, 1 year. Joined FACEB September, 1965, controlling ARAB activities. AISM, AFAIM, JP. Married 2 sons resident Newport, Sydney.

STYLES, J. Melbourne sales mngr NWS, previously assoc. NWS sales exec. in Adel. Exp. Incl. television and radio prod. in agency and client positions. Married (2 children), resident East Melbourne.

SURREY, Peter. Radio station production manager. Born London, Eng., June 2, 1928. Scriptwriter. anncr 3XY, 3DE, 3TR, 3CV, 3AK; radio media mngr, Paton Advtg. Apptd 3DB prod. mngr, 1956. Married, 2 sons, resident Blackburn, Melbourne.

SUTTON, Leslie James. Radio network manager. Born Melb., Dec. 1, 1924. AWA advtg & sales prom. Advtg mngr and later NSW mngr N.V. Appleton Pty Ltd, gen. sales mngr Aust. Record Co. Ltd. Now mngr Advertiser Network (5AD-PI-MU-SE). Member SA Carols by Candlelight c'tee, Crippled Children's Assoc. Children's Home. Married. Resident Coromandel Valley, SA.

SWIFT, Richard. Radio station sales manager. Entered commercial radio as sales rep. 4BH. Joined 4KQ July, 1964. Resident The Gap, Brisbane.

SYME, David Farnell. Radio network chairman. Born Melb., Vic., 1905. Asst works mngr, The Age, then into b'casting. Pastorallist. Now chairman, Victorian Broadcasting Network Ltd. Married, resident Pakenham, Vic.

SYMONS, Ian Ross, Media manager Aldwych Advertising. Married, resident Bonbeach, Melbourne.

T

TAYLOR, Cecil Randel. Radio station manager. Born Gympie, Qld, March 24, 1927. Matric. 1945. Qld Uni., Faculty of Engineering, 1946-47. With 4GR, 1947-48. Received BOPC, 1948 Tech. 4ZR, 1948. Chief engineer 1950-58; nov mngr and dir. Single, resident Roma, Qld.

TAYLOR, Ernest James. Radio station managing director. Born Cambridge, Eng. Estab. 2LT. Now mngr dir 2LT and dir MBS. Active interest in Lithgow civic activities. Chairman Western Newspapers Ltd. MBE, FSTC Married, resident Earlwood, NSW.

TAYLOR, Henry Arthur. Radio network chief engineer. Born Caterham, Eng., March 23, 1907. Early licenced amateur op., telegraphy and telephony. Mngr 6KG, 1941. Chief engineer, Whitfords Beasting Network, since 1947. Estab. radio service, East Goldfields, Royal Flying Doctor Service, 1937, tech. advisor, 1937-47. Founded Goldfields Radio Soc., 1935. Designed four WA bcst transmitters. Trade cert. competency, WA, 1927; AMIRE, 1935; radio op. air survey. Married, resident Nedlands, Perth.

TAYLOR, Kenneth Thomas. Radio station manager. Born Grafton, NSW, May 29, 1921. 5yrs dept. mngr and buyer McDowells, radio freelance anncr. Apptd gen. sales mngr and artists and repertoire mngr and dir Festival Records Pty Ltd 1953-61. Now 2GB station mngr. Married (1 child), resident Concord, NSW.

TAYLOR, Lynton Gordon. TV station program manager. Born Hobart, Tas., March 2, 1938. Ed. Melb. High School. 3DE Broadcasters 1956-59. ADS asst prog. mngr 1960-64. BBC 1964-65. Now prog. mngr ADS. Married, resident Seacombe Heights, SA.

TAYLOR, John. Agency TV controller. Born Coffs Harbour. 14 yrs radio anncr 2BE, 2UE, 2HR, 4TO, 4CA, 3BO, 3HA, 6KY, 6PR. 10 yrs agency radio/TV copywriter-prod. Nixon's, O'Brien's, Jackson Wain, Insight. Now radio/TV controller O'Brien Publ. Syd. Resident Turramurra.

TAYLOR, Ralph John. Radio station manager. Born Bris., Oct. 26, 1928. Studied accountancy. Anncr 4AY, then 4BU and 4BH sales. Agency (Duthie) — sales mngr chemical dist. 5 years mngr publishing, advertising, finance & real estate group. Opened 4NA Oct. 1964 as mngr. Opened 4GG-Gold Coast, Sept., 1967. Resident Surfers Paradise, Qld.

TAYLOR, William Rickwood. Agency managing director. Born Melb., Vic., June 27, 1927. Educated Prince Alfred College, studied economics, stat. Adel. Uni. Now managing director, Clem Taylor O'Brien, Adelaide. Chrmm, SA Div., 4As 1963-65. Member Rotary Club, Adel. 1958 pres. Adelaide Contact Club FAI (Aust.). Married, 2 children, resident Kensington, Adelaide.

THOM, John David. Radio station representative. Born Sydney, Sept. 10, 1906. Sun-News Pictorial advtg dept; Ben Jordan (Melb.) sales; George Patterson Adv. (Melb.), prod mngr. Cptn, infantry & RAAOC, served Pacific Area. Now Melb. media rep. Married, 5 children, resident Kew, Melbourne.

THOMAS, Mervyn Albert. Radio station program director. Born Adelaide, SA, Aug. 16, 1922. Office duties, 5DN, 1937-41, prod., transcription depts, 1945-49; asst program dir., 1949. Program dir. since 1951. Torpedo Op., RAN, 1941-45. Pres. Woodville RSL, 1957. Current State v-p of Naval Assoc. Married. 2 children, resident Woodville West, SA.

THOMPSON, Allan Walton. Television station manager. Born Bondi, NSW, April 8, 1927. Annr, prog. arranger 2GB, then annr, copy-writer, techn. country stations. 2yrs asst mngr 2LT. 9 yrs manager 2RE. Now station mngr ECN. Holds PMG 1st class COP. Married, resident Taree, NSW.

THOMPSON, Geoffrey George. TV film production company director & producer. Born Melb., Vic., Feb. 25, 1911. Journalist, then sound recording engineer Aust. Sound Film Co., 1931; motion picture cameraman. Melb. mngr Cine-sound, 1940-53. Estab. Films Advisory Bureau & TV Prod., 1953. Also prod. supervisor, dir., Cine Service Pty Ltd. War correspondent. Filmed air combat, Korea, 1950. Married. 3 children, resident Hawthorn, Melbourne.

TREASURE, Brian Sydney. TV station director and general manager. Born Moora, WA, Dec. 7, 1927. Two yrs RAN; WA Newspapers Ltd, 1949; appt asst, advtg mngr 1954; sales mngr TVW Ltd, 1958; sales and prog. mngr TVW Ltd, 1960. Now dir and gen. mngr.

TREGONNING, James Edward. Radio station feature announcer. Born Melbourne, Vic., Jan. 29, 1928. 3BA 1947-49; ABC and Radio Aust. annr, commentator, newsreader, 1949-50. 3AW chief annr, 1950-55; Ron. R. Beck, 1956-59. Joined 2KY, June, 1959. Married (4 children), resident French's Forest, Sydney.

TRETHEWEY, Clifford Henry. Manager Tasmanian Broadcasting Network. Born Burnie, Tas. Educated Burnie High School. With 7BU, 1936, designed, constructed, studio & transmitting equip. Asst mngr, chief engineer, 7BU 1952-1967. 3½ yrs pilot, RAAF, Darwin, NG. O/c Burnie Flight, ATC. Married, 2 sons, 2 daughters, resident Burnie, Tasmania.

TUOHEY, William Patrick. Radio station manager. Born Cootamundra, NSW. Own business 1948-54. Staff super. Nock & Kirby 2yrs. Annr/salesman 2LT 2yrs. Annr/copy chief 2TM 2yrs. Joined 2BS 1961 as sm. Now station mngr. Married, 4 children; resident Bathurst, NSW.

TURNER, Geoffrey Colin. Agency director. Born Melb. 1928. Joined 3XY 1945, 3UZ 1951, appt personal asst to gen. mngr. Moved Bris. 1955. TV-radio mngr T. Hilken Waite. Joined O'Brien Publ., Bris., 1957; assist mngr 1960. Mngr 1963. Now Qld dir. Married (2 children), resident Woolloowin, Brisbane.

TURNER, Rev. Vernon Kenneth. Radio-TV religious program production unit managing director. Born Oct. 2, 1917. Minister Presbyterian Church of Aust. 25yrs exper. religious bcasting. 1953 founded Christian Bcating Assoc., manag. dir.; 1956 founded Christian TV Assoc. (hon. secy). Married, 5 children, resident Five Dock, Sydney.

TWOMEY, Peter Lewis. Television station general manager. Born Christchurch, NZ, Dec. 4, 1927. NZ broadcasting 1945-50. DSIR ionospheric research 1951. UK TV 1953-55, HSV 1956-1961. Chief eng. GMV 1961-65. Asst mngr 1962, mngr 1965. Now gen. mngr. Married (2 daughters), resident Shepparton, Vic.

V

VASTCHENKO, Nicholas. Technical director TV production company. Diploma of Eng. 13yrs exp. in tech. & industrial photography. France & Germany. I/c processing and still photography depts, Cambridge Film & TV Productions Pty Ltd, 1956-60. Now tech. dir & co. dir, Senior Film Productions Pty Ltd, Melb. Served World War II, Air Force photographer.

VIEVERS, Thomas Robert. Radio station assistant sales manager. Born Beenleigh, Qld, April 6, 1937. 4BC sales rep. since April, 1961. App. asst sales mngr Oct., 1967. Rep. Qld and Aust. at cricket 1958-67. Toured Eng., India and Pakistan 1964; Sth Africa 1966-67. Married, 2 children, resident Oxley, Brisbane.

VERTIGAN, Rich. Mills. TV station manager. Born Kindred, Tas., Aug. 24, 1910. Writer-publisher, 3AW, 1935; mngr 7QT, 1937; sales-annr 7HT, 1938, then chief annr & studio mngr, sales dept, prod., scripting, 5yrs copy chief. Mngr, 7HT, 1953-61. Now TTV station mngr. Married (2 sons, 1 daughter), resident Fern Tree, Mt Wellington, Hobart.

VINNICOMBE, Harold. Agency managing director. Born Brisbane, Qld, 1926. Joined Vinnicombe Advtg 1949, then mng dir till 1962. Joined Fortune (Aust.) Pty Ltd as dir and gen. mngr in 1963. Now mng dir Harold Vinnicombe & Assoc. Bris. Fellow of the AIA. RAAF 1944-45. Married, resident Brisbane

VIRGONA, Vincent. Radio station chief engineer. Born Fitzroy, Vic., Oct. 2, 1911. 36yrs with 3UZ. Married, resident Eltham, Melbourne.

W

WADE, Graham Randell. TV production unit art director. Born Junes, NSW. Storyboard design specialist and film planner. Formerly

dir, Fullarton Artists Pty Ltd; now dir Pilgrim Productions Ltd. Married, resident Normanhurst, NSW.

WAGSTAFF, Vernon Frederick. TV production company managing director. Born Golden Square, Vic., Oct. 23, 1909. 10yrs engineering. Designed, built, installed prod. unit, Vic. Dept Agriculture, Estab. Cine Service Pty Ltd, 1947, now mng dir, also a principal, Film Records Pty Ltd. Married, 4 children, resident Brighton, Melbourne.

WAITE, Thomas Hilken. Chairman and managing director T. Hilken Waite Pty Ltd. Managing director, Thomas Waite (Holdings) Pty Ltd, and Thomas Waite Pty Ltd. Born England. Snr rep. Bris. Truth, 1932-38; advtg mngr 1938-41 and 1946-50, snr partner and mngr of Cossey Waite Advtg 1951-61. Diploma ICS Advtg Course, ISM, PIA. Lt RANVR, British and US fleets 1941-46, holds Philippines' Liberation Medal. Cr French Chamber of Commerce, Cr Home Improvement Counsel. Married, resident Hamilton, Brisbane.

WAKELING, Austin Harrison. Radio station secretary. Born Melb., Vic., Feb. 22, 1934. Matric. Univ. High. AASA. Chartered acnts 4 yrs; joined 3AW as asst acct 1955-63, acct 1963. Now secretary. Married, 4 children, resident Mt Waverley, Vic.

WALCH, Garnet Max Fletcher. Radio-TV commercials monitoring service proprietor. Born Malvern, Vic., Dec. 13, 1912. 15yrs Melb. agency exp. Asst sales mngr MBS, assist mngr 2GB. gen. sales mngr, Artransa. Now operates his own radio-TV commercials monitoring service. Five yrs RAAF. Married, resident Clareville, Sydney.

WALKER, Murray Mack. Agency deputy chairman. Born Sydney, NSW, Nov. 10, 1930. Acct-exec. George Patterson; sales exec. Grandia TV Limited, UK; acct-exec. and company dir Alfred Pemberton Ltd (Advertising Agents), London; dep. chrnm Foote Cone & Belding, NSW. Resident Vaucluse, Sydney.

WALKER, Robert John. Radio station assistant to the general manager. Born Northcote, Melb., Oct. 11 1933. Joined 3AW as office jnr 1947; control op., librarian, programmer, cadet annr. 3AW sponsored ed. Melb. Univ. (Arts). Joined 2CA 1952 as annr-copywriter; 1954 Monitor reporter; 1955 copychief; 1956 salesman; 1959 sm. Joined 5DN March, 1964 as asst-to-the-gen. mngr. Active Jaycee. National office-bearer. Married, 2 children; resident Vale Park, SA.

WALLACE Thomas Bevan. Agency managing director. Born Sydney, April 1, 1915. 1931-45 Lever Bros salesman, asst sales mngr. 1946 Lintas NZ, mngr. 1950 Lever Bros NZ admngr. 1952 attended Admin. Staff College, Henley, UK. 1955 acct dir Lintas now mng dir. AIF Middle East, RAAF Italy. Dep. v-p 4As (Nthn zone), 1964-65. Married, 4 children, resident Mosman, Sydney.

WALPOLE, James Brian. Agency director. Smith & Julius Pty Ltd; 7 yrs comm. art; appt art dir 1952, mng dir 1967. Appt dir Marketing & Advertising Pty Ltd Aug. 3, 1966. Married, resident Cremorne, Sydney.

WARD, Peter Robert. Radio station sales promotion manager. Born Adel., SA, Feb. 2, 1938. Journalism, radio writing, retail sales prom. appt 5KA sales prom. mngr August 1966. Single, resident North Adelaide.

WARD, Ronald Egbert. Radio station manager and director. Born Adel., SA, 1905. Mngr 7QT 1938, 7AD 1939, asst mngr 7LA 1946, mngr since 1951. Alternate dir 7LA, supervising dir 7QT. M/Lt. RAAF, awarded US Bronze Star. Married (2 daughters), resident Kings Meadows, Launceston, Tas.

WARD, Stratford A. Radio station manager. Born Sydney, July, 1932. Anncr 2XL, 2LM, 1954-57. Joined 2LF 1957. 5 yrs Cowra studio mngr; 5 yrs service mngr at Young. Appt mngr 2NZ Oct. 1967. Married, resident Inverell, NSW.

WARNER, Stafford. TV station representative. Born Syd., Aug. 9, 1923. Joined 2UW as sales rep. 1939-1950 (except war years), then 2CH sales rep. 1953, 2SM sales rep. to 1957. Joined ATN 1957, transferred QTQ as Syd. sales mngr, 1960. Served 6yrs AIF. Dip. sales, psychology & merch., MBC. Married (1 son, 1 daughter), resident Longueville, Sydney.

WARRICK, Leslie Thomas. Radio and TV station managing director. Born Kalgoorlie, WA, March 2, 1907. North Qld Newspaper Co. Ltd, Townsville, 1924; mngr, Charters Towers office, 1933. Gen. mngr Northern Star Ltd and Richmond River Betters (2LM) since 1948. Managing director RTN-TV, Northern Star newspaper and 2LM. RAAF 1944-46. AASA, ACIS. Married, 3 children, resident Lismore, NSW.

WATERS, Clive Sylvester. Radio station news editor. Born Richmond, Vic., Oct. 1, 1913. Mngr comm. printing org.; chief annr, 3XY, Now news editor 3UZ. AFCBS Dir. ops, Olympic Games, Melb. 1956, Rome 1960. AIF, O.C. Radio St'n 9AB, Lae. Staff officer, Aust. Coastguard Auxiliary. Married, 4 sons, resident Mentone, Melbourne.

WATSON, Thomas David. Governing director, Cineoptics. Born London, Eng., Nov. 5, 1910. 37 yrs motion picture exp. Gen. sales mngr, Gaumont Brit. Equip., London. Now gov. dir Cineoptics. Snr exec. Ministry Aircraft Prod., during war. Married, 2 children, resident Balgowlah, NSW.

WEBB, Edward James. Agency managing executive. Born Melbourne, Aug. 21, 1912. 1929, Price Berry Adv. 1930-31, asst. ad-mngr Ackmans. 1931 formed Mooney-Webb Pty Ltd. 1956, Webb Publicity, 1957 Mooney-Webb TV. FAL.

WEEKES Brian. Agency packaging & production director. Born Sydney, NSW, April 6, 1906. Joined Lintas, London, 1934, transferred Syd. 1937. Packaging & production dir, Lintas Advtg, since 1947. Armed forces, 1942-45. Married. Resident Balmoral, Sydney.

WELCH, Roger. Agency principal. Born Palmerston Nth, NZ. Copywriter. Estab. Roger Welch Advtg, 1942, FAIA. Resident Greenwich, NSW.

WETZEL, Hans Edmund Richard. Proprietor H. W. Productions. Born Mannheim, June 23, 1913. Research chief G. B. Kalee, England 1942-46; tech. dir G.B.I. 1946-48; Ealing Studios Pagewood 1948-52; tech. dir Pagewood 1952-57. Dir Visatone Television. Married, resident Woollahra, Sydney.

WHITE, Aubrey Raymond. Radio Network sales manager. Born Perth, WA, 16th Nov., 1916. Formerly salesman 1949-63 with 6IX. War service, RAN 1942-46, Pacific area. Married, 2 children; resident Kensington, Perth.

WHITFORD, John Ewen. Radio station sales manager. Born Wagga, NSW, March 26, 1933. Joined 2WG as copywriter-announcer 1951. Sales rep. from 1954. Married. 1 child, resident Wagga, NSW.

WHYKES, Ernest John Wasley. Radio station general manager. Born Ballarat, Vic. Secretary, 3EA, 1930, mngr 1955; gen. mngr & assoc. dir 1965, dir 1966. Country v-p FACB, 1964-65. Married (3 sons, 1 daughter), resident Ballarat, Vic.

WIELAND, Maxwell H. Radio station chief engineer. Born Dubbo, Jan. 16, 1927. 23 yrs experience with Western Broadcasters P/L; educated Dubbo High. Chief engineer 2DU. Interests, photography, fishing, golf. Single, resident Dubbo.

WIGGS, Jonathan Spencer. Agency account executive. Born New Zealand, 1937. With Colonial Sugar Refining Co. Ltd and Wunderlich Ltd. Now acctnt-exec. F. P. Leonard Advtg P/L. Married, resident Mosman, Sydney.

WILLIAMS, Edmund Netterville. Radio station managing director. Born Perth, WA. Engineer; spent several years connected with theatrical enterprises. With 2LT, later 2BS, 2DU. Now mng dir 2BS. Helped estab. speedway, motor racing, Bathurst. Dir Bathurst newspaper; also dir 2DU. Ald. Bathurst City Council, nine yrs. Married, 1 son, resident Bathurst, NSW.

WILLIAMSON, Michael Francis. TV station sports editor. Born Melbourne, June, 1928. 8yrs Herald & Weekly Times; feature anncr 3AK (1951-52), 3AW (1953). With 3AW Radio News-real and as compere 1954-60. F'lance actor. First radio reporter to broadcast from altitude over 40,000ft. AFCBS repr Olympic Games 1956 (athletics). HSV7 sports editor 1960. Married, 3 children, resident East Bentleigh, Vic.

WILSON, Harper Robert. Agency chairman. Born Melb., Vic., Dec. 31, 1912. 3UZ anncr, prod. writer, prog. dir, 1933-40. Now chmn USP-Benson. AIF, New Guinea. Pres. 4A's 1964-65, 1965-66. Married, resident South Yarra, Vic.

WOOD, Eric Albert. Radio representative and PR officer. Born London, Oct. 4, 1902. 1930-44 radio station mngr. 1944 joined 3UZ, 1946 appt. Syd. mngr. 1952 opened Bris. repr. business. Married, 2 children, resident Indooroopilly, Brisbane.

WOODHOUSE, Anthony Younger. Media manager, T. Hilken Waite Pty Ltd, Brisbane. Born Newark, Eng., 1942. Ed. St Clement Danes Grammar, London.

WOODLAND, Cecil Alfred. Radio station sales manager. Born Toowoomba, Qld, June 12, 1933. 5yrs Noble-Bartlett Advt, Bris; 2yrs anncr/copy 4VL; 9yrs 3CS, as anncr/copy, subsequently sales mngr, studio mngr and asst mngr. Apptd 2MW sm 1964. Married, 3 children; resident Murwillumbah, NSW.

WOODS, Raymond William. Radio station program director. Born Melb., Vic., Sept. 9, 1919. Control op. 3XY, 1935-37, program arranger, 1937-41, program mngr, 1946, then studio mngr. Now program dir. 3XY. Five yrs, 14/32nd Bn AIF, NG. Married, resident Carnegie, Vic.

WOODWARD, John M. Radio-TV production company manager. Born Sydney. Recording, AWA, nine yrs; six yrs studio engineer, snr control op., ARC. Mngr, chief engineer, Brit. Aust. Programs Pty Ltd, since 1951. Manager Grace Gibson Radio-TV Productions 1963. MIREE (Aust.). Radio office Merch. Navy, 1941-43. Married (two children); resident Blakehurst, Sydney.

WOODYATT, Brian Prust. Victorian sales manager, Macquarie Broadcasting Service. Born Bristol, Eng., Aug. 8, 1927. Formerly senior acct exec., Assoc. Television, Eng. Joined Macquarie Syd. Feb. 1965 as a sales exec. Appt Vic. sales mngr May, 1966. Married (1 child), resident Melbourne.

WOOLF, Harry. Agency managing director. Born Perth, WA, May 14, 1917. Joined Goldberg Advtg, rose copy dept. to acctnt-exec.; appt. to board, 1947; chief exec. until 1951. Appt. dir., Goldberg Advtg, 1951. Estab.

Frank Goldberg Advtg. Melb. 1967. Married 2 sons, 2 daughters, resident Bellevue Hill, NSW.

Prod., London; MJP Prod., Manila; Wynne Prod., Sydney. Married (1 son, 1 daughter). Resident Woollahra, NSW.

WRIGHT, Myles Fortunatus Evelyn. Chairman, Broadcasting Control Board. Born Christchurch, NZ, July 9, 1915. Educated Wellington College. NZ. Cadet reporter, The Dominion; journalist, Nat. Magazines Ltd; assoc. editor NZ Radio Record. Writer-actor-prod. Radio Features, 1938. Prod. NZ stage, radio plays. Toured Aust, JCW, 1945. Prod. 3AW, 1947. Prod. mngr 3AW, 1950, asst mngr, 1954, acting mngr, 1955. gen. mngr 1957-1966. Senior v-p FACB 1960-62, pres. 1962-63. Chrmn B'casting Control Board since March, 1966. Married, resident Nth Balwyn, Vic.

WYNNE, Donald. Film producer-director. Born UK, March 19, 1918. Served Indian Army. Feature films and TV series producer. Senior prod.-dir Rank Org. (Pinewood Studios). Advtg & shorts div. Has made commercials in 10 countries. Directed first commercial shown on UK TV by Young & Rubicam. Dir Wynne Film

YATES, Frederick Tresise. TV station general manager. Born Melb., Aug. 31, 1926. Journalist radio-TV writer; asst editor Woman's Day; assoc. editor Home Beautiful; assoc. dir and TV mngr George Patterson P/L. General mngr WBQ. RAAF. Married, 4 children; resident Maryborough, Qld.

YOUNG, David. Agency joint managing director. Born Sydney, April 22, 1918. Lewis Berger & Sons, 1935-50; apptd publ. mngr Noyes Bros (Syd.) Ltd 1950-53. Joined Weston Advtg Pty Ltd 1953. Served 5yrs AIF. Married, resident Strathfield, Sydney.

Legislation, regulations and standards

- *Main provisions, Broadcasting and Television Act 1942-1962 — Pages 432-435*
- *FACB Standards of Broadcasting Practice, including Advertising and wordage — Pages 436-442*
- *TAB TV advertising regulations — Pages 443-448*
- *FACTS cigarette advertising standards — Page 449*
- *Broadcasting Control Board's TV program and advertising time standards — Pages 450-457*
- *Broadcasting Control Board's broadcasting program and advertising time standards — pages 458-466*
- *Notes on medical advertising — Pages 467-469*
- *Voluntary medical advertising code — Page 470*
- *FACB rules of accreditation — Pages 471-473*
- *Television Advertising Board's rules of accreditation — Pages 474-478*



BROADCASTING AND TELEVISION ACT, 1942-1967

THE following represents an extract of the Commonwealth Act, as many sections of a general character or related to the Australian Broadcasting Commission have been omitted.

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AUSTRALIAN BROADCASTING CONTROL BOARD

CONSTITUTION (SECTIONS 7 AND 8)

The Board consists of three full-time and two part-time members.

FUNCTIONS (SECTION 16)

1: (a) To ensure the provision of services by broadcasting stations and television stations in accordance with plans from time to time prepared by the Board and approved by the Minister;

(b) to ensure that the technical equipment and operation of such stations are in accordance with such standards and practices as the Board considers to be appropriate;

(c) to ensure that adequate and comprehensive programs are provided by commercial broadcasting stations and commercial television stations to serve the best interests of the general public;

(d) to detect sources of interference, and to furnish advice and assistance in connection with the prevention of interference, with the transmission or reception of the programs of broadcasting stations and television stations;

2: The Board may make recommendations to the Minister as to the exercise by the Minister of any power under Part IV of the Act.

POWERS (SECTION 16)

3: (a) Subject to any direction of the Minister, to determine the situation and operating power of a broadcasting station or television station;

(b) subject to any direction of the Minister, to determine the frequency of a broadcasting station and the frequencies of a television station, within bands of frequencies notified to the Board by the Postmaster-General as being available;

(c) to determine the hours during which programs may be broadcast or televised;

(d) to determine the conditions subject to which advertisements may be broadcast or televised by licensees; and

(e) to conduct examinations as to the competency of persons to operate the technical equipment of broadcasting stations and television stations and to charge fees in respect of those examinations.

4: In exercising its functions and powers under this section in relation to commercial broadcasting stations and commercial television stations, the Board shall consult representatives of those stations.

5: The Board shall have power, subject to the approval of the Minister and of the Treasurer, to provide financial assistance and other assistance to commercial broadcasting stations, for the purpose of ensuring that programs of adequate extent, standard and variety are provided in the areas served by those stations.

INQUIRIES BY BOARD (SECTIONS 18-25)

The Board may conduct inquiries in relation to matters covered by the Act if it thinks fit, and is obliged to conduct inquiries if so directed by the Minister or where the Act so provides.

STATION LICENCES (SECTIONS 80-89)

The Minister has power to grant licences for commercial broadcasting or commercial television stations. Before granting a licence the Minister must invite applications and refer the applications received to the Board for its recommendation. Before making a recommendation, the Board must hold a public inquiry.

When a licence is granted it continues in force for a period of five years, and thereafter is renewed on an annual basis.

If the Minister thinks there may be grounds for refusing to renew a licence, he must direct the Board to hold an inquiry, specifying the grounds in the direction.

The Minister has power to suspend or revoke a licence under certain conditions; but, with the exception of a station which fails to pay its licence fee, a licence cannot be revoked unless an inquiry has first been held by the Board.

Where a station licence is revoked, the licensee has the right of appeal to the Commonwealth Industrial Court.

Licences may not be transferred nor may the ownership or control of a licence be changed without the consent in writing of the Minister.

LIMITATION ON RADIO STATION OWNERSHIP OR CONTROL (SECTION 90)

A person shall not own, or be in a position to exercise control, either directly or indirectly of more than:—

- (a) One metropolitan station in any State.
- (b) Four metropolitan stations in Australia.
- (c) Four stations in any one State; or
- (d) Eight stations in Australia.

For this purpose the Australian Capital Territory is deemed to form part of the State of New South Wales. A metropolitan station is one situated within a radius of thirty miles from the General Post Office in the capital city of a State.

LIMITATION OF OWNERSHIP OR CONTROL OF COMMERCIAL TELEVISION STATIONS (SECTIONS 91-92):

Section 92 provides that a person shall not have a "prescribed interest" in:

- (i) each of three or more licences;
- (ii) each of two or more licences for stations in a Territory; or
- (iii) each of two or more licences for stations in a State and within a radius of thirty miles of the General Post Office in the capital city of the State.

Interests held prior to December 17, 1964, are not invalidated.

The meaning of "prescribed interest" is defined in Section 91, whilst "control" is defined in Section 91, 92A and 92B. Section 92C restricts directorships.

A television station licence is subject to a condition that not less than 80pc of the shares in the licensee company must be held by Australian residents and not more than 15pc of the shares may be held by a non-resident.

TECHNICAL CONDITIONS (SECTIONS 93-98)

The technical equipment of a broadcasting or television station must comply with standards laid down by the Board, and the Board has power to fix the location, power, frequency and hours of operation of all stations.

PROGRAMS (SECTIONS 99-105)

The Board has power to fix standards for programs and advertising, to censor matter which it has reason to believe is of an objectionable nature and to determine the periods during which religious broadcasts shall be made.

A licensee must publish particulars of his advertising charges and must not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

Advertisements relating to medicines must be approved by the Director-General of Health before they can be broadcast.

Copyright works must not be broadcast or televised without the consent of the owners of the copyright and news obtained from newspapers must not be broadcast or televised except in accordance with the terms of an agreement between the licensee and the newspaper, news agency, newspaper association or news service.

The Minister may require a licensee to broadcast or televise without charge items of national interest but such items are limited to a period of 30 minutes in any period of 24 consecutive hours.

A licensee is required to make program details available on equal terms to the publishers (including the ABC) of any newspaper, magazine or journal published in Australia.

TELEVISION TRANSLATOR STATIONS (DIVISION 5A, SECTIONS 105B.-105F.):

This Division provides for the grant of licences for television translator stations by the Minister, on the recommendation of the Board. A translator station is a relatively low-powered device which relies for its operation on the reception of signals from a high-powered parent station or another translator station and re-transmits these signals on a different frequency channel.

The grant of a licence is not subject to a public inquiry by the Board, nor do the provisions of Division 3 of Part IV of the Act relating to the ownership and control of commercial television stations apply to translator licences. A licence is granted initially for a period not exceeding 5 years and is thereafter renewable annually. A licence may not be transferred without the approval of the Minister.

ENCOURAGEMENT OF AUSTRALIAN TALENT (SECTION 114)

The services of Australians are to be used as much as possible in the production and presentation of radio and television programs.

Not less than 5pc of the time occupied in the broadcasting of music by broadcasting stations is to be devoted to the works of Australian composers.

TELEVISION OF SPORT AND ENTERTAINMENT (SECTION 115)

Television stations are not permitted to televise sporting events or other entertainment held in a place to which a charge is made for admission, from outside that place.

POLITICAL OR CONTROVERSIAL MATTER (SECTION 116)

Neither broadcasting nor television stations are permitted to broadcast or televise a dramatisation of any political matter which is current or was current during the last five preceding years.

If during an election period, election matter is broadcast or televised all political parties represented in Parliament at its last sitting must be given reasonable opportunities of expressing their views.

No election matter can be broadcast between midnight on the Wednesday preceding the poll and the close of the poll.

NAMES OF SPEAKERS TO BE GIVEN (SECTION 117)

Where an address or statement relating to a political subject or current affairs is broadcast or televised the name of the speaker and the name of the author must be announced.

Section 117A. Where matter relating to a political subject or current affairs is broadcast or televised, the licensee shall retain a record of the matter broadcast or televised for a period of six weeks or in certain cases for such longer periods as is indicated in the Act.

OBJECTIONABLE ITEMS (SECTION 118)

No matter shall be broadcast or televised which is blasphemous, indecent or obscene.

PUBLICATION OF BROADCAST MATTER (SECTION 120)

The text of an item broadcast or televised is not to be published without the consent of the owner or licensee of the station and the approval of the Board.

BROADCASTING PROGRAMS OF OTHER STATIONS PROHIBITED (SECTION 121)

A broadcasting station may not broadcast another station's program without the consent of the owner or licensee of that station, and in the case of a re-broadcast, without the permission of the Board.

MEDICAL TALKS (SECTION 122)

A talk on a medical subject must not be broadcast or televised without the approval of the Director-General of Health.

CODES FORBIDDEN (SECTION 123)

The text of any matter broadcast or televised shall not, without the permission of the Board or an authorized officer, be in code.

DEFAMATORY BROADCASTS (SECTION 124)

For the purposes of the law of defamation, the transmission of words or other matter by a broadcasting station or a television station shall be deemed to be publication in permanent form.

RADIO-TV RECEIVER LICENCES (SECTIONS 125-128)

The annual fee for a broadcast listeners' licence is \$5.50 if the listener is within a radius of 250 miles of a broadcasting station specified by the Board, and \$2.80 otherwise.

The annual fee for a television viewer's licence is \$12.

The annual fee for a combined receiving licence is \$17.

Certain classes of pensioners pay reduced fees and combined licences are granted free of charge to blind persons and schools.

CONDITIONS GOVERNING COMMUNITY TELEVISION (SECTION 130A)

Contains the conditions under which the Postmaster-General may authorise community television aerial systems.

CONTROL IN EMERGENCY (SECTION 131)

The Governor-General may, whenever, in his opinion, any emergency has arisen, which renders it desirable in the public interest so to do, authorise the Minister to exercise, during the emergency, complete control over the matter to be broadcast from broadcasting stations or televised from television stations.

REGULATIONS (SECTION 134):

The Governor-General is empowered to make regulations, for the purposes of the Broadcasting and Television Act, concerning agreements or arrangements for the provision of programs for both broadcasting and television stations and the prevention of interference to the transmission or reception of programs of such stations.

The regulations may empower the Minister, upon the recommendation of the Board, to direct a person (including the licensee of a commercial television station) to grant rights to the use of television programs to the licensee of a commercial television station in accordance with the direction and on terms specified in the direction.

The regulations empowering the giving of such a direction shall give every person affected by such a direction the right to have the direction reviewed by the Commonwealth Industrial Court and shall empower the Court, upon such a review, to quash or vary the direction.



FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS — STANDARDS OF BROADCASTING PRACTICE

Following are revised Standards of Broadcasting Practice, drawn up by the Federation, approved by the 1958 FACB convention at Mildura, amended in 1959, 1960 and 1962, and revised in October, 1965.

Standards are listed under the 17 general headings set out below.

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1. DEFINITIONS

The following definitions are provided of terms used in these standards:—

Federation: Means the Federation of Australian Commercial Broadcasters.

Agency: Is any advertising agency accredited by the Federation of Australian Commercial Broadcasters.

Advertiser: Means an individual or company which advertises goods or services.

Station: Means any Australian commercial broadcasting station.

Control Board: Means the Australian Broadcasting Control Board under the Broadcasting Act, 1942-67, and where appropriate includes any officer authorised by the Board under the Act.

Advertising matter: Is defined by the Australian Broadcasting Control Board as including all words relating to goods and services, whether in the form of a direct announcement, a slogan, a description, or any other identifiable reference in the course of the program to any goods or services included in the program whether of the advertiser or not; and all music and sound effects associated with such advertisements.

2. GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCAST MATERIAL

Commercial broadcasting stations are bound not to accept any script, continuity or program matter for broadcasting, recorded or otherwise, which introduces or incorporates—

(a) Matter which is contrary to the Broadcasting Program Standards determined by the Australian Broadcasting Control Board in pursuance of the Broadcasting and Television Act of 1942-1967.

(b) Any statement that comments upon, ridicules or incorporates the name of a member of any Royal family, or any Australian or overseas personality in a derogatory manner, or in relation to advertising, other than advertising placed on

behalf of a publisher of a periodical concerning any article published or to be published in such periodical.

- (c) Matter of such nature as would destroy or tend to destroy public confidence or create any feeling of insecurity in the community.
- (d) Medical advertisements or talks on medical subjects which have not been approved by the Director-General of Health pursuant to Sections 100 and 122 of the Broadcasting and Television Act.

In addition to the words and phrases prohibited by the Director-General of Health in his Notes on Censorship Matters of a Medical Nature, the use of the word "constipation" will not be permitted.

3. STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER

(a) Medical advertising

When approval is required of an advertisement relating to any medicine or of a talk on a medical subject as required under the Broadcasting & Television Act, or of any advertisement or talk under any legislation or authority, the obtaining of such approval shall be the responsibility of the advertiser or the advertising agency.

(b) Financial advertisements

No advertisement whether live copy or recorded will be accepted for broadcast unless it complies with Section 40 of the various Companies Acts.

- (i) Where live copy is supplied, each station is to be furnished, before broadcast, with a certificate signed by at least two directors of the corporation concerned, stating that the proposed advertisement is an advertisement that will not be deemed to be a prospectus by virtue of sub-section (1) of Section 40 of the Companies Act.
- (ii) Where the advertisement is recorded by any method the script of the advertisement in duplicate, together with a certificate as set out in sub-paragraph (i) above must be supplied to the Federation office. Such certificate must include a complete list of the call-signs of the stations over which the advertisement will be broadcast. Approval by the Federation of such recording for broadcast will be limited strictly to the stations listed in the certificate. An additional certificate will be required for any stations added subsequently to the original list.

(iii) **Form of Certificate** required under Section 40 of the Companies Act:

TO.....
(Name of radio station)

WE:
being

(Name)

of.....
(Address)

and.....
(Name)

of.....
(Address)

DO HEREBY CERTIFY:

(a) That each one of us is a Director of.....

.....
(Name of company)

and

(b) That the advertisement proposed to be placed by the Company on the radio station named above (a copy of the script of which advertisement is hereunto annexed, identified by the key number..... is an advertisement that will not be deemed to be a Prospectus by virtue of Section 40 sub-section (1) of the Companies Act 1961.

Dated this.....day of.....19....

SIGNED by the said.....

and in the presence of.....

4. ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING

In addition to complying with the conditions set out in Clause 3 above, advertising copy must not incorporate—

- (a) Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency. Stations must not be requested to "fade out" any undesirable sound effects in recordings owing to the margin for error. Undesirable sound effects present in recordings must be eliminated beforehand by practical methods by the advertiser or advertising agency to obviate any possibility of broadcasting.
- (b) "Dramatised testimonials". For example, it should not be inferred that the testimonial being read is being broadcast by the person who wrote it, and in order that this should be made clear in copy it will be necessary to indicate that the testimonial is a written one from the person concerned, and it shall be broadcast in the normal voice of the announcer.
- (c) The simulated voice of a real person unless bona fide evidence is available that such a person has given permission for the simulation of his or her voice and it is clearly understood that stations broadcasting such simulated voice are indemnified by the advertiser or advertising agency against any possible legal action.
- (d) Testimonials which do not reflect the genuine experience or opinion of a competent witness.

Testimonials shall be produced where required to the Executive Secretary of the Federation for verification. Anonymous advertising testimonials shall not be permitted.

Any advertisement incorporating a testimonial shall contain the name and address of the author of the testimonial.

4A. COMPOSITE ADVERTISING

If a commercial contains references to products or services belonging to two different advertisers, it will be charged for at a rate equivalent to that for two announcements, each half the amount of time of the commercial; if no contract exists the charge will be at the casual rate. If half of the time booked is not a standard category the advertising will be charged at the appropriate rate for the next highest time category.

5. ADVERTISING OF CONTROVERSIAL MATTER

Announcements of a controversial nature shall be clearly identified as an advertisement. Its source and authorisation shall be indicated. In the case of announcements or talks of more than one minute duration, the speaker's name must be included before or after the announcement of the talks.

6. SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS

- (a) All scripts, continuities, advertising copy, recorded commercials, talks and addresses, entertainment discs etc., intended for broadcasting, must be supplied to commercial stations in accordance with the following schedule —
- (i) By noon on the day prior to the time of broadcast if such broadcast is to take place on any day from Tuesday to Saturday, both inclusive.
 - (ii) By twelve (12) noon on the previous Friday in respect of broadcasts intended during the following Sunday or Monday.
- (b) A clearance from the Federation which will be accepted by commercial stations in any State may be obtained for commercials on disc, tape and cartridge tape which are recorded in accordance with the Technical Standards set out in subsequent clauses herein.

Advertisers and agencies are warned that problems can arise in the use of tape and cartridge tape for recorded commercials. Therefore advertisers and agencies are urged to check with all stations to ensure that these

types of recordings are suitable to their method of operation before either tape or cartridge tape is used for recording.

7. PROCEDURE IN RESPECT OF RECORDED COMMERCIALS

- (a) Prior to recording on disc or tape, two copies of the script shall be submitted to the office of the Federation. The script shall indicate the name of the advertiser and advertising agency, the name of the product advertised, sound effects to be used, the category of the announcement and the track or key number of each announcement. If the script is in order, one copy, duly stamped, will be returned and the other retained in the Federation office. The approval stamp will show a reference number, under which all details of the recording are filed at the Federation office. This number must be quoted in all subsequent dealings with the particular recording.
- (b) A copy of the finished recording shall be submitted to the Federation office for approval, with the total number of copies it is intended to have approved. The label of the recording must show clearly the product name and the track numbers. Such track numbers must be clearly linked to the correct product if more than one product is included in the recording.
- (c) All recorded commercials containing music should, when submitted for Federation approval:
 - (i) Bear a mechanical copyright stamp or facsimile of a stamp on the label. Full details of Title, Composer and Publisher are to accompany recording when submitted for approval, or
 - (ii) if the music is an original composition owned by a non-member of the Copyright Owners Reproduction Society be accompanied by a written notification to that effect from the agency advising the name of the copyright owner and the fact that approval for recording had been granted, or
 - (iii) if the number is non-copyright by being in the public domain, to be accompanied by a letter from the agency to that effect and naming the number.
- (d) Unless written instructions to the contrary are issued by the agency or advertiser, stations will be at liberty to destroy commercial discs, or erase and return tape recording at the end of a period of 6 months from the last day of broadcast.
- (e) Recordings which contravene the provisions of the Control Board's Standards or the provisions contained herein shall neither be approved by the Federation nor accepted by stations and the responsibility

for the production cost of unacceptable recordings shall rest solely with the advertiser or advertising agency.

- (f) Recordings of commercials will not be approved which contain tracks some of which are for radio use and others for some other purpose or use on another medium.

8. TECHNICAL STANDARDS FOR DISC RECORDING OF COMMERCIALS

Recorded commercial announcements shall be recorded on 45 rpm discs 7 inches in diameter and shall conform to the following technical standards —

- (a) the number of tracks on any side must not exceed:
 - 5 x 15 secs. or less
 - 5 x 20 secs. or less
 - 5 x 25 secs. or less
 - 4 x 30 secs. or less
 - 3 x 45 secs. or less
 - 3 x 60 secs. or less
- (b) the space between tracks must be not less than 1/8 inch.
- (c) Each track must include two grooves before commencement of modulation and one groove at the conclusion of modulation, plus a locked concentric groove.
- (d) The minimum groove width shall be not less than .0025 inch.
- (e) The outermost groove diameter shall be not more than 6 1/2 inch and the innermost modulated groove diameter shall be not less than 4 1/2 inch.
- (f) The label diameter shall be 3 1/2 inch.
- (g) The recording of each track shall be recorded monophonically and shall comply with the technical standards required by the Australian Broadcasting Control Board in respect to noise level and frequency response, distortion, wow and flutter.

9. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS (Other than Cartridge Tape Recordings)

Because of the difficulty of incorporating commercials recorded on conventional tape into the presentation of station programs, suppliers of commercial material must ensure that it is

the policy of stations concerned to accept this form of recording.

Commercial announcements recorded on magnetic recording tape (other than cartridge tape recordings) shall be submitted to the Federation for approval under the provisions of Clause 57 and shall conform to the following technical standards:

- (a) The tape recording shall be confined to a full track recorded on professional quality tape having cross sectional dimensions of 1.5 mils and 0.246 ± 0.002 inch and at a nominal lineal velocity of 15 or 7.5 inches per second. The full track magnetic tape recording is defined as one having a magnetic track width of 0.0238 inch, plus 0.010 inch or minus 0.004 inch, equidispersed with respect to the physical centre-line of the tape.
- (b) The tape spool size shall be not less than 5 inches diameter.
- (c) The tape recording shall comply with the technical standards required by the Australian Broadcasting Control Board in respect to noise level and frequency response, distortion, wow and flutter.
- (d) The tape recording shall be recorded on equipment aligned by means of a standard azimuth tape.
- (e) The tape recording shall contain spoken identification announcements as follows:
 - (i) An initial identification containing details of the name of the advertiser, the category of the announcements and the number of commercial announcements contained on the spool, the name of the product or products, followed immediately by a secondary identification indicating the code letters and/or numbers by which the commercial announcement may be identified.
 - (ii) Where more than one commercial announcement is contained on the one tape spool, each announcement shall be separately identified by its code letters and/or numbers immediately preceding the announcement.
- (f) On each tape spool:
 - (i) Standard leader on magnetic tape leader must be 75 ins. in length (10 seconds duration) before the first modulation if recorded at 7 1/2 ips or double the length if recorded at 15 ips.
 - (ii) The space between each identification and each commercial announcement shall be 37 1/2 ins in length (5 seconds duration) if recorded at 7 1/2 ips or 75 ins. in length (5 seconds duration) if recorded at 15 ips. Following the final commercial announcement a run-off of not less than 150 ins. in length (20 seconds duration) shall be provided if recorded at 7 1/2 ips, or 300 ins. in length if recorded at 15 ips.
- (g) No tape spool shall be loaded in such a manner that the magnetic tape or leader tape appears closer than 2/10ths of 1 inch to the outermost edge of the tape spool.
- (h) A label in the following form shall be attached to the box containing the tape recording and the identification number shown in the top left-hand corner of the form shall also be placed on the tape spool.

Tape No.....Owner.....
 Client:.....

Product:.....
 Track Nos.....
 Date Recorded.....at (Recording House).....
 Agency:.....

of 319 feet (8½ minutes duration) of magnetic tape.

- (g) A cartridge shall contain a continuous loop of commercial announcements with a minimum space of 15inches (2 seconds duration) and a maximum space of 37½ inches (5 seconds duration) between consecutive announcements. A single commercial or group of commercial announcements for rotational scheduling may be repeated any number of times on the cartridge to fulfil these conditions.
- (h) No identification or other modulation except the commercial announcements and cue pulses shall be recorded.
- (i) Because of the difficulty of identification, scripts of all recorded announcements shall be provided to each station concerned.
- (j) A label in the following form shall be attached to the face of each cartridge:

Client:.....

Product:.....

Track Nos.....

Date Recorded.....at (Recording House).....

Agency.....

The label of a cartridge shall not exceed 3in. x 3in.

10. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS ON CARTRIDGE TAPE RECORDING AND REPRODUCING EQUIPMENT

Suppliers of commercial material must ensure that it is the policy of stations concerned to accept this form of recording.

A cartridge is defined as a plastic enclosure containing an endless loop of lubricated magnetic tape, wound on a rotatable hub in such a fashion as to allow continuous tape motion.

Commercial announcements recorded on a cartridge shall be submitted to the Federation for approval under the provisions of Clause 7 and shall conform to the following technical standards.

- (a) The tape recording shall be recorded at a speed of 7½ips.
- (b) All cartridge recording and play-back machines shall meet the technical standards required by the Australian Broadcasting Control Board, and shall be monophonic.
- (c) Mechanical specifications for head and track configuration shall comply with the NAB. Magnetic Tape Cartridge System Recording and Reproducing Standards (October, 1964) (see Chart B) with respect to:
 - (i) It shall be standard that the system shall be a two track system consisting of one program track and one cue track.
 - (ii) It shall be standard that the upper track recorded by head B shall be the program channel, the lower track recorded by head B shall be the cue channel, the upper section of head A shall be the program reproducing channel, the lower section of head A shall be the cue reproducing channel.
 - (iii) It shall be standard that the standard tape track dimensions shall conform to Chart A attached to these Standards.
- (d) the cartridge size shall be similar to Fideipac Series 300 as manufactured by Conley Electronics Corporation.
- (e) Only one commercial announcement shall be recorded on any one cartridge, unless it is proposed to schedule a number of commercials on a strictly rotational basis. In this case, the commercials shall be recorded in the order of scheduled rotation.
- (f) Cartridges shall contain a minimum of 25 feet (40 seconds duration) and a maximum

11. TECHNICAL STANDARDS FOR TAPE RECORDING OF ENTERTAINMENT PROGRAMS AND FEATURES

Any tape recordings of program material supplied to a broadcasting station must conform to the following standards:

- (a) The tape recording must meet in every respect the provisions stated in clauses 9 (a) and 9 (b).
- (b) The tape recording shall comply with the technical standards prescribed by the Australian Broadcasting Control Board in respect to noise level and frequency response distortion, wow and flutter.
- (c) The tape recording shall be recorded on equipment aligned by means of a standard azimuth tape.
- (d) The tape recording shall contain a spoken identification containing details of the program title and any other relevant information and must agree with the information shown on the label referred to in sub-clause (h) below.
- (e) On each tape spool:
 - (i) Standard leader, or magnetic tape leader must be of 10 seconds duration before the first modulation.
 - (ii) The space between the identification and the program shall be of 5 seconds duration.

(iii) Following the final modulation, a run-off of not less than 20 seconds duration shall be provided.

(f) No tape spool shall be loaded in such a manner that the magnetic tape or leader tape appears closer than 2/10ths of an inch to the outermost edge of the tape spool.

(g) Entertainment and feature programs recorded on cartridge tape recording and reproducing equipment will not be accepted.

12. COMMERCIAL ANNOUNCEMENTS INCORPORATED IN ENTERTAINMENT PROGRAMS AND FEATURES RECORDED ON DISC OR TAPE

When an entertainment program or feature is recorded on tape, the provisions contained in Clause 7 shall also apply to commercial announcements incorporated in that program or feature. However, in this case where large numbers of recorded entertainment programs are involved, this ruling will be met if the advertiser or advertising agency prior to recording submits to the Federation two copies of the text of commercials including sound effects that will be incorporated in such recordings.

If the text of such commercials is approved by the Federation one copy will be returned duly stamped to that effect, together with the required number of stamps for the discs or tapes involved, which the advertiser or advertising agency must ensure are properly fixed to each recording before dispatch subject to the condition that an undertaking is given that the recorded commercial will be identical with the approved text.

These special provisions, however, may be amended at any time should it be deemed necessary.

13. ACCURATE INDICATION OF PLAYING TIME OF TRANSCRIBED PROGRAMS

In the case of transcribed programs an accurate indication of the playing time of the program shall be included on the label, and where the program contains commercials the exact timing of the advertising matter shall also be included.

14. MEDICAL ADVERTISEMENTS AND TALKS FOR LIVE PRESENTATION

Where it is desired to issue stations copy for presentation of medical advertisements or talks, the original script stamped by the Director-General of Health should be submitted to the Federation office, together with the required number of station copies.

After verifying that the copy has been approved by the Director-General, the Federation office will stamp each station copy to serve as an indication to stations that the necessary legal requirements have been observed.

(a) A label in the following form shall be attached to the box containing the tape recording and the identification number shown in the top left-hand corner of the form shall also be placed on the tape spool.

Tape No.....Owner.....

Speed.....

Prog. Ep. No. **Playing Time** **Commence Time** **Ends Time** **Advtg Time**

Remarks

15. DURATION AND WORDAGE OF COMMERCIALS

The following table sets out the maximum permissible wordage and/or duration of each category of advertising announcement:

(a) Spot Announcements

Max Duration for Recorded Commercials	Max Number of Words for Live Copy
10 secs	15
15 secs	25
20 secs	35
25 secs	50
30 secs	65
45 secs	100
60 secs	140

(b) Sponsored Sessions

Sundays 6am to noon, Christmas Day & Good Friday

Length Mins	Max. No. of Words	Max. Duration of Commercials incl. music &/or effects minutes
5	75	½
7½	110	¾
10	150	1
15	225	1½
30	450	3
45	675	4½
60	900	6

**Sundays
before 6am &
from noon to midnight**

Max. No. of Words	Max. Duration of Commercials incl. music &/or effects minutes
150	1
225	1½
300	2
450	3
900	6
1350	9
1800	12

Week Days

Max. No. of Words	Max. Duration of Commercials incl. music &/or effects minutes
150	1
225	1½
300	2
375	2½
600	4
900	6
1200	8

(c) Counting of Words:

- (i) A telephone number counts as one word, e.g.
29 3121 } both equal one word.
Epping 789 }
- (ii) Place names count as one word, e.g.
Double Bay } all equal one
South Australia } word.
New South Wales }
- (iii) Figures when relating to addresses or quantities count as one word, e.g.
11 George Street—equals three words.
150 yards—equals two words.
- (iv) Prices count as two words, e.g.
5c. } both equal two words.
\$2.50 }

(d) **Excess Wordage**—Any excess of the prescribed limits of wordage or time will be charged for at the next highest rate.

(e) **Live Tags**—Any recorded announcement that requires the addition of live copy spoken by station personnel will be charged in accordance with the above, unless the wordage in the recorded announcement is reduced to permit of the addition of the spoken tag line, without exceeding the total wordage and/or time ordered. i.e., a 20 second announcement requiring the addition of a tag line of 5 words must be limited to 15 seconds in the recorded portion of the announcement nor must the complete advertising exceed 20 seconds.

16. PRESENTATION OF ADVERTISING COPY

Advertising copy submitted to stations should show the following information at the top of each page:

Client: **Key:**
Product: **Category:**
Station: **Actual Count:**

Each page should contain one announcement only.

17. STANDARD SCHEDULE FORM

A Schedule Form similar to the example below is recommended for instructing stations of broadcasts required.

The form is made out in triplicate, the original and duplicate being sent to the station and the triplicate retained by the agency.

The original serves as the Instruction Order to the Station.

The duplicate is completed by the station and returned to the agency, thus serving as a Broadcast Advisory Report.

RECOMMENDED SCHEDULE FORM
(Three copies)

**ADAM SMITH ADVERTISING AGENCY
PTY. LTD.
George St., Sydney**

STATION.....PLEASE BROADCAST

on behalf of Client.....

in respect of Product.....

Day & Date	Length	Track Script or Session & Time Desired	Time Broadcast Episode No.

Material
This is our Charging Voucher. Station please certify and return.
Authorised by:

For and on behalf of
ADAM SMITH
ADVERTISING AGENCY
PTY. LTD.

I hereby certify that each of the above was broadcast on the date and time stated

Date.....



**TELEVISION ADVERTISING BOARD
ADVERTISING REGULATIONS
(REVISED FEBRUARY 24, 1967)**

[Revised Advertising Regulation I concerning acceptance of back-to-back and multiple product commercials of an advertiser.]

(a) MULTIPLE PRODUCT COMMERCIAL OF THE ADVERTISER

A multiple product commercial referred to in this regulation, is one in which two or more products or services of one advertiser, are presented within the framework of a single advertisement and in which:—

- (I) The products or services are so treated in audio and video throughout the announcement as to appear to the viewer as a single announcement; and
- (II) The commercial is so constructed that it cannot be divided into two or more separate announcements; and
- (III) The commercial is intended as of one minute duration, and not of a lesser time.

(b) INDUSTRY APPROVAL OF MULTIPLE PRODUCT COMMERCIALS

Unless prior industry approval is obtained for any multiple product advertising film featuring two or more products or services of the one advertiser to be treated as a single advertisement, it shall be counted as two or more advertisements (according to the number of products or services) and charged for as such, unless accepted as a "back to back" announcement by any station which has published a "back to back" announcement rate.

For industry approval to be granted, a multiple product commercial must comply with the requirements set out in paragraph (a) above. Application for a proposed multiple product commercial to be treated as a single advertisement should be addressed to: The General Manager, Federation of Australian Commercial Television Stations, Suite 404, Caltex House, Kent Street, Sydney, accompanied by copy of the storyboard and two copies of the script.

(c) SPONSORED SESSIONS

In sponsored sessions an advertiser is permitted, if so desired, to run two separate commercials back to back, in each commercial minute break to which he is entitled, but not

more than this number is allowed. Each separate commercial is to advertise one product only, but a specially designed multiple product commercial in which the video and audio have been integrated to allow the display of two or more of the sponsor's products may be scheduled in lieu of two separate commercials, where it has been approved as a single announcement pursuant to paragraph (b).

Where the commercial break is of at least 1½ minutes and more than two separate commercials back to back are required, prior permission of the station is to be obtained, but the combined total of all commercials for full or part time sponsors in each commercial break, shall not exceed the rate of one per half minute of such break.

(d) PARTICIPATION PROGRAMS AND STATION BREAKS

A film incorporating two separate commercials back to back of the one advertiser and totalling one minute (and not being a single advertisement multi product commercial as defined in this regulation) may only be scheduled if arrangements have been made beforehand with the station concerned.

If such arrangement is made, each of these commercials will be regarded as a completely separate unit and be charged for as such, unless accepted as a "back to back" announcement by any station which has published a "back to back" announcement rate.

Each commercial, used this way, is to advertise one product only of the advertiser, and be of a length that conforms to the length of commercials listed for sale on the published rate card of the station on which the commercial is placed, with the two combined totalling one minute and not a lesser time.

2. BILLBOARDS: (Sponsored Sessions)

The Television Program Standards prescribed by the Australian Broadcasting Control Board allow the brief announcement or visual presentation of a sponsor's name and business at the beginning or end of a program which is not considered as advertising content.

TAB Rules governing the use of such billboards are:—

OPENERS

- (a) To be of 10seconds duration.
- (b) The opening billboard can take the form of a slide or film, and in addition to the sponsor's name may mention and illustrate not more than three of his products.

(c) The name of the product to be mentioned without qualification or the use of adjectives.

(d) Products mentioned to relate to those nominated for product protection, unless otherwise approved beforehand by the station concerned.

(e) In the case of shared sponsorships, the major sponsor will be entitled to the opening billboard.

CLOSERS

(a) To be of 10seconds duration, visual and with voice over.

(b) To be presented as a billboard slide, at least one-third of the area of which will be devoted to the title of the program. The balance may contain the sponsor's name and mention of three of his products without qualifying words or use of adjectives.

(c) The billboard to immediately follow the end title of the program.

(d) In the case of shared sponsorships, the minor sponsor will be entitled to the closing billboard and to take credit for the program being brought to viewers on the following week.

(Note: Any agency desiring to submit a sound on film closing billboard in lieu of a slide with voice over may do so provided the above conditions are complied with including that the billboard does not exceed 10seconds duration, one-third of which is devoted to the program title.)

INDUSTRY APPROVAL

All stations reserve the right to reject opening or closing billboards which do not comply with these Rules and suggest that scripts and storyboards be submitted beforehand to **FACTS**

3. CHILDREN AND CONTRIBUTIONS TO SAFETY

Any situations in which children are to be seen in television advertisements should be carefully considered from the point of view of safety.

In particular:

(i) Children should not appear to be unattended in street scenes unless they are obviously old enough to be responsible for their own safety; should not be shown playing in the road, unless it is clearly shown to be a play-street or other safe area; should not be shown stepping carelessly off the pavement or crossing the road without due care; in busy street scenes should be seen to use the zebra crossings in crossing the road; and should otherwise be seen in general, as pedestrians or cyclists, to behave in accordance with the Highway Code.

(ii) Children should not be seen leaning dangerously out of windows or over bridges, or climbing dangerous cliffs.

(iii) Small children should not be shown climbing up to high shelves or reaching up to take things from a table above their heads.

(iv) Medicines, disinfectants, antiseptics and caustic substances must not be shown within reach of children without close parental supervision, nor should children be shown using these products in any way.

(v) Children must not be shown using matches or any gas, paraffin, petrol, mechanical or mains-powered appliance which could lead to their suffering burns, electrical shock or other injury.

(vi) Children must not be shown driving or riding in agricultural machines (including tractor-drawn carts or implements.)

(vii) An open fire in a domestic scene in an advertisement must always have a fireguard clearly visible if a child is included in the scene.

4. COMPOSITE ADVERTISING:

(1) In all cases where an advertisement used in a sponsored or participation program or station break contains a reference to any product or service other than that of the advertiser on whose behalf the advertisement is placed, casual rates shall apply to that advertisement unless:—

(a) A declaration made by the advertiser on whose behalf the announcement is placed has been lodged beforehand with the general manager of the Federation of Australian Commercial Television Stations (Room 404, Caltex House, 167 Kent-st. Sydney) for determination of a basis of charging, and showing:—

(i) that no part of the cost of the advertisement is directly or indirectly contributed to by any person, partnership or company other than the advertiser, or

(ii) the basis of any direct or indirect contribution to the cost of the advertisement made by any person, partnership or company other than the advertiser,

(b) such declaration is accompanied by the script of the advertisement (and storyboard where available).

(2) The Television Advertising Board shall have full and free right at any time and from time to time, to decide the basis for charging under the provisions of this regulation but without affecting the generality of the foregoing (and the right of any individual member station to refrain from accepting the advertisement for any reason including competitive or adjacency problems), shall base the charges on the following:—

(a) If the copy is acceptable to the Television Advertising Board and the declaration shows that no part of the cost of the advertisement is directly or indirectly contributed by any person or persons other than the advertiser — at the rate of the advertiser authorising the telecast;

- (b) If the declaration shows that two or more advertisers are sharing the cost of an advertisement directly or indirectly, a 12½ per cent loading will be charged to the advertiser or agency authorising the telecast. In composite advertisements used in sponsored programs, the loading will be applied to the actual cost of the composite commercial or commercials within that program.
- (c) In the case of stations employing the monetary discount system the total loading is not taken into account in assessing gross expenditure but is subject to normal rebate and surcharge conditions.

copy of the script of which advertisement is hereunto annexed by the Key Number is an advertisement that will not be deemed to be a prospectus by virtue of Section 40 Subsection (1) of the Companies Act 1961).

Dated this day of 196
Signed by the said
and.....
In the presence of

- (d) Supplies of certificates are available from any member station or from FACTS.

5. FILM CREDITS:

Stations will not accept film commercials containing symbols or credits of any film production company.

6. FILM TRAILERS

Film trailers placed as advertisements for cinema companies advertising forthcoming cinema attractions must be endorsed with the approval of the Commonwealth Film Censor before being placed with stations for telecast.

**7. FINANCIAL ADVERTISING:
(APPLICABLE TO STATES IN WHICH
THE NEW COMPANIES ACT 1961
APPLIES)**

- (a) All financial advertisements within the meaning of Section 40 of the Companies Act 1961 offering or calling attention to any offer or intended offer of shares in or debentures of a corporation or proposed corporation to the public for subscription or purchase shall be accompanied by a certificate signed by two directors of the corporation on whose behalf the advertisement is to be inserted, certifying that the properties will not be deemed to be a prospectus.
- (b) The certificate is to be attached to one copy of the script by gumming to the first page thereof. As this script copy is for record purposes it will be additional to the number of copies normally required.
- (c) The certificate shall be in the following form:
To (name of television station)
We being (name) of
(address)
Do hereby certify
(a) that each one of us is a director of (name of company) and
(b) that the advertisement proposed to be placed by the company on the television station named above (a

8. IMPORTED FILM COMMERCIALS:

By direction of the Postmaster-General, no imported television advertisement may be transmitted by any television station. The Australian Broadcasting Control Board has ruled in this respect that:—

- (1) An imported advertisement is one which has been produced in any country other than Australia. No part of the pictorial matter or sound of such advertisement may be televised by Australian commercial television stations.
- (2) An advertisement which is produced in Australia may include:—
 - (a) A proportion of pictorial matter (excluding animation) obtained outside Australia only if it portrays persons, places, or events which cannot be photographed in Australia; and
 - (b) A proportion of sound recorded outside Australia only if it consists of the voices of personalities, or the sounds associated with places or events which cannot be recorded or otherwise created in Australia; provided that in each case not more than 20pc of the stated duration of the advertisement is occupied by the matter obtained outside Australia, and that the production of the advertisement in the form in which it is televised has been undertaken in Australia.
- (3) The Board's rules are not intended to prevent the use in advertisements of films of overseas scenes produced by and obtained from Australian film producers.

9. MASTER ORDERS:

- (a) Application for the issuing of a Commissionable Master Order shall be made to the Television Advertising Board, Suite 404, Caltex House, Sydney by certificate signed by a director or public officer of the company seeking the Master Order.
- (b) For the purpose of these Regulations a Commissionable Master Order shall be deemed to be one in respect of which—
 - (1) The advertising principal is the registered proprietor of two or more brands being advertised; or
 - (2) The advertising principal whilst not the registered proprietor sup-

- ples satisfactory evidence that the products or brands being advertised have a common ownership; or
- (3) The advertising principal certified in writing that he holds directly or indirectly shares to which are attached more than half the voting power in the company or holds directly or indirectly a controlling interest in firms owning the brands for which advertising is being placed; or
- (4) The advertising principal is the registered proprietor of Australian rights to the brands to be advertised and is able to furnish satisfactory evidence that:—
- (i) All the component parts of the product or products the subject of the brand are wholly manufactured and the product is or the products are assembled by the advertiser within the Commonwealth of Australia; and
- (ii) He is defraying entirely the cost of the advertising; or
- (iii) The advertising is being carried out on behalf of a department of the Government of the Commonwealth of Australia or a statutory or other body, company, governmental agency, organisation or bureau, the advertising for which is at the time of placing the advertising, ordered by or through the Commonwealth advertising division and/or is advertising on behalf of such departments, bodies, agencies, companies, organisations or bureaux as the Television Advertising Board may from time to time determine, should be considered to be Commonwealth of Australia Government advertising; and
- (iv) The agent giving the order for advertising discloses the principal for whom the advertising is being carried out and the names of the other agents carrying out such advertising at the same time specifying the products or brands for which each agent is carrying out the advertising; and
- (v) The television station accepting the order for advertising accepts the same as a "Commissionable Master Order".
- (c) A Commissionable Master Order may be operated on by more than one agent subject to the provisions of sub-paragraph (b) (iv) above being carried out.
- (d) (i) The agent signing the Master Order shall be responsible to the television station which accepts the Master Order only for the advertisement in respect of the products or brands for which he is shown on the Master Order as the advertising agent.
- (ii) Each other accredited agent named in the Master Order shall be responsible to the television station which accepts the Master Order for all advertising in respect of the product or brands for which he is shown on the Order as the advertising agent, although he has not signed the Master Order, and for that purpose such agent shall be deemed to have appointed the agent signing the Master Order as his agent before so doing.

- (iii) The agent signing the Master Order shall be responsible to the television station for all rate adjustments payable in respect of the whole or any part of the Master Order under the advertising contract with the television station.
- (iv) Subject to the last preceding sub-clause it shall not be a term or condition of the Master Order that the agent signing the same shall be liable for the payment of any advertising in respect of which any other agent liable under the Master Order shall hereunder be primarily responsible.

10. MEDICAL ADVERTISING:

Section 100 of the Broadcasting and Television Act prescribes that a licensee shall not broadcast an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director General of Health.

Notes for those who prepare medical advertisements have been prepared by the Director General of Health and are incorporated in the Book of Television Program Standards issued by the Australian Broadcasting Control Board.

It is essential for the acceptance of any medical commercial for television that the television station be provided with a statement indicating that the approval of the Director General of Health has been obtained and the date of approval. It will be sufficient if this information is endorsed on the accompanying script.

11. NOMINATION OF PRODUCTS: (Sponsored Sessions)

See protection against adjacent competitive advertising.

12. PERSONAL PRODUCT ADVERTISING:

- (a) The Program Standards issued by the Australian Broadcasting Control Board prescribe that great discretion and care should be applied in the acceptance and presentation of personal products, some of which may be considered unsuitable for inclusion in programs which may be viewed in the family circle.
- (b) The Standards make special reference to advertising on Sundays when advertisements relating to medicines and medical or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating to personal hygiene, underclothing and the like should be avoided.
- The Control Board has queried film commercials for brassieres basing objections not only on "the occasional stark realism of the video content but also on the uninhibited nature of the audio content". Stations believe that advertising of this nature complained of by the Board would not be objected to if it

was only scheduled in adult program periods.

- (c) Stations collectively do not lightly take action to modify commercials after they have been prepared, because of the additional expense involved on the agency and advertiser. It is suggested therefore that scripts and storyboards of any intended advertising for a personal product as defined hereunder, be cleared with FACTS before proceeding to finality. This suggestion is made in order to provide a safeguard to an agency in the avoidance of expense in the future.
- (d) The following incorporates comments prepared by the National Association of Broadcasters in the USA described as "common sense guideposts" to the making of personal product commercials have been adopted by the TAB viz:—

DEPILATORIES

(including body lotions, women's razors, electric shavers).

Avoid: Wording or camera shots which depict axillary or body hair as "unsightly or bristly"; camera emphasis on the armpit area; scenes which show the actual process of hair removal from legs or face; settings or costuming over-emphasising sexual attraction.

Seek: Situations, settings and descriptions which dwell on high fashion or good grooming; which are associated with the purchase or after effects of the product.

TOILET TISSUE

PERSONAL PRODUCT ADVERTISING

The NAB Code Review Board of USA, in its report on personal product commercials, offers a series of "common sense guideposts, each formulated in unanimous agreement".

It also notes: "Of course, they cannot cover every commercial technique. The committee recognises the need for flexibility in its analyses and recommendations." Product-by-product, they are:

This category seems the most "sensitive" of the six product categories in the study. With rare exception most television advertising for toilet tissue was found to be in excellent taste undoubtedly because of the need of special decorum and delicacy in treating the product.

Avoid: More blunt terms for the product such as "toilet paper".

Direct descriptions and demonstrations of its softness, strength or tearing qualities; settings associated with its actual use.

Seek: Techniques which have a fantasy or fictional air; settings associated with the purchase or storage of the product; devices which describe or compare the tissue indirectly.

LAXATIVES

Avoid: Techniques which over-dramatise the discomfort of one requiring a laxative; which emphasise the speed or efficiency of the laxative; which duplicate the mechanics of elimination by charts or props.

Seek: Techniques which demonstrate the pleasant after effects of the product, and dramatic settings connected with places other than the family bathroom.

CORN AND CALLOUS REMEDIES

(Including athlete's foot preparations and foot powders).

Avoid: Words like "itching" and "burning"; visual dramatisations of foot discomfort; presentations of product in use.

Seek: Means of demonstration by comparison and techniques which show the product as an adjunct to good grooming or well-being.

DEODORANTS

Avoid: Graphic words like "sweat" and "odor"; camera shots which show the armpit or the actual application of the deodorant; those which demonstrate the deleterious effects of perspiration on clothing settings connected with unpleasant odors.

Seek: Clinical words like "perspiration"; visual devices like the "silhouette" technique which lends an impersonal air; techniques which imply cleanliness and good grooming after use of the product.

FOUNDATION GARMENTS

Problems of taste in the five preceding categories have centred on techniques which might tend to disgust or repel the viewer. Commercials for foundation garments, bras and girdles, because of their real or implied association with sex, can create problems of offence to propriety or decency. The committee emphasises the need for special care on the part of the advertiser in creating the commercial, and great caution on the part of the broadcaster in scheduling it.

Avoid: The use of "live" models unless fully clothed; copy appeals or camera shots emphasising sexual allurements, copy appeals to teen-

agers; demonstration with the human hand; overuse of close-ups.

Seek: Copy appeals of style and fashion, the use of "dummies" or visual devices like the "ectoplasm" technique which demonstrate the garment rather than the body.

13. PLACEMENT OF COMMERCIALS:

Commercial announcements telecast in the specified session for the sponsor will be placed within the opening and closing announcements of the program, and the station is the sole arbiter of the placing of commercial announcements.

14. POLITICAL ANNOUNCEMENTS:

Section 117 of the Broadcasting and Television Act prescribes that the television licensee shall cause to be announced the true name of every speaker who delivers an address or statement relating to a political subject or current affairs.

If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

The announcement shall be made after the address or statement if it contains 100 words or less, or before and after the address or statement if it contains more than 100 words.

The Television Advertising Board has prescribed as an advertising Regulation that the time taken by any such statutory announcement is to be counted as part of any booked announcement or statement and that the total time taken is liable to be paid for by the placing person or agency.

15. PROTECTION AGAINST ADJACENT COMPETITIVE ADVERTISING: (Sponsored Sessions)

(a) Approximately 15minutes' protection against competitive advertising will extend only to any product advertised within a sponsored program which has been included in the list of products nominated in writing to the station concerned and accepted by the station, viz.:-

- (i) Three products for a sponsorship or share amounting to a quarter hour or 20minutes;
- (ii) five products for a half-hour;
- (iii) eight products for an hour.

(b) An advertiser will not be precluded from advertising products in the sponsored session other than those nominated, provided the permission of the station is first obtained. This would be granted provided competitive products had not been nominated either side

preventing application of the approximate 15minutes' separation. ("Approximate" is mentioned because the positioning of commercials is subject to the breaks in the imported films for this purpose.)

(c) An advertiser who wishes to change the designation of protected products will be required to give three weeks' written notice to the station, and this change is subject to acceptance by the station.

(d) The opening and closing billboards may mention up to three of the products nominated by the sponsor for the program covered by the billboard.

(e) The approximate 15 minutes protection is not guaranteed to apply for or against advertising in adjacent periods occupied by daytime strip programs (where there is no regular sponsorship on a continuing daily basis); retail sponsored programs (because of the varying items advertised from program to program); programs of indeterminate length and to non regularly recurring sports, specials, special events and newstype programs.

A non regularly recurring program is that which is not scheduled on a weekly or bi weekly basis

16. STATUTORY TAGS:

Where any legislation prescribes for words to be incorporated in any announcement, the total time involved by the announcement and any such statutory 'tag' is to be counted and charged for. (See 14 — Political Announcements).

17. THERAPEUTIC CLAIMS IN ADVERTISING RELATIVE TO ANIMAL AND VEGETABLE FATS:

As advised by circular dated 4th August, 1964, scripts, storyboard or film of any proposed advertising in which a therapeutic benefit is claimed for animal and vegetable fats (eg: vegetable oils, margarine, dairy products) should be forwarded to this office for clearance before being scheduled on any television station.

Nothing in this regulation is intended to alter the statutory requirements for advertisements relating to medicine to be approved beforehand by the Director-General of Health, and if any of the substances referred to constitutes a medicine, such approval is necessary, and no clearance is required by FACTS.

(In such instances, it is essential for the acceptance of any medical commercial for television, that the television station be provided with a statement indicating that the approval of the Director-General of Health has been obtained and the date of approval. It will be sufficient if this information is endorsed on the accompanying script.)

Where however the advertisement relates to animal and vegetable fats used as foodstuffs, and a therapeutic benefit (or such words used as poly-saturated, cholesterol, heart disease, artery disease, or claiming medical backing) is claimed, clearance beforehand through this office is required.

FACTS CIGARETTE ADVERTISING STANDARDS

Following is a voluntary nine-point code of cigarette advertising standards, drawn up by the Federation of Australian Commercial Television Stations and effective from January 1, 1966.

1. Cigarette advertising must not be aimed at any non-smoker but must be intended to effect a change of brand among smokers.
2. Principal characters shown smoking cigarettes in any advertisement should not be under 25 years of age.
3. No cigarette advertising may be placed on television in children's programs or immediately before or after such programs.
4. No family scenes of father and/or mother smoking cigarettes in front of children may be shown.
5. No advertising for cigarettes may appear containing testimonials from persons who have special appeal to young people.
6. No advertising may claim special health properties for or reduction of any ingredient from smoke of any cigarette unless backed by scientific authority.
7. Cigarette advertising may use attractive, healthy looking models, or illustrations or drawings of persons who appear to be attractive and healthy, provided that there is no suggestion that their attractive appearance or good health is due to cigarette smoking.
8. Advertisements shall not show well-known past or present athletes or sportsmen smoking cigarettes, nor anyone who has just participated in physical activity requiring stamina or athletic conditioning beyond that of normal recreation.
9. Cigarette advertising must not show or imply habitual or excessive smoking.

TELEVISION PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from July 1, 1956.

[Including revised advertising and advertising time standards, effective January 29, 1967. New provisions and regulations cover paras 34-47 inclusive.]

INTRODUCTORY

1. The primary obligation of licensees of commercial television stations, in accordance with the general conditions of licences conveyed to them by the Postmaster-General on behalf of the Government, and accepted by them, is to provide programs, and to supervise the televising of programs from their stations so as to comply in all respects with such standards as the Australian Broadcasting Control Board determines. This document has therefore been prepared, after consultation with licensees and other interested bodies, for the purpose of setting out in a convenient form a statement of general program standards to be observed by licensees. In its preparation the Board has been greatly assisted by similar statements or standards or "Codes" prepared in other countries, particularly the United Kingdom and the United States of America.

2. Wherever television has been established it has exerted a very powerful influence on the community, adults and children alike. As a medium for entertainment, information and education it reaches a great number of persons of all ages, of all educational backgrounds, and of many religious faiths, in the privacy of their homes. Responsibility for the selection of programs to be seen and heard in each home must to some extent lie with the viewer; but it is reasonable for the viewer to assume that the programs offered will reach standards which have been determined having regard both to the nature of the medium and the obligation to use it in the best interests of the Australian community. It is therefore the responsibility of licensees to ensure that programs which fail to reach those standards are not broadcast.

3. Much of what follows is necessarily of a negative nature and may indeed be regarded as almost a self-evident application of the over-riding obligation of licensees to avoid those errors of taste which can cause offence to sections of the public or be harmful to the young people who will make up a large part of the television audience; but the need for a clear statement of program standards has been demonstrated by the experience of other countries. Compliance with these standards is the least that licensees can do in the fulfilment of their responsibilities. Television can be an instrument of really significant importance in the life of the nation. Negative regulations may eliminate abuses; only the goodwill and high purpose of those who actually operate the stations and plan the programs can ensure that television will be used constructively for the welfare of the community. This responsibility will be discharged only by constant vigilance and effort, in order both to avoid possibilities of abuse of the great medium, and what is more important, to secure and maintain the positive standards of value in television programs to which the Royal Commission on Television referred. In this way the great opportunities which television presents will be achieved. This applies particularly to programs for young people. It is therefore not sufficient that these standards should be regarded as a formal set of rules to be complied with to the letter: they must also be regarded as a practical guide to licensees and be applied in the spirit which this paragraph has endeavoured to indicate.

4. It should be appreciated that the Board will be anxious to provide opportunities to licensees and other interested bodies for consultation and discussion with a view to ensuring constant review of these Standards in the light of developments, with the object of securing what the Broadcasting Act describes as adequate and comprehensive programs to serve the best interests of the general public. In these discussions the Board expects to have the benefit also of the assistance and advice of its Advisory Committees on certain aspects of programs.

5. It should also be understood that these Standards are not intended to prevent the televising in good faith, at appropriate times, and in appropriate circumstances of —

- (a) genuine works of artistic or literary merit; or
- (b) serious presentation of moral and social issues.

Such programs are, indeed, to be encouraged, so long as due warning of the nature of the program is given, where necessary, both in advance publicity and at its commencement

GENERAL PROGRAM STANDARDS

6. Fundamentally these Standards require the observance in television programs of —

Ordinary good taste and common sense; respect for the individual opinions of the public; proper regard for the special needs of children; and respect for the law and social institutions.

7. In the presentation of television programs, certain basic requirements must always be observed. They are —

No program may contain any matter which is—blasphemous, indecent, obscene, vulgar or suggestive or of doubtful propriety; or likely to encourage crime or public disorder.

Likely to be injurious to community well-being or morality; or contrary to law.

Or undesirable in the public interest because it includes matter of the same general nature as that referred to in the preceding paragraphs.

To preserve decency and decorum. In production, and so avoid embarrassment or offence to viewers at home; the presentation of all performers must be within the bounds of propriety.

Special care must be taken as regards costuming, movements of dancers and others, and selection of camera angles.

Programs which contain matter that is not generally suitable for viewing by children must not be broadcast at times when large numbers of children are likely to have access to television receivers (see paragraphs 10 to 16).

8. The following particular applications of the preceding standards refer to a number of aspects of programs on which great care is needed in production:

(a) No program should contain matter which, if imitated, could be harmful to the well-being of individuals or of the community; this includes such sequences as those which —

Demonstrate any techniques of crime in such a way as to invite imitation; are likely to incite any person to crime, violence, or anti-social behaviour; deride or otherwise discredit the law and its enforcement, or significant social institutions; or display in detail any form of violence or brutality.

(b) Dramatic productions should not simulate the presentation of news or special events in such a way as to mislead or alarm viewers.

(c) While the serious presentation of religious issues is to be encouraged, attacks on any

established religious faiths or beliefs should not be permitted.

(d) Any program which includes a portrayal of religious rites should ensure the accurate presentation of those rites and correct and dignified treatment of the religious dignitaries and officers in their various callings.

(e) Respect should be maintained for the sanctity of marriage and the importance of the home. Divorce should not be treated casually or as a convenient solution to marital problems.

(f) The use of intoxicating liquor should not be displayed prominently in programs, and should generally be avoided except when necessary for the development of plot or characterization.

(g) The portrayal of, or reference to, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot or characterization and not presented as desirable.

(h) Reference to mental or physical afflictions should be treated with great care, to avoid offence to sufferers of similar ailments.

(i) While certain forms of gambling may form an accepted part of the social structure, it is undesirable to transmit scenes or sequences which unduly emphasize betting or might tend directly to promote interest in gambling.

(j) The presentation of superstitious or pseudo-scientific beliefs associated with the foretelling of the future is not desirable, except as required for development of plot, when it must be treated with discretion.

(k) Reference to sex relations should be treated with discretion; reference to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.

(l) The presentation of cruelty, greed, selfishness, unfair exploitation of others, and similar unworthy motivations should not be made in a favorable light.

(m) The condoning of crime and the treatment of the commission of crime in a frivolous, cynical, or callous manner should not be permitted.

(n) The deliberate use of horror for its own sake, and sound or visual effects likely to cause unnecessary alarm should not be permitted.

9. The use of correct English in all programs is important; but appropriate idiom and colloquialism may be employed sparingly when necessary for special characterization.

Care should be taken to avoid the use of objectionable words or words which though originally acceptable have acquired undesirable or offensive implications.

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMS

10. At certain times of day, particularly in the late afternoon and early evening, and during week-ends and holidays, the television audience is likely to contain large numbers of children and young people.

Programs to be televised at these times should therefore be wholly suitable for viewing by children though not necessarily directed exclusively to them. There are special problems to be faced and special responsibilities to be discharged in the production and presentation of programs during these periods.

These arise mainly from the overriding consideration that children are very vulnerable to the impact of television. The child's education and training receive very close supervision, both by his parents and by the State, so that by the time he reaches maturity he may be able to fit into the complex adult world with a minimum of difficulty. To achieve this goal, the child must gradually acquire a sound standard of values, self-discipline, and an

appreciation of adult responsibilities. In the course of his development he is brought into gradual contact with the good and not-so-good aspects of life, so that the training he has received will enable him to cope with the various experiences he will encounter. Just as a good parent would not expose his child to an aspect of life for which the child is not equipped, so the television broadcaster must allow for the likely composition of his audience at these times of day. At the same time it must be remembered that during these periods there are great opportunities for good in television, in enlarging the horizons of children and in cementing family ties and associations. It is earnestly hoped that television stations will make the most of these opportunities.

11. It is therefore necessary to make special provisions in these Standards in respect of programs to be televised between 4.30-7.30pm week days, and at any time before 7.30pm on Saturday and Sunday. Programs to be televised during these times must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:

(a) Family programs, which are suitable for viewing by persons of all ages, and which will not produce any undesirable effects on children;

(b) Children's programs, which are specially designed for children in various age groups. As large numbers of young persons are likely to be viewing television programs on public holidays and during other holiday periods it is important that care be exercised in the selection of programs for transmission at any time before 7.30pm on all such days.

12. Family Programs.—These must be selected and presented with great care.

It is imperative that parents feel secure in allowing children to see these programs without supervision, and that family groups of all ages may view them with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing general standards to be scrupulously observed, and in addition for the following special provisions to be complied with:

(a) The selection of subject-matter and treatment of themes should be wholesome and fresh in outlook. On no account should the more sordid aspects of life be presented in such a way that they appear to play a greater part in life than they actually do.

(b) The following in particular should be avoided:

Torture or suggestion of torture; horror or undue suspense; the use of the supernatural or superstition so as to arouse anxiety or fear; or other matter likely to lead to undesirable emotional disturbances in children (e.g., hysteria and nightmares).

(c) Dramatic action should not be over-accentuated, particularly by suggestions of excessive violence. Morbid sound effects intended to anticipate or simulate death or injury should not be used.

(d) Particular attention should be paid to the treatment of child or animal characters, as children's imaginations can be readily overstimulated by suggestions of ill-treatment of such characters.

(e) Children readily imitate speech and pronunciations heard in sound broadcasting and television programs. They should be encouraged in the art of correct speech and pronunciations, and slang and incorrect English should be avoided, except when necessary for characterization, when a minimum amount of appropriate vernacular may be employed.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins.

13. Children's programs should be supervised by a person who is specially qualified for this type of work and who would be directly responsible for the meticulous supervision necessary in the preparation and presentation of all such programs.

14. Programs specially directed to children must comply not only with the general standards and the standards for family programs, but also with the following special standards:—

(a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programs are intended;

(b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

(c) In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to "show off" in front of the studio or home audience.

(d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

15. It is recommended that there be regular sessions for children designed—

(a) To impart a broader knowledge of the history and potentialities of our country and of current affairs;

(b) To foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature.

(c) To encourage interest and active participation in simple scientific investigations such as botanical, geological and other pursuits; and

(d) By the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honour and integrity which are essential to the full development of the individual, and of national greatness.

It is further recommended that programs be designed to cater for children's propensities for sport and for hobbies such as handicrafts and the care of animals.

16. Programs Unsuitable for Adolescents. Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in adolescents a false or distorted view of life.

These programs, because they deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment, should not be televised before 8.30 p.m.

FILMS USED IN TELEVISION

17. It is the responsibility of the Commonwealth Film Censorship Board to examine all films imported into Australia.

In consequence of arrangements made with the Chief Film Censor, all imported films (and such other films and types of films as may be specified from time to time) will be classified for use in television in accordance with the relevant provisions of these Standards.

The classifications to be applied will be as follows:—

(a) Unrestricted for television. (Symbol 'G');

(b) Not suitable for children. (Symbol 'A');

(c) Suitable only for adults*. (Symbol 'AO');

(d) Not suitable for television. Programs classified as "Not suitable for children" ('A') are those which do not comply with the special standards for family and children's programs, and must not be televised during periods to which those standards apply. Programs classified as Suitable only for adults ('AO') are those to which reference is made in paragraph 16.

*These films may be televised only after 8.30pm, and between 1pm-3pm on school days.

TELEVISION OF RELIGIOUS MATTER

18. Section 103 of the Broadcasting and Television Act 1942-1967 provides that—

A licensee shall . . . televise from his station divine worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge.

19. The following principles should be applied in the allocating of time for the televising of religious matter (other than sponsored religious matter):—

(a) Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent. of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programs on one or more days of the week, with a minimum of 5 minutes for each program;

(b) Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

(c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for televising of the services or other religious matter proposed to be televised.

(d) Religious programs should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.

TELEVISION OF POLITICAL MATTER

20. Sections 116 and 117 of the Broadcasting and Television Act 1942-1967 provide in relation to commercial television stations, that:—

116.—(2) . . . a licensee shall not . . . televise a dramatisation of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee . . . televises election matter, he shall afford reasonable opportunities for the . . . televising of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is being

held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held . . . televise election matter.

(5) Nothing in this section requires a licensee to . . . televise any matter free of charge.

(6) In this section—"election" means an election of a member or members of either House of the Parliament of the Commonwealth or of a State; "election matter" means matter of any of the following kinds, namely:—

(a) Matter commenting on, or soliciting votes for a candidate at an election;

(b) Matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;

(c) Matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and

(d) Matter referring to meetings held or to be held in connection with an election.

"Election period" means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117.—(1) . . . the licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for . . . televising.

(2) If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

(3) If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

20A. After consultation with the Attorney-General's Department, the Board has prepared the following explanation of the expression "dramatisation of political matter" for the guidance of licensees of both broadcasting and television stations:—

The expression "Dramatisation of political matter" includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes:

(a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally) of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;

(b) any statement, address, or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purporting to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling could only be given by a Court in the light of the actual facts of a particular presentation.

PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1967 provides that a licensee shall not televise a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for television purposes.

NEWS AND NEWSREEL PROGRAMS

22. A station which undertakes to provide a news or newsreel service should observe the following principles:—

(a) News should be presented accurately and impartially.

(b) Each news session should be well-balanced and reasonably comprehensive;

(c) Commentary and analysis should be clearly distinguished from news;

(d) Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be televised in such a manner as to avoid panic and unnecessary alarm;

(e) Pictorial representation of news should be carefully selected to ensure fairness, and should not be misleading or sensational;

(f) No advertising matter should be offered as news, or included in the contents of a news program or newsreel.

This does not prevent the televising of short advertisements during natural breaks between recognised sections of a news program; but no advertisement in the form of a "story", or which could be mistaken by viewers for a news item, should be accepted.

TELEVISION OF SPORTING EVENTS

23. Section 115 of the Broadcasting and Television Act 1942-1967 provides that:—

The holder of a licence for a commercial television station shall not televise, either directly or by means of any recording, film or other material or device or otherwise, the whole or a part of a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a charge is made for admission, if the images of the sporting event or other entertainment originate from the use of equipment outside that place.

The following rules should also be observed in relation to the televising of sporting events:—

(a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should also be observed;

(b) Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be televised at any time

prior to the conclusion of the last event on the program of that meeting, unless the televising of such information at an earlier time is expressly permitted by the law of the State in which the television station is situated, and then only the type of betting information specified by the State Law may be televised;

(c) Advertisements soliciting business concerning forecasts of results of sporting events should not be televised. This rule does not prevent the televising of programs containing forecasts and summaries of sporting events.

TRANSMISSION OF TELEPHONE CONVERSATIONS

24. The privacy of telephone conversations is protected by the telephone regulations made under the Post and Telegraph Act 1901-1966, and such conversations, whether on wire or radio circuits or both, may not be included in any television program unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department and the concurrence of all parties to the conversation has been obtained.

TRANSMISSION OF PERSONAL MESSAGES

25. Messages intended primarily for individual listeners should not normally be included in television programs (see section 112 of the Broadcasting and Television Act 1942-1967). It is, however, permissible to transmit certain messages, under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:—

(a) Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, may be transmitted; provided that such messages are verified and approved by a senior officer of the Police Force, or his deputy;

(b) In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission;

(c) Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a television station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs a, b and c above.

26. Programs which are based on the exchange of letters, or include answers to correspondents do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

USE OF FOREIGN LANGUAGES

27. The use of foreign languages in programs should be kept to a minimum, and should be avoided in the presentation of advertisements. If a language other than English is used in a program the matter conveyed in a foreign language should be preceded or followed by an adequate translation into English, except in the following instances:—

(a) programs designed for use in schools, or for other educational purposes;

(b) brief incidental dialogue in dramatised or similar programs where the development of the program requires the use of a language other than English;

(c) programs of a national nature which are broadcast on special occasions;

(d) periods of local emergency during which it may be beneficial to convey warnings or instruction on safety measures in one or more foreign languages as well as in English.

These rules do not apply to the performance of musical items; or to the broadcasting of religious services.

CONTESTS

28. Any contest included in a program or in an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

29. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarized on each occasion. The names of winners should be released as soon as possible after the close of the contest. The conditions of all contests must meet the requirements of Federal and State laws.

30. All spoken or visual references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organisations, should be regarded as part of, and included in, the total time allowances for advertising as set out in paragraphs 37-46 of these Standards.

31. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person viewing the program to send in an entry to the contest before that date.

In the case of a continuing contest which closes immediately on receipt of a correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by viewers in the submission of entries which no longer have any chance of winning.

32. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

ADVERTISING

33. Section 100 of the Broadcasting and Television Act 1942-1967 provides that:—

(i) Subject to this Act, a licensee may televise advertisements.

(ii) A licensee intending to televise advertisements shall publish particulars of his advertising charges.

(iii) A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

(iv) A licensee shall comply with such standards as the Board determines in relation to the televising of advertisements.

(v) A licensee shall not televise advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As television will reach persons with widely varying interests and opinions in the privacy of their homes, it is most important that, in addition to being honest and truthful, all advertising matter which is televised should comply with the general program standards set out in preceding paragraphs and be generally acceptable for viewing in the home.

Methods suitable for other media may be quite unsuitable for television, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these Standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

34. It is therefore the responsibility of licensees to ensure that the following practices are observed in the preparation and televising of all advertising matter:—

(a) The content, presentation and placement of all advertising matter must comply with the general program standards. Very great care and judgment should be exercised in respect of advertisements to be televised during times when large numbers of children or adolescents may be likely to be viewing.

All advertisements televised during such periods must conform to the principles stated in paragraphs 10, 11, 12, 14 and 16, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children:

(b) Advertising matter should be presented with courtesy and good taste, disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency should be avoided; every effort should be made to keep the advertisement in harmony with the content and general tone of program in which it appears;

(c) Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions;

(d) Advertisements on Sundays must comply with the foregoing standards and are also subject to special conditions set out in paragraphs 45 and 46 of these Standards.

(e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1967 (see paragraph 20).

(f) Advertising matter must be clearly distinguishable from program matter, and advertisements which occur during natural breaks in programs must be separated from the program by means or devices approved by the Board.

pliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser;

(c) A licensee may refuse to permit the use of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

(d) The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the television audience may be expected to include a large proportion of young people.

Such advertisements should not be televised between 4.30pm and 7.30pm, Monday to Saturday inclusive, nor at any time on Sunday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be viewing) is presented in good taste and with restraint:

(e) Because some products (especially those of a personal nature) are considered unsuitable as topics for conversation in the family circle, licensees should exercise discretion in accepting advertisements for them; if such advertisements are accepted great care should be taken in selecting times appropriate for their transmission. Products of a particular intimate nature which are not freely mentioned or discussed in the home should not be advertised through television.

(f) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be televised. Such advertisements should not be televised in proximity to children's sessions, at times when the audience may be expected to include a large proportion of young people between 4.30pm and 7.30pm, Monday to Saturday, or at any time on Sunday; and when transmitted at other times should be presented in good taste and with restraint.

Advertisements soliciting business concerning forecasts of results of sporting events should not be televised:

(g) Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted;

(h) The advertising of firearms and associated equipment should be treated with discretion and all such advertisement should make reference to the legal conditions under which firearms may be acquired or owned;

(i) Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses should be avoided;

(j) Advertisements for moneylenders should be avoided; and advertisements for any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

ACCEPTABILITY OF ADVERTISING MATTER

ADVERTISING TIME STANDARDS

35. In the application of section 100 of the Act licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:—

(a) All advertising matter must comply with the laws of the Commonwealth and the States relating thereto;

(b) A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the com-

36. The calculation of time occupied by advertising matter shall be based on a clock hour, being the period of sixty minutes commencing on the hour and terminating immediately prior to the hour next following. For the purpose of these time standards the expression "advertising matter" includes —

(a) all advertisements for goods and services whether by means of words or of visual presentation or both, and whether in the form of

direct announcements, slogans, descriptions or otherwise, as well as any identifiable reference in the course of the program to any goods or services, whether of the advertiser or not; and (b) all visual and sound effects (including music) associated with such advertisements.

The expression "advertising matter" does not include —

(c) the brief announcement of a sponsor's name and business (billboard) at the beginning and end of a program which is scheduled for a duration of not less than 15 minutes, except under the conditions stated in paragraph 45 (a);

(d) announcements which constitute a public or charitable service; and announcements which refer to forthcoming television programs (program or station promotion) provided they do not contain direct advertising matter, except under the conditions stated in paragraph 42.

WEEK-DAY ADVERTISING

37. The following time standards apply to the televising of advertising matter by a commercial television station on any day except Sunday, Christmas Day and Good Friday.

38. The period between 7pm and 10pm each day shall be designated as prime time for advertising purposes. All other time shall be regarded as non-prime time.

39. (a) In prime time, advertising matter shall not occupy more than 11 minutes in each clock hour; but advertising matter aggregating not more than 12 minutes may be televised during one clock hour if during the clock hour immediately preceding or following, the amount of advertising matter is reduced so that the aggregate for two hours, being within the period specified as prime time, does not exceed 22 minutes, and the aggregate for the three hours of prime time does not exceed 33 minutes;

(b) in non-prime time, advertising matter shall not occupy more than 13 minutes in each clock hour.

40. Advertising matter shall not be televised except preceding or following a program or in natural breaks during a program.

41. Not more than four advertisements shall be televised consecutively in any natural break in a program. This does not apply to advertisements televised immediately preceding or following a program and its billboards, if used, provided that the total time occupied by advertising matter during and between programs does not exceed the amount specified as appropriate to the time of transmission.

42. The transmission of feature films shall not be interrupted on more than four occasions in each hour for the presentation of advertisements. During each interruption to such programs not more than four announcements of any kind whatsoever shall be televised consecutively, and each such announcement shall be counted as advertising matter for the purposes of calculating the amount of time so occupied.

43. Except between 7pm and 10pm on any day programs may take the form of shopping guides, market information, or other material which provides a special service to viewers and in which advertisements provide an informative and integral part. The televising of a group of separate advertisements does not constitute a shopping guide. For such programs the following special conditions shall be observed:—

(a) the time and presentation standards specified in paragraphs 39 and 41 will not apply;

(b) the time occupied by any such program should not exceed 30 minutes at any one time;

(c) the time occupied by an advertisement for any article should not exceed two minutes;

(d) an interval of at least one hour should separate each such program;

(e) not more than three hours should be occupied by such programs in any period of seven days.

44. Backgrounds, scenery, or properties which show the sponsor's name, or his product, or the name of his product, or his trade mark or slogan, should be used only incidentally. They should not obtrude on program interest or entertainment. "On camera" shots of this nature should be brief and not too frequent, having regard to the need for maintaining a proper program balance.

SUNDAY ADVERTISING

45. In addition to the general provisions of paragraphs 33 to 36 inclusive and paragraphs 43 and 44 of these Standards, the following special provisions shall apply to the televising of advertising matter on Sunday:—

(a) between 6am and 12 noon, for programs which have been approved by the Board for transmission during this period,

(i) advertising matter shall not occupy more than 6 minutes in each clock hour;

(ii) not more than four groups of advertisements shall be televised in any clock hour;

(iii) not more than three advertisements shall be televised in any such group;

(iv) billboards, if used, will be counted as advertising matter;

(b) at all other times advertising matter shall not occupy more than 9 minutes in each clock hour, and the provisions of paragraphs 40, 41 and 42 shall apply;

(c) no advertisements relating to alcoholic liquor shall be televised.

46. Advertisements which are televised on Sunday should be presented in good taste and with discretion. Repetition and sensational presentation should be avoided, especially in statements relating to prices. Advertisements which may be appropriate for presentation on weekdays are not necessarily suitable for Sunday transmission. Advertising matter relating to medical and toilet preparations should be kept strictly within the bounds of good taste.

ADVERTISING ON CHRISTMAS DAY AND GOOD FRIDAY

47. If advertisements are televised on Christmas Day or Good Friday they should be selected and presented with discretion. No advertising matter shall be televised before 6pm on either day, and thereafter the standards for advertising on Sunday, specified in paragraph 45, shall apply.

MEDICINE ADVERTISEMENTS

48. Section 100 of the Broadcasting and Television Act 1942-1967 provides that a licensee shall not televise an advertisement relating to medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer in a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorized delegates.

49. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject.

AUSTRALIAN PROGRAM CONTENT REQUIREMENTS

Section 114(1.) of the Broadcasting and Television Act 1942-1967 requires licensees of commercial television stations to use, as far as possible, the services of Australians in the production and presentation of programs. Since 1960, metropolitan stations have been expected to give effect to this section of the Act by televising Australian programs for a specified proportion of their transmission time. This proportion was originally 40pc; it was increased to 45pc in 1964 and to 50pc in 1965. As part of the overall proportion, licensees have been required to televise between 7.30pm and 9.30 pm an aggregate of not less than two hours each week of programs which are distinctively Australian. This requirement commenced in 1964.

In August, 1966, the Australian Broadcasting Control Board decided on new requirements for the Australian content of television programs with full effect from July 3, 1967. The revised requirements are as follows:—

1. The programs of each commercial television station shall, for not less than 50pc of total transmission time, consist of programs which are credited as being Australian in origin.

2. Calculation of the percentage of programs credited as being of Australian origin will be based on the following special conditions:

(i) Indigenous drama productions, that is plays written in Australian or by Australians as defined in section 114(3.) of the Broadcasting and Television Act 1942-1967, and performed by Australians, will receive credit for twice their actual duration;

(ii) other Australian drama productions will receive credit for one and one-half times their actual duration;

(iii) programs for children which are designed and produced in Australian in accordance with the provisions of paragraph 15 of the Television Program Standards will receive credit for twice their actual duration;

(iv) programs produced in British Commonwealth countries will receive credit as if they were Australian programs for half their actual duration, with a maximum credit of 5pc in any 28-day period.

3. Programs of Australian origin shall be televised between the hours of 7pm and 9.30 pm for not less than 12 hours in each 28-day statistical period subject to the following special requirements:

(a) An aggregate of not less than two hours shall consist of Australian productions in the form of drama, and

(b) an aggregate of not less than two hours of Australian programs shall be televised each week between the hours of 7pm and 9pm. Any Australian program scheduled to commence not later than 9pm will receive credit for its full duration.

4. For the purpose of these requirements the Board will have regard to such station records as are agreed upon, and will base its calculations on periods of twenty-eight days commencing each year on the first Monday after June 30.

In order that the figures shall not be distorted by the suspension of program production which occurs during the holiday season, the Board, in assessing each station's annual performance, will use figures based on forty-eight weeks.

5. These requirements and conditions shall apply to all metropolitan commercial television stations which are in operation at the date of this advice. These requirements and conditions shall also apply to all country commercial television stations which have completed three

years of regular program transmission at the date of this advice, and to each other country commercial television station as from the date on which it completes three years of regular program transmission.

6. The Board may vary any of the requirements set out in paragraphs 1, 3 and 5 if circumstances arise which would prevent a station's adequate compliance with them under reasonable conditions.

7. Subject to paragraph 5, licensees of commercial television stations will be expected to implement the requirements of paragraphs 1 and 3 without delay, and to comply fully with them as from the 28-day statistical period commencing on July 3, 1967. Until full compliance with the revised requirements is achieved each licensee must provide the amount of Australian programs specified in the requirements which have been in force since January, 1965.

8. The foregoing requirements and conditions will be subject to review twelve months after they have come into full operation.

ELIGIBILITY OF PROGRAMS FOR CREDIT LOADINGS

Part 3.1 Credit loadings are applicable to certain types of Australian programs as follows:

(i) Indigenous drama productions, that is plays written in Australia or by Australians as defined in section 114(3) of the Broadcasting and Television Act 1942-1967, and performed by Australians, will receive credit for twice their actual duration;

(ii) other Australian drama productions will receive credit for one and a half times their actual duration;

(iii) programs for children which are designed and produced in accordance with paragraph 15 of the Television Program Standards will receive credit for twice their actual duration;

In the application of the above loadings the certain limitations as set out in paragraphs 3.2 to 3.5 should be observed.

3.2. Credit loadings will not be allowed for short dramatised segments or sketches which form part of a longer program which itself is not basically in drama form; for example, brief dramatic vignettes which form the basis of subsequent discussion, or sketches in variety programs.

3.3. Some Australian religious programs include segments in drama form. A credit loading will be allowed for the amount of time actually occupied by a substantial and complete item of Australian drama (as defined in paragraph 3.1 above). Such a program should be shown itemised on the Daily Running Sheet in the manner indicated in the attached sample.

3.4. Feature films not intended originally for television will not be allowed credit loadings.

3.5. Credit loadings will be allowed only for those parts of a children's program which are produced strictly in accordance with the provisions of paragraph 15 of the Television Program Standards. Programs which are related to educational courses or directed to a wider audience, and items which are purely entertaining or diversionary in nature, even though scripted and produced by Australians, will not receive credit loadings.

3.6. Programs produced in British Commonwealth countries will be allowed credit as if they were Australian programs for half their actual duration. The extent of this credit will be limited to a maximum of 5pc in each 28-day period.

BROADCASTING PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from October 6, 1958

PART 1.—PROGRAM STANDARDS AND PROCEDURES

SECTION 16 of the Broadcasting and Television Act 1942-1967 provides that the functions of the Board are inter alia: to ensure that adequate and comprehensive programs are provided by commercial broadcasting stations . . . to serve the best interests of the general public.

The Act further provides, in sub-sections (1) and (2) of section 99, that:

(1) A licensee shall provide programs and shall supervise the broadcasting . . . of programs from his station in such manner as to ensure, as far as practicable, that the programs are in accordance with standards determined by the Board.

(2) If the programs broadcast from a commercial broadcasting station . . . are not, in whole or in part, in accordance with the standards determined by the Board, the licensee shall, if so directed by the Board, vary the programs so that they shall conform with those standards.

This document has therefore been prepared, after consultation with the Federal Council of the Federation of Australian Commercial Broadcasters and other interested bodies, for the purpose of setting out in a convenient form a statement of general program standards to be observed by licensees of commercial broadcasting stations. In its preparation the Board has been greatly assisted by statements of standards or 'Codes' prepared in Australia and other countries.

2. Broadcasting is an accepted part of the life of the Australian community reaching as it does a great number of persons with widely varying interests and opinions in the privacy of their homes. Its capacity to provide entertainment is no less than its power to exert a strong influence on the lives of individuals, particularly the young and impressionable. Broadcasting services are available to practically every person in Australia and, while the selection of programs rests with the listener, it is reasonable to expect that all programs broadcast will be of an acceptable standard and that consistent with the principle stated in the Act, they should be in the best interests of the Australian community. It is the responsibility of the licensee of each commercial broadcasting station to satisfy himself as to the suitability of all program matter to be broadcast from his station whether it is originated in the studios of that station or produced by some organisation which is not under his direct control.

3. Much of what follows is necessarily of a negative nature and represents the overriding obligation of licensees to avoid those errors of taste which can give offence to sections of the public or can be harmful to the young people who make up a large part of the audience. The development of program material and the search for new program forms will always make great demands on the ingenuity and initiative of licensees, but it is important that the principles and requirements of these Standards should be fully complied with in order to ensure a satisfactory degree of quality and acceptability in Australian broadcast programs. Care should always be taken to avoid the presentation of matter which, by accepted social standards is unsuitable for this medium of mass communication.

4. It should be understood that these Standards are not intended to prevent the broadcasting in good faith, at appropriate times, and in appropriate circumstances, of:

(a) genuine works of artistic or literary merit; or

(b) the serious presentation of moral and social issues.

Such programs are, indeed, to be encouraged, provided that due warning of the nature of the program is given, where necessary, both in advance publicity and at its commencement.

5. These Standards should not be regarded merely as a formal set of rules to be complied with to the letter; they must also be regarded as a practical guide to licensees to be applied in the spirit which the preceding paragraphs have endeavoured to indicate.

GENERAL PROGRAM STANDARDS

6. Fundamentally these Standards require the observance in programs of:

(a) ordinary good taste and common sense;

(b) respect for the individual opinions of the public;

(c) proper regard for the special needs of children; and

(d) respect for the law and social institutions.

7. In the presentation of programs, certain basic requirements must always be observed. These are:

(a) No program may contain any matter which is—

(i) blasphemous, indecent, obscene, vulgar, suggestive or of doubtful propriety;

(ii) likely to encourage crime or public disorder;

(iii) likely to be injurious to community well-being or morality;

(iv) contrary to law;

(v) of the nature of sex instruction;

(vi) undesirable in the public interest because it includes matter of the same general nature as that referred to in sub-paragraphs (i) to (v).

(b) Programs which contain matter that is not generally suitable for children must not be broadcast at times when large numbers of children are likely to have access to receivers (see paragraphs 10 to 15).

(c) If programs are broadcast which deal with sex matters they must be presented in good taste, with common sense, at appropriate times, and in accordance with the provisions stated in paragraph 4 of these Standards.

8. In the application of the provisions of the preceding paragraphs certain aspects of programs require particular care:

(a) No program should contain matter which, if imitated, could be harmful to the well-being of individuals or of the community; this includes such sequences as those which—

(i) explain any techniques of crime in such a way as to invite imitation;

(ii) describe in detail any form of violence or brutality;

(iii) are likely to incite any person to violence or anti-social behaviour;

(iv) deride or otherwise discredit the law and its enforcement, or significant social institutions.

(b) Dramatic productions should not simulate the presentation of news or events in such a way as to mislead or alarm listeners.

(c) While the serious presentation of religious issues is to be encouraged, attacks on

any established religious faiths or beliefs should not be permitted.

(d) The inclusion of religious rites in other than religious programs shall be conditional on the accurate presentation of the rites, and on the treatment of religious dignitaries and officers in an appropriate manner.

(e) Respect should be maintained for the sanctity of marriage and the importance of the home. Divorce should not be treated casually nor as a convenient solution of marital problems.

(f) Reference to the use of intoxicating liquor, drunkenness and addiction to drugs or narcotics should be limited to the needs of the story and characterisation, and should not be presented as desirable.

(g) Reference to mental or physical afflictions should be treated with caution, to avoid offence to sufferers of similar ailments.

(h) While certain forms of gambling may form an accepted part of the social structure, it is undesirable to broadcast dialogue, narrative or descriptive matter which unduly emphasises betting or might tend directly to promote interest in gambling.

(i) The presentation of superstitious or pseudo-scientific beliefs associated with the foretelling of the future is not desirable, except as required for the development of a story, when it must be treated with discretion.

(j) References to sex relations should be treated with discretion; reference to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.

(k) The presentation of cruelty, greed, selfishness, unfair exploitation of others and similar unworthy motivations should not be made in a favourable light.

(l) The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner should not be permitted.

(m) The deliberate use of horror for its own sake, and sound effects likely to cause unnecessary alarm, should not be permitted.

9. The correct use of English in all programs is important, and the use of slang, wrong pronunciation and bad grammar in routine announcements, advertisements and entertainment programs should be avoided. When special characterisation is necessary the appropriate idiom and colloquialism may be employed sparingly, but intentional errors of grammar or syntax should be so treated that their nature is clearly indicated by the context. Care should be taken to avoid the use of objectionable words, or words which though originally acceptable have acquired undesirable or offensive implications.

FAMILY AND CHILDREN'S PROGRAMS

10. At times of day when the audience is likely to contain large numbers of children and young people, programs should be wholly suitable for children though not necessarily directed exclusively to them. The child's education and training receive very close supervision, both by his parents and by the State, so that by the time he reaches maturity he may be able to fit into the complex adult world with a minimum of difficulty. To achieve this goal, the child must gradually acquire a sound standard of values, self discipline and an appreciation of adult responsibilities. In the course of his development he is brought into gradual contact with different aspects of life, so that the training he has received will enable him to cope with the various experiences he will encounter. Just as a good parent would not expose his child to an aspect of life for which the child is not equipped, so the broadcaster should de-

sign his programs having in mind the likely composition of the audience at these times of day. Broadcasting can be a considerable force for stimulating the interest and imagination. It is therefore important that, in respect of both programs directed to them and programs which they may reasonably be expected to hear, children should gain impressions of a type which would be beneficial to their balanced development.

11. Special provisions have therefore been made in these Standards in respect of programs to be broadcast during periods when large numbers of children and young persons are likely to be listening. Such programs must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:

(a) Family Programs, which are suitable for persons of all ages, and which will not produce any undesirable effects in children;

(b) Children's Programs, which are specially designed for children in various age groups.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins during the periods to which they apply.

12. **Family Programs**—These must be selected and presented with great care so that parents may feel secure in allowing children to hear these programs without supervision, and that family groups of all ages may listen with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing General Program Standards to be scrupulously observed, and in addition for the following special provisions to be complied with:

(a) The selection of subject matter and treatment of themes should be wholesome and fresh in outlook. On no account should the more sordid aspects of life be presented in such a way that they appear to play a greater part in life than they actually do.

(b) The following in particular should be avoided—

(i) torture or suggestion of torture;

(ii) horror or undue suspense;

(iii) the use of the supernatural or superstition so as to arouse anxiety or fear;

(iv) other matter likely to lead to undesirable emotional disturbances in children.

(c) Dramatic action should not be over-accentuated, particularly by suggestions of excessive violence. Morbid sound effects intended to anticipate or simulate death or injury should not be used.

(d) Particular attention should be paid to the treatment of child or animal characters, as children's imaginations can be readily over-stimulated by suggestions of ill-treatment of such characters.

(e) Children readily imitate speech and pronunciations heard in broadcast programs. They should be encouraged in the art of correct speech and pronunciation, and slang and incorrect English should be avoided, except when necessary for characterisation, when a minimum amount of appropriate vernacular may be employed.

13. **Children's Programs**—Programs specially directed to children must comply not only with the General Program Standards and the standards for Family Programs, but also with the following special standards:

(a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programs are intended; adventure stories in serial form should be so concluded that no episode ends with an incident which would give rise to undesirable emotional disturbance.

(b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasise the desirability of fair play and honorable behaviour. Cowardice, malice, deceit, selfishness and disrespect for law

must be avoided in the delineation of any character presented in the light of a hero.

(c) In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to 'show off'.

(d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

14. It is recommended that there be regular programs for children designed:

(a) to impart a broader knowledge of the history and potentialities of our country, and of current affairs;

(b) to encourage the habit of reading, and illustrate the pleasure and profit which can be obtained from it;

(c) to encourage active participation in sport, and an interest in hobbies; and

(d) by the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honor and integrity which are essential to the full development of the individual and of national greatness.

It is further recommended that music included in children's programs should be such as to encourage in children an appreciation of quality in its composition and performance.

15. **Programs Unsuitable for Adolescents**—Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in older children and adolescents a false or distorted view of life. These programs are broadly those which deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment. Special care should be exercised in selecting the times for broadcasting programs of this type.

RELIGIOUS MATTER

16. Section 103 of the Broadcasting and Television Act 1942-1967 provides that:

A licensee shall broadcast . . . from his station Divine Worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge.

The following principles should be applied in the allocating of time for the broadcasting of religious matter (other than sponsored religious matter):

(a) Time should be allocated for the broadcasting of matter of a religious nature to the extent of at least one hour per week, to be scheduled either as a complete unit occupying the whole time allocated, or as a series of programs on one or more days of the week.

(b) Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

(c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for broadcasting of the religious matter proposed to be broadcast.

(d) Religious matter broadcast in free station time should be given preference over sponsored religious programs in the selection of suitable times for broadcasting.

Religious programs, including sponsored religious programs, should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief. Special provisions relating to the association of advertising with religious programs are set out in paragraphs 33(m) and 33(n) of these Standards.

17. The following requirements apply to religious programs broadcast in accordance with the provisions of the preceding paragraph:

(a) Some (but not necessarily all) of the following types of program shall be broadcast by each station—

(i) Divine Worship, preferably in a form designed specially for broadcasting, with a duration of from 30 to 45 minutes; this should be transmitted on Sunday, and if pre-recorded it should, on the day of the broadcast, be consistent with the Church calendar;

(ii) a weekday devotional service of up to 15 minutes duration, broadcast on several days each week at a fixed time;

(iii) a talk or discussion on such subjects as the teaching, work and affairs of the Church; the subject matter should be authoritatively based and should be appropriate to the time of day and likely audience for these programs;

(iv) scatter announcements, consisting of short religious items, from 10 seconds upwards, to be broadcast at any time of day. Such items will be acceptable for broadcasting in free station time only if they are prepared and produced by persons who are competent in the field of religion, if they are morally or theologically based, and if they are no more than supplementary to other recommended types of religious program broadcast by the station.

(b) In areas where more than one commercial broadcasting station is operating, licensees should attempt to reach agreement among themselves and with the various Churches and denominations or their authorised agents as to the types of religious program to be broadcast by each station in free station time, so that all forms of program mentioned in sub-paragraph (a) will be available to listeners in such areas. The broadcasting of Divine Worship should be undertaken periodically by at least one commercial broadcasting station in each such area.

(c) In areas served by a single commercial broadcasting station the licensee should confer with the Churches and denominations or their authorized agents and endeavour to reach mutually satisfactory agreement as to the effective use of free station time, and should have regard to the types of religious program which can be adequately presented within the capacity of the station and of the Church concerned.

(d) Arrangements for the broadcasting of religious matter which have been made by mutual agreement between a licensee and representatives of Churches and denominations or their agents must not be varied by the licensee without prior consultation with the appropriate Church authority.

POLITICAL MATTER

18. Sections 116 and 117 of the Broadcasting and Television Act 1942-1967 provide, in relation to commercial broadcasting stations, as follows:

116—(2) . . . a licensee shall not broadcast

. . . a dramatization of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee broadcasts . . . election matter, he shall afford reasonable opportunities for the broadcasting . . . of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is to be held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held, broadcast . . . election matter.

(5) Nothing in this section requires a licensee to broadcast . . . any matter free of charge.

(6) In this section—
 'election' means an election of a member or members of either House of the Parliament of the Commonwealth or of a State;
 'election matter' means matter of any of the following kinds, namely:—

(a) matter commenting on, or soliciting votes for, a candidate at an election;

(b) matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;

(c) matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and
 (d) matter referring to meetings held or to be held in connection with an election;

'election period' means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117—(1) . . . the licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for broadcasting . . .

(2) If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

(3) If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

19. After consultation with the Attorney-General's Department, the Board has prepared the following explanation of the expression 'dramatisation of political matter' for the guidance of licensees of both broadcasting and television stations:

The expression 'Dramatisation of political matter' includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes—

(a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally) of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;

(b) any statement, address or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purport-

ing to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling could only be given by a Court in the light of the actual facts of a particular presentation.

ENCOURAGEMENT OF AUSTRALIAN ARTISTS

20. Section 114 of the Broadcasting and Television Act 1942-1967 provides that:

(1) . . . licensees shall, as far as possible, use the services of Australians in the production and presentation of broadcasting . . . programs.

(2) . . . not less than five per centum of the time occupied by the programs of a commercial broadcasting station in the broadcasting of music shall be devoted to the broadcasting of works of composers who are Australians.

(3) In this section, 'Australian' means a person who was born or is ordinarily resident in Australia.

The provision of sub-section (1) may be met either by the broadcasting of live programs or by the broadcasting of transcribed programs in which those taking part are Australians. Each station should, to the best of its ability, also use the services of Australians who may be competent to contribute to its program.

The provision of sub-section (2) may be met by the broadcasting of either live or recorded performances of music composed by Australians. It is not necessary for the performers also to be Australians. For the purpose of calculating the five per centum of time specified in the Act the following should not be taken into account as the broadcasting of music:

- (a) music used as a regular theme;
- (b) music used for bridging purposes in dramatised and similar presentations;
- (c) music used in the form of a 'singing commercial' or similar musical advertisement.

MATTERS OF MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1967 provides that a licensee shall not broadcast a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General.

The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for broadcasting purposes (see Appendix A). See also paragraph 52—'Advertising of Medicines'.

NEWS PROGRAMS

22. Stations should observe the following principles in the presentation of programs of news:

- (a) News should be presented accurately and impartially.

(b) Commentary and analysis should be clearly distinguished from news.

(c) Good taste should guide the selection and presentation of news. Morbid, sensational or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic, unnecessary alarm, or distress to individuals. The provisions of this sub-paragraph apply particularly to news-flashes.

(d) News or newsreel type programs which include actual or recorded descriptions of events, or interviews, require particular care in preparation and presentation to avoid such undesirable forms of presentation as unnecessary sensationalism.

(e) No advertising matter should be offered as news, or included in the contents of a news broadcast. This does not prevent the broadcasting of short advertisements during natural breaks between recognized sections of a news program; but no advertisement in the form of a 'story', or which could be mistaken by listeners for a news item, should be broadcast.

SPORTING EVENTS

23. The following rules should be observed in relation to the broadcasting of sporting events:

(a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should be observed.

(b) Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be broadcast at any time prior to the conclusion of the last event on the program of that meeting, unless the broadcasting of such information at an earlier time is expressly permitted by the law of the State in which the broadcasting station is situated, and then only the type of betting information specified by the State Law may be broadcast.

(c) Advertisements soliciting business concerning forecasts of results of sporting events should not be broadcast. This rule does not prevent the broadcasting of programs containing forecasts and summaries of sporting events.

FOREIGN LANGUAGES

24. Foreign languages may be used in programs subject to the following conditions:

(a) Not more than 2½ per centum of the station's weekly hours of transmission, as determined by the Board, shall be occupied by programs in which foreign languages are used, provided that the Board may increase this proportion in respect of a station, being one of several stations serving the same area, which in the Board's view would serve a useful purpose by employing foreign languages in a greater proportion of programs.

(b) In such programs the words spoken in a foreign language, including the words in an advertisement, shall be immediately preceded or followed by an adequate translation into English, and the time occupied by such translation shall not be less than 25 per centum of the total time occupied by the words spoken in a foreign language.

(c) Advertisements in a foreign language may be broadcast only during a program which itself is presented in a foreign language; each such advertisement shall contain not more than 100 words, including the matter spoken in a foreign language and the translation into English.

(d) Each station which broadcasts programs

or advertisements in a foreign language shall obtain in advance, and retain for three months after the date of broadcasting, a script of all spoken matter, containing the words in the foreign language and in the English translation, together with a declaration by a responsible person that the English words are an adequate translation of the foreign words.

(e) In addition to the foregoing conditions, all programs and advertisements in a foreign language shall comply in all respects with the provisions of these Standards except that a program which takes the form of a shopping guide, as described in paragraph 49, shall not be broadcast in a foreign language.

The application of these conditions is not intended to prevent the use of words and phrases in a foreign language as part of an advertisement, provided that the words in the foreign language are incidental to the main purpose of the advertisement and that the sense of the words in the foreign language is made clearly understandable to the English-speaking audience by means of an adequate, though not necessarily literal, translation. The proportion of foreign words in such advertisements should not exceed 10 per centum of the total duration of the advertisement. The use of such advertisements is not restricted to programs which are conducted in a foreign language.

25. Paragraph 24 does not apply to the performance of musical items, the broadcasting of religious services, or to the following:

(a) programs designed for use in schools, or for other educational purposes;

(b) brief incidental dialogue in dramatised or similar programs where the development of the program requires the use of a language other than English;

(c) programs of a national nature which are broadcast on special occasions.

(d) periods of local emergency during which it may be beneficial to convey warnings or instructions on safety measures in one or more foreign languages as well as in English.

CONTESTS

26. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

27. Any contest included in a program or in an advertisement must comply in all respects with the requirements of the laws applying in the State in which the broadcasting station is situated.

28. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarised on the occasion of each announcement. The names of winners should be released as soon as possible after the close of the contest. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person hearing the program to send in an entry to the contest before that date. In the case of a continuing contest which closes immediately on receipt of a correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by listeners in the submission of entries which no longer have any chance of winning.

29. All references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organizations, should be regarded as part of, and included in, the total time allowed for advertising as set out in Part 2 of these Standards.

CASUAL INTERVIEWS AND TELEPHONE CONVERSATIONS

30. Persons who are interviewed or engaged in conversation with the object of simultaneously or subsequently broadcasting their views should be informed of the purpose of the interview or conversation. It is especially important that this should be done if a cordless microphone, miniature recording device or other technical equipment which is not readily discernible is to be used. The privacy of telephone conversations is protected by the Telephone Regulations made under the Post and Telegraph Act 1901-1966, but such conversations, whether on wire or radio circuits or both may be included in a broadcast program provided that the requirements of the Australian Post Office are met (see Appendix B), and the following conditions are observed:

(a) Each program should be under the control of a compere who is competent, either by himself or with the support of experts in the studio, to deal with the subjects discussed, and who is capable of interpreting the requirements

of the Board's Standards in respect of such subjects.

(b) Each program item should be subjected to checking and selection before being broadcast, either by means of—

- (i) the complete recording and consideration of each telephone conversation before it is broadcast; or
- (ii) a system of interception and selection of incoming telephone calls intended for broadcasting, incorporating a tape delay before reproduction sufficient to allow the compere to excise undesirable matter or to terminate the conversation, if necessary.

(c) Each telephone speaker who contributes to an open line program should be made aware that his remarks may be broadcast, and should be required to give his consent.

(d) Any telephoned item which is not clearly intelligible or which is affected by noisy line conditions should not be broadcast.

Programs of this type must, like all other programs, comply in all respects with the requirements of the Broadcasting Program Standards, and the equipment used must comply with the Standards for the Technical Equipment and Operation of Medium Frequency Broadcasting Stations.

PART 2.—ADVERTISING STANDARDS

GENERAL ADVERTISING STANDARDS

31. Section 100 of the Broadcasting and Television Act 1942-1967 provides that:

(1) Subject to this Act, a licensee may broadcast . . . advertisements.

(2) A licensee intending to broadcast . . . advertisements shall publish particulars of his advertising charges.

(3) A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

(4) A licensee shall comply with such standards as the Board determines in relation to the broadcasting . . . of advertisements.

(5) A licensee shall not broadcast . . . advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As was pointed out in paragraph 2 of these Program Standards, broadcast programs will reach persons with widely varying interests and opinions in the privacy of their homes. It is therefore most important that, in addition to being honest and strictly truthful, all advertising matter which is broadcast should comply with the standards set out in preceding paragraphs and be generally acceptable for reception in the home. Methods suitable for other media may be unsatisfactory for broadcasting, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these Standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

32. It is the responsibility of licensees to ensure that the following standards are observed in the preparation and broadcasting of all advertising matter:

(a) The content, presentation and placement of all advertising matter must comply with the Program Standards. Great care should be exercised in respect of advertisements to be broadcast during times when large numbers of children or adolescents may be likely to be listening. All advertisements broadcast during such periods must conform to the principles stated in paragraphs 10, 11, 12, 13 and 15, and must especially avoid taking advantages of the natural credulity and sense of loyalty of children, or arousing false hopes in their minds.

(b) Advertising matter should be presented with courtesy and good taste. Disturbing or

annoying material such as blatant sound effects, persistent repetition, and words and phrases implying urgency should be avoided. Every effort should be made to keep the advertisement in harmony with the content and general tone of the program in which it occurs.

(c) Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Advertisements on Sunday, Christmas Day and Good Friday must comply with the foregoing standards and are also subject to special provisions set out in paragraphs 34 to 38 of these Standards.

(e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1967 (see paragraphs 18 and 19).

(f) The voices of real persons must not be simulated unless permission has been obtained from the person whose voice it is proposed to simulate.

(g) Advertising matter must be clearly distinguishable from program matter.

ACCEPTABILITY OF ADVERTISING MATTER

33. In the application of section 100 of the Broadcasting and Television Act 1942-1967 licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:

(a) All advertising matter must comply with the laws of the Commonwealth and the States relating thereto.

(b) A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser.

(c) A licensee may refuse to permit the broadcasting of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

(d) The advertising of alcoholic liquor calls for particular care. It should be directed only

to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the audience may be expected to include a large proportion of children and young people. Such advertisements should not be broadcast on Sunday, Christmas Day or Good Friday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be listening), is presented in good taste and with restraint.

(e) Because some products (especially those of a personal nature) are considered unsuitable as topics for conversation in the family circle, licensees should exercise discretion in accepting advertisements for them; if such advertisements are accepted great care should be taken in selecting times appropriate for their transmission. Products of a partially intimate nature which are not freely mentioned or discussed in the home should not be advertised.

(f) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be broadcast. Such advertisements should not be broadcast in proximity to children's sessions, at times when the audience may be expected to include a large proportion of children and young people, or at any time on Sunday, Christmas Day or Good Friday; and should be presented in good taste and with restraint. Advertisements soliciting business concerning forecasts of results of sporting events should not be broadcast.

(g) Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted.

(h) The advertising of firearms and associated equipment should be treated with discretion.

(i) Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses, should be avoided.

(j) Advertisements for money-lenders should be avoided. Advertisements for any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

(k) Direct or indirect advertisements relating to lotteries, or any information concerning them, may be broadcast only if it is permissible to publish such an advertisement under the law of the State in which the station broadcasting the advertisement is situated.

(l) No advertising matter should be associated with any actuality program in which the principal interest centres around a public appearance of any member of the Royal Family.

(m) Advertisements (other than opening and closing announcements) shall not be broadcast during any part of a sponsored program which is devoted to the broadcasting of Divine Worship or other matter of a religious nature. Opening and closing announcements in respect of such a program shall not contain any reference to the price of any goods or services.

(n) Spot advertisements shall not be broadcast during a program which is devoted to the broadcasting of Divine Worship or other matter of a religious nature.

SPECIAL PROVISIONS RELATING TO ADVERTISING ON SUNDAY, CHRISTMAS DAY AND GOOD FRIDAY

34. The following special provisions shall apply to advertisements broadcast on Sunday, Christmas Day and Good Friday.

35. Advertisements which may be appropriate for broadcasting on weekdays are not neces-

sarily suitable for Sunday, Christmas Day and Good Friday. Special care should be taken to ensure that all advertisements, particularly those relating to medical and toilet preparations, are presented with good taste and discretion. Repetition and sensational presentation should be avoided.

36. The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service.

37. No advertisements relating to alcoholic liquor, betting or gambling shall be broadcast.

38. A program in the form of a shopping guide shall not be broadcast on Christmas Day or Good Friday or at certain times on Sunday (see paragraph 49 (d)).

ADVERTISING TIME STANDARDS

39. General Provisions—For the purpose of calculating the amount of time occupied by advertising matter this expression includes:—

(a) all words relating to goods and services, whether in the form of a direct advertisement, a slogan, a description or any other identifiable reference in the course of the program to any goods or services included in the program whether of the advertiser or not; and

(b) all music and sound effects associated with such advertisements.

In programs containing information which purports to have general application but which in practice refers only to the goods or services of the advertiser whose name is associated with that part of the program, the time occupied by the broadcasting of such information shall be regarded as time occupied by advertising matter.

40. Spot advertisements may be included in any program period set aside for the purpose of broadcasting such advertisements, but should be distributed at reasonable intervals throughout the program, having regard to the entertainment or service to be provided during the period.

41. Programs shall be so arranged that no more than four advertisements occur consecutively.

42. Subject to the preceding paragraph, spot advertisements may be broadcast in groups, if each advertisement complies with these standards, and if no group exceeds 1½ minutes in duration. Each group of advertisements shall be separated from adjacent groups by a substantial item of service or entertainment. In this context an announcement of time, or station identification, or both together, will not be regarded as a substantial item.

43. Advertising on Weekdays—In addition to the foregoing general provisions the following standards shall apply to the broadcasting of advertisements on any day except Sunday, Christmas Day and Good Friday.

44. In programs which are sponsored by one or more advertisers, not more than 20 per centum of the program period shall be occupied by advertising matter.

45. Except as expressly provided in paragraph 49, in any program period during which spot advertisements are broadcast, not more than 30 per centum of the program period shall be occupied by advertising matter; and not more than 18 minutes shall be so occupied in any period of 60 minutes.

46. Advertising on Sunday, Christmas Day and Good Friday—In addition to the provisions of paragraphs 39 to 42 the following standards shall apply to the broadcasting of advertisements on Sunday and, if advertisements are broadcast on Christmas Day and Good Friday, on these days also.

47. In respect of the whole of Christmas Day and Good Friday and the period between 6.00 am and 12.00 noon on Sunday.

(a) In programs which are sponsored by one or more advertisers, not more than 10 per cent-

tum of the program period shall be occupied by advertising matter, and the number of advertisements shall not exceed two in any period of 15 minutes.

(b) In any program period during which spot advertisements are broadcast, not more than 10 per centum of the program period shall be occupied by advertising matter, not more than six minutes shall be so occupied in any period of 60 minutes, and the number of groups of advertisements shall not exceed two in any period of 15 minutes.

48. Except as expressly provided in paragraph 49, in any period before 6.00 am and between 12.00 noon and 12.00 midnight on Sunday, not more than 20 per centum of the program period shall be occupied by any form of advertising matter, and not more than 12 minutes shall be so occupied in any period of 60 minutes.

SHOPPING GUIDES

49. A program which takes the form of a shopping guide, market information or similar matter, and so provides a special service to listeners in which advertisements constitute an integral and informative part of the program, may be broadcast. Paragraphs 41, 42, 44, 45 and 48 of the advertising time standards do not apply to such programs provided they comply with the following conditions:

(a) The time occupied by a single advertising announcement shall not exceed one minute.

(b) Not more than nine hours in any period

of seven days shall be occupied by such programs.

(c) Such programs shall not be broadcast in a foreign language.

(d) Such programs shall not be broadcast on a Sunday except in the period between 12.00 noon and 6.00 pm, when the following special conditions shall apply:

(i) not more than one such program shall be broadcast in the period; and

(ii) the time occupied by such a program shall not exceed 15 minutes.

50. A program in the form of a shopping guide shall not be broadcast on Christmas Day or Good Friday.

51. The broadcasting of a group of separate advertisements does not constitute a shopping guide.

ADVERTISING OF MEDICINES

52. Section 100 of the Broadcasting and Television Act 1942-1967 provides inter alia that a licensee shall not broadcast an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer of a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorized delegates. The Director-General of Health has issued notes on this subject for the guidance of licensees and advertisers. These are set out in Appendix A.

PART 3.—MISCELLANEOUS

TIME SIGNALS AND TIME ANNOUNCEMENTS

53. Periodical announcements of the correct local time should be made. The following rules should be observed:

(a) The correct time should be announced not less frequently than once in each 30 minute period, but a program exceeding 30 minutes in duration may be completed without such interruption.

(b) The correct time should be announced at the opening and closing of each transmission, and preceding each regular service program such as a news broadcast. Observatory time signals and public clock chimes may be broadcast at the discretion of a station, provided that such time signals should not be broadcast except on the hour, Eastern Australian Standard Time or Western Australian Time. Stations situated in territory in which Central Standard Time is observed should broadcast observatory time signals only at the equivalent of the hour, EAST, namely 30 minutes past the hour, CST.

(c) Frequent announcements of the time should be made during early morning sessions.

(d) No station should broadcast any signals which might be mistaken for standard time signals of the type originated by observatories throughout the Commonwealth.

(e) If, at the time of broadcasting, a program is recorded for subsequent repetition, care should be taken to avoid recording time signals or announcements which would be inaccurate during the rebroadcasts.

STATION IDENTIFICATION

54. All broadcasting stations should identify themselves periodically and the following practice, which will meet the requirements of aviation and other authorities, should be observed:

(a) The call-sign and location of each broadcasting station, as named in the licence, should be announced not less than once in each 30 minutes (on the hour and half-hour where possible) provided that a program unit exceeding 30 minutes in duration may be completed without such interruption.

(b) At the conclusion of a relayed program in which another station's call-sign has been announced, each station participating in the relay should identify itself by the announcement of its own call-sign and location.

PERSONAL MESSAGES

55. Messages intended primarily for individual listeners should not normally be included in broadcast programs (see section 112 of the Broadcasting and Television Act 1942-1967). It is, however, permissible to transmit certain messages under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:

(a) Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, may be transmitted, if such messages are verified and approved by a senior officer of the Police Force, or his deputy.

(b) In extreme emergency, and in the absence of any suitable or approved authorizing officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission.

(c) Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a broadcasting station or not, should transmit any mes-

sage containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs (a), (b) and (c) above.

56. Programs which are based on the exchange of letters, or include answers to correspondents, do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

HOURS OF SERVICE

57. Paragraph (c) of sub-section (3) of section 16 of the Broadcasting and Television Act 1942-1967 provides that the Board shall have power to determine the hours during which programs may be broadcast. The following procedure should be observed by licensees in connection with the variation of hours of service:

(a) In the case of a proposal to vary the hours of service permanently, an application for permission to do so should be addressed to the Secretary of the Board at the Board's Head Office. A copy of each application should be sent to the Board's representative in the capital city of the State in which the station is located. The application should be submitted well in advance of the proposed commencing date and should contain a complete schedule of existing and proposed hours of service together with an outline of the type of program matter to be broadcast initially during the altered hours of service; it should also specify the date on which the station desires to commence the new schedule.

(b) In the case of a proposal to vary the hours of service temporarily, where the need for such a variation is known well in advance of the date concerned, application should be made to the Board's representative in the capital city of the State in which the station is located. The application should include details of the proposed altered hours of operation and the date or dates affected, as well as the reason for the proposed variation.

(c) In the event of a local or district emergency, when it becomes desirable for special matter to be broadcast at short notice, notification of proposed temporary alterations of hours of service should be given to the Board's representative in advance, or if this is not possible, such notification should be given with the minimum of delay after the event. In all cases of such emergency variations, the Board's representative should be subsequently informed of the actual hours of service observed during the period of emergency.

58. Paragraph (c) of sub-section (1) of section 16 of the Broadcasting and Television Act 1942-1967 requires the Board to ensure that adequate and comprehensive programs are provided by commercial broadcasting stations to serve the best interests of the general public. The Board accepts the schedule of programs which is in operation at the time of a formal visit to a station for program inspection as the standard pattern of broadcasting by that station. Notification of minor variations in programming is unnecessary, but each station should supply written advice of any major alteration in program policy or planning to the Secretary of the Board at the Board's Head Office. A copy should be sent to the Board's representative in the capital city of the State in which the station is located.

RECORDING OF TELEPHONE CONVERSATIONS

Requirements of the Australian Post Office

TELEPHONE conversations which form part of a broadcast program may be recorded subject to the strict observance of the following requirements of the Australian Post Office:

1. The basis of relaxation of the former prohibition on the recording of a telephone conversation is that both parties must know that it is being recorded. The recording of telephone conversations by means of recording equipment not connected to the telephone service via a Recorder-Connector Type 1, which will provide a suitable warning signal to both parties, will continue to be illegal.

2. The general conditions that will apply in respect of the recording of telephone conversations are:

(a) The Post Office will supply, install and maintain a Recorder-Connector Type 1 on Post Office telephone services, for the prescribed charges, to permit connection of approved devices to record telephone conversations. The Recorder-Connector will inject a warning tone of 200 milli-second bursts of 1400 cycles per second at 15 second intervals to line during recording and will prevent recording if not engaged.

(b) The subscriber concerned shall be responsible for the supply, installation and maintenance of the recording device, its connecting lead and plug and the power supply which shall comply in all respects with APO Specification No. 1052. The equipment must be available at the time of installation of the Recorder-Connector Type 1.

(c) The subscriber shall defray the cost of any expenses incurred by the Post Office in repairing or replacing Post Office plant damaged by the recording equipment.

(d) The subscriber shall indemnify the Post Office and its officers from all actions, costs, proceedings, claims and demands whatsoever arising from any damage, loss or injury attributable to recording equipment.

(e) The Post Office reserves the right to vary the conditions under which approval to record telephone conversations is given should changed circumstances warrant such action.

(f) Applications for provision of Recorder-Connectors shall be lodged with the Director, Posts and Telegraphs, in the State concerned.

3. Where a Recorder-Connector is used to record conversations for use in broadcast programs, the Post Office will impose the following additional conditions:

(i) If a tape delay feature is required to excise undesirable matter before reproduction, this is to be arranged by the station concerned.

(ii) If additional filtering is required to erase the warning tone completely from the recorded conversation before reproduction, the station concerned is to arrange this. If the filter is located between the Recorder-Connector and the recording equipment, it must present the same input conditions as the recording equipment.

(iii) Where it is desired to use the studio equipment instead of a standard telephone on conversations being recorded, the station concerned is to submit full details, including a complete circuit, of the method proposed for associating the studio equipment with the telephone line, to the Director-General, Posts and Telegraphs, Melbourne, for approval. The relevant technical conditions described in APO Specification TEQ.9000 (shortly to be replaced by APO Specification 1050 and associated Specifications) must be complied with in this regard.

4. Copies of APO Specifications may be obtained from the First Assistant Director-General (Telecommunications), Postmaster-General's Department, Melbourne.

MEDICAL ADVERTISING

Notes issued by the Commonwealth Director-General of Health for guidance on the preparation of medical advertisements or talks on medical subjects for broadcasting and television purposes.

THE control of advertising matters and talks on medical subjects is provided for in the following sections of the Broadcasting and Television Act 1942-1967:—

Section 100.—(1) Subject to this Act, a licensee may broadcast or televise advertisements.

(6) A licensee shall not broadcast or televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(7) The Director-General of Health may delegate to a medical officer of a State his power under this section to approve the text of an advertisement.

(8) Any such delegation is revocable in writing at will and does not prevent the exercise of a power by the Director-General of Health.

(9) A person may appeal to the Minister from any decision of the Director-General of Health or of a delegate of the Director-General of Health under this section.

Section 122.—(1) Except as prescribed, a person shall not broadcast or televise a talk on a medical subject unless the text thereof has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(4) Any person may appeal to the Minister from any refusal of the Director-General of Health or a delegate of the Director-General of Health to approve of the text of a talk on a medical subject.

It should be noted that the Act does not indicate any standards upon which the Director-General of Health is to give or withhold his approval. The Act leaves the decision to the absolute discretion of the Director-General.

Experience has shown that considerable difficulties will be avoided by the publication of a guide to standards which will help in the preparation of advertisements and talks on medical subjects. These standards are offered for the guidance of those interested and do not limit the absolute discretion vested by the Broadcasting and Television Act in the Director-General.

It is also to be noted that the approval of the Director-General of Health does not remove the requirement that the Broadcasting Program Standards laid down by the Australian Broadcasting Control Board must be observed.

CENSORSHIP OF ADVERTISEMENTS BY DIRECTOR-GENERAL OF HEALTH

- Censorship is required for —
Mixtures, powders, tablets, lozenges or any

product to be taken by mouth for therapeutic use.

Drops or paints, such as eye, ear or nose drops, throat paint, etc.

Ointment, cream, pastes or powders for therapeutic use externally.

Liniments or any product to be rubbed on.

Injections.

Tooth paste or any type of dentifrices claiming cure of decay or mouth conditions.

Hair restorers.

Antiseptic or disinfecting tablets, lotions, gargles or dressings — as applied to the human patient.

Slimming or weight reducing measures.

Foods which claim to assist "regularity" or other health problems.

● But is not required for —

Beauty creams.

Depilatories.

Baby powders or talc powders.

Sterilizing agents for false teeth.

Antiseptics or disinfectants, as applied to floors, walls, etc.

Deodorants.

Foods which claim only to provide a balanced diet or to give calorific value.

GUIDE TO STANDARDS (A) TRUTH GENERALLY

1. No matter shall be included which in any way departs from truth as to the composition, character, or action of a product or method of treatment or its suitability for the purposes for which it is recommended. No untruthful implications should be imported into any advertising matter.

2. When any testimonial is used, it must have been honestly obtained and must be limited to the actual views of the user. No testimonial should be used which has been paid for.

No testimonial given by a foreign doctor should be in any way used so as to imply that the doctor is a British doctor.

No testimonial given by a person holding the title of "doctor", who is not a doctor in medicine should be used without a definite statement of the profession or cult in which this person holds the title.

In the case of any testimonial, the person using it may be called upon to furnish the original.

3. Any statement or testimonial given by a doctor in medicine should be accompanied in the advertising matter by the reference to the original publication in which the statement appeared.

4. Where any reference to a published statement is used the person using it may be called upon to furnish the original reference.

Any reference to a published statement will be disallowed if the passage has been removed from its context so that its original sense is distorted, or so that it is applied to support the advertiser's interests in a manner not contemplated by the original author.

5. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

6. No manufacturer or distributor of proprietary medicines should without authority use any title, description or address which may lead persons to believe that the product recommended emanates from any hospital or official source, or is otherwise than a proprietary medicine advertised by a particular manufacturer for the purpose specified.

(B) DECENCY AND ETHICS

7. No spoken or pictorial representation may be used which dramatizes distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the medicine not being used. No spoken or pictorial representation of vivisection will be allowed.

8. No advertisement should contain any matter which would lead persons to believe from the symptoms described that they are suffering from any serious ailment.

9. No description of any proprietary medicine should be used which describes graphically or repellently any bodily functions or matters which are generally not considered acceptable topics of conversation in mixed social groups.

For example, and without limiting the scope, the use of the following words or expressions will not be permitted:

Bad breath, bladder disorders, bowels, diarrhoea, excreta, flushing the kidneys, festers, scabs, intestines, piles, urine, body odour, sour stomach.

Advertisements relating to contraceptives will not be permitted.

10. No advertisement should contain any intimation that—

(a) The person advertising is prepared to diagnose by correspondence diseased conditions or any particular diseased condition in a human being;

(b) The person advertising is prepared to receive from any person a statement of his or any other person's ill health with a view to advising as to, or providing for, the treatment of such ill health by correspondence.

11. No person should issue any advertisement claiming to cure chronic or incurable ailments or for use in conditions in which self-medication presents a risk.

12. No person should advertise any prepara-

tion which contains drugs in dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

13. An advertisement should not contain any guarantee of "money back".

14. No advertisement should contain any matter which could be regarded as claiming that any course of treatment or proprietary medicine is efficacious for the prevention or cure of a serious disease which properly should be under the care of a registered medical practitioner, and in particular, no person should advertise or offer for sale to the public any course of treatment of proprietary medicine which is directly or by implication held out as being effective:

(a) For the treatment of: amenorrhoea, anaemia, any structural or organic ailment of the auditory system, arthritis, barber's rash, blindness, cancer, cardiovascular disease (including high or low blood pressure), consumption and allied conditions, convulsions of any origin, croup, diabetes, diseases of the kidneys, diseases of the central nervous system, enlarged glands, epilepsy, erysipelas, gallstones, glandular ailments of any kind, goitre, haemorrhoids, hernia or rupture, hormonal diseases, lupus, menopausal conditions, menstrual irregularities, peptic ulcer, phlebitis, psoriasis, purpura, pyorrhoea, ringworm, scabies, thrombosis, tuberculosis, ulcers in the mouth, varicose ulcers, venereal disease, whooping cough.

(b) For developing the bust or raising the height.

(c) For removing sexual weakness or impotence or increasing virility or reproductive power.

(d) For procuring miscarriages or abortion.

(e) For the treatment of conditions or habits associated with sexual excess or indulgence or of any ailment associated with those habits.

15. In the case of any preparation stated to contain vitamins, the advertiser may be requested to furnish information as to the name of each vitamin present in the preparation and the quantity (expressed in international units or milligrammes) of each vitamin in a stated quantity of the preparation.

16. Reference to alcohol as a medicine will not be permitted either by direct advertisement or by implication.

17. No derogatory reference whether spoken or visual will be allowed for advertising purposes to any physical or mental affliction or deformity. Any reference to such infirmities must avoid bringing ridicule or offence to the sufferers or their families.

18. Advertising material should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.

19. Actual methods of treatment shall not be depicted as part of an advertisement relating to any course of treatment or proprietary medicine.

20. The appearance of a patient receiving treatment, or under the influence of a drug or hypnotism will not be approved for advertising purposes.

21. The appearance of a patient implying or testifying to the cure of any condition will not be approved.

(C) TRUTH IN RELATION TO MEDICAL ADVERTISING

22. The word "cure" or any visual implication that the proprietary medicine will

definitely cure the condition described, will very rarely be justified. The use of this word and such pictorial matter will be critically examined.

23. Advertisements should not contain—

- (a) General statements not properly qualified;
- (b) Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;
- (c) Statements directly stating or implying that "all" diseases are due to a particular cause.

For example—

(I) "All skin rashes and blotches, not over-looking rheumatism, neuritis and other similar functional disorders. All these complaints are the direct result of improper eating of foods and the improper combination of foods".

(II) "If your body has the right food, and digests that food properly, then you will be perfectly healthy".

24. Statements should not be used in respect of any preparation that is "the best", "the most successful", "safest", "quickest", or containing any similar use of superlative adjectives involving comparison with other remedies, or departures from strict truth.

Examples of expressions which should not be used are—

"The only preparation" which will achieve a certain result; "A certain" or "unfailing" remedy for any particular purpose; "Nature's own remedy"; "Australia's national remedy"; "One dose will immediately . . ."; "Never fails"; "You can always depend on . . .";

"Used by more persons than any other preparation of its kind"; "There's nothing better than . . ."; "There's nothing like . . ."; "The Ideal remedy". One particular form of advertising should not be used. This form attempts to convey the impression that the preparation is a secret held by the manufacturers as a result of years of devoted and persistent research on the part of eminent scientists who are at last able to present the nation with wonderful results.

An alternative method of conveying the same ideas and equally to be avoided is that the formula is one that is "centuries old", "was known to the ancients"—and it is occasionally suggested that it has been lost for centuries and only just now rediscovered.

Variants of this kind of advertising are—

" . . . is a new scientific preparation perfected by over 50 years' scientific research";

" . . . men of science have for years searched for . . . At last they have found it";

" . . . unique formula adopted after years of research by highly skilled chemists";

" . . . originated in a centuries-old oriental formula".

25. Certain words, such as "vitality", which are capable of an interpretation possibly not intended by the advertiser should not be used.

26. There shall be no implication that the announcer is a doctor or dentist nor shall the background or set imply in any way that the announcement is being made from the professional rooms of a doctor or dentist or from a hospital.

MEDICAL ADVERTISING

ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF ADVERTISERS AND BROADCASTERS

A: BROADCASTING

(i) All approvals for broadcasting scripts will be for a definite period only. The period will be indicated by the Director-General in his approval.

(ii) Broadcasting scripts should reach the Director-General at least ten days before the projected date of broadcasting.

(iii) Broadcasting script must be sent in duplicate so that an approved copy may be returned to the sponsor while the original is held by the Director-General.

(iv) Extra copies should not be sent.

(v) Space should be left at the bottom of each page of script in order that any written approval or stamp by the Director-General may be inserted without covering the actual script.

B: TELEVISION

All material proposed for medical advertising by television will require to be submitted in a form that allows the relationship of the visual and sound contents one to the other

to be clearly understood.

A large proportion of television advertising will be by "stills" or by films.

For "stills", approval may be sought when the preliminary sketches have been drawn or when the slides or art work are complete.

For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that the advertisers might consult the Director-General at the commencement, when little expenditure has been incurred but when the treatment has been decided on and at one or both of the following intermediate stages in the preparation of material if required:—

(i) When the screen play, shooting script or story board has been finalised.

(ii) When the film has been completed but before the sound track has been added.

Films which have been imported into Australia in completed form will of necessity require to be submitted to the Director-General in that form. These films will have been subject to censorship by the Commonwealth Film Censorship Board on importation.

The approval by that Board for the use on television of films which deal with matters of a medical nature, whether for advertising or other purposes, will be given subject to the subsequent approval of the Director-General of Health in the terms of his authority under the Act.

VOLUNTARY GUIDE FOR MANUFACTURERS AND ADVERTISERS

RULES RELATING TO THE ADVERTISING OF PROPRIETARY MEDICINES

Agreed to by the Federal Government health authorities, advertisers, agencies and media and issued in November, 1961.

PREFACE: Advertising is an important commercial procedure in marketing products and no group of commodities receives more attention in this respect than proprietary medicines.

In the public interest and in the interest of reputable advertisers of these commodities a code of rules is necessary as a guide in the preparation of advertisements.

Labelling and packaging must comply with State requirements and, before a commercial script is submitted to the censor, care should be taken to ensure that State legislation controlling advertising is not contravened.

While the advertising and displaying of goods in an attractive manner is essential to the vendor in this competitive world, it is also helpful to the consumer if fairly and honestly done. On the other hand, it may be abused in such a way as to deceive the consumer through the employment of unfair and dishonest practices. Such objectionable methods are a disadvantage to ethical competitors and detrimental to trade as a whole.

PRINCIPLES: The following principles should be observed:—

- (1) Tell the truth about what is offered in such a manner that its significance will be understood by the trusting as well as the analytical consumer.
- (2) Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.

SCOPE: This Code applies to proprietary medicines for which a therapeutic use is claimed.

Therapeutic use means use for the purposes of:—

- (1) Preventing, diagnosing, curing or alleviating a condition, ailment, defect or injury.
- (2) Influencing, inhibiting or modifying a physiological process.

PROHIBITED: No advertisement may contain any reference to the following:—

Anaemia (all forms), Arthritis (all forms), Barber's Rash, Cancer, Cardiovascular disease, including low or high blood pressure, diseases of the central nervous system, consumption, croup, development of the bust, enlarged glands, epilepsy, erysipelas.

Also gallstones, glandular ailments of any kind, goitre, hormones, impotence or virility, diseases of the kidneys, lupus, menopausal conditions, menstrual irregularities (claims for relief of pain are permissible), phlebitis, psoriasis, purpura, pyorrhoea, raising the height, ringworm, scabies, sexual weakness, thrombosis, tuberculosis, ulcers in the mouth, varicose ulcers, venereal disease, whooping cough,

and any others which may be determined by the agreement of all parties.

ACCEPTED WITH LIMITATION: Only claims to relieve the sufferer, or to alleviate the condition, are permissible in the following:—

Asthma attacks, baldness, bladder conditions (advertising prohibited in certain States), bronchitis, catarrh, colds and coughs, deafness,

duodenal ulcer, eczema, fungus infections, except ringworm, gastric ulcer.

Also haemorrhoids, headaches, indigestion, impetigo, influenza, overweight, rheumatism, rupture, sinus infection, varicose veins, vitamin deficiency,

and any others which may be determined by the agreement of all parties.

ADVERTISED LITERATURE: When advertising from any source offers in its copy a booklet — paid or unpaid — the advertiser must submit such booklet or book to the censor together with his proposed advertisement. If the booklet does not conform with these censorship regulations, the advertising copy will not be accepted.

It should not be assumed that new copy prepared is in conformity with rulings on previous copy. It is necessary to submit ALL new copy.

Reference to a published statement will be disallowed if the passage has been removed from its context leading to distortion of the original sense.

UNACCEPTABLE WORDS: Words such as piles, constipation, flushing the kidneys, scabs, excreta, etc., are not acceptable in headings or display lines.

Offensive words are not permitted in any advertising copy.

ILLUSTRATION: Illustrations or diagrams of the human body shall not include the area between the shoulders and the knees, except when approval is specifically obtained. An illustration will be barred if it depicts excessive pain or suffering, or is for any other reason unsuitable for publication.

OVERSTATEMENTS: False and misleading statements are specifically prohibited. Statements such as the following are generally regarded as false and misleading:

"Vanishes like magic", "disappears overnight", "never fails", "infallible", "the ideal remedy", etc.

The use of superlatives will not be approved, nor should disparaging references to other preparations be made, overtly or by inference.

SCIENTIFIC CLAIMS: Where a scientific claim, such as "Laboratory tested", "Science has proved", etc., is made, concerning which the Censor has any doubt, he should consult an appropriate scientific authority.

DIAGNOSIS OR TREATMENT BY CORRESPONDENCE: No advertisement should contain any intimation that the person advertising is prepared to diagnose or treat by correspondence, diseases, conditions or symptoms of ill-health in a human being.

MONEY BACK GUARANTEE: Money back guarantees are prohibited.

ADDITIONAL ITEMS, not involving the use of proprietary medicines:—

No advertisement may contain any reference to therapy by hypnosis or to restoration of more effective eyesight by eye exercises.

AMENDMENT TO RULES: This code is to be revised every five years or as required, by the agreement of all parties.

This is a voluntary code and has no legislative implications.

FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS

Rules for Accreditation of Advertising Service Agencies.

(Amended October, 1959)

1. For the purpose of these rules—

(a) "Federation" means Federation of Australian Commercial Broadcasters.

(b) "Federal Council" means the Federal Council of the Federation of Australian Commercial Broadcasters.

(c) "Secretary" means the secretary of the Australian Federation of Commercial Broadcasters.

(d) An "agency" is for the purpose of these rules an advertising service agency which has applied for or has obtained accreditation from the Federal council.

(e) A "member" of the Australian Association of Advertising Agencies means a member of any of the bodies affiliated with that Association.

(f) "Station" means a commercial broadcasting station.

2. For the purpose of these rules full powers on behalf of the Federation to issue, withhold and cancel accreditation certificates are vested in the Federal council.

3. All applications for accreditation or renewal of accreditation shall be made to the secretary on the form prescribed in the schedule hereto accompanied by a fee of \$10.50, and agencies seeking renewal shall make application not later than the 31st October of each year. Such applications shall be supported by whatever evidence may be required by the Federal council that the applicant maintains a properly equipped office, has the necessary financial standing and ability to carry out the undertakings involved in the granting of accreditation under these rules and in respect of an agency established after the 1st January, 1938, is independent of any financial control by or arrangement with any advertiser or station whereby the latter obtains any interest in the commissions paid to the applicant.

4. Applications for accreditations shall be made individually by agencies whether trading as individuals, partners or incorporated companies. In the case of partnerships the application must be signed by all of the partners, and in the case of corporations the application must be signed in conformity with the company's articles of association.

5. (a) The period of accreditation shall be

as determined by the management subject to no accreditations exceeding 12 months from the first day of January in each year.

(b) All accreditations in force on the 31st December of each year shall terminate on that date.

6. A certificate shall be issued by the secretary to the agency accredited.

7. The Federal council shall consult with the Australian Association of Advertising Agencies upon all matters affecting the interest of their members under these rules.

8. Before dis-accreditation, any agency, in the event of a direct infringement of these rules, has the right to state its case to the Federal council.

9. Accreditation may be withdrawn or withheld by the Federal council in the case of an agency:—

(a) any principal of which is a salaried employee of an advertiser or

(b) which was created for and is dependent on the advertising and publicity activities of any particular firm or individual.

10. Every accredited agency shall keep the usual books of account, and punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the said books on the premises and permit at all times the Federation, its auditors, servants or agents authorised thereto in writing to examine and report on the said books, and to inspect all contracts and other documents of the accredited agent, and the accredited agency shall at all times furnish all such information as the Federation or the said auditors, servants or agents may require for the purpose of verifying the same or otherwise.

11. No agency shall offer to any advertiser or seek from any station an advantage or concession in its rates, station time or other advantage not included in the station's schedule of rates and conditions upon which advertising agencies are authorised to quote.

12. Stations shall pay accredited agencies commission on air time and features at the ruling rates fixed from time to time by the Federation. Not less than two months notice shall be given to the accredited agencies

of any variation in the rate of commission. In the event of any variation of commission rates or any variation in advertising rates, such variation shall not apply to existing orders or to bona fide quotations already made by an agency to an overseas client; this arrangement to be subject to the production of evidence satisfactory to the station concerned.

13. Only such agencies as are accredited in accordance with these Rules shall be eligible or entitled to receive commission.

14. Full commission allowed by the stations shall be retained by the agency and shall not be shared with or rebated to any person, firm or company directly or indirectly and shall be apart from any service fees that may be charged by the agency to the client.

15. The agency shall accept full responsibility for the payment of its clients' accounts in respect of all orders placed by the agency, or on which commission is paid or payable in accordance with the standard terms and conditions of the form of advertising contract issued by the Federation and in addition will be liable jointly and severally with the advertiser in respect of all other monies that may become payable by the advertiser to the station in accordance with the said standard terms and conditions.

16. No commission shall be payable to or deducted by an agency unless payment of accounts is received by the station within forty-five (45) days of the end of the month following broadcast.

17. In the case of a transfer of an advertising account from one agency to another during the currency of an order, both agencies shall inform the station or stations in writing of the transfer, and the fulfilment of all obligations of the order shall rest with the agency to whom the contract has been transferred, and all monies payable under the order for which the transferring agency is or could thereafter become liable to the station or stations shall be payable by the agency to whom the contract has been transferred without, however, releasing the transferring agency from its liability to the station or stations under the terms of the contract.

18. No commission shall be payable on landlines and other out-of-pocket expenses.

19. An agency shall not sub-let station time of its principal in any form nor shall time be made the subject of a rebate of goods, indirectly or otherwise.

20. (a) Application for the issuing of a commissionable master order shall be made to the secretary.

(b) For the purpose of these rules a com-

missionable master order shall be deemed to be one in respect of which:—

(i) The advertising principal is the registered proprietor of two or more brands being advertised; or

(ii) The advertising principal whilst not the registered proprietor supplies satisfactory evidence that the products or brands being advertised have a common ownership; or

(iii) The advertising principal certifies in writing that he holds directly or indirectly shares to which are attached more than half the voting power in the company or holds directly or indirectly a controlling interest in firms owning the brands of which advertising is being placed; or

(iv) The advertising principal is the registered proprietor of Australian rights to the brands to be advertised, and controls the manufacture within the Commonwealth of Australia and is able to furnish satisfactory evidence that he is defraying entirely the cost of the advertising; and

(v) The agent giving the order for advertising discloses the principal for whom the advertising is being carried out and the names of the other agents carrying out such advertising at the same time specifying the products or brands for which each agent is carrying out the advertising.

(c) Several agencies may operate under a master order but the master order must be signed by one agency which shall be responsible for all rate adjustments. Authority for any other agent to operate under a master order must be issued in writing by the agent signing such order but such other agent shall be responsible for any payment in respect to orders placed by his agency pursuant to such authority.

(d) Authority to operate under a master order may be issued by an accredited agent only to another accredited agent and notification of the appointment or revocation of such appointment must be promptly made to the secretary.

(e) The granting, withholding or cancelling of a master order is vested in the Federal council.

21. The agency shall conform strictly to the Federation's Standards of Broadcasting Practice and to the standards laid down from time to time by the Australian Broadcasting Control Board, and the individual station's conditions respecting:

- (a) Program standards
- (b) Policy
- (c) Receipt of copy
- (d) Amount of wordage

and shall ensure that all advertising submitted is clean, honest and truthful advertising.

22. Should an agency retire from business as an agency, its right of accreditation shall forthwith lapse but it shall be responsible for all obligations under current contracts with stations.

23. In the event of an agency reconstructing its business or effecting any changes in its proprietary, the secretary shall immediately be advised and its accreditation shall be subject to review by the Federal council in the light of the information tendered, and unless continuance be approved, shall lapse and a fresh application for accreditation shall be necessary.

24. The Federal council shall be the sole arbiter upon the interpretation of these rules and regulations, and any question or questions arising from or not covered by them, and its decisions shall be final, but neither the Federal council nor any member thereof shall be liable to be sued by reason or in respect thereof.

25. All orders shall be deemed to include the terms and conditions prescribed by the Federation, providing any variation thereof may, at the option of either party, be subject to the approval of the Federation prior

to acceptance of the order. Such conditions shall operate irrespective of whether or not an order is issued on the official order form of the agency, and such conditions shall supersede anything to the contrary which may appear on the order issued by the agency.

26. An agency may require from any station a declaration certifying that announcements scheduled have been duly made in terms of the order on the Standard Broadcast Advisory Reports.

27. An agency shall not undertake to represent exclusively any station or group of stations.

28. Nothing in these rules shall impair the right of a station of direct access to the advertiser on all questions affecting the latter's business with the station.

29. Subject to observance in all respects of the foregoing rules, the rate of commission to be paid by stations to agencies shall be:

(i) 7½pc of the amount of station time involved if the agency negotiates and signs the contract but does not prepare the copy and service the account.

(ii) 12½pc of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) 12½pc of the value of the features purchased from a station on behalf of a client but which excludes landlines, prize money, or other out of pocket expenses.

TELEVISION ADVERTISING BOARD

Rules for Accreditation of Advertising Service Agencies

DEFINITIONS

1. For the purpose of these Rules:—
 - (a) "Accredited agent" means an advertising agent which has been granted current accreditation by the Television Advertising Board pursuant to these Rules.
 - (b) "General manager" means the general manager of the Federation of Australian Commercial Television Stations and its Television Advertising Board division.
 - (c) "Rules" means these Rules of Accreditation of advertising agents.
 - (d) "Station" means a commercial television station which is a member of the Federation of Australian Commercial Television Stations.
 - (e) "Television Advertising Board" means the Television Advertising Board division of the Federation of Australian Commercial Television Stations.
4. Application shall be supported by evidence to the satisfaction of the Television Advertising Board:—
 - (a) In the case of an individual or partnership that the applicant has the ability, experience and financial standing necessary to carry out the obligations accepted by and imposed upon accredited agents under these Rules.
 - (b) In the case of a company that the directors of the company have the ability and experience and that the company has the financial standing necessary to carry out the obligations accepted by and imposed upon accredited agents under these Rules.
 - (c) That the applicant maintains a properly equipped office to the standard required by the Television Advertising Board.
 - (d) That the applicant services and places a volume of advertising satisfactory to the Television Advertising Board.

RULES

2. These Rules may be altered at any time and from time to time by resolution of the Television Advertising Board, and a statement signed by the general manager shall be prima facie evidence of the rules for the time being in force.

APPLICATION FOR ACCREDITATION

3. An advertising agent whether it be an individual, partnership, or company seeking accreditation pursuant to these Rules shall make written application in the form or forms prescribed by the Television Advertising Board, and shall contain an undertaking of agreement to abide and be bound by the rules issued from time to time by the Television Advertising Board.

GRANT OF ACCREDITATION

5. (a) For the purposes of these Rules full powers to grant, refuse and cancel accreditation is vested in the Television Advertising Board which is not required and compelled to assign or give any reason for its refusal or cancellation.
- (b) A grant of accreditation may be made either on a Federal basis or on a State basis which has limited operation within a particular State or States.
- (c) A Certificate of Accreditation shall be issued by the general manager to the agency accredited under these Rules, but such certificate will at all times remain the property of the Federation of Australian Commercial Television Stations and is to be returned on demand by the general manager.
- (d) A statement signed by the general manager as to whether or not an advertising agent is an accredited

agent pursuant to these Rules shall be conclusive evidence as to whether or not such agent is accredited or not on the date mentioned.

PERIOD OF ACCREDITATION

- 6. (a) The grant of accreditation shall be for the period determined by the Television Advertising Board subject to no accreditation exceeding twelve months from the first day of January in each year.
- (b) All accreditations in force on the 31st December of each year shall terminate on that date. Application for renewal of accreditation may be made by any agent in the manner provided for application for accreditation under those Rules.

CHANGES IN PROPRIETARY OR EXECUTIVE CONTROL OR IN SHAREHOLDING

- 7. (a) (i) An accredited agent who ceases to carry on business as an advertising agent or who retires from a firm or partnership consisting of accredited agents, must give notice to the Television Advertising Board within seven days after the cessation of his business or of his retirement.
- (ii) Within seven days after the admission of any additional member to partnership in a firm or partnership of accredited advertising agents or of the conversion of any existing partnership consisting of accredited agents notice of any such admission or conversion to a company must be given in writing to the Television Advertising Board;
- (iii) In the case of any company granted and holding accreditation under these rules notice must be given by the company to the Television Advertising Board within seven days of—
 - (i) Any change made in the constitution, memorandum or articles of association of the accredited company;
 - (ii) Any reconstruction of the accredited company or

amalgamation of the accredited company with any other company;

- (iii) Any transfer of any share or shares in the company registered by the directors of the accredited company;
 - (iv) Any change in the beneficial ownership of any share or shares in the company known to the directors of the accredited company;
 - (v) Any allotment or issue of any new shares in the accredited company;
 - (vi) Any change made in the personnel of the directors of the accredited company;
 - (vii) Any substantial alteration made in the capital invested in or lent to the accredited company;
 - (viii) Any other change or changes made in the constitution membership or control of the accredited company.
- (b) An accredited agent shall forthwith give to the Television Advertising Board in writing all relative information, facts, data, particulars and material as the Television Advertising Board may at any time or from time to time require in respect of any changes in the constitution of a partnership or firm of which the agent is a member; of the formation of any incorporated company to carry on business of an advertising agent and of which the agent has become a member; of any changes in the constitution or memorandum or articles of association or of the reconstruction or amalgamation or of the transfer, change in beneficial ownership or allotment or issue of any shares in or of any changes in the directorate of capital invested or lent to or changes in the constitution membership or control of any accredited company. If so requested by the Television Advertising Board such information, facts, data, particulars and material must be verified by statutory declaration or affidavit.
 - (c) Unless the Television Advertising Board approves the continuance of accreditation, it shall forthwith lapse but the agency will be held responsible for all obligations under current contracts with stations.

CANCELLATION OF ACCREDITATION

8. (a) Accreditation may be cancelled at any time by the Television Advertising Board:—
- (i) in the event of any misstatement or nondisclosure to the Television Advertising Board,
 - (ii) in the event of the accredited agent being unable to pay its debts as they become due,
 - (iii) in the event of the accredited agent not paying its account to any station within its due date or
 - (iv) for any breach, non-performance or non-observance of these Rules for the time being in force, or
 - (v) if the Television Advertising Board in its absolute discretion shall so determine.
- (b) Accreditation may be cancelled by resolution of the Television Advertising Board. Before passing any such resolution the Television Advertising Board may call upon the accredited agent whose accreditation it is proposed to cancel, to make such application, either orally or in writing, as it may require, but the Television Advertising Board shall not be bound to do so.
- (c) Immediately a resolution of cancellation of accreditation is passed by the Television Advertising Board, the accreditation shall forthwith be determined and the advertising agent shall be so informed in writing of such termination and is required to return to the general manager the Certificate of Accreditation.

COMMISSION

9. Only accredited agents shall be eligible to receive commission from a station, and commission shall be payable only to the agent preparing and lodging copy, and then only as time and/or programs are paid for in accordance with Rule 13.
10. Ten per cent (10pc) commission is payable on all advertising handled and placed by accredited agents with the exception of:—
- (a) Advertising which has not been accepted and/or telecast for any reason whatsoever by the station with whom the advertising is placed or sought to be placed.
 - (b) Advertising placed by agents which

are in breach of the rules of the Television Advertising Board and telecast after such breach.

- (c) Advertising placed by an accredited agent whose accreditation has been cancelled prior to the telecast of the advertising in respect of which commission would otherwise be payable.
 - (d) Advertising in respect of which an accredited agent gives, credits or promises to an advertiser any benefit in the nature of rebate or commission.
 - (e) Advertising in respect of which an accredited agent commits a breach of Rule 15.
 - (f) Advertising in respect of which a resolution is passed by the Television Advertising Board that or to the effect that no commission shall be payable.
 - (g) Advertising not paid in accordance with the provisions of Rule 13.
11. No commission shall be payable on the cost of PMG microwave or coaxial relays; prize money; sporting rights or other out of pocket expenses.
12. No accredited agent shall accept from any member station any higher commission than the ten per cent prescribed by Rule 10.
13. Except where stipulated by stations, all commissionable advertising received through an advertising agent will be charged to the advertising agent, and the account will be due and payable within 30 days of the date of the invoice. In cases where advertising agents' accounts are not paid within 45 days from the end of the month in which the account is incurred, such non-payment shall be reported to the Television Advertising Board by the member station concerned and no commission shall be paid on such accounts.
14. In the event of any agency being granted an extension of time for payment of an account, the advertiser shall be informed by the Television Advertising Board. If an extension is granted commission shall not be paid.

REBATING OF COMMISSION

15. (a) The full commission allowed by the station shall be retained by the accredited agents, and subject to the provisions contained in this clause, shall not be shared with or rebated to, any other person, firm or company, directly or indirectly. This provision shall not be held to prohibit an accredited agent sharing any part of the commission with any accredited agent or from paying to any bona fide canvasser or repre-

sentative employed by the agent to secure advertising accounts, a share of the commission payable by the station.

- (b) Agencies break this rule if they supply free or partly free any material or if they defray in whole or in part the salary of any employee or an advertiser, or make any allowance or do anything which in effect is equivalent to rebating any part of the commission.

TRANSFER OF ACCOUNTS

- 16. In the case of the transfer of an advertising account from one agency to another during the currency of any order, both agencies shall inform the station or stations in writing of the transfer, and the fulfilment of all obligations of the order shall rest with the agency to whom the contract has been transferred.

LIABILITY

- 17. The advertising agent shall accept full responsibility for the payment of his client's accounts in respect of all orders received from or through the agent on which commission is payable.

Signature to the order shall be by the accredited agent; signature "for and on behalf of" his client will not be accepted.

In the case of a transfer of an advertising account from one accredited agent to another accredited agent, both agents shall inform the station or stations in writing of the transfer.

The current advertising order may be cancelled by the agent relinquishing the account in which case debits or credits due at the time of cancellation will be passed to him; or the agent taking over the account may signify in writing that he accepts responsibility for the original order in which case he will be responsible for any adjustment of charges that may be made at the end of the period.

RIGHT OF INVESTIGATION

- 18. Every accredited agent shall keep the usual books of account and punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the set of books on the premises and

permit at all times the Television Advertising Board, its auditors, servants or agents authorised thereto in writing, to examine and report on the said books and to inspect all contracts and other documents of the accredited agent, and the accredited agent shall at all times furnish all such information as the Television Advertising Board or the said auditors, servants or agents may require for the purpose of verifying same or otherwise.

RIGHTS OF ACCESS

- 19. Nothing in these rules shall impair the right of the station to direct access to any advertiser on all matters relating to advertising.

ADVERTISING STANDARDS

- 20. The Agency shall conform strictly to the Broadcasting Control Board Standards on Television Broadcasting Practice, the Television Advertising Board's Advertising Regulations as issued from time to time, and the individual station's conditions respecting:

- (a) Program Standards
 - (b) Policy
 - (c) Receipt of advertising matter
 - (d) Commercial time limitations
- and shall ensure that all advertising submitted is clean, honest and truthful advertising.

NOTICES

- 21. (a) Notifications to the Television Advertising Board pursuant to these Rules are required to be made to:
The General Manager,
Television Advertising Board,
Suite 404, Caltex House,
167 Kent Street,
Sydney.
- (b) Any notice sent by post by the Television Advertising Board shall be deemed to have been served on the day following that on which the envelope or wrapper containing the same is posted, and in proving such service, it shall be sufficient to prove that the envelope or wrapper containing the notice was properly addressed and put into a post office or receptacle provided for the posting of letters.

A certificate in writing signed by the general manager that the

envelope or wrapper containing the notice was so addressed and posted shall be conclusive evidence thereof.

ACCREDITING BODY

22. (a) Accreditation by the Television Advertising Board will be accepted by member stations of the Federation of Australian Commercial Television Stations.
- (b) Any additions or alterations in such membership will be advised from time to time to accredited agents but as at September 30, 1967, membership consisted of:—

A.C.T. AND NEW SOUTH WALES

Amalgamated Television Services Ltd (ATN-7) Sydney
 Television Corporation Ltd (TCN-9) Sydney
 United Telecasters Sydney Ltd (TEN-10)
 Country Television Services Ltd (CBN-8) Orange (also CWN Dubbo, on relay from CBN).
 Canberra Television Ltd (CTC-7) Canberra
 East Coast Television Ltd (ECN-8).
 Murrumbidgee Television Ltd (MTN-9) Griffith.
 Newcastle Broadcasting and Television Corporation (NBN-3) Newcastle
 Northern Rivers Television Ltd (NRN-11)
 Richmond Tweed TV Ltd (RTN-8) Lismore
 Riverina Television Ltd (RVN-2) Wagga Wagga
 Television New England Ltd (NEN-9) Tamworth.
 Television Wollongong Transmissions Ltd (WIN-4) Wollongong

VICTORIA

Austarama Television Pty Ltd (ATV-0) Melbourne
 General Television Corp Pty Ltd (GTV-9) Melbourne

Herald-Sun Television Pty Ltd (HSV-7) Melbourne
 Albury Upper Murray TV Ltd, (AMV-4)
 Bendigo & Central Vic. Telecasters Ltd (BCV-8) Bendigo
 Ballarat & Western Victoria TV Ltd (BTV-6) Ballarat
 Gippsland-Latrobe Valley Telecasters Ltd (GLV-10) Traralgon
 Goulburn-Murray Television Ltd (GMV-6) Shepparton
 Sunraysia Television Ltd (STV-8) Mildura.

QUEENSLAND

Brisbane Television Ltd (BTQ-7) Brisbane
 Queensland Television Ltd (QTQ-9) Brisbane
 Universal Telecasters Ltd (TVQ-0) Brisbane
 Darling Downs TV Ltd (DDQ-10) Toowoomba (also SDQ, South Downs, on relay from DDQ).
 Far Northern Television Ltd (FNQ-10) Cairns.
 Rockhampton Television Ltd (RTQ-7) Rockhampton.
 Telecasters North Queensland Ltd (TNQ-7) Townsville
 Wide-Bay Burnett Television Ltd (WBQ-8) Maryborough

ADELAIDE

Television Broadcasters Ltd (ADS-7) Adelaide
 Southern Television Corporation Ltd (NWS-9) Adelaide
 South East Telecasters Ltd (SES-8) Mt Gambier.

WESTERN AUSTRALIA

TVW Limited (TVW-7) Perth
 Swan Television Ltd (STW-9) Perth
 South Western Telecasters Ltd (BTW-3, GSW-9) Bunbury.

TASMANIA

Tasmanian Television Limited (TVT-6) Hobart
 Northern Television Ltd (TNT-9) Launceston

New Zealand Section

- *New Zealand Broadcasting Corporation (pages 480-482)*
- *Advertising agencies (pages 483-487)*
- *Public relations consultants (page 487)*
- *Leading advertisers (pages 487-494)*
- *Television production companies (page 494)*



(TAB. HERE)

NEW ZEALAND BROADCASTING CORPORATION

BROADCASTING began in New Zealand with the endeavours of numerous small radio stations which provided some form of service and entertainment to their local communities.

The first of these stations to be licensed was IYA Auckland (1923).

Systematised broadcasting was not initiated until 1925 when the Government granted the Radio Broadcasting Company of New Zealand a five-year licence to establish and operate a national, non-advertising broadcasting service.

When the licence expired on December 31, 1931, control of broadcasting services passed to the New Zealand Broadcasting Board, a statutory public body.

The Broadcasting Act, 1936, abolished the Board and placed broadcasting control in the hands of a government department — the National Broadcasting Service.

The following year, a Broadcasting Amendment Act created the National Commercial Broadcasting Service, and until 1943 the two organisations existed side by side.

A Statutes Amendment Act in 1943 abolished the commercial service as a separate entity and made it part of the National Broadcasting Service.

In 1946, the name was changed to the New Zealand Broadcasting Service, and in 1961 the Broadcasting Corporation Act repealed all previous legislation and established the Broadcasting Corporation, a statutory public body which came into existence on April 1, 1962.

Head Office: Bowen State Building, Bowen Street, Wellington NZ., PO Box 98. Phone 48-200.

RADIO STATIONS

In the following list of medium-wave broadcasting stations of the NZBC, those marked * are advertising stations.

Whangarei: IXN*, PO Box 845 (970kcs, 2kw); IYX Whangarei (830kcs, 2kw). PO Box 845; repeater transmitters, IXA* Kaitaia (1440kcs, 2kw); IXE* Kaikohe (1220kcs, 2kw).

Auckland: IYA, PO Box 2209 (760kcs, 20kw); IYC, PO Box 2209 (880kcs, 10kw); IZB*, PO Box 2209 (1070kcs, 10kw); IYD*, PO Box 2209 (1250kcs, 2kw).

Tauranga: IZD*, PO Box 205 (1000 kcs, 10kw).

Hamilton: IXH*, PO Box 489 (1310kcs, 2kw); IYW, PO Box 489 (1140kcs, 2kw).

Tokoroa: IZO*, PO Box 272 (1420kcs, 2kw).

Rotorua: IYZ, PO Box 498 (860kcs, 10kw); IZC*, PO Box 498 (1350kcs, 2kw).

Taupo: IZA*, PO Box 247 (1500kcs, 2kw).

Taumarunui: IZU*, PO Box 340 (1520kcs, 1kw).

Gisborne: 2ZC*, PO Box 365 (1060kcs, 2kw); 2YW, PO Box 365 (1180kcs, 2kw).

New Plymouth: 2XP*, PO Box 141 (1370 kcs, 2kw); repeater transmitter, 2ZH*, Hawera (1560kcs, 1kw), PO Box 341.

Napier: 2YZ, PO Box 161 (630kcs, 20kw); 2ZC*, PO Box 161 (1280kcs, 2kw).

Wanganui: 2XA,* PO Box 419 (1200kcs, 2kw).

Palmerston North: 2ZA,* PO Box 617 (940kcs, 2kw).

Masterton: 2XB,* PO Box 220 (840kcs, 2kw).

Wellington: 2YA, PO Box 2396 (570kcs, 100kw); 2YC, PO Box 2396 (660kcs, 60kw); 2YB, PO Box 2396 (800kcs, 20kw); 2ZB,* PO Box 2396 (980kcs, 20kw); 2YD,* PO Box 2396 (1130kcs, 2kw).

Blenheim: 2ZE,* PO Box 225 (1540kcs, 1kw).

Nelson: 2XN,* PO Box 113 (1340kcs, 2kw).

Greymouth: 3ZY, PO Box 378 (920kcs, 10kw); 3YW, PO Box 378 (1460kcs, 2kw); 3ZA,* PO Box 378 (750kcs, 2kw).

Christchurch: 3YA, PO Box 1484 (690kcs, 20kw); 3YC, PO Box 1484 (960kcs, 10kw); 3ZB,* PO Box 1484 (1100kcs, 10kw); 3YD,* PO Box 1484 (1400kcs, 2kw).

Timaru: 3XC,* PO Box 275 (1160kcs, 2kw).

Dunedin: 4YA, PO Box 888 (780kcs, 20kw); repeater station 4YX, Alexandra (640kcs, 2kw); 4YC, PO Box 888 (900kcs, 10kw); 4ZB,* PO Box 888 (1040kcs, 10kw).

Invercargill: 4YZ, PO Box 802 (720kcs, 20kw); 4ZA,* PO Box 802 (802kcs, 10kw).

SHORT WAVE SERVICE

Radio New Zealand, PO Box 2396, Wellington (7.5kw), operating simultaneously on two frequencies which are varied as required for best results.

TELEVISION

AKTV-2, Auckland—Opened June 1, 1960. **Transmitter:** Waitakere Ranges. **Studios:** Shortland Street. **Operating Hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 2 (54-61mcs, vision 55.25, sound 60-75), 100kw ERP visual, 20kw ERP sound. PO Box 2209, Auckland.

WNTV-1, Wellington: Opened: July 1, 1961. **Transmitter:** Mount Kaukau. **Studios:** Waring Taylor St. **Operating hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 1 (44-51mcs, vision 45-25, sound 50.75), 100kw ERP visual, 20kw ERP sound. PO Box 6, Wellington.

CHTV-3 Christchurch: Opened: June 1, 1961. **Transmitter:** Sugar Loaf Peak. **Studios:** Gloucester-st. **Operating Hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 3 (61-68 mcs, vision 62.25, sound 67-75), 100kw ERP visual, 20kw ERP sound. PO Box 1484, Christchurch.

DNTV-2, Dunedin: Opened: July 31, 1962. **Transmitter:** Highcliff. **Studios:** Dowling St. **Operating hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 2 (54-61mcs, vision

55.25, sound 60.75), 10kw ERP visual, 2kw ERP sound. PO Box 888, Dunedin.

NZBC TV RELAY STATIONS

Ch. 3 Hikurangi Peak, Northland, 61-68 mcs, 1kw, relays AKTV-2's programs.

Ch. 5 Horokaka Peak, Northland, 181-188 mcs, 1kw, relays AKTV-2's programs.

Ch. 7 Mt Parahaki, Whangarei, 195-202 mcs, .05kw, relays AKTV-2's programs.

Ch. 1 Mt Te Aroha, Waikato, 44-51mcs, 100kw ERP, relays AKTV-2's programs,

Ch. 6 Mt Erin, Hawkes Bay, 188-195mcs, 5kw, relays WNTV-1's programs.

Ch. 6 Mt Egmont, Taranaki, 188-195mcs, 2kw, relays WNTV-1's programs.

Ch. 2. Wharite Peak, South Ruahines, 54-61mcs, 100kw ERP, relays WNTV-1's programs.

Ch. 7 Masterton, 195-202mcs, 0.1kw, relays WNTV-1's programs.

Ch. 4 Mt Studholme, South Canterbury, 174-181mcs, 2kw, relays CHTV-3's programs.

Ch. 5 Kuriwao, South Otago, 181-188mcs, 0.2kw, relays DNTV-2's programs.

Ch. 1 Mt Hedgehope, Southland, 44-51mcs, 3kw, relays DNTV-2's programs.



Who has won the new national account?
 What new agency moves are planned?
 What top advertising and marketing executives have moved?
 How do media leaders see the new trends in advertising?
 What is the view of the AANA, or the 4As?

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EXECUTIVES

NZBC chairman: C. A. McFarlane, CBE.
Director-General: G. H. Stringer.

Director of Sound Broadcasting: L. R. Sceats.
Director of Engineering: J. N. M. Norman.
Director of Television: N. R. Palmer.
Controller of Administration: F. W. Dawson.



ADVERTISING AGENCIES

ABBREVIATIONS: NPANZ — Newspaper Proprietors' Association of New Zealand.

NZBC — New Zealand Broadcasting Corporation (radio and television).

NOTE: All agencies listed are members of the Association of New Zealand Advertising Agencies.

ABEL ADVERTISING LIMITED, 102 Albert-st. Auckland, C1. PO Box 1401. Phone 43-661.

Directors: R. W. Abel, L. I. Abel.

O'seas repr.: Worldwide offices.

Accreditations: NPANZ, NZBC.

Main clients: Coats Patons (NZ) Ltd, Disposax Industries Ltd, Fram (NZ) Ltd, Harnish & Jordan Ltd, Leisure Arts (NZ) Ltd, T. A. MacAlister Ltd, Mitchbilt Limited, NZ Ringamops Ltd.

BARRON SHARP ADVERTISING LIMITED, CTA Bldg, 107-109 Customhouse Quay, Wellington, C1. PO Box 2055. Phone 71-969.

Directors: R. Kenneth Barron (mng dir), John Sharp.

Executives: R. Kenneth Barron (mng dir), John Sharp (production mngr), Laura E. Barron (secy & acctt).

Repr.: Cassrels Advertising Ltd, Auckland; L. B. Rennie and Partners, Sydney; Willsmore & Tibbenham Ltd, Norwich, England.

Accreditations: NZNPA, NZBC.

BOOKMAN-COMPTON GOLDBERG ADVERTISING LIMITED, 43 Lower Taranaki St. PO Box 6308, Wellington, C3. Phone 80-106. Telegrams & cables Goldberg, Wellington.

Directors: Bernard Bookman (chrnm), Neville J. Compton, James Pye-Smith, G. M. Compton.

Associate companies: Goldberg Advertising (Auckland) Limited. Trends and Surveys Ltd, Auckland.

Clients: Allied Freightways Ltd, W. M. Bamford Ltd, Clyde Engineering Co. Ltd, Nelson Crisp Ltd, Dawn Atkinson Hair Stylists Ltd, Dishmaster Appliances Ltd, W. R. Grace (NZ) Ltd, L. J. W. Hall, Lawnmower Accessories Ltd, F. Levenbach Catering Ltd, Marvin (NZ) Ltd, Meatpackers (NZ) Ltd, K. Mikimoto Ltd, NZ Fence & Gate Works, NZ Data Centre Bureau Ltd, Pfizer Laboratories Ltd, Professional Uniforms, Protectus Equipment Ltd, Rahta Ltd, Shirtmaster, H. F. Stevens (Wgtn) Ltd, Tiffany Merchant Jewellers, Trifus (NZ) Ltd, The Uniform Centre, Wellington Regional Planning Author-

ity, R. Welsh, Young Bros Builders Ltd, Conynghams (Wgtn) Ltd.

CARLTON CARRUTHERS du CHATEAU LTD, 101 Molesworth St, Wellington, N1. Phone 70-729. Telegrams Carltonad. PO Box 669.

Directors: L. L. du Chateau (chrnm), D. F. Donovan, R. C. George, R. H. Harrison, R. W. Moffat, R. E. Nicholls, E. R. Parker, N. A. Rugg.

Managing director: L. L. du Chateau.

General manager: R. C. George.

Secretary: Mrs G. E. Leigh-Martin.

Branches: Auckland: N. A. Rugg (mngr), Box 3346, 195 Parnell Rd (23-299); Christchurch: D. V. McNicol (mngr), Box 1267, Mercantile Gazette Bldg, Madras St (30-352).

Accreditations: NZNPA, NZBC.

Clients: Berlei (NZ) Ltd, Cadbury Fry Hudson Ltd, Cerebos Foods Ltd, Dept of Health, EMI World Record Club, Giant Paints Ltd, Group Rentals (NZ) Ltd, His Master's Voice (NZ) Ltd, India Tyre Distributors Ltd, Lane Walker Rudkin Ltd, MacEwans Machinery Ltd, D. & J. McCallum Ltd, New Zealand Post Office, New Zealand Wool Board, NIMU Insurance Co., S. W. Peterson & Co. Ltd, Plessey (NZ) Ltd, Ponsford, Newman & Benson (1948) Ltd, Prestige (NZ) Ltd, Prudential Assurance Co. Ltd, Sanitarium Health Food Co., Scripto Pens (NZ) Ltd, Steelcase Engineering Ltd, Supreme Industries Ltd, Tasman Vaccine Laboratory Ltd, Time-Life International (NZ) Ltd, Zip Industries Ltd.

CASSRELS ADVERTISING LTD, 151 Greys Ave, Auckland. PO Box 2941. Phone 40-860. Telegrams Casad Auckland.

Directors: G. A. Cassrels (mng dir), T. A. McCloy, R. A. Boyd.

Executives: G. A. Cassrels (mng dir), T. A. McCloy, J. D. Henderson, J. E. Lambert, I. J. MacRae (acctt-execs), R. A. Boyd (art dir).

Repr.: In Wellington, Sydney, New York, San Francisco, London, Paris, Brussels.

Accreditations: NPANZ, NZBC.

CATTS-PATTERSON COMPANY (NZ) LIMITED, Normandie Bldg, 116 Cuba St,

Wellington. PO Box 6084, Te Aro. Phone 54-617. Telegrams Catpatson, Wellington. **Auckland office:** Guthrie Bowron Bldg, Albert St. PO Box 2120. Phone 24-979. **Christchurch office:** 82a Cashel St. PO Box 1559. Phone 60-537.

Directors: George S. Richards, Arthur S. King, Arthur Cheesman, Ian R. Donald.

Executives: W. H. Neville, E. G. Wright, Peter J. Frude, Reg Cole, David Lee (acct-execs), Kevin Woodill (radio-TV exec.).

O'seas repr.: Charles Barker & Sons Ltd, 20 Cannon St, London, EC4; worldwide associate houses.

Accreditations: NPANZ, NZBC (radio-TV).

Clients: Automotive Products Co. (NZ) Ltd, Caltex Oil (NZ) Ltd, Charles Tanqueray & Co. Ltd, CML Assurance, Dalgety-Loan Ltd, R. B. Davies (NZ) Ltd, John Dewar & Sons Ltd, Dominion Motors Limited (BMC), Dominion Motors Tractor and Industrial Equipment Ltd, Ellis & Burnand Limited, Fler Broadhead Limited, Guardian Trust & Executors Co. Ltd, D. Henry & Co. Ltd, J. C. Hutton (NZ) Ltd, Johnson & Johnson (NZ) Ltd, John Lysaght New Zealand Ltd, McWilliams Wines (NZ) Ltd, Middows Bros & Taylor Ltd, Mutual Rental Cars Ltd, National Bank, Northern Steamship Co. Ltd, C. B. Norwood Ltd (Massey Ferguson), NZ Army, NZ Building Society, NZ Government Tourist Bureau, NZ Jewellers' Association, NZ Police, E. W. Pidgeon & Co. Ltd, Ramset Fasteners Ltd, Siddons Industries (NZ) Ltd, Stero Safety Co. (NZ) Ltd, Taubmans Products Ltd, Wormald Bros (NZ) Ltd, Insurance Council of New Zealand.

DOBBS-WIGGINS McCANN-ERICKSON LTD, Anvil Hse, Wakefield St, Wellington. Phone 43-497. Telegrams Dobbsad, Also Levens Bldg, St Pauls St, Auckland (24-457), and 271 Madras St, Christchurch (62-980).

Directors: F. G. F. Dobbs, D. E. Wiggins, E. T. Hogg.

Executives: B. D. Armstrong (Auckland), D. Wasley (Christchurch), L. J. Underwood, K. J. Ferguson (Wellington).

Accreditations: NPANZ, NZBC.

DORMER-BECK LIMITED, 54 Ponsonby Rd, Auckland. PO Box 801. Phone 76-2099. Telegrams Dorbeck, Auckland.

Directors: L. M. Beck (chmn), A. G. Robson (mng dir), S. J. Duff, R. C. Dormer, R. Trenchard Smith, B. Ginders, W. F. Shortt.

Executives: L. M. Beck (chmn), A. G. Robson (mng dir), S. J. Duff (dir, Wellington), W. F. Shortt (secy), B. Ginders (creative dir).

Repr.: Dormer-Beck Limited, Wellington & Dunedin. **O'seas:** J. Walter Thompson International Ltd.

Accreditations: NPANZ, NZBC.

GOLDBERG ADVERTISING (AUCKLAND) LIMITED, RSA Bldg, 35 High St. PO Box 1739, Auckland, I. Phone 33-199. Telegrams & cables Goldberg, Auckland. Office at Wellington.

Directors: Bernard Bookman (mng dir), Lewis N. Ross (finance dir), H. J. W. Pye-Smith (also gm).

Associate directors: B. Blake (art dir), D. R. R. Herridge (radio-TV dir), N. M. Nash (group head).

Executives: J. C. Mount (group head), D. M. Fearnley, J. G. Peach, P. G. Golder (snr acct-execs), A. A. M. Ducat (copy chief), P. T. Sproule (mechanical prod. mgr), P. J. Sanders (media mgr), Rita Bookman (secy), Bernice J. O'Hara (acct), G. L. Morris (management exec.).

Associate companies: Bookman Compton Goldberg Advertising Limited, Wellington; Trends and Surveys Ltd, Wellington.

O'seas repr.: Associate houses throughout the world. Sole NZ member of Affiliated Advertising Agencies International network with members in USA, Australia, Belgium, Canada, Columbia, UK, France, Germany, Hawaii, Italy, Lebanon, Mexico, South Africa, Spain & Switzerland.

Accreditations: NPANZ, NZBC.

Clients: Abels Limited, Alitalia Airlines, Aluminium Company of NZ Ltd, Auckland Woolbrokers' Association, Australian Cotton Textile Industries Limited, Auto Machine Manufacturing Co. Ltd, Henry Berry Limited, Beverley Audair Ltd, Black & Decker (NZ) Ltd, R. L. Bowden Ltd, H. E. Burton & Co. Ltd, C. D. Calendar Indicator Co., Chemists' Radio Committee, Chemists' Service Guild of NZ (Inc.), Auckland Branch, R. O. Chesterfield Ltd, Collins Bros Ltd, Continental Cigar Co. Ltd, Contracts Service Co. Ltd, Electronic Navigation Ltd, Foodstuffs (Auckland) Limited, James Gilmour & Co. Ltd, Harrisons & Crosfield (ANZ) Ltd, L. T. Hayman Ltd, Home Products (NZ) Ltd, Klissers Farmhouse Bakeries Ltd, Lamson Engineering Co. NZ Ltd, Lamson Paragon (NZ) Ltd, R. Lyne Ltd, Melody School of Music Pty Ltd, Nameplates & Signs (NZ) Ltd, Neill Cropper & Co. Ltd, The Nestle Company (New Zealand) Limited, Park Avenue Motels Limited, Plastic Products Ltd, Potter Industries Ltd, Prestressed Concrete NZ Ltd, Public Trust Office, Pye Limited, Reckitt & Colman (NZ) Ltd, Regional Centres Limited, Revertex Industries (NZ) Ltd, E. L. Riley Ltd, Ripple-Lite Signs (Overseas) Limited, E. S. & A. Robinson (NZ) Ltd, Shulton Laboratories (NZ) Ltd, E. R. Squibb & Sons (New Zealand) Limited, Standard Triumph (NZ) Ltd, James Stedman Henderson's Sweets Limited, W. A. Thompson Ltd, W. F. Tucker & Co. Ltd, Veteo Products Ltd, Veterinary Ethicals Ltd, Vickers-Detroit Hydraulics Pty Ltd, H. R. Wooten & Co. Ltd.

GRAY/SCOTT/INCH & ASSOCIATES LTD, Penthouse, Levein's Bldg, cnr St Paul & Airedale Sts, Auckland, Cl. Phone 20-796 (2 lines).

Directors: M. L. B. Inch (mng dir), C. H. Scott, D. W. Lever.

Executives: M. L. B. Inch (senior acct-exec.), C. H. Scott, D. W. Lever (art dirs), R. Hansen (copy).

Accreditations: NPANZ, NZBC.

Sole New Zealand agents, Advertising Marketing International Network, associated agencies in 70 international centres.

CHARLES HAINES LIMITED, Head office, Dominion Bldg, Wellington, PO Box 1490. Phone 70-079. Telegrams Haines Advertising.

Directors: A. O. Aitken (chrmn), R. A. Dalton, N. R. Knight, T. H. M. McCormick, J. M. Gimson.

Branches: MLC Bldg, Queen-st, Auckland, PO Box 1432 (phone 78-249); Manchester Unity Bldg, Worcester St, Christchurch, PO Box 65 (phone 65-334); 6th floor, Barraud & Abraham Bldg, Rangitikei St, Palmerston North, PO Box 659 (phone 87-287); T. & G. Bldg, Princes St, Dunedin, PO Box 12 (phone 77-648). Telegrams Haines Advertising (all branches).

Accreditations: NZNPA, NZBC (radio, TV).

HAYTHORN-THWAITE, W., ADVERTISING LTD, 41 Gillies-ave, Auckland. Phone 24-579. Telegrams Adeptads, Auckland.

Accreditations: NPANZ, NZBC.

N. HILL-SKINNER ADVERTISING AGENCY LTD, THE, 154-156 Hereford-st, Christchurch (PO Box 819). Phone 65-459. Telegrams Hillskinner & Nasagency.

Director: J. H. Skinner, MBE, FIA.

Executives: R. M. Conly (prod. mngnr), R. A. Robertson (secy-acctnt).

Repr.: NAS Auckland and Wellington. **O'seas repr.:** NAS Sydney, Melbourne, Brisbane, Perth, Adelaide, London, New York.

Accreditations: NZNPA, NZBC, ANC, ANPA, ABC, NZABC.

HURLEY, DENIS ADVERTISING LIMITED, McKenzies Bldg, 111 The Terrace, Wellington. PO Box 2626. Phone 43-915. Telegrams Hurleyad, Wellington.

Directors: G. T. Wiggs, W. B. Griffiths, L. M. Enting, Denis Hurley.

Accreditations: NPANZ, NZBC.

ILOTT, J. LIMITED, Cnr Jervois Quay & Harris-st, Wellington. Phone 70-539. Telegrams Ilottads, Wellington.

Directors: Sir John Ilott (chmn), H. I.

Austad, MBE (mng dir), J. V. Ilott, H. G. Markham, G. R. Allen, P. A. Smith.

Executives: P. F. Berg (secy), A. Nelson (media mngnr), B. Russ (TV exec.), I. McMinn (radio exec.), M. Dayman (studio mngnr).

Associated Research Company: Market Research NZ Limited. F. M. Reid (mngnr).

Branches: Commercial Union Bldgs, Chancery-st, Auckland, PO Box 991 (phone 23-549). P. A. Smith (mngnr); Publicity Hse, 58 Gloucester-st, Christchurch, PO Box 362 (phone 60-383). R. S. Scott (mngnr); H. B. Bldg, Princes-st Dunedin, PO Box 188 (phone 78-641). S. A. Crombie (mngnr).

O'Seas Repr.: London office, 33 Regent-st, Piccadilly Hse, London, N. H. Matthews (mngnr).

Accreditations: NPANZ, NZBC.

INGLIS WRIGHT, J., LTD, AMP Bldg, Customhouse Quay, Wellington, PO Box 1462. Phone 71-039. Telegrams Writeads, Wellington.

Directors: G. T. Wiggs (mng dir), W. B. Griffiths, L. M. Enting, Robert Foulkes (Wellington office), H. J. Russell, B. J. Stewart (Auckland), J. Belich (Christchurch), H. W. Thoms (Dunedin).

Associate directors: A. J. O'Dea (Wellington).

Executive directors: H. M. Cox, R. P. Boon, J. C. Allison, T. E. Christie (Wellington), B. R. Couldrey (Auckland), K. C. Shacklock (Christchurch).

Executives: E. A. Taylor (secy), H. M. Cox (Wellington mngnr), T. W. Sexton (Auckland mngnr), K. R. Holmes (Christchurch mngnr), A. L. Winchester (Dunedin mngnr).

Research subsidiary: NZ Data Ltd, I. M. Brown (gen mngnr), K. C. Martin (asst mngnr).

Public relations subsidiary: J1W Public Relations Ltd.

Repr.: J. Inglis Wright Ltd, PO Box 2188, Auckland (24-299); PO Box 305, Christchurch (30-905); PO Box 90, Dunedin (76-026).

O'seas: Worldwide associates.

Accreditations: NPANZ, NBZC.

Clients: AMP Society, ANZ Bank, Assoc. Beauty Aids, Beecham (Aust.) Pty Ltd, BOAC, BP (NZ) Ltd, Bushells, A. A. Corban & Sons Ltd, NZ Co-op, Rennett Co. Ltd, NZ Egg Marketing Authority, Electrolux (NZ) Ltd, English-Electric, Leo Marconi, Felt & Textiles, The Fletcher Industries of NZ Ltd, Ford Motors, Hallenstein Bros, Hammond & Hanes Underwear, Hansells (NZ) Ltd, Johnson's Wax of NZ Ltd, Kayser Lingerie, Lanes Hosiery Ltd, Mennen NZ Ltd, J. Mercer & Sons Ltd, McArthur (Golden Kiwi Lotteries), Mosgiel Woollen Factory Co. Ltd, National Distributors, NZ Milk Publicity Council, Phillips Electrical, Polyflor (NZ) Ltd, NZ Savings Committee, Schweppes (NZ) Ltd, Singer Sewing Machine Co., Smith & Nephew Ltd, Tanqueray Gordon NZ Ltd, Wilkinson Sword NZ Ltd, W. D. & H. O. Wills Ltd.

KENYON BRAND & RIGGS LIMITED, KBR Hsc, 159-161 Vivian-st, Wellington. Phone 55-700. Telegrams Kenads, Wellington.

Directors: G. Brand (mng dir), Miss M. E. Shrimpton, V. F. Meachen, G. J. Martin, P. G. Leitch.

Executives: G. Brand (mng dir), Miss M. E. Shrimpton (secy), V. F. Meachen (prod. dir), G. J. Martin (art dir), P. G. Leitch (contact dir).

I/State & O'seas Repr.: Member NAS A/sia.

Accreditations: NPANZ, NZBC.

LINTAS PROPRIETARY LIMITED, CPD Bldg, 108/110 The Terrace, Wellington, PO Box 10041. Telegrams Lintas, Wellington.

Directors (Aust. Directorate): T. B. Wallace (mng dir), A. D. Brett, B. Harris, H. S. Weekes.

Executives: M. T. Lockwood (gen. mngr), R. F. Graham (admin. mngr), I. S. Colthart (creative mngr), D. Butler (research mngr), J. O. Rimmer (acctnt mngr), A. E. Merritt (acctnt mngr).

Accreditations: NPA, NZBC.

MACKAY, KING ADVERTISING LTD, PO Box 6311, Wellington. Phone 51-165. Telegrams Mackinad, Wellington. Also PO Box 8818, Auckland. Phone 44-587. Telegrams Mackinad Auckland. Manager E. H. Dawe.

Directors: L. King, A. C. W. Mantell-Harding, A. S. Macleod, J. E. Blennerhassett, M. J. Burdan.

Accreditations: NPANZ, NZBC.

NEWSON LODGE & ASSOCIATES LIMITED, 280 Parnell Rd, Auckland, C4. PO Box 590. Phone 23-109. Telegrams Newsad, Auckland.

Directors: W. F. Newson, R. G. Lodge, R. V. Carley.

O'seas repr.: Lonsdale Crowther London & International.

Accreditations: NPANZ, NZBC.

JACK PENNY ADVERTISING LTD, PO Box 1713, Christchurch, New Zealand. Phone 67-356 (2 lines). Telegrams & cables Penads.

Directors: Jack Penny, M. Penny, J. B. Penny.

Executives: Jack Penny (gov. dir), J. B. Penny (prod. dir), John Wright (branch mngr).

Branch: Cnr Tay and Dee-sts, Invercargill, PO Box 320 (phone 3418). Telegrams Penads.

O'seas repr.: Sydney, Insight Pty Ltd.

Accreditations: NZNPA, NZBC, 4As NZ; Aust.: ABC, ANC.

Clients: Alliance Freezing Co. Ltd, Bechtel

Pacific Corp. Ltd, Bradford Dyeworks Ltd, Christchurch City Council, Elbar Industries Ltd, Fiordland Tourist Co. Ltd, General Medical Supplies, Golden Breadcrumbs (1956) Ltd, Integrity Feeds Ltd, Invercargill Licensing Trust, Linwood Bakery Ltd, Manapouri & Doubtful Sound Tourist Co., O'Rourke Enterprises (Reg.), Ross Bullock & Co. Ltd, Southland Savings Bank, Timaru City Council, Tip Top Fruit Squash, Trans Tours NZ Ltd, Unipak (NZ) Ltd, W. J. Wesley & Sons Ltd.

JAMES SANDERS ADVERTISING LIMITED, Harvey's Bldgs, 5 Albert St, Auckland. Phone 23-519. Telegrams Sanderad.

Directors: J. E. Sanders (mng dir), D. I. Sanders, D. L. Ellerm (creative dir), L. S. Milne (administration dir).

Branches: Associate NAS members Wellington and Christchurch.

O'seas Repr.: NAS (Sydney), NAS (Melbourne), NAS (Adelaide), NAS (Brisbane), NAS (Perth). Also NAS London and New York.

STUART WEARN ADVERTISING LTD, 914 Colombo St, Christchurch. Phone 60-293. Cables Wearnad, Christchurch.

Directors: S. J. Wearn (mng dir), J. S. Wearn.

Executives: S. J. Wearn (mng dir), J. S. Wearn (dir & mktg mngr), T. G. Leighs (mngr), A. A. G. Mooar (radio-TV prod.), B. Trevean (art dir), R. D. Scott (media mngr), J. T. Ward (secy).

Auckland branch: 4th floor, Gane Bldg, Anzac Avenue, Auckland (32-437). K. W. Cameron (dir), D. L. Murdoch (mngr).

Repr.: Wellington. **O'seas:** Sydney, London, New York.

Accreditations: NPANZ, NZBC.

THOMPSON, WALTER J., ADVERTISING LIMITED, Armishaws Bldg, 102 Albert St, Auckland, C1. PO Box 333. Phone 23-479 (phone 33-479 from March 31, 1968).

Directors: Walter J. Thompson (chrnm), Graham J. Thompson (mng dir), D. D. Clarke.

Executives: Dennis J. Thompson (production mngr), R. R. Ferri (acctnt exec.), D. D. Clarke (art dir), A. Curzon (media mngr).

Accreditations: NPANZ, NZBC.

Clients: Fashion houses, automobiles, liquor industry, building and hardware, footwear, tubular furniture, outboard motors, paint industry, cosmetics, internal heating, timber industry, packaging industry, approximately 60 accounts.

O'seas Repr.: Maurice Kay Advertising Pty Ltd, Sydney, Aust. (Whakatane Timber Mills); W. B. Lawrence Advertising Service Pty Ltd (Hickory Foundation Wear).

WARDLAW ADVERTISING AGENCY LTD, Caltex Hse, PO Box 723 Auckland. Phone 24-576.

Directors: Robert J. Wardlaw, Reginald W. Wardlaw.

Executives: F. C. Rickman, R. W. Muir (snr acct-execs), B. L. Bryant (art dir), P. Heylen (research dir).

O'seas repr.: Murray Evans Advertising Pty Ltd, Berwen Pain Advertising Ltd, Australia; Publvinco (Europe), SA.

Accreditations: NPANZ, NZBC.

Clients: Amalgamated Dairies Ltd, H. J. Asmuss Ltd, Blinds & Screens Ltd, Building Display Centre, Citrus Products Ltd, Coffee Specialists Ltd, CRO Sales (NZ) Ltd, Dominion Radio & Electrical Corp., Edmiston Ward Ltd, Electropar Ltd, Elwood Ltd, Folding Door Industries, Gerrand Homes Ltd, R. & W. Hellaby, Hillard McMullen & Co. Ltd, Holeproof (NZ) Ltd, Hopwood Adhesives Ltd, Hunter Douglas Ltd, Hutt Timber & Hardware Co. Ltd, Mission to Lepers, NZ, Myttons Grosvenor Ltd, National Dairy Asscn, Neill Cropper Holdings Ltd, NZ Coop. Dairy Co. Ltd, NZ Tanners Federation, Paterson Candy (NZ) Ltd, Rodd (NZ) Ltd, W. Z. Rodwell Ltd, Silver Check (NZ) Ltd, Slimform Girdle Co. Ltd, S. & S. Agencies Ltd, N. W. Stevens Ltd, Venlite Industries, Whitley & Co. Ltd, G. E. Winson Ltd, J. Wiseman Ltd, J. Yock & Co. Limited.

WOOD & MITCHELL ADVERTISING LTD, 204 Upper Willis St, Wellington. Phone 54-125. Telegrams Mitchwood, all branches.

Directors: Felix Wood (mng dir), P. R. Wood, H. D. Clements, K. Parry.

Executives: P. R. Wood (dir Auckland branch), C. Gestro (mngr Palmerston North branch), M. R. Cochrane (asst dir Christchurch branch).

Branches: 65 Upper Queen St, Auckland; 134 Broadway, Palmerston North; 196 Gloucester St, Christchurch.

O'seas Repr.: Sole NZ member, International Markets Advertising. Representatives in 42 countries.

Member: American Trade Asscn, Audit Bureau of Circulations.

Accreditations: NPANZ, NZBC.

WOODWARD ADVERTISING LTD, 111 The Terrace, Wellington. Phone 56-200. Telegrams Woodadvert, Wellington.

Directors: Alan Woodward, John Brad-dock, Warwick Woodward.

I/state Repr.: Auckland. **O'seas:** Sydney, Melbourne, London, New York.

Accreditations: NPANZ, NZBC.

Clients: Australian Guarantee Corporation (NZ) Ltd, Coopers Seeds Ltd, Dalhoff & King (NZ) Ltd, Merck Sharp & Dohme (NZ) Ltd, Metters (NZ) Ltd, NZ Dairy Board, Schick razor blades.

PUBLIC RELATIONS

CREATIVE PUBLIC RELATIONS LTD, 41 Gillies-ave, Auckland, NZ.

Managing Director: W. Haythorn-Thwaite.

LEADING ADVERTISERS

ATLANTIC UNION OIL COMPANY (NZ) LIMITED, PO Box 2592, Wellington. Phone 43-500. Cables Atlantic.

Executives: R. F. Blackmore (NZ sales mngr), P. C. Wilkinson (advgt mngr).

Products: Petrols, oils and lubricants.

Agency: Kenyon Brand Riggs Ltd, Wellington.

Repr.: Throughout NZ.

BALM PAINTS (NZ) LTD, ICI Hse, Molesworth-st, Wellington. GPO Box 3646. Phone 70-609. Telegraph — Pigments, Wellington.

Executives: J. M. Robertson (gen mngr), R. K. Lambert (secy), J. Nicholson (advgt mngr), E. C. Robinson (comm. mngr), D. J. Cauldwell (supply mngr), D. B. Adams (techn. mngr), F. J. Williams (personnel mngr).

Products: Paint, lacquer and varnish — Duco, Dulux, Dulon.

Agency: J. Ilott Ltd.

BANK OF NEW SOUTH WALES, PO Box 691, Wellington. Phone 71-859. Tele-

grams Bankwales.

Executives: D. M. Arnold (chief mngr), J. A. Baird (asst chief mngr), J. A. Hinch-cliff (asst chief mngr).

Company's Operations: Banking.

Agency: Charles Haines Limited.

O'seas Repr.: Australia, New Guinea, Fiji and London.

BEECHAM (AUSTRALIA) PTY LIMITED, 950 Great South Road, Penrose, Auckland SE6. Phone 598-192. Cables Beechanz.

Executive: B. B. Walker (mktg mngr).

Company's operations: Manufacturing chemists. Macleans Toothpaste, Brylcreem, Silvikrin, Eno Fruit Salt, Dinnefords Magnesia, Ribena.

Agency: J. Inglis Wright.

Sales agents: Butland Industries.

BERLEI (NZ) LTD, PO Box 1134, Auckland. Phone 32-680. Cables & telegrams Berlei.

Directors: Robert King (chrmn), John L. Gentles, Percy Harrison, L. N. Ross, C. I. Stichbury.

Executives: Colin I. Stichbury (gen mngr), William M. Outtrim (prod. mngr), A. Ross Johnstone (marketing mngr), P. R. Dabovich (sales mngr), M. S. Simpson (secy), Peter G. Morris (merchandise mngr), Dawn Forbes (prom. & advtg mngr), I. H. Ralph (market research mngr).

Products: Berlei, Sarong, Hollywood Vasarette, Warner's USA, Maidenform, Poirette of New York, Gothic, Camp Foundation Garments.

Agencies: Carlton-Carruthers Du Chateau Ltd; J. Iltott Ltd.

Repr.: Berlei sales representatives throughout New Zealand.

BIRO SWAN & GOLLIN (NZ) LIMITED, PO Box 8616, Auckland. Phone 605-972. Telegrams & Cables: Biroswan.

Directors: E. R. Wilmoth, K. H. Macdonald, S. B. Hale (mng dir).

Executives: S. B. Hale (gen mngr), D. W. Crowe (asst gen. mngr).

Products: Biro and Bic pens.

Agency: A. N. White Ltd.

BP (NEW ZEALAND) LIMITED, AMP Chambers, 189 Featherston-st, Wellington. PO Box 892. Phone 40-070 (14 lines). Telegrams Beppee.

Directors: Sir Bernard Ashwin, KBE, CMG (chrnm), H. J. Russell, J. M. C. Fletcher, T. S. Marchington, L. G. Hucks, L. C. Nisbet, J. C. Fair, A. H. Barran (mng dir).

Executives: J. C. Fair (gen. mngr), F. R. Shelton (secy), C. F. Omerod (sales mngr), G. A. P. Lightband (operations mngr), N. J. Sherwood (chief acctnt).

Company's Operations: Suppliers of petroleum products for all forms of industry and all automotive uses. BP Super petrol, BP Super Viscostatic motor oil.

Agencies: J. Inglis Wright Ltd, Woodward Advertising Ltd.

BRISTOL-MYERS CO. PTY LIMITED, PO Box 9175, Newmarket, Auckland, SE1. Phone 20-985. Telegrams Mytoldo.

Executive: M. B. MacNaughton (N7 mngr).

Company's Operations: Manufacturers and marketers of Ipana toothpaste, Murr and Trig deodorants, Theraderm shampoo and anti-dandruff formula, Ingram shaving cream and toothpowder, Score Hair Groom and Clairor products.

Agencies: Charles Haines Advertising, Dobbs Wiggins McCann Erickson.

D. H. BROWN & SON LTD, head office Christchurch. Phone 62-141. Cables & telegrams Peerless.

Executives: J. K. Ireland (mng dir), F. Falloon (finance mngr), S. L. Meares (supplies mngr).

Christchurch branch, Moorhouse Avenue. Phone 62-149. Cables & telegrams Peerless. C. E. Rollinson (mngr).

Taranaki branch, Private Bag, Inglewood. Phone 881 Tariki. Cables & telegrams Peerless. W. K. Sagers (branch mngr).

Products: Flour millers, marketers of grocery products, specialty flours and stock feeds.

Agency: Claude & Associates.

CADBURY FRY HUDSON LIMITED, Castle St, Dunedin. PO Box 890. Phone 79-320. Telegrams Cocoa.

Directors: E. E. Barringer (chrnm), R. R. Hudson, E. W. Griffiths, D. J. Graham.

Executives: L. W. Logan (secy), H. W. McElroy (sales mngr), G. K. Holmes (advertising mngr), P. J. Kenna (display mngr), D. R. Brickell (factory mngr), G. Mason (chief eng.), W. M. Smith (personnel officer), D. Robertson (buying officer).

Company's Operations: Manufacturers of chocolates, cocoa, confectionery, biscuits, food drinks and allied products.

Agency: Carlton-Carruthers du Chateau Ltd.

CALDER MACKAY COMPANY LIMITED, 115 Worcester-st, Christchurch. Phone 65-599. Telegrams Camac.

Directors: W. Calder Mackay, OBE (chrnm), Wm G. V. Fernie, CBE, Robert A. Laidlaw, CBE, A. L. Laidlaw.

Executives: C. A. Ballantyne (gen. mngr), D. J. Roberts (secy).

Company's Operations: Furniture and furnishings retailers, furniture manufacturers, radio-TV dealers.

Branches: Christchurch, Sydenham, Dunedin, Invercargill, Greymouth, Timaru.

O'seas Repr.: Buying house: F. J. Tytherleigh & Co. Ltd, London.

CALTEX OIL (NZ) LIMITED, DIC Buildings, Wellington. PO Box 2297. Phone 46-020. Telegrams Caltex.

Managing director: J. L. Sullivan.

Executives: N. L. Purdie (asst gen. mngr), J. R. Soper (finance & accts mngr), D. Bryce (secy), H. F. Skinner (ops mngr), I. D. England (sales mngr), P. J. Travers (tech. mngr), O. L. Gwilliam (advtg & sales prom. mngr).

Company's operations: Manufacture of Caltex Quality petroleum products; petrol, motor oils, lighting power kerosene, diesel fuel, diesel lubricants, fuel oil, greases, petrolatum, mineral turpentine & dry cleaners, paint thinners, medical & technical oils, bitumen and full range of other petroleum products.

Agency: Catts-Patterson Co. (NZ) Ltd, PO Box 6084, Te Aro, Wellington.

Branches: Auckland, Wellington, Christ-

church, Dunedin, main provincial centres.

O'seas Repr.: Caltex.

CLARKE, H. W. (NZ) LIMITED, 42-46 Cable-st, Wellington. Phone 54-655 (5 lines). Telegrams Gultouch. PO Box 1693.

Directors: G. A. Parsons (chrnm), P. D. Edwards, W. B. Clarke, K. W. Stephen.

Executives: K. W. Stephen (gen. mngr), J. H. Herbert (secy), M. Johnson (acct/ asst secy).

Company's operations: Importers, manufacturers, wholesale distributors.

Advertising agencies: Dobbs-Wiggins McCann-Erickson Ltd, J. Inglis Wright Ltd.

Branches: Auckland, Hastings, Nelson, Christchurch, Oamaru, Dunedin, Invercargill.

O'seas Repr.: Great Britain, Germany, Denmark, Japan, Australia, USA, Canada.

THE COCA-COLA EXPORT CORPORATION (INC. IN USA LIABILITY LIMITED), PO Box 23-259, Auckland, New Zealand. Phone POP. 48179. Telegrams Coca-cola Auckland.

Executives: William M. Chapman (NZ district mngr), Keith H. Sutton (advtg and sales prom. mngr), Robert H. Barber (field mngr), Peter C. Lyon (NZ acct).

Products: Manufactures and distributes syrups and concentrates for soft drink beverages; controls marketing of all products of Coca-Cola Company.

Agency: Dormer Beck Advertising Limited, Auckland.

O'seas repr.: The Coca-Cola Export Corp., 515 Madison Ave, New York 22, NY, USA.

COLGATE-PALMOLIVE LIMITED, Petone, NZ. PO Box 30877. Telegrams Palmolive, Pctone.

Executives: P. E. Bowen (mng dir.), R. G. Lynch (secy), E. J. Tate (marketing mngr), J. A. Burrows (factory superintendent).

Products: Toilet soap, toothpaste, toiletries and household cleansers.

Agency: J. Ilott, Wellington.

Branches: Branch warehouses in Auckland, Christchurch.

T. J. EDMONDS LIMITED (Edmonds-White Wings Ltd, Instant Foods (NZ) Ltd, G. E. Winson Ltd). PO Box 472, Christchurch. Phone 65-789. Telegrams Suretorise.

Directors: C. W. Evans (chrnm), D. L. Cropp, K. W. Edmonds, G. Gibson, A. R. Guthrie, J. L. Pearson.

Executives: H. W. Revell (gen. mngr), B. S. Smith (secy), M. J. Thompson (marketing mngr), C. G. Cox (factory mngr), P. MacFarlane (sales mngr).

Company's Operations: Food manufacturers.

Agency: J. Ilott Limited.

Branches: Frost Rd, Auckland; Agliomby St, Lower Hutt.

ARTHUR ELLIS & CO. LTD, Private Bag, Dunedin. Phone 60-490. Telegrams Flokapok.

Directors: N. M. Ellis, C. M. Ellis, M. R. Ellis, J. L. Ellis, G. N. Ellis, O. M. Ellis.

Executives: M. R. Ellis (gen. mngr), J. L. Ellis (sales mngr), G. N. Ellis (prod. mngr), O. M. Ellis (engineer), A. R. Craigie (secy).

Products: Bedding, quilts, sleeping bags and felt.

Agency: Ilotts Advertising Ltd, Dunedin.

Branches: Offices at Christchurch, Auckland, Wellington, Invercargill, Palmerston North.

O'seas Repr.: Branch office in London.

FELT AND TEXTILES OF NEW ZEALAND LIMITED, 85 Customhouse Quay, Wellington. Phone 49-980. Cables and telegrams Feltext.

Directors: I. D. Reid, H. W. Whyte, K. A. Wills, The Hon. J. T. Watts, H. W. Rowden, L. A. Lochrin, A. L. McLean.

Executive: G. E. Pearce (gen. mngr).

Products: Riccarton carpets, Nafco floor tiles, Knight footwear, Vono bedding, Don furniture, Tattersfield carpets.

Agencies: J. Inglis Wright Limited, Jacka Brown Ltd.

O'seas Repr.: Felt and Textiles of Australia Limited.

FLETCHER HOLDINGS LIMITED, Penrose, Auckland. Phone 599-979. Telegrams Fletbros Auckland.

Directors: Sir James Fletcher (chrnm), L. J. Stevens (deputy chrnm), J. C. Fletcher (mng dir), K. O. Brown, J. S. Fletcher, R. G. Starck, Sir James Vernon.

Secretary: H. F. Molony.

Company's Operations: Holding company for the Fletcher organisation engaged in construction, timber milling, merchandising of builders' supplies and steel, manufacturing and land development.

Agencies: J. Inglis Wright Ltd, Walter J. Thompson Ltd, Spanjer Murdock & Co. Ltd, Jackson Wain (NZ) Ltd, McKnight Oliver and Bryce Ltd.

FLETCHER, HUMPHREYS & CO. LTD, 904-908 Colombo-st, Christchurch 1. PO Box 946. Phone 60085 (5 lines). Cables Chancery Christchurch.

Directors: L. D. Cotterill (chrnm), R. G. F. Kingscote (mng dir), A. M. Duffield, B. H. Ballin, N. W. Millner.

Executives: R. G. F. Kingscote (mng dir.), A. M. Duffield (mngr), I. G. M. Smith (secty/acnt).

Products: Wine and spirit merchants, general merchants and importers.

Brands: Haig, Grouse Whisky, Bacardi

rum, French, German, Continental, South African and Australian wines.

Agency: N. Hill-Skinner Advertising Agency Ltd.

GEC (NEW ZEALAND) LIMITED, 31 Taranaki-st, Wellington. Phone 54-885. Telegrams Britgen, Gecwell.

Branches: Auckland, Hamilton, Rotorua, Gisborne, Palmerston North, Napier, Christchurch, Dunedin, Invercargill.

Company's Operations: Electrical manufacturers, distributors, wholesalers, etc.

Agency: Kenyon Brand & Riggs Ltd.

I/state Repr.: National Advertising Services (Auckland and Christchurch).

O'seas Repr.: National Advertising Services (Sydney, Melbourne, Adelaide, Brisbane and Perth).

GILLETTE (NEW ZEALAND) LIMITED, 148 Tory-st, Wellington. Phone 55-152. PO Box 2294. Telegrams Gilrazor.

Director: N. Stewart.

Executives: N. Stewart (mng dir.), F. J. R. Hadwin (secy).

Products: Gillette razors and razor blades, shaving cream, shaving brushes, surgical blades and handles, Toni home perms and spin curlers, Prom home perms.

Agency: J. Ilott Ltd.

GLAXO LABORATORIES (NEW ZEALAND) LIMITED, PO Box 624, Palmerston North. Phone 83-129. Telegrams Vitamins. Telex PN3295.

Directors: T. M. Pacey (chrnm), H. W. Palmer, W. J. Hurrin, R. Stag, N. A. Hunt, C. B. Radcliffe, G. H. L. Davies.

Executives: R. Stagg (mng dir), N. A. Hunt (finance dir), C. B. Radcliffe (tech. dir), K. D. Huse (secy), B. D. Taylor (marketing mgr), D. J. Jull (tech. services mgr), P. P. O'Brien (prod. mgr), W. B. Henderson (factory mgr, pharmaceutical), R. B. French (factory mgr, biologicals), A. D. Mackie (factory mgr, dried milk), E. Jessop (chief chemist), L. T. Maden (purchasing officer), J. A. Copping (advtg mgr & public relations).

Company's operations: Manufacturer of foods, pharmaceutical and veterinary products.

Agency: J. Ilott Ltd.

O'seas repr.: Glaxo Group Limited, London, Glaxo-Allenburys (Aust.) Melbourne.

GREGG'S LTD, 51 Forth St, Dunedin, New Zealand, PO Box 956. Phone 79-191. Telegrams Redgee.

Advertising manager: C. F. Hebenstreit.

Branches: Auckland, Wellington, Christchurch.

Operations: Manufacturers of coffee (incl. Gregg's Instant Coffee), spices, extracts, essences, desserts.

Subsidiary companies: Island Foods Ltd, Rarotonga, Cook Islands (manufacturers of Raro brand fruit products), Central Otago Fruit Co., Roxburgh, Otago (manufacturers of Roxdale brand products).

JAMES HARDIE & COY PTY LTD, O'Rourke Rd, Penrose, Auckland 6, Phone 599-919. Telegrams Fibrolite.

Products: Asbestos cement building materials and pipes.

Agency: Spanjer Murdoch Ltd, Auckland.

J. F. HARGRAVE LIMITED, 92-94 Jervois Quay, Wellington, Cl. PO Box 493. Phone 42-460. Telegrams Harco.

Directors: J. F. Hargrave (chrnm), W. B. Brown, A. L. Hargrave, R. F. Hargrave, V. J. Harris, R. L. Hutton (mng dir).

Executives: V. J. Harris (secy), O. C. Joyce (indent dept mgr), E. H. Pratt (chief purchasing officer).

Company's Operations: Engineers and machinery importers.

Agency: J. Ilott Ltd.

O'seas Repr.: London buying house, Arthur F. Parris Ltd.

HENRY, D., & CO., LIMITED, 12-14 Nelson-st, Auckland. PO Box 1412. Phone 30135. Cables and telegrams Glandless. Branches at Takapuna, Whangarei, Rotorua, Wellington. Factory at 447-449 Rosebank Rd, Avondale, Auckland, PO Box 19-113.

Directors: R. H. Smythe (chrnm), D. O. Walker, T. G. Mason, R. J. Speight, T. W. Lile, W. J. Sandman, Mrs E. F. McCulloch.

Executives: T. G. Mason (gen. mgr), J. Merkens (secy), A. V. McClelland (sales mgr), T. W. Lile (works mgr).

Operations: Plumbers merchants and manufacturers of plumbing materials, sheet-metal workers, brass founders and finishers, coppersmiths and electroplaters, brand name Starkie.

Agency: Catts Patterson Co. of NZ Ltd.

Repr.: McGibbon Dunne & Company, PO Box 2353, Christchurch; H. Chisholm Ltd, Box 686 PO, Dunedin.

HOME PRODUCTS (NZ) LIMITED, 911 Dominion Rd, Mt Roskill, Auckland, S4. Phone 699-089. Telegrams Faxin.

Directors: J. E. Roberts (chrnm), E. Wilkinson, L. M. Browning.

Executives: J. E. Roberts (gen. mgr), L. M. Browning (secy), J. G. Sinclair (plant mgr).

Company's Operations: Kitchen cleaners and chemical preparations.

Agencies: Goldberg Advertising (Auckland), Dormer-Beck Advertising.

HUDNUT, RICHARD, LIMITED, 21 Federal-st, Auckland, Cl. PO Box 430. Phone

20089. Cables Quickpill, Auckland.

Directors: Robert H. O'Rourke, Laurence H. Southwick.

Executives: R. H. Gill (sales mgr), F. A. McCarthy (advtg mgr), D. H. Hood (secty & office mgr).

Products: Cosmetics, toiletries, hair preparations. Brands, Three Flowers, Style & Quick Home Permanents, Richard Hudnut Egg Shampoo, Polycolor Shampoo Tint.

Agencies: Charles Haines Advertising Ltd, Cassrels Advertising Ltd.

O'seas Repr.: Head office, Warner-Lambert Pharmaceutical Co. Ltd, 201 Tabor-rd, Morris Plains, New Jersey, USA.

INDUSTRIAL CHEMICALS (NZ) LTD, PO Box 14-147, Panmure, Auckland. Telegrams & cables Caska. Phone 577-029.

Directors: Arthur G. Brown (chrnm), A. Lewis, W. A. Mason, Frank K. Brown.

Executives: A. G. Brown (mng dir), F. K. Brown (gen. mgr), C. M. O'Loughlin (secty).

Operations: Repr. Chesebrough Ponds', USA; manufacturers and distributors of Vaseline, Pond's, Cutex and Odo-Ro-No products, also general cosmetics. Cascade cleaners, floor polishes, disinfectants and adhesives, Desford brand adhesives, Epoxy bonding resins, Jenolite metal treatment compounds, surgical dressings, and Sherpa ferrules.

Agencies: Dormer Beck Advertising, J. Illot Ltd.

INTERNATIONAL COMPUTERS AND TABULATORS (NEW ZEALAND) LIMITED, CPD Hse, The Terrace, Wellington. PO Box 1921. Phone 70-463. Telegrams Tabulorial.

Directors: B. R. Law (chrnm), C. B. Oldham, G. A. Redhouse, W. H. Nankervis, W. D. Barclay, T. W. Perry, V. Hindmarsh, T. W. Hartrick.

Executives: T. W. Hartrick (gen. mgr), V. Hindmarsh (commercial mgr).

Products: ICT computers and punched card equipment.

Agency: McKay King Advtg Ltd.

Branches: Auckland, Wellington, Christchurch, Dunedin.

IVON WATKINS-DOW LIMITED, Box 144, New Plymouth. Phone 88-049. Cables Fruitful. Telex 3215.

Directors: W. G. Watts (chrnm), D. A. Watkins, G. L. Ewart, J. H. Fisher, C. D. Goodchild, R. W. Lundeen, R. E. Peterson, G. W. Salmond, Macauley Writing, J. O. J. Shellenberger.

Executives: D. A. Watkins (mng dir), J. N. Fitzgerald (asst gen. mgr), J. C. Andrews (works dir), D. G. Brash (secy), B. D. Gundesen (mgr, United Chemicals), J. L. Fairey (acct & asst secy), G. W. Mason (chemical research officer).

Company's operations: Agricultural chemicals and application equipment.

Agency: J. Inglis Wright Ltd.

KNIGHTS NEW ZEALAND LIMITED, Jackson-st, Petone, NZ. Postal, Private Bag Petone. Phone 65-199. Telegrams Knights Petone.

Directors: C. R. Borland (chrnm), H. J. Barr (tech. dir), H. Betteridge (marketing dir).

Products: Knights Castile, Lifebuoy, Reward, Dawn, Rexona, Pepsodent, Signal. Gibbs, Sun silk, Clinic.

KODAK NEW ZEALAND LIMITED, 18 Victoria-st, Wellington. Phone 70-939. Telegrams Kodak Wellington.

Directors: G. J. Stansfield, R. F. Riggs, G. T. Reynolds.

Executives: G. J. Stansfield (mng dir), R. F. Riggs (gen. mgr, sales and ops), G. T. Reynolds (secty).

Products: Suppliers of amateur, professional and medical photographic goods and services.

Agency: Charles Haines Limited, Wellington.

Branches: Auckland, Wellington, Christchurch.

O'seas repr.: Agents throughout the world.

LEVERS NEW ZEALAND LIMITED, Jackson-st, Petone, NZ. Postal address: Private Bag, Petone. Phone 65-199. Telegrams Lever Petone.

Directors: C. R. Borland (chrnm), H. J. Barr (tech. dir), H. Betteridge (marketing dir.)

Products: Sunlight, Rinso, Persil, Surf, Lux Liquid, Lux Flakes, Handy Andy, Vim, Solvol, Lux Toilet Soap, Dual.

LICHFIELD (NEW ZEALAND) LTD, 179 Tuam-st, Christchurch. Phone 69-479. Cables & telegrams Lichfield.

Directors: R. H. Aston, J. G. Aston, L. H. Govan.

Executives: A. H. Hazard (sales mgr), A. A. Whittaker (asst sales mgr).

Products: Lichfield shirts and setterjamas, Lady Lichfield blouses and pyjamas.

Agency: Shirwin Advertising Ltd, Christchurch.

O'seas repr.: H. Butt & Son, London; A. L. Shelton, Inc., Hong Kong.

McKENZIES (NZ) LTD, PO Box 692, Wellington. Phone 50-321. Telegrams Fancy Wellington.

Directors: W. R. Day (chrnm), A. W. Duncan, H. A. Carter, R. A. McKenzie, K. C. Campbell, C. P. Edwards, K. H. Allen.

Executives: H. A. Carter (gen. mgr), R. A. McKenzie (exec. dir), E. A. Clarke (buying controller), J. S. Clarke (branch con-

troller), B. L. Lyons (advgt mngr), C. J. Brydon (secty), D. A. Campbell (acctnt).

Operations: Chain Variety Stores, brand name Roydon.

Agencies: J. Ilott Ltd; Kenyon, Brand, and Riggs Ltd.

Branches: 53 branches throughout New Zealand.

O'seas repr.: London, New York, Hong Kong, Japan (Tokyo, Kobe and Osaka).

MINNESOTA MINING AND MANUFACTURING (NZ) PTY LTD, Archers-rd, Takapuna, Auckland. Phone 295-109.

Executives: F. Leary (mngr), L. A. Gregg (sales & marketing mngr, Graphics), M. P. Boland (sales & marketing mngr, tapes).

Operations: Manufacturers and distributors of abrasives, floor maintenance products, adhesives, tapes, electrical products, magnetic sound recording tapes, videotapes, Scotchlite reflective sheeting, graphic arts products, copying and systems products, chemicals, ribbons, microfilm reader-printers and overhead projectors.

Agency: Dobbs-Wiggins-Goldberg Ltd.

MOBIL OIL NEW ZEALAND LIMITED, MLC Building, Lambton Quay, Wellington. Phone 47-030. PO Box 2497. Telegrams Mobiloil.

Directors: P. W. Wilson (mng dir), N. L. Uniacke, G. Stuart, K. H. Day.

Executives: V. M. Dick (NZ sales mngr), M. J. Loader (advertising and sales promotion mngr).

Company's operations: Marketing quality petroleum products.

Advertising agency: Charles Haines Limited, Wellington.

MOTOR SPECIALTIES LTD, 80-86 Anzac-ave, Auckland. PO Box 3201. Phone 32900. Cables Motospecs.

Directors: J. F. Johnston (chrnm), T. A. Gibbs, H. W. Vercoe, W. D. Barclay, Dr D. Tomlinson, H. Paykel.

Executives: J. F. Johnston (mng dir), T. A. Gibbs (gen. mngr), F. J. Dowd (asst gen. mngr), W. C. G. Landman (secty).

Products: Automotive parts and accessories, industrial engines and equipment.

Agency: J. Ilott Ltd, Auckland.

Branches: 33 Motor Specialties Ltd, branches throughout New Zealand.

Subsidiary companies: India Tyre Distributors Pty, Highway Industries (1964) Ltd, Paykel Bros Ltd, Watson, Steel & Ganley Ltd, Engine Rebores Ltd.

NATIONAL MUTUAL LIFE ASSOCIATION OF AUSTRALASIA LIMITED, THE, National Mutual Centre, 153-161 Featherston-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

Local directors: G. D. Stewart (chrnm), W. Guy Smith, J. G. Souness, G. A. Parsons.

Executives: S. R. Ellis (mngr for New

Zealand), G. A. Hoffmeister (secty, NZ branch), D. S. Wilson (prod. mngr for NZ).

Services: All forms of life assurance (not industrial), superannuation plans, group assurance, mortgage repayment assurance and income assurance.

Agency: J. Ilott Ltd.

Branches: Branches throughout Australia and New Zealand.

O'Seas Repr.: Head office: 447 Collins-st, Melbourne, Aust., Great Britain, Northern Ireland, Eire, South Africa, Ceylon.

NATIONAL MUTUAL FIRE INSURANCE COMPANY LIMITED, National Mutual Centre, 153-161 Featherston-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

Executive: C. B. Hoadley, FAII, FIINZ (NZ branch mngr).

Service: Fire, accident and general insurance.

NATIONAL MUTUAL CASUALTY INSURANCES LTD, National Mutual Centre, 153-161 Featherstone-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

Executives: S. R. Ellis (NZ branch mngr), P. R. Shipman (secty, NZ branch).

Service: Personal accident and sickness insurances.

NESTLE COMPANY (NEW ZEALAND, LIMITED, THE), 1 Cleveland Rd, Parnell, Auckland, C4. PO Box 1784, Auckland. Phone 20509. Telegrams Nestfood Auckland.

Executive: H. W. Marchant (gen. mngr).

Products: Highlander sweetened condensed milk, Ideal Milk, Nestle's Reduced Cream, Coffee and Milk, Milo, Nescafe, Maggi soups, Maggi sauces, Maggi stocks, Nestle's chocolates.

Agency: Goldberg Advertising (Auckland) Limited.

Branches: Auckland, Wellington, Christchurch, Dunedin.

NEW ZEALAND NATIONAL AIRWAYS CORPORATION, PO Box 96, Wellington. Cl. Phone 43-440. Telegrams Headnac.

Directors: A. F. Gilkison (chrnm), E. T. Beaven (dep. chrnm), G. N. Roberts, W. S. Armitage, J. N. Laurenson.

Executives: D. A. Patterson, MBE, ARAeS (gen. mngr), L. L. Ford, ARANZ, ACIS (dep. gen. mngr) G. K. Grocott (asst gen. mngr).

Operation: Domestic airline.

Agency: J. Ilott Limited.

O'seas repr.: Trans-Australia Airlines, Australia.

NICHOLAS PRODUCTS LIMITED, 956 Great South Rd, Penrose, Auckland, NZ. Est. 1919. PO Box 12-061, Penrose. Cables 'ASPRO'. Phone 597-179 (5 lines).

Products: Pharmaceuticals, cosmetics, toil-

etries, aerosols, household products and veterinary chemicals.

Principal agencies: American Cyanamid Co., USA — Breck Hair Care Preparations; Gray Laboratories International Cosmetics, USA; J. G. Mouson & Co., Germany, Toiletries; Nicholas Overseas Ltd, UK, Toiletries.

Directors: R. T. Garlick (chrnm), W. P. Palmer (mgr), C. E. Kerville, V. H. du Chateau (secy).

Accountant: R. I. Francis. **Auditors:** Wilkinson Christmas Steen and Company.

Agency: J. Ilott Ltd.

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND LIMITED, GPO Box 2097, Wellington, Phone 57-250. Telegrams Argenta.

Directors: G. P. Proctor (chrnm), D. Hudig (mng dir), A. M. Borren (tech. dir), J. M. Riethoff (finance dir), W. G. Smith, B. D. Garden.

Executives: M. H. Harding (marketing mgr), B. D. Garden (commercial mgr), A. C. Crawford (secy).

Products: Radio, television, Philishave, domestic appliances, sound, X-ray and electronic equipment.

Branches: Auckland and Christchurch.

Agency: J. Inglis Wright Ltd.

PLESSEY (NZ) LTD, 69-85 Airedale St, Auckland, 1, NZ. Phone 21-519. PO Box 6040, Auckland.

Directors: C. J. Lovegrove (chrnm), G. F. Perry (mng dir), E. H. Halstead, F. L. Parkin, E. D. Wilkinson.

Executives: R. A. Harris (admin mgr), L. G. Annan (secy), D. A. Charlesworth (eng.), H. M. Brown (components div. mgr), M. K. Nasmith (mng systems div.), F. P. Walker (mng rental div.).

Company's operations: Communications and light current equipment engineers.

Agency: Carlton Carruthers Du Chateau Ltd.

Branches: Auckland, Hamilton, Wellington, Christchurch, Dunedin.

REID NEW ZEALAND RUBBER MILLS LIMITED, Private Bag, Auckland. Phone 599-949. Telegrams and cables Reidrubber.

Directors: F. W. L. Milne (chrnm), D. Laugesen, G. D. Bryson, J. G. Barcham, J. P. Hooper, Sir Bernard Ashwin.

Executives: J. G. Barcham (gen. mgr), W. H. K. Mollard (secty), W. W. Wallace (gen. sales and export mgr).

Products: Motor tyres and tubes, general rubber products, plastic foam.

Agency: Dormer-Beck Advertising Limited, Auckland.

O'seas repr.: B. F. Goodrich Company, Akron, Ohio, USA; Avon Rubber Company, London, England.

SALMOND & SPRAGGON LIMITED, Hope Gibbons Bldg, Taranaki-st, Wellington, E3. Phone 57-920. Telegrams Spragsam.

Directors: I. R. Salmond (chrnm), G. W. Salmond (mng dir), J. R. Maxted, J. I. Cooke, P. F. Simm, J. B. Steel, H. H. Morrison.

Executives: J. I. Cooke (secy), P. F. Simm (gen. mgr), N. C. Ogilvie (marketing mgr), H. H. Morrison (mng, Max Factor div.).

Products: Goddard's polishes, Max Factor cosmetics, Ovaltine, Vick cold and cough preparations, Alberto-Culver, Schick razor blades.

Agencies: Dobbs Wiggins Goldberg Ltd; J. Ilott Ltd; Mackay King Advertising Limited; Wood & Mitchell Advertising Ltd.

JAMES SMITH LIMITED, PO Box 2094, Wellington. Phone 45-845. Telegrams Jasmithco.

Directors: D. A. Smith (mng dir), B. K. Smith, W. A. Gordon, R. A. Smith, H. W. Smith, Sir Clifford Plimmer, KBE, R. W. Baird.

Executives: A. M. Fergus (secy), B. J. Krause (merchandise mgr).

Company's operations: Department stores in Wellington and Porirua.

O'seas buying offices: Great Britain, France, Japan, America, Hong Kong.

STEELCASE ENGINEERING LIMITED, Lane St, Upper Hutt, NZ. Phone 85932. Telegrams Steelcase.

Executives: L. Rixon (sales mgr).

Operations: Office furniture, demountable partitions, steel shelving.

Agency: Carlton, Carruthers & Du Chateau Limited.

J. STEELE LTD, 44-48 Rosebank-rd, Avondale, Auckland. Phone 889-146.

Directors: H. C. Steele, R. R. Steele, K. B. Steele, C. M. Bishopric, J. Kiff.

Executives: R. R. Steele (mng dir), H. C. Steele (chrnm).

Products: Steeles Form Fitting Foundations; Gossard; Youthcraft, USA; Elaine of Hollywood; Oblique, USA; Charmfit of Hollywood foundation garments.

Agency: Cassrells Advertising, Auckland.

O'seas repr.: F. J. Hawkes, London.

STERLING PHARMACEUTICALS (NZ) LIMITED, 2 Sterling Ave, Manurewa. PO Box 248, Manurewa. Phone POP 83-123. Telegrams Sterlab.

Directors: N. F. Leggett, J. A. Gane, K. D. Given, C. F. McDonald, J. A. Oswin.

Executives: J. A. Gane (gen. mgr), K. D. Given (tech. dir), C. F. McDonald (finance dir), J. A. Oswin (sales & marketing dir), D. R. Sutton (plant mgr), P. F. Thomas (purchasing officer), J. E. Glanfield (sales mgr), E. P. Rudge (adv mg).

Company's Operations: Manufacturing chemist. Winthrop Ethicals, Nyal & Glenbrook Medicines.

Agency: W. Haythorn-Thwaite Advertising Ltd.

O'seas Repr.: Parent company New York and international subsidiaries.

TOURIST HOTEL CORPORATION OF NEW ZEALAND, PO Box 2840, Wellington. Telegrams Welcome. Telex NZ3488.

Directors: D. S. Cox (chrnm), H. Coxhead L. J. Fisher, A. H. Hamilton, S. L. Moses, R. S. Odell.

Executives: Eric C. Colbeck (gen. mngr), L. S. Dennis (dep. gen. mngr), J. E. Hopkirk (secy), Eric Honey (sales mngr).

Company's Operations: Administration of 13 resort hotels and related sightseeing services.

Agency: Charles Haines Advertising.

O'seas Repr.: Howlett Keeling & Associates, Sydney.

ULTIMATE EKCO (NZ) CO. LTD, 6-14 Quay-st, Auckland. PO Box 1166. Phone 22-009. Telegrams and cables Broadcast. (Member of the Pye group of companies.)

Directors: D. T. Clifton-Lewis, G. A.

Wooller, T. J. F. Spencer, A. M. Cooper.

Products: TV, radio and household electrical appliances — Ultimate and Ekco.

Agency: Chas. Haines Advertising Ltd, Auckland.

WELLINGTON GAS COMPANY LIMITED, 64 Courtenay Place, Wellington. Phone 55-100. Telegrams Wellgas.

Directors: C. H. Benney (chrnm), A. T. Young, E. R. Norman, A. F. Downer, I. D. Reid.

Executives: M. Kennedy (gen. mngr & secy), C. H. Edwards (chief eng.), R. M. Beasley (acctnt), C. F. Mawhinney (sales supervisor).

Company's Operations: Coal gas by-products, gas manufacture and supply, gas appliance sales and installation.

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

WRIGLEY COMPANY (NZ) LIMITED, THE, PO Box 14140, Auckland. Phone 594-099. Cables and telegrams Spearmint.

Executive: C. D. Irwin (mng dir.).

Agency: Dormer-Beck Advertising Agency Ltd.

TELEVISION PRODUCTION COMPANIES

ADVERTISING PHOTOGRAPHY LTD, Caltex Hse, Fanshawe-st, Auckland, Cl., PO Box 723, Auckland. Phone 44011.

Directors: Robert J. Wardlaw, Reginald W. Wardlaw, H. M. Ferguson.

Executive: H. M. Ferguson (mng dir).

Service: Television, commercial and documentary film making. Complete services from origination to finished release prints, including optical and magnetic sound. Color and black and white photography. Mural photo-printing.

HAYWARD FILM PRODUCTIONS, Studio 55 Esplanade-rd, Mt. Eden, Auckland. N.Z. Phone 6-1144. Cables Newsfilm Auckland.

Directors: Rudall C. Hayward, Ramai Hayward.

Executives: Rudall Hayward (dir/camera-man), Ramai Hayward (scriptwriter).

Producers of children's educational films.

PEACH WEMYSS LTD, 31-33 Nugent St. PO Box 8784, Symonds St, Auckland. Phone 34-764. Vogue Buildings, Wellington. Phone 83-141.

Directors: N. K. Peach, S. J. Wemyss, A. H. Churton.

Executives: N. K. Peach (exec. dir), S. J. Wemyss (prod.), G. R. Brabant (secy).

Producers of TV and documentary films.

REYNOLDS TELEVISION LIMITED, 47 Wakefield-st, Auckland, Cl. NZ. Phone 45-664, 41-649. Telegrams & Cables Telefilm, Auckland.

Directors: A. H. Reynolds (mng dir), D. B. Whyte (secy).

Equipment and Facilities: Complete lighting & sound, 35mm Arriflex, standard and zoom lenses, 16mm Auricon, 4 bolex, 3 Kodak cameras.

Company specialises in documentaries and film for industry, TV commercials, and TV program series. 16mm black & white reversal processing.

Auckland provincial agents for Yashica International Corporation, Japan.

Associate companies: Photo Mechanics Ltd — photographic repair technicians, servicing agents and equipment manufacturers.

Also Photo Associates Limited — industrial and commercial still photography and production of television slides.

Also Reynolds Photographic Ltd — photographic film and equipment retail sales.

STEELETELEFILM LTD, 213 Great South Rd, Green Lane, Auckland, New Zealand. Phone 542-870, 540-740. PO Box 17018, Green Lane, Auckland, NZ.

Principal: Robert Steele.

Produces all types of TV and cinema commercials, documentaries and films.

Member NZ Film Producers' Federation.

Radio-TV organisations in neighbouring Asian-Pacific markets

Radio and television services – Japan



RADIO broadcasting in Japan began in 1925 and until the end of World War II, was monopolised by the Japan Broadcasting Corporation, a Government-controlled organisation.

But a public desire for a more liberal and informal form of broadcasting brought about the enactment of three Government laws, the Radio Law, Broadcast Law, and Radio Regulatory Commission Establishment Law which were passed on June 1, 1950.

With the legal basis laid for the liberation of broadcasting from Government monopoly, more than 70 applications for broadcasting licences were submitted.

Sixteen of these radio applicants were granted provisional licences in April, 1951. Commercial television started in 1953.

Confronted with numerous problems arising from the commencement of the new stations, the 16 companies formed an organisation called the National Association of Commercial Broadcasters, or NAB.

At June, 1967, Japan had 46 commercial radio companies which operate 143 stations throughout the country. All are NAB members, two radio and TV companies in Okinawa associate members.

There were 21,647,373 registered radio sets in Japan at the end of March, 1967, and 19,246,542 television receivers plus an uncalculated number of each unregistered.

Program content of Japanese radio is fairly evenly distributed. 1967 figures (average broadcast time of January, February and March), showed music programs comprised 52.0pc of total content, literature and entertainment (7.8pc), cultural and educational (22.5pc), news (14.9pc), advertising (1.6), and sport (0.8pc).

Japan Broadcasting Corporation, a government body, began telecasts in 1963. A few months later a private commercial company, Nippon Television Network Corporation, went on the air.

Since then the number of television companies has risen to 46, which operate 475 TV stations throughout Japan.

COLOR TELECASTING

Color telecasts were started by the Nippon Television Network and the Radio Tokyo Company early in 1959. Both stations used the American NTSC color TV system.

The number of television receivers has almost doubled every year since 1954.

Latest figures show literature and entertainment comprised the biggest proportion of television program content with 51.0pc, cultural and educational features were next with 34.8pc, and other figures including news (10.4pc), sport (1.5pc), advertisements (1.1pc).

Japanese advertisers spent an aggregate 37.0pc of their budgets in 1966 on radio and television. This was raised by 17.3pc on the 1965 figures and everything pointed to a greater percentage of advertising funds being spent on the media.

The largest percentages of radio advertising in Japan for 1966 were placed by the sponsors of drugs and medical supplies (6.21pc), foods and beverages (11.13pc), machinery and appliances (20.30pc). Television advertising: drugs (12.49pc), food (18.45pc), toiletries (15.80pc).

Administration of all commercial broadcasting in Japan is controlled by the board of directors of the NAB.

The board has 20 members who are all presidents or directors of commercial broadcasting companies. President of the board is Tadashi Adachi, executive director Saburo Sakai, and secretary-general Yukio Isomura. Head office. Bungei Shunju Bldg, 3, Kioi-cho, Chiyoda-ku, Tokyo.

ADVERTISING EXPENDITURE IN JAPAN

	Ad. Volume yen	Percentages to National Income
1965	344,000 million	1.40
1966	383,100 million	1.33

ADVERTISING EXPENDITURES IN JAPANESE MEDIA IN 1965, 1966

	1965 (million yen)	1966
Newspaper	123,000	133,700
Magazine	92,000	21,100
Radio	16,100	16,900
Television	111,000	124,700
Others	53,900	60,200
Export ad.	8,900	9,700
Total	344,000	383,100

Australian dollar = 403.42 yen

Radio and TV services – Singapore



BRROADCASTING began in Singapore before World War II, with the BMBC and later the MBC paving the way for the Pan-Malayan Department of Broadcasting which was born on September 3, 1945, immediately after liberation from the Japanese.

Early in 1946, the civil Government took over from the British military administration and inaugurated a medium and short wave service for the whole peninsula known as Radio Malaya.

Until the end of 1958 Singapore was the headquarters of the Pan-Malayan Department of Broadcasting, otherwise known as Radio Malaya.

However, when the Federation of Malaya achieved independence it decided to set up its own radio organisation.

The Singapore Government then took control of the ex-Radio Malaya station in the Republic and on January 4, 1959, the first broadcast from Radio Singapore went on air.

Its identity was again changed after the formation of Malaysia. From September, 1963, to 1965, it was the Singapore station of Radio Malaysia.

However, although its overall policy was determined by the Central Government in Kuala Lumpur, for the day-to-day administration and programming the Singapore Station remained as the Broadcasting Department of the Ministry of Culture, Singapore and reverted to the Republic following Singapore's separation from Malaysia on August 9, 1965.

Radio Singapore broadcasts four separate channels on both the AM frequencies (medium and short wave) and FM frequencies as detailed below:—

Service	Channel	FM frequencies
English	1	92.4mcs
Malay	2	94.2mcs
Chinese	3	95.8mcs
Indian & Chinese	4	96.8mcs

Each channel is on the air for about 14½ hours to 18 hours daily from 6am to 12 midnight.

The first channel carries English language programs, the second channel Malay lan-

guage programs, the third channel Chinese language programs (in Mandarin and six dialects) and the fourth channel in Tamil and Chinese language programs.

The Chinese dialects are: Hokkien, Cantonese, Teochew, Hakka, Foochow and Hainanese.

Although there are four separate language channels, there is an overall cultural direction common to all transmissions.

Radio Singapore provides a daily domestic broadcasting service to a regular audience of nearly 2 million people. In addition its shortwave transmitters carry the domestic service programs to many more millions outside the Republic. Among the shortwave transmitters are three high-powered 50kw transmitters.

Since February, 1963, the Broadcasting Department has also been responsible for the Republic's television service. TV programs are now broadcast over two channels. Channel 5 provides a six-hour service (Monday to Friday) and 10½-hour service (Saturday, Sunday and Public Holiday) and Channel 8, three and a half hours daily.

The programs are allotted as follows:—

English language	35pc
Chinese language	35pc
Malay language	20pc
Tamil language	10pc

Nearly 40pc of the total television output is locally originated.

The News Division provides 35 bulletins daily in the four main languages and six Chinese dialects and four TV news bulletins (two of which are followed by newsreels) a day.

Both radio and television programs cover a wide range of aspects of community service and entertainment and carry commercial advertising. Since January, 1967, Channel 8 provides a four-hour educational TV Service (Monday to Friday).

The standards of transmission of its television service is the CCIR 625 line 50 c/s system. Each television transmitter has an ERP of 80kw.

Postal address of the Broadcasting Department is PO Box 3002, Singapore. Telephone: 50401. Telegrams and cables: Broadcast, Singapore.

Radio Malaysia



BROADCASTING was introduced to Malaya on a limited scale in the 1930s by a group of enthusiastic amateurs, and although broadcasting facilities were set up during the war, it wasn't until 1946 that the permanent service Radio Malaya came into being.

At this time the service came under a Pan-Malayan department administered from Singapore. The staff was small and equipment, most of it ex-service surplus, limited.

Outbreak of militant communist terrorism in 1948 made it necessary to expand Radio Malaya, and expansion and improvement were continued in subsequent years.

When Malaya achieved Merdeka (independence) in August, 1957, and became a sovereign independent Federation of Malaya, the Pan-Malayan radio service was an anachronism. On January 1, 1959, the new Radio Malaya was inaugurated in Kuala Lumpur, designed specifically to serve the needs of the Federation.

With the formation of Malaysia in September 16, 1963, the call sign Radio Malaya was changed to Radio Malaysia.

The domestic service of Radio Malaysia broadcasts for 374½ hours a week in four languages — Malay (national language), English, Indian (Tamil) and Chinese (Mandarin, Amoy, Hakka and Cantonese). This figure excludes schools broadcasts.

Radio Malaysia's overseas service — Suara Malaysia (Voice of Malaysia) was introduced in February 15, 1963, and broadcasts a total of 74 hours a week in Indonesian, English and Mandarin.

Programs in the domestic service comprise entertainment (67.9pc), information (11pc), news (10pc), education (7pc), others (3pc), and are carried simultaneously on three networks over seven stations employing 14 shortwave and 19 medium wave transmitters up to 100 kilowatt strength linked by VHF and microwave systems.

A commercial service, integrated with the national service was introduced in January, 1962, and offers pan-Malayan coverage to advertisers in the four languages, 60pc of air time has been allocated to the commercial service for spot and sponsored program sale.

Overall revenue is derived from the commercial service and receiver licence fees.

Senior officials of the broadcasting service are Dol Ramli (director), Murtadza Za'ba (deputy director), Hashim Hassan (controller of programs), Sen Gupta (chief engineer), Nordin Zainudin (head of news service), and Hugh Boudwyn (commercial manager).

Frequencies, wavelengths and operating hours GMT (of which Malaya is 7½ hours ahead) of the various language services are:

Malay Service: Shortwave: 9515kc/s 31.5m, 7280kc/s 41.2m, 4790kc/s 62.6m, Medium Wave: 590kc/s 508m, 660kc/s 455m, 700kc/s 429m, 960kc/s 312m, 810kc/s 370m, 570kc/s 526m, 1005kc/s 299m, 550kc/s 546m. **Hours:**

Mon. & Wed. 22.30-06.30, 09.00-16.30. Tues. & Thurs. 22.30-06.30, 07.30-16.30 Fri. to Sun. 22.30-16.30. News 00.00, 01.00, 03.30, 06.60, 09.30, 12.30, 14.30, 16.00. **Commercial programs:** Mon. to Thurs. 22.30-01.30, 04.30-06.30, 09.30-11.00, 11.45-13.00. Fri. 22.30-01.30, 06.30, 09.30-11.00, 11.45-13.00. Sat. & Sun. 22.30-11.00, 11.45-13.00

English Service: Shortwave: 7305kc/s 41m, 4985kc/s 60.2m, Medium Wave: 880kc/s 341m, 860kc/s 349m, 1160kc/s 259m, 840kc/s 357m, 940kc/s 319m, 740kc/s 405m. **Hours:** Mon. to Fri. 22.30-01.30, 05.30-06.30, 09.30-16.30. Saturday: 22.30-01.30, 05.30-16.30. Sunday: 22.30-16.30. News: 23.30, 00.30, 06.00, 09.30, 11.00, 14.00. **Schools broadcast:** Mon.-Wed. 01.30-02.30, 06.30-07.30. **Commercial programs:** Mon. to Fri. 22.30-01.30, 05.30-06.30, 09.30-10.30, 12.30-14.30. Sat. 22.30-01.30, 05.30-06.30, 08.30-10.30, 12.30-14.30. Sun. 22.30-03.30, 04.30-06.30, 08.30-10.30, 12.30-14.30.

Chinese Service: Shortwave: 6025kc/s 49.8m. Medium Wave: 1070kc/s 280m, 1040kc/s 288m, 1280kc/s 234m, 1260kc/s 238m, 1220kc/s 246m. **Hours:** Mon. to Fri. 22.55-01.30, 04.30-05.45, 08.30-16.30. Sat. & Sun. 22.55-16.30. News 23.00, 23.30, 16.00, 24.00, 00.30, 05.20, 05.35, 09.30, 12.30, 13.30, 14.30, 15.20. **Schools broadcast:** Mon.-Wed. 01.30-02.30, 06.30-07.30. **Commercial programs:** Mon. to Fri. 22.55-01.30, 04.30-05.45, 08.30-10.30, 12.30-14.30. Sat. & Sun. 22.55-01.30, 04.30-05.45, 08.00-10.30, 12.30-14.30.

Indian Service: Shortwave: 6135kc/s 48.9m. Medium Wave: 1070kc/s 280m, 1040kc/s 288m, 1280kc/s 234m, 1260kc/s 238m, 1220kc/s 246m. **Hours:** Mon. to Fri. 22.00-00.30, 05.45-07.30, 09.00-15.30. Sat. 22.00-03.30, 05.45-15.30. Sun. 22.00-15.30. News 22.45, 24.15, 16.00, 06.00, 09.30, 11.30, 14.00. **Schools broadcast:** Mon.-Wed. 01.30-02.30, 06.30-07.30. **Commercial programs:** Mon. to Fri. 22.00-22.55, 05.45-07.30, 10.30-11.00, 13.30-14.30. Sat. & Sun. 22.00-22.55, 01.30-03.30, 05.45-08.00, 10.30-11.00, 13.30-14.30.

Overseas service of Radio Malaysia operates on shortwave: 11900kc/s 25m, 7110kc/s 42m, 6175kc/s 49m, 9750kc/s 31m, 6100kc/s 49m. **Hours:** (GMT) **English Service:** 22.45-23.15, 11.15-12.15. News 23.00, 11.30.

Mandarin Service: 00130-01.00, 10.00-11.00. News: 00.31, 10.15. Indonesian Service: 23.15-00.15, 09.00-11.00, 12.30-16.30. News: 23.30, 09.01, 10.45, 12.45, 14.00, 15.45. Sundays only: 01.00-02.00. News 01.30.

Head office address of Radio Malaysia is: Department of Radio, Federal House, PO Box 1074, Kuala Lumpur.

Cables: Broadcasts, Kuala Lumpur.

At the last count to December 31, 1961, the population of the then Federation of Malaysia was 7,250,000.

Fiji Broadcasting Commission



NOW identified on air as Radio Fiji, the Fiji Broadcasting Commission followed AWA (A'sia) who introduced broadcasting to the Colony in 1935, operating on a 400 watt transmitter.

Development has resulted from the establishment by Government, in 1953, of an Independent Statutory Body, which was the first of its kind in British Colonial Territories.

The original chairman was R. L. Munro, a Suva solicitor; the first manager being K. G. Collins.

Europeans, part Europeans, Fijians, Indians, Rotumans and Chinese form the present staff of 102.

The original Broadcasting House was built at a cost of £70,000; but two major additions have brought the total to £102,000.

The 105-acre transmitting site at Naulu, eight miles from Suva, comprises a substantial transmitter block and residential accommodation.

In addition, a remotely-operated receiving site at Nabua (four miles from the city) was established in 1964 to provide 17 pre-selected channels through which news broadcasts are received:

FBC stations operating are:
Medium wave: 560kcs (English) 5kw Suva.
 710kc (Vernacular) 3kw Suva.
 840kc (Eng. Sunday) 1kw Suva.
 890kc (vernacular) 2½kw Lautoka.
 1320kc (English) 2kw Lautoka.

Short wave: 6005kc (vernacular) 49m 350w Suva.
 5955kc (English) 49m 500w Suva.
 4756kc (English) 60m 10w Suva.
 3284kc (vernacular) 90m 10w Suva.
 3230kc (English) 90m 10w Suva.

Technical plans are to increase the medium wave coverage with transmitters in Sigatoka, Rakiraki and Labasa.

The Commission has installed a second transmitter in Lautoka, to carry English programs.

Principal objects of Radio Fiji are to educate, enlighten and entertain.

Commercial activities — spots, documentaries, outside broadcasts, women's sessions, feature stories and musical programs — are sponsored, to attract a considerable annual advertising revenue.

Broadcasts (commercial and non-commercial) are made in English, Fijian and in Hindustani.

News is an important function of the Commission: BBC, NZBC, and ABC bulletins being broadcast daily.

These are eagerly awaited by the peoples of Fiji's islands; as broadcasting, for many of the population, is their only medium of mass communication.

Local news in all languages is sponsored.

ADMINISTRATION

Present Commissioners are:

Chairman: D. M. N. McFarlane, CBE, LL.B (Melb.), JP; Hon. J. G. Rodger, CBE, MA (Cantab), Dip.Ed. (Lond.), MLC; Livai Volavola, AIE (Lond.); Narain Niranjan; Dr A. A. Asgar, OD; A. E. Muir; Miss L. Derrick; Mrs Viti Cokanasiga.

Executive staff: G. Matheson Cullen (mngt), Gordon H. King (deputy mngt), P. B. Sloan (program organiser), T. C. Agar (engineer), J. C. Crago (chief announcer), Mrs I. Williams (accountant), Uraia Koroi (Fijian section leader), B. Mishra (Indian section leader). **Advertising manager:** S. Yee Joy.

The Fiji Broadcasting Commission studios are located at 69 Gladstone Road, Suva, PO Box 334. Cables: Broadcom, Suva.

RADIO FIJI



A commercial network of
12 TRANSMISSIONS
 Serving a population of almost
 500,000. Broadcasting in English,
 Fijian and Hindustani

☆

RADIO FIJI
*Is your soundest advertising medium
 for the Colony*

For Rate Card and Advice

ADDRESS:
 The Manager,
 Fiji Broadcasting Commission,
 P.O. Box 334,
 SUVA . . . FIJI

CABLES: "BROADCOM" Suva.

Radio Hong Kong



THERE are two radio broadcasting organisations and one television organisation in Hong Kong, the principal radio service being provided by Radio Hong Kong, the other by Hong Kong Commercial Broadcasting Co.

The TV service is beamed by HK-TV B—Television Broadcasts Limited.

All services cover an estimated population of 3,834,000 and operate bi-lingual services in English and Chinese.

RADIO HONG KONG

Head office is Prince's Bldg, PO Box 200, Hong Kong. Cables Broadcasts, Hong Kong. Principal executives are:

Director of broadcasting: D. E. Brooks.

Deputy director of broadcasting: I. D. Kingsley.

Secretary: E. A. Fisher, ED.

Controller of English programs: T. A. Birch.

Controller of Chinese programs: N. Y. Chow.

Chief engineer: R. A. Winyard.

English service: 860kcs, 348.8m, 2kw.

Chinese service: 640kcs, 468.7m, 2kw.

Chinese service shortwave: 3940kcs, 76.14m, 2.5kw.

FM: 91mc, 94mc, 50kw.

Home service, English: 23.00-16.00. N: 00.00, 05.15, 15.00 (BBC newsreel), 12.00. Wrp.: 23.58, 10.58, 13.13, 14.58. Chinese: 23.00-16.00. N: 00.00, 05.30, 10.00, 12.00, 12.30. Wrp.: 23.58, 05.28, 11.58, 15.30. Rel. Far Eastern St. from London.

Languages used: Cantonese, Kuoyu, Chiu-chow, Hakka.

HONG KONG COMMERCIAL BROADCASTING CO.

Head office, D'aguilar Place, D'aguilar St, Hong Kong. Cables, Radioads.

Managing director: G. Ho.

Head of English programs: Nick Demuth.

Head of Chinese programs: T. P. Kwong.

English service operates on 1kw, 1530kcs, 196m.

Chinese service operates on 1kw, 1050kcs, 286m (1st), 1kw, 1170kcs, 256m (2nd).

TELEVISION BROADCASTS LIMITED

HK-TV B, Television Broadcasts Limited, Prince's Bldg, 25th floor, Hong Kong. Cable address: Television Hong Kong.

Directors: Harold Lee, Colonel J. D. Clague, R. R. Shaw, Andrew Eu, J. S. Lee, F. J. Knightly, M. S. Cumming, P. Y. Tang, Col. D. A. Stirling.

Executives: C. B. Bednall, OBE (gen. mngr), Kevin Lo (project engineer), Steve Huang (exec. assistant), K. F. Chung (program mngr), Robert Chua (assistant program mngr), K. H. Hung (chief accountant), Stephen Li (sales mngr), C. P. Ho (public affairs chief), Timothy Chau (publicity officer).

HK-TV B began transmission in Hong Kong in November, 1967, utilising an advanced UHF 625 line and PAL color system.

Main transmitters are located on top of Temple Hill, and are being used initially for two networks, the Jade Network (Chinese), and Pearl Network (bi-lingual).

Programming is a composite of live and film shows, with the Pearl Network transmitting 80pc of programs in color.



Radio Ceylon



ON January 5, 1967, the Ceylon Broadcasting Corporation (Ce.B.C.) was constituted by Act of Parliament and superseded the former Department of Broadcasting.

The Ce.B.C. consists of five members, one of whom is chairman. The chief executive officer of the Corporation is the Director-General. The chairman of the Corporation also functions as Director-General.

Seven heads of divisions work to the Director-General at the level of director.

These divisions are administration, finance, technical service, and national service, the commercial service, the news and publication and the secretariat.

The Ce.B.C. is charged with the responsibility of carrying on a public service of broadcasting as a means of information, education and entertainment. The main emphasis in broadcasting today is development and programs aimed at national development and reconstruction have been given the highest priority.

NATIONAL SERVICE

The National Service, as its name implies, is a nation building service and is intended to use the medium of broadcasting to enhance and activate development at all levels and in every field of activity.

The director, National Service, is the head of the service and working to him are the heads of the Sinhala, Tamil, English and school services as well as the external service.

Each of these units works, more or less as a self-contained unit, using separate transmitters and wave-lengths.

The National Service broadcasts programs for home listeners for over 200 hours a week in three languages: Sinhalese: 92 hrs., Tamil 63½ hrs., and English 45 hrs.

Programs for schools are also broadcast during school sessions in all three languages for nearly 21 hours a week.

Two external services each broadcasting 8½ hrs. a week, one beamed to South East Asia on 17830 K/cs. per sec. (16.83m.) and the other to Europe and the middle East on 15333 K/cs. per sec. (19.0 m.) were inaugurated recently to help listeners in these regions to know the Sinhalese culture, heritage, religion and music or simply its way of life.

Reception reports received so far have indicated that these programs are daily becoming popular among the listeners in Japan, Burma, Indonesia, Pakistan, several States in India, England, Switzerland, Germany, Sweden, Denmark, Finland and many other countries in central Europe and the middle East.

The Sandhaya Sevaya which broadcasts programs between 18.30 and 21.30 (C.S.T.) daily serves as a dual service in Sinhalese to

a majority of the listeners in this country who had no choice but to listen to the single service provided by the National Sinhalese service.

Planning of programs in order to cater to the whole audience of listeners becomes daily an important feature with the increase in the output of the department.

Great efforts are taken by all concerned in these lines and to bring very friendly relationships between the listeners and the Department.

The Sinhalese service is the most popular and has by far the largest number of listeners.

It surpasses the total number of listeners to the Tamil and English services.

Ce.B.C. is the main source of entertainment of the Sinhalese listeners and as there is no other broadcasting station in the world broadcasting in Sinhalese, except the special services of the BBC, a great responsibility is cast on the Sinhalese service.

Unlike in English and Tamil services, the program staff has to depend almost entirely on the programs produced by the station.

There are no Sinhalese broadcasts or transcriptions from other broadcasting organizations, except the popular BBC weekly program 'Sandesaya' which is relayed on the Sinhalese service and occasional exchange of programs broadcast from other stations on days of special national significance.

The Sinhalese listener looks to Ce.B.C. as a major source of intellectual and cultural interests.

COMMERCIAL SERVICE

The Commercial Service or commercial broadcasting was started on an experimental basis in September 1950. Soon it proved to be a successful revenue earner for the Government.

Surveys conducted by various organisations have established that it has by far a greater number of listeners than any commercial broadcasting station in south East Asia.

This service broadcasts for home listeners in all three languages for over 161 hours a week; Sinhalese 61 hrs., Tamil 26 hrs., and English 74 hrs.

In addition to home broadcasts the commercial service broadcasts to overseas listeners mainly in the Asia region in English, Hindi and Tamil for nearly 115 hours a week.

Reception reports received have indicated that the English broadcasts are well received by listeners even in Central Europe, Norway, Denmark, Finland, Sweden, Germany, Switzerland, Great Britain, South Africa, USA, Australia and New Zealand.

A. English programs are broadcast daily from 01.30 to 03.30 (Sun. to 04.30), GMT on 15205kcs (19m.b.) and 9667kcs (31m.b.) and

from 12.30 to 16.45 GMT on 9667kcs (31-m.b.).

Announcement. This is the Commercial Service of the Ce.B.C.

B. Hindi and Tamil programs are broadcast daily from 01.30 to 04.30 (Sun. to 07.30), GMT on 7190kcs (41m.b.), 9720kcs (31m.b.) and 11800kcs (25m.b.) and from 11.00 to 17.30 (Sat.-Sun from 10.30), GMT on 6075kcs (49m.b.), 9720kcs (31m.b.) and 11800kcs (25 m.b.).

Announcement: "Yeh Ce.B.C. ka vyapaar vibhag hai."

Radio licences and Publications: The issue of radio licences is under the authority of the Postmaster-General.

The annual licence fee is Rs. 15/= and the licences are issued by the principal Post Offices of the areas in which the radio sets are installed. Under this scheme a family can install more than one radio set but exclusively for their purpose without an additional fee.

Portions of the premises which are sublet are however, not covered by such licences.

Similarly a wireless apparatus installed by a resident guest, lodger or boarder in either a private or a common room requires a separate licence. Rediffusion has also been fairly successful in many parts and the licence fee is Rs. 1.25 per month. Portable and car radio sets are each licensed irrespective of the household licence at Rs.15/= per year.

By the middle of 1965, the total number of radio and rediffusion sets-in-force was over 400,000. The population on this date according to the latest census was 10 million.

Broadcasting is becoming so popular that over 20pc of the entire population can listen to Ce.B.C.

The increase in sets was perhaps largely due to the setting up of the experimental relay station at Senkadagala and the general improvement effected in the broadcasting service.

Radio Times, a fortnightly publication contains details of the program output of both services. The price of each copy in Ceylon is 25 cents or Rs. 7.50 per year and is available at all leading bookstalls.

Listener research: Through the listener research organisation, Ce.B.C. keeps itself informed of the listening habits, and the listener preferences of its audience.

The broadcasting station endeavours to know a great deal about its listeners for the efficient planning of its programs. For instance, the station must know when its

listeners are at leisure, when at work, what sort of things they look upon broadcasting to provide, what they choose to listen to, and their opinion of the programs they select.

It is the function of listener research to collect this information, sift it, interpret it, and pass these findings to the program planners.

The listener research section adopts several methods for this purpose. It has regular listening panels which provide answers to questionnaires sent by the listener research office.

Appreciation indices of programs and estimates of the size and composition of audience at prescribed hours are of considerable value to program organisers and are made available to them by listener research. Commercial advertisers are particularly interested in such data.

The engineering division: The engineering division of Ce.B.C. serves both the national and commercial services.

Programs are originated from a single studio centre at Torrington Square and fed by land lines and VHF links to medium and short wave transmitting stations in Welikada, Diyagama and Ekala.

Primary coverage on the medium wave is confined to a region within a radius of 25 miles from the city.

A relay station has been functioning in the hill-capital Senkadagala from about 1960. Future plans in engineering are to install high powered medium wave transmitters and several more relay stations with studio facilities to cover the entire island.

Foreign relations: Ce.B.C. maintains very cordial relationships with many sister organisations in the world. Ceylon is an Associate member of the European Broadcasting Union. The station also participates in the Commonwealth Broadcasting Conference, Asian Broadcasters' Conference and many technical conferences.

On days of national significance for other countries Ce.B.C. broadcasts special feature programs of the countries concerned.

A wealth of program material is made available at Ce.B.C. by foreign broadcasting organisations and local diplomatic representatives of foreign and Commonwealth countries.

Ceylon has entered into cultural exchange agreements with many countries and does its best to supply them in return a variety of indigenous programs.

Late listings

RADIO COMMERCIALS AND PROMOTIONS SERVICE

SOUND IDEAS (Bruce Rogerson), 12 Fountainbleau St, Sans Souci, NSW, 2219. Phone 529-6036.

Providing sales, promotion and program aids to the broadcasting industry, also offering original radio commercials and product promotions for advertisers and agencies.

ADVERTISING AGENCIES

E. G. Littleton and J. M. Littleton, partners in Littleton-Harvey Advertising, Brisbane (see page 314), retired at January 31 and the agency ceased operations from that date.

Major portion of the accounts transferred to Edmonds Advertising, Brisbane.

Announced at Year Book press time: Merging of interests by James Green & Associates, Maurice Kay Advertising and Russell-Morris Advertising, Sydney, to become Kay Green & Clarke Advertising Pty Ltd, 167 Kent St, Sydney, 2000. Phone 27-8241.

Joint directors: Maurice C. A. Kay, H. James Green, H. P. Clarke.

Branch office: 83 King St, Newcastle, NSW (phone 2-3682).

TELEVISION PRODUCTION, STILL PHOTOGRAPHY

HILLINDEN PICTURES PTY LTD, 24 Elizabeth St, Paddington, NSW, 2021. Phone 31-3832.

Directors: Adrian Linden (mng dir), Daryl Hill (creative dir).

TV film production service including documentaries and advertising films; also still photography for advertising, fashion and industrial clients.

Fully equipped production studios and transportable equipment for documentaries and location shooting.

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GET ON THE BALL, REMEMBER TO USE POSTCODES!

In ads, on print jobs,
wherever you have addresses,
always add
your client's Postcode.

Postcode will send
his mail fast and true.

And don't forget
your own company.

Check that Postcodes
have been added
to your mailing lists.

See that all new entries
include Postcodes.

Make sure your typists and
other staff members
show Postcodes on all letters.

Australian Post Office



TWO-YEAR CALENDAR

1968

1969

	S	M	T	W	T	F	S
JAN							
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
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	28	29	30	31			
FEB					1	2	3
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	11	12	13	14	15	16	17
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	25	26	27	28	29		
	30						
MAR						1	2
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JULY		1	2	3	4	5	6
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SEPT		1	2	3	4	5	6
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	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30				
JULY				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	
AUG							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31					
SEPT		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30				
OCT					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
NOV							1
	2	3	4	5	6	7	8
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	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30						
DEC			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	31		

