

**1968**

**Eleventh Edition**

THE  
**BROADCASTING**  
AND **TELEVISION**  
**YEAR BOOK**

*Who, What, Where in . . .*

**BROADCASTING**

**TELEVISION**

**ADVERTISING**

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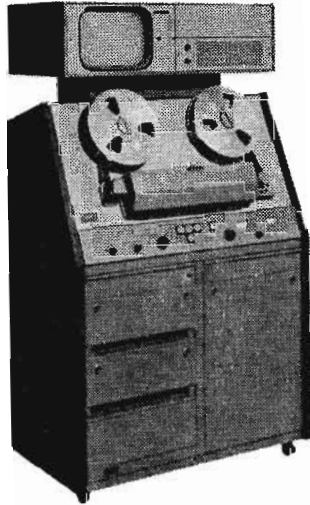


# WHATEVER YOUR BROADCAST RECORDING

Monochrome, colour, slow motion, backpack portable, or teleproduction unit . . . Ampex has the video recorder you need.

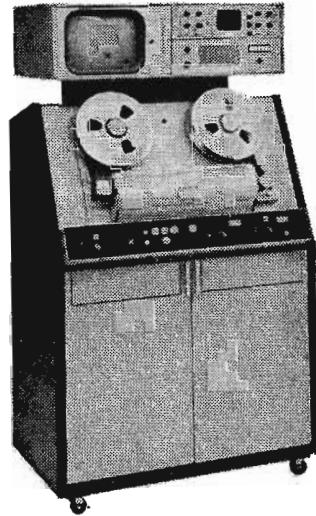
## 1. Monochrome

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



## 2. Colour

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



## 3. Slow Motion

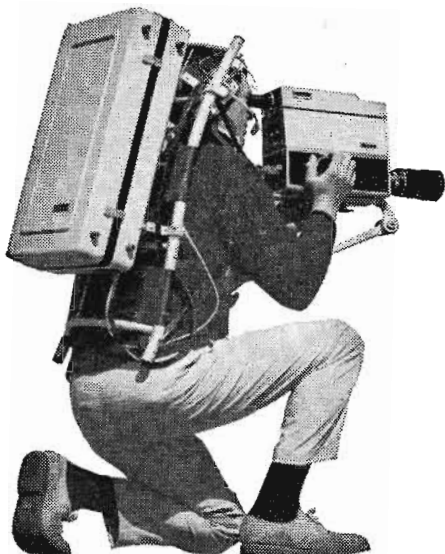
A feature all sports fans know well is television's ability to furnish "instant replay" in slow motion, normal speed, or in freeze-frame format. Our HS-100 High-Band Disk video recorder-reproducer will let you furnish these instant playbacks of anything—in clear, crisp colour. And you can use it for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



\*TM AMPEX CORPORATION

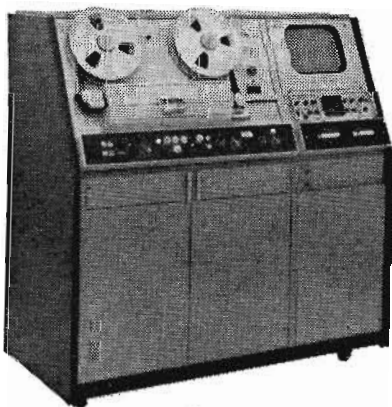


# NEED, AMPEX HAS A GREAT ANSWER



#### 4. Backpack Portable

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

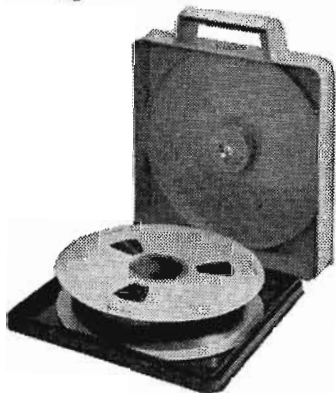


#### 5. Teleproduction

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

#### 6. Plus High-Band Video Tape

We are currently introducing our exceptional new self-cleaning high-band Video tape. It improves your signal/noise ratio and has the fine grain structure you need for high-band colour recording. The unique binder formulation we use in this new tape will help increase head life, yet reduce dropouts. Its superior uniformity provides minimum audio and control track level variation, while our exclusive Ferro-Sheen\* cleaning process reduces oxide shed. All in all, a truly superior recording tape.



## AMPEX

Get full details about these recorders and all their superb accessories from Ampex Australia Pty. Ltd., NRMA House, 26 Ridge St., North Sydney. Phone 929-8511.

AMP14



**2GB**  
still  
number one  
in Sydney

**1968**  
(Eleventh Edition)

The  
**BROADCASTING**  
and  
**TELEVISION**  
**YEAR BOOK**

**T**HE Broadcasting and Television Year Book is produced by the company and personnel responsible for the appearance of B&T Weekly, now in its 18th year and which has become an institution in the spheres it serves Australian broadcasting, advertising, television, production and their associated services and among the country's leading advertisers and businessmen. This Year Book, containing a mass of information, all of which has been gathered, compiled and checked as carefully as humanly possible, condenses into handbook form all the most-needed information concerning the spectacularly-developing commercial and national air media and the industries serving them.

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**Managing Director: Eric Solomon**  
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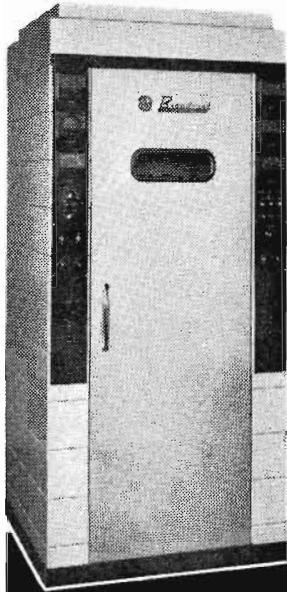
**Managing Editor: Leonard Blanket**    **General Sales Manager: Mac Bumpstead**  
**Editor: Don Frost**    **Production Manager: Ruth Livingston**

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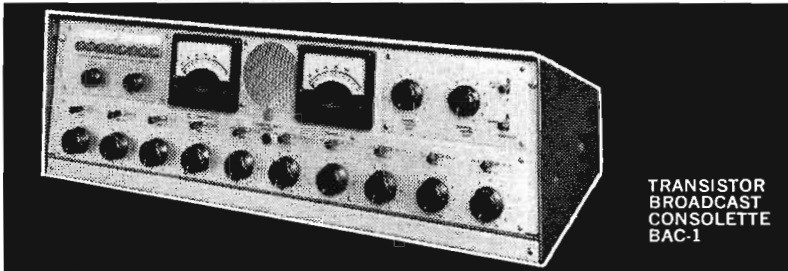
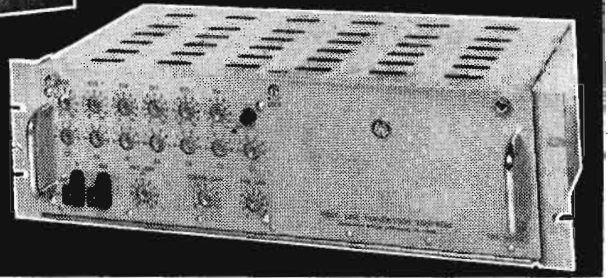


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TEC-14



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POSTMASTER GENERAL.

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

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

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

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

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

(Alan S. Hulme)  
Postmaster-General

WAGGA



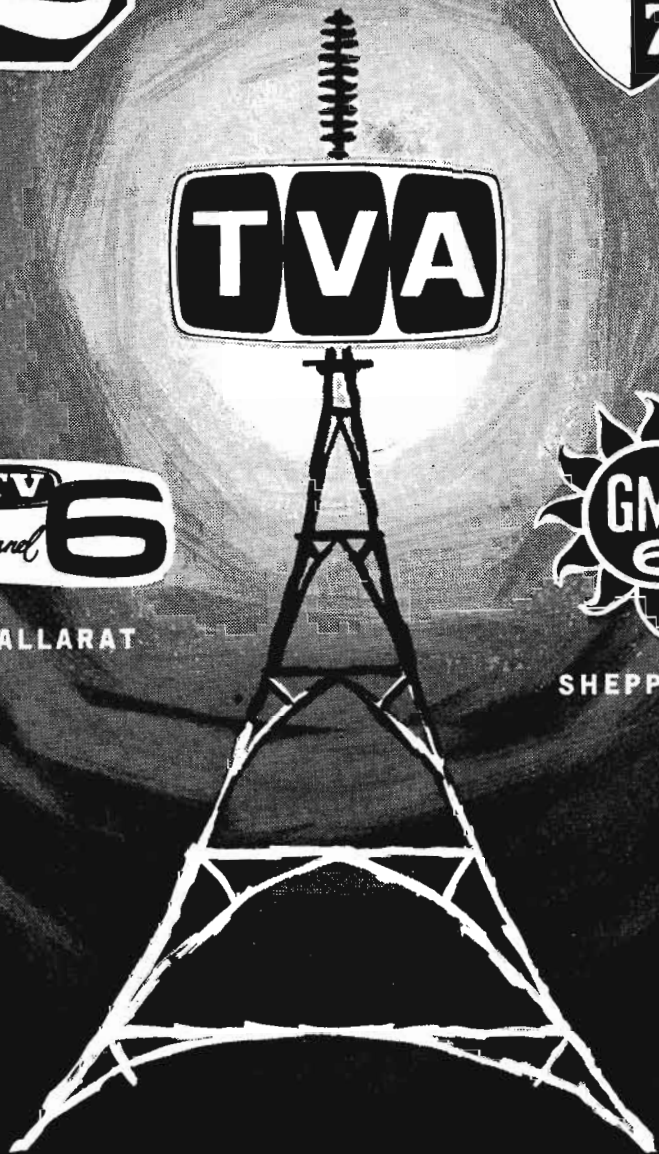
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# BROADCASTING and TELEVISION YEAR BOOK, 1968

## Table of Contents

	<b>PAGES</b>
State maps — radio and TV station locations .....	<b>29-41</b>
Foreword by the Postmaster-General .....	<b>7</b>
.....	<b>Advertisers 27-28</b>
Index .....	<b>Entries 11-26</b>
<b>RADIO</b>	
Industry facts including licence figures .....	<b>50-55</b>
Australian Broadcasting Control Board .....	<b>65</b>
Stations .....	<b>67-123</b>
Networks .....	<b>125-128</b>
Production units and transcription distributors .....	<b>139-142</b>
Service to stations .....	<b>149-155</b>
Station representatives .....	<b>129-134</b>
Government legislation and Broadcasting Control Board standards (also for TV), FACB rules and program standards .....	<b>431-478</b>
<b>TELEVISION</b>	
Film distributors .....	<b>196-198</b>
Industry facts .....	<b>57-62</b>
Stations .....	<b>157-195</b>
Production and film units .....	<b>199-221</b>
Services to stations and producers (including equipment suppliers) .....	<b>223-252</b>
Station representatives .....	<b>129-134</b>
<b>RADIO-TV</b>	
Australian Broadcasting Commission .....	<b>135-138</b>
Record companies .....	<b>143-147</b>
Radio-TV organisations in neighbouring Asian-Pacific markets .....	<b>479-507</b>
Radio-TV organisations — New Zealand (special NZ section) .....	<b>479-494</b>
Research organisations .....	<b>259-262</b>
World radio-TV licences .....	<b>63-64</b>
<b>ADVERTISING AND ADVERTISERS</b>	
Market statistics .....	<b>43-49</b>
Accredited agencies .....	<b>271-326</b>
Accredited agencies — New Zealand (special NZ section) .....	<b>482-486</b>
National and large-scale advertisers .....	<b>327-374</b>
Large-scale advertisers — New Zealand (special NZ section) .....	<b>487-494</b>
Market research organisations .....	<b>259-262</b>
Advertising and technical training courses .....	<b>379-380</b>
<b>PR AND PUBLICITY</b>	
PR consultants .....	<b>255-258</b>
<b>GENERAL</b>	
Associations and clubs .....	<b>375-378</b>
Who's Who .....	<b>381-430</b>
Listener-viewer publications .....	<b>265-266</b>
Miscellaneous services .....	<b>267-270</b>
Late listings .....	<b>508</b>



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# Alphabetical index

- *Entries (pages 13-26)*
- *Advertisers (pages 27-28)*

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**DOMINATING 280,000 PEOPLE IN**



**WESTERN VICTORIA**

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... AND TRANSLATORS

BTV Channel 9, Warrnambool

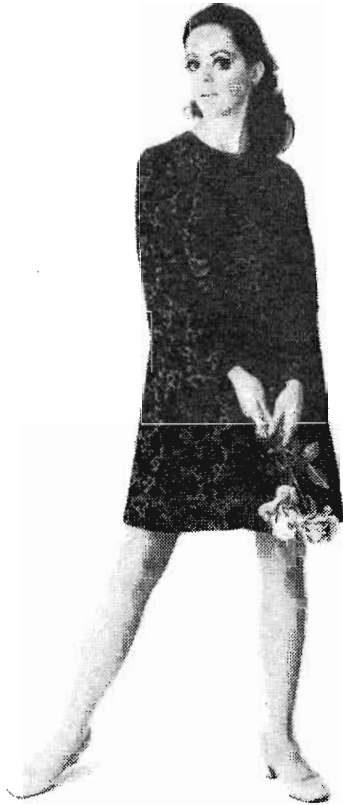
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*Refer Page 174 for full details*

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Housewives make the cash registers ring and 3DB can boast most of them—and what's more, where it counts! 9 to 1 each shopping day! But don't believe us, check any survey!



**Housewives  
listen to 3DB**

**A**

Abal Studios ..... 212  
 Abel Advertising Limited, NZ ..... 483  
 Academy Film Productions ..... 212  
 ACS (Australian Cinematographers' Society) ..... 375  
 Active Advertising Pty Ltd ..... 293  
 Actors & Announcers Equity of Australia ..... 375  
 Adam & Associates Pty Ltd ..... 270  
 Adcraft Service Pty Ltd ..... 321  
 Addis (Australia) Pty Ltd ..... 328  
 Advent Radio-TV Productions ..... 140, 201  
 Advertiser Network ..... 127  
 Advertiser (newspaper) ..... 266  
 Advertisers (National and Retail) ..... 327-374  
 Advertisers (New Zealand) ..... 487-494  
 Advertising Agencies:  
   New South Wales ..... 272-293  
   Victoria ..... 293-310  
   Queensland ..... 310-316  
   South Australia ..... 316-321  
   Western Australia ..... 321-325  
   Tasmania ..... 325  
   New Zealand ..... 326  
 Advertising Associates Pty Ltd ..... 294  
 Advertising & Attitude Assessments ..... 260  
 Advertising Club of Vic. .... 378  
 Advertising Copy Service ..... 268  
 Advertising Facts (inc. Market Statistics) ..... 43-49  
 Advertising Institute of Australia ..... 375, 379  
 Advertising Marketing Pty Ltd ..... 294  
 Advertising Photography Ltd (NZ) ..... 494  
 Advertising & Technical Training Courses ..... 379-380  
 AEI Appliances Pty Ltd ..... 328  
 AEI Engineering Pty Ltd ..... 328  
 Age, The (Newspaper) ..... 265  
 Ageold Public Relations Pty Ltd ..... 256  
 Air India ..... 328  
 Air New Zealand ..... 328  
 Ajax Films Pty Ltd ..... 201  
 Alan Dean Enterprises Pty Ltd ..... 141, 269  
 Albert, J. & Sons Pty Ltd ..... 147  
 Alberto-Culver Company ..... 328  
 Alcoa of Australia Pty Ltd ..... 328  
 Aldwych Advertising (NSW) Pty Ltd ..... 272  
 Aldwych Advertising Pty Ltd ..... 294  
 Aldwych Advertising (SA) Pty Ltd ..... 316  
 Alexander-Burn Pty Ltd ..... 257  
 Alexandra Advertising Pty Ltd ..... 294

Alitalia ..... 328  
 Allan, Stanford (media representative) ..... 132  
 Allied Chemical (Aust.) Pty Ltd ..... 328  
 Amalgamated Pictures A'isia Pty Ltd ..... 201  
 Amalgamated Public Relations Pty Ltd ..... 256  
 Amalgamated Talent Services ..... 254  
 Amalgamated Wireless (A'isia) Limited ..... 127, 130, 132 133, 140, 144, 150, 225, 240, 328  
 American Broadcasting Co. Films of Australia Pty Ltd ..... 133, 196  
 Amoco (Aust.) Pty Ltd ..... 329  
 Ampex Australia Pty Ltd ..... 240  
 Ampol Petroleum Limited ..... 329  
 Anderson Analysis Pty Ltd, The ..... 260  
 Anderson, Hugh (media representative) ..... 132  
 Anderson Seeds Ltd ..... 329  
 Anderson White Advertising ..... 294  
 Angliss, W. & Co. Pty Ltd ..... 329  
 Animads Pty Ltd ..... 201  
 Anivitti Advertising Pty Ltd ..... 272  
 Ansell Rubber Co. Pty Ltd, The ..... 329  
 Ansett-ANA ..... 329  
 Ansett Transport Industries Limited ..... 329  
 Anzarut, E. Charles (Aust.) Pty Ltd ..... 294  
 API ..... 140, 196, 201  
 Argonaut Productions Pty Ltd ..... 257  
 Armstrong, Bill, Pty Ltd ..... 140, 212, 269  
 Arnott, Motteram, Menz Pty Limited ..... 330  
 Arnott's Biscuits Pty Ltd ..... 330  
 Arrow Shirts Ltd ..... 330  
 Artransa Park Television Pty Ltd ..... 201, 212  
 Artransa Pty Ltd ..... 140  
 Ashby Research Service ..... 260  
 Associated Battery Makers of Australia Pty Ltd ..... 330  
 Associated Broadcasting Services Ltd ..... 127, 132  
 Associated Film Printers ..... 233  
 Associated Public Relations Pty Ltd ..... 258  
 Associated Pulp & Paper Mills Limited ..... 330  
 Associated Sales Australia Pty Ltd ..... 132  
 Associated World Public Relations Pty Ltd ..... 257  
 Association of Australian Record Manufacturers ..... 375  
 Associations and Clubs, Industry ..... 375-378  
 Astor Electronics Pty Ltd ..... 146  
 Atlab Film Laboratory Service ..... 233  
 Atlantic Union Oil Company (NZ) Limited ..... 487  
 ATV (Distributors) Pty Ltd ..... 196  
 Audience and Market Research Monitoring Organisations ..... 259-264  
 Audience Studies Inc. .... 260

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

**RAY BROWN  
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## 14 Alphabetical Index of Entries—A-B

Audio Engineers Pty Ltd .....	150	BALM Paints (NZ) Ltd .....	487
Audio Video Industries .....	150	Bank of New South Wales .....	332
Austral Swiss Textiles Pty Ltd .....	330	Bank of New South Wales, NZ .....	487
Australasian Performing Right Association Ltd .....	375	Barker, Leonard S. & Associates .....	257
Australasian Radio & Television Productions Pty Ltd .....	140	Barnes, Chapman Company Pty Ltd .....	130, 147
Australia & New Zealand Bank Limited .....	330	Barossa Co-operative Winery Ltd .....	332
Australia Standard Cables Pty Ltd .....	250	Barrington Scott, R. Pty Ltd .....	213
Australian Abrasives Pty Ltd .....	330	Barron Sharp Advertising Limited, NZ .....	483
Australian Advertising Agency Pty Ltd .....	310	Barton, R. H. Photographic Lighting Products .....	245
Australian Associated Press Pty Ltd (overseas radio-TV rep. in Australia) .....	133	Bata Shoe Co. of Australia Pty Ltd .....	333
Australian Association of Advertising Agencies .....	375	Battye, Noel Pty Ltd .....	130
Australian Association of National Advertisers .....	376	Baume Chapman & Baume Pty Ltd .....	273, 295
Australian Bankers' Association .....	331	Bayards Pty Limited .....	333
Australian Broadcasting Commission (incl. administration, radio & TV stations) .....	135-138	Bayne Mackay Advertising Pty Ltd .....	295
Australian Broadcasting Control Board, The .....	65	Bean-Birrell Advertising Pty Ltd .....	321
Australian Broadcasting Control Board (program standards, TV and radio) .....	450-466	Becker, R. A. & Company .....	196
Australian Cinematographers Society .....	375	Beckers Pty Ltd .....	333
Australian Consolidated Industries Limited .....	331	Becket-Thomson Advertising Pty Ltd .....	295
Australian Consolidated Press .....	331	Beecham (Australia) Pty Ltd .....	333
Australian Cotton Textile Industries Ltd .....	331	Beecham (Australia) Pty Ltd, NZ .....	487
Australian Dairy Produce Board .....	331	Beecham, William & Associates Pty Ltd .....	258
Australian Dried Fruits Association .....	331	Bell Advertising Pty Ltd .....	295
Australian Film Producers' Association .....	376	Bells & Bows (Costumes) .....	268
Australian Fixed Trusts Ltd .....	331	Bennett, Walter F. & Co. .....	326
Australian Gas Light Company, The .....	331	Bent, Norman Advertising .....	273
Australian Glass Manufacturers Company .....	331	Berger, Lewis & Sons (Aust.) Pty Ltd .....	333
Australian Instructional Films Pty Ltd .....	203	Berlei Limited .....	333
Australian Motion Picture Studios' Association .....	376	Berlei (NZ) Ltd .....	487
Australian Motor Industries Ltd .....	331	Berry Currie Advertising (NSW) Pty Ltd .....	273
Australian National Industries Ltd .....	332	Berry Currie Advertising (SA) Pty Ltd .....	316
Australian Programme Services .....	251	Berry Currie Advertising (Vic.) Pty Ltd .....	295
Australian Radio Advertising Bureau .....	376	Besley & Pike Pty Ltd .....	333
Australian Record Company Ltd .....	144	Best & Co. Pty Ltd .....	295
Australian Sales Research Bureau (NSW) Pty Ltd .....	260	Best & Swift Pty Ltd .....	274
Australian Sales Research Bureau (Vic.) Pty Ltd .....	260	Beutron Plastics Australia Limited .....	333
Australian Sisalkraft Pty Ltd .....	332	Beynon Advertising .....	321
Australian Television Facilities Pty Ltd .....	196	Bierre, Eric W. .....	268
Australian Wool Board .....	332	Big Sister Foods Ltd .....	333
Australian Writers' Guild, The .....	376	Birns & Sawyer (Aust.) Pty Ltd .....	225, 242
Autocue (Aust.) Teleprompter Pty Ltd .....	240	Biro Swan & Gollin (NZ) Limited .....	488
Automatic Film Laboratories Pty Ltd .....	233	Biro Swan & Gollin Pty Ltd .....	333
Automatic Fire Services Pty Ltd .....	232	Birrell Advertising Assoc. Pty Limited .....	316
		Birrell Advertising Assoc. (Vic.) Pty Limited .....	296
		Bishop, John S. & Associates .....	268
		Black & Decker (A'sia) Pty Ltd .....	334
		Blackledge, Garry (GTV Sydney) .....	130
		Blanks, Charles E. Pty Ltd .....	203
		Blundell, Spence & Co. (Aust.) Pty Ltd .....	334
		Bolam, Guy (American sales & servicing agency) .....	326
		Bond Storage .....	251
		Bond's-Wear Pty Limited .....	334
		Bonded Film Services .....	251
		Bonded Services International Pty Ltd .....	251
		Bonnington & Co. Pty Ltd .....	334
		Bookman-Compton-Goldberg Advertising Ltd .....	483
		Boosey & Hawkes (Aust.) Pty Ltd .....	144, 147
		Boots Pure Drug Co. (Australia) Pty Ltd .....	334
		Bowater-Scott Australia Ltd .....	334
		Boxall, Edward & Associates Pty Ltd .....	274
		BP Australia Ltd .....	334
		BP (New Zealand) Limited .....	488
		BRA (Bill Richards Advertising) .....	306
		Bradford Cotton Mills Ltd .....	334
		Brisbane City Council .....	335
		Brisbane Gas Co. Ltd .....	335
Background Music Suppliers .....	147		
Baglin Douglass Pty Ltd .....	203, 268		
Baker, Don (media representative) .....	133		
Baker Young Pty Ltd .....	273		
Ball, B. J. Ltd .....	332		
BALM Paints Ltd .....	332		

## B



Brisbane TV Ltd (Melbourne office) ..... 132  
 Bristol-Myers Co. Pty Ltd ..... 335  
 Bristol-Myers Co. Pty Limited, NZ ..... 488  
 British Australian Programs Pty Ltd (see  
 Grace Gibson Recording Company) ..... 141  
 British Broadcasting Corporation ..... 134, 196  
 British General Electric Co. Pty Ltd  
 (see GEC (Aust.) Pty Ltd) ..... 345  
 British Medicinals Pty Ltd ..... 335  
 British Motor Corporation (Australia)  
 Pty Ltd, The ..... 335  
 British Overseas Airways Corporation ..... 335  
 British Paints (Aust.) Pty Ltd ..... 335  
 British Standard Machinery Co. Ltd ..... 335  
 Broadcast Exchange of Australia  
 Pty Ltd ..... 140, 213  
 Broadcasting Control Board ..... 65  
 Broadcasting Program Standards ..... 458-466  
 Broadcasting Research International ..... 260  
 Broadcasting & Television Act,  
 1942-1967 ..... 432-435  
 Broken Hill Proprietary Company Limited,  
 The ..... 336  
 Brown & Dureau Ltd ..... 336  
 Brown, D. H. & Son Ltd, NZ ..... 488  
 Brown, Ray (media representative) ..... 132  
 Brownbuilt Limited ..... 336  
 Buckingham's Limited ..... 336  
 Bunning Bros. Pty Ltd ..... 336  
 Burger, Ernest J. Assoc. Pty Ltd ..... 256  
 Burrows, Glen R., Advertising ..... 274  
 Bushelle, John Productions Pty Ltd ..... 203  
 Bushell's Pty Limited ..... 336  
 Byrne Advertising Service ..... 317

**C**

Cadbury Fry Hudson Limited, NZ ..... 488  
 Cadbury-Fry-Pascall Australia Ltd ..... 336  
 Calder Mackay Company Limited, NZ ..... 488  
 Caltex Oil (Australia) Pty Limited ..... 337  
 Caltex Oil (NZ) Limited ..... 488  
 Cambridge Film & TV Productions  
 (see Cine Service Pty Ltd) ..... 213  
 Cameo Film Productions ..... 203  
 Cameracraft Pty Ltd ..... 221  
 Camp Advertising Inc. Pty Ltd ..... 274  
 Campbell Advertising Pty Ltd ..... 310  
 Campbell Brothers Limited ..... 337  
 Campbell, K. M. Pty Ltd ..... 296  
 Campbells Soups (Aust.) Pty Ltd ..... 337  
 Canberra Television Services Pty Ltd ..... 337  
 Cannon Electric (Aust.) Pty Ltd ..... 152  
 Cann's Bridal Salon (costumes) ..... 268  
 Canny Gabriel-Castle Jackson Advertising  
 Pty Ltd ..... 275  
 Carden Advertising Pty Ltd ..... 296  
 Cardin Film Service ..... 204, 268  
 Career Productions Pty Ltd ..... 204  
 Carlton Carruthers du Chateau Ltd ..... 483  
 Carlton & United Breweries Ltd ..... 337  
 Carnation Co. Pty Ltd ..... 337

Carpet Manufacturers Ltd ..... 337  
 Carr Fastener Pty Ltd ..... 337  
 Carter, R. G. Advertising Service Pty Ltd ..... 296  
 Casben Production Limited ..... 337  
 Cassrels Advertising Ltd, NZ ..... 483  
 Castalloy Pty Limited ..... 337  
 Casting Agencies ..... 253-254  
 Castle Jackson Advertising (NSW)  
 Pty Ltd ..... 275  
 Castle Jackson Advertising Pty Ltd ..... 296  
 Castle Jackson Advertising (SA) Ltd ..... 317  
 Castrol Limited ..... 338  
 Cater, Cy, Advertising Pty Ltd ..... 296  
 Catts-Patterson Company (NZ) Limited,  
 NZ ..... 483  
 CBS Films ..... 134, 196  
 Central Casting Office Pty Ltd ..... 254  
 Central Queensland Broadcasting  
 Network ..... 127  
 Central Studio Services ..... 213, 215  
 Central Technical College ..... 380  
 Century Storage Battery Co. Ltd ..... 338  
 Cerebos (Aust.) Limited ..... 338  
 Ceylon Radio ..... 505-507  
 Chapman Hendrie Advertising ..... 297  
 Chapman, Maurice & Company Pty  
 Ltd ..... 150, 242  
 Chappell & Co. Ltd ..... 147  
 Charter Associates (NSW) Pty Ltd ..... 256  
 Charter Associates Pty Ltd ..... 257, 258  
 Chesebrough-Ponds International Ltd ..... 338  
 Christian Broadcasting Association Ltd ..... 140  
 Christian Television Assoc. of  
 Queensland ..... 221  
 Christopher Productions Pty Ltd,  
 ..... 140, 204, 269  
 Chrysler Australia Limited ..... 338  
 Church of England Television Society ..... 204  
 Cineoptics Australia Pty Ltd ..... 225, 237  
 Cinesound Productions Pty Ltd ..... 204  
 Cine Service Pty Ltd ..... 213, 233  
 Cinetel Film Production Services ..... 205  
 Cinzano F. & Cia (Aust.) Pty Limited ..... 338  
 Clarke, George Advertising Agency Pty  
 Ltd ..... 275  
 Clarke's, Bruce, Jingle Workshop  
 Pty Ltd ..... 140, 215, 269  
 Clarke, H. W. (NZ) Limited ..... 489  
 Clarks Torflex Shoes Pty Limited ..... 339  
 Clemenger, John (NSW) Pty Ltd ..... 276  
 Clemenger, John Pty Ltd ..... 297  
 Clencie, Ken Advertising Associates ..... 297  
 Clifford Love & Co. Ltd ..... 339  
 Coats Patons (Australia) Ltd ..... 339  
 Coca-Cola Export Corporation, The ..... 339  
 Coca-Cola Export Corporation, The NZ ..... 489  
 Cole & Cheong Advertising Pty Ltd ..... 297  
 Coles, G. J. & Coy Limited ..... 339  
 Coles, Keith (media representative) ..... 133  
 Colgate-Palmolive Limited (NZ) ..... 489  
 Colgate-Palmolive Pty Limited ..... 339  
 Collett, Arthur Advertising ..... 321  
 Collings Productions Pty Ltd ..... 205  
 Collins Radio Company (A'sia) Pty Ltd ..... 154  
 Colorfilm Pty Ltd ..... 234  
 Colortran Industries Australia ..... 246  
 Comalco Industries Pty Ltd ..... 339  
 Commercial & Industrial Advertising Pty  
 Ltd ..... 310

Commercial Specialist (TV) .....	268	Dormer-Beck Advertising Ltd .....	484
Commercial & Television Advertising Studios (CATA) .....	205	Douglas-Merrell Pty Ltd (Advertising) .....	298
Commercial Television Programs .....	205	Drackett Company .....	341
Commonwealth Advertising Division .....	339	Dreamspun Textiles Pty Ltd .....	341
Commonwealth Banking Corporation .....	339	Driver, Roy A. & Associates .....	216, 225, 234
Commonwealth Broadcasting Network .....	127	Drug Houses of Australia Ltd .....	341
Condor Lamps Australasia Pty Ltd .....	340	Duck, F. C. Advertising .....	277
Consolidated Appliances Pty Ltd .....	340	Dunlop Australia Ltd .....	341
Consolidated Electronics Pty Ltd .....	154	Durnford, Gordon (SAS Sydney) .....	130
Consolidated Film Producers Pty Ltd .....	215	Dutch, Maxwell E., Pty Ltd .....	196
Consolidated Public Relations .....	256, 257	Duthie National Advertising Pty Ltd .....	311
Contact Club Ltd .....	378	Duval, John C., Advertising .....	277
Convention Arrangements .....	268		
Coote, J. O. (media representative) .....	130	<b>E</b>	
Corbett, Neville, Advertising Pty Ltd .....	276	Easton, A., & Son Pty Ltd .....	225
Costume Hire .....	268	Eaton, Max, Advertising .....	322
Cosway Public Relations Pty Ltd .....	257	Edgell, Gordon, Pty Ltd .....	341
Coty (England) Limited .....	340	Edinburgh Laboratories (Aust.) Pty Ltd .....	341
Coudrey-Campbell-Ewald Pty Ltd .....	276	Edmonds Advertising Pty Ltd .....	311
Council for Advertising Research in Australia .....	377	Edmonds-Fagg Advertising .....	311
Country Broadcasting Services Ltd .....	130	Edmonds, T. J., Limited, NZ .....	489
Country Press Co-operative Company Ltd .....	297	Edwards Advertising Associates .....	298
Country Press Ltd .....	276	Edwards, George (TV representative) .....	130
Country Radio & Television Pty Ltd .....	130	Edwards, Max (radio representative) .....	130
Courier-Mail, The (newspaper) .....	265	Egg Marketing Board .....	341
Crawford Productions Pty Ltd .....	216	Electric Power Transmission Pty Ltd .....	250, 251
Crawford, W. S. Ltd .....	326	Electricity Trust of South Aust., The .....	341
Creamoata Ltd .....	340	Electrolux Pty Ltd .....	341
Creasy Advertising Services Pty Ltd .....	317	Electronic Industries Ltd .....	341
Creative Public Relations Ltd (NZ) .....	487	Ellis, Arthur & Co. Ltd, NZ .....	489
Crestknit Industries Ltd .....	340	Eltham Film Productions Pty Ltd .....	216
Croft, Rex, Advertising .....	297	Email Limited .....	342
Cryer, W. J. & Co. Ltd .....	340	EMI (Australia) Limited .....	141, 145, 150, 225, 238, 243, 342
Cunningham, R. H. Pty Ltd .....	150, 154, 242	Encel Electronics Pty Ltd .....	225
Curtis & Mason Advertising Pty Ltd .....	298	Enemark Roger, Advertising Agency Pty Ltd .....	277
Curzon, The House of .....	340	English, Scottish and Australia Bank Ltd .....	342
Cyclone KM Products Pty Ltd .....	340	E.S.&A. Bank Ltd .....	342
		Essex Music of Australia Pty Ltd .....	147
<b>D</b>		Esso Standard Oil (Aust.) Ltd .....	342
Daily Mirror (newspaper) .....	265	ETA Foods Pty Limited .....	343
Daily News (newspaper) .....	266	Evans, Murray, Advertising .....	278
Daily Telegraph (newspaper) .....	265	Evans, Rodney H. Advertising Pty Ltd .....	278, 298, 311
Dalgety Trading Co. Pty Ltd .....	340	Exotic TV Film Distributors Pty Ltd .....	196
Dargaville Associates Pty Ltd .....	130, 256		
David Galt Industries .....	340	<b>F</b>	
Davies Coop & Co. Ltd .....	340	FACB Rules of Agency Accreditation .....	471-473
Davis Gelatine Consolidated Ltd .....	340	FACB Standards of Broadcasting Practice .....	436-442
De Wolfe Music .....	147	FACTS Cigarette Advertising Standards .....	448
Dean, Alan Enterprises Pty Ltd .....	141, 269		
Dean Forbes Advertising Service Pty Ltd .....	276		
Dean Forbes Advertising (Vic.) Pty Ltd .....	298		
Deane Olga .....	270		
Deeco Constructions Pty Ltd .....	150		
Desilu .....	196		
Diamond Advertising Academy .....	379		
Dimond, Peter Films .....	205		
Dingwall, Canning, Niere, Robbins Pty Ltd .....	298		
Dobbs Wiggins McCann Erickson Limited, NZ .....	484		

Faen J., Advertising .....	278	Garnsey Green Clemenger Pty Ltd .....	312
Falk, Fred A. & Co. Pty Ltd .....	150	Gas & Fuel Corp. of Victoria .....	345
Faulding, F. H. & Co. Ltd .....	343	G.E.C. (Aust.) Pty Limited .....	345
Featured Theatre Ads .....	205, 216, 221	G.E.C. (New Zealand) Limited .....	490
Federated Pharmaceutical Service Guild of Aust. (NSW) Branch .....	343	General Advertising Co. of Australia Pty Ltd .....	299
Federation of Australian Commercial Broadcasters .....	377	General Motors-Holden's Ltd .....	345
Federation of Australian Commercial Television Stations .....	377	George Patterson-Noble Bartlett Pty Ltd .....	315
Felt & Textiles of Australia Ltd .....	343	Gibson, Bob, Productions Pty Ltd .....	269
Felt and Textiles of New Zealand Limited .....	489	Gill, John, Advertising Pty Ltd .....	322
Ferris Bros Pty Ltd .....	343	Global Interfilm Agencies .....	197
Festival Records Pty Ltd .....	145	Grace Gibson Radio & TV Productions Pty Ltd .....	141
Fibremakers Ltd .....	344	Grace Gibson Recording Company .....	141
Fidelity Radio Pty Ltd .....	141	Gilder, McGregor & Associates (media representatives) .....	132
Fiji Broadcasting Commission .....	501-502	Gill, John, Advertising Pty Ltd .....	322
Film Enterprises Pty Ltd .....	196	Gillette (Aust.) Pty Ltd .....	345
Filmads Pty Ltd .....	217	Gillette (New Zealand) Limited .....	490
Filmcentre (Aust.) (see Ajax Films Pty Ltd) .....	201	Girgarre Cheese Co. Pty Ltd .....	345
Filmcraft Pty Ltd .....	234	Glaxo Laboratories (New Zealand) Limited .....	490
Fimlabs (Aust.) Pty Ltd (see Ajax Films Pty Ltd) .....	234	Glaxo-Allenburys (Aust.) Pty Ltd .....	345
Film House Pty Ltd, The .....	217	Glazebrooks Paints & Chemicals Ltd .....	345
Film Treatment .....	221, 268	Gleeson, Jack (media representative) .....	130
Film Processing Laboratories .....	233-237	Global Interfilm Agencies .....	197
Films Advisory Bureau (see Thompson, Geoffrey Film Productions) .....	220	Glo-Weave Pty Ltd .....	346
Finney & Martin .....	322	Godelrich Pty Ltd .....	270
Fisons Australia Pty Ltd .....	344	Godfrey Phillips International Pty Ltd .....	346
Fletcher Holdings Limited, NZ .....	489	Goldberg Advertising (Auckland) Limited, NZ .....	484
Fletcher Humphries & Co. Ltd, NZ .....	489	Goldberg Advertising (Australia) Pty Ltd .....	280
Focus Marketing Research .....	261	Goldberg International Pty Ltd .....	346
Fontana Films Pty Ltd .....	205	Golden Circle Cannery, The .....	346
Foote, Cone & Belding Pty Ltd, 278, 299, 317		Goodyear Tyre & Rubber Co. (Australia) Ltd, The .....	346
Foote, Cone & Belding (SA) Pty Ltd .....	317	Gordon & Gotch (A'sia) Ltd, 280, 299, 312, 322	
Ford Motor Co. of Aust. Ltd .....	344	Goswinckel Max & Associates Pty Limited .....	299
Ford Sherington Limited .....	344	Gothic Film Productions Pty Ltd .....	206, 234
Forsyth, Bruce R. (HSV) .....	130	Goya/Decore Division .....	346
Fortune (Aust.) Pty Ltd .....	279, 299, 317	Gramp, G. & Sons Ltd .....	346
Fortune Film & TV Productions Pty Ltd .....	206, 217	Graphic Advertising Pty Ltd .....	312
Fowler, D. J. (Aust.) Ltd .....	344	Graphik Animation Pty Ltd .....	206
Foy & Gibson Ltd .....	344	Gray, Simon Pty Ltd .....	150, 154, 243
Francesco Cinzano & Cia (Australia) Pty Limited .....	338	Gray/Scott/Inch & Associates Ltd, NZ .....	485
Fraser-Castle Productions .....	206	Green, H. B. & Co. Pty Ltd .....	270
Freeden Strachan Public Relations Pty Ltd .....	256	Green, James & Associates (See also Kay, Green & Clarke Advertising Pty Ltd— Late Listings, 508) .....	201
Freeth, V. H. Pty Ltd .....	279	Gregg's Ltd, NZ .....	490
Fremantle International Inc. .....	197	Grey Advertising Pty Ltd .....	280, 300
Front Projection Company Pty Ltd .....	226, 268	Grimsdale & Associates Pty Ltd (see Telemark Productions Pty Ltd) .....	210
F.R.S. Springs Pty Ltd .....	344	Grosby Shoe Co. Pty Ltd .....	346
Fulford Advertising Pty Ltd .....	312	Grundy, Reg, Enterprises .....	206
		Gunz, R. (Photographic) Pty Ltd .....	237, 238
		Guyot, Ron (TV representative) .....	130

**G**

Gadsby Advertising Pty Ltd .....	280
Gallaher International (Aust.) Ltd .....	344
Gallup Poll (see Roy Morgan Research Centre) .....	261
Galmor Advertising Pty Ltd .....	280, 312
Gardner, Howard (media representative) .....	132

**H**

Hagley, George, Pty Ltd .....	346
Haines, Charles, Limited, NZ .....	485
Hallock, John, Pty Ltd .....	256

18 Alphabetical Index of Entries—H-I-J

Halse, Peter (media representative) .....	131	Hope, Charles & Co. ....	349
Ham, Jennifer & Associates .....	257	Horlicks Pty Ltd .....	349
Hamilton's Ewell Vineyards Pty Ltd .....	346	Hoskyns, Shan & Associates Ltd .....	258
Handbury Advertising Pty Ltd .....	300	Houghton & Byrne Pty Ltd .....	349
Hanimex Pty Ltd .....	226, 347	Howell, George (TVW) .....	132
Hanro (Aust.) Knitting Mills Ltd .....	347	Hudnut, Richard Limited, NZ .....	490
Hansen Rubensohn-McCann Erickson Pty Ltd .....	281, 300, 317	Hudnut, Richard Pty Ltd .....	349
Harboards Australia Limited .....	347	Hunter Douglas Limited .....	349
Hardie, James & Coy Pty Limited .....	490	Hunter Products Pty Ltd .....	349
Hardie, James Trading Co. Pty Ltd .....	347	Hurley, Denis Advertising .....	485
Hardy, Thomas & Sons Pty Ltd .....	347	Hurst & Associates Pty Ltd .....	282
Hargrave, J. F., Limited, NZ .....	490	Hutchison Advertising .....	325
Harvin Film Laboratory Pty Ltd .....	234, 238	HW Productions .....	206, 226, 243
Havre, John (media representative) .....	132	Hynes, B. (media representative) .....	132
Hawker, John (music consultant) .....	270		
Hawkes, George & Associates .....	256		
Hawkins Advertising Pty Ltd .....	281		
Hawkins Advertising (Qld) Pty Ltd .....	313		
Hayes, Evie (Mahoney-Hayes Enterprises Pty Ltd) .....	268		
Hayes, K. Pty Ltd .....	226		
Hayes Publicity Service Pty Ltd, .....	141, 282, 300		
Haysom, W. John Pty Ltd .....	300		
Haythorn-Thwaite, W., Advertising Ltd, NZ .....	485	Ilford (Australia) Pty Ltd .....	240, 349
Hayward Film Productions (NZ) .....	494	Illott, J. Limited, NZ .....	485
Healing Appliances .....	347	Image Australia Pty Ltd .....	256, 257
Hecla Electrics Pty Ltd .....	347	Image Australia (Queensland) .....	257
Heintz, Alfred, Public Relations Services .....	257	Image Australia (South Australia) .....	258
Heinz, H. J. Co. Australia Ltd .....	347	Image Australia (Western Australia) .....	258
Hemingway, Robertson Institute .....	347, 379	Imperial Chemical Industries of Australia & New Zealand Limited .....	349
Henderson, James Stedman .....	350	Industrial Chemicals (NZ) Ltd .....	491
Hendersons Federal Spring Works Pty Ltd .....	347	Industrial Public Relations Service of Australia Pty Ltd .....	256
Henry, D. & Co. Limited, NZ .....	490	Industry Associations and Clubs .....	375-378
Hepworth Advertising Agency .....	282	Inglis (Pty) Ltd .....	349
Hepworth Productions .....	141	Inglis Wright, J., Ltd, NZ .....	485
Herald, The (The Herald and Weekly Times Limited, Melb.) .....	265	Innox Pty Ltd .....	349
Herofon Engineering .....	243	Insight Pty Ltd .....	282
Herschells Film Pty Ltd (see Driver, Roy A. & Associates) .....	216	Institution of Radio and Electronics Engineers (Aust.), The .....	377
Hertz of Australia Ltd .....	348	International Computer and Tabulators (New Zealand) Limited .....	491
Hestia Brassiere Company Pty Ltd .....	348	International Correspondence Schools (A'sia) Pty Ltd .....	349, 379
Higgins, John, Publicity Pty Ltd .....	301	International Film Service .....	197, 206
High Fidelity Products .....	150	International Harvester Company of Australia Pty Ltd .....	350
Highfield, R. W. Pty Ltd (media representative) .....	131	International Home Products (Aust.) Pty Ltd .....	350
Hill, Dennis Productions .....	206	International Television Film Distributing Co. Inc. .....	197
Hill & Knowlton Pty Ltd .....	256	Interstate Radio Sales .....	131
Hill, Robin, Recordings .....	243	Isaacson, Gunnar, Productions .....	206
Hillcastle Pty Ltd .....	348	Ivon Watkins-Dow Limited, NZ .....	491
Hillinden Pictures Pty Ltd (Late Listings) .....	508		
Hill-Skinner, N., Advertising Agency Ltd, The .....	485		
Hills Industries Limited .....	348		
Hilton Corporation Limited .....	348		
Holbrooks Pty Limited .....	348		
Holdenson & Nielson Marketing Pty Ltd .....	348		
Holeproof Limited .....	348		
Holmes, Howard (media representative) .....	131		
Holt, E. G. & Associates (NSW) Pty Ltd .....	282, 301		
Home Products (NZ) Limited .....	490	Jackson, John W. Advertising .....	281
Hong Kong Radio .....	503-504	Jackson, Wain & Company Pty Limited .....	283
Hooker, L. J. Investment Corp. Ltd .....	348	Jackson, Wain & Hunt Pty Ltd .....	322
Hoover (Australia) Pty Ltd .....	348	Jackson, Wain (Qld) Pty Ltd .....	313



**J**

Jackson, Wain (Tasmania) Pty Limited ..... 325  
 Jackson, Wain (Vic.) Pty Ltd ..... 301  
 James Stedman Henderson's Sweets Ltd ... 350  
 James, Ted, Theatrical Agency ..... 254  
 Jamieson House Pty Ltd ..... 283  
 Jantzen (Australia) Limited ..... 350  
 Japanese Radio-TV Services ..... 495-496  
 Jasol Chemical Products Ltd ..... 350  
 Jeffrey, E. L. (media representative) ..... 132  
 Jennifer Ham and Associates ..... 257  
 Jennings, A. V. Industries (Aust.) Ltd ..... 350  
 Jennings-Lee Advertising Pty Ltd ..... 301  
 Jenn's (costumes) ..... 268  
 Jenyns Patent Corset Pty Ltd, The ..... 350  
 Jingles ..... 269  
 Johns & Waygood Ltd ..... 155, 250, 251  
 Johnson & Johnson Pty Ltd ..... 350  
 Johnson, S. C. & Son Pty Limited ..... 350  
 Johnston Jones Jackson Wain Pty Ltd  
 (see Jackson, Wain (Qld) Pty Ltd) ..... 313  
 Jones Knowles Advertising Pty Ltd ..... 313  
 Joyce Donovan Productions Pty Ltd ..... 141

**K**

Kay Corporation Limited ..... 350  
 Kay, Maurice, Advertising Pty Ltd (See  
 also Kay, Green & Clarke Advertising  
 Pty Ltd—Late Listings, 508) ..... 283  
 Kaye, John (radio representative) ..... 131  
 Kayser Proprietary Limited ..... 351  
 Keen, L. & D. Pty Limited ..... 221, 268  
 Kellogg (Aust.) Pty Limited ..... 351  
 Kelvinator Australia Limited ..... 351  
 Kennedy, Eric (PR consultant) ..... 256  
 Kenyon Brand & Riggs Limited ..... 486  
 Key Features ..... 268  
 K.G. Film Service Pty Ltd ..... 234  
 K.G. Film Service (Victoria) Pty Ltd ..... 234  
 Kiddicraft (Aust.) Pty Ltd ..... 351  
 Killeen-James Advertising Pty Ltd ..... 284  
 Killrust Pty Ltd ..... 351  
 Kimberley Clark of Aust. Pty Ltd ..... 351  
 Kinelab Pty Ltd ..... 237  
 Kinetone Productions Pty Ltd ..... 221  
 Kingcroft Productions Pty Ltd ..... 206  
 King Gee Clothing Co. Pty Ltd ..... 351  
 King, Harold Advertising Service Pty Ltd 318  
 Kiwi Polish Company Pty Ltd, The ..... 351  
 Klarion Enterprises Pty Ltd ..... 141  
 Klemke, L. F., Advertising Pty Ltd ..... 301  
 Knights New Zealand Limited ..... 491  
 Kodak (Australasia) Pty Ltd,  
 226, 240, 246, 352  
 Kodak New Zealand Limited ..... 491  
 Koffel, David, Film & TV Productions,  
 141, 208, 217, 221, 240  
 Kolotex Hosiery Pty Ltd ..... 352  
 Kraft Foods Limited ..... 352  
 Kriesler Australasia Pty Limited ..... 352

**L**

L. & H. Camera Instrument Service  
 Pty Ltd ..... 238, 246  
 La Mode Industries Pty Ltd ..... 352  
 Lane, Ian R. E. .... 197  
 Large Screen Projection ..... 268  
 Late Entries Listings ..... 508  
 Latham, T. J. (radio representative) ..... 133  
 Laurie Sommers and Warden Advertising ..... 301  
 Lawrence, W. B. Advertising Service  
 Pty Ltd ..... 284  
 Laxettes Pty Ltd ..... 352  
 Leahy, L. W. (media representative) ..... 131  
 Leeds Music Pty Limited ..... 147  
 Legislation, Regulations and Program  
 Standards—Radio and Television ..... 431-478  
 Le Grand Advertising Pty Ltd ..... 313  
 Lend Lease Development Pty Ltd ..... 352  
 Leonard, F. P., Advertising ..... 284  
 Lever & Kitchen Pty Limited ..... 352  
 Levers New Zealand Limited ..... 491  
 Lichfield (New Zealand) Limited ..... 491  
 Life Savers (Australasia) Limited ..... 352  
 Lily Cups Limited ..... 353  
 Lincoln International (Aust.) Pty Ltd ..... 353  
 Lindeman (Holdings) Limited ..... 353  
 Linguaphone Institute Pty Ltd ..... 353  
 Lintas Proprietary Limited, NZ ..... 486  
 Lintas Pty Ltd ..... 284  
 Lipton (Overseas) Limited ..... 353  
 Listener-In TV, The ..... 265  
 Listener-Viewer Publications ..... 265-266  
 Littleton Harvey Advertising (see also  
 Late Listings, 508) ..... 314  
 Livingston, David (TV representative) ..... 131  
 L. J. Hooker Investment Corp. Ltd ..... 348  
 Lloyd, Ken (media representative) ..... 131  
 Lloyd Triestino Span ..... 353  
 LNC Industries Ltd ..... 353  
 Login Corporation ..... 353  
 Lonsdale-Hands (Australia) Pty Ltd ..... 302  
 Lord, F., Manufacturing Pty Ltd ..... 237  
 Love, J. R. & Co. Pty Ltd ..... 354  
 Lucas, C. H. Advertising ..... 302  
 Ludbrook, A. J. .... 258  
 Luxton, Fred, Advertising ..... 284

**M**

MAC—Merchandising Advertising  
 Consultants Pty Ltd ..... 285  
 Mackay, J. Clifford ..... 285  
 Mackay, King Advertising Ltd, NZ ..... 486  
 Maclaren Laboratories Pty Ltd ..... 354  
 Macquarie Broadcasting Service,  
 127, 131, 132, 133

MacRobertson (Aust.) Ltd .....	354	Mobil Oil New Zealand Limited .....	492
MacRobertson-Miller Airlines Ltd .....	354	Moffatt Advertising Pty Ltd .....	302
MacTavish Ian (media representative) .....	133	Mole-Richardson (Australia) Pty Ltd .....	246
Madison-Milwyn Pty Ltd .....	285	Monahan Dayman Advertising Pty Ltd .....	302
Magnecord Australia Pty Ltd .....	150	Monahan Young & Associates Pty Ltd .....	318
Major Broadcasting Network .....	127	Monitoring Services, Radio & TV .....	263-264
Malaysian Radio & TV Services .....	499-500	Monsanto Chemicals (Aust.) Ltd .....	356
Malcolm, George, Products Pty Ltd .....	208	Mood Music Suppliers .....	147
Malleys Limited .....	354	Mooney, Claude, Advertising Pty Ltd .....	303
M&A Marketing & Advertising Pty Ltd .....	302	Mooney, Claude, Marsh Advertising Pty Ltd .....	285
Mann, Pierre & Associates (Public Relations Consultants) .....	257	Mooney-Webb Pty Ltd .....	303
Maps (radio and TV station locations) .....	31-41	Mooney-Webb TV & Radio Unit Pty Ltd .....	142, 218
Marigny (A'isia) Pty Ltd .....	354	Morgan (Roy) Research Centre, The .....	261
Market and Consumer Research Pty Ltd .....	261	Morgan, Val & Sons Pty Ltd .....	218
Market Research Organisations .....	259-262	Morrison, Peter, Advertising and Publicity Service .....	256
Marketing Advertising Public Relations Pty Ltd .....	257	Motivational Surveys (Australia) .....	261
Marketing and Advertising Pty Ltd .....	285, 302	Motor Specialties Ltd, NZ .....	492
Markwell Bros Pty Ltd .....	354	Moulded Products (A'isia) Limited .....	356
Marlow, Julius, Holdings Ltd .....	354	Moulton, Alexander, Advertising .....	303
Marplan Pty Limited .....	261	Muir & Neil Pty Ltd .....	356
Marrickville Holdings Ltd .....	354	Mullins, Clarke & Ralph Pty Ltd .....	286, 303
Marrickville Margarine Pty Ltd .....	355	Mullins, J. T., Advertising Service .....	314
Martin, Kinnear, Clemenger Pty Ltd .....	318	Murphy, K. (TV representative) .....	133
Maspro Industries Pty Ltd .....	226	Murray & Ogle Pty Ltd .....	286
Mastercraft Chocolate Co. Pty Ltd .....	355	Music (supplier of background theme and mood music for radio and TV) .....	147
Mauri Brothers & Thomson Ltd .....	355	Music Producers' Assoc. of NSW .....	377
Mayfair Hams and Bacon Co. .....	355	Myer Emporium Limited .....	357
Maynard, R. S., Advertising .....	285, 314		
MCA (Aust.) Pty Ltd .....	197		
McCarthy-MacVeigh Advertising Pty Ltd .....	285		
McCormick, Brandon, Haig-Muir Pty Ltd .....	131, 132, 133		
McCulloch of Aust. Pty Ltd .....	355		
McDowells Ltd .....	355		
McGowen E. E. (media representative) .....	131		
McKenzies (NZ) Ltd .....	491		
McNair Surveys Pty Ltd .....	261		
McQuillan Ern (still photographer) .....	269		
McWilliams Wines Pty Ltd .....	355		
MECAR Pty Ltd .....	261		
Medical Advertising Standards (radio and TV) .....	467-469		
Medical Benefits Fund of Australia Ltd .....	355		
Mello-Lite Pty Ltd .....	355		
Menley & James Laboratories .....	356		
Mercantile Exchange Advertising Agency, The .....	302		
Merchandising Advertising Consultants (MAC Advertising) .....	285		
Merchandising Publicity Pty Ltd .....	314		
Mercury, The (newspaper) .....	266		
Metrep Services Pty Ltd (Sydney, Melbourne and Adelaide) .....	131, 132		
Metronics Industries Pty Ltd .....	227		
Mettters Ltd .....	250		
MFI Surveys Pty Ltd .....	261		
Mid-State Network .....	128		
Miles Laboratories ANZ .....	356		
Milk Board of NSW .....	358		
Minnesota Mining and Manufacturing (Aust.) Pty Ltd .....	152, 240, 356		
Minnesota Mining & Manufacturing (NZ) Pty Ltd .....	492		
Mirror (newspaper) .....	265		
Miscellaneous Services to Radio and TV .....	267-270		
Mobil Oil Australia Ltd .....	356		
Mobil Oil New Zealand Limited .....	492		
Moffatt Advertising Pty Ltd .....	302		
Mole-Richardson (Australia) Pty Ltd .....	246		
Monahan Dayman Advertising Pty Ltd .....	302		
Monahan Young & Associates Pty Ltd .....	318		
Monitoring Services, Radio & TV .....	263-264		
Monsanto Chemicals (Aust.) Ltd .....	356		
Mood Music Suppliers .....	147		
Mooney, Claude, Advertising Pty Ltd .....	303		
Mooney, Claude, Marsh Advertising Pty Ltd .....	285		
Mooney-Webb Pty Ltd .....	303		
Mooney-Webb TV & Radio Unit Pty Ltd .....	142, 218		
Morgan (Roy) Research Centre, The .....	261		
Morgan, Val & Sons Pty Ltd .....	218		
Morrison, Peter, Advertising and Publicity Service .....	256		
Motivational Surveys (Australia) .....	261		
Motor Specialties Ltd, NZ .....	492		
Moulded Products (A'isia) Limited .....	356		
Moulton, Alexander, Advertising .....	303		
Muir & Neil Pty Ltd .....	356		
Mullins, Clarke & Ralph Pty Ltd .....	286, 303		
Mullins, J. T., Advertising Service .....	314		
Murphy, K. (TV representative) .....	133		
Murray & Ogle Pty Ltd .....	286		
Music (supplier of background theme and mood music for radio and TV) .....	147		
Music Producers' Assoc. of NSW .....	377		
Myer Emporium Limited .....	357		

## N

Nabisco Pty Limited .....	357
Nairn, Michael & Co. (Aust.) Pty Ltd .....	357
NAS Macnamara (Adelaide) Pty Ltd .....	318
NAS (Melbourne) Pty Ltd .....	303
NAS (Perth) Pty Ltd .....	323
NAS (Sydney) Pty Ltd .....	286
NATEC Sound Studios Pty Ltd .....	142
Nathan & Wyeth Pty Ltd .....	357
National Advertisers .....	327-374
National Bank of Australasia Ltd, The .....	357
National Broadcasting Co. of USA (Aust. repr.) .....	134
National Chemical Products Pty Ltd .....	357
National Mutual Casualty Insurances Ltd .....	492
National Mutual Life Association of Australasia Limited, The, NZ .....	492
National Mutual Fire Insurance Company Limited .....	492
National Television Programs Pty Ltd .....	198
National Theatre Supply Co. of A'isia Pty Ltd .....	227, 245, 246
Nation's Opinion Service .....	261
Nava Pty Ltd .....	208, 218, 227
NBC International (Aust.) Pty Ltd .....	198
NBN .....	131

Neave & Campbell Pty Ltd .....	261		
Negative Cutting .....	268		
Neish, Don, Advertising .....	304		
Neptune Oil Co. Pty Ltd .....	357		
Nestle Co. (Aust.) Ltd, The .....	357		
Nestle Company (New Zealand) Limited, The .....	492		
Neta Industries Pty Ltd .....	357		
Network Telefilm Services Pty Ltd .....	208		
New England Network .....	128		
New South Wales Department of Technical Education .....	380		
New System Processing .....	146		
New Zealand Advertisers .....	487-494		
New Zealand Advertising Agencies .....	483-487		
New Zealand Broadcasting Corporation .....	480-482		
New Zealand Government Tourist Bureau .....	358		
New Zealand National Airways Corporation .....	492		
New Zealand Public Relations Consultants .....	487		
New Zealand Section .....	479-494		
New Zealand Television Production Companies .....	494		
News, The (newspaper) .....	266		
Newson Lodge & Associates Limited .....	486		
Nicholas Products Limited (NZ) .....	492		
Nicholas Proprietary Limited .....	358		
Nichols-Cumming Advertising (NSW) Pty Ltd .....	286		
Nichols-Cumming Advertising Pty Ltd .....	304		
Nicholson's Broadcasting Services Pty Ltd .....	128		
Nielsen, A. C. Pty Ltd .....	261		
Nile Industries Pty Ltd .....	358		
Nixon-Compton Pty Ltd .....	286, 304		
NLT Artists Management .....	254		
NLT Productions Pty Ltd .....	208		
Nock & Kirby Limited .....	358		
Norman Smith Advertising Service Pty Ltd .....	308		
North Sydney Technical College .....	380		
Norton Australia Pty Ltd .....	358		
Norwood, H. W. Advertising .....	323		
NSW Milk Board .....	358		
NWS (Melb. & Adelaide offices) .....	132, 133		
Nylex Corporation Ltd .....	358		
P			
Pabco Products Pty Ltd .....	358		
Pacific Film Productions .....	219		
Pacific Telecasters Inc. .....	198		
Paddle Bros Pty Ltd .....	358		
Paige Pty Ltd .....	358		
Paine, Berwen, Advertising Pty Ltd .....	319		
Paling, W. H. Pty Limited .....	147		
Palmer, H. G. (Consolidated) Ltd .....	359		
Pan American Airways .....	359		
Parker Associated Representations Pty Ltd .....	131		
Parke Advertising Pty Ltd .....	323		
Parsons General Foods .....	359		
Passiona Bottling Co. (Perth) Ltd .....	359		
Paterson & Partners .....	287		
Paterson, Reid & Bruce Limited .....	359		
Patience & Nicholson Ltd .....	359		
Paton Hughes Pty Ltd .....	305		
Paton, Noel Pty Ltd .....	305		
Patterson, George, Noble Bartlett Pty Ltd .....	315		
Patterson, George Pty Ltd .....	287, 306, 319		
Pauls Ice Cream & Milk Ltd .....	359		
Peach Wemyss Ltd (NZ) .....	494		
Peck, Harry & Co. (Aust.) Pty Ltd .....	359		
Peek Frean (Aust.) Pty Ltd .....	360		
Peerless Emulsion Products Pty Ltd .....	360		
Pelaco Ltd .....	360		
Penfolds Wines Pty Ltd .....	360		
Pengilly Advertising Service Pty Ltd .....	306		
Penny, Jack Advertising Ltd, NZ .....	486		
Pepsico International .....	360		
Perier Film Productions Pty Ltd .....	208		
Permafilm Australia Pty Ltd .....	221, 237, 268		
Permarsharp .....	360		
Peters-Arctic Delicacy Co. Ltd .....	360		
Pett, Vernon Publicity Company .....	306		
Pharmaceutical Research Service (Aust.) Pty Ltd .....	261		
Philip Morris Ltd .....	360		
Philips Electrical of New Zealand Limited .....	493		
Philips Electrical Pty Ltd .....	145, 152, 227, 360		
Phillips Long Assoc. Jingles .....	270		
Phoenix Biscuit Co. Pty Ltd .....	361		
Photimport Pty Ltd .....	361		
Photo-Commercial Studios .....	221		
Photographers (commercial and still) .....	268-269		
PIA Advertising Pty Ltd .....	315		
Pick-Me-Up Food Products Pty Ltd .....	361		
Pilgrim Productions Ltd .....	142, 209		
Pitt & Associates Advertising Pty Ltd .....	288, 306		
Pivott R. M. .....	198		
Planned Music Sydney Pty Ltd .....	147		
Plastalon (Sales) Pty Ltd .....	361		
Plater, Ronald & Co. Pty Limited .....	256		
Playtex (Pty) Ltd .....	361		
Plessey (NZ) Ltd .....	493		
Plough (Australia) Pty Ltd .....	361		
Polaroid Australia Pty Ltd .....	361		
Polkinghorne, Scott & Owen Stevens Ltd .....	269		
Pope & Kiernan & Black Pty Ltd .....	288		
Oaten Ward (media representative) .....	132		
O'Brien Publicity (NSW) Pty Ltd .....	287		
O'Brien Publicity (Qld) Pty Ltd .....	314		
O'Brien Publicity (Vic.) Pty Limited .....	304		
Ogden Industries Pty Ltd .....	358		
Ogilvy & Mather (Australia) Pty Ltd .....	305		
Olympic Consolidated Industries Ltd .....	358		
Orbis Intersect .....	287		
Orr, Skate & Associates Pty Ltd .....	305		
O-So-Lite Products Pty Ltd .....	358		
Overseas Radio-TV Representatives .....	133-134		
Overseas Telecommunications Commission of Australia, The .....	123		
Owen Bros Animated Films Pty Ltd .....	219		

Population figures (State breakdown) .....	30-40
Porta-Gas Pty Ltd .....	361
Porter, Eric, Productions .....	209
Potter & Moore (Aust.) Pty Ltd .....	362
Power Coaching College Pty Ltd .....	362
Precision Engineering Co. Pty Ltd .....	227
Premier Blinds Pty Ltd .....	362
Prestige Limited .....	362
Pritchard Wood-Quadrant Pty Ltd .....	288
Product Investigation Pty Ltd .....	262
Projection, large screen .....	268
Provincial Television Services (TV station representation) .....	131, 132
Provincial Traders Pty Ltd .....	362
Prudential Assurance Company Limited, The .....	362
Publications (listener-viewer) .....	265-266
Public Relations Consultants .....	255-258
Public Relations Consultants, NZ .....	487
Purex Australia Pty Ltd .....	362
Pye Industries Ltd .....	152, 363
Pyramid Public Relations Consultants .....	256
Pyrox Limited .....	155, 227, 245

## Q

Qantas Empire Airways Limited .....	363
Queensland Government Tourist Bureau .....	363
Queensland Provincial Television Services .....	133
Queensland Public Relations .....	257
Queensland TV (Melb. office) .....	132
Queensland TV (Sydney office) .....	131

## R

Radio Ceylon .....	505-507
Radio Creations (Aust.) .....	142
Radio Facts:	
Breakdown of station ownership .....	50
Breakdown of stations by States, cities and country .....	50
Composition of radio programs (1966- 1967) .....	55
Growth of radio audiences .....	52
Hours of operation (average) commer- cial radio .....	54
Industry revenue, expenditure, profits .....	50
Licence returns (radio only, radio-TV combined) .....	54
Radio representatives .....	129-134
Receiver production .....	52
Standards of Broadcasting Practice (FACB) .....	436-442

Radio Hong Kong .....	503-504
Radio Malaysia .....	499-500
Radio station location maps:	
New South Wales, ACT .....	31
Victoria .....	33
Queensland .....	35
South Australia, Northern Territory .....	37
Western Australia .....	39
Tasmania .....	41
Radio Monitoring Service .....	264
Radio miscellaneous services .....	267-270
Radio networks .....	125-128
Radio production units .....	139-142
Radio Singapore .....	497-498
Radio stations:	
Sydney .....	69-71
New South Wales Country .....	74-83
Melbourne .....	87-90
Victoria Country .....	92-96
Brisbane .....	98-99
Queensland Country .....	102-108
South Australia and Northern Territory .....	110-111
Western Australia .....	114-118
Tasmania .....	121-123
Radio-TV station representatives .....	130-134
Radio-TV jingles specialists .....	269-270
Radio-TV market research organisations, .....	259-264
Radio-TV organisations in Asian Pacific markets .....	279-507
Radio-TV scripts .....	270
Ranger Recordings .....	142, 152
Rank Xerox (Aust.) Pty Ltd .....	363
Ranleigh Ware Pty Limited .....	363
Raoul Merton Pty Ltd .....	363
RCA of Australia Pty Ltd .....	145, 245, 246
Receiver Licence Figures (radio) .....	54
Reckitt & Colman Pty Limited .....	363
Record Companies and Labels .....	143-147
Record Production Figures .....	144
Recording Society of Australia The .....	145
Reeman Neil (media representatives) .....	132
Reference Books .....	270
Reid New Zealand Rubber Mills Ltd .....	493
Reilly Advertising Co. Pty Ltd .....	219
Remington-Rand (Australia) Pty Ltd .....	363
Rennie, L. B. & Partners Pty Ltd .....	289
Repco Limited .....	364
Representatives (radio-TV stations) .....	129-134
Representation Services Australia Pty Ltd .....	132
Revlon (Aust.) Pty Limited .....	364
Reynolds Television Limited (NZ) .....	494
Rheem Australia Pty Limited .....	364
Ricegrowers' Co-operative Mills Ltd .....	364
Richards, Bill, Advertising Pty Ltd .....	306
Richards, Laurie (photographer) .....	269
Richardson-Cox Pty Ltd .....	289, 307, 319, 323
Richardson, John, Film Production Services .....	198, 219
Rickards Advertising Service Pty Ltd, .....	289, 307, 319
Riley-Williams Pty Ltd .....	364
Ring, Eric, Jackson Wain Pty Limited .....	319
Robert Arthur & Associates .....	258
Robur Tea Co. Ltd .....	364
Rocke Tompsitt & Co. Limited .....	364
Rodgers Holland Everingham Pty Ltd .....	289



Rola Co. (Aust.) Pty Ltd ..... 152, 155, 245  
 Ronson Pty Limited ..... 364  
 Rosebery, Arthur L., Advertising Pty Ltd ..... 289  
 Rosella Foods Pty Limited ..... 364  
 Ross Advertising Service ..... 290  
 Rothmans of Pall Mall (Australia) Limited ..... 365  
 Rowntree & Co. (Aust.) Pty Ltd ..... 365  
 Royal Commission on Television (resume) ..... 58  
 Rural Bank of NSW ..... 365  
 Russell Lewis, White & Associates Pty Ltd ..... 290  
 Russe.l-Morris Advertising Pty Ltd (See also Kay, Green & Clarke Advertising Pty Ltd—Late Listings, 508) ..... 290  
 Ryan, Peter, Advertising ..... 290, 307  
 Rydge-Anderson Advertising ..... 290

Small, H. & Co. Pty Ltd ..... 368  
 Smith, Ian H. & Partners ..... 323  
 Smith, James, Limited, NZ ..... 493  
 Smith, Kline & French Laboratories (Australia) Ltd ..... 368  
 Smith & Nephew (Aust.) Pty Ltd ..... 368  
 Smith, Norman Advertising Service Pty Ltd ..... 308  
 Smith, S. & Son Pty Ltd ..... 368  
 Smyth, Arthur & Sons Pty Ltd ..... 291, 308  
 Solarchrome Color Productions Pty Ltd ..... 210  
 Sound Ideas (Bruce Rogerson) (Late Listings) ..... 508  
 Sound Service Co. Pty Ltd ..... 237  
 South Australian Institute of Technology ..... 380  
 Southan Jannie ..... 270  
 Southern Cross Films Pty Ltd ..... 210  
 Southern Documentary Productions Pty Ltd ..... 210  
 Southern Talent Services ..... 254  
 Sparks, Leonard & Associates (media representatives) ..... 132  
 Spicers (Aust.) Pty Ltd ..... 368  
 St Regis ACI Pty Ltd ..... 368  
 Staff Consultants ..... 270  
 Stafford-Miller Limited ..... 368  
 Standard Telephones and Cables Pty Ltd ..... 152, 230, 245, 251, 368  
 Standards, Radio and Television ..... 432-478  
 Stanford Allan Pty Ltd ..... 132  
 Stannard-Patten-Samuelson Advertising Agents Pty Ltd ..... 291  
 State Electricity Commission of Victoria ..... 369  
 State Savings Bank of Victoria ..... 369  
 Statistics:  
     Advertising Expenditure ..... 45  
     Age distribution and population showing age group breakdown ..... 45  
     Highlights of 1967 ..... 44  
     Market Facts:  
         New South Wales ..... 30  
         Australian Capital Territory ..... 30  
         Victoria ..... 32  
         Queensland ..... 34  
         South Australia ..... 36  
         Northern Territory ..... 36  
         Western Australia ..... 38  
         Tasmania ..... 40  
     Ownership of Selected Durables ..... 47  
     Population by States, cities and principal country areas:  
         Australia (national total) ..... 29  
         New South Wales ..... 30  
         Australian Capital Territory ..... 30  
         Victoria ..... 32  
         Queensland ..... 34  
         South Australia ..... 36  
         Northern Territory ..... 36  
         Western Australia ..... 38  
         Tasmania ..... 40  
     Record Production ..... 144  
     Retail Sales by States ..... 48  
     Television receiver production ..... 58  
     Trends in Consumer Spending ..... 46  
     Value of retail sales by States ..... 48  
     Where the personal and family budget goes ..... 47  
     World radio-TV receiver figures ..... 63-64  
 Stedman, James, Henderson's Sweets Ltd ..... 350  
 Steelcase Engineering Limited, NZ ..... 493

**S**

SA Brush Co. Ltd ..... 365  
 SA Country Newspapers Ltd ..... 320  
 Salmond & Spraggon (Australia) Pty Limited ..... 365  
 Salmond & Spraggon Ltd NZ ..... 493  
 Samuel Taylor Pty Ltd ..... 365  
 Sanders, James, Advertising Limited, NZ ..... 486  
 Sanitarium Health Food Company ..... 365  
 Sargent, Stefan, Productions Pty Ltd ..... 210  
 Sargood Gardiner Limited ..... 366  
 Scala Record Import Co. Pty Ltd ..... 145  
 Scheffer, J. Productions ..... 219  
 Schweppes (Australia) Pty Ltd ..... 366  
 Scope Rubric Relations Pty Ltd ..... 257  
 Scott Bonnar Aust. Pty Ltd ..... 366  
 Scott & Bowne (Australasia) Limited ..... 366  
 Scott, D. N. (media representative) ..... 131  
 Scott Polkinghorne & Owen Stevens Pty Ltd ..... 269  
 Scott, W. D. & Co. Pty Ltd ..... 262  
 Scotts Detergents (A'isia) Pty Ltd ..... 366  
 Screen Gems ..... 198  
 Sebels (Australia) Limited ..... 366  
 Sellers Company, The ..... 290, 307  
 Senior Film Productions Pty Ltd ..... 219  
 Soppelt, B. & Sons Pty Ltd ..... 366  
 Services to Radio Stations ..... 149-155  
 Services to TV Stations ..... 223-252  
 Sharp, James, Advertising Service ..... 307  
 Shell Company of Australia Limited, The ..... 367  
 Shortridge Advertising Pty Ltd ..... 290  
 Showcast Pty Ltd ..... 254  
 Simalex Limited ..... 367  
 Simmons Bedding Co. Pty Ltd ..... 367  
 Simpson Pope Limited ..... 367  
 Singapore Radio and TV ..... 497-498  
 Singer Australia Ltd ..... 367  
 Sixteen Millimetre Australia Pty Ltd ..... 198, 228, 238, 245, 248, 367  
 Skilfast Pty Ltd ..... 152  
 Slatter E. C. & Partners Pty Ltd ..... 290, 315  
 Slazenger (Aust.) Pty Ltd ..... 367  
 Sleigh, H. C. Ltd ..... 367  
 Slide Specialists ..... 270

Steele, J., Ltd, NZ ..... 493  
 Steele Kain Kelly Paton Advertising Pty  
 Ltd ..... 291  
 Steelefilm Ltd (NZ) ..... 494  
 Sterling Pharmaceutical Pty Ltd ..... 369  
 Sterling Pharmaceuticals (New Zealand)  
 Limited ..... 493  
 Stevens, Harvey, Associates Pty Ltd ..... 256  
 Stevens, W. R. (media representative) ..... 133  
 Stewart-Cowcher Advertising Pty Ltd ..... 308  
 Strand Electric (Aust.) Pty Ltd ..... 248  
 Streets Ice Cream Pty Ltd ..... 369  
 St. Regis-ACI Pty Ltd ..... 368  
 Stuart-Lucy Surveys ..... 262  
 Stuart-Wearn Advertising Ltd NZ ..... 486  
 Studio 20 Productions ..... 142, 145, 152  
 Sturrock, J. M. Pty Ltd  
 (media representative) ..... 131, 132, 133  
 STW (Sydney, Melbourne offices) ..... 131, 132  
 Successful Advertising Company ..... 308  
 Sun Electric Co. Pty Ltd ..... 369  
 Sun (newspaper) ..... 265  
 Sun News-Pictorial (newspaper) ..... 265  
 Sunbeam Corp. Limited ..... 369  
 Sunday Mail The (newspaper) ..... 265  
 Supreme Sound Studios ..... 210, 237  
 Survey and research organisations,  
 radio-TV ..... 259-264  
 Survey, Research Centre, The, Pty Ltd ..... 262  
 Swain, Keith Advertising Pty Ltd ..... 315  
 Swan Television (Sydney office) ..... 131  
 Swift & Bleakley Pty Ltd ..... 230, 238, 245, 248  
 Sydney Morning Herald, The (newspaper) ..... 265  
 Sydney Technical College (see NSW Dept  
 of Technical Education) ..... 380  
 Syncrofilm Services ..... 237

**T**

TAB Rules for accreditation ..... 474-478  
 TAB TV advertising regulations ..... 443-448  
 Talent Casting Agencies ..... 253-254  
 Talent Promotions of Aust. Pty Ltd ..... 198  
 Tanner, Keith Advertising ..... 308  
 Tara Market Research ..... 262  
 Tara Report, The ..... 262  
 Tarax Holdings Limited ..... 369  
 Tart, Bruce Research Service Pty Ltd ..... 262  
 Tasmanian Broadcasting Network ..... 128  
 Tasmanian Government Tourist Bureau ..... 369  
 Taubmans Industries Limited ..... 369  
 Taylor, Clem, O'Brien Pty Ltd ..... 320  
 Taylor, Harmer Pty Ltd ..... 320  
 Taylor, Samuel Pty Ltd ..... 365  
 Tea Bureau, The ..... 369  
 Technical training courses ..... 379-380  
 Telecast Agency ..... 254  
 Telecommunications Co. of Australia  
 Pty Ltd ..... 152

Telecommunications (radio-telephone-TV  
 facilities) ..... 123  
 Telegraph Newspaper Pty Ltd ..... 265  
 Telemark Productions Pty Ltd ..... 210  
 Teleprograms Pty Ltd ..... 198  
 Teleprompter Corporation ..... 268  
 Television Advertising Board ..... 377  
 Television Associates Pty Ltd ..... 131, 133  
 Television Broadcasters Ltd (Melbourne  
 office) ..... 133  
 Television Broadcasts Limited (Hong  
 Kong) ..... 503-504  
 Television Cigarette Advertising Code ..... 448  
 Television and Electronic Services Associa-  
 tion of Victoria ..... 378  
 Television and Electronic Technicians  
 Institute of Aust. ..... 378  
 Television Engineering Pty Ltd ..... 155, 230, 248  
 Television equipment service and  
 repairs ..... 223-252  
 Television Facts:  
 Breakdown of viewing trends ..... 59  
 Frequency assignment plan ..... 58  
 Growth of the audience ..... 60  
 Highlights of 1967 ..... 57  
 Program Imports Policy ..... 58  
 Receiver licence figures ..... 60  
 Receiver production figures ..... 60  
 Regulations governing imported TV  
 commercials and programs ..... 58  
 Revenue statistics ..... 58  
 Royal Commission on Television  
 (resume) ..... 58  
 Station representatives ..... 129-134  
 Television Film Distributors ..... 196-198  
 Television monitoring services ..... 263  
 Television production and film units ..... 199-221  
 Television production and film units, NZ ..... 494  
 Television program standards ..... 450-457  
 Television Representatives ..... 129-134  
 Television Services:  
 Advertising Copy Service ..... 268  
 Bond Storage ..... 251-252  
 Cameras, photographic & studio  
 equipment ..... 225-230  
 Commercial Specialist ..... 268  
 Convention Arrangements ..... 268  
 Costumes ..... 268  
 Film Distributors ..... 196-198  
 Film Processing Laboratories ..... 233-237  
 Film Stock ..... 238-240  
 Film Treatment ..... 221, 268  
 Jingle Specialists ..... 269-270  
 Large Screen Projection ..... 268  
 Lenses optical needs ..... 237-238  
 Miscellaneous ..... 267-270  
 Negative cutting ..... 268  
 Recording equipment ..... 240-245  
 Scripting Equipment ..... 240  
 TV Scripts ..... 270  
 Slide Specialists ..... 270  
 Steel Towers ..... 250  
 Studio lighting and lighting control  
 equipment ..... 245-248  
 Transmission lines and equipment ..... 250-251  
 Television Society of Australia ..... 378  
 Television Society of Australia  
 (NSW div.) ..... 378  
 Television station location maps:

New South Wales .....	31	Tasmania:	
Australian Capital Territory .....	31	TNT (Northern Television Ltd) .....	195
Victoria .....	33	TVT (Tasmanian Television Ltd) .....	194
Queensland .....	35	Television Time Sales (see Mooratoff, George) .....	131
South Australia .....	37	Tell Advertising Pty Ltd .....	291
Northern Territory .....	37	Tempo Photographic & Bromiding Services .....	220, 269
Western Australia .....	39	Tempo Record Company .....	146, 147
Tasmania .....	41	TEN (Melbourne office) .....	133
Television Stations		Test-Mobile Marketing Services .....	262
New South Wales:		Theme Music Suppliers .....	147
ATN (Amalgamated TV Services Pty Ltd) .....	159	Thomas, C. J. & Son Pty Ltd .....	370
BKN (Broken Hill Television Ltd) .....	160	Thompson, Geoffrey, Film Productions .....	220
CBN (Country Television Services Ltd) .....	162	Thompson, J. Walter Australia Pty Ltd .....	291, 309, 320
CTC (Canberra Television Limited) .....	162	Thompson, John, Advertising Pty Ltd .....	308
CWN (Country Television Services Ltd) .....	162	Thomson Porritt Partner Advertising Pty Ltd .....	292
ECN (East Coast Television Ltd) .....	162	Thompson, Walter J., Advertising Limited (NZ) .....	486
MTN (Murrumbidgee Television Ltd) .....	164	Thorn Electrical Industries (Aust.) Pty Ltd .....	248, 370
NBN (Newcastle Broadcasting and Television Corp.) .....	164	3UZ Recording Department .....	142
NEN (Television New England Ltd) .....	165	Time Club (Brisbane) .....	378
NRN (Northern Rivers Television Ltd) .....	165	Time Club, The (Sydney) .....	378
RTN (Richmond-Tweed TV Limited) .....	166	Time Club, The (Victoria) .....	378
RVN (Riverina Television Limited) .....	166	Tip Top Bakeries Holdings Pty Ltd .....	370
TCN (Television Corp. Limited) .....	160	T.O. Broadcasts .....	142
TEN (United Telecasters Sydney Limited) .....	160	Tolley, A. E. & F. Pty Ltd .....	370
WIN (Television Wollongong Transmissions Ltd) .....	166	Tom Piper Ltd .....	370
Victoria:		Tonkin, James (media representative) .....	131
AMV (Albury-Upper Murray TV Ltd) .....	173	Tornado Films Pty Ltd .....	220
ATV (Austarama Television Pty Ltd) .....	170	Tourist Hotel Corporation of New Zealand .....	494
BCV (Bendigo & Central Telecasters Ltd) .....	173	Trans-Australia Airlines (Australian National Airlines Commission) .....	370
BTV (Ballarat & Western Victoria Television Ltd) .....	174	Trans-Australia Television Pty Ltd .....	198
GLV (Eastern Victoria Television Ltd) .....	175	Trinity Advertising Pty Ltd .....	309
GMV (Goulburn-Murray Television Ltd) .....	175	Trojan Film Production Pty Ltd .....	210
GTV (General Television Corp. Pty Ltd) .....	170	Trowell, John, Advertising .....	324
HSV (Herald-Sun TV Pty Ltd) .....	172	Tubular Steel Industries Ltd .....	370
STV (Sunraysia Television Pty Ltd) .....	175	Tucker & Co. Pty Ltd .....	370
Queensland:		Turnbull, Clive & Associates .....	257
BTQ (Brisbane Television Limited) .....	178	Turner Manufacturing Co. Pty Ltd .....	370
DDQ (Darling Downs TV Limited) .....	180	TV Monitors .....	263
FNQ (Far Northern Television Pty Ltd) .....	180	TV Production and Film Units .....	199-221
MVQ (Mackay Television Development Pty Ltd) .....	180	TV-Radio Guide .....	266
QTQ (Queensland Television Corp.) .....	178	TV Times .....	265
RTQ (Rockhampton Television Ltd) .....	181	TVW (Sydney office) .....	131
SDQ (Darling Downs TV Limited) .....	181	TV Week .....	265
TNQ (Telecasters North Queensland Ltd) .....	181	Twentieth Century-Fox Television Services (Aust.) Pty Ltd .....	198
TVQ (Universal Telecasters Q'ld Ltd) .....	178	2GB Recording Division .....	141
WBQ (Wide Bay-Burnett Television Ltd) .....	181		
South Australia:			
ADS (Television Broadcasters Ltd) .....	186		
GTS (Spencer Gulf Telecasters Ltd) .....	188		
NWS (Southern Television Corp. Ltd) .....	186		
SAS (South Australian Telecasters Ltd) .....	187		
SES (South East Telecasters Ltd) .....	188		
Western Australia:			
BTW (South Western Telecasters Pty Ltd) .....	190	Ultimate Ekco (NZ) Co. Ltd .....	494
GSW (South Western Telecasters Limited) .....	190	Union Carbide Aust. Ltd .....	371
STW (Swan Television Limited) .....	190	United Artists A'sia Pty Ltd .....	198
		United Cinema Pty Ltd .....	198, 210

**U**

United Laboratories Pty Ltd .....	371
United Packages Limited .....	371
United Press International .....	134
United Radio Distributors Pty Ltd .....	152
Universal Flexible Trusts Ltd .....	371
U.P.I.T.N. Corporation (Aust. repr.) .....	134
USP-Benson (NSW) Pty Ltd .....	292
USP-Benson Pty Ltd .....	309
USP-Benson (Qld) Pty Ltd .....	315
USP-Benson (SA) Pty Ltd .....	320
3UZ Recording Department .....	142

**V**

Vaude-Video Theatrical & Modelling Agency .....	254
VBN (radio-TV representation) .....	133
Velco Sound Systems Pty Ltd .....	155
Vick Products Company .....	372
Victa Limited .....	372
Victorian Broadcasting Network Limited .....	128, 133
Viewer-Listener Publications .....	265-266
Vincent Chemical Company Pty Limited .....	372
Vinnicombe, Harold & Associates Pty Ltd .....	315
Voice of America (Aust. repr.) .....	134
Volkswagen (A'sia) Ltd .....	372
Vulcan Electrics Pty Ltd .....	372

**W**

WA Advertising Services .....	324
WA Broadcasters Pty Ltd .....	128
Waite, T. Hilken Pty Ltd .....	316
Walch, Max .....	264
Walker Advertising Pty Ltd .....	321
Walker, Herbert & Gamlin Pty Ltd .....	309
Walpamur Paints Pty Ltd .....	372
Wander, A. (Aust.) Pty Limited .....	372
Wardlaw Advertising Agency, NZ .....	487
Warner Bros First National Pictures Pty Ltd .....	198
Warner-Lambert Pty Ltd .....	372
Warnock Sandford Pty Ltd .....	324
Warwick-Beaumont Advertising Pty Ltd .....	292
Waterworth, E. N. .....	238
Watkins Strong & Associates .....	324
Watson Victor Ltd .....	230, 372
Wearn, Stuart, Advertising Ltd, NZ .....	486
Welch, Roger Advertising .....	292
Wellington Gas Company Limited, NZ .....	494
Wells-National Pty Ltd .....	372
West Advertising Pty Ltd .....	310

West Australian, The (newspaper) .....	266
Westgate, Keith, Co. Pty Ltd .....	293
Weston Advertising Pty Limited .....	293
W&G Record Processing Co. Pty Ltd .....	146
White, Eric, Associates (Holdings) Pty Ltd .....	258
White, Eric, Associates Pty Ltd .....	256, 257
White, Eric, Associates (SA) Pty Ltd .....	258
White, Eric, Associates (WA) Pty Ltd .....	258
White, Eric, Associates (Tas.) Pty Ltd .....	258
White Wings Limited .....	372
Whitford Broadcasting Network .....	128
Whitfords Theatre Ads .....	210
Who's Who in Advertising, Radio and Television .....	381-430
Wilkinson Advertising Pty Ltd .....	310
Wilkinson Sword Pty Ltd .....	373
Willard King Organisation Pty Ltd .....	220, 254
William Beecham and Associates Pty Ltd .....	258
Williams, A. J. Advertising Service Pty Ltd .....	324
Williams, Bede & Associates (media representatives) .....	133
Williamson, J. C. Theatres Ltd .....	268
Willmott Advertising Pty Ltd .....	293
Wills, W. D. & H. O. (Australia) Ltd .....	373
WIN (Sydney sales office) .....	131
Wood, Eric & Son Agencies .....	257
Wood, Eric & Son (media representatives) .....	133
Wood & Mitchell Advertising, NZ .....	487
Wood, Ross, Productions Pty Ltd .....	210
Woods, Robert, Advertising .....	325
Woodward Advertising Ltd (NZ) .....	487
Woolworths Ltd .....	373
Workshop Films .....	210
World Agencies Pty Ltd .....	373
World Radio-TV receiver figures .....	63-64
Worldwide Christian Productions .....	142
Wormald Brothers Industries Limited .....	373
Worth Hosiery Pty Ltd .....	373
Wray, C. (media representative) .....	133
Wrigley Company Pty Limited .....	374
Wrigley Company (NZ) Limited .....	494
Wynn, S. & Co. Pty Ltd .....	374

**Y**

Yakka Pty Limited .....	374
Yates, Arthur, & Co. Pty Ltd .....	374

**Z**

Zanthus Films .....	220
Zevenboom, John & Co. Pty Limited .....	374



# ALPHABETICAL INDEX OF ADVERTISERS

## A

Ajax Films Pty Ltd .....	202
Amalgamated Pictures Australasia Pty Ltd .....	201
Amalgamated Wireless (Australasia) Limited .....	6, 10
Amplex Australia Pty Ltd .....	2, 3
Artransa Park Television Pty Ltd .....	200
Associated Broadcasting Services Limited .....	382
Australasian Performing Right Association Limited .....	60
Australian Broadcasting Commission .....	137
Australian Post Office .....	516
Australian Radio Advertising Bureau .....	51
Australian Reel Co. Pty Ltd .....	247

## B

B&T .....	192, 252, 481
Barton, R. H., Photographic Lighting Products .....	245
Battye, Noel, Pty Ltd .....	130
Blanks, Chas. E., Pty Ltd .....	203
Broadcast Exchange of Australia Music Service .....	212
Brown, Ray, Pty Limited .....	13, 69, 383
Birns & Sawyer (Aust.) Pty Ltd .....	228

## C

Central Queensland Broadcasting Network .....	105
Chapman, Maurice, & Company Pty Ltd .....	1
Cinema Beaulieu (Australia) .....	230
Cine Service Pty Ltd .....	215
Cinesound Productions Pty Ltd .....	204
Circulations Audit Board .....	183
Consolidated Electronics (Sales) Pty Ltd .....	153
Consolidated Film Producers Pty Ltd .....	216
Crawford Productions Pty Ltd .....	214
Cunningham, R. H., Pty Ltd .....	242

## E

Easton, A., & Son .....	233
Exotic TV Film Distributors Pty Ltd .....	196

## F

Federation of Australian Commercial Tele- vision Stations .....	56
--	----

Fiji Broadcasting Commission .....	502
Fontana Films Pty Ltd .....	204
Fraser Castle Productions .....	205, 217
Fremantle International (Aust.) Pty Ltd .....	197

## G

Gilder, McGregor & Associates .....	129
Gray, Simon, Pty Ltd .....	148, 239, 241
Gunz, R., (Photographic) Pty Ltd .....	238

## H

Harris, F. A., Engraving Pty Ltd .....	279
Horton, J. Sydney, Pty Ltd .....	275
H. W. Productions .....	210

## J

Jingle Workshop .....	213
-----------------------	-----

## K

K.G. Film Service Pty Ltd .....	234
Kinelab Pty Ltd .....	235
Kodak (Australasia) Pty Ltd .....	231, 232

## L

Legacy .....	89
--------------	----

## M

McNair Surveys Pty Ltd .....	30, 32, 34, 36, 38, 40
Major Broadcasting Network, The .....	126
Maspro Industries Pty Ltd .....	226
Mecar Pty Ltd .....	260
Mectronics Industries Pty Ltd .....	251
Minnesota Mining & Manufacturing (Aus- tralia) Pty Ltd .....	222
Mole-Richardson (Australia) Pty Ltd .....	246, 248
Motion Picture Directory .....	124

**N**

Natec Sound Studios .....	142
N.A.V.A. Pty Ltd .....	199, 225
NBC International (Aust.) Pty Ltd .....	197

**O**

Ogilvy & Mather (Australia) Pty Ltd .....	272
Owen Bros Animated Films Pty Ltd .....	217

**P**

Permafilm Australia Pty Ltd .....	236, 247
Porter, Eric, Productions .....	206
Pyrox Limited 223, 227, 233, 234, 250, 252	

**R**

Radio Corporation Pty Ltd .....	155
Radio Stations:	
2BS .....	74
2CA .....	75
2DU .....	74
2GB .....	4
2HD .....	77
2KO .....	72
2KY .....	70
2LT .....	78
2MW .....	79
2PK .....	80
2RG .....	81
2SM .....	29, 43, 271, 327, 381
2UE .....	66
3XY .....	84
2UW .....	68
2WL .....	82
3AK .....	87
3AW .....	86
3DB .....	12
3GL .....	93
3KZ .....	88
3UZ .....	Inside front cover
	Outside back cover
4KQ .....	98
4MK .....	106
4VL .....	107
6IX .....	114
6KY-NA .....	112
6PR .....	115
6TZ-CI .....	116
7EX .....	122
7HO .....	120
7HT .....	121

7LA .....	120
Robin Hill Recordings .....	207
Rola Co. (Aust.) Pty Ltd .....	146, 154, 244

**S**

Scott, R. Barrington .....	219
Senior Film Productions Pty Ltd .....	218
Service Stereos Pty Co. ....	281
Sixteen Millimetre Australia Pty Ltd	224, 249
Southern Documentary Productions Pty Ltd	208
Standard Telephones & Cables Pty Ltd .....	151
Streatfeild Press Pty Ltd .....	277
Supreme Sound Studios .....	209
Swift & Bleakley Pty Ltd .....	229
Syncrofilm Services .....	283

**T**

Tasmanian Broadcasting Network .....	53
Television Associates Pty Limited .....	8
Television Engineering	237, 240, 243, 248, 250
Trade Indemnity Company Limited .....	42
TV Stations:	
ATN-7 .....	158
TCN-9 .....	156
TEN-10 .....	161
NBN-3 .....	163
NRN-11 .....	164
AMV-4 .....	173
ATV-0 .....	171
BCV-8 .....	174
BTV-6 .....	11, 159, 273
GTV-9 .....	168
HSV-7 .....	172
BTQ-7 .....	176
TVQ-0 .....	179
ADS-7 .....	186
NWS-9 .....	184
SAS-10 .....	187
SES-8 .....	188
TVT-6 .....	194
TV Monitors (Aust.) .....	263

**V**

Victorian Broadcasting Network, The .....	95
---	----

**W**

World Radio TV Handbook Co. Ltd .....	100
---------------------------------------	-----

# RADIO AND TV STATION LOCATION MAPS AND ESSENTIAL MARKET FACTS

(TAB HERE)

Showing geographical positions of all Australian broadcasting and television stations (commercial and national). Note: For complete details of radio and television stations, refer to individual station entries in this Year Book. Radio stations, pages 67-123, television stations, pages 157-195.

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

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



Where News Means  
Listeners

2SM388A

## NEW SOUTH WALES MARKET STATISTICS

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

For footnotes, see page 40

## POPULATION — NSW, ACT

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

## AUSTRALIAN CAPITAL TERRITORY MARKET STATISTICS

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

For footnotes, see page 40

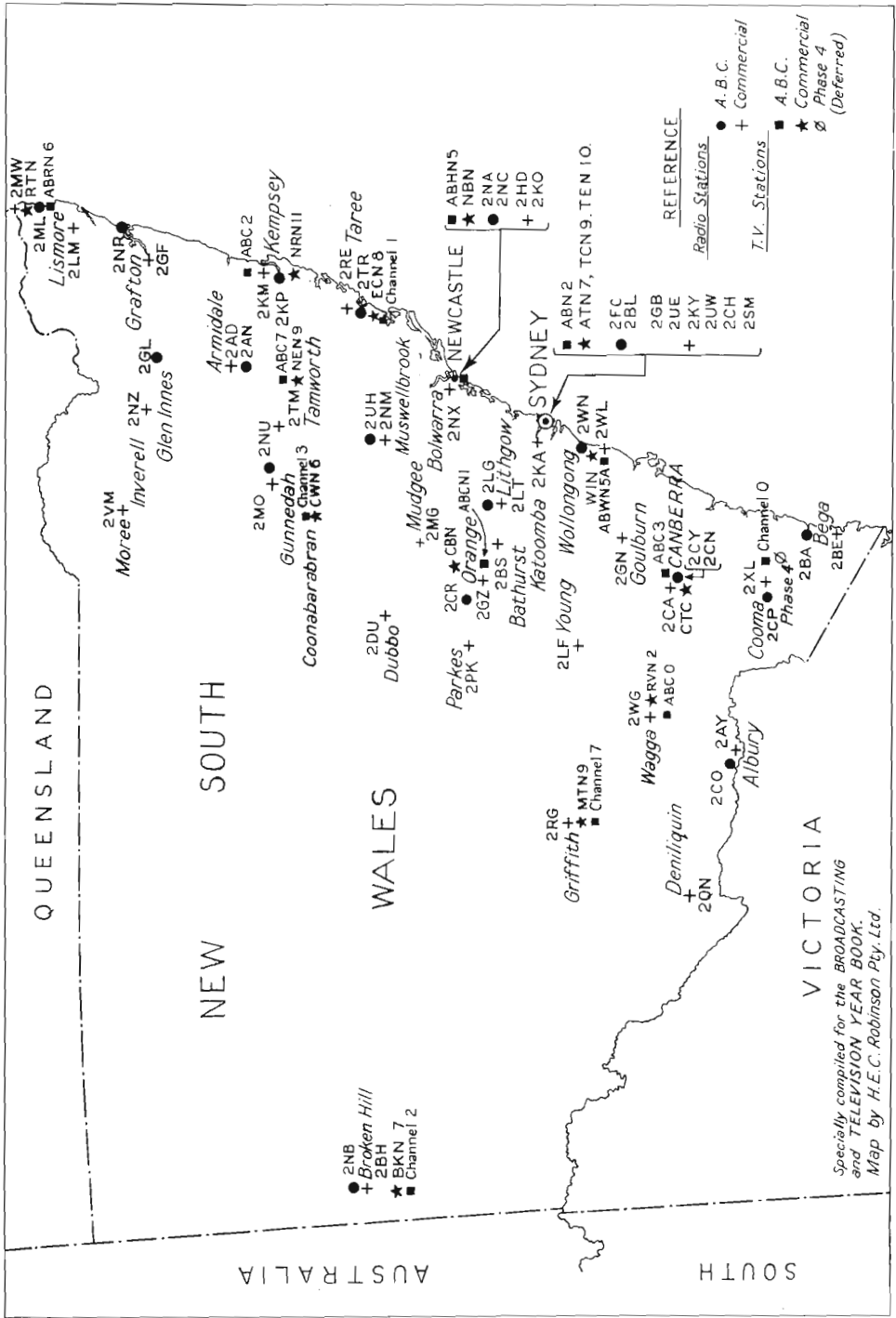
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**In 1968 . . . McNAIR will survey  
50,000 people in N.S.W.**

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

---





NOTE: Translator stations (on permanent relay), locations and parent stations are: Ch. 6 Lithgow and Ch. 11 Mudgee (both CBN), Ch. 1 Armidale (NEN), Ch. 5 Kyogle and Ch. 5 Murwillumbah (all RTN), Ch. 10 Cooma (CTC), Ch. 11 NSW south coast (WIN). For additional Phase 4 ABC TV stations and translators see ABC section, pages 135-138.

## VICTORIAN MARKET STATISTICS

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

## POPULATION

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

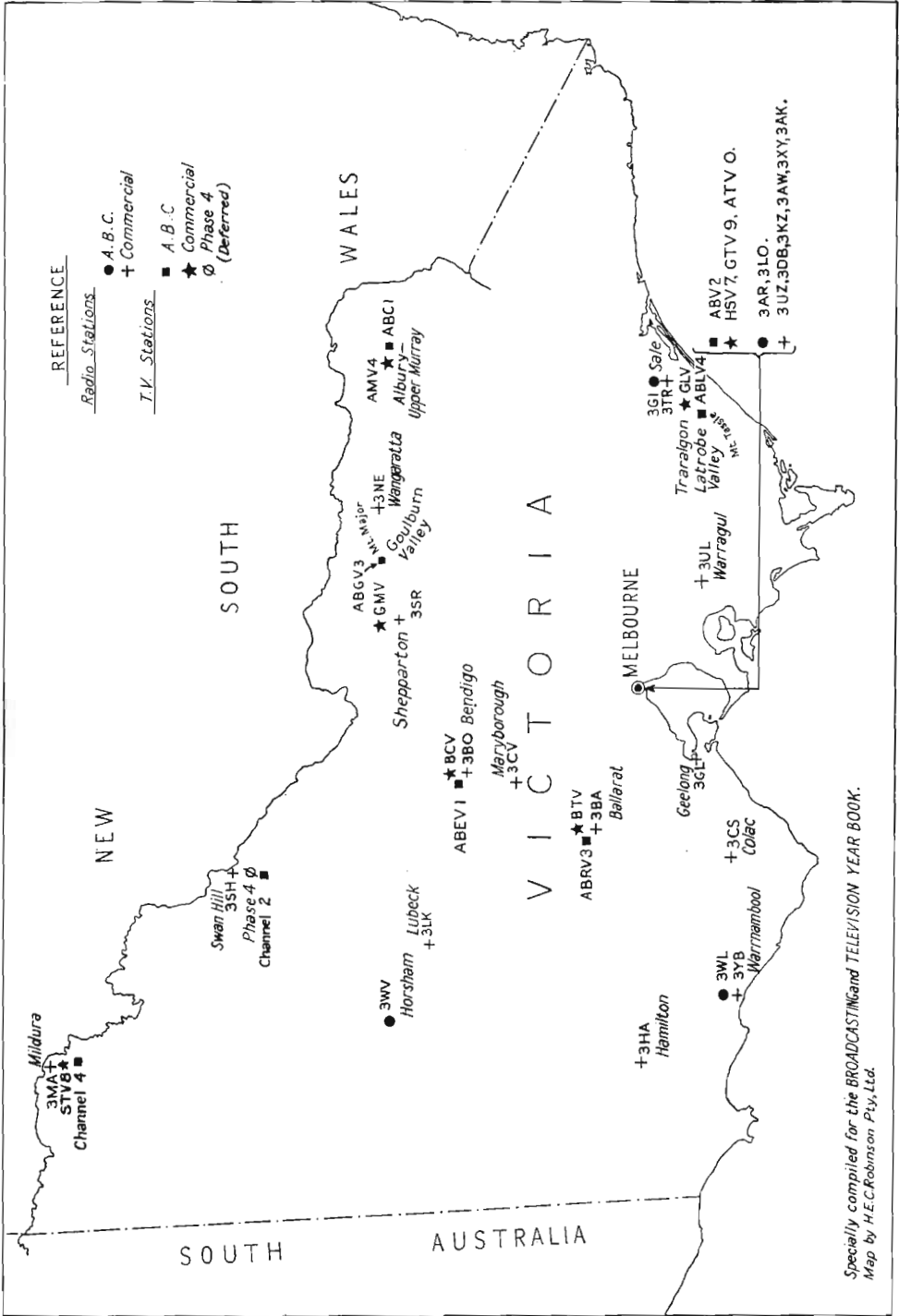



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**In 1968 . . . McNAIR will survey  
30,000 people in VICTORIA**

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

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

NOTE: Translator stations, on permanent relay, locations and parent stations are: Ch. 10 Khancoban (AMV), Ch. 9 Warrnambool-Pt Fairy (BTV), Ch. 11 Swan Hill (BCV). For additional ABC TV stations and translators see ABC section, pages 135-138.

## QUEENSLAND MARKET STATISTICS

Value of total new buildings completed, year ended June, 1967	\$219,098,000
Number of new houses completed, year ended June, 1967	12,277
Number of new flats completed, year ended June, 1967	4,018
Registration of new motor cars, year ended December, 1967	30,972
Registration of new motor vehicles, year ended December, 1967	53,221
Total value of retail sales, year ended June, 1967 (c)	\$mill. 962.2
Total production of all meat, year ended June, 1967	368,660 tons
Occupied private dwellings, as at June, 1966	497,374
Savings bank deposits, at end of June, 1967	\$mill. 700.0
Number of factories, year ended June, 1966	6,008
Value of factory production, year ended June, 1966	\$mill. 542.2
Value of factory output, year ended June, 1966	\$mill. 1,507.8
Wage and salary earners in civilian employment as at June, 1967	469,300
Gross value of agricultural production, year ended June, 1966	\$274,221,000
Gross value of pastoral production, year ended June, 1966	\$256,027,000
For footnotes, see page 40	

## POPULATION

Est. population as at June, 1967:

Queensland 1,688,529 (855,765 males, 832,764 females).

Est. population as at June, 1966:

Brisbane city statistical division 777,935.

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



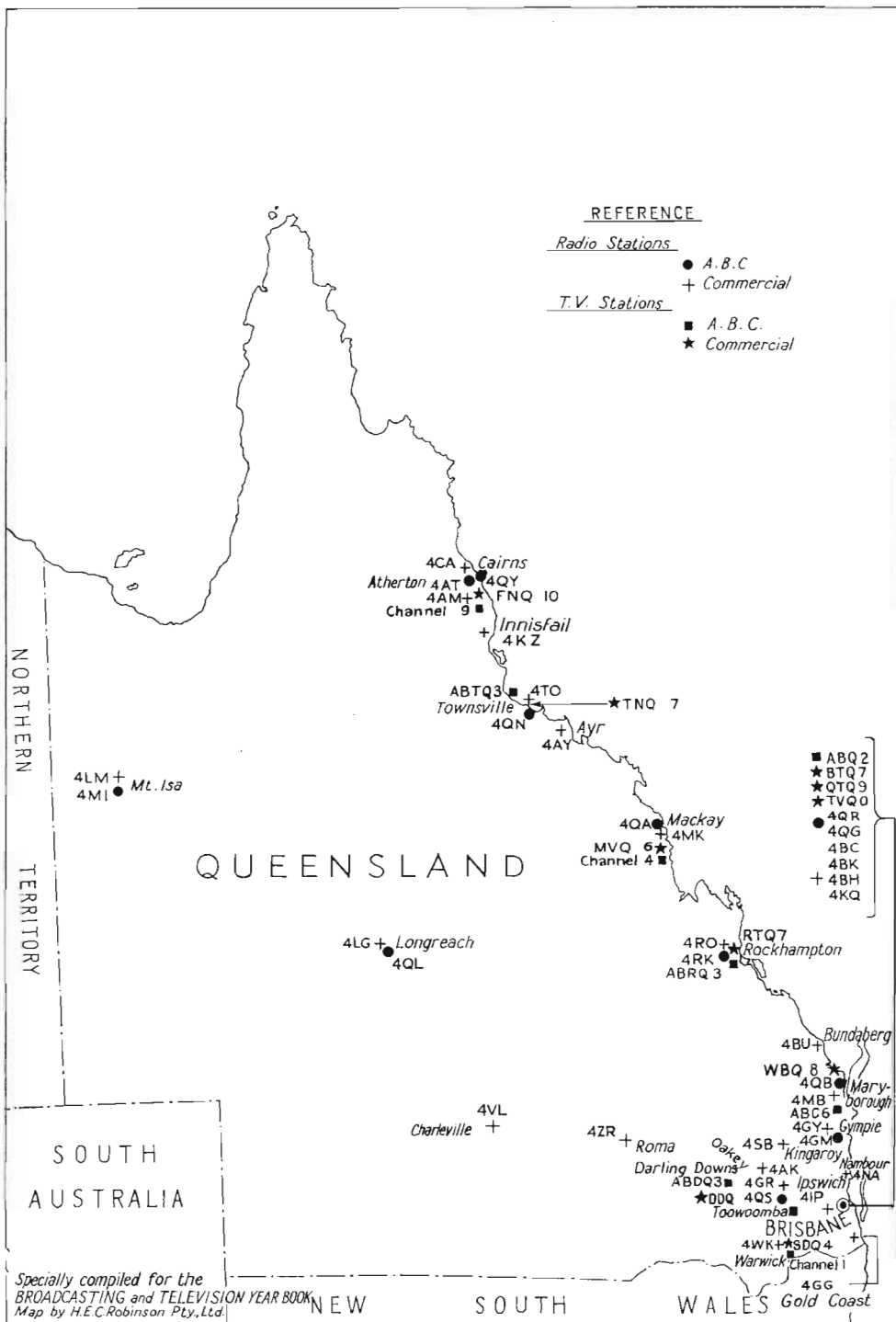

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**In 1968 . . . McNAIR will survey  
10,000 people in QUEENSLAND**

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

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

## SOUTH AUSTRALIAN MARKET STATISTICS

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

For footnotes, see page 40

## POPULATION — SA, NT

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

## NORTHERN TERRITORY MARKET STATISTICS

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

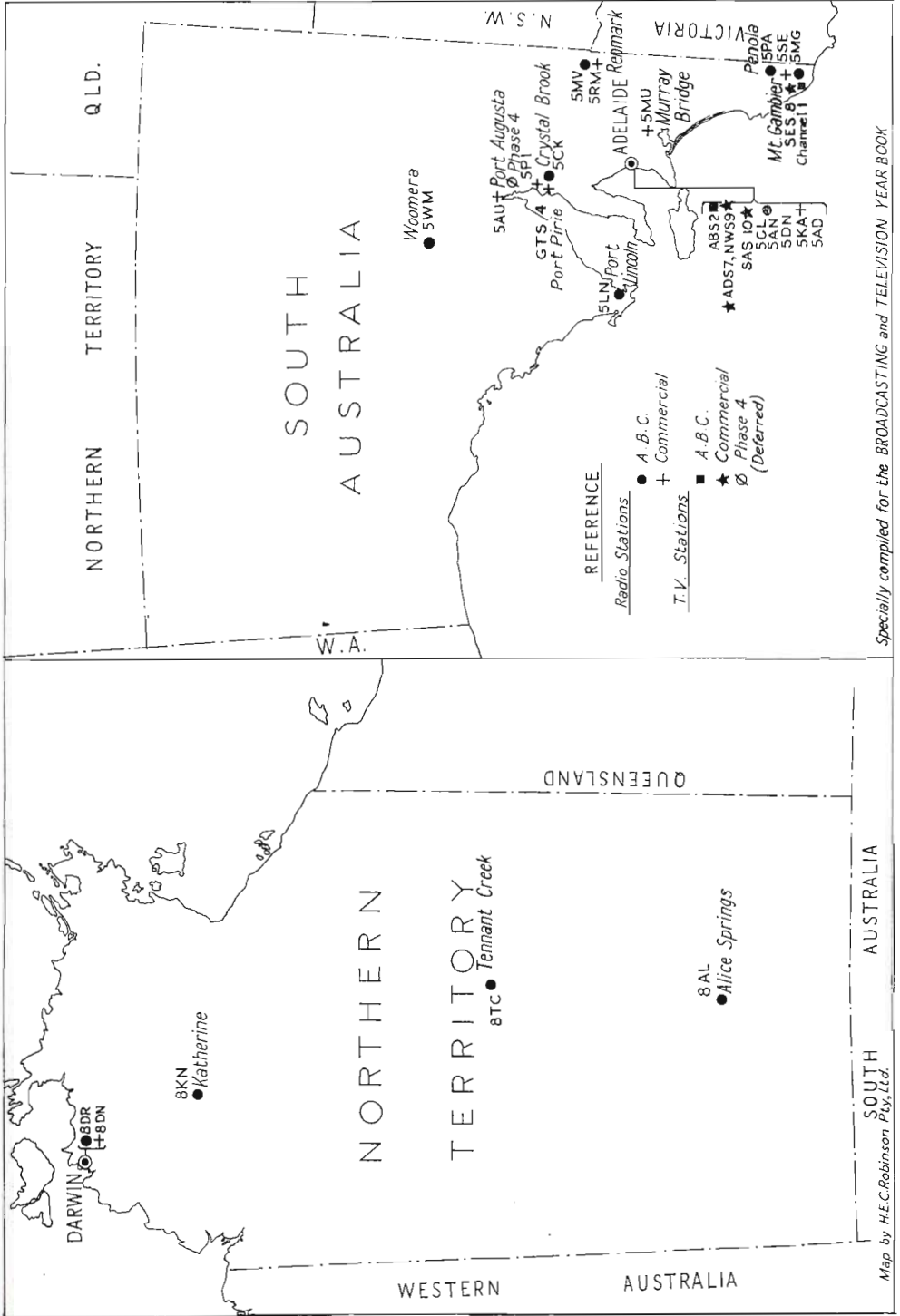
For footnotes, see page 40

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

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

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Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK

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

## WESTERN AUSTRALIAN MARKET STATISTICS

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

For footnotes, see page 40

## POPULATION

Est. population as at June, 1967:

WA 863,744 (439,956 males, 423,788 females).

Est. population as at June, 1966:

Perth city statistical division 558,297.

Kalgoorlie urban area 19,892, Bunbury  
15,453, Geraldton 12,118, Albany 11,417,  
Collie 8,530, Northam 7,392.



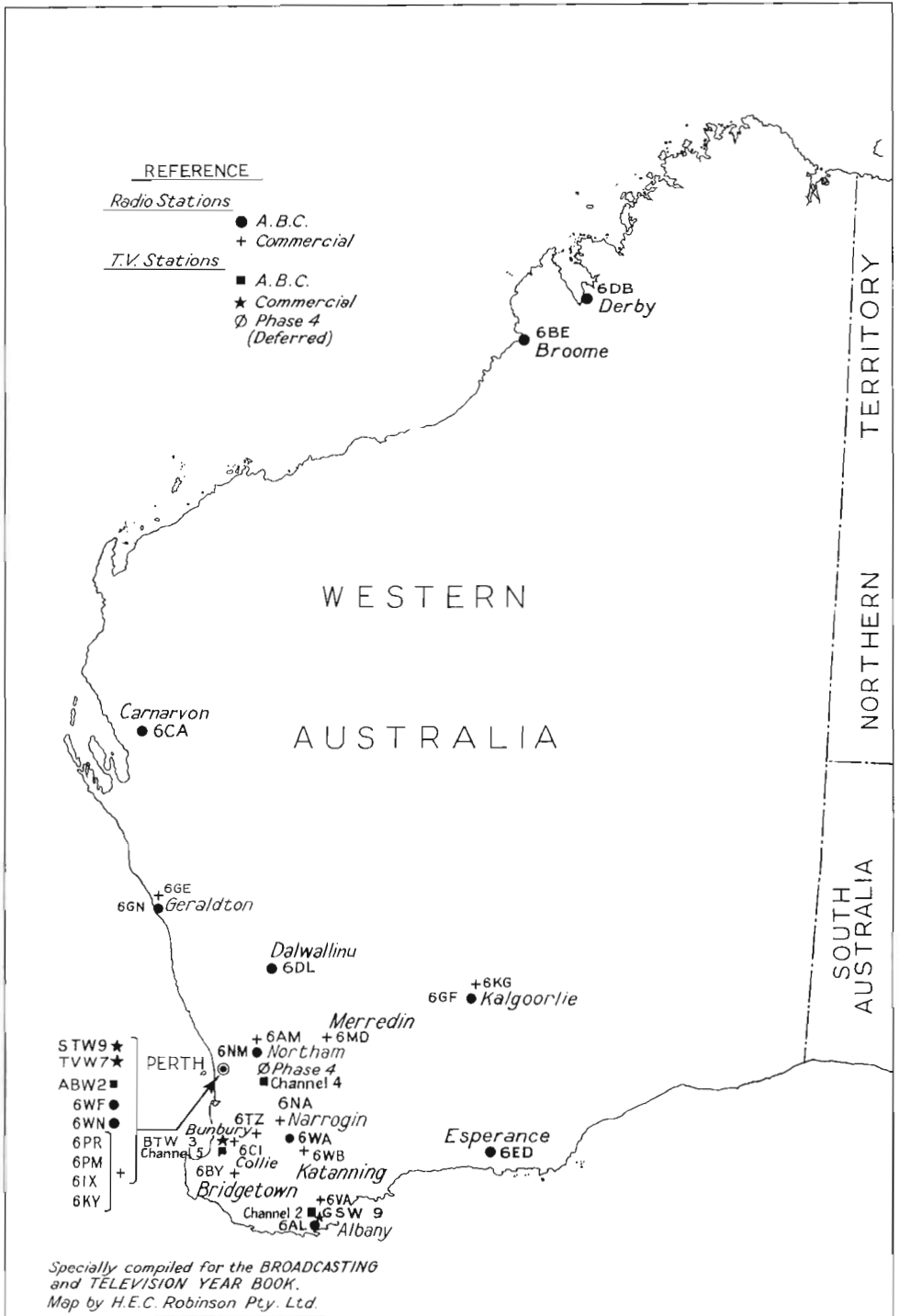

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**In 1968 . . . McNAIR will survey  
5,000 people in WEST AUSTRALIA**

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

## TASMANIAN MARKET STATISTICS

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

### POPULATION

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

### FOOTNOTES

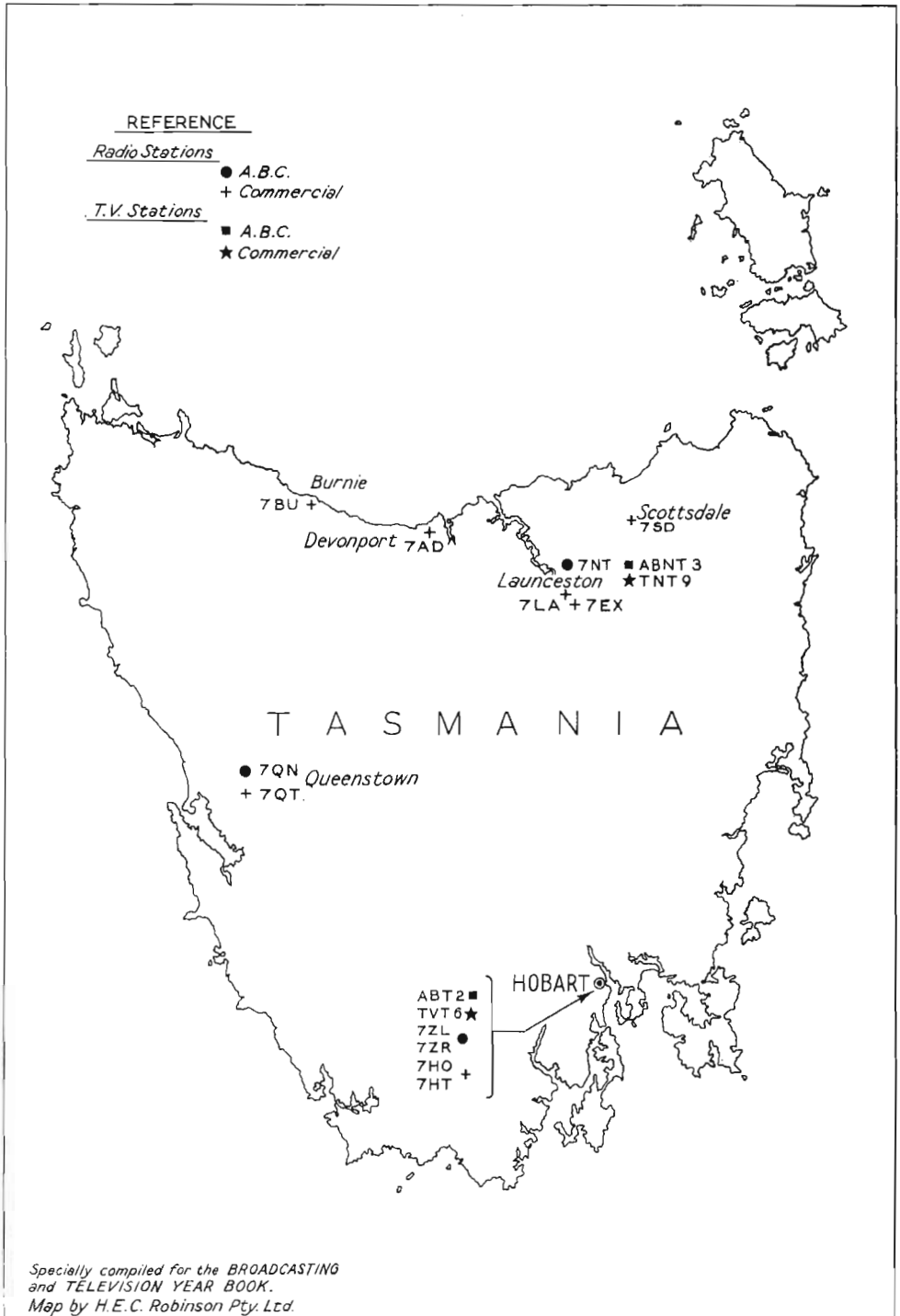
- (a) Subject to revision.
- (b) Estimates based on previous figures.
- (c) Excluding motor vehicles, parts, petrol, etc. 1967 figs not available as yet for NT and ACT.



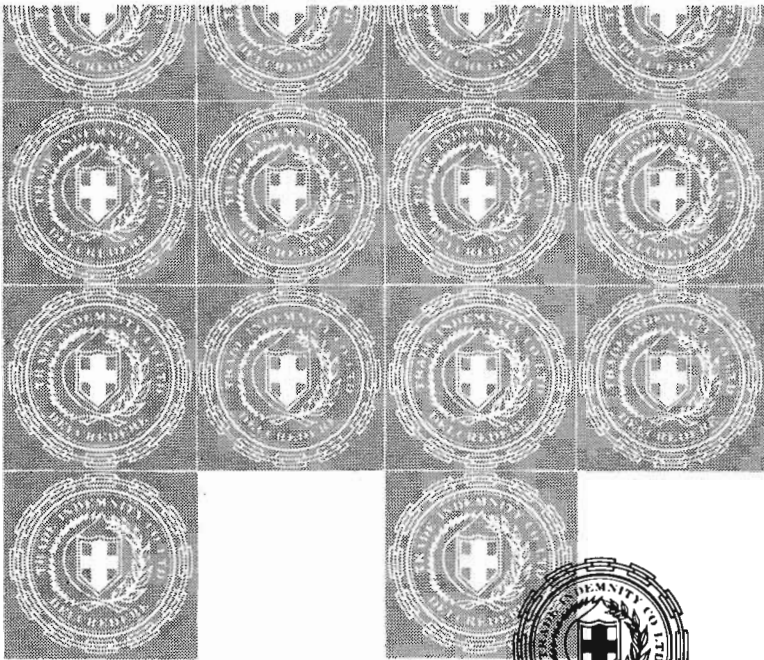

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**In 1968 . . . McNAIR will survey  
OVER 110,000 people in AUSTRALIA and N.Z.  
For YOUR research, contact McNair Surveys, 929-6122 Sydney**

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



# TRADE INDEMNITY COMPANY LIMITED

(INCORPORATED IN ENGLAND)

## THE SPECIALIST CREDIT INSURERS

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

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

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

**UNDERWRITERS OF CREDIT SINCE 1918**



# Statistics

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



**Largest Local News  
Coverage**

2SM388B

## ADVERTISING AND MARKET FACTS

### HIGHLIGHTS OF 1967

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

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

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

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

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

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

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

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

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

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

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

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

### MOVE FOR MEDIA COUNCIL

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

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

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

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

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

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

### NEW PACKAGE MARKING REGULATIONS

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

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

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

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

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

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

## SUMMARY OF ESTIMATED ADVERTISING EXPENDITURE FOR CALENDAR YEAR 1966

As estimated by the Australian Association of Advertising Agencies

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

### AGE DISTRIBUTION OF POPULATION

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

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

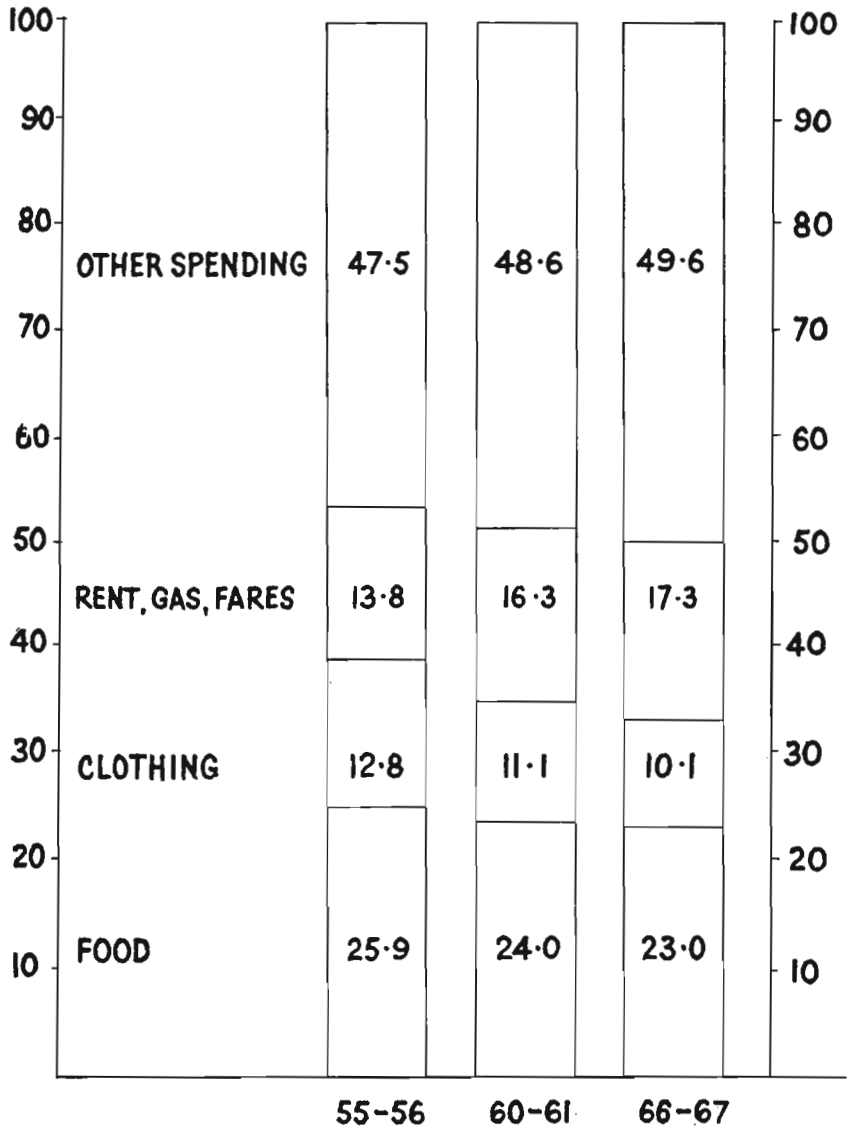
- (1) Estimate based on Census 1961 and on subsequent births, recorded ages of death and recorded ages of migrants  
(2) Assuming net immigration of 80,000 a year (average 1960-1965 = 80,600). Fertility rate declining uniformly from 5 p.c. to 15 p.c. below the average of 1957-61 rate, (births declined in 1962-63 by 1.4 p.c., in 1963-64 by 6.5 p.c. in 1964-65 by 5.8 p.c.).

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

# TRENDS IN CONSUMER SPENDING

AUSTRALIA

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



SOURCE : COMMONWEALTH STATISTICIAN



## WHERE THE PERSONAL AND FAMILY BUDGET GOES

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

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

Figures in brackets are tentative estimates, subject to revision.

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

Source: National Income and Expenditure—Australian National Accounts.

## ESTIMATED OWNERSHIP OF SELECTED DURABLES

P.C. of households owning in four different countries

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

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

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

## RETAIL SALES BY STATES, 1962 TO 1966 (1)

(\$ million)

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

(1) Excludes Northern Territory and Australian Capital Territory — 1964 data is subject to revision.

(2) Excludes sales made by licensed clubs.

(3) Includes radios, television and accessories, musical instruments, domestic refrigerators, etc.

## AUSTRALIA'S TOP FIVE ADVERTISER GROUPS

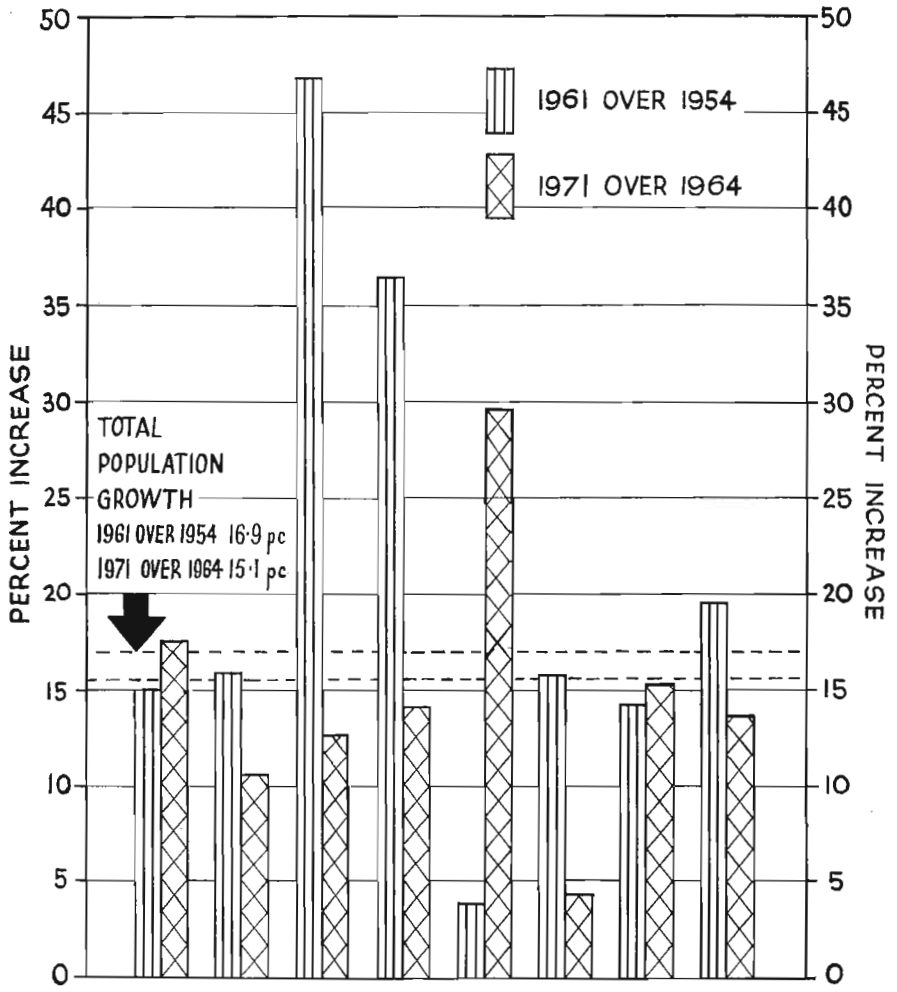
**FOLLOWING** are Bruce Tart Research Service estimates of 1966 national advertising expenditure by Australia's top five product groups, as listed in the 4As booklet Advertising Expenditure in Main Media, 1966.

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

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

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

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



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

SOURCE : COMMONWEALTH STATISTICIAN

## RADIO FACTS

### STATION BREAKDOWN

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

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

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

Total 114

### INDUSTRY REVENUE SINCE 1941-42

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

### STATION OWNERSHIP

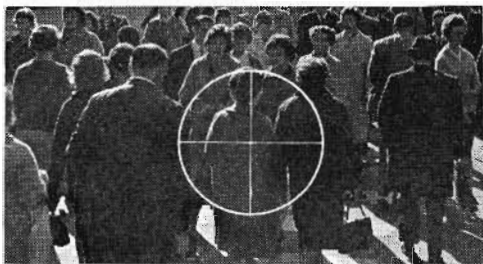
Licensees	Number of Licences held						
	NSW (incl. ACT)	Vic.	Qld	SA & NT	WA	Tas.	Total
Private & public companies .....	35	16	22	5	10	7	95
Church Bodies .....	1						1
(a) Newspapers .....	1	4	2	4	4	1	16
Labor Party .....	1		1				2

Total 114

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

# That was a sound year, that was!

now...  
just squeeze your  
budget-trigger!



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

Everyone listens to radio.

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

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



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

That's big. That's radio.

Everyone listens to radio.

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

Mrs. Smith  
has a head  
like a sieve



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

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

It's  
impossible,  
Mrs. Brown



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

Everyone listens to radio.

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



## GROWTH OF THE RECEIVER TOTAL

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

Following statistics show the licensed receiver position to June 30, 1967.

Year	National stations	Commercial stations	Licensed receivers
1926	8	9	128,060
1937	20	80	940,068
1939	24	98	1,131,861
1941	27	96	1,293,266
1945	29	100	1,415,229
1947	32	101	1,678,276
1950	39	102	1,841,211
1951	41	103	1,884,834
1952	42	103	1,961,044
1953	44	105	1,985,655
1954	46	106	2,041,615
1955	50	106	2,034,676
1956	53	107	2,088,793
1957	55	108	2,107,253
1958	56	108	2,172,349
1959	57	108	2,263,712
1960	57	108	2,289,562
1961	60	110	2,255,842
1962	60	110	2,219,067
1963	62	110	2,239,786
1964	65	111	2,287,533
1965	65	111	2,471,326
1966	65	111	2,534,547
1967	70	111	2,538,040

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

## RECEIVER PRODUCTION

Radios and Radiograms

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

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

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

SOURCE: Commonwealth Statistician.

# THE TBN

## 7BU-7AD-7SD

### NORTHERN TASMANIA

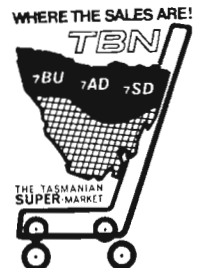
## Promoted Sales for these National Advertisers in 1967

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

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

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

And also for over 1200 Tasmanian Retailers



## Tasmanian Broadcasting Network

Tasmania's Most Powerful Radio Broadcasting System

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

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

## RADIO AND COMBINED RADIO-TV RECEIVER LICENCES

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

### RADIO-ONLY LICENCES

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

### COMBINED TV-RADIO LICENCES

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

### AVERAGE HOURS OF OPERATION—COMMERCIAL RADIO

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

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

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

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

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

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

Source: Australian Broadcasting Control Board.

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

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

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

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

Source: Australian Broadcasting Control Board.

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



FEDERATION OF AUSTRALIAN COMMERCIAL TELEVISION STATIONS



## TELEVISION FACTS

### HIGHLIGHTS OF 1967

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

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

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

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

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

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

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

### GLOBAL AND MIDDLE EAST COVERAGE

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

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

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

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

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

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

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

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

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

### PROGRESS WITH LOCAL PRODUCTION

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

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

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

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

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

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

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

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

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

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

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

Subsequent to public hearing of applications for Melbourne and Sydney (Phase One) the Federal Government allocated two commercial station licences in each centre plus one non-commercial station, announced in April, 1955.

TCN (first commercial station on the air) began transmitting in July 1956, and opened on September 16, 1956.

Phase Two applications (for other capital cities) were then called, and following Broadcasting Control Board public hearings, commercial station permits were granted for Brisbane and Adelaide (two each), Hobart and Perth (one each) plus one non-commercial in each capital.

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

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

Following the government's 1962 decision to establish additional commercial stations in each of the mainland capitals, licences were granted for Sydney and Melbourne in 1963 and Brisbane, Adelaide and Perth in 1964.

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

### REVENUE STATISTICS

Broadcasting Control Board figures:

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

### 13 CHANNELS FOR VHF STATIONS

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

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

### BAN ON IMPORTED TV COMMERCIALS

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

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

## VIEWING TRENDS, 1967

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

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

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

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

Average week-day peak time audience (households)

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

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

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

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

Source: McNair Surveys.

# APRA

## COPYRIGHT MUSIC OF THE WORLD!

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- TELECASTERS
- FILM INDUSTRY
- DANCE & CONCERT PROMOTERS

*and all other forms of public  
musical performance*

## AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LIMITED

*(Inc. in N.S.W.)*

*An Association of Composers,  
Authors and Publishers of Music*

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SYDNEY  
29-3713  
BOX 4007  
G.P.O. SYDNEY**

**AGENTS ALL AUSTRALIAN STATES,  
NEW ZEALAND AND FIJI**

### GROWTH OF THE AUDIENCE TV RECEIVER LICENCES

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

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

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

### TV RECEIVER PRODUCTION

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

**PROGRAMMING TRENDS 1964-1965-1966-1967**

**F**OLLOWING tables from the Australian Broadcasting Control Board's 1967 19th annual report, show the percentage of time occupied by various types of programs on commercial stations, and the percentage of programs (by types) televised in peak viewing times.

Program classifications are:

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

Sport — Events; other.

News — News, newsreels, weather and other services, excluding news commentaries.

Family — For children; family living and shopping.

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

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

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

Educational — School and youth educational matter.

Following tables show, by capital cities and country areas, the percentage of time occupied by various types of commercial television programs, and the types of programs televised in peak viewing times for 1964-65, 1965-66 and 1966-67.

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

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

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

Program type	Capital city stations		Country stations	
	pc	pc	pc	pc
Drama .....	75.9	77.2	75.9	77.2
Light Entertainment .....	16.9	13.7	16.9	13.7
Sport .....	1.3	0.7	1.3	0.7
News .....	0.7	3.2	0.7	3.2
Family .....	0.2	0.1	0.2	0.1
Information .....	0.4	0.9	0.4	0.9
Current Affairs .....	0.7	1.0	0.7	1.0
The Arts .....	*	0.1	*	0.1
Education .....	—	—	—	—
Other material (between programs) .....	3.9	3.1	3.9	3.1

\* Less than 0.05pc.



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

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

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

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

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

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

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

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

### ANALYSIS OF TELEVISION PROGRAMS OF AUSTRALIAN ORIGIN BY CATEGORIES — 1967

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

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

## WORLD RADIO-TV RECEIVER FIGURES

FOLLOWING population and latest radio and TV receiver figures for 178 countries throughout the world were supplied by courtesy of World Radio-TV Handbook of Denmark.

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

+ Radio and TV figures for Australia to October, 1967

## WORLD RADIO-TV RECEIVER FIGURES (cont.)

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

# The Broadcasting Control Board

THE Australian Broadcasting Control Board was constituted on March 15, 1949. The principal powers and functions of the Board as set out in the Broadcasting and Television Act 1942-1967 are:

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

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

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

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

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

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

Board may make recommendations to the Minister as to the exercise by him of any of his powers under Part IV of the Act which relates to the commercial broadcasting and commercial television services.

Act empowers the Board to hold public

inquiries before taking action under the Act and requires it to do so in respect of certain matters if so directed by the Minister. In particular, the Board is required, prior to granting a licence for a commercial broadcasting or television station, to hold a public inquiry into applications for the licence.

The Board in exercising its powers and functions in relation to commercial broadcasting and television stations is obliged to consult representatives of those stations.

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

Full time: **Myles F. E. Wright**, chairman, appointed for five years from March 15, 1966; **J. M. Donovan**, re-appointed for five years from March 15, 1966; **D. McDonald**, B.Sc., appointed for five years from May 6, 1965.

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

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

Following are the State offices of the Board:

**Sydney:** 109 Pitt-st (25-3964).

**Brisbane:** 130 Petrie Terrace (36-0722)

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

**Perth:** 254 Adelaide Terrace (23-4609).

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



# 2UE FIRST IN SYDNEY

THE MOST CONSISTENT SELLING SOUND IN RADIO

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

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

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

**BRIGHTER  
2UE  
CHANNEL 95**



# Radio stations

- *NSW (Sydney)*



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

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

Need a promotion?  
Ask your NEW2UW rep.

# NEW2UW

ALWAYS IN LINE FOR PROMOTIONS



CB191

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

## 2CH

Licensee: The Council of Churches in NSW. Operated by Amalgamated Wireless (A'sia), AWA Bldg, 47 York St, Sydney, 2000. Phone 29-3322. Telegrams, Expanse. (An AWA station.)

Opened: Feb. 15, 1932.

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

Director: Sir Lionel Hooke.

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

Network Affiliation: AWA. Interstate Representation: Melbourne, AWA, 167 Queen-st; Brisbane, cnr Cordelia & Melbourne-sts. O'seas: London, 81 Aldwych, W.C.2, 01242 6656; New York, Pan American Broadcasting Co., 370 Lexington-ave, Murray Hill 5-1300; Wellington, NZ, Commerce House, 126 Wakefield St, C.I. Phone 43-191.

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

## 2GB

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

Opened: Aug. 23, 1926.

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

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

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

Network Affiliation: Macquarie (key station). Interstate Representation: MBS, 382 Latrobe St, Melbourne (329-6666); MBS, 201 Tyntest, North Adelaide (6-8461); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002); W.A. Broadcasters Pty Ltd, PO Box 21, Perth (23-2321); Commercial Broadcasters Pty Ltd, 52 New Town Rd, Hobart (Hobart 8-0321).

Rates resume (base rates): 25secs \$23 (b'fast), \$18 (morn, early even.), \$13 (afternoon, even.), 25mins \$85 (day), \$40 (night).

## 2KY

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

Opened: Oct. 31, 1925.

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

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

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

Network affiliation: Associated with 2HD.

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

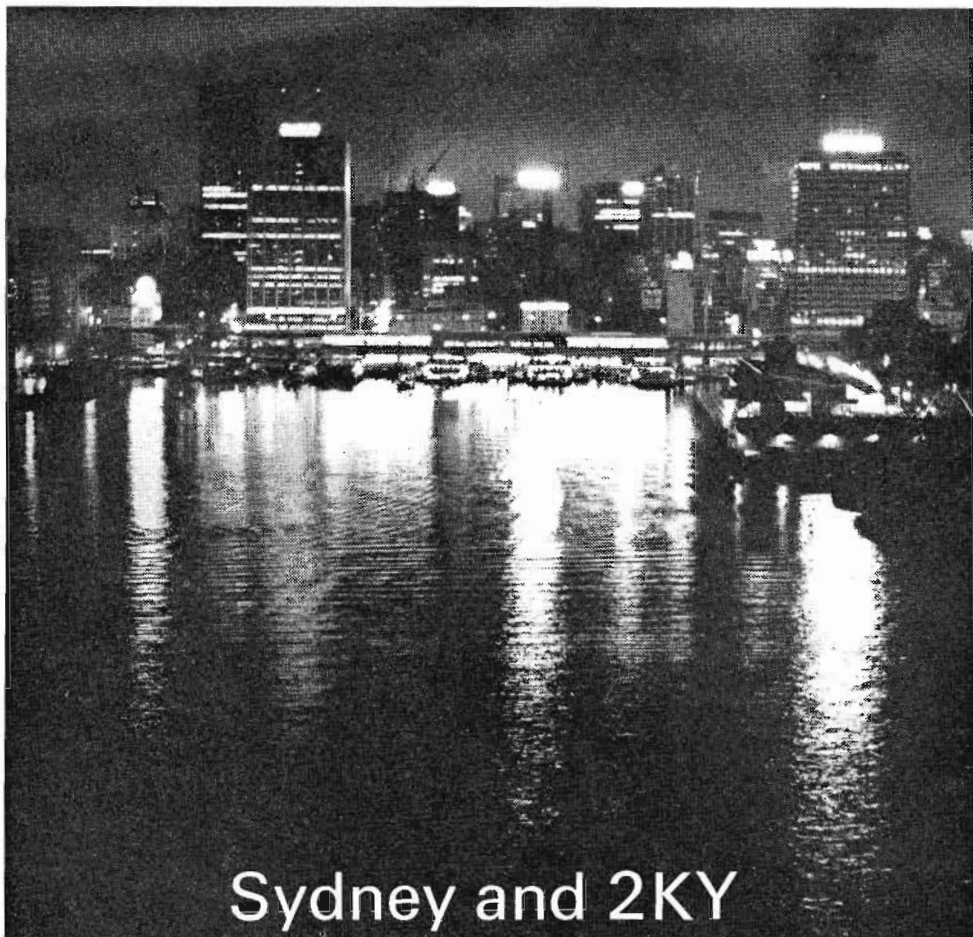
## 2SM

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

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

**RAY BROWN  
Pty. Limited**

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



## Sydney and 2KY

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



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

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



**Opened:** Dec. 24, 1931.

**Transmitter Site:** Pennant Hills. **Power:** 5kw. **Frequency:** 1270kcs. **Operating Hours:** 24-hour service.

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

**Executives:** W. H. Stephenson (gen. mngr), K. B. O'Donohue (station mngr), L. Hay (sales mngr), Rod Muir (prog. mngr), John Brennan (music dir), Gerry Connolly (merchandising mngr).

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

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

## 2UE

**Licensee:** Radio 2UE Sydney Pty Ltd, 237 Miller-st, Nth. Svdney. P.O. Box 950 North Sydney, 2060. Phone 92-0444. Telegrams Twoue.

**Opened:** Jan. 26, 1925.

**Transmitter site:** Homebush. **Power:** 5kw **Frequency:** 950kcs. **Operating hours:** 24 hour service.

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

**Executives:** A. D. Faulkner (gen. mngr), B. D. McClenaghan (station mngr), K. N. Greenhalgh (chief engineer), B. Rogerson (sales mngr).

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

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

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

## 2UW

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

**Opened:** Feb. 13, 1925.

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

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

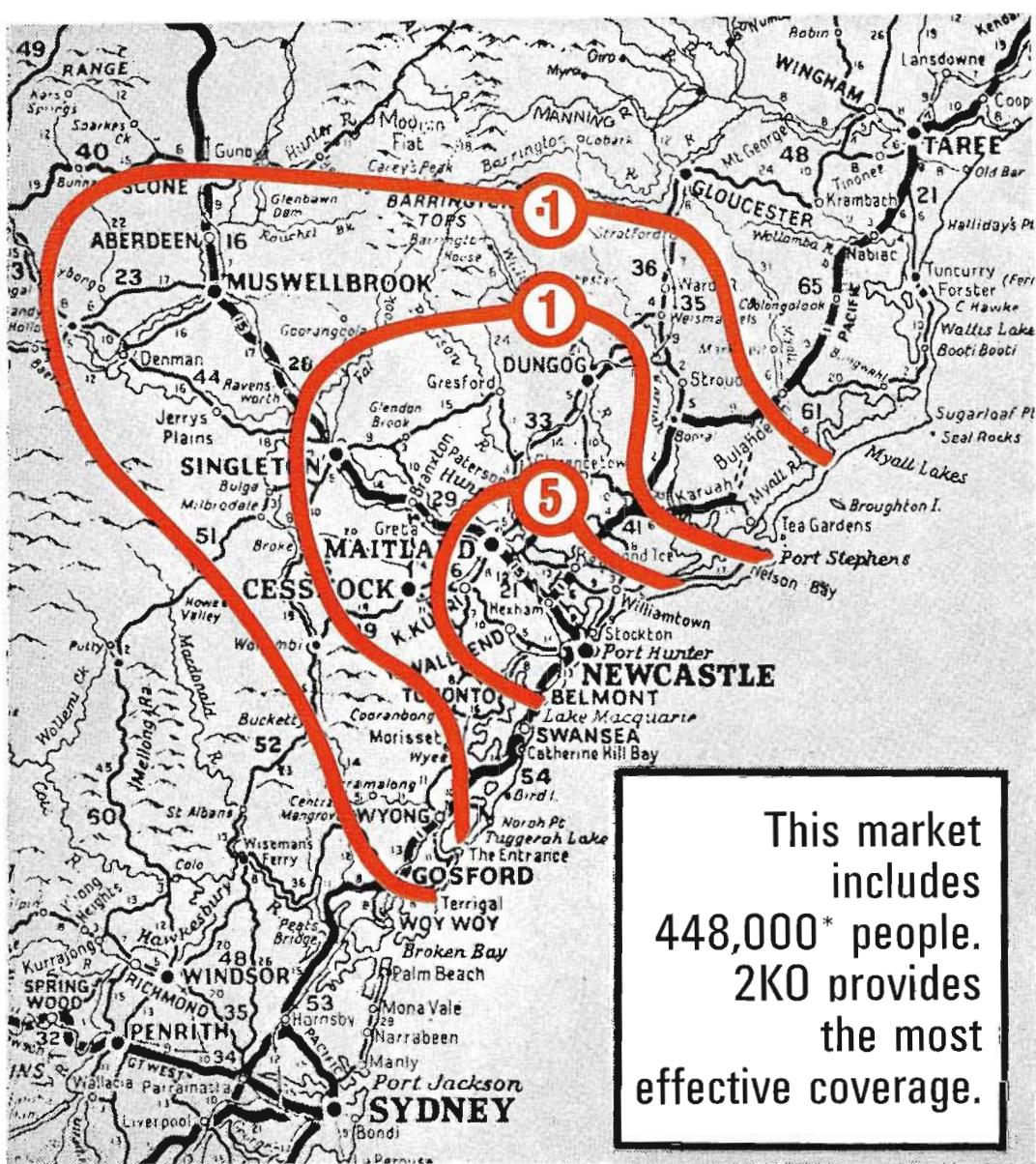
**Executives:** L. C. Hynes, OBE (gen. mngr), F. R. Jeffcoat (mngr), O. Williams (asst sales mngr).

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

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

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





This market includes 448,000\* people. 2KO provides the most effective coverage.

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

# 2KO

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

\*Authority—Hunter Valley Research Foundation.

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

# Radio stations

- *NSW (Country)*



**Sales promotions  
REALLY get  
results on**

## 2BS & 2DU

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

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

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

## 2BS & 2DU

Represented by Macquarie  
all States



(MEMBER OF THE  
MID-STATE RADIO  
NETWORK)

### 2AD Armidale

Licensee: New England Broadcasters Pty Limited, Broadcast Hse, Rusden-st., Armidale, 2350. Phone Armidale 2424. Telegrams Twoad. Member, New England Network.

Opened: Feb. 5, 1936.

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

Directors: R. L. Blake, B. F. Watson, J. R. Richardson, W. R. Forsyth, O. Bennett, W. A. Baxter.

Executive: R. V. Brislan (mngr).

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

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

### 2AY Albury

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

Opened: Dec. 17, 1930.

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

Director: Sir Lionel Hooke.

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

Interstate, O'seas Representation: See 2CH.

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

### 2BE Bega

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

Opened: 1937.

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

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

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

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

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

## 2BH Broken Hill

Licensee: News Ltd. Adelaide. Studios & offices. Union & Zebina Sts, Broken Hill, 2880. Phone 2241, 2242. PO Box 432. Telegrame Twobh.

Opened: June 30, 1934.

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

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

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

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

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

## 2BS Bathurst

Licensee: Bathurst Broadcasters Pty Ltd, 109 George St, Bathurst, 2795. Phone Bathurst 3322-3. Telegrams, Twobs Bathurst.

Opened: Jan. 1, 1937.

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

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

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

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

## 2CA Canberra

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

Opened: Nov. 14, 1931.

Transmitter Site: Belconnen. Power: 2kw.

## The Return to twenty-four

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

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

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

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

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



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

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

Executive: P. R. Carrodus (mngr).

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

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

## 2DU Dubbo

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

Opened: July 3, 1936.

Transmitter Site: Eulomogo. Power: 2kw. Frequency: 1250kcs. District Covered: Rural. Operating Hours: Mon-Fri. 5.30am-midnight; Sat. 5.30am-1am Sun.; Sun. 6am-11.15pm.

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

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

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

## 2GF Grafton

Licensee: Grafton Broadcasting Co Pty Ltd, Prince St, Grafton, 2460. Phone Grafton 946. Telegrams, Twogf. Network affiliation AWA.

Opened: Dec. 15, 1933.

Transmitter Site: Grafton. Power: 2kw. Frequency: 1210kcs. District Covered: Rural. Operating Hours: Mon-Sat., 5.30am-11.30pm; Sun., 6am-11pm.

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

Executive: J. R. Stewart (mngr).

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

## 2GN Goulburn

Licensee: Goulburn Broadcasting Co Pty Ltd, McKell Place, Goulburn, 2580. Phone 21-3377. Telegrams, Twogn. Network affiliation AWA.

Opened: Dec. 17, 1931.

Transmitter Site: West Goulburn. Power: 2kw. Frequency: 1380kcs. District Covered:

Pastoral, rural. Operating Hours: Mon-Sat, 6am-11pm; Sun, 7am-11pm.

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

Executives: D. H. O'Reilly (mngr), J. C. Logan (sales mngr), M. Sobels (chief eng.).

Interstate, O'seas Representation: See 2CH.

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

## 2GZ Orange

Licensee: Country Broadcasting Services Ltd. Phone Orange 5474, P.O. Box 465. Orange, 2800. Sydney office, 187-191 Macquarie St (221-1022). Telegrams, Twogz Sydney. Associated with 2NZ.

Opened: Oct. 31, 1935.

Transmitter Site: Amaroo. Power: 2kw.

Frequency: 990kcs. District Covered: Industrial, rural. Operating Hours: Mon-Fri, 6am-11.30pm; Sat., 6am-12mid.; Sun., 7am-11pm.

Directors: Sir Robert C. Wilson, H. L. Milling, S. S. Ick-Hewins, C. H. Neville, T. G. Carter, A. Ridley.

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

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

## 2HD Newcastle

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

Opened: Jan. 27, 1924.

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

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

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

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

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



**2KA Katoomba**

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

**Opened:** Sept. 7, 1935.

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

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

**Network affiliation:** Macquarie Co-op.

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

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

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

**Opened:** September 20, 1937.

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

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

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

**Network Affiliation:** Macquarie Co-operating.

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

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

**2KM Kempsey**

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

**2KO Newcastle**

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

**Opened:** Aug. 1, 1931.

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

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

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

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

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

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

## 2LF Young

Licensee: Young Broadcasters Pty Ltd.

# 2LT

Gateway to  
the Golden West

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

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

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

*Top Programmes and outstanding air Salesmen day and night.*

MEMBER STATION OF  
THE MACQUARIE NETWORK

24 Lovell St, Young, 2594. Cowra studio, Kendal St, Cowra. Phone Young 27 & 356; Cowra 999. Telegrams Twolf.

Opened: Feb. 16, 1938.

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

**Directors:** R. A. G. Henderson (chrmm), S. R. I. Clark, Dr L. M. Jones, E. J. Taylor, G. S. Jennings.

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

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

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

## 2LM Lismore

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

Opened: Sept. 21, 1936.

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

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

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

**Interstate Representation:** Country Broadcasting Services, 187-191 Macquarie-st, Sydney (221-1022); Hugh Anderson, 130 Exhibition st, Melbourne (63-3674); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002); K. Coles, 95 Currie-st, Adelaide (51-4926).

**Rates resume (base rate):** Day: 15secs \$2.10, 25secs, \$2.90; 45secs \$3.70, 60secs \$4.30, 5mins \$7.50, 15mins \$14.90, 30mins \$25.60. Night rates 50pc of day rates.

## 2LT Lithgow

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

Opened: June 30, 1939.

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

**Directors:** E. J. Taylor, S. R. I. Clark.

**Executive:** Frank Harper (mngr).

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

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

**2MG Mudgee**

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

**Opened:** July 2, 1938.

**Transmitter Site:** Mudgee. **Power:** 2kw, directional aerial. **Frequency:** 1450kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon.-Sat., 6am-10.30pm; Sun., 7am-10.30pm.

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

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

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

**2MO Gunnedah**

**Licensee:** 2MO Gunnedah Pty Ltd, 3 Rodney St, Gunnedah, 2380. Phone Gunnedah 236, 276. PO Box 62. Member, New England Network.

**Opened:** June 16, 1930.

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

**Directors:** R. Heath (chairman), W. Baxter, W. McDonagh, L. Higginbotham.

**Executives:** L. Worms (mngnr), O. Bartle (engineer).

**Interstate Representation:** See 2TM.

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

**2MW Murwillumbah**

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

**Opened:** Sept. 2, 1937.

**Transmitter Site:** Tumbulgum. **Power:**

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

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

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

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

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

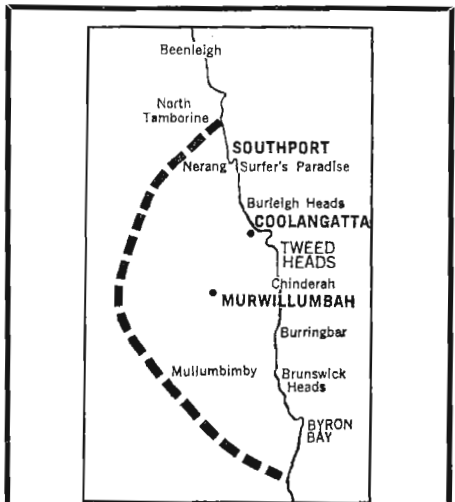
**2NM Muswellbrook**

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

**Opened:** Jan. 1, 1954.

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

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



Here's why 2MW is called the TWO-STATE STATION  
Ask your MACQUARIE MAN about

**2MW**



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

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

**Network Affiliation, Interstate Representation:** See Macquarie.

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

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

## 2NX Bolwarra

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

**Opened:** Jan. 1, 1954.

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

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

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

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

**Network Affiliation, Melbourne Representation:** See Macquarie.

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

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

## 2NZ Inverell

**Licensee:** Northern Broadcasters Pty Limited. Phone Inverell 1102. Telegrams Twonz. 187-191 Macquarie St, Sydney, 2000 (221-1022). Associated with 2GZ.

**Opened:** Jan. 25, 1937.

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

**Directors:** Sir Robert C. Wilson, H. L. Milling, S. S. Ick-Hewins, A. Ridley, T. G. Carter, C. H. Neville.

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

**Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams & Assoc., Brisbane (2-6660).

## 2PK Parkes

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

**Opened:** Oct. 5, 1937.

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

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

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

# 2PK

"The Voice of the Golden West"

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

Member Station of the Macquarie  
Network



(social editress).

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

## 2QN Deniliquin

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

**Opened:** Nov. 2, 1935.

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

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

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

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

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

## 2RE Taree

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

**Opened:** Feb. 21, 1953.

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

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

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

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

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

## 2RG Griffith

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

**Opened:** Sept. 14, 1936.

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

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

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

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

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

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

## 2TM Tamworth

**Licensee:** Tamworth Radio Development Co. Pty Ltd, Radio Centre, Calala, Tamworth, 2340. PO Box 497 Tamworth. Phone 5-9274. Telegrams Twotm. Member, New England Network, Macquarie Co-op.

**Opened:** Feb. 27, 1935.

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

**Directors:** L. D. Higginbotham (mng dir), T. Whitcombe, H. Joseph, W. H. Higginbotham (secty), P. M. Smith.

**Station supervisor:** T. Williams.

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

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



# 225,000

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



*Radio*  
**2WL**

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

## 2VM Moree

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

**Opened:** Jan. 12, 1957.

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

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

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

**Network Affiliation:** Macquarie co-op.

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

**Rates resume (base rate):** 10secs 80c, 25secs \$1.80, 30secs \$2, 60secs \$2.70, 5mins \$4, 15mins \$7, 30mins \$13, 60mins \$24.

## 2WG Wagga

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

**Opened:** June 29, 1932.

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

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

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

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

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

## 2WL Wollongong

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

**Opened:** July 18, 1931.

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

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

**Network Affiliation, Interstate Representation:** See 2GB.

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

## 2XL Cooma

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

**Opened:** Aug. 30, 1937.

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

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

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

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

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

This is what they want!



This is where  
they get it

**RADIO** *3xy*

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

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

# Radio stations

- *Victoria (Melbourne)*



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

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

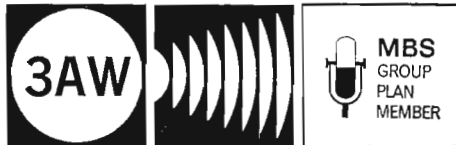
For one thing, we don't play barbed wire music. We play the smooth and satisfying sounds of the world's finest music makers.

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

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

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

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



## Adult radio in Melbourne.



**3AK**

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

**Opened:** Nov. 29, 1931.

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

**Directors:** Sir Frank Packer, R. C. Packer, N. A. Dick.

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

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

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

**3AW**

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

**Opened:** Feb. 22, 1932.

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

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

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

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

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

**3DB**

**Licensee:** The Herald & Weekly Times Ltd, 61 Flinders Lane, Melbourne, 3000. Phone 63-5451. Telegrams Threedb. In part relay to 3LK.

**Opened:** Feb. 21, 1927.

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

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

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

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

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

**3AK's MODERN MUSIC**

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

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

AK. 5

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

**YOU  
INVOLVE THEM!**

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

You get him acquainted with your personalities — personally.

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

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

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

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

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

**MELBOURNE: 64 Elizabeth Street. 63 6311.**

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

**3KZ**

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

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

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

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

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

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

**3KZ**

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

**Opened:** Dec. 8, 1930.

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

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

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

**3UZ**

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

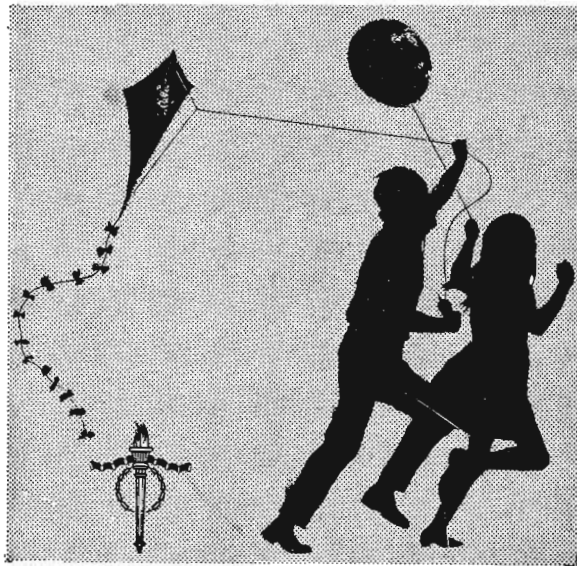
**Opened:** Mar. 8, 1925.

**Transmitter Site:** Heidelberg. **Power:** 5kw. **Frequency:** 930kcs. **Operating Hours:** 24hrs service.

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

**Executives:** Lewis Bennett (gen. mgr), G. Andrew (sales mgr), V. Virgona (chief eng.), J. McMahon (prog. dir).

**Interstate Representation:** Parker Associated



REMEMBER  
**LEGACY**  
 ALL THE YEAR ROUND

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

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

**3XY**

Licensee: Efftee Broadcasters Pty Ltd, 222 Faraday St, Carlton, 3053. Phone 34-5191. Telegrams Threexy.

Opened: Sept. 8, 1935.

Transmitter Site: East Heidelberg. Power:

5kw. Frequency: 1420kcs. Operating Hours: 24 hour service.

Directors: V. G. H. Harrison, Dale Turnbull, J. Neylan.

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

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

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

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



# Radio stations

- *Victoria (Country)*





**3BA Ballarat**

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

**Opened:** July 31, 1930.

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

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

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

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

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

**3BO Bendigo**

**Licensee:** Amalgamated Wireless (Australia) Ltd, Beehive Chambers, Pall Mall, Bendigo, 3550. Phone Bendigo 3-0661. Telegrams Threebo. An AWA station.

**Opened:** June 4, 1931.

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

**Director:** Sir Lionel Hooke.

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

**Interstate, O'seas Representation:** See 2CH.

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

**3CS Colac**

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

**Opened:** Oct. 7, 1939.

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

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

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

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

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

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

**3CV Maryborough**

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

**Opened:** March 31, 1938.

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

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

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

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

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

**3GL Geelong**

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

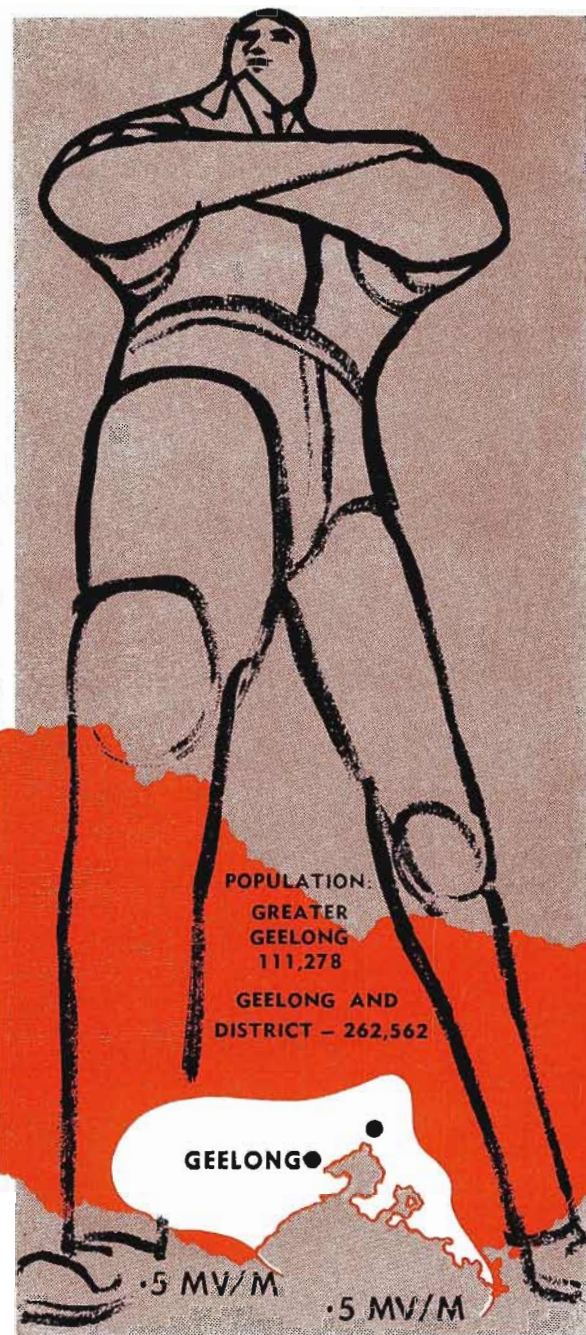
**Opened:** Dec. 3, 1930.

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

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

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

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



# SELL BIG WITH 3GL GEELONG

and get  
AUSTRALIA'S  
LOWEST  
COST  
PER  
IMPACT!

*The GL Giant fits  
into any Marketing  
Plan!*

MELBOURNE:  
SYDNEY:  
ADELAIDE:

HUGH ANDERSON  
BOB HIGHFIELD  
KEITH COLES

63 3674  
29 2737  
51 4926

Studios and Offices: 4 JAMES STREET, GEELONG. P.O. Box 176. Tel. 94131

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

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

### 3HA Hamilton

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

**Opened:** October 24, 1931.

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

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

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

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

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

### 3LK Lubeck

**Licensee:** The Herald & Weekly Times Ltd, 61 Flinders Lane, Melbourne, 3000. Phone 63-5451. Telegrams Threedb. In part relay with 3DB.

**Opened:** Dec. 24, 1936.

**Transmitter Site:** Lubeck. **Power:** 2kw. **Frequency:** 1090kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon-Sat. 5.30am-1am; Sun. 7am-1am (Mon.).

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

### 3MA Mildura

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

Phone Mildura 30-231. Telex AA50673.

**Opened:** May 25, 1933.

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

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

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

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

### 3NE Wangaratta

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

**Opened:** Mar. 27, 1954.

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

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

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

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

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

### 3SH Swan Hill

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

**Opened:** August 27, 1931.

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

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



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

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

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

### 3SR Shepparton

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

**Opened:** Jan. 5, 1931.

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

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

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

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

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

### 3TR Sale

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

**Opened:** Sept. 29, 1930.

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

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

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

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

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

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

### 3UL Warragul

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

**Opened:** May 18, 1937.

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

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

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

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

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

### 3YB Warrnambool

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

**Opened:** Jan. 18, 1936.

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

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

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

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

**Rates resume (base rate):** Open-7pm: 15secs, \$3.25secs, \$5, 45secs, \$7, 15mins, \$15, 30mins, \$25. 7pm-close: 15secs, \$1, 25secs \$3, 45secs, \$5, 15mins, \$12, 30mins, \$20.

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



# Radio stations

- *Queensland (Brisbane)*



**4BC**

**Licensee:** Commonwealth Broadcasting Corp (Qld) Ltd, CBC Hse, cnr Wharf & Adelaide Sts, Brisbane, 4000. Phone 31-1311. Telegrams Fourbc. Relays to 4SB.

**Opened:** Aug. 16, 1930.

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

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

**Executives:** L. C. Hynes (gen. mngr), M. E. Baker (mngr), K. A. Archer (asst mngr and chief sales mngr, C'wealth B'cstg Net.), N. J. Bishop (C'wealth B'csting Net. chief eng.), T. C. McGregor (program mngr), W. R. Stevens (representation div. mngr), J. M. Harris (sales mngr), T. Vievers (asst sales mngr), J. E. Batterby (acct).

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

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

**4BH**

**Licensee:** Broadcasters (Aust) Pty Ltd. 43 Adelaide St, Brisbane, 4000. GPO Box 906M, 4001. Phone 2-2002. Telegrams, Fourbh.

**Opened:** Jan. 2, 1932.

**Transmitter Site:** Landers Pocket. **Power:** 2kw. **Frequency:** 1390kcs. **District Covered:** Industrial and small farming. **Operating Hours:** 24-hour service.

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

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

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

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

**4BK**

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

**Opened:** Sept. 29, 1930.

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

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

**Network Affiliation:** Major. **Representation:** B. Klemm, 93 Queen-st, Brisbane (31-1381). **Interstate:** Interstate Radio Sales, 76 Clarence St. Sydney (29-7241). Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Keith Coles, 95 Currie-st, Adelaide (51-4926). **O'seas Representation:** London, L. F. Lyons, Ludgate Hse, 107-110 Fleet-st, E.C.4.

**Rates resume (base rate):** Day and night; 25secs \$7.75, 45secs \$10, 15mins \$22, 30mins 39.50.

**4KQ**

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

**Opened:** May 7, 1947.

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

**Director:** B. R. Milliner.

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

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Clarke (studio mngr).

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

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

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

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



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# Radio stations

- *Queensland (Country)*





**4AK Darling Downs**

**Licensee:** Brisbane Broadcasting Pty, 93 Queen St, Brisbane, 4000. Phone 31-1381. Telegrams Fourbk. In relay with 4BK.

**Opened:** Aug. 31, 1935.

**Transmitter Site:** Oakey. **Power:** 2kw. **Frequency:** 1220kcs. **District Covered:** Urban, rural, pastoral, industrial. **Operating Hours:** 24-hour service. Solo 8am-9am, 12.40pm-5pm Mon.-Fri.

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

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

**Rates resume (base rate):** 8am-9am Mon.-Fri.; 25secs \$3.20; 12.40pm-5pm Mon.-Fri.; 25secs \$1.80, 45secs \$2.50, 15mins \$10, 30mins \$16.

**4AM Atherton**

**Licensee:** Far Northern Radio Tablelands Pty Ltd, PO Box 70, Yungaburra, Atherton Tablelands, 4870. Phone Yungaburra 98 & 99.

**Opened:** September 15, 1967.

**Transmitter Site:** Yungaburra. **Power:** 2kw. **Frequency:** 560kcs. **District Covered:** Rural. **Directors:** S. Williams, W. Moloney, R. Newell, F. Beaver, D. Franzman.

**Executives:** F. Bellett (mngr).

**Network Affiliation:** Macquarie. **P'state Repr.:** 4BH Brisbane (22-002); Macquarie Broadcasting Services, Sydney (2-0360), and Melbourne (329-6666).

**Rates resume (base rate):** Open-9am: 10secs \$1.50, 15secs \$1.80, 20secs \$2, 25secs \$2.50, 30secs \$3, 45secs \$3.50, 60secs \$4, 5mins \$6. 9am-7pm: 10secs \$1.20, 15secs \$1.50, 20secs \$1.80, 25secs \$2, 30secs \$2.50, 45secs \$3, 60secs \$3.50, 5mins \$5, 10mins \$6, 15mins \$8, 30mins \$15, 60mins \$28. 7pm-close: 10secs \$1, 15secs \$1.20, 20secs \$1.50, 25secs \$1.80, 30secs \$2, 45secs \$2.50, 60secs \$3, 5mins \$4, 10mins \$5, 15mins \$6, 30mins \$12, 60mins \$23.

**4AY Ayr**

**Licensee:** Ayr Broadcasters Pty Ltd, 222 Flinders St, Townsville, 4810. PO Box 1080. Phone 4191-2. Queen St, Ayr. PO Box 587. Phone 219. Telegrams Fouray.

**Opened:** Oct. 1, 1934.

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

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

**Executives:** G. T. Schmid (gen. mngr), P.

Smith (Ayr studio mngr), J. Oost (chief eng.).

**P'state Repr.:** E. L. Jeffrey, 3rd floor, Miller House, 357 Little Collins-st, Melbourne, (67-5541, 67-5542). R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (29-2737); W. R. Stevens, C/o 4BC, cnr Wharf & Adelaide-sts, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).

**Rates resume (base rate):** AAA (5.30am-9am Mon.-Fri., 5.30am-6pm Sat., 6am-6pm Sun.), AA (9am-2pm Mon.-Fri., 5pm-7pm Mon.-Fri.), A (2pm-5pm Mon.-Fri., 7pm-11.30pm Mon.-Fri., 6pm-11.30pm Sat.-Sun.). 30secs \$3.50 (AAA), \$3.20 (AA), \$2 (A); 60secs \$5.20 (AAA), \$4.60 (AA), \$2.80 (A); 15mins \$14 (AAA), \$12 (AA), \$8.50 (A); 60mins \$38 (AAA), \$34 (AA), \$21 (A).

**4BU Bundaberg**

**Licensee:** Bundaberg Broadcasters Pty Ltd, 55 Woongarra St, Bundaberg, 4670. Phone 2478. Telegrams Fourbu.

**Opened:** Dec. 16, 1935.

**Transmitter Site:** Kalkie, via Bundaberg. **Power:** 2kw. **Frequency:** 1330kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** 6am-10.30pm daily.

**Directors:** H. C. Lavery (chrmn), N. G. McCormack, J. A. Christensen.

**Executives:** N. G. McCormack (mngr), H. Clayton (chief eng.).

**Network affiliation and interstate repr.:** See Macquarie-2GB.

**Rates resume:** 50wds, \$3 (b'fast), \$1.90 (day & even.), Mon.-Fri. \$3 open to 5.30pm Sat. & Sun. \$1.90, 5.30pm to close; 100wds, \$4.20 (b'fast), \$3 (day & evening), Mon.-Fri., \$4.20 open to 5.30pm Sat. & Sun., \$3, 5.30pm to close; 5mins (day), \$6; 15mins (day), \$10; 30 mins (day), \$17.

**4CA Cairns**

**Licensee:** Amalgamated Wireless (A'asia) Ltd, Shields St, Cairns, 4870. Phone Cairns 3168. Telegrams Fourca. Network affiliation, AWA.

**Opened:** May 2, 1936.

**Transmitter Site:** White Rock. **Power:** 1.2kw. **Frequency:** 1010kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6am-11pm. Sat. 6am-12mid., Sun. 7am-11pm.

**Director:** Sir Lionel A. Hooke.

**Executives:** J. B. Powell (mngr), K. Smith (sales mngr), Ian Fraser (tech. in charge), R. H. Owen (studio mngr).

**Interstate, O'seas Representation:** See 2CH.

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

**4GG Gold Coast**

**Licensee:** Gold Coast Radio Broadcasting Co. Pty Ltd, Box 174, PO Southport, 4215. Studios, Radio Centre, Bundall Rd, Surfers Paradise. Phone Gold Coast 9-5555. Telegrams Fourgoldcoast, Southport.

**Opened:** September 30, 1967.

**Transmitter Site:** Crombie St, Southport. **Power:** 2kw. **Frequency:** 1200kcs. **District Covered:** Commercial, holiday resort, primary. **Operating Hours:** 5.30am-2am daily.

**Directors:** V. F. Thurecht (chmn), J. R. McIlwain, W. Price, E. G. Rackley, J. H. Rootes.

**Executives:** R. J. Taylor (gen mngr), A. Gibson (sales mngr), J. Thomason (chief eng.), B. Ferber (studio mngr), F. Warrick (prog. mngr).

**Interstate Representation:** Parker Associated Representations, 131 Clarence St, Sydney (29-6021); Representation Services Aust. Pty Ltd, 541 St Kilda Rd, Melbourne.

**Rates resume (base rate):** Open-close: 10 secs \$2, 15secs \$3, 20secs \$3.50, 25secs \$4, 30secs \$5, 45secs \$6, 60secs \$7, 5mins \$10, 10mins \$12.50, 15mins \$15, 30mins \$25, 60mins \$45.

**4GR Toowoomba**

**Licensee:** Gold Radio Service Pty Ltd, 453 Ruthven St, Toowoomba, 4350, PO Box 111. Phone 2-3333. Affiliated Queensland Network.

**Opened:** Aug. 16, 1925.

**Transmitter Site:** Drayton. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** 5am-mid. daily.

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

**Executives:** L. C. Hynes (gen. mngr), R. J. Stevenson (mngr), R. H. Hildred (chief eng.), R. A. Wilson (acctt).

**Interstate Representation:** R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, Box 1914R, Melbourne (67-5541-2), W. R. Stevens, c/- 4BC, Box 95B, Brisbane (31-1311); 5KA Broadcasting Co. Ltd, GPO Box 562E, Adelaide (51-5511).

**Rates resume:** 5am-9am Mon.-Fri., 5am-7pm Sat.-Sun.: 15secs \$2.60, 25secs \$3.70, 45secs \$5.60, 15mins \$17. 9am-2pm Mon.-Fri., 4pm-7pm Mon.-Fri.: 15secs \$2.30, 25secs \$3.20, 45secs \$4.80, 15mins \$15. 2pm-4pm Mon.-Fri., 7pm-close Mon.-Sun.: 15secs \$1.50, 25secs \$2, 45secs \$3.20, 15mins \$8.

**4GY Gympie**

**Licensee:** Gympie Broadcasting Co Ltd, 98 Mary St, Gympie, 4570. Phone 2-1544. **Opened:** Nov. 3, 1941.

**Transmitter Site:** Monkland. **Power:** 2kw. **Frequency:** 1350kcs. **District Covered:** Rural (dairying, fruitgrowing, timber, sugar). **Operating Hours:** Mon.-Sat. 5.30am-10.30pm; Sun. 8am-10pm.

**Managing Director:** S. L. Fittell.

**Executive:** A. H. Buzacott (mngr).

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

**Rates resume (base rate):** Open-9am: 10secs \$1.50, 25secs \$2.50, 30secs \$3, 60secs \$4. 9am-7pm: 10secs \$1.20, 25secs \$2, 30secs \$2.50, 60secs \$3.50, 5mins \$5, 15mins \$8, 30mins \$15, 60mins \$28. 7pm-close: 10secs \$1, 25secs \$1.80, 30secs \$2, 60secs \$3, 5mins \$4, 15mins \$6, 30mins \$12, 60mins \$23.

**4IP Ipswich**

**Licensee:** South Queensland Broadcasting Corporation Pty Ltd, Limestone St, Ipswich, 4305. Phone 81-2677. Telegrams Fourip. Telex Fourip 40228. Associated with 4LG and 4LM.

**Opened:** Sept. 2, 1935.

**Transmitter Site:** Bundamba. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Metropolitan, industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 5am-11pm, Sat. 5am-11.30 pm, Sun. 6am-11pm.

**Directors:** W. S. Allen, Jnr (chairman), F. T. Moore, G. S. Stephenson, C. W. N. Aylward.

**Executives:** F. T. Moore (mng dir), Allen Brandt (exec. director), Norman Llewelyn (gen. mngr).

**State Repr.:** Peter Halse, 125 Bathurst-st, Sydney (61-6833); Ray Brown, 1st Floor, 100 Drummond-st, Carlton, Vic. (34-1103).

**Rates resume (base rate):** 50wds \$3, 100 wds \$4, 15mins \$12, 30mins \$21.

**4KZ Innisfail**

**Licensee:** Coastal Broadcasters Pty Ltd, 38 Rankin St, Innisfail, 4860. Phone 61-2277. Telegrams Fourkz.

**Opened:** Sept. 30, 1967

**Transmitter Site:** Lower Cowley. **Power:** 2kw. **Frequency:** 530kcs directional. **District Covered:** Urban, rural. **Operating Hours:** 5.30am-10pm Mon.-Sat., 8am-10pm Sun.

**Directors:** E. H. Webb (chrmn), E. W. Stubbin, W. M. Mullins, J. F. Gleeson, G. T. Schmid.

**Executives:** G. T. Schmid (mng dir), D. Beard (station mngr).

**State Repr.:** W. R. Stevens, 4BC, Wharf St, Brisbane (31-1311); R. W. Highfield, 65 York St, Sydney (29-2737); E. L. Jeffrey, 357 Little Collins St, Melbourne (67-5541); 5KA Adelaide (51-5511).

Rates resume (base rate): 25secs, b'fst & Sat. & Sun. to 6pm, \$2.20; women's & early even. Mon.-Fri. \$2.00; afternoon & night, \$1.60.

### 4LG Longreach

**Licensee:** Central Queensland Broadcasting Corp Pty Ltd, Merino Arcade, Eagle-st, PO Box 20, Longreach, 4730. Phone 224, 618. Telegrams Fourlg. Key station Central Qld B'casting Network (4LM, 4IP).

**Opened:** May 5, 1936.

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

**Directors:** W. Allen, Jr. (chairman), F. T. Moore (manag. dir.), E. B. Connor, W. G. Allen.

**Executives:** A. Brandt (exec. dir), C. J. Lowney (mngr), F. E. Aitchison (studio mngr).

**Network Affiliation:** Macquarie co-op.

**Interstate Representation:** Peter Halse, 125 Bathurst-st, Sydney (61-6833); Ray Brown, 1st Floor, 100 Drummond-st, Carlton, Vic. PO Box 58, Carlton Sth, Vic. (34-1103), Melbourne and Adelaide; Don Baker, Perry Hse, Albert-st, Brisbane (2-9024).

**Rates resume (base rates):** 50wds \$1.50 (day), \$2 (night), 100wds \$2.10 (day), \$2.80 (night), 15mins \$7.60 (day), \$10.15 (night), 30mins \$12 (day), \$16 (night), 60mins \$21.50 (day), \$28.65 (night).

### 4LM Mt Isa

**Licensee:** North Queensland Broadcasting Corporation Pty Ltd, Regent Hse, West-st, Mount Isa, 4825. Telegrams Fourlm Mount Isa. PO Box 780. Phone 492, 316, 1103. Auto 33-444. Associated with 4LG and 4IP.

**Opened:** May 5, 1961.

**Transmitter Site:** Breakaway Creek. **Power:** 2kw. **Frequency:** 1370kcs. **District Covered:** Industrial, Rural.

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

**Executives:** A. Brandt (exec. dir), Garth Atthow (mngr & resident dir), Ian Pashen (studio mngr).

**Pstate Repr.:** Peter Halse, 125 Bathurst-st, Sydney (61-6833); Ray Brown, 100 Drummond St, Carlton, Victoria (34-1103), Melbourne & Adelaide; Don Baker, Perry Hse, Albert St, Brisbane, GPO Box 1150P (2-9024).

**Rates resume (base rate):** 25secs \$1.80 (day), \$2.40 (night); 45secs \$2.50 (day), \$3.35 (night); 15mins \$9.25 (day), \$12.30 (night); 30mins \$14.50 (day), \$19.35 (night).

### 4MB Maryborough

**Licensee:** Maryborough Broadcasting Co Pty Ltd, 361 Kent-st, Maryborough, 4650. Phone 2209. Telegrams Fourmb. Associated with Queensland Network.

**Opened:** Aug. 16, 1932.

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

**Executives:** G. W. Robertson (mngr), R. J. Beatson (chief engineer).

**Interstate Representation:** W. R. Stevens, c/o 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 357 Little Collins-st, Melbourne (67-5541); 5KA Broadcasting Co. Ltd, 43 Franklin-st, Adelaide (51-5511).

**Rates resume (base rate):** AAA (5.30am-9am Mon.-Fri., 5.30am-7pm Sat.-Sun.): 25secs \$2.60; AA (9am-1pm Mon.-Fri., 4pm-7pm Mon.-Fri.): 25secs \$2.20; A (1pm-4pm Mon.-Fri., 7pm-close Mon.-Sun.): 25secs \$2.

### 4MK Mackay

**Licensee:** Mackay Broadcasting Service Pty Ltd, 38 Gordon St, Mackay, 4740. Phone 2434. Telegrams Fourmk. Unit of the Victorian Broadcasting Network Ltd.

**Opened:** Jan. 12, 1931.

**Transmitter Site:** Mt. Bassett. Nth Mackay. **Power:** 2kw. **Frequency:** 1380kcs. **District Covered:** Sugar, rural. **Operating Hours:** Mon.-Sat. 5am-mid.; Sun. 6am-mid.

**Executive:** Norman B. Jackson (mngr).

**Interstate Representation:** Sydney, Dargaville Associates Pty Ltd, King York Hse, 32 York-st, Sydney (29-7571); Melbourne, Gilder McGregor & Associates, Suite 8, 501 St. Kilda-rd (26-6671); Brisbane, W. R. Stevens, c/o 4BC, Wharf St, Brisbane (31-1311); Adelaide, Keith Coles, 95 Currie St (51-4926); Perth, Nicholson's Broadcasting Service, 340 Hay St (23-3044).

**Rates resume (base rate):** Open-close: 25 secs \$3.65, 30secs \$4.15, 45secs \$5.30, 60secs \$6.40, 5mins \$9, 10mins \$16.50, 25mins \$25.25.

### 4NA Nambour

**Licensee:** Maroochy Broadcasting Co. Ltd, 161 Currie St, Nambour, 4560. Phone Nambour 1320-1099. Telegrams Fournra.

**Opened:** October 9, 1964.

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

**Directors:** J. P. Carolan (chrnm), J. Bentley, J. D. Grimes, V. E. McFadden, S. Welsh.





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**4IP**



COLOR RADIO



Sole air medium in rich and swinging Mt. Isa and North-West Queensland.

**4LM**



COLOR RADIO



Way of life for people in Central Queensland, with primary coverage of 45,000 people, including secondary coverage, 60,000.

**4LG**



COLOR RADIO

Get with the Color Radio Network and cover half of Queensland's total area.

## CENTRAL QUEENSLAND BROADCASTING NETWORK

**Sydney:** Peter Halse & Associates Pty. Limited, Phone 61 6833. **Melbourne and Adelaide:** Ray Brown Pty. Ltd., Phone Melbourne 34 1103. **Brisbane:** Central Queensland Broadcasting Network, Don Baker. Phone 2 9024, 2 7552, 2 7465.

CQ 3195

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## 4MK

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King York House,  
32 York Street,  
Sydney.  
Phone 29 7571

GILDER, MCGREGOR & ASSOCIATES,  
501 St. Kilda Road,  
Melbourne.  
Phone 26 6671

W. STEVENS,  
Commonwealth Broadcasting Corporation  
Box 95B  
Brisbane.  
Phone 31 1311

### Mackay Broadcasting Service Pty. Ltd.

38 GORDON STREET, MACKAY Phone 2434

Executives: P. M. Maher (mngr), J. McCormack (asst mngr), D. C. Price (chief eng.).

Network Affiliation: MBS Associate.

Estate Repr.: Macquarie Broadcasting Service.

Rates resume (base rate): Open-9am: 10secs \$1.50, 15secs \$1.80, 25secs \$2.50, 30secs \$3, 60secs \$4. 9am-7pm: 10secs \$1.20, 15secs \$1.50, 25secs \$2, 30secs \$2.50, 60secs \$3.50. 7pm-close: 10secs \$1, 15secs \$1.20, 25secs \$1.80, 30secs \$2, 60secs \$3.

## 4RO Rockhampton

Licensee: Rockhampton Broadcasting Co Pty Ltd, Rheuben Hse, East-st, Rockhampton, 4700. Phone 2-2541-2. Telegrams Fourro. Associated with Queensland Network.

Opened: July 2, 1932.

Transmitter Site: Pink Lily. Power: 2kw. Frequency: 1000kcs. District Covered: Primary, mineral, industrial. Operating Hours: Mon.-Sat. 5.30am-11pm; Sun. 6am-10.30pm.

Executives: E. J. Rheuben (mngr), I. W. Renton (sales mngr), E. C. Semfel (chief eng.).

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

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 3rd Floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541, 67-5542); 4BC, Adelaide & Wharf-sts, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): 5.30am-9am Mon.-Fri., 5.30am-7pm Sat.-Sun.: 10secs \$1.80, 15secs \$2.20, 25secs \$3, 45secs \$4.60, 15mins \$15. 9am-2pm & 4pm-7pm Mon.-Fri.: 10secs \$1.60, 15secs \$2, 25secs \$2.80, 45secs \$4.30 15mins \$13. 2pm-4pm Mon.-Fri., 7pm-close, Mon.-Sun.: 10secs \$1.50, 15secs \$1.80, 25secs \$2.30, 45secs \$3.40, 15mins \$11.

## 4SB Kingaroy

Licensee: South Burnett Broadcasting Co Ltd, Alford St, Kingaroy, 4610. Phone Kingaroy 202. Telegrams Foursb. Associated with 4BC, Queensland Network.

Opened: Mar. 11, 1938.

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

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

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

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 357 Little Collins-st, Melbourne (67-5541);



4BC, Wharf & Adelaide-sts, Brisbane (31-1311); 5KA, Box 562E, GPO, Adelaide.

**Rates resume (base rate):** Hours, 8am-11 am, 1.30pm-6pm Mon-Fri., 8am-noon Sat., 7am-1pm, 2pm-5pm Sun. Prior to 9.30am: 25secs \$1.80, 45secs \$2.40, 15mins \$8, 30mins \$15. 9.30am-6pm: 25secs \$1.50, 45secs \$2.20, 15mins \$7, 30mins \$13.

### 4T0 Townsville

**Licensee:** Amalgamated Wireless (A/sia) Ltd, Stanley St, Townsville, 4810. Phone Townsville 4165. Telegrams Fourto. Network affiliation, AWA.

**Opened:** Oct. 5, 1931.

**Transmitter Site:** Cluden. **Power:** 2kw.

**Frequency:** 780kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** Mon-Sat. 5.30am-11.30pm; Sun., 6.30am-11pm.

**Director:** Sir Lionel A. Hooke.

**Executives:** K. Duncan (mngnr), R. Hamilton (office supervisor), H. A. Clegg (sales mngnr), G. E. Ericksson (tech-in-charge).

**Interstate Representatives:** See 2CH.

**Rates resume:** 25secs \$3, 45secs \$4, 60secs \$4.50, 15mins \$14, 30mins \$24.

### 4VL Charleville

**Licensee:** The Charleville Broadcasting Co Ltd, PO Box 84, Charleville, 4470. Phones 221, 444. Telegrams Fourvl.

**Opened:** Feb. 12, 1936.

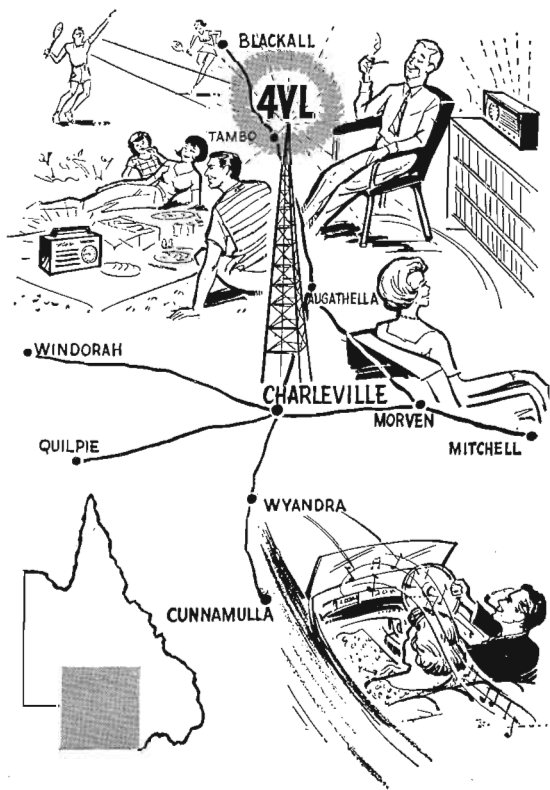
**Transmitter Site:** Charleville. **Power:** 2kw (day), 1kw (night). **Frequency:** 920kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Fri. 6am-10.30pm; Sat. 6am-10.30pm; Sun. 7.30am-10pm.

**Directors:** C. E. Watt (gov. dir), W. D. Eversen (mngnr dir), R. B. Lynch, L. W. R. Haseler, O. S. Keefer, V. N. Calcino, P. K. Paynter.

**Executives:** W. D. Eversen (mngnr), A. E. Copeland (asst mngnr).

**Interstate Representation:** W. R. Stevens 4BC, Brisbane (31-1311); R. W. Highfield, 65 York St, Sydney (29-2737); E. L. Jeffrey, 3rd Floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541); Macquarie Broadcasting Service, 201-205 Tynte-st, Adelaide (6-8461).

**Rates resume (base rate):** 10secs 80c (day), \$1.20 (night), 20secs \$1.20 (day), \$1.60 (night), 30secs \$1.60 (day), \$2 (night), 60secs \$2.40 (day), \$3 (night), 5mins \$4.20 (day), \$6 (night), 15mins \$6 (day), \$9 (night), 30mins \$10 (day), \$15 (night), 60mins \$18 (day), \$27 (night).



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to TELL and SELL throughout  
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Bill Stevens (4BC — Phone 31-1311)

**SYDNEY:**

Bob Highfield (Phone 29-2737)

**MELBOURNE:**

"Jeff" Jeffrey (Phone 67-5541)

**4WK Warwick**

**Licensee:** Warwick Broadcasting Co Pty Ltd, 4WK Bldgs, Palmerin St, Warwick, 4370. Phone Warwick 61-1000. Telegrams Fourwk. Network affiliation, AWA.

**Opened:** May 6, 1935.

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

**Chairman of Directors:** Sir Lionel Hooke.

**Directors:** R. K. Harris. N. C. Schwartzkoff.

**Executives:** W. O. Kinane (mngtr), R. Furlong (sales mngtr).

**Interstate, O'seas Representation:** See 2CH.

**Rates resume (base rate):** 25secs \$2.40, 45secs \$3.20, 60secs \$3.60, 15mins \$11, 30mins \$19.

**Opened:** July 23, 1937.

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

**Directors:** A. Dean (chairman), A. Shiliday, R. V. Johnson, A. T. Berry, R. Stevenson, C. R. Taylor.

**Executives:** C. R. Taylor (mngtr), P. Evans (advtg. mngtr).

**Network Affiliations:** Associated with 4BC, 4GR, 4RO, 4MB, 4SB. **Interstate Representation:** W. R. Stevens, 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 357 Little Collins-st, Melbourne (67-5541); MBS, Adelaide.

**Rates resume (base rate):** Open-close, 50 wds \$1.80, 100wds \$2.40, 15mins \$9, 30mins \$15.

**4ZR Roma**

**Licensee:** Maranoa Broadcasting Co Ltd, McDowall St, Roma, 4455. PO Box 22. Phone 80-585. Telegrams Fourzr.

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



# Radio stations

- *South Australia and*
- *Northern Territory*



## SOUTH AUSTRALIA

## 5AD Adelaide

**Licensee:** Advertiser Newspapers Ltd, Box 392, GPO, Adelaide, 5001. Phone 51-7666. Telegrams Fivoad. Telex 82000. Relays to 5PI-MU-SE.

**Opened:** Aug. 2, 1930.

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

**Directors:** Sir Kenneth Wills (chrnm), J. Bonython (vice-chrnm), D. G. McFarling (mng dir), Sir Arthur Rymill, J. N. McEwin, J. C. A. Waters, B. R. Macklin, B. A. Williams, A. R. Carter.

**Executives:** L. J. Sutton (mngr), R. Moore (asst mngr), J. L. Schaumlöffel (chief engineer).

**Network Affiliation:** Major.

**Pstate Repr.:** Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Interstate Radio Sales, 76 Clarence St, Sydney (29-7241); Bede Williams, 160 Edward St, Brisbane (2-6660).

**O'seas Repr.:** L. F. Lyons, Ludgate House, 110 Fleet St, London, EC4; Joshua B. Powers Inc., 345 Madison Ave, New York 17, NY.

## 5DN Adelaide

**Licensee:** Hume Broadcasters Pty Limited, 201-205 Tynte St, North Adelaide, 5006. Phone 6-8461. Telegrams Firstation. Telex 82176.

**Opened:** June, 1924.

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

**Directors:** T. W. Bearup (chairman), R. A. G. Henderson, S. R. I. Clark, K. R. Murdoch, K. S. May.

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

**Network Affiliation:** Macquarie. **Interstate**

**O'seas Representation:** See Macquarie.  
**Rates resume:** 50wds \$7 (bfst, even., week-ends), \$6 (9am-2pm, Mon.-Fri.), \$5.50 (2pm-5pm, Mon.-Fri.); 100wds \$10 (bfst, even., weekends), \$8 (9am-2pm, Mon.-Fri.), \$7.50 (2pm-5pm, Mon.-Fri.); 15mins \$18 (week days), \$24 (weekends); 30mins \$32 (week days), \$40 (weekends).

## 5KA Adelaide

**Licensee:** 5KA Broadcasters Pty Ltd, 43 Franklin St, Adelaide, 5000. Phone 51-5511. Telegrams Fiveka. Relays to 5AU-RM.

**Opened:** Mar. 25, 1927.

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

**Directors:** Rev. A. E. Vogt, OBE (chair-

man), Rev. K. D. Seaman, S. B. Denton, C. K. S. Nced, J. F. Walsh, CBE.

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

**Interstate Representation:** Peter Halse, 125 Bathurst-st, Sydney (61-6833); E. L. Jeffrey, 3rd Floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541-2); C'wealth B'casting Corp., CBC Hse, Wharf St, Brisbane (31-1311).

**Rates resume (base rate):** 5.30am-9am, 5pm-7pm Mon.-Fri., 5.30am-7pm Sat.: 50wds \$8, 100wds \$12, 15mins \$27, 30mins \$45; 9am-2pm Mon.-Fri.: 50wds \$7, 100wds \$10, 15mins \$22, 30mins \$36; 2pm-5pm Mon.-Fri., 7pm-10pm Mon.-Sat.: 50wds \$3.50, 100wds \$5, 15mins \$13, 30mins \$20; 10pm-12mid. Mon.-Sat.: 50wds \$1.75, 100wds \$2.50, 15mins \$6.50, 30mins \$10. Mid.-5.30am on application.

## 5AU Port Augusta

**Licensee:** 5AU Broadcasters Pty Limited, Port Augusta, SA. Phone Pt Augusta 2941. Branch Studios, Port Augusta (2941), Whyalla (5-7256). (All enquiries to 5KA.)

**Opened:** May 25, 1938.

**Transmitter Site:** Nectar Brook. **Power:** 2kw. **Frequency:** 1450kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Sun.-Fri. 5.30am-11.30pm; Sat. 5.30am-12 mid. In relay with 5KA.

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

**Executives:** K. Ross Parham (gen. mngr), N. Bradley (mngr), R. J. Moore (asst mngr).

**Interstate Representation:** See 5KA.

## 5MU Murray Bridge

**Licensee:** Murray Bridge Broadcasting Co Ltd, C/- 5AD, Box 392, GPO, Adelaide, 5001. Phone 51-7666. Telegrams Fivoad.

**Opened:** Sept. 16, 1934.

**Transmitter Site:** Murray Bridge. **Power:** 2kw day, 1kw night. **Frequency:** 1460kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.10pm, Sat. 5.30 am-midnight; Sun. 7.45am-11.05pm. In relay with 5AD.

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

**Network Affiliation:** Major.

## 5PI Crystal Brook

**Licensee:** Midlands Broadcasting Services Ltd, C/- 5AD, Box 392, GPO, Adelaide, 5001. Phone 51-7666. Telegrams Fivoad.

**Opened:** Jan. 7, 1932.

**Transmitter Site:** Crystal Brook. **Power:** 2kw. **Frequency:** 1040kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.10pm. Sat. 5.30am-midnight, Sun. 7.45am-11.05pm. In relay with 5AD.

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

**5RM Murray Valley**

Licensee: River Murray Broadcasters Pty Limited, Box 294, PO, Berri, SA, 5343. Phone Berri 80. All enquiries to 5KA.  
Opened: Sept. 30, 1935.

Transmitter Site: Springcart Gully. Studios: 35 Vaughan Tce. Berri. Power: 2kw. Frequency: 800kcs. District Covered: Pastoral, rural. Operating Hours: In relay with 5KA 5.30am-9am Mon.-Sat. Local: 9am-11pm Mon.-Fri., 9am-12mid. Sat., 8am-11pm Sun.

Directors: Rev. A. E. Vogt, OBE (chairman), Rev. K. D. Seaman, BA, LLB, R. H. Curren, E. Sims, C. K. S. Need, S. B. Denton.

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

Interstate Representation: See 5KA.

**5SE Mt. Gambier**

Licensee: South Eastern Broadcasting Co. Ltd, C/- 5AD, Box 392, Adelaide, 5001. Phone 51-7666. Telegrams Fivead.

Opened: July 3, 1937.

Transmitter Site: Mt Gambier. Power: 500wts. Frequency: 1370kcs. District Covered: Pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11.05pm; Sat. 5.30am-midnight; Sun. 7.45am-11.05pm. In relay with 5AD except between 12.30pm-5pm; 6.40pm-6.45pm and 7.30pm-9.30pm Mon.-Fri.; 8.30am-9am, 9.30-9.45am, 5.15pm-5.30pm and 7.10pm-9pm Sat.;

7.45am-8am, 6.30pm-7pm and 7.10pm-9pm Sun.

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

**NORTHERN TERRITORY**

**3DN Darwin**

Licensee: Darwin Broadcasters Pty Ltd, 16 Smith St, Darwin, 5790. Phone 2084-5-6. Telegrams Eightdn, Darwin.

Opened: Dec. 12, 1960.

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

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

Executive: Douglas Charlton (mngr).

Interstate Representation: Peter Halse, 125 Bathurst-st, Sydney (61-6833); Haig-Muir Pty Ltd, 34 Queens-rd, Melbourne (26-3641-2); Eric Wood, 329 Adelaide-st, Brisbane (2-2735); Keith R. Coles, 95 Currie-st, Adelaide (51-4926); T. J. Latham, 111 Hay-st, Subiaco, WA (8-8245).

Rates resume (26 times): 6am-9am, 6pm-11.30pm: 50wds \$53.30, 100wds \$65, 15mins \$273, 30mins \$507. 9am-6pm: 50wds \$46.80, 100wds \$55.12, 15mins \$213.20, 30mins \$395.72.

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



# SALES HORIZON-WEST



**6KYNA**

PERTH, WESTERN AUSTRALIA

Noel Battye Pty. Ltd., P.O. Box 391, NORTH SYDNEY, N.S.W., 2060.  
 McCormick, Brandon, Haig-Muir Pty. Ltd., 34 Queens Road, MELBOURNE, Victoria, 3000.  
 Charles F. Brown & Associates Pty. Ltd., 429 Pulteney Street, ADELAIDE, S.A., 5000.  
 Eric Wood Agencies, G.P.O. Box 1918W, BRISBANE, Queensland, 4001.

# Radio stations

- *Western Australia*




**3**  
ways to buy  
**Radio**  
in  
Western Australia

**1 CITY ONLY**  
6IX Perth

**2 COUNTRY ONLY**  
6WB-6MD-6BY  
(W.A.C.N.)

**3 NETWORK**  
6IX-6WB-6MD-6BY



MacQuarie Represents

**6IX Perth**

**Licensee:** WA Broadcasters Pty Ltd, Radio Hse, 38 Mounts Bay Rd, Perth, 6000. Phone 23-2321. Telegrams Sixix. Telex Wabroad. Associated with 6WB-MD-BY.

**Opened:** Nov. 27, 1933.

**Transmitter Site:** Belmont. **Power:** 2kw. **Frequency:** 1080kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 24-hour service; Sun. Saturday midnight-10.30pm.

**Directors:** R. A. Long (chairman), S. J. F. Hocking, R. S. Ledger, J. E. Macartney, H. V. Reilly.

**Executives:** J. T. Hunn (mgr), S. A. Gervas (station mgr), E. C. Churchward (service mgr), C. H. Muhling (chief eng.), A. R. White (sales mgr).

**Network Affiliation, Interstate Representation:** See 2GB.

**Rates resume (base rate):** 10secs \$4.50 (5.30am-2pm, 5pm-7pm), \$2 (2pm-5pm, 7pm-mid.); 25secs \$6 (5.30am-2pm, 5pm-7pm), \$3.50 (2pm-5pm, 7pm-mid.); 30secs \$6.50 (5.30am-2pm, 5pm-7pm), \$4.50 (2pm-5pm, 7pm-mid.); 45secs \$7.50 (5.30am-2pm, 5pm-7pm), \$5.50 (2pm-5pm, 7pm-mid.); 60secs \$10.50 (5.30am-2pm, 5pm-7pm), \$6.50 (2pm-5pm, 7pm-mid.); 27-30mins \$27 (5.30am-2pm, 5pm-7pm), \$27 (2pm-5pm, 7pm-mid.).

**6KY Perth**

**Licensee:** Westland Broadcasting Co Ltd, 17-19 James St, Perth, 6000. Box 906, GPO, Perth, 6001. Phone 28-1525. Telegrams: Sixky. Associated with 6NA.

**Opened:** Oct. 23, 1941.

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

**Executives:** J. W. Hugall (dir & gen. mgr), A. F. Foley (sales mgr), E. H. Ulyatt (secy), K. J. Cantelo (chief eng.), G. C. Chapman (prog. mgr).

**Interstate Representation:** Noel Battye, 126 Arthur-st, North Sydney (92-0934/5); McCormick, Brandon, Haig-Muir Pty Ltd, 34 Queens Rd, Melbourne (26-3641); Charles F. Brown & Assoc. Pty Ltd, 429 Pulteney St, Adelaide; Eric Wood Agencies, GPO Box 1918W, Brisbane.

**Rates resume (base rate):** 25secs — Mon.-Fri. \$6 (5.30am-9am), \$4.75 (9am-1pm), \$3.50 (1pm-4pm), \$4.75 (4pm-7pm), \$2 (7pm-midnight); 25secs — Sat.-Sun. \$6 (5.30am-7pm), \$2 (7pm-midnight); 15mins — Mon.-Fri. \$16.25 (9am-1pm), \$14 (1pm-4pm), \$16.25 (4pm-7pm), \$6 (7pm-midnight); 15mins — Sat.-Sun. \$21.30 (5.30am-7pm), \$6 (7pm-midnight).

**6PM Perth**

**Licensee:** 6PM Broadcasters Pty Ltd, 115

St George's Terrace, Perth, 6000. Phone 21-2201. Telegrams Whitnet. Associated with 6AM-KG-GE.

Opened: Apr. 22, 1937.

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

**General Manager:** D. E. Muir.

**Executives:** B. W. Busby (sales mngr), H. A. Taylor (chief engineer), L. A. Menhennett (program mngr).

**Network Affiliation:** Whitfords Broadcasting Net. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, 3rd floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541-2); 4BC, Wharf-st, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).

**Rates resume (base rate) 6PM-6AM in relay:** 5.45am-2pm, 5pm-7.30pm — 10secs \$2.60, 25secs \$4.40, 45secs \$6, 60secs \$7.20, 5mins \$8.40, 15mins \$16, 30mins \$28; 2pm-5pm, 7.30pm-close — 10secs \$2.20, 25secs \$3.60, 45secs \$5, 60secs \$6, 5mins \$7, 15mins \$14, 30mins \$26.

### 6PR Perth

**Licensee:** Nicholsons Broadcasting Services Pty Ltd, Radiocentre, 340 Hay St, Perth, 6000. Phone 23-3044. Telegrams, Radiocentre. Associated with 6TZ, 6CI, 3TR, 3HA, 3SH, 3CV, 3NE.

Opened: Oct. 14, 1931.

**Transmitter site:** Alfred Cove. **Power:** 2kw. **Frequency:** 341 metres, 880kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** 24-hour service.

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

**Executives:** Gordon C. Lewis (gen. mngr), J. Ashton (station mngr), J. Oberman (sales mngr), P. Nash (admin. officer), D. O'Brien (chief eng.).

**Network affiliation:** Major. Pstate Repr.: Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Gilder, McGregor & Assoc., 501 St. Kilda-rd, Melbourne (26-6671); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams, 170a Albert St, Brisbane (26-660).

### 6AM Northam

**Licensee:** 6AM Broadcasters Pty Ltd, 115 St George's Terrace, Perth, 6000. Phone 21-2201. Telegrams Whitnet. Associated with 6PM-KG-GE.

Opened: June 1, 1934.

**Transmitter Site:** Northam. **Power:** 2kw  
**Frequency:** 860kcs. **District Covered:** Rural,



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further ahead*

SYDNEY:

Dargaville & Associates. . . 29 7571

MELBOURNE:

Gilder, McGregor & Associates  
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pastoral. **Operating Hours:** Mon.-Sat. 5.45am-11pm, Sun. 7am-2pm, then 5pm-10.30pm. In relay with 6PM.

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

### 6BY Bridgetown

**Licensee:** W.A. Broadcasters Pty Ltd, Yornup, WA, 6255. Phone Yornup 45. Telegrams Sixby. Associated with 6IX-WB-MD.

**Opened:** Jan. 24, 1953.

**Transmitter Site:** Yornup. **Power:** 2kw. **Frequency:** 900kcs. **District Covered:** Dairying, fruit growing. **Operating Hours:** Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 9am-10.30pm. In relay with 6IX.

**Bridgetown manager:** R. Kaye.

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

### 6CI Collie

**Licensee:** Nicholsons Broadcasting Services Pty Ltd, 340 Hay St, Perth, 6000. Associated with 6PR-TZ.

**Opened:** May 29, 1948.

**Transmitter Site:** Collie. **Power:** 2kw. **Frequency:** 265.5 metres, 1130kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 5am-2.30pm, then 5pm-10.30pm, Sun. 6.45am-1pm, then 5-10.30pm

**Manager:** B. P. O'Dwyer.

**Directors, Executives, Network Affiliation, Interstate Representation:** See 6TZ.

### 6GE Geraldton

**Licensee:** Great Northern Broadcasters Ltd, Eleanor St, Geraldton, 6530. Phone Geraldton 1076. Telegrams Sixge. Associated with 6PM-AM-KG.

**Opened:** Oct. 6, 1937.

**Transmitter Site:** Bluff Point. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Pastoral, rural, crayfishing. **Operating Hours:** Mon.-Fri. 6am-10.30pm (Sat., 11.30pm), Sun. 8am-10pm.

**Geraldton (local) Director:** L. W. Shephard.

**Executives:** W. Kalazich (acting mgr), B. W. Busby (sales mgr), H. A. Taylor (chief engineer).

**Network Affiliation:** Whitford Broadcasting Network (6PM-AM). **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, 3rd floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541-2); 4BC, Wharf-st, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).



Rates resume (base rate): 6am-5pm — 15 secs \$1.80, 25secs \$2.20, 45secs \$2.60, 60secs \$3.20, 5mins \$3.60, 15mins \$7, 30mins \$13; 5pm-close — 15secs \$2.20, 25secs \$2.80, 45secs \$3.80, 60secs \$4.80, 5mins \$6.20, 15mins \$12, 30mins \$23.

## 6KG Kalgoorlie

**Licensee:** Goldfields Broadcasters (1933) Pty Ltd, 89-91 Egan St, Kalgoorlie, 6430. Phone Kal. 464. Telegrams Sixkg. Associated with 6PM-AM-GE.

**Opened:** Sept. 16, 1931.

**Transmitter Site:** Parkeston. **Power:** 2kw. **Frequency:** 980kcs. **District Covered:** Rural, mining. **Operating Hours:** Mon.-Fri. 6am-3pm, then 4.30-10.30pm; Sat. 6am-3.30pm, then 5-10.30pm; Sun. 9am-2.30pm, then 4.30-10pm.

**General Manager:** D. E. Muir.

**Executive:** V. R. McCabe (mnggr).

**Network Affiliation:** Whitfords Broadcasting Net. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, 3rd floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541-2); 4BC, Wharf-st, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): 6am-5pm — 15 secs \$2, 25secs \$2.40, 45secs \$3, 60secs \$3.60, 5mins \$4.20, 15mins \$9, 30mins \$17; 5pm-close — 15secs \$2.40, 25secs \$3.40, 45secs \$4.60, 60secs \$5.80, 5mins \$7, 15mins \$13, 30mins \$24.

## 6MD Merredin

**Licensee:** WA Broadcasters Pty Ltd. Phone Merredin 109. Telegrams Sixmd. Telex Wabroad. Associated with 6IX-WB-BY.

**Opened:** July 5, 1941.

**Transmitter Site:** Merredin. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Light industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-11pm; Sun. 9am-10.30pm. In relay with 6IX.

**Merredin manager:** J. Davies.

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

## 6NA Narrogin

**Licensee:** Westland Broadcasting Co Ltd, 17-19 James St, Perth, 6000. Phone 28-1525. Telegrams Sixky. Associated with 6KY.

**Opened:** June 20, 1951.

**Transmitter Site:** Narrogin. **Power:** 2kw. **Frequency:** 920kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Operates on relay

from 6KY, with local transmission between 12midday-3pm Mon.-Thurs.

**Directors, Executives, Network Affiliation, Interstate Representation:** See 6KY.

Rates resume: Same as 6KY except during local transmission when rates are: (base rate) 25secs \$1.80 (Mon.-Fri. 1pm-2pm, Mon.-Thurs. 7.30pm-9pm).

## 6TZ Bunbury

**Licensee:** Nicholsons Broadcasting Services Pty Ltd. Studios 127 Victoria St, Bunbury, 6230. Phone 3671. Associated with 6PR-CI.

**Opened:** Oct. 11, 1939.

**Transmitter Site:** Waterloo. **Power:** 2kw. **Frequency:** 313 metres, 960kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 5am-11pm; Sun. 6.45am-10.30pm.

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

**Executives:** Gordon C. Lewis (gen. mnggr), B. P. O'Dwyer (mnggr), C. Robson (chief eng.), C. Graham (studio mnggr).

## 6VA Albany

**Licensee:** Albany Broadcasters Ltd, York St, Albany, 6330. Phone 1073, 1798, 1104. Telegrams Sixva.

**Opened:** Mar. 10, 1956.

**Transmitter Site:** Albany. **Power:** 2kw. **Frequency:** 780kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5am-11pm; Sat., 5am-midnight; Sun., 8am-10pm.

**Directors:** R. R. Holmes, Ted Furlong, D. Robinson, L. R. Goodridge, J. C. O. Dumas. **Executives:** Ted Furlong (mng dir), M. Hoffman (tech. in charge).

**Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, 357 Little Collins-st, Melbourne (67-5541), Keith Coles, 95 Currie-st, Adelaide (51-4926-7); T. J. Latham, Perth (21-5418).

Rates resume (base rate): Open-5pm: 10 secs 88c, 25secs \$1.43, 30secs \$1.58, 45secs \$1.75, 60secs \$2.28, 15mins \$5.72, 30mins \$10.62, 60mins \$20.57. 5pm-close: 10secs \$1.25, 25secs \$2.50, 30secs \$2.75, 45secs \$3.12, 60secs \$3.97, 15mins \$11.25, 30mins \$21.09, 60mins \$40.62.

## 6WB Katanning

**Licensee:** WA Broadcasters Pty Ltd, Katanning, WA, 6317. Phone Katanning 144. Telegrams Sixwb. Associated with 6IX-MD-BY.

118     **Radio Stations (Western Australia)**

Opened: Sept. 26, 1936.

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

Katanning manager: C. Sirl.

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

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



# Radio stations

- *Tasmania*



# TASMANIA IS SOLD ON RADIO



# 7HO

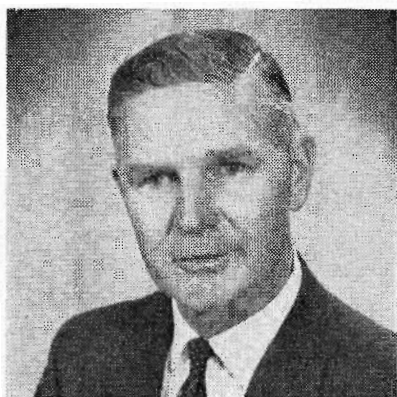
# 7LA



# WHERE MOST PEOPLE LISTEN



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**7HO Hobart**

**Licensee:** Commercial Broadcasters Pty Ltd, 52 New Town Rd, Hobart, 7000. GPO Box 542F, 7001. Phone 80321. Telegrams Sevenho. Telex 58103.

**Opened:** Aug. 13, 1930.

**Transmitter Site:** Mt Nelson. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, rural. **Operating Hours:** 5am-1am daily.

**Directors:** G. F. Davies, L. Nettlefold, A. Brown, E. G. McRae.

**Executives:** A. Brown (mngtr), K. Graham (asst mngtr), B. Carr (prog. mngtr), R. McCarthy (chief eng.).

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

**Rates resume (base rate):** 10secs \$3, 30secs \$5, 60secs \$7.50. 9am-2pm Mon.-Fri.: 10secs \$2.70, 30secs \$4.50, 60secs \$6.50. 2pm-7pm Mon.-Fri.: 10secs \$2.50, 30secs \$4, 60secs \$6. 7pm-close Mon.-Sun.: 10secs \$2.30, 30secs \$3.50, 60secs \$4.50. **S'ships:** 9am-7pm Mon.-Fri., open-7pm, Sat.-Sun.: 15mins \$13, 30mins \$26, 60mins \$52. 7pm-close Mon.-Sun.: 15 mins \$10, 30mins \$20, 60mins \$40.

**7HT Hobart**

**Licensee:** Metropolitan Broadcasters Pty Ltd, 141 Elizabeth St, Hobart, 7000. GPO Box 572F, 7001, Phone 34-3157/8. Telegrams Sevenht.

**Opened:** Apr. 19, 1937.

**Transmitter Site:** Droughty Point, Derwent River Shore. **Power:** 2000 watts. **Frequency:** 1080kcs. **District Covered:** Industrial, fruit-growing, rural. **Operating Hours:** 5am-12.15-am Mon.-Sun.

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

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

**Network Affiliation:** Major. **Interstate Representation:** Peter Halse, 125 Bathurst-st, Sydney (61-6833-4); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674), K. Coles, Adelaide (51-4926); John Bowly, 170a Albert-st, Brisbane (26-660).

**Rates resume (base rate):** AAA Time, 5.30am-9am, 5pm-7pm Mon.-Fri., open-7pm Sat.-Sun.; AA Time, 9am-2pm; B Time, 2pm-close. 10secs \$2.50 (AAA), \$2 (AA), \$1.50 (B); 25secs \$4 (AAA), \$3.50 (AA), \$3 (B); 30secs \$4.50 (AAA), \$4 (AA), \$3.50 (B); 60secs \$7 (AAA), \$5 (AA), \$4.50 (B). **S'ships (all times):** 5mins \$10, 15mins \$13, 30mins \$26, 60mins \$52.

**7AD Devonport**

**Licensee:** Northern Tasmania Broadcasters Pty Ltd, 44 Rooke St, Devonport, 7310. Member Tasmanian Broadcasting Network (7BU-7AD-7SD). All correspondence and enquiries to Box 120, PO, Burnie. Phone Burnie 31-2555. Telegrams Teebeen.

**Opened:** Aug. 6, 1932.

**Transmitter Site:** Don Heads. **Power:** 2-kw (loaded antenna). **Frequency:** 900kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri., 6.30am-11pm; Sat., 7-11pm; Sun., 9.30am-10.30pm.

**Directors:** K. A. Findlay (chairman), D. K. Findlay.

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

**Interstate Representation:** Peter Halse, Co-operation Hsc, 125 Bathurst-st, Sydney (61-6833); McCormick, 125 Bathurst-st, Sydney (61-6833); McCormick, Haig-Muir, Pty Ltd, Stanhill, 34 Queens Rd, Melbourne (26-3641). Adel. repr. through McCormick, Brandon, Haig-Muir Pty Ltd, Melbourne.

**Rates resume (base rate):** 25secs \$1.85 45 secs \$2.55, 15mins \$9.50, 30mins \$14.75.

**7BU Burnie**

**Licensee:** Burnie Broadcasting Service Pty Ltd, 73 Mount St, Burnie, 7320. Member

**VITAL!!****"THE HEART OF  
HOBART"**



Tasmanian Broadcasting Network (7BU-7AD-7SD). All correspondence and enquiries to Box 120, PO, Burnie. Phone Burnie 31-2555. Telegrams Teebeen.

Opened: Oct. 19, 1935.

**Transmitter Site:** Cooee. **Power:** 2-1kw (loaded antenna). **Frequency:** 560kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat., 6am-10.30pm; Sun., 8am-10.30pm.

**Directors:** K. A. Findlay (chairman), D. K. Findlay.

**Executives:** C. Nunn (mgr), A. Demeyer (local sales).

**State Repr.:** Peter Halse, Co-operation Hse, 125 Bathurst St, Sydney (61-6833); McCormick, Brandon, Haig-Muir Pty Ltd, 34 Queens Rd, Melbourne (26-3641); Adelaide representation through McCormick, Brandon, Haig-Muir Pty Ltd, Melbourne.

**Rates resume (base rate):** 25secs \$1.85, 45secs \$2.55, 15mins \$9.50, 30mins \$14.75.

### 7EX Launceston

**Licensee:** 7EX Pty Ltd, Watchorn-st, Launceston, 7250. Phone 44-2494. Telegrams and Tclex, Tntanex AA58512.

Opened: Feb. 5, 1938.

**Transmitter Site:** St. Leonards. **Power:** 2kw.

**Frequency:** 1010kcs. **District Covered:** Industrial, rural. **Operating Hours:** Continuous 5am Mon.-mid. Sun.

**Executives:** A. E. McClelland (dir & gen. mgr), B. W. Parker (sales mgr), Ray Abraham (chief engineer).

**Network Affiliation:** Major. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (27-2673); Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Bede Williams, 170a Albert St, Brisbane (26-660). Keith Coles, Adelaide (51-4926).

**Rates resume (base rate):** Mon.-Fri., 5am-9am: 25secs \$3.50, 45secs \$4.50, 60secs \$6. Mon.-Fri., 9am-2pm, 5pm-7pm: 25secs \$3, 45secs \$4.50, 60secs \$5.50. Mon.-Fri., 2pm-5pm: 25secs \$2.50, 45secs \$3.50, 60secs \$4. Mon.-Sun., 7pm-midnight: 25secs \$2.50, 45secs \$3.50, 60secs \$4. **Sat.-Sun.,** 5am-5pm: 25secs \$3, 45secs \$4.50, 60secs \$5.50.

### 7LA Launceston

**Licensee:** Findlay & Wills Broadcasters Pty Ltd, Broadcast Hse, Quadrant, 7250. Phone 2-1551-2-3. Telegrams Sevenla. Telex 58515.

Opened: Dec. 13, 1930.

**Transmitter Site:** West Tamar. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 5.30am-mid.; Sun. 7.30am-10.30pm.

**Directors:** N. A. Findlay, E. L. Garrott, Sir Lionel Hooke, H. E. Rowe, Frank Strahan (alt.), R. E. Ward (alt.).

**Executives:** R. E. Ward (mgr), R. A. Dawson (sales mgr), R. B. McLean (chief engineer), H. R. Parish (asst. mgr).

**Network Affiliation:** Macquarie. **Interstate Representation:** Sydney and Melbourne, see Macquarie.

**Rates resume (base rate):** Mon.-Fri., open-9am: 25secs \$3.50, 30secs \$4, 45secs \$5, 60secs \$6, 15mins \$10, 30mins \$20, 60mins \$40. Mon.-Fri., 9am-2pm Sat.-Sun, open-5pm, 5pm-7pm: 25secs \$3, 30secs \$3.50, 45secs \$4.50, 60secs \$5.50, 15mins \$9, 30mins \$18, 60mins \$36. Mon.-Fri., 2pm-5pm, 7pm-close, Sat.-Sun., 5pm-close: 25secs \$2.50, 30secs \$3, 45secs \$3.50, 60secs \$4, 15mins \$8, 30mins \$16, 60mins, \$32.

### 7QT Queenstown

**Licensee:** West Coast Broadcasters Pty Ltd, PO Box 315, Queenstown, 7467. Phone 124.

Opened: May 29, 1937.

**Transmitter Site:** South Queenstown. **Power:** 500wts. **Frequency:** 720kcs. **District Covered:** Mining, pastoral. **Operating Hours:** Mon.-Fri., 6.30am-2pm, 4pm-10.30pm; Sat., 6am-10.30pm; Sun., 5pm-10.30pm.

**Directors:** N. A. Findlay, A. E. Garrott,

**TASMANIAN  
RADIO  
REALLY  
STARTS  
WITH  
7EX  
LAUNCESTON**

E. L. Garrott, H. Ebrall, R. E. Ward.

**Executives:** H. Ebrall (mngtr & sales mngtr), Mrs L. Hayes (prog.), Miss D. Waddle (schedules).

**Interstate Representation:** MBS, 136 Philip-st, Sydney (2-0360); MBS, 382 Latrobe-st, Melbourne (329-6666); MBS, 201-205 Tynte St, North Adelaide (6-8461).

**Rates resume (base rate):** 50wds \$1.40 (day — open-2pm), \$1 (aft.—2pm-close); 100wds \$1.80 (day), \$1.40 (aft.); 15mins \$6 (day & aft); 30mins \$10 (day & aft.).

## 7SD Scottsdale

**Licensee:** North East Tasmanian Radio Broadcasters Pty Ltd, King St, Scottsdale, 7254. Member Tasmanian Broadcasting Network. (7BU, 7AD, 7SD). All correspondence and enquiries to Box 120, PO, Burnie. Phone Burnie 31-2555. Telegrams Sevenbuadsd.

**Opened:** Sept. 5, 1954.

**Transmitter site:** North Scottsdale. **Power:** 2kw. **Frequency:** 540kcs (directional). **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 6.45am-10.15pm. Sat. 6.45am-11.45 am, 2pm-10.15pm; Sun. 8.30am-1pm, 4pm-10.15pm.

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

**Executive:** B. Scetrine (mngtr & engineer). **I/State Rep.:** Peter Halse, Co-operation Hse, 125 Bathurst St, Sydney (61-6833-4); McCormick, Brandon, Haig-Muir Pty Ltd, Stanhill, 34 Queens Rd, Melbourne (26-3641); Adelaide representation covered by McCormick, Brandon, Haig-Muir Pty Ltd, Melbourne.

**Rates resume (base rate);** 25secs \$1.85, 45 secs \$2.55, 15mins \$9.50, 30mins \$14.75.

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

# TELECOMMUNICATIONS

**THE OVERSEAS TELECOMMUNICATIONS COMMISSION (AUSTRALIA)**, 32 Martin Place, Sydney, 2000. Postal address: GPO Box 7000, Sydney, 2001. Phone 2-0333. Telex AA20591. Telegrams Telecom Sydney.

**Commissioners:** A. E. Chadwick, CMC, MSM (chrmn), B. F. Jones, OBE, B.Ec, B.A. (vice-chrnm), A. H. Petfield, FAIM, AINA, G. B. Kater, MA, MIEE, MIE Aust., J. H. Garrett, OBE, B. Com, AASA.

**Executives:** H. White, M.Sc, Dip. CE, MIE

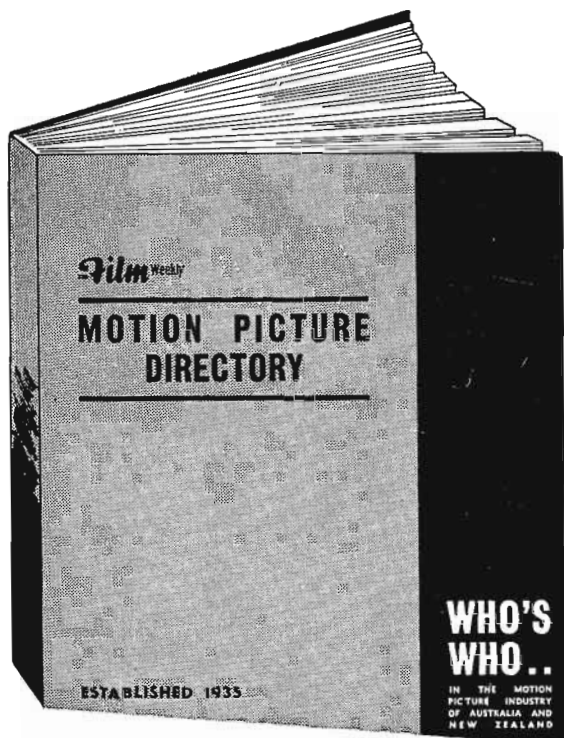
Aust, FAIM (gen. mngtr), C. Vahtrick, B.Sc. (asst gen. mngtr, technical), F. A. Stanton (asst gen. mngtr, Operations), J. M. Hansson, FASA, ACIS (dir, finance), E. C. Harcourt, MA (dir, international arrangements), T. J. Molloy (dir, administration).

The Commission is responsible for the establishment, maintenance and operation of telecommunications services between Australia and other countries, with shipping to and between Australia's external Territories.

# WHO'S WHO?

in the  
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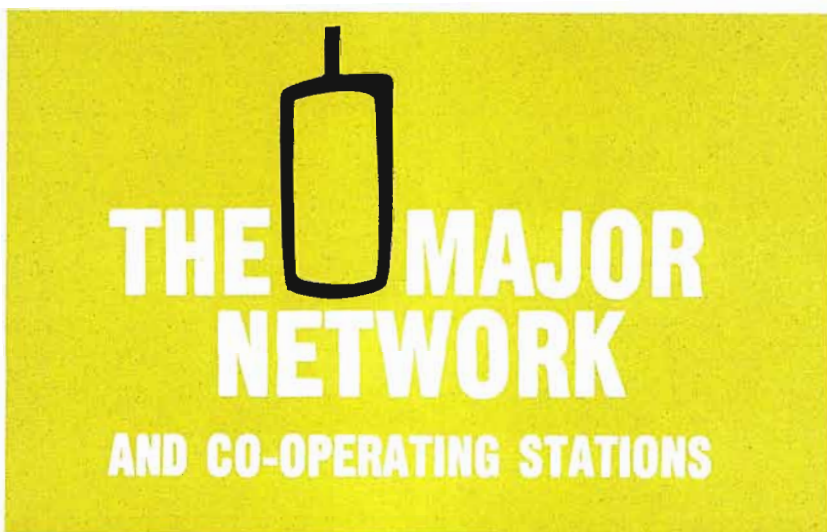
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# Radio Networks

- *National*
- *Interstate*
- *Regional*



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3HA	3NE	3SH	3TR	4BK	4AK	4MK	5AD
5PI	5MU	5SE	6PR	6TZ	6CI	7HT	7EX

**N.S.W.**

Interstate Radio Sales, 76 Clarence St., Sydney. 29 7241

**VICTORIA**

Hugh Anderson Pty. Ltd., 130 Exhibition St., Melbourne. 63 3674

**QUEENSLAND**

Bede Williams, 100 Edward Street, Brisbane. 2 6660

**SOUTH AUSTRALIA**

Keith Coles, Box 973H, G.P.O. Adelaide. 51 4926



## NATIONAL

**MACQUARIE BROADCASTING SERVICE**, 136 Phillip St, Sydney, 2000. Phone 2-0360.

**Executives:** R. A. G. Henderson (chairman), S. R. I. Clark (manag dir), E. Mann (sales dir), B. Woodyatt (sales mngr, Melbourne), P. P. Campbell (prod. exec.), G. S. Jennings (secy).

**Member Stations:** 2GB, 2CA, 2LF, 2LT, 2MW, 2NX, 2NM, 2PK, 2WL, 3AW, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA.

**Co-operating:** 2AD, 2AY, 2BE, 2BS, 2DU, 2GF, 2GN, 2KA, 2KM, 2MG, 2MO, 2RG, 2RE, 2TM, 2VM, 3BA, 3BO, 3CS, 3GL, 3MA, 3SR, 3UL, 3YB, 4CA, 4GR, 4LG, 4MB, 4RO, 4TO, 4VL, 4WK, 4ZR, 6AM, 6GE, 6KG, 7QT.

**Interstate Representation:** Branch offices, 382 Latrobe St, Melbourne, 3000 (329-6666); 201-205 Tynte St, North Adelaide, 5000 (6-8461). 43 Adelaide St, Brisbane, 4000, GPO Box 906M, 4001. Phone 2-2002. Key stations all other States. O'seas: see 2GB.

Network was formed in 1938. Member stations are shareholders and actively direct the policy of the company. Macquarie offers full national coverage. Service includes program production, creative commercials and promotion campaigns, full recording facilities. Stations can be ordered in various groupings through one order at concessional prices. Up to 56 stations can be used in one order for program sponsorship.

**MAJOR BROADCASTING NETWORK**, 237 Miller St, North Sydney, 2060. Phone 92-0444.

**Member Stations:** 2UE, 2KO, 3DB-LK, 4BK-AK, 5AD-PI-MU-SE, 6PR-TZ-CI, 7EX, 7HT.

**Co-operating stations:** 2GZ, 2NZ, 2LM, 3HA, 3SH, 3CV, 3NE, 3TR, 4MK.

**Representatives:** Hugh Anderson, 130 Exhibition St, Melbourne, 3000 (63-3674); Bede Williams, 160 Edward St, Brisbane, 4000 (26-660); Interstate Radio Sales, 76 Clarence St, Sydney, 2000 (29-7241).

Network formed in 1930 offers national coverage with one order.

## INTERSTATE

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 47 York St, Sydney, 2000. Box 2516, GPO, Sydney. Phone 2-0233.

**Executives:** Sir Lionel A. Hooke (chairman & manag. dir), R. K. Harris (mngr, country broadcasting services), D. J. Crawford (country stations sales mngr).

**Stations:** 2CH, 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK.

AWA began broadcasting activities in 1931 with 2AY, 2GN, 3BO, 4TO. Added to these were 2GF (1933), 2CH and 4WK (1935), and 4CA (1936).

Stations offer Sydney and regional coverage in NSW, Victoria and Queensland.

**COMMONWEALTH BROADCASTING NETWORK**, 365 Kent St, Sydney, 2000. Phone 2-0270. Cnr Wharf & Adelaide Sts, Brisbane. Phone 31-1311.

**Executives:** A. F. Albert, CMG (chairman), L. C. Hynes, OBE (general mngr), F. R. Jeffcoat (2UW), M. E. Baker (4BC), E. J. Rheuben (4RO), G. W. Robertson (4MB), R. J. Stevenson (4GR).

**Member stations:** 2UW, 4BC-SB, 4MB, 4RO, 4GR.

**I/State Repr.:** W. Stevens, Cnr Wharf & Adelaide-sts, Brisbane (31-1311); R. W. High field, Asbestos Hse, York-st, Sydney (29-2737); E. L. Jeffrey (Qld stations), 357 Little Collins-st (67-5541); Gilder, McGregor & Associates 501 St Kilda-rd, Melbourne, (26-6671); 5KA, Adelaide (51-5511).

Network established March, 1937.

Stations offer Sydney, Brisbane and Queensland regional coverage.

Although all the stations are under one management and controlled by L. C. Hynes as Network general manager, they do not operate as a network outside Queensland.

The stations sell time individually in the main buying centres.

## REGIONAL

**ADVERTISER NETWORK**, 121 King William St; Box 392, GPO, Adelaide, 5001. Phone 51-7666.

**Member Stations:** 5AD, 5PI, 5MU, 5SE.

**I/State Repr.:** Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Interstate Radio Sales, 76 Clarence-st, Sydney (29-7241). O'seas: L. K. S. Hogg, Ludgate Hse, 110 Fleet-st, London, ECl; Joshua B. Powers Inc., 345 Madison-ave, New York 17, NY.

Network offers Adelaide and SA rural coverage.

**ASSOCIATED BROADCASTING SERVICES LTD**, 290 Latrobe St, Melbourne, 3000. Phone 329-6022.

**Executives:** S. J. A. Kemp (mng dir), E. Murray Clyne (gen. mngr), R. W. Ellenby (sales mngr).

**Member Stations:** 3SR, 3YB, 3UL, 3CS.

**I/State Repr.:** K. P. G. Lloyd, 76 Clarence-st, Sydney (29-1267).

Stations offer Victorian regional coverage.

**CENTRAL QUEENSLAND BROADCASTING NETWORK**, 6th Floor, Perry Hse, Elizabeth St, Brisbane, 4000. Phone 2-9024, 2-7552.

**Directors:** W. G. Allen Jnr (chairman of dirs), F. T. Moore (manag dir), E. B. Connor

(technical dir), W. G. Allen Snr.

**Executives:** G. Atthow (stn mngr and resident dir, Mt Isa), C. J. Lowney (4LG mngr), Allen Brandt (4IP mngr).

**Member Stations:** 4LM Mount Isa, 4LG Longreach, 4IP Sth East Qld.

**I/State Repr.:** Peter Halse, 125 Bathurst-st, Sydney (61-6833, 61-6834); Ray Brown, 100 Drummond-st, Carlton, Vic., for Victoria and Adelaide (34-1103); Don Baker, Perry Hse, Elizabeth St, Brisbane (2-9024, 2-7552).

Stations cover centres of central, north, and south-east Queensland.

**MID-STATE NETWORK**, c/o Macquarie Broadcasting Service, 136 Phillip St, Sydney, 2000 (2-0360). Member stations: 2BS, 2DU, 2LF, 2MG, 2PK.

**I/State Repr.:** Represented throughout Australia by Macquarie Network.

Stations are strategically placed in central NSW and between them cover an extremely wide area extending to Bourke, Brewarrina and Walgett in the north to Gundagai in the south. Annual retail sales in the area are estimated at \$256,000,000.

Network (a selling organisation) was formed in 1961.

**NEW ENGLAND NETWORK**, C/o Tamworth Radio Development Co. Pty Ltd Radio Centre, Calala, Tamworth, 2340. Phone Tamworth 5-9274. Telegrams Twotm.

**Executives:** L. D. Higginbotham (mng dir), M. M. Moroney (Network supervisor), K. R. Knapp (2TM), R. V. Brislan (2AD), H. C. McCrindle (2RE), L. Worms (2MO), B. F. Watson (Network secretary).

**Interstate Representation:** Country Radio & Television Pty Ltd, 131 Clarence St, Sydney (29-6021); John Havre, 422 Collins St, Melbourne (67-3011); Macquarie, 201-205 Tynte St, Nth Adelaide; Broadcasters (Aust.) Pty Ltd, 43 Adelaide St, Brisbane (22-002).

Network, formed by holding company, Broadcast Amalgamated Limited, in 1954, offers NSW regional coverage.

**NICHOLSON'S BROADCASTING SERVICES PTY LTD**, Radiocentre, 340 Hay-st-east, Perth, 6000. Phone 23-3044. Telegrams: Radiocentre, Perth.

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

**Executives:** Gordon C. Lewis (gen. mngr), W. Limpus (secy), Jack Ashton (sales exec.).

**Member Stations:** 6PR, 6TZ, 6CI.

**I/State Repr.:** Gilder McGregor & Assoc., 501 St Kilda-rd, Melbourne (26-6671); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); John Penglis, 170a Albert-st, Brisbane (26-660).

Nicholson's Limited (6PR-TZ-CI), serving Perth and south-western section of Western Australia, merged with the Victorian Broadcasting Network in July, 1962.

**TASMANIAN BROADCASTING NETWORK PTY LTD**, 73 Mount St, Burnie, 7320. Box 120, PO, Burnie. Phone Burnie 31-2555. Telegrams Teebeen.

**Directors:** K. A. Findlay (chrnm), D. K. Findlay.

**Executives:** C. H. Trethewey (gen. mngr), C. W. Nunn (mngr, 7BU), M. T. Evans (mngr, 7AD), B. Scetirne (mngr, 7SD).

**Member Stations:** 7BU, 7AD, 7SD.

**Interstate Representation:** Peter Halse, Co-operation Hse, 125 Bathurst St, Sydney (61-6833); McCormick, Brandon, Haig-Muir Pty Ltd, Stanhill, 34 Queens Rd, Melbourne (26-3641); Adelaide representation through McCormick, Brandon, Haig-Muir Pty Ltd, Melbourne.

Network offers northern Tasmanian coverage with estimated 188,500 listeners.

**VICTORIAN BROADCASTING NETWORK**, 150 Albert Rd, Sth Melbourne, 3000. Phone 69-7461. Telegrams Radiocentre.

**Member Stations:** 3HA, 3TR, 3SH, 3NE, 3CV, 4MK, 6PR, 6TZ, 6CI.

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

**Executives:** N. F. Dixon (mng dir), Max Baker (gen. mngr), D. C. Corley (sales mngr), L. Smith (Melb. sales mngr), D. P. Rowan (promotion mngr), R. McPhee (cntry sales mngr), D. C. De La Rue (mng dir & mngr 3NE), K. Barnes (mngr 3HA), H. Lithgow (mngr 3SH), E. W. Evans (mngr 3TR), K. J. Parker (mngr 3CV), N. B. Jackson (mngr 4MK), G. C. Lewis (gen. mngr 6PR-TZ-CI), P. O'Dwyer (mngr 6TZ-CI).

**I/State Repr.:** Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, Hay-st-east, Perth (23-3044).

**WA BROADCASTERS PTY LTD**, Radio Hse, 38 Mounts Bay Rd, Perth, 6000. Phone 23-2321.

**Executives:** J. T. Hunn (gen. mngr).

**Member Stations:** 6IX, 6WB, 6MD, 6BY.

**I/State, O'seas Repr.:** See Macquarie.

Network offers Perth and WA rural coverage.

**WHITFORD BROADCASTING NETWORK**, 115 St George's Terrace Perth, 6000. Phone 21-2201.

**Executives:** D. E. Muir (gen. mngr), H. A. Taylor (chief engineer), B. W. Busby (sales mngr), W. J. Kalazich (acting mngr, 6GE), V. R. McCabe (mngr, 6KG).

**Member Stations:** 6PM, 6AM, 6KG, 6GE.

**I/State Repr.:** D. N. Scott, 56 Young-st, Sydney (27-2763); E. L. Jeffrey, 3rd floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541-2); 4BC, Wharf-st, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).

# Radio and television representatives

- *And of overseas radio and TV organisations*



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6PR, 6TZ, 6CI**

**SYDNEY**

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 47 York St. Sydney, 2000. Box 2516, GPO (2-0233). (2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK). David Crawford (country station's sales mgr).

**BARNES CHAPMAN CO. PTY LTD**, 210 Clarence St, 2000, 29-1704. (ARC program division). Dir, M. D. Chapman.

**BATTYE, NOEL PTY LTD**, 126 Arthur St, Nth Sydney, 2060, 92-0934.5. (2RG, 6KY-NA, Grace Gibson Radio & TV Prod.). Noel Battye, Dillah Battye (dirs).

**BLACKLEDGE, GARRY**, 54 Park-st, Sydney, 2000. 61-9931 (GTV).

**COOTE, J. O.**, 280 George St, 2000, 28-2696. (TVT).

**COUNTRY BROADCASTING SERVICES LTD**, 187-191 Macquarie St, 2000, 221-1022. Telegrams: Twogz Sydney (2GZ, 2NZ, 2LM). A. Ridley (gen. mgr), W. R. Smith, A McLaren (sales).

**COUNTRY RADIO & TV PTY LTD**, 131 Clarence St, 2000. 29-6021. Telegrams:

Parkrep Sydney. Telex 20794. New England Network (2AD, 2MO, 2RE, 2TM), 2VM, 3BA, 3MA, NEN, ECN, STV. R. R. Parker (mgr), G. R. Spring (admin. of radio operations), G. C. Hearn (admin. of TV operations), B. J. Saint (sales promotion mgr).

**DARGAVILLE ASSOCIATES PTY LTD**, King York Hse, 32 York St, 2000. Box C175, PO, Clarence-st. Telephone: 29-7571. Telegrams: Radiocentre Sydney. 3XY, 3CV, 3HA, 3NE, 3SH, 3TR, 4KQ, 4MK, 6PR/TZ/CI, GLV-10.

**DURNFORD GORDON (and Peter Gabler)**, 47 York St, 2000. Phone 29-4503 (SAS).

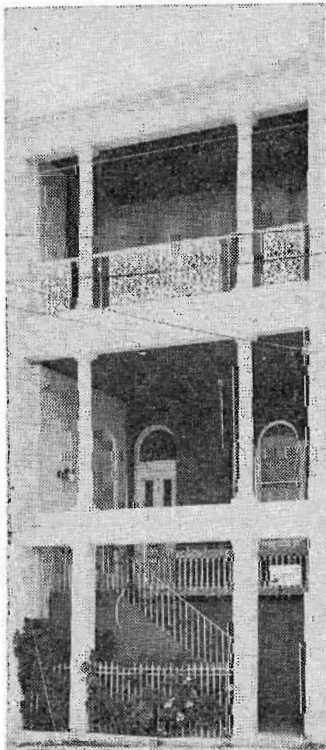
**EDWARDS, GEORGE**, 41 York St, 2000. 29-6291. Sydney manager ATV-0.

**EDWARDS, MAX**, 4th floor, 58 Margaret St, 2000. 29-7008. (2XL). Principal, Max Edwards.

**FORSYTH, BRUCE R.** 76 Clarence St, 2000. 29-4491-2. Sydney manager, HSV.

**GLEESON, JACK**, 237 Miller-st, North Sydney, 2060. 92-7980 (2KO).

**GUYOT, RON** (see STW Swan TV, page 131).



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**HALSE, PETER, ASSOCIATES PTY LIMITED**, 125 Bathurst St, 2000. 61-6833. (3KZ, 41P, 4LG, 4LM, 5KA, 5AU, 5RM, 7BU, 7AD, 7SD, 7HT, 8DN).

**HIGHFIELD, R. W. PTY LTD**, 65 York St, 2000. 29-2737, 29-4601. Telegrams: Sydrep Sydney (2BH, 3GL, 4BC-SB, 4GR, 4MB, 4RO, 4AY, 4KZ, 4VL, 4ZR. R. W. Highfield (gov. dir), C. B. Maurice (dir).

**HOLMES, HOWARD**, 19 Bridge St, 2000. 27-7167, 27-8684. (NWS).

**INTERSTATE RADIO SALES**, 76 Clarence St, 2000. Phone 29-7241. Telegrams: Interadio, Sydney. 3DB-LK, 4BK-AK, 5AD-PI-MU-SE. Sydney rep., Major Broadcasting Network. G. O. Fookes (mngtr), J. G. Roberts, asst mngtr (3DB); M. J. Scanlan (4BK); R. S. Jeffries (5AD); J. R. Mullins (Major).

**KAYE, JOHN**, 54 Park St, 2000. 61-9931 (3AK).

**LEAHY, L. W.**, Anchor House, Cnr George & Bridge Sts, 2000. 27-1785. (ADS.)

**LIVINGSTON, DAVID**, Television Time Sales Pty Ltd, Park Hse, 187-191 Macquarie St, 2000. 221-1466, 221-1138. (CBN-CWN, RTN, TNT.)

**LLOYD, KEN**, 76 Clarence St, 2000. 29-1267. (Assoc. B'casting Services Ltd, 3SR, 3YB, 3UL, 3CS.)

**MACQUARIE BROADCASTING SERVICE**, 136 Phillip St, 2000, 2-0360. (2GB, 2BS, 2CA, 2DU, 2LF, 2LT, 2MG, 2MW, 2NX, 2NM, 2PK, 2WL, 3AW, 4BH, 4AM, 4BU, 4GY, 4NA, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, 1YD, Auckland, NZ). S. R. I. Clark (mng dir), E. C. Mann (sales dir).

**MCCORMICK, BRANDON, HAIG-MUIR PTY LTD**, Lisgar Hse, 30 Carrington St, 2000. 29-3202. Mngtr: Rene Brandon (2QN, 2WG, 2BE).

**MCGOWEN, E. E.**, Anchor Hse, Cnr George & Bridge Sts, 2000. 27-1785. (BTQ.)

**METREP SERVICES PTY LTD**, 6th floor, Asbestos Hse, 65 York St, 2000. Phone 29-3180. Telegrams Metserv, Sydney. General manager: Norman Taylor (DDQ/SDQ, RTQ, TNQ, WBQ, FNQ).

**NBN** (Sydney office) 54 Park St, 2000. 61-9931. David Jeffreys.

**PARKER ASSOCIATED REPRESENTATIONS PTY LTD**, 131 Clarence St, 2000. Phone 29-6021. Telex 20794. Telegrams Parkrep Sydney. 3UZ, 4GG, TVQ. Also managing and representing Country Radio & Television Pty Ltd, New England Network (2AD-MO-RE-IM), 2VM, 3MA, 3BA, NEN, ECN, STV. R. R. Parker (mng dir), G. R. Spring (admin. of radio operations), G. C. Hearn (admin. of TV operations), B. J. Saint (sales promotion mngtr).

**PROVINCIAL TELEVISION SERVICES**, 41 York St, 2000. 29-1892, 29-2130 (AMV, BCV, MTN, NRN). Sydney manager, Joe Brown; Repr., Denis Newey.

**QUEENSLAND TELEVISION, Scottish Hse**, 19 Bridge St, 2000. 27-8684 (QTQ). Executive: Stafford Warner (Sydney sales mngtr).

**SCOTT, D. N.**; 56 Young St, 2000. 27-2763. Telegrams: Donscott Sydney. (7EX, 6PM-AM-KG-GE, 6VA).

**STURROCK, J. M. PTY LTD.**, 11th floor, Asbestos Hse, 65 York St, 2000. 29-8431 (SES, BTW/GSW, GTS, BKN). J. M. Sturrock mng. dir. Melbourne office: 343 Little Collins St, 60-1617 — Norman E. Harris; Adelaide office: 81-97 Flinders St, 23-4022 (Mrs P. A. Cameron).

**STW SWAN TELEVISION**, Suite 9, Kembla Bldg, 58 Margaret St, 2000. ~~29-8461~~. Ron Guyot (Syd. mngtr), Michael Harrison.

**TELEVISION ASSOCIATES PTY LTD**, Park Hse, 187-191 Macquarie St, 2000. 28-8517. Also at 290 Latrobe St, Melbourne, 329-6600. Gen. mngtr Ken Bennett, mngtr Ron Frank, sales prom. officer Tony Moltzen. Melbourne manager: John Niere (represents country TV stations RVN, BTV, GMV, CTC). Directors: W. P. Marsden (RVN), B. F. Jackson (BTV), P. Twomey (GMV), G. K. Barlin (CTC). Secretary, L. M. Barnett.

**TELEVISION TIME SALES PTY LIMITED** (see Livingston, David, this page).

**TONKIN, JAMES**, 54 Park St, 2000. 61-9931. (3AK.)

**TVW**, 280 George St, 2000. 28-2860, 28-9060. Stan Fildes (sales mngtr), John Harper (Sydney rep.).

**WIN** (Sydney sales office), A. C. Lewis Hse, 159 Kent St, 2000. 27-9123, 27-6820. Rodney Lester (sales mngtr), Ed Angel, Lindsay Atkinson (sales execs).



**MELBOURNE**

**STANFORD ALLAN PTY LTD**, 247 Collins St. 3000. 63-7081. (2BE.)

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 167 Queen St, 3000. (67-9161). (2CH, 2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK). J. L. Finch (sales mngr).

**ANDERSON, HUGH, PTY LTD**, 130 Exhibition St, 3000. 63-3674-6 (2UE, 2KO, 2GZ, 2NZ, 2LM, 3GL, 3BA, 4BK-AK, 5AD-PI-MU-SE, 7EX, 7HT, CBN, CWN, RTN, TNT).

**ASSOCIATED BROADCASTING SERVICES LTD**, 290 Latrobe St, 3000. Phone 329-6022. (3SR, 3YB, 3UL, 3CS.)

**ASSOCIATED SALES AUSTRALIA PTY LTD**, Suite 8, 501 St Kilda Rd, 3004. 26-6671. Directors: D. G. Gilder, I. D. McGregor.

**BRISBANE TV LIMITED**, M. J. Murray, Suite 6, 445 St Kilda Rd, Melbourne, 3004. Phone 26-5767. (BTQ.)

**BROWN, RAY PTY LIMITED**, 100 Drummond St, Carlton, 3053, PO Box 58, Carlton Sth, 3053, 34-1103/4. Telegrams Schedule Melbourne. Central Qld Broadcasting Network (4LM, 4LG, 4IP), 2KY.

**GARDNER, HOWARD** (and Michael McCarthy). 218 High St, Kew, 3101. Vic. 86-6243. Telegrams Telecentre (ATN).

**GILDER, MCGREGOR & ASSOCIATES, PTY LTD**, Suite 8, 501 St Kilda Rd, 3004. Telegrams, Gildrep, Melbourne. 26-6671. (2UW, 6PR-TZ-OL, 4MK, 4KQ, 2HD). Don Gilder, Ian McGregor. Tony Sargeant, Rona Proudfoot.

**HAVRE, JOHN**, 422 Collins St, 3000. 60-1811, 67-3011.

**HOWELL, GEORGE**, 390 Lonsdale St, 3000. 67-1868 (TVW).

**HYNES, BARRY**, 390 Lonsdale-st. 67-3165. (TVT.)

**JEFFREY, E. L.** Box 1914R, GPO, Melbourne, 3001. 67-5541. Telegrams: Jeffradio Melbourne. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4ZR, 4VL, 4KZ, 2BH, 2KM, 2KA, 5KA-AURM, 6PM-AM-KG-GE, 6VA.) E. L. Jeffrey (princ.).

**MACQUARIE BROADCASTING SERVICE**, 382 Latrobe St. 3000. 329-6666. (2GB, 2BS, 2CA, 2DU, 2LF, 2LT, 2MG, 2MW,

2NX-NM, 2PK, 2RG, 2WL, 3AW, 4AM, 4BH, 4BU, 4CY, 4NA, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, 1YD Auckland, NZ) Brian Woodyatt (sales mngr).

**MCCORMICK, BRANDON, HAIG-MUIR PTY LTD**, 34 Queens Rd, 3004. 26-3641-2. Telegrams: Haigmuir, Melbourne, (2QN, 2SM, 2WG, 6KY, 6NA, 7BU, 7AD, 7SD, 8DN, KUAM Guam. R. F. Haig-Muir (dir), J. L. McCormick (mng dir). Sydney office: 30 Carrington St, 2000. (29-3202), Rene Brandon (mngn).

**METREP SERVICES PTY LTD**, Miller House, 3rd Floor, 357 Lt. Collins St, 3000. 67-1744. (DDQ/SDQ, TNQ, RTQ, WBQ, FNQ.) Manager: Ian MacTavish.

**NWS**, C/o GTV. Bendigo St, Richmond, 3121.

All correspondence to Box 214, PO, Richmond. Phone 42-5819. Jim Styles (Melb. sales mngr), Rodney Bunning (sales exec.)

**OATEN WARD**, 341 Collins St, 3000. 62-5723. Telegrams: Oatenward, Melbourne.

**PROVINCIAL TELEVISION SERVICES**, 224 Queen St, 3000. Phone 60-1941. Melbourne manager: John Aldous. Sales rep.: Peter Thomas. (BCV, AMV, NRN, MTN.)

**QUEENSLAND TELEVISION LTD**, 22 Bendigo St, Richmond, 3121 Vic. All correspondence to Box 214, PO, Richmond (42-2072). Telegrams Queteenine. Jack Clark (Vic. sales mngr). (QTQ.)

**LEONARD SPARKS & ASSOCIATES** 483 Collins St, 3000. Telegrams Lensparks Melbourne. Phone 62-3003. Leonard S. Sparks (principal).

**STURROCK, J. M. PTY LTD**, 343 Little Collins St, 3000. 60-1617 (SES, BTW/GSW, GTS, BKN).

**STW** (Melbourne office), Stanhill, 34 Queens Rd, 3000. 26-3674. Milton Francis (Melbourne sales mngr).

**NEIL REEMAN**, c/- GTV, 22-46 Bendigo St, Richmond, Vic., 3121. All correspondence to Box 214, PO, Richmond. 42-7229, 42-0201. (NBN).

**REPRESENTATION SERVICES AUSTRALIA PTY LTD**, Suite 31, 541 St Kilda Rd, 3004. 51-8459. Telegrams: Repservice Melbourne. Mal J. Murray, John D. Thom (chief executives). 3MA, 4GG.

**TELEVISION ASSOCIATES PTY LTD**, 290 Latrobe St, 3000. 329-6600. Victorian sales mngr, John Niere; sales exec.: Ian Ahearn. (BTV, CTC, GMV, RVN.)

**TELEVISION BROADCASTERS LIMITED**, M. R. Milne, Suite 6, 445 St Kilda Rd, 3004. Phone 26-1357. (ADS.)

**TEN**, 7th floor, 489 Swanston St, 3000. 34-8391. Ian Kennon (sales mngr).

**VICTORIAN BROADCASTING NETWORK LIMITED**, 150 Albert-rd, Sth Melbourne, 3000. 69-7461. Telegrams Radio-centre. (3CV, 3HA, 3NE, 3SH, 3TR, GLV, STV.) Max Baker (gen. mngr), D. C. Corley (sales mngr, radio), H. Lyon (representing GLV, STV).

**WRAY, C**, c/- GTV, 22-46 Bendigo St, Richmond, Vic., 3121. All correspondence to Box 214, PO, Richmond. 42-2259. (WIN.)

## BRISBANE

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 70 Merivale St, Sth Brisbane, 4101. Tel. 4-1631. (4TO, 4CA, 4WK, 2GF, 2CH, 2GN, 2AY, 3BO.) Frederick R. Pearce (Qld representative).

**DON BAKER**, Perry Hse, Albert St, Brisbane, 4000 (2-9024). GPO Box 1150P. (4LG, 4LM).

**MACQUARIE BROADCASTING SERVICE**, R. E. Chipp, 43 Adelaide St. Box 906M, GPO, Brisbane, 4001. 2-2002. 2GB, 2AD, 2TM, 2MO, 2RE, 2VM, 2BS, 2CA, 2DU, 2LF, 2LT, 2MG, 2MW, 2NX, 2NM, 2PK, 2RG, 2WL, 3AW, 3BA, 3SR, 3UL, 3YB, 3CS, 4BH, 4GY, 4AM, 4NA, 4BU, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT.)

**QUEENSLAND PROVINCIAL TELEVISION SERVICES**, 160 Edward St, 4000. 29-473. (DDQ, SDQ, TNQ, RTQ, FNQ, WBQ, MVQ.)

**STEVENS, W. R.**, 30-38 Wharf St, 4000. 31-1311. (2UW, 3UZ, 5KA, 5AU, 5RM, 6PM, 6AM, 6KG, 6GE, 4AY, 4GR, 4RO, 4MB, 4KZ, 4VL, 4ZR, 4MK, 4SB, 2KA, 2KM.)

**BEDE WILLIAMS & ASSOCIATES**, 5th floor, Producers and Citizens Building, 160 Edward St, Brisbane, 4000 (2-6660). Major Network, 2GZ, 2KO, 2NZ, 5AD, CBN, NBN, NEN, NRN, BCV, NWS, TNT.)

**WOOD, ERIC, & SON**, 329 Adelaide St, 5000. 2-2735. (2HD, 6KY-NA, 8DN.)

## ADELAIDE

**COLES, KEITH, R.**, Northern Insurance Bldg, 95 Currie St, 5000. 51-4926. (Major Broadcasting Network, 2UE, 2KO, 2GZ, 2LM, 2NZ, 3DB-LK, 3BA, 3MA, 3GL, 3TR, 3NE, 3HA, 3SH, 3CV, 4BK-AK, 4MK, 6PR-TZ-CI, 6VA, 7EX, 7HT, 8DN, 8MN, 8CV, 8GLV, 8TNT, 8RTN, 8CBN, 8CWN, 8NRN, 8STV, 8STW, 8MTN.)

**MACQUARIE BROADCASTING SERVICE**, c/o 5DN, 201-205 Tynnte-st, Nth Adelaide, 5000. PO, Box 5, North Adelaide, 5001. 6-8461. (Representing Macquarie stations throughout Australia and stations, 2AD, 2BE, 2BS, 2DU, 2KA, 2KM, 2MG, 2MO, 2RE, 2RG, 2TM, 2VM, 3CS, 3SR, 3UL, 3YB, 4AM, 4NA, 4VL, 4ZR, 7QT.)

**MacTAVISH, IAN** (c/o Metrep Services Pty Ltd), Adelaide enquiries to 357 Little Collins St, Melbourne, 3000. 67-1744. (DDQ/SDQ, WBQ, RTQ, TNQ, FNQ.)

**MCCORMICK, BRANDON, HAIG-MUIR PTY LTD**, Adelaide enquiries to 34 Queens Rd, Melbourne, 3000. 26-3641. (Representing 2SM, 2QN, 2WG, 3KZ, 7BU, 7AD, 7SD.)

**MURPHY, K.**, C/o ADS7, 125 Strangways-tce, Nth Adelaide, 5000. (6-8591), (BTQ.)

**NWS SALES DEPT**, Tynnte-st, North Adelaide, 5000. 67-2322. (TCN, NBN, WIN, GTV, QTQ.)

**STURROCK, J. M. PTY LTD**, 81-97 Flinders St, 5000. 23-4022 (2BH, SES, BTW/GSW, GTS, BKN). Mrs P. A. Cameron.

## PERTH

**LATHAM, T. J. & S. K.**, 1111 Hay St, West Perth, 6005. 21-5418 (6VA, 8DN, BTW).

## OVERSEAS RADIO-TV REPS IN AUSTRALIA

**AMERICAN BROADCASTING COMPANY FILMS OF AUSTRALIA PTY LTD**, Suite 1101, Caltex Hse, 167 St, Sydney, 2000. Phone 27-7266/7.

**Managing director:** L. A. Mauger. Australian representative, ABC-TV (US). Handles distribution of drama, comedy, children's, cartoon and variety programs, and documentaries.

**AUSTRALIAN ASSOCIATED PRESS PTY LTD**, Wynyard Hse, 291 George-st, Sydney, 2000 (29-3941, cables Austnews). **Executive:** Duncan Hooper (managing editor).

Overseas news service: Interstate Representative: G. Zucker, 422 Little Collins-st, Melbourne, 3000 (67-5765). Overseas: W. W. Parr, chief London correspondent, 85 Fleet St.

**BRITISH BROADCASTING CORPORATION**, London, W1. Aust'n & NZ repr., Len Woolard; TV repr., Basil Sands; 177 Elizabeth St, Sydney, 2000. 61-9059.

**CBS FILMS** (TV film distributors and production division of Columbia Broadcasting System, USA), Suite 2, Colman Hse, Cnr Berry & Walker Sts, North Sydney, 2060. Phone 92-4061. Telegrams, Teletext, Sydney. William G. Wells, managing director.

**NATIONAL BROADCASTING COMPANY**, RCA Bldg, New York, USA. NBC International (Australia) Pty Ltd, 251 Eliza-

beth St, Sydney, 2000. Phone 61-6994. Telegrams Natinter. G. W. Kreitner (mng dir).

**UNITED PRESS INTERNATIONAL** (Inc. New York), Sth Pacific hq, 505 Caltex Hse, 167 Kent St, Sydney, 2000. GPO Box 5336, Sydney, 2001. 27-4134. Charles Bernard, manager for Aust. & NZ.

**U.P.I.T.N. CORPORATION**, 38-40 Martin Place, Sydney, 2000. 28-2391. Executive, J. A. Jackson.

**Australian representative:** Sale and distribution of UPITN newsfilm service.

**VOICE OF AMERICA**, Washington, USA. Repr. by US Information Service, 46-48 Margaret St, Sydney, 2000 (29-7071, cables, Usinfo, Sydney).



# **Australian Broadcasting Commission**



THE Commonwealth Government took the first steps that ultimately led to the establishment of the Australian Broadcasting Commission as long ago as 1929.

In 1932, Parliament enacted the Australian Broadcasting Commission Act, and this brought the Commission into existence on July 1 of that year.

From that date the Commission took over control of the provision of programs from the A class stations.

On September 10, 1954, the Commonwealth Government under terms of the Television Act (1953) appointed the ABC as the authority to provide the national television programs.

## RADIO STATIONS

Following are the ABC's medium frequency broadcasting stations throughout the country and their locations:—

### AUSTRALIAN CAPITAL TERRITORY

2CN Canberra (1540kcs, 2kw operating power), 2CY Southern Tablelands (850kcs, 10kw).

### NEW SOUTH WALES:

(Sydney.)

2BL (740kcs, 50kw), 2FC (610kcs, 50kw).

Regional.

2BA Far South Coast, Bega (810kcs, 10kw); 2CO Riverina & NE Victoria, Albury (670kcs, 10kw); 2CR Western Districts, Orange (550kcs, 50kw); 2LG Lithgow (1570kcs, 200w); 2ML Murwillumbah (560kcs, 200w); 2NA Newcastle (1510kcs, 10kw); 2NB Broken Hill (760kcs, 1kw); 2NC Newcastle (1230kcs, 10kw); 2NR Northern Rivers, Grafton (700kcs, 50kw); 2TR Taree (720kcs, 200w); 2KP Mid-North Coast, Kempsey (680kcs, 10kw); 2NU Northern Tablelands, Tamworth (650kcs, 10kw); 2GL, New England, Glen Innes (820kcs, 10kw); 2WN Wollongong (1580 kcs, 2kw); 2AN Armidale (760kcs, 50wts); 2UH Upper Hunter-Muswellbrook (1040kcs, 1kw); 2CP Cooma (1570 kcs, 50wts).

### VICTORIA:

(Melbourne.)

3AR (620kcs, 50kw), 3LO (770kcs, 50kw).

Regional.

3GI Gippsland, Sale (830kcs, 10kw); 3WV Western Victoria, Horsham (580kcs, 50kw); 3WL Warrnambool (1570kcs, 200w).

### QUEENSLAND

(Brisbane.)

4QG (790kcs, 10kw), 4QR (590kcs, 50kw).

Regional.

4AT Far North Atherton (600kcs, 2kw); 4QA Pioneer District, Mackay (720kcs, 2kw); 4GM Gympie (1570kcs, 200w); 4QB Wide Bay, Maryborough (910kcs, 2kw); 4QL Western Queensland, Longreach (540kcs, 10kw); 4QN Northern Queensland, Townsville

(630kcs, 50kw); 4QS Darling Downs, Toowoomba (750kcs, 10kw); 4RK Central Queensland, Rockhampton (840kcs, 10kw); 4QY Far North, Cairns (940kcs, 2kw); 4SO Southport (1590kcs, 200w); 4MI Mt Isa (1080kcs, 200w); 4QO Eidsvold (910kcs, 10kw); 4QD Emerald (1550kcs, 50kw), 4QW S & SW Qld, St George (710kcs, 10kw).

### SOUTH AUSTRALIA:

(Adelaide.)

5AN (890kcs, 10kw); 5CL (730kcs, 50kw).

Regional.

5CK Lower North Service, Port Pirie (640kcs, 10kw); 5LN Port Lincoln (1530kcs, 200w); 5WM Woomera (1580kcs, 50w); 5MG South East, Mt Gambier (1580kcs, 200w); 5PA South East, Penola (1160kcs, 2kw); 5MV Sth Aust. Upper Murray Service, Renmark (1590kcs, 2kw).

### WESTERN AUSTRALIA:

(Perth.)

6WF (690kcs, 50kw), 6WN (810kcs, 10kw).

Regional.

6GF Goldfields, Kalgoorlie (660kcs, 2kw); 6GN Geraldton (830kcs, 2kw); 6WA Wagin (560kcs, 50kw); 6NM Northam (600kcs, 200w); 6AL Albany (650kcs, 400w); 6CA Carnarvon (720kcs, 200wts); 6DL Dalwallinu (530kcs, 10kw); 6ED Esperance (840kcs, 1kw); 6BE Broome (670kcs, 50wts); 6DB Derby (870kcs, 2kw).

### TASMANIA:

(Hobart.)

7ZL (600kcs, 10kw), 7ZR (940kcs, 10kw).

Regional.

7NT North Tasmania, Launceston (710kcs, 10kw); 7QN West Coast, Queenstown (630kcs, 200w).

### NORTHERN TERRITORY:

8AL Alice Springs (1530kcs, 50wts), 8DR Darwin (650kcs, 2kw); 8KN Katherine (670kcs, 50w); 8TC Tennant Creek (680kcs, 50w).

### PAPUA:

9PA Port Moresby (1250kcs, 2kw), 9RB Rabaul (810kcs, 2kw).

### DOMESTIC SHORT WAVE SERVICES

VLG, VLH, VLR (all Lyndhurst, Vic. LG-LH, 10kw, LR, 10kw), VLI (Sydney, NSW, 2kw), VLM, VLQ (Brisbane, Qld, 10kw), VLT, VLK (Port Moresby, Papua, 10kw), VLW-VLX (Perth, WA, LW 2kw, LX 50kw).

(Note: Frequencies on which these short wave stations transmit are varied as required for best results.)

## TELEVISION STATIONS

### ABN Sydney

Opened: Nov. 5, 1956.

Transmitter and Site: Pacific Highway, Gore Hill. Marconi transmitter (through AWA).



**Studios:** Located with transmitter at Gore Hill (JF0433).

**Operating Hours:** Sun., 11am-10.15pm; Mon.-Fri., 9.10am-11.40am, 1pm-3.15pm, 4.45pm-11pm; Sat., 12.45pm-11pm.

**Technical Facilities:** Channel 2 (63-70 megs, 64.25 megs vision and 69.75megs sound). 100kw vision ERP, 20kw sound ERP.

**Antenna:** 500ft, 820ft above sea level.

**ABV Melbourne**

**Opened:** Nov. 19, 1956.

**Transmitter and Site:** Barnes' Lookout, Mt. Dandenong. Marconi transmitter (through AWA).

**Studios:** Located Gordon-st, Elsternwick. LF8181, 8191.

**Operating Hours:** Sun., 11am-10.15pm; Mon.-Fri., 9.40am-11.50am, 1pm-3.05pm, 4.45pm-11pm; Sat., 12.30pm-11pm.

**Technical Facilities:** Channel 2 (63-70megs, vision 64.25megs, sound 69.75 megs). 100kw ERP visual, 20kw ERP sound.

**Antenna:** 364ft, situated 2300ft above sea level, Mt Dandenong.

**ABQ Brisbane**

**Opened:** Nov. 2, 1959.

**Transmitter and Site:** Mirrinbul, Mt Coot-tha. Marconi transmitter and aerial (through AWA).

**Studios:** Located 612 Coronation Drive, Toowoong.

**Operating Hours:** Sun., 11am-10.10pm; Mon.-Fri., 10.30am-12.15pm, 1pm-2.40pm, 4.45pm-11pm; Sat., 1pm-11pm.

**Technical Facilities:** Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs). 100kw ERP visual, 20kw ERP sound.

**Antenna:** 500ft, situated 1370ft above sea level, Mt. Coot-tha.

**ABS Adelaide**

**Opened:** March 11, 1960.

**Transmitter and Site:** Mt. Lofty. Marconi transmitter and aerial (through AWA).

**Studios:** Located Main North East-rd, Collinswood.

**Operating Hours:** Sun., 11am-10.10pm; Mon.-Fri., 10.30am-12.30pm, 1pm-3.30pm, 4.45pm-11pm; Sat., 1pm-11pm.

**Technical Facilities:** Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs); 100kw ERP visual, 20kw ERP sound.

**Antenna:** 440ft, situated 2700ft above sea level, Mt. Lofty.

**ABW Perth**

**Opened:** May 7, 1960.

**Transmitter and Site:** Bickley. Marconi transmitter and aerial (through AWA).

**Studios:** Located Adelaide Terrace.

**Operating Hours:** 11am-10.10pm; Mon.-



Fri., 10.30am-11.50am, 1pm-3.20pm, 4.45pm-11pm; Sat., 1pm-11pm.

**Technical Facilities:** Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs); 100kw ERP visual, 20kw ERP sound.

**Antenna:** 410ft, situated 1540ft above sea level, Bickley.

## ABT Hobart

**Opened:** June 4, 1960.

**Transmitter and site:** Mt. Wellington. Philips transmitter with Rhode and Schwarz aerial.

**Location of studios:** Harrington-st, Hobart.

**Operating Hours:** Sun., 11am-10.10pm; Mon.-Fri., 9.05am-3.05pm, 4.45pm-11pm; Sat., 1pm-11pm.

**Technical facilities:** Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs), 100kw ERP visual, 20kw ERP sound.

**Antenna:** 300ft, situated 4465ft above sea level, Mt. Wellington.

## COUNTRY STATIONS

On December 18, 1962, the first ABC country television station (ABC Channel 3 Canberra) went on the air.

Other station openings:—In 1963: ABEV Channel 1, Bendigo (April 29); ABRV Channel 3, Ballarat (May 20); ABHN Channel 5, Newcastle (June 3); ABNT Channel 3, Launceston (July 29); ABLV Channel 4, Latrobe Valley (September 30); ABWN Channel 5a, Wollongong (October 28); and ABGV Channel 3, Goulburn Valley (November 28); ABDQ Channel 3, Darling Downs (December 16); ABRQ Channel 3, Rockhampton (December 21).

**Opened in 1964:** ABCN Channel 1 Orange (March 31), ABRN Channel 6 Lismore (April 20), ABTQ Channel 3 Townsville (September 21), ABAV Channel 1, Upper Murray (December 15).

**Opened in 1965:** ABNS Channel 1, Spencer Gulf (April 10); ABMN Channel 0, South Western Slopes and Eastern Riverina (April 30); ABSW Channel 5, Bunbury (May 10); ABDN Channel 2, Grafton, Kempsey (June 28); ABSV Channel 2, Murray Valley (July 30); ABUN Channel 7, Upper Namoi (September 27); ABWQ Channel 6, Wide Bay (October 8); ABMV Channel 4, Mildura (November 22); ABGS Channel 1, Mount Gambier (December 3); ABCN Channel 2, Broken Hill (December 14).

**Opened in 1966:** ABCW Channel 4, Central Agricultural Area (March 28); ABTN Channel 1, Manning River (April 29); ABAW Channel 2, Southern Agricultural Area (June 6); ABSN Channel 8, Bega-Cooma (June 29); ABNQ Channel 9, Cairns and ABGN Channel 7, Griffiths (both July 25); ABQN Channel 5, Dubbo (September 12); ABSQ Channel 1, Warwick (July 4).

Translator stations (relaying programs of parent stations) at Queenstown and Rosebery (Tas.), Lithgow, Armidale and Kyogle (NSW) and Warrnambool/Pt. Fairy (Vic.)

## COMMISSIONERS AND EXECUTIVES

**Commissioners of the ABC:** Sir Robert Madgwick, OBE, MEd, DPhil, DLitt, LLD, (chrmn), A. G. Lowndes, CBE, MSc, Miss Rhoda Felgate, MBE, J. T. Reid, Mrs D. E. Edwards, OBE, Philip Masel, OBE, Angus Smith, OBE, G. A. Richardson, BA (Oxon), A. M. Ramsay, CBE, BEc.

**General manager:** T. S. Duckmanton.

**Deputy general manager:** C. W. Semmler.

**Assistant general manager:** W. S. Hamilton.

**SYDNEY** (head office), Broadcast House, 145 Elizabeth-st. Cables and telegrams ABCOM. Box 487, G.P.O., Sydney. Phone 31-0211. News Department: 164-172 William St. Cables and telegrams BROADNEWS.

**MELBOURNE**, ABC Bldg, 529 Lonsdale-st. Telegrams Broadcast, Melbourne. News Department: Broadnews, Melbourne. Phone 67-6911.

**BRISBANE**, Manager, 612 Coronation Drive, Toowong. Phone 7-3161. Telegrams Broadcast, Brisbane.

**ADELAIDE**, Manager, Hindmarsh Square. Phone 23-2272. Telegrams Broadcast, Adelaide.

**PERTH**, Manager, 187-193 Adelaide Tce. Phone 23-0341. Telegrams Broadcast, Perth.

**HOBART**, Manager, ABC Bldg, Warrington St. Phone 2-7821. Telegrams Broadcast, Hobart.

**PAPUA/NEW GUINEA**, Manager, Hubert Murray Highway (5 mile), Boroko, Port Moresby. Telegrams Broadcast, Port Moresby.

**LONDON**, Eric Sholl, European representative, Australian Broadcasting Commission, 54 Portland Place, WI. Cables Austcast, London.

**NEW YORK**, Charles Buttrose, North American representative. Australian Broadcasting Commission, Suite 2708, 1270 Avenue of the Americas, New York, NY 10020. Cables Austcast, New York.

**WASHINGTON:** P. Barnett, representative, Washington, 2020M Street, Washington, DC. Cables Austcast.

**DJAKARTA:** M. J. Carlton, Representative, Djakarta, Apartment 33-34, Djalan Kebon Sirih 40, Djakarta, Indonesia. Cables Austcast Djakarta.

**NEW DELHI:** Representative, New Delhi, 116 Sunder Nagar, New Delhi, India. Cables Austcast, New Delhi.

**TOKYO:** N. H. Petersen, Representative, Tokyo, Shinwa Bldg, 6th floor, 10, 2-Chome, Akasaka, Minato-Ku, Tokyo, Japan. Cables Abroadcom, Tokyo.

**KUALA LUMPUR:** Representative, Kuala Lumpur, Room 705, Asia Insurance Bldg, Jalan Weld, Kuala Lumpur, Malaysia. Cables Austcast, Kuala Lumpur.

**SINGAPORE:** J. A. Hollinshead, Representative, South-East Asia, 15 Peck Hay Rd, Singapore 9, Singapore. Cables Austcast, Singapore.

# Radio production units

- *Transcription distributors*
- *Recording facilities*



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

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

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

**Agency:** Grey Advertising Pty Ltd (Sydney).

**A.P.I.**, 38 Martin Place, Sydney, 2000 (28-4617). Telegrams Airprograms. Program producers and distributors. Offices also at New York and Hollywood, USA.

**Directors:** Walter J. Hucker, Wendy J. Hucker.

Produces music-news radio productions. World distributor for Peter Frank Organisation.

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

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

**Executives:** Mrs Norma Rees (studio coordinator), Roger Savage (senior eng.), Associate, John Hawker (music consultant).

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

Specialising in origination and production of singing commercials, music for documentary film and production of 'pop' records for major record companies.

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED:** Recording Department, 47 York St, Sydney, 2000 (2-0233). Telegrams, Expanse, Sydney. Producers of transcriptions, radio commercials, TV film sound tracks and gramophone records.

**Executives:** K. Johns (recording mgr); J. Colin Craigen (exec. producer).

**Facilities:** Two Sydney studios specially designed and equipped for all dramatic, oral and music recording. Ampex mono, stereo and multi-track recorders. 12 input 3 channel output control console. 35 and 16mm film display via closed circuit television. 17½mm interlocked film recorder. High speed Ampex tape duplicating. Neuman mono and stereo disc cutting lathes. Complete production service. Comprehensive music and sound effects library. Mobile OB mono and stereo recording equipment.

**Representatives:** AWA Melbourne, Brisbane, Perth, Wellington, London.

**ARTRANSA PTY LTD**, 136 Phillip St, Sydney, 2000 (2-0360).

**Executives:** S. R. I. Clark (mng dir), S. Baker (sales mgr).

**AUSTRALASIAN RADIO & TELEVISION PRODUCTIONS PTY LTD**, Head office and despatch, 46-50 Regent-st, Nth Richmond, Vic., 3121 (41-7441). Cable address: Fanfare Melbourne. Feature program producers.

**Directors:** H. J. Mason (chairman), Noel Dickson (man. dir), A. L. Finn.

**Producer:** Colin Billington.

**BROADCAST EXCHANGE OF AUSTRALIA PTY LTD**, 645 Chapel St, South Yarra, 3141. (247483-4-5-6.) Telegrams Beadisc. Radio, television and film sound recording studios.

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

**Executives:** M. William, Monty Maizels, O. Fraser, Geoff Kitchen.

**Studios:** Two 17 tape recorders, including 4 and 3 track Ampex ½ in tape synchronised multi-channel system. 17.5mm Natec sprocketed magnetic film recorders, 24 or 25 frames per second. EMT reverberation plate. Electronic effects devices. 35mm and 16mm Siemens projectors electronically interlocked with sprocketed tape double header systems. Full color facilities. Neumann disc cutting lathes. Comprehensive ancillary equipment. Sound effects and mood music library.

**Creativity:** Copywriting, jingles, original lyrics and melodies on short notice.

**CHRISTIAN BROADCASTING ASSOCIATION LTD**, 420 Lyons-rd, Five Dock, NSW, 2046. (83-7321.) Religious program producers.

**Directors:** Rev. Vernon Turner, D. Bate, F. McInnes, A. M. Dixon, C. Willmore.

**General manager:** Eric R. Bird.

**Studios:** Three recording studios, three control booths fully equipped with latest mixing and recording equipment, tape duplication equipment, auto-cues, etc. Large offset printing plant.

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

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

**Facilities:** Two sound studios for music and voice recording equipment includes EMJ, Rola, and Nagra recorders. Multi-channel mixing console, with individual equalisers, reverberation and echo. Sprocketed recorders, complete Nagra sync. pulse recording and transfer facilities. Mood music and sound effects library. Closed circuit TV film projection. Neumann, AKG, Electrovoice, Altec, RCA mikes—Ortofon pick-ups and CE turntables.

**Services:** Multi-track recording, dubbing and transfer facilities. Complete services for jingles, radio programs, music recording, disc cutting and pressing, and film soundtracks.

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



**Directors:** Bruce Clarke, Alf Bean, Georgia Clarke.

**Studio co-ordination:** Marion Watson.

TV, film and radio sound recording studio. Specialises in creation of jingles and sound concepts. Staff arrangers, composers and talent. Studio available for all types of spoken announcement recordings and music sessions.

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

Jingle Workshop won the TV Society's 1966 and 1967 Original Music Awards.

**ALAN DEAN ENTERPRISES PTY LTD**, 22 Alfred St, Milson's Point, Nth. Sydney, 2061. Phone 929-8388, 92-7722. **Studio:** 96 Glebe Rd, Glebe, 2037.

Pacific distributor of Woroner Productions Inc radio programs.

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

**Studios:** Three recording studios, each with own control room fitted with special consoles equipped with full radio and TV recording facilities.

**Branches:** All States.

**I/state Repr.:** John Havre, 422 Collins-st, Melbourne, Vic., 3000 (67-3011). **O'seas Principal:** Electric & Musical Industries Limited, Hayes, Middlesex, England.

**FIDELITY RADIO PTY LTD**, 365 Kent St, Sydney, 2000 (2-0270) Cables Twouw.

Producers and marketers of radio programs and commercials.

**Studios:** Equipped with all disc and tape recording equipment.

**GRACE GIBSON RECORDING COMPANY** (incorporating British Australian Programs Pty Ltd), 60 Hunter St, Sydney, 2000. (28-4661). Recording studio.

**Directors:** Grace Gibson (gov. dir.), R. R. Parr.

**Executive:** J. M. Woodward (mngtr and chief eng.).

**Studios:** Equipped with latest Neumann Mastering lathe. Full studio facilities. US magnecord tape machines. Sound effects and music dubbing libraries; pulsed tape facilities for audio-visual applications.

**Repr.:** R. Haig-Muir, McCormick, Brandon, Haig-Muir Pty Ltd, Stanhill, 34 Queens Rd, Melbourne (26-3641); Eric Wood, Box 1918W, GPO, Brisbane (2-2735); Charles Micheison, 45 West 45th St, New York, USA.

**GRACE GIBSON RADIO & TV PRODUCTIONS PTY LTD**, City Mutual Bldg, 60 Hunter St, Sydney, 2000. (28-4661). Cables:

Gragibson, Sydney. Radio program producers.

**Directors:** Grace Gibson (govng dir.), R. R. M'D. Parr, Fred Mackay (secy).

**Executives:** J. M. Woodward (mngtr), R. James (sales mngtr).

Library of over 30,000 ¼hr transcriptions.

**HAYES PUBLICITY SERVICE PROPRIETARY LIMITED**, Savings Centre, 258 Little Bourke St, Melbourne, 3000. Phone 32-3512. Telegrams Hapus.

**Directors:** Geoffrey Hayes (mng dir), M. Court, I. S. Caithness, J. L. Crane, J. Neate, K. D. Grant (NSW), P. Power (secy).

**Executive:** D. Webster (prod.).

**Studio:** Fully equipped for all programming and recording functions. Landline facilities installed, sound recording to tape or disc, comprehensive general programming and sound effects library.

**Pstate Repr.:** Hayes Publicity Service Pty Ltd, Commerce Hse, 161 Clarence St, Sydney, 2000 (29-5973). K. David Grant, manager.

**HEPWORTH PRODUCTIONS**, 34 Jamison St, Sydney, 2000 (27-6299). Program producers.

**Director:** R. C. Hepworth.

**DONOVAN JOYCE RADIO PRODUCTIONS**, c/o Grace Gibson Distributors Pty Ltd, CML Building, 60 Hunter St, Sydney, 2000. (28-4661). Cables: Cragibson, Sydney.

Program producers.

**KLARION ENTERPRISES PTY LTD**, 321 William St, Melbourne, 3000. (329-7900.)

**Directors:** B. K. Horman, J. H. Horman.

**Executives:** B. K. Horman (mng dir), A. T. Taylor (secy-accnt), J. A. Hunn (design & research eng.), G. P. Lee (chief rec. eng.).

High speed tape duplicating service with facilities for any speed, full, half and quarter track, either stereo or mono; Ampex 3300B high speed duplicator.

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

**Managing Director:** David Koffel.

**Executive director:** Ralph D. Hogg.

Recording studios fully equipped with mixing consoles, turntables, eight-channel magnetic recording, Presto disc-cutting heads, disc processing service. 16mm, 35mm and CinemaScope sync projection.

**2GB RECORDING DIVISION**, 136 Phillip St, Sydney, 2000. (2-0360).

**Executives:** L. N. Schultz (tech. services dir.), K. Freeman (facils. mngtr).

**Studios:** Five recording studios, 15 Ampex one Ampex duplicator (master and four slaves), two disc recorders, complete sound effects library, electronic gunshot machine and EMT reverberation plate equipment.

**Repr.:** See 2GB-Macquarie.



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

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

**NATEC SOUND STUDIOS PTY LTD**, 29 Bligh St, Sydney, 2000. Phone 28-5741.

**Executives:** C. K. Crane (administrative & secretary), K. W. Kanaar (production), S. W. Kanaar (equipment).

**Operations:** Recording facilities for production of commercials, jingles, etc.

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

**Managing Director:** Roy Baxter.

**Production Director:** Clifford Warne (radio-TV dept).

Producers of dramas, comedies and children's programs, including Strange Stories from the Bible, City in Contrast, Once Upon a Time, Encounter Contact.

**RADIO CREATIONS (AUSTRALIA)** — subsidiary of Hayes Publicity Service Pty Ltd, Savings Centre, 258 Little Bourke St, Melbourne, 3000. Phone 32-2535.

**Directors, executives, studio and facilities, interstate repr.:** See Hayes Publicity Service Pty Ltd, this section.

**RANGER RECORDINGS**, 82 Chelmsford-ave, Epping, NSW, 2121. Phone 86-3618.

**Executives:** Ross Sheard (prop. and gen. mngr), Frank Sheard (secy), Lola Sheard (mngr).

**Operations:** Specialises in transfer of outside broadcast recordings to master disc, and tape to disc transfer both for direct playback and lacquer mastering.

**STUDIO 20 PRODUCTIONS**, 367 Bourke-St, Darlinghurst, Sydney, 2010. Phone 31-3383.

**Director-producer:** R. C. Ayres.

**Executive:** B. K. Bearnes (design and research engineer).

Recording service; lacquer master cutting to trade.

Two studios; SEIM equipment; 16 channel mixer with echo; four Emitape machines.

**T.O. BROADCASTS**, 45 Victoria St, Waverley, NSW, 2024. Phone 38-3063, 38-2255.

**Manager:** Rev. Kiaran O'Connell, OFM.

Religious transcription service.

**3UZ RECORDING DEPARTMENT**, 45 Bourke St, Melbourne, 3000. Phone 63-3511.

Full range program and commercial production facilities.

**Enquiries:** G. Andrew (3UZ sales mngr).

**WORLDWIDE CHRISTIAN PRODUCTIONS.** See Pilgrim Productions Limited entry this section.

# ***NATEC*** sound studios

3rd FLOOR, 29 BLIGH STREET, SYDNEY. 28-5741

*Recording a single voice or a choir—  
a single instrument or an orchestra...*

Our facilities, engineering know-how, and production experience ensure your ideas becoming a "sound" reality.

- 4-track multi-channel music recording.
- Comprehensive music and effects library.
- Quick service disc processing.
- Film mixing to 35mm or 16mm image.

*Good sounds come from NATEC — we'd like you to hear them.*

# Record companies and labels

- *Production statistics*
- *Mood and theme music suppliers*



THIS information was compiled by the Commonwealth Bureau of Census and Statistics from returns of establishments engaged in the manufacture of phonograph records, and indicates current production trends.

Period	Single Play 78 rpm and 45 rpm	Extended Play 45 rpm and 33½ rpm 7inch	Long Play 33½ rpm		Total	"Stereo" Records included in Previous Columns (a)
			10inch	12inch		
	('000)					
Years 1964-65	4,198	1,474	50.5	4,408	10,131	1,663
1965-66	4,295	1,486	37.5	5,049	10,868	2,266
1966-67	4,635	2,099	31.9	6,679	13,444	3,139
Months: 1967-68						
July	322	136	0.96	567	1,026	205
August	377	179	1.71	650	1,208	262
September	353	258	1.57	671	1,283	304
3 months ended Sept. 1967	1,052	573	4.24	1,888	3,517	771
3 months ended Sept. 1966	1,124	492	10.26	2,013	3,639	859

(a) mainly 33-1/3 rpm, 12-inch

## RECORD COMPANIES AND THEIR LABELS

### SYDNEY

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD**, 47 York St, Sydney, 2000. Phone 2-0233.

**Director:** Sir Lionel Hooke (mng dir.)

**Executive:** K. Johns (recording mngr.)

**Label:** Radiola.

**I/State Distributors:** Branches, 167 Queen-st, Melbourne; 70 Merrivale-st, Brisbane; 497 Murray St, Perth; Wills & Co., 7 Quadrant, Launceston.

**AUSTRALIAN RECORD COMPANY LTD**, 11-19 Hargrave St, East Sydney, 2010. Box 267, PO, Darlinghurst, Sydney, 2010. Phone 31-4111. Telegrams Colrecord, Sydney.

**Labels:** CBS, Warner Bros, Reprise, Kapp, Kapp/Medallion, Epic, Hickory, Sue, Chess, Palette.

**Agency:** George Patterson Advertising.

**I/state Repr.:** Australian Record Co. Ltd, 7 Claremont-st, Sth Yarra, Vic. and 244 Gilbert-st, Adelaide, SA; Col Hopgood Pty Ltd; 309 Enoggera-rd, Newmarket, Qld; Athol M. Hill, 613-615 Wellington-st, Perth; K. W. McCulloch, 109 York-st, Launceston, Tas.

**BOOSEY & HAWKES (AUSTRALIA) PTY LIMITED**, National Building, 250 Pitt St, Sydney, 2000. Phone 61-9046. Telegrams Sonorous.

**Directors:** George S. Cooper (mng dir), G. K. Harrison (secy), E. J. Culey, A. R. Clapham, K. P. Pool.

**Labels:** Boosey & Hawkes, Bosworth (London), Major (NY), Emil Ascher Inc. (NY).

**O/seas Repr.:** Boosey & Hawkes Ltd, 295 Regent-st, London; Boosey & Hawkes Inc., 30 West 57th St, New York 19, USA.

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

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

**Labels:** HMV, Columbia, Parlophone, Capital, Decca, Angel, London, Disneyland, Ace of Clubs, Vocalion, Stateside, Bueno Vista, Ace of Diamonds, Roulette, Viking, Tamla Motown, Deram, Regal.

**Branches:** 109-123 Burwood Rd, Hawthorn, Victoria (81-0211), 105 Port Rd, Bowden, SA (46-3031), 457 Beaufort St, Launceston, Tasmania, 83 Robertson St, Fortitude Valley, Brisbane (51-5271), National Park St, Newcastle (2-3883), 135 Newcastle St, Fyshwick, ACT.

**FESTIVAL RECORDS PTY LTD**, 63-79 Miller St, Pyrmont, 2009. Phone 68-4021. Telegrams Festival, Sydney.

**Directors:** K. R. Murdoch (chrm), F. C. Marks, H. M. Rich, A. R. Hely, N. W. Brown, C. H. Beavis.

**Executives:** F. C. Marks (mng dir), A. R. Hely (secty), N. W. Brown (nat. sales mngr), C. H. Beavis (prod. mngr).

**Labels:** Festival (original recordings by Decca, New York), Coral (USA), Ampar (original recordings by ABC records (USA), Command, Impulse, Westminster (USA), Atlantic (USA), Liberty, Imperial (USA), Scepter (USA), Dot (USA), 20th Century Fox (USA), Monument (USA), A&M (USA), King (Japan), Viva (USA), Project 3 (USA), LHI (USA), Double Shot (USA), King (USA), Wallis Originals (USA), Elite Special (Switzerland), Ember (England), Abnak (USA), Laurie (USA), Island (England), Moonglow (USA), Accent (USA), Eurovox (Belgium), Canadian Music (Canada), Kimberley (USA), ACTA (USA), Lantern (England), United Artists (USA), ERA (USA), S.S.S. (USA), Denny Cordell Productions (New Breed, Straight Ahead), (England), Festival, Spin, Sunshine ATA (Australia), Leedon, Clarion (Aust.).

**Representatives:** **NSW Country:** Farleighs (NSW) Pty Ltd, 1-15 Foveaux St, Sydney, 2000 (211-2688). **Pstate repr.:** Michaelis Hallenstein & Co. Pty Ltd, 150 Buckhurst St, South Melbourne (69-0220); Farleighs (Qld) Pty Ltd, 26-28 Helen St, The Valley, Brisbane (5-3461); Julius Cohn Pty Ltd, 31 Gilles St, Adelaide (8-6747); Rosenstamm Pty Limited, 90 Great Eastern Highway, Victoria Park, Western Australia (61-9241); Michaelis Hallenstein & Co. Pty Ltd, 143 Wellington St, Launceston (21-761); Michaelis Hallenstein & Co. Pty Ltd, 61 Liverpool St, Hobart (34-3045). **O'seas repr.:** Festival Records (NZ) Pty Ltd, 4th floor, 246 Queen St, Auckland, NZ. Box 1170. Cables: Festival Auckland.

**Publishing Co.:** Crown Music Publishing Pty Ltd.

**PHILIPS ELECTRICAL PTY LIMITED**, Head Office, 69-79 Clarence St, Sydney, 2000. Phone 2-0223. Telegrams Argenta.

**Labels:** Philips, Polydor, Deutsche Grammophon, Fontana, Mercury, Riverside, Mira, Caedmon, Zodiac.

**Agency:** Hansen Rubensohn-McCann Erickson.

**Branches:** 67-77 Mars-rd, Lane Cove, NSW (42-1261); 194 Parry-st, Newcastle West, NSW (61-5001); 86 Wentworth-ave, Kingston, ACT (9-0321-2-3); 252-264 Sturt-st, Sth Melbourne (69-0141); 56-58 Cordelia-st, Sth Brisbane (42-471); 11-13 West Terrace, Adel. (51-6051) 672-4 Murray-st, Perth (21-3131).

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

**Director:** J. W. Tyler (mng dir).

**Executives:** R. D. Walsh (gen. mngr, technical products), W. J. Walsh (gen. mngr, record division), A. J. Turner (controller).

**Labels:** RCA, RCA Camden; VIK, RCA Victrola, Bluebird, Contemporary, Good Time Jazz.

Custom recording facilities available. Also dist. hi-fi, and sound equip.

**Agency:** Insight.

**I/State Repr.:** RCA offices all States O'seas: Radio Corporation of America.

**RECORDING SOCIETY OF AUSTRALIA LTD, THE**, Box 572, GPO, Sydney, 2001.

**Executives:** Prof. Donald Peart (pres.), P. A. Frolich (editor).

Non-profit making organisation. Records music and spoken word, also publishes monthly magazine Brogra Review.

**SCALA RECORD IMPORT CO. PTY LTD**, Alderson Building, 504-520 Pacific Highway, St Leonards, NSW, 2065. Phone 43-0243.

**Director:** G. Polgar (mngr).

**Labels:** Argo, Dr Murray Banks, Express Language Teaching Records, Angelicum, Harmonia Mundi.

**STUDIO 20 PRODUCTIONS**, 367-369 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

**Executives:** R. C. Ayres (director-producer), B. K. Beames (design research engineer).

**Label:** Studio 20.  
Representatives all world capitals.

**TEMPO RECORD COMPANY**, 210 Clarence St. Sydney, 2000. Phone 29-1704. Box 882 GPO. The Tempo Production Library of themes and bridges for TV and radio, also background music for industry, offices, restaurants.

**Aust. Repr.:** Maurice D. Chapman.

## MELBOURNE

**ASTOR ELECTRONICS PTY LTD**, Astor Hse, 161-173 Sturt St, Sth Melbourne, 3205. Phone 69-0300.

**Labels:** Astor, Colpix, Audio Fidelity, Vanguard, Hifirecord, Crown, Redbird, Kama Sutra, Elektra, B. T. Puppy, Nonesuch, Scope, Century 21, Transatlantic, Tradition, Somerset, Alshire, Carnaby, Salem, MTA. Go!!

**Agency:** USP-Benson.

**Pstate Repr.:** Branches, 443 Concord Rd, Rhodes, NSW (73-0211), H. Melick (mngnr);

50-54 Little Edward St, Brisbane (2-0271), G. W. Lindsay (mngnr); 81-97 Flinders St, Adelaide (23-4022); H. Woodcock (mngnr); 485 Newcastle St, West Perth (28-2445), A. Hogarth (mngnr); 199 Collins St, Hobart (2-2711), J. Kelly (mngnr); 186 York St, Launceston (2-4599), J. Griggs (mngnr).

**NEW SYSTEM PROCESSING**, 56-58 Lothian St, Nth Melbourne, 3051. Phone 30-1839.

**Directors:** Carl Harvey (mng dir), J. D. Harvey.

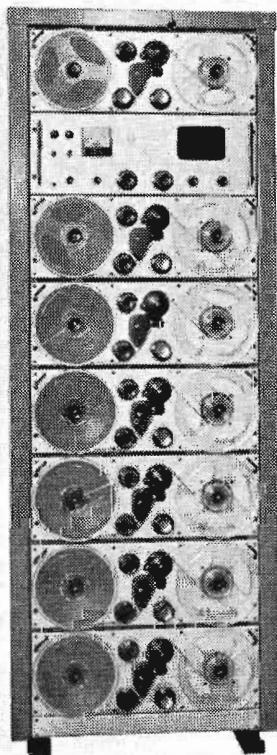
**Production mngnr:** Harrie Eilbeck.  
Independent record manufacturers.

**W&G RECORD PROCESSING CO. PTY LTD**, 185-187 a'Beckett St, Melbourne, 3000. Phone 329-7255.

**Executives:** E. A. White (dir), R. J. Gillespie (dir), B. A. Simm (mngnr Custom dept & studio), M. D. Angus (gen. sales mngnr), J. Varney (publ. & A&R).

**Labels:** W&G, Gem, Diaphon, Carisch, Eurodisc, Pickwick.

**Pstate Repr.:** 30-40 Gibbena St, Camperdown, NSW; 70 Bowen St, Brisbane, Qld; 842 Hay St, Perth, WA; 8 Wilhelminia Ave, West Launceston, Tas.; 301 Nth Terrace, Adelaide, SA.



# PLESSEY

Rack mounted professional quality equipment for copying master tapes.

## High speed tape duplicator

Consists of one master replay tape unit and record amplifier locked into multiple copying record slave units. Duplication is at four or eight times original speed of master tape offering outstanding time savings for the production of low cost multiple tape copies.



### Plessey Components Rola Division

The Boulevard AC68b  
Richmond Victoria 3121 Phone 42 3921  
NSW PO Box 2 Villawood 2163 Phone 72 0133



## Suppliers of recorded background, theme and mood music for radio and TV

**ALBERT, J. & SON PTY LTD**, mood music library department, 139 King St, Sydney, NSW, 2000. Phone 28-2141.

Library manager: Henry Adler.

Representing the recorded background music libraries of Francis, Day & Hunter Ltd (FDH Mood Music), Keith Prowse Music Ltd (KPM) and CBS Television (Trans-World).

**BARNES CHAPMAN COMPANY PTY LTD**, 210 Clarence St, Sydney, 2000. Phone 29-1704.

Executive: M. D. Chapman (dir).

The International Theme and Production Library. 1000 tracks on disc and tape for TV, radio and film.

**BOOSEY & HAWKES (AUSTRALIA) PTY LIMITED**, National Building, 250 Pitt St, Sydney, 2000. Phone 61-9046. Telegrams Sonorous.

Directors: George S. Cooper (mng dir), G. K. Harrison (also secy), E. J. Culey, A. R. Clapham, K. P. Pool.

Complete background, mood and theme music libraries, including Boosey & Hawkes Recorded Library, Bosworth, Major Mood Music Library (USA) and Emil Ascher Inc. Mood Library (USA) for use in transcriptions, films, radio and television.

O'seas repr.: Boosey & Hawkes Ltd, 295 Regent-st, London; and Boosey & Hawkes Inc., 30 West 57th-st, New York, 19.

**CHAPPELL & CO. LTD** (music publishers), 68-70 Clarence St, Sydney, NSW, 2000. Phone 29-4681 (3 lines). Telegrams and cables, Symphony, Sydney.

Executives: W. B. Ahrens (mngr for Australia and New Zealand); Frank Donlevy (professional mngnr), Miss H. Davey (copyright dept).

Complete library of background, theme and mood music for radio and TV.

**DE WOLFE MUSIC**, 44 Pakington St, St Kilda, Victoria, 3182. Phone 94-0774. Background and incidental music for film, radio and television.

**ESSEX MUSIC OF AUSTRALIA PTY LTD**, 8th floor, King York House, 32-34 York St, Sydney, 2000. Phone 29-8595.

General manager: Barry A. Kimberley.

Music publisher. Library of background and incidental theme music.

**LEEDS MUSIC PTY LIMITED**, Universal Hse, Pelican St, East Sydney, 2010. Phone 61-6088-9. Telegrams Leedsmusic.

Managing director: Jack H. Argent.

Music publishers.

Associated companies: (address & telephone numbers as above): TU-Con Music Pty Limited, Spooone Music Pty Limited, Maxana Music Pty Limited, Pincus-Gil Music Pty Limited, Tangerine Music Pty Limited, Victoria Music Co., Cricket Music Pty Ltd, Planetary, Nom Pty Ltd.

Overseas affiliates: Leeds Music Corp., New York; Duchess Music; Pickwick Music; Blossom Music and branches in England, Holland, France, Germany, Italy, Mexico, Japan, Spain, Brazil and Canada.

**PALING, W. H. PTY LIMITED**, 338 George St, Sydney, 2000. Phone 25-2331. Telegrams Paling Sydney.

Complete catalogue of background, mood and theme music for radio, television and films from the Impress (Inter-Art) library.

Also sole agents for the Paxton and Brull (harmonic) transcription libraries.

**PLANNED MUSIC SYDNEY PTY LTD**. Phone 2-0360. Telegrams Plandmusic, Sydney.

Directors: R. P. Falkingham (chrnm), S. R. I. Clark, L. N. Schultz.

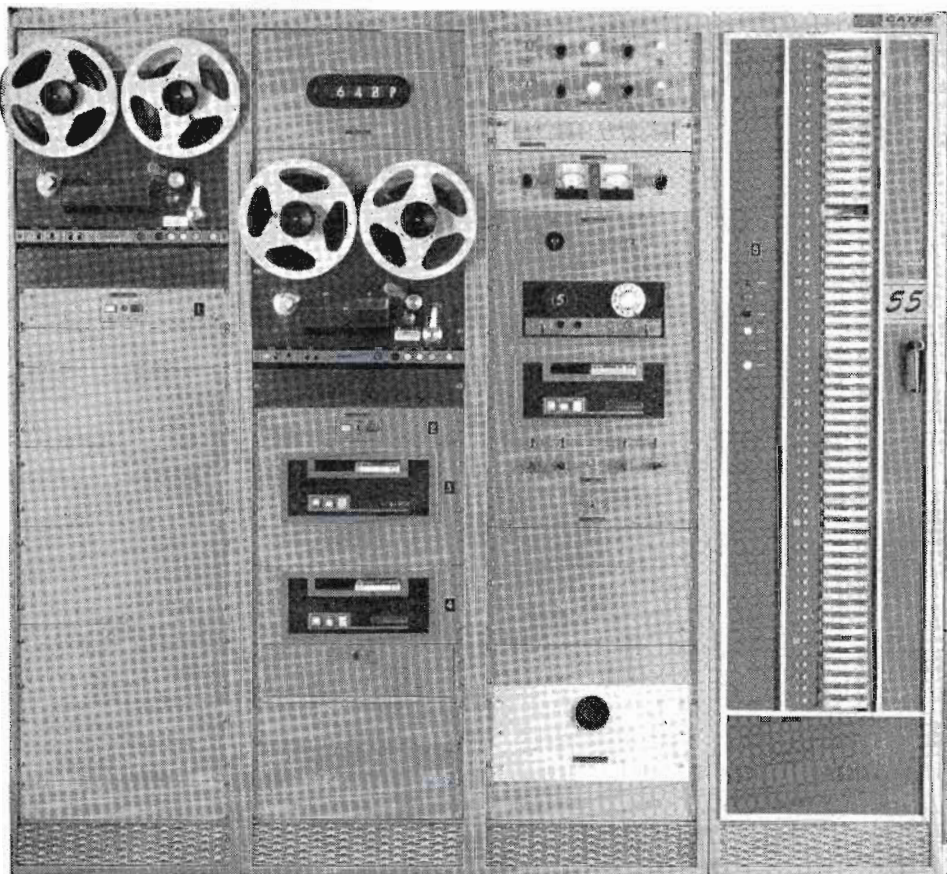
Executives: C. W. Gidley (gen. mngnr). R. Milne (chief eng.), R. Wright (State mngnr), A. Mather (district mngnr).

Muzak background music services.

**TEMPO RECORD COMPANY**, 210 Clarence St, Sydney, 2000. Box 882, GPO, 2001. Phone 29-1704.

The Tempo production library of themes and bridges for radio and TV, also background music for industry, offices and restaurants.

Australian representative: Maurice D Chapman.



# STEP INTO THE FUTURE WITH **ATC** AUTOMATED PROGRAMMING

Programming requirements are determined by many factors . . . the size of the market, listeners' purchasing power, competition—and the need for station management to use all available talent to the greatest advantage. The concept of automated operation is here now!

ATC's Building Block system provides only the equipment necessary for a specific application—and yet this system may be expanded at any time without rendering earlier installations obsolescent.

The heart of the ATC system is the Model STC-9 Simplex Programmer. Up to ten audio sources may be controlled; music sequence is normally programmed on the 24 thumb-wheel switches with cartridge sources entered into the music sequence as often as required. Frequency of airing

is selectable on any of the four rotary switches associated with machines programmed on a time basis.

Associated units include a monitor amplifier, Simplex timer, cartridge playback units, ATC-55 cartridge handling system, Silence Sensor, digital clock, logging decoder, programme logging and music on reel-to-reel replay units.

All audio mixing is balanced at 600 ohms, therefore shielding precautions are kept at a minimum. Automatic Tape Control installations use cartridge/reel-to-reel tape combinations for flexibility . . . a combination preferred by over 80% of broadcasters in the United States.

**Versatile, profit making ATC systems quickly prove their worth to broadcasters everywhere. Step into the era of automated programming now!**

Australian National Distributors:

***Simon Gray Pty. Ltd.***

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 Sydney Office: 22 Ridge St., North Sydney, N.S.W. 92 3890

INTERSTATE REPRESENTATIVES:

S.A.: Eilco Sales Pty. Ltd., 7-9 Osmond Terrace, Norwood, S.A. Tel. 63 4844  
 Q'land: Sydney G. Hughes, 154-158 Arthur St., New Farm, Brisbane. 58 1422  
 W.A.: Athol M. Hill, 613-615 Wellington Street, Perth. Tel. 21 7861  
 Tas.: K. W. McCulloch Pty. Ltd., 109 York Street, Launceston. Tel. 2 5322  
 A.C.T.: Australian Physical Laboratories, P.O. Box 225, Canberra City,  
 Tel. 4 3010 (Mr. J. E. Howe)  
 N.T.: Piltzner's Music House, Smith Street, Darwin. Tel. 3801

# Services to radio stations

- *Studio, recording and transmission equipment*



## SYDNEY

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED** (Engineering Products Division), 422 Lane Cove Rd, Nth Ryde, NSW, 2113. Phone 88-6666. Branch offices in all State capitals.

Consultants for all aspects of broadcast engineering including field strength surveys and site evaluation.

The AWA range of Australian manufactured equipment covers: MF and HF transmitters, radiators and transmission lines, remote controls and associated equipment. A full range of studio equipment is available including up to date solid state units.

AWA will evaluate, design, manufacture and supply every type of equipment for the broadcasting industry.

Associates of the Marconi Company of England and Australian distributors and agents for Ampex sound recording reproduction equipment, Sony professional audio equipment including recorders and microphones, AKG Microphones, Revox Tape Recorders and amplifiers. Schafer automated program channels and Kahn broadcasting equipment.

**AUDIO ENGINEERS PTY LTD**, 342 Kent St, Sydney, 2000. Phone 29-6731. Cables Audeng, Sydney.

**Executives:** R. C. Fitzsimmons (mng dir), D. K. Fletcher (sales mngtr), J. L. Barber (service mngtr).

**Equipment:** Shure microphones, pickups; Jensen loudspeakers; Thorens turntables and public address equipment.

**AUDIO VIDEO INDUSTRIES**, 40 Hotham Pde, Artarmon, 2064. Phone 43-6596.

**Proprietor:** W. F. Porter.

**Australian agents:** Audiodiscs (Audio Devices Inc., USA), Ogura cutting styli.

**Australian Distributors:** Pyral recording blanks, Photovox magnetic heads, Papst FHP Motors. Manufactures AV communicator audio visual equipment.

**CHAPMAN, MAURICE, & COMPANY PTY LTD**. Registered office, Chapman Hse, 210 Clarence St, Sydney, 2000 (29-1704). Maurice D. Chapman (dir).

**BASF** Magnetic recording tape.

**Melbourne Repr.:** V. Brull Pty Ltd, 3 Albany-rd, Nth Balwyn.

**R. H. CUNNINGHAM PTY LTD**, 64 Alfred St, Milson's Point, NSW, 2061. Phone 929-8066. Telegrams: Cunnig. Head office Melbourne (see Melbourne entry).

**Directors:** R. H. Cunningham, Mrs K. M. Cunningham, E. Danin.

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

**Operations:** Specialists in equipment and components for the electronic-radio and TV industries.

**I' state repr.:** Brisbane: L. E. Boughen & Co., 95 Central Ave, Sherwood, Qld. Adelaide: K. Farmer Sales Pty Ltd, 286 Gilles St, Adelaide; Perth: H. J. McQuillan Pty Ltd, 1017 Wellington St, Perth.

**DEECO CONSTRUCTIONS PTY LIMITED**, 2 Crawford St, Blakehurst, NSW, 2221. Phone 54-3984. A. L. Dixon, J. E. Dixon (dirs).

Radio masts and towers, communications equipment.

**EMI (AUSTRALIA) LTD**, Emitron Hse, 301 Castlereagh St, Sydney, 2000. Phone 2-0912. Telegrams, Emitron, Sydney.

All types broadcasting-studio recording equipment, plus Emitape, Emifilm and videotape.

See also Services to TV.

**FALK, FRED, A. (SALES) PTY LTD**, 28 King St, Rockdale, NSW, 2216. Phone 59-4783. Telegrams, Gramofalk, Sydney.

Dual recordchangers and players. Dual tape recorders and portable stereo systems.

**GRAY, SIMON PTY LTD**, 22 Ridge St, North Sydney, 2060. Phone 92-3890.

**Manager:** E. C. Sloss.

**For equipment:** See Melbourne entry.

**HIGH FIDELITY PRODUCTS**, 33 Marlborough Rd, Homebush West, NSW, 2140. Phone 76-6830.

**Proprietor:** Victor F. Harris.

MBH pick-ups, amplifiers, pre-amplifiers, equalisers and turntables.

**I/State Repr.:** C. A. Pearce & Co. Pty Ltd, Brisbane; William Willis & Co. Pty Ltd, Melbourne. O'seas: Photophone Equipments Ltd, Bombay and Delhi. Duode, Leeds, UK.

**MAGNECORD AUSTRALASIA PTY LTD**, 210 Clarence St, Sydney, 2000. Phone 29-1704. Maurice D. Chapman (dir).

Magnecord magnetic recording equipment, Soundscriber monitoring equipment, TV cueing devices, Sparta-matic tape programming equipment.





## STC delivers the complete package radio station

STC experience covers every detail from the planning stage through design, layout and installation of the complete station including studio equipment.

Available on short notice:

- M.F. and H.F. Transmitters. Power ranges from 130W to 100kW.
- Complete aerial systems, both directional and omni-directional.
- Modern transistorised studio

equipment custom built to your specific needs.

- Wide range of audio and ancilliary equipment.

For further information contact Standard Telephones and Cables Pty. Limited, Radio Transmission Division, Moorebank Avenue, Liverpool, N.S.W. 2170. Phone 602-0333. Melbourne 480-1255. Canberra 49-8667. Brisbane 47-4311. Adelaide 51-3731. Perth 21-6461.

AN

**ITT**  
ASSOCIATE

worldwide telecommunications and electronics





**MINNESOTA MINING & MANUFACTURING (AUSTRALIA) PTY LIMITED**, 2 Wentworth Ave, Darlinghurst, NSW, 2010. Phone 2-0930. Telegrams Triminco, Sydney. NSW branch office: Alderson Bldg, 508 Pacific Hwy St Leonards, NSW, 2065. (43-0455.)

**Directors:** H. B. Kosanke (mng dir), H. G. Edwards (financial dir), D. J. Brydon (sales & mktg dir), G. Swanbeck (chief engineer), B. R. Duncan (mfg dir).

**Executives:** J. A. Johnson (national sales & mktg mngr—tapes, films medical, electrical and magnetic); G. Waite (national sales & mktg mngr, BCD, microfilm and graphic products); J. Perrin (national sales a mktg mngr, coated abrasives, adhesives and chemicals), W. J. McLaughlin (advtg mngr).

Scotch brand magnetic tape for audio and video recording. Mincom brand video drop-out compensator, splicing tapes for magnetic tape.

**Agency:** Pritchard Wood Quadrant.

**Istate repr:** Branches in all capital cities. **O'seas:** Auckland, NZ.

**PHILIPS ELECTRICAL PTY LTD**, head office, 69-79 Clarence St, Sydney, 2000. Phone 2-0223. Telegrams, Argenta.

All types studio recording equipment.

**PYE INDUSTRIES LTD**, Carrington Rd, Marrickville, NSW, 2204. Phone 55-0411. Telegrams Pyind Sydney. T. J. S. Spencer (mng dir).

Pye TV, radio, stereo and tape recorders.

**RANGER RECORDINGS**, 82 Chelmsford Ave, Epping, NSW, 2121. Phone 86-3618.

**Executives:** Ross Sheard (proprietor/gen. mngr), Frank Sheard (secty), Lola Sheard (mngr).

Specialises in outside broadcast recordings to be transferred to master disc, and provides a high quality tape to disc transfer service, both for direct playback and lacquer mastering.

**ROLA COMPANY (AUSTRALIA) PTY LTD**, Christina Rd, Villawood, NSW, 2163. Phone 72-0133. Telegrams: Rola Sydney.

**Regional manager:** C. W. Smith.

**Equipment:** See Melbourne entry.

**SKILFAST PTY LTD**, 5 Bermill St, Rockdale, NSW, 2216. Phone 59-5655. Telegrams, Skilfast. F. E. Watmough (mngr).

Radio-TV masts.

**STANDARD TELEPHONES AND CABLE PTY LIMITED**, 252-274 Botany Rd, Alexandria, NSW, 2015. Radio transmission

division, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Relay, Sydney.

**Managing director:** Sir Samuel Jones.

Advisory service on all aspects of broadcast engineering, service covering consultation, field strength survey, site evaluation and installation.

**Equipment:** Mast radiators, earth systems, directional radiating systems, aerial coupling units, power dividing networks and phasing equipment; RF transmission lines and coaxial cable; full range of broadcast transmitters with or without remote control, studio equipment, microphones and OB amplifiers.

**I'state repr:** STC offices at Perth, Canberra, Melbourne and Wellington, NZ; Unbehaun & Johnstone Pty Ltd, Adelaide; M. J. Bateman Pty Ltd, Perth; W. & G Genders Pty Ltd, Hobart, Devonport, Burnie and Launceston; Fred Hoe & Sons Pty Ltd, Brisbane. **O'seas:** International Telephone and Telegraph Corporation, New York, and associated companies throughout the world.

**STUDIO 20 PRODUCTIONS**, 367-369 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

**Director-producer,** R. C. Ayres; **design and research engineer,** B. K. Beames.

Recording equipment designed and manufactured; outside broadcast recording; lacquer master cutting to the trade. Complete record production facilities.

**TELECOMMUNICATION COMPANY OF AUSTRALIA PTY LIMITED**, 69 Clarence St, Sydney, 2000. Phone 2-0223.

J. B. Vasey (NSW branch mngr).

All types VHF two-way radio equipment.

**UNITED RADIO DISTRIBUTORS PTY LTD**, Shop 32, Ash St, Angel Arcade, Sydney, 2000. Phone 28-3718, 28-3926.

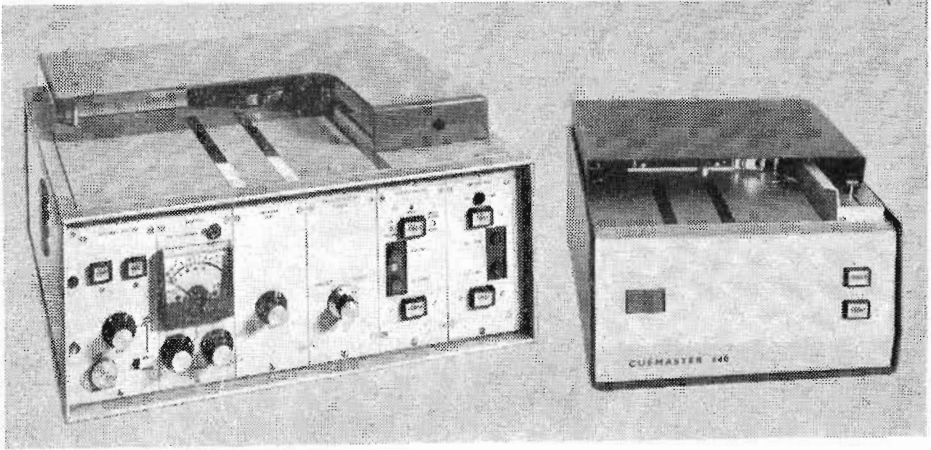
Distributors of Ferrograph tape recorders, Quad amplifiers, Goodman's loudspeakers and amplifiers, Decca pickups, Garrard turntables, Collins SSB equipment, Rogers amplifiers, stereo hi-fi systems.

## MELBOURNE

**CANNON ELECTRIC (AUSTRALIA) PTY LTD**, 58 Cluden St, Brighton East, Vic., 3187. Phone 92-3173. Telegrams Cannonelec, Melbourne.

Manufacturers of Cannon electrical connectors and Welwyn Power Metox resistors. Agents for Motorola semi-conductors, Sprague capacitors, Welwyn resistors.

**Agency:** Hayes Publicity.



(Left) 710 Record/Play

(Right) 640 Replay

# Cue-master

## SERIES 710

*The most advanced  
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cartridge tape  
system available*

**The World's finest Audio and Broadcasting Equipment  
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Baker Reproducers Ltd. Loudspeakers.

Consolidated Electronics (Sales) P/L. Car-  
tridge Tape Recorders, Reel to reel recorders,  
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fiers, Monitoring Systems, Audio Visual Tape  
Recorder/Projector, Teaching and Selling  
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Custom-built Special purpose Electronic equip-  
ment.

Delta Electronics High Frequency Antenna  
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Elron Frequency Counters.  
Fidelipac Tape Cartridges.  
Nortronics Magnetic Recording Heads.

A range of High Quality Products as listed  
in Services to Radio, Page 154, from:—

Crown International  
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Gates Radio Co.  
General Precision Inc. GPL Div.  
L.T.V. Continental Electronics  
Magnetic Shield Div. of Perfection Mica Co.  
Magnecord (Div. of Telex Corp.)  
McCarta Inc.  
Scully Recording Instruments  
Stancil Hoffman Corporation  
Viking of Minneapolis  
Webster Electric Company

**C**ONSOLIDATED **E**LECTRONICS

**(SALES) PTY. LTD.**

**505 Lygon St., East Brunswick, Victoria. 3057. Phone 36-3711**

**AGENTS**

QLD.: F. Hoe & Sons Pty. Ltd., P.O. Box 37, Salisbury Nth.

S.A.: Tyquin Distributors Pty. Ltd., 13 Deacon Ave., Richmond

W.A.: Purvisonic Sound, 44 McCoy St., Myaree.

**DISTRIBUTORS: A.W.A. in all States**

**COLLINS RADIO COMPANY (AUS-TRALASIA) PTY LIMITED**, Hooker Hse, 327 Collins St, Melbourne, 3000. Phone 61-2626. Telegrams Colinrad.

**Directors:** F. C. Lee (mng dir), J. V. Warner, J. H. Punter.

Sales and service of own brand equipment. **O'seas Repr.:** Collins Radio Company, Cedar Rapids, Iowa, USA.

**CONSOLIDATED ELECTRONICS PTY LTD**, 505 Lygon St, East Brunswick, 3057, Vic. Phone 36-3711.

Manufacturers of Cuemaster cartridge and reel to reel tape recorders, studio and OB amplifiers, design and construction of specialised equipment engineered to customers' requirements.

Importers and distributors of: Audio Devices magnetic recording tape, computer tape, instrumentation tape, tape cartridges, master discs and magnetic film. Bakers loudspeakers. Brandenburg regulated high voltage, high stability power supplies. Crown professional tape recorders. Fidelipac tape cartridges (Cassettes). McCarta recording and playback equipment. Fortronics tape recording, replay (single- and multi-track) and erase heads. Scully professional tape recorders. Viking cartridge decks, accessories. Tape recorders and tape cartridges. Perfection Mica Co. Netic and Co-netic magnetic shielding material. Fairchild audio equipment.

Brandenberg Ltd regulated power supplies. Delta Electronics high frequency antenna. Elron Electronic Industries Ltd frequency counters. Magnetic Shield Division magnetic shield material. Gates Radio Co. broadcast television and commercial transmitters, linear amplifiers, SSB transceivers.

**R. H. CUNNINGHAM PTY LTD**, 608 Collins St, Melbourne, 3000. PO Box 4533, 3001. Phone 61-2464. Telegrams, Cunnig Melbourne. Sydney: 64 Alfred St, Milsons Point, 2061, NSW. Phone 929-8066. Telegrams Cunnig, Sydney.

**Directors:** R. H. Cuningham, Mrs K. M. Cuningham, E. Danin.

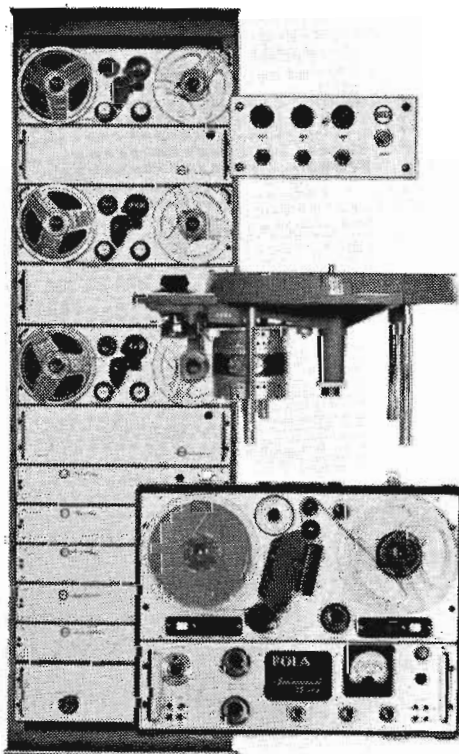
**Executives:** R. H. Cuningham (mng dir), Mrs K. M. Cuningham (purchasing dir), A. McRae Bennett (general sales mngr).

Specialists in equipment and components for the electronic-radio and TV industries.

**I'state repr.:** Brisbane, L. E. Boughen & Co., 95 Central Ave, Sherwood, Qld, 4075; Adelaide, K. Farmer Sales Pty Ltd, 286 Gilles St, Adelaide, SA, 5000; Perth, H. J. McQuillan Pty Ltd, 1017 Wellington St, Perth, WA, 6000.

**GRAY, SIMON PTY LTD**, 28 Elizabeth St, Melbourne, 3000. Phone 63-8101.

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



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A full range of professional grade equipment is available

## Rola Auto Station

Low priced automatic tape programmer provides automatically cued tape inserts at the touch of a button. Modular construction allows expansion to any degree of automation. Unattended operation is possible with auto-sequencing unit.

## P12 Studio Turntable

Freedom from rumble and wow and flutter are outstanding features of the 4 speed Rola Professional Turntable, designed for peak performance, complete reliability and minimum maintenance under continuous operating conditions.

## Rola 77 MkIII Tape Recorder

A superbly engineered portable magnetic tape recorder with all the facilities of studio consoles. Provides outstanding cueing and editing facilities, fast "word-drop-in" editing and silent "Record" operation. AC68a

## Plessey Components

### Rola Division

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 Richmond Victoria 3121 Phone 42 3921  
 NSW PO Box 2 Villawood 2163 Phone 72 0133





**Australian national distributors:** Ampex sound recording and playback equip.; Ampex portable video recorders and videotape, Ampex audio tape, Altec Lansing studio monitor loudspeaker systems; ATC single and multiple recording machines; Beyer microphones and headphones; CBS studio equip. (Audimax and Volumax automatic level controls); Comrex radio microphone systems; Acholette tape loop reverberation units and electric guitar amplifiers; Electro-Voice microphones, EMT reverberation plates and other studio equip.; Fi-Cord tape recorders and dictating machines; Fidelipac endless loop tape cassettes; Gramplan disc recording amplifiers and cutter heads; Harcroft sapphire disc recording and cutting styli; KRS single and multiple cassette recording machines; Leak audio amplifiers; Magnasync communication and sprocketed film recorders; Megura Denpa Sokki wow and flutter meters and signal generators; Nagra portable tape recorders; Neumann condenser microphones and other studio equip.; Neumann automatic disc recording machines and cutter heads; Orpheus turntables; Ortofon magnetic pick-ups and recording equip.; Permoflux headphones; Pultec program equalisers and sound effects filters; RME studio equip.; Spotmaster automatic cassette tape recorders; Sonocolor audio tape; Tandberg tape recorders; Tuchel connectors; Vega radio microphone systems; Cecil Watts record care accessories; Wharfedale loudspeakers, Sansui loudspeakers and amplifiers, Wolec radio microphones.

**JOHNS & WAYGOOD LIMITED**, City Rd, & Cecil St, Sth Melbourne, Vic., 3205. Phone 69-1241. Telegrams, Johnsway.  
Supply, erection and maintenance inspection of large radio masts and towers.

**PYROX LIMITED**, 18-40 Queensberry St, Carlton, Vic., 3053. GPO Box 492H. Phone 34-9121. Telegrams Pyrox. H. N. Taylor (gen. mgr), G. R. G. Smart (mgr, TV div.).  
Siemens premium quality and instrument grade valves, semi-conductors and tubes; Siemens studio audio systems; Siemens 16 M/R Magnetocord magnetic tape recorders and dubbing equipment.

Branches: 47-51 Parramatta Rd, Concord, NSW (74-0251); 143 West Terrace, Adelaide, 5000; 293 St Paul's Terrace, Brisbane, 4001; 1025 Wellington St, Perth.

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

Executives: D. R. Brown (gen. mgr), K. R. Spencer (mktg mgr).

**Sydney office:** Christina Road, Villawood, NSW, 2163. C. S. Smith (NSW reg. mgr).

Manufacturers of professional console tape recorders, professional transportable tape recorders, reel-to-reel replay units, cartridge tape recorders, turntables, hi-speed tape copiers, automatic tape programming equipment, telephone information drum announcing equipment, bulk tape erasers and loudspeakers.

**I/state repr.:** Athol M. Hill, 613 Wellington St, Perth; A. E. Harrold Pty Ltd, 123 Charlotte St, Brisbane; Healing (Sales) Pty Ltd, 376 King William St, Adelaide; B.J. Electrics Pty Ltd, 42 Wellington St, Launceston.

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

**Technical Director:** C. L. Faudell.

Consulting engineers, suppliers and manufacturers of Astor transistorised audio systems and audio mixing systems. Agents for Pye audio equipment.

**VELCO SOUND SYSTEMS PTY LTD**, 520 Bridge Rd, Richmond, Vic. 3121. Phone 42-0211. Telegrams Soundsystems. E. C. Benham (METTI Aust.) (mgr & dir).



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 Sales Representative: M. Taylor,  
 W. Webb, D. Jenkins, K. Morrison ... 61 9931  
 Melbourne Manager: W. Lynch ..... 42 1128/9  
 Melbourne Representative: J. Bailey 42 1128/9

**SALES SERVICE**

Scheduling Traffic, Advertising  
 Accounts: D. McEncroe, J. McNally 43 0444  
 Traffic: C. Hannam ..... 43 0444  
 Advertising Accounts:  
 Mrs. M. Coleman ..... 43 0444

**REPRESENTATION**

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People are sold on **Channel**



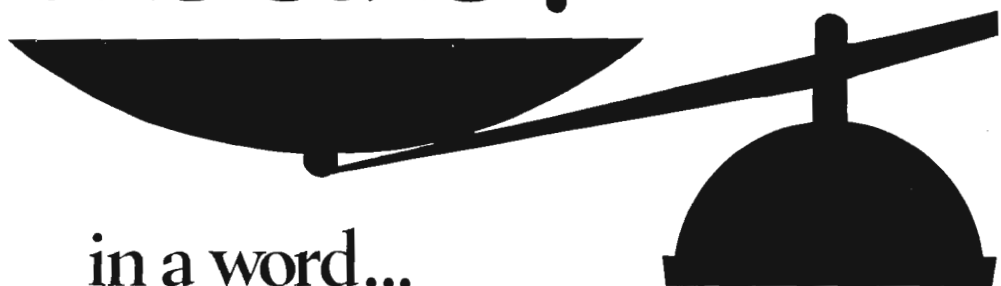


# Television stations

● *New South Wales*



It's  
that  
'extra'  
that tips  
the sale!



in a word...

**PROMOTION**

It's the extra that extends the medium beyond its normal reach. The extra dimension that broadens selling horizons, that sparks enthusiasm from behind the counter, that adds extra promotion power and makes a big campaign great — that's the extra that ATN-7 puts in.

It all adds up to more value for your TV dollar when you team up with ATN. Right now your ATN sales executive is waiting to put you in the picture, help make the medium of total communication *totally effective*.

ATN-7 SALES DIVISION, 19-23 HAMILTON ST.,  
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There are three commercial television network affiliations in Australia, confined mainly to program buying, production and distribution. They are: Australian Television Network (ATN, HSV, BTQ, ADS); National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN); Independent Television System (ATV-0, TEN, TVQ, SAS).

## ATN Channel 7 Sydney

Opened: Dec. 2, 1956.

Licensee: Amalgamated Television Services Pty Limited, Head Office and Studios, Television Centre, Epping, NSW, 2121. Phone 85-0111. Telegrams Telectre, Sydney. Telex AA20250. Sydney sales office: 19-23 Hamilton St, 2000 (25-6681). Melbourne sales office: 88 Ackland St, St Kilda, 3182 (94-4516).

Network Affiliation: The Australian Television Network (ATN, HSV, BTQ, ADS).

Interests represented: Sydney Morning Herald, Sydney Sun, 2UW.

Directors: R. A. Henderson (chairman), A. H. McLachlan, James Fairfax, R. P. Falkingham, R. A. G. Henderson (representing SMH & Assoc. Newspapers), A. F. Albert (chairman, Commonwealth Broadcasting Corp.).

Transmitter & site: AWA dual 5kw transmitters, co-sited with Channel 10 transmitters at Hampden-rd, Artarmon, approximately six miles from the city.

Studio facilities: Four studios, administration offices and maintenance departments at Television Centre, Epping, all air conditioned. Live electronic television studios and facilities: Studio A 90ft x 70ft, studio B 70ft x 50ft, Studio D presentation studio; videotape and kinescope recording. Remote telecast unit equipped with three 4½ inch camera chains. Electronic-Cam film studio C: 90ft x 70ft, equipped with electronic-cam television film recording system designed to produce television programs on black and white or color film using television produc-

tion techniques.

Atlab division provides full commercial 35-16-8 & Super 8mm b&w and color film processing and printing facilities. Also facilities for producing assembled work prints and release prints for electronic-cam system.

Photo laboratory for stills and slides.

Equipment: Nine Marconi Mark III image orthicon cameras, two RCA studio vidicon news presentation cameras, one large power camera crane, one small crane, nine pedestal dollies, special effects in Studios A and B, plus normal vision equipment, special sound production and recording facilities.

Electronic-Cam equipment includes three Arriflex 35mm film cameras incorporating Plumbicon electronic cameras for TV type viewfinders and control room picture monitors. System includes TV camera control desk, dual channel audio system, preview theatre with sound mixing and re-recording suite. Studio C is completely equipped with electrically controlled Tungsten Halogen light sources giving 3200°K color temperature for either black and white or color film photography.

Technical facilities: Channel 7 (181-188 mcs). Vision 182.25mcs, sound 187.75mcs. Power, vision 100kw erp, sound 20kw.

Antenna: 1000ft above sea level.

Executives: J. H. Oswin (gen. mgr), S. G. Piddington (gen. sales mgr), R. S. Pedder (secy), M. H. Stevenson (mnggr, engineering services), G. Ell (news dir), G. Healy (prod. mgr), E. F. Thomas (prog. mgr), H. M. Hughes (Syd. sales mgr), H. N. Gardner (Melb. sales mgr).

Operating hours: Mon.-Fri., 11.30am-12mid.; Sat., 9am-12mid.; Sun., 9.15am-12midnight.

Rates resume (base rate): Announcements, 60secs \$480 (AAA1, 6.30pm-9.30pm Mon.-Sun.), \$222 (AAA2, 9.30pm-10.30pm Mon.-Sun.), \$72 (AA, 10.30pm-11.30pm Mon.-Sun.), \$120 (A, 12noon-6.30pm Mon.-Sun.); 30secs \$360 (AAA1), \$168 (AAA2), \$54 (AA), \$96 (A); 10secs \$168 (AAA1), \$78 (AAA2), \$24 (AA), \$38 (A). Program time: 60mins \$1522 (AAA, 6.30-10pm Mon.-Sun.), \$761 (AA, 12noon-6.30pm, 10pm-close Mon.-Sun.), \$456 (A, open-12noon Mon.-Sun.); 30mins \$761 (AAA), \$382 (AA), \$228 (A).

## DOMINATING 280,000 PEOPLE IN



## WESTERN VICTORIA

... AND TRANSLATORS

BTV Channel 9, Warrnambool

BTV Channel 11, Portland

Refer Page 174 for full details

**TCN Channel 9 Sydney**

Opened: Sept. 16, 1956.

**Licensee:** Television Corporation Ltd. (registered office), 168 Castlereagh St., Sydney, 2000 (2-0666). Telegrams & cables Diffusion, Sydney. Sydney sales office Telegraph Bldg, Park St.

**Network Affiliation:** National Television Network (TCN, GTV, QTQ, NWS, NBN, WIN).

**Principal shareholders:** Consolidated Press Holdings Limited, 2SM, 2KY, Paramount Film Service Limited.

**Directors:** Sir Frank Packer (chairman and managing director), L. K. Martin, Major-Gen. Rev. C. A. Osborne, Hon. R. C. Packer (MLC), K. F. B. Packer, Rev. Father M. R. Prendergast, G. S. Reichenbach.

**Transmitter and site:** AWA, located Artarmon-rd, Willoughby, about 4½-miles from city.

**Studios:** Located with transmitter on 3½ acre site. 43-0444.

**Facilities:** Two studios, 35ft x 50ft and 90ft x 50ft.

**Equipment:** Includes three videotape recorders; a 3-camera OB unit with five microwave links and mobile power supplies. Studio equipment includes 10 image orthicon cameras. Telecine comprises two 35mm and three 16mm film scanners, one slide scanner and multiplexed vidicon chain for slides and 16mm film. In addition to videotape, station has 16mm kine recorder plus 16mm synchronous magnetic sound recorders capable of operation with film scanners.

**Operating hours:** Mon.-Fri., 12noon-midnight; Sat., 9am-midnight; Sun., 12-noon-11.30 pm.

**Technical facilities:** Channel 9 (195-202 mcs). Vision 196.25 mcs. Sound 201.75 mcs, 100kw ERP visual, 20kw ERP sound (FM).

Antenna: 1000ft above sea level.

**Executives:** B. Gyngell (chief exec.), A. J. Baz (mgr), L. R. Free (chief eng.), J. R. Kitto (secy), R. F. Phillis (bus mgr).

**Istate repr.:** W. J. Lynch, 22-46 Bendigo-st, Richmond, Vic.; J. McPherson, c/o NWS, Adel. O'seas: Charles Michelson Inc., 45 West 45th-st, New York; Frank Coven, Bedford House, 33 Henrietta-st, London, WC2, England.

**Rates resume (base rate):** Announcements, 60secs \$480 (Zone 1, 6.30pm-10.30pm Mon-Fri., 6pm-10.30pm Sat.-Sun., conclusion of Tonight prog), \$360 (Zone 1A, 6pm-7.30pm Mon-Fri.), \$216 (Zone 1B, 6pm-6.30pm Mon-Fri.), \$72 (Zone 2, 10.30pm-close Sun.-Sat., open-12noon Sat.), \$144 (daytime, 12noon-6pm Sun.-Sat.); 30secs \$360 (Zone 1), \$264 (Zone 1A), \$156 (Zone 1B), \$54 (Zone 2), \$120 (daytime); 10secs \$168 (Zone 1), \$120 (Zone 1A), \$72 (Zone 1B), \$24 (Zone 2), \$48 (daytime). **Program time:** 60mins \$1536 (AAA, 6.30-10.30pm Sun.-Sat.), \$768 (A, 12noon-6.30pm Sun.-Sat.), \$480 (AOT, All other times), 30mins \$768 (AAA), \$384 (A), \$240 (AOT).

**TEN Channel 10 Sydney**

Opened: April 5, 1965.

**Licensee:** United Telecasters Sydney Limited, cnr Epping & Pittwater-rds, North Ryde. 2113. Phone 88-5555. Telegrams Unitelcast. Sydney sales office: 47 York St, Sydney (29-4503).

**Network Affiliation:** The independent television System (TEN, ATV-0, TVQ, SAS).

**Principal shareholders:** AWA Ltd, CSR Ltd, Email Ltd, Bank of NSW, NBC, J. C. Williamson Ltd, NRMA.

**Directors:** K. O. Humphreys (chrmn), R. J. Abercrombie, A. E. R. Fox, G. Graham, Sir Lionel Hooke, E. G. F. Horne, A. G. Macpherson, Sir Charles Moses, Sir James Vernon.

**Studios:** Cnr Epping & Pittwater-rds, North Ryde.

**Transmitters:** Hampden-rd, Artarmon.

**Facilities:** Four studios — A (8000 sq ft), B (4800 sq ft), C (800 sq ft), D (2000 sq ft). Two parallel operated AWA 5kw combined vision and sound transmitters (type TVH-5), feeding into AWA omni-directional boomerang aerial. Marconi 4½inch image orthicon cameras and automated presentation switching facilities. Ampex videotape recorders.

**Executives:** A. E. R. Fox (gen. mgr), R. T. Lord (station mgr), R. Thyer (chief engineer), D. G. Morton (secy), W. N. Frecker (prod. mgr), J. Fitzgerald (program mgr), P. Richardson (sales mgr), G. Dunkley (financial controller).

**Operating hours:** Sun.-Fri. 11am-12midnight; Sat., 9am-midnight.

**Istate repr.:** 7th floor, 489 Swanston-st, Melbourne (34-8391), Ian Kennon (sales mgr).

**Rates resume (base rate):** Programs and spots Zone 1 (6.30pm-10pm Mon.-Sun.), Zone 2 (6-6.30pm Mon.-Sun.), Zone 3 (10-10.30pm Mon.-Sun.), Zone 4 (10.30-close Mon.-Sun.). Daytime (open-6pm Mon.-Sun.), 60mins \$1008 (Zone 1), \$260 (Zone 4), \$260 (daytime). 30mins \$504 (Zone 1), \$198 (Zone 3), \$130 (Zone 4), \$130 (daytime). 60secs \$324 (Zone 1), \$180 (Zone 2), \$110 (Zone 3), \$65 (Zone 4), \$75 (daytime). 30secs \$240 (Zone 1), \$120 (Zone 2), \$82 (Zone 3), \$50 (Zone 4), \$60 (daytime). 20secs \$192 (Zone 1), \$96 (Zone 2), \$55 (Zone 3), \$35 (Zone 4), \$45 (daytime). 10secs \$120 (Zone 1), \$60 (Zone 2), \$44 (Zone 3), \$20 (Zone 4), \$30 (daytime).

**BKN Channel 7 Broken Hill**

Estimated opening: Late 1968.

**Licensee:** Broken Hill Television Ltd. Registered office: 235 Argent St, Broken Hill, NSW, 2880. PO Box 386. Phone 2651.

Nominal capital of \$200,000, comprising 40,000 50c shares.

**Shareholding:** 50c shares J. M. Sturrock Pty Ltd (102,000), Electronic Industries Pty Ltd (10,000), Broken Hill Theatres Pty Ltd (10,000), others (78,000).

# CHANNEL TEN, SYDNEY



## STUDIOS:

Cnr. Epping and  
Pittwater Rds.,  
North Ryde.  
Postal: P.O. Box 10,  
Lane Cove, 2066. N.S.W.

**CITY SALES OFFICE:**  
47 York Street,  
SYDNEY. 2000



**Sales Manager:**  
Peter Richardson  
**Asst. Sales Manager:**  
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**Sales Representatives:**  
Barry Francis  
Ray Jones  
Joe Moore  
Walter Elliott  
**Traffic Supervisor:**  
Keith Norton  
**Scheduling:**  
Sylvia Gehl  
**Accounts:**  
Les Scott



## PHONE NUMBERS

Studios  
**88-5555**  
City Sales Office  
**29-4503**



## WHAT ABOUT MELBOURNE?

The address is: 7th Floor,  
489 Swanston Street  
The 'Phone number is:  
34-8391  
The Sales Manager is:  
Ian Kennon  
The Sales Representative:  
Ian Williams



**Directors:** P. J. Martin (chrmn of dirs), C. C. Zahara, J. M. Starrock, K. J. Chorlton, J. D. Crowley, D. Joel.

Estimated cost of establishment, \$102,000

**Proposed operating hours:** 25½ hours a week (1st year), rising to 28 hours (2nd year) and 30 hours (3rd year)

Transmitter mast is expected to be co-sited with that of the national station near Broken Hill, and a studio located nearby.

### CBN Channel 3 Orange

**Opened:** March 17, 1962.

**Licensee:** Country Television Services Ltd. Box 465, PO Orange, 2800. Phone Orange 62-2288. Telegrams Cebtes, Orange.

**Directors:** Sir Robert C. Wilson, S. S. Ick-Hewins, A. Burton Taylor, Hon. H. V. Budd, MLC, A. Ridley, C. H. Neville.

**Interests represented:** Country Broadcasting and Television Services Ltd (2GZ), Email Limited, The Land Newspaper Ltd, Western Newspapers Ltd, Western Daily Pty Ltd, Lithgow Broadcasters Pty Ltd, Lithgow Mercury Pty Ltd, Country Life Newspaper Co. Ltd.

**Operating hours:** Mon., Wed., Fri., 3.30pm-10.30pm; Tues., Thurs., 2pm-10.30pm; Sat., 4pm-11pm; Sun. 1.30pm-10.30pm.

**Equipment and facilities:** Major part of studio and transmitter equipment by RCA (US manufacture), tower by Electric Power Transmission Pty Ltd, antenna by RCA.

Transmitter building and tower at Mt Canobolas (approx. 11 miles from Orange). Tower 390ft high on a site 4482ft above sea level. Top of antenna 4872ft above sea level and 2035ft above average terrain. ERP, 100kw.

**Studio building:** 6¼acre site on Bathurst Rd, Orange. Sizes of studios, 60ft x 40ft and 29ft x 23ft.

CBN operates CWN and also relays programming through two repeater stations at Lithgow and Mudgee.

**Pstate repr.:** Television Time Sales Pty Ltd, 187-191 Macquarie St, Sydney (221-1466); Hugh Anderson Pty Ltd, 130 Exhibition St, Melbourne (63-2904); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams & Associates, Brisbane (2-6660).

**Rates resume (base rate):** AAA (6pm-10pm) 60secs \$125; 30secs \$100; 20secs \$85; 10secs \$60. AA (5pm-6pm, 10pm-close) 60secs \$60; 30secs \$50, 20secs \$40; 10secs \$25; 5secs \$20. A (open-5pm) 60secs \$40; 30secs \$25; 20secs \$20; 10secs \$15; 5secs \$10.

### CTC Channel 7 Canberra

**Opened:** June 2, 1962.

**Licensee:** Canberra Television Limited, Canberra Television Centre, Black Mountain, Canberra, ACT, 2414. PO Box 633,

Canberra City, 2601. Phone 4-0255 (4 lines). Telegrams CeeTeeCee. Telex 62046.

**Interests represented:** Federal Capital Press of Australia Pty Ltd (The Canberra Times) 30pc, Daniel Bros and Company Pty Ltd (The Goulburn Post) 14pc approx. Nominal capital \$1million. Issued capital \$600,000 in 1,200,000 50c stock units.

**Directors:** A. T. Shakespeare (chairman), Sir Patrick McGovern, R. W. C. Anderson, H. E. Hendy, S. Jameison, H. W. B. Chester. **General manager,** G. K. Barlin; **chief engineer,** J. D. Stewart.

**Studio and transmitter:** Site, Black Mountain, Canberra. Main transmitter 13.5kw (RCA), standby, 500watts (also RCA). 100kw visual, 20kw sound. 181-188 mcs, vertical polarisation.

Relays to Cooma translator Channel 10, Mt Roberts, vertical polarisation, Goulburn translator (to operate early 1968) also on vertical polarisation.

**Studio facilities:** Two 4½inch image orthicon cameras, one vidicon presentation camera. Two vidicon telecine chains equipped with two RCA TP-6 16mm projectors and two TP-7 2inch x 2inch slide projectors, two RCA TR-22 transistorised videotape recorders.

**Rates resume (base rate):** AAA (6.30pm-10.30pm); AA (5.30pm-6.30pm, 10.30pm-close); A All other times. 60secs, \$100 (AAA), \$60 (AA), \$40 (A); 30secs, \$75 (AAA), \$45 (AA), \$35 (A); 20secs, \$60 (AAA), \$35 (AA), \$25 (A); 10secs \$35 (AAA), \$25 (AA), \$15 (A).

**Pstate Repr.:** Television Associates Pty Ltd, Ron Frank, Sydney (28-8517), John Niere, Melb. (329-6600).

### CWN Channel 6 Dubbo

**Opened:** Dec. 1, 1965.

**Licensee:** Country Television Services Limited, Bathurst Rd, Orange, 2800. Phone Orange 62-2288. Telegrams Cebtes Orange.

Owned by Country Television Services Ltd, CBN, shareholders same as for that company.

**Transmitter site:** Mt Cen Guaich, Warrumbungle Mountains near Coonabarabran. AWA transmitter. On relay from CBN studios at Orange.

**Directors, executives, studios, operating hours, I/state repr.:** see CBN Channel 8 Orange.

Rates included in combined rate with CBN.

### ECN Channel 8 Taree

**Opened:** May 27, 1966.

**Licensee:** East Coast Television Limited, Cowper St, Chatham, Taree, NSW, 2430. PO Box 275. Phone Taree 1165. Telex 60933.



# NBN3 COVERS A \$300,000,000 MARKET

## AUDIENCE FACTS

Population 123,000 Families 429,000 People  
 TV Families 105,000 Families 85.4% of all Families  
 TV People 378,000 People 88.1% of all People  
 Authority — Anderson Survey, Newcastle, Oct. 1967.

## WORK FORCE (1961)

Primary (rural, mining)	19,719	13.6%
Secondary (manufacturing)	45,241	31.1%
Tertiary (commerce, transport, public service, professions, etc.)	80,401	55.3%
	<u>145,361</u>	<u>100%</u>

## INDUSTRIAL 1962/63

No. of factories—1,867. Factories' payroll—\$103.72 million. Gross value of factories' output—\$542.4 million (larger than W.A.). Steel output exceeds 1½ million tons per annum. Electricity output will supply 80% of N.S.W. needs by 1970.

## RETAIL 1961/62

Retail sales grew from \$152M in 1953 to \$251.4M in 1962. How each retail dollar is spent

Each \$1 spent	Total \$M
0.32 Food	79.2
0.11 Tobacco	27.4
0.15 Clothing	37.8
0.06 TV, electrical	14.6
0.22 Cars, petrol	56.4
0.14 Other	36.0
<u>\$1.00</u>	<u>\$251.4M</u>

## TEST MARKET PROSPECTS

The Newcastle/Hunter Valley area forms an ideal test market because it is typical of the Commonwealth in proportions of workforce and in areas of income generated.

Employment Comparison	
% in Commonwealth	% in Newcastle/HV area
15 Employed Primary Industry	12
28 Employed Secondary Industry	33
57 Employed Tertiary Industry	55
<u>100%</u>	<u>100%</u>

Income Generated Comparison	
% in Commonwealth	% in Newcastle/HV area
16 Income Generated Primary Industry	14
30 Income Generated Secondary Industry	34
54 Income Generated Tertiary Industry	52
<u>100%</u>	<u>100%</u>



Mosbri Crescent, Newcastle. 20321.

**SYDNEY:** Ken Brown, Sales Manager, 54 Park Street, Sydney, N.S.W., 61 9931; **MELBOURNE:** Neil Reeman, Television City, Bendigo Street, Richmond, Victoria, 42 0201; **ADELAIDE:** NWS 9, Tynte Street, North Adelaide, S.A., 6 9322; **BRISBANE:** Bede Williams, 160 Edward Street, Brisbane, Qld. 2 9473. NB301.85ca

**Principal Interests:** Manning Valley Properties Pty Ltd (120,000 shares), Television New England Ltd (64,000), Broadcast Amalgamated Ltd (40,000), Amalgamated Wireless (A'sia) Ltd (32,000), Manning River Times (10,000).

**Directors:** W. J. Anschau, H. Joseph, J. A. King, P. E. Lucock, N. C. Schwartzkoff, O. G. K. Sutherland, J. P. Clarke (chrmn), E. S. White.

**Executives:** A. W. Thompson (station mgr), E. M. Greenwell (secy), D. E. Walmsley (senior tech.).

**Transmitter site:** Middle Brother Mountain, height 1829ft, 18 miles NNE of Taree.

**Studio site:** Cowper-st, Chatham, Taree, adjacent to radio station 2RE.

**Equipment and facilities:** Interview-announce studio only for first three years. Graphic and slide production — 16mm movie production and processing.

**Operating hours:** 42 hours weekly.

**Signal area:** Macksville to Seal Rocks.

**I'state Repr.:** Country Radio & Television Ltd, 131 Clarence-st, Sydney (29-6021); J. Havre, 422 Collins-st, Melbourne (67-3011).

**Rates resume (base rate):** AAA Time (6pm-10pm), 60secs \$40, 30secs \$30, 20secs \$24, 10secs \$16, 5secs \$8; AA Time (5pm-6pm, 10pm-close), 60secs \$30, 30secs \$22.50, 20secs \$18, 10secs \$12, 5secs \$6. Discounts from 2½pc-25pc.



**COVERS MOST OF THE RICH NORTH COAST**

30,040 homes • \$130,000,000  
annual retail sales •  
3,000,000 tourists annually  
spend more than \$60,000,000

Sydney .....	29 1892
Melbourne .....	60 1941
Adelaide .....	51 4926
Brisbane .....	2 6660

## MTN Channel 9 Griffith

**Opened:** Dec. 15, 1965.

**Licensee:** Murrumbidgee Television Ltd, Remembrance Driveway, Griffith, 2680. PO Box 493. Phone 62-1999.

**Principal interests:** 2RG Broadcasters Pty Ltd, Associated Rural Industries Ltd, Henry Jones & Co. (Sydney) Pty Ltd, Riverina Theatres Pty Ltd.

**Directors:** D. F. Boyce (chairman), B. H. Maguire, Dr L. M. Jones, W. R. Gamble, H. R. Alexander, C. D. S. Moore, M. E. Farley.

**Executives:** General manager, W. R. Gamble; chief engineer, K. J. Callaghan; program manager, S. R. Townsend; sales manager, N. E. Murphy.

**Mast:** 550ft EPT guyed mast with Rhode and Schwartz aerial.

**Transmitter:** AWA 10kw situated on Mt Bingar, 14 miles from Griffith.

**Facilities:** 44ft x 42ft studio equipped with two Vidicon cameras, telecine equipped with Debrie projectors and Marconi automated studio switcher, videotape and darkroom facilities.

**Operating hours:** 4.30pm-11pm daily.

**I'state repr.:** Provincial Television Services, 41 York-st, Sydney (Joe Brown) 29-1892; 167 Queen-st, Melbourne (John Aldous), 67-3217.

**Rates resume (base rate):** AAA time (6.30-10.30pm): 60secs, \$50; 30secs, \$38; 20secs, \$30; 10secs, \$20; 5secs, \$10. AA: 60secs, \$37; 30secs, \$28, 20secs, \$22; 10secs, \$15; 5secs, \$7. Discounts from 2½pc to 25pc.

## NBN Channel 3 Newcastle

**Opened:** Mar. 4, 1962.

**Licensee:** Newcastle Broadcasting and Television Corporation Limited, Mosbri Crescent, Newcastle, 2300. Phone 2-0321. Telegrams Chanthree. Telex 28114.

**Network affiliation:** National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN).

**Directors:** L. J. Richardson (chairman), H. H. Richer, H. M. Rich, S.M.B. Wansey, G. G. Fisher, D. N. Rankin.

**Executives:** K. W. Stone (gen. mgr), C. H. Nash (secy-acct), K. W. Brown (sales mgr), H. J. McPhee (chief eng.).

**Tower and Antenna:** Tower EPT, antenna RCA. 1640ft above sea level, located at Great Sugarloaf Mountain.

**Transmitters:** Parallel RCA 6kw. Vision carrier 100kw ERP, sound carrier 20kw, ERP. Channel 3-85-92megs.

**Studios:** Building (247 squares) located in Mosbri Cres., ¼ mile from centre of city. Studios 50ft x 70ft (main studio) and 20ft x 25ft (presentation).

**Equipment:** Three 4½inch image orthicon cameras (one with zoom lens), one vidicon camera, two telecine chains, one opaque



scanner, electronic special effects unit, film processing facilities, three television tape recorders, dual S/T microwave links, OB van equipped with two image orthicon cameras and television tape recorder.

**Representation:** Ken Brown, sales manager, NBN, 54 Park St, Sydney, 2000 (61-9931); NWS sales dept Tynte St, North Adelaide, SA, 5006 (6-9322); Neil Reeman, Television City, Bendigo St, Richmond, Vic., 3121 (42-0201); Bede Williams, 160 Edward St, Brisbane, 4000. Phone 2-6660.

**Rates resume (base rate):** Zone 1 (Mon.-Fri., 5.55pm-9.35pm; Sat.-Sun., 6pm-9.30pm;) 60secs \$175, 30secs \$125, 20secs \$100, 10secs \$60. Zone 2 (Mon.-Fri. 9.35pm-10.35pm, Sat, Sun. 9.30pm-10.30pm) 60secs \$105, 30secs \$80, 20secs \$65, 10secs \$35. Zone 3 (Mon.-Fri., 1pm-5.55pm, Sat., Sun. 1pm-6pm) 60secs \$65, 30secs \$45, 20secs \$35, 10secs \$20. Zone 4 (Mon.-Sun., open to 1pm, Mon.-Fri. 10.35pm-close, Sat., Sun 10pm to close) 60secs \$40, 30secs \$25, 20secs \$20, 10secs \$10.

## NEN Channel 9 Tamworth

**Opening date:** April 10, 1965.

**Licensee:** Television New England Limited, PO Box 317 Tamworth, 2340. Phone Tamworth 58253.

**Principal interests:** Broadcast Amalgamated Ltd, Tamworth Newspaper Co. Ltd, Northern Newspapers Pty Ltd, New England Broadcasters Pty Ltd, Armidale Newspaper Co. Ltd, Broadcast Amalgamated Ltd Employees' Retiring Fund, V. & S. F. Sheffer.

**Directors:** H. Joseph (chrmn), W. A. Baxter, J. B. Regan, S. F. Sheffer, D. J. R. Sommerlad, B. M. Treloar, W. H. Higginbotham, M. M. Moroney (assoc. dir).

**Executives:** M. M. Moroney (gen. mngr), K. D. Smith (station mngr and asst secy), O. E. Bartle (chief engineer), B. F. Watson (secy).

**Transmitter site:** Mt Dowe on Kaputar Plateau. 550ft mast.

**Studio site:** Calala, Tamworth.

**Equipment and facilities:** One studio, 2700 sq ft, 2 EMI studio vidicons with zoom and turret lenses, 116ft Cyclorama, drop curtain, rear projection facilities (still), 4 Debie telecine projectors, caption scanner, 2 x 32 slide projectors, 2 RCA Cassette tape recorders, magnetic SOF recording facilities, film processing facilities, two Ampex VTRs.

Operates and relays to Armidale translator, Channel 1, and to Glen Innes and Walcha translators.

**Operating hours:** 58 hrs weekly — 1pm-3.30pm Mon.-Fri.; 5pm-11pm Mon.-Sat; 1pm-10.30pm Sun.

**Post repr.:** Country Radio & Television Pty Ltd, 131 Clarence St, Sydney, 2000 (29-6021); John Havre, 422 Collins St, Melbourne, 3000 (67-3011); Bede Williams & Associates, 160 Edward St, Brisbane, 4000 (2-6660).

**Rates resume:** AAA Time (6pm-10pm), 60secs \$70, 40secs \$59.50, 30secs \$53, 20secs \$42, 10secs \$28, 5secs (tags only) \$14; AA Time (5pm-6pm, 10pm to close), 60secs \$53, 40secs \$45.10, 30secs \$40, 20secs \$32, 10secs \$21, 5secs (tags) \$11; A Time (daytime to 5pm) 60secs \$35, 40secs \$29.80, 30secs \$27, 20secs \$21, 10secs \$14, 5secs (tags) \$7.

## NRN Channel 11 Coffs Harbor

**Opening date:** Jan. 23, 1965.

**Licensee:** Northern Rivers Television Ltd, Pacific Highway, Coffs Harbour, 2450. Phone 1201. PO Box 400. Telegrams Enareleven. Telex 66961.

**Principal interests:** Daily Examiner Pty Ltd, Grafton Broadcasting Co. Pty Ltd, Macleay Argus Pty Ltd, Central North Coast Newspaper Company Pty Ltd.

**Directors:** A. R. W. Forsyth (chmn), A. L. J. Cave (mng dir), J. B. Chataway, A. J. S. Gilchrist, Dr I. A. Page, D. J. O'Dell.

**Executives:** A. L. J. Cave (mng dir), B. J. Beasley (chief eng.), John McKenzie (office mngr), Tom Warne (program mngr), John Sheppard (special events co-ordinator).

**Transmitter site:** Mount Moombil. **Studio site:** Pacific Highway, Coffs Harbour.

**Transmitter and site:** AWA TVH-10 outputs, 10kw vision, 2kw sound. Standby, spare modulator and exciter units for TVH-10.

**Technical facilities:** Channel 11, Erp 100kw vision, 20kw sound.

**Antenna:** AWA ten stack panel type, directional gain 11.0.

**Studio (presentation):** 27ft x 20ft, with overhead grid svstem lighting, full length wall syke, two Marconi Vidicon Type BD864 with 0.8inch-5inch lens and Cannon motorised zoom. Four RCA microphones (BK5B, BK6B); four-speed turntables with Ortophon pick-ups; announcers booth with RCA BK5B for v/o and RCA cartridge tape recorder with two playback units.

**Telecine:** Two 16mm film/slide chains equipped with TVF2 vidicon camera chain, Marconi BD923F multiplexer, two Debie 16 mm projectors (second chain one projector), and Selectoslide dual drum slide projector. One AWA caption scanner equipped with TVF1 vidicon camera chain, station clock, flipcard assembly (scanned dimensions 11 inches x 8½ inches), and miniature stage.

**Master control:** Marconi vision mixer 841 cut and dissolve with preview, continuous monitoring of each vision output, three Marconi picture and wave form monitors type BD873 and sound control console (dual channel AWA).

**Studio to transmitter link:** Utilises two AWA TVL-1 links operating in 7 G/ms. Band on dual path 16.4miles to Mt Moombil, 3400 ft above sea level.

**Auxiliary power:** Studio — 150 KVA (remote operation), transmitter — 100 KVA (remote).

**Operating hours:** Mon., Tues., Thurs., Fri., 4pm-10.30pm, Wed. 1pm-10.30pm, Sat. & Sun., 5pm-10.30pm.

**Pstate repr.:** Provincial Television Services, 39-41 York St, Sydney, 2000 (Joe Brown), 29-1892; 167 Queen St, Melbourne, 3000 (John Aldous), 67-3217; Bede Williams, 160 Edward St, Brisbane, 4000, 2-6660; Keith Coles, 95 Currie St, Adelaide, 5000, 51-4926.

**Rates resume (base rates):** Peak time, 7.30pm-9.30pm, 60secs \$72, 30secs \$55, 20secs \$42, 10secs \$30; Night rotational, 6pm-11pm, 60secs \$60, 30secs \$44, 20secs \$34, 10secs \$24; Children's and teenage session, 4.30pm-6pm, 60secs \$38, 30secs \$28, 20secs \$22, 10secs \$14; Daytime and all other time, 60secs \$30, 30secs \$22, 20secs \$16, 10secs \$12; News, 10pc loading.

### RTN Channel 8 Lismore

**Opened:** May 12, 1962.

**Licensee:** Richmond Tweed TV Limited, 11 Molesworth St, Lismore, 2480. Phone Lismore 2351 (4 lines).

**Principal interests:** Northern Star Ltd, Richmond River Broadcasters Pty Ltd (2LM), Tweed Radio and Broadcasting Co. Pty Ltd (2MW), Tweed Newspaper Co. Pty Ltd, Casino Newspaper Pty Ltd.

**Directors:** Hon. J. C. McIntosh, MLC (chairman), A. A. Budd, J. I. Glynn, H. C. Junor, F. J. Liddy, R. W. Manyweathers, M.L.A. C. M. Robertson, J. A. M. Stockdale, L. T. Warrick (managing director).

**Station manager:** K. J. Armour.

**Chief engineer:** H. G. Green. **Sales manager:** L. J. Magee.

**Tower:** 250ft EPT with Rhode & Schwartz antennae, on Mt Matheson, 2636ft above sea level and 18 air miles from studio site at Goonellabah, near Lismore. ERP, 100kw vision 20kw sound; 189.25 megs vision, 194.75 megs sound.

**Facilities:** 50 x 40 studio equipped with two vidicon cameras. Telecine area equipped with two vidicon chains with four 614 CVBM projectors, two 2inch slide projectors and one caption scanner for 12 x 9inch graphics, VR1100 and VR1200 videotape recorders, Mosley remote control unit model PBR-21, Staer read-out unit with 32 channels, main and standby 470 mc/s transmitters, receiver 470 mc/s (for return information), Elit solid state monitoring receiver, Textronix 529 waveform monitor, Riker vertical interval test signal equipment.

RTN operates three translator stations on Channel 5, serving the Murwillumbah, Kyogle and Bonalbo areas.

**Operating Hours:** Mon.-Thurs 12noon-2.30pm, 5pm-10.30pm; Fri. 5pm-11pm; Sat. 5.30pm-11pm; Sun. 4.30pm-10.30pm.

**Signal area:** South of Grafton to Gold Coast.

**Pstate repr.:** David Livingston, TV Time

Sales, 187-191 Macquarie-st, Sydney (28-4714-5); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); John Penglis, 170A Albert-st, Brisbane (2-9473); Keith R. Coles, GPO Box 973H, Adelaide (51-4926).

**Rates resume (base rate):** AAA (6.30pm-10pm). 60secs \$90, 30secs \$66, 20secs \$54, 10secs \$36.

### RVN Channel 2 Wagga

**Opened:** June 19, 1964.

**Licensee:** Riverina Television Limited, Television Centre, Wagga. PO Box 2, Koorlingal, via Wagga Wagga. Telegrams, Rivtel.

**Principal interests:** Estate late E. V. Roberts, A. & F. Sullivan Pty Ltd, Fairfax Corp.

**Directors:** W. J. Hucker (chairman), J. W. C. d'Apice, F. B. Twomey, Mrs G. Linden, G. K. Dunn, J. C. Jackson, H. E. Hendy.

**Manager:** W. P. Marsden (FAI). **Chief engineer:** S. W. McDonald. **Asst mgr:** Richard Gray.

**Transmitter:** AWA twin 10kw remote controlled situated 2490ft ASL on Mt Ulandra, 38 air miles north east of Wagga.

**Mast:** 550ft guyed mast.

**Studios:** 2400 sq ft studio; film cameras and processing facilities, two vidicon studio cameras, AWA and Marconi equipment, two Ampex videotapes.

**Operating hours:** 4.20pm-11pm, Mon., Tues., Thurs., Fri.; 12noon-11pm Wed., 3pm-11pm Sat. and Sun.

**Pstate Repr.:** Television Associates Pty Ltd, 187-191 Macquarie St, Sydney, 2000 (28-8517), 199 Latrobe St, Melbourne, 3000 (329-6600).

### WIN Channel 4 Wollongong

**Opened:** March 18, 1962.

**Licensee:** Television Wollongong Transmissions Limited. Studios & offices, Fort Drummond, Mt St. Thomas, Wollongong, 2500. Phone 2-6444. Cables Winteevee, Telex TVVWLG AA29003. PO Box 500.

**Network affiliation:** National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN).

**Principal interests:** Mirror Newspapers Ltd holds 19.42pc of issued shares, Consolidated Press Holdings Pty Ltd 3.6pc, Euroka Pty Ltd 13.18pc, Far Pty Ltd 14pc, Interstate Television Holdings Pty Ltd 10.1pc.

**Directors:** W. Simpson (chairman), M. Rich, L. V. W. Maynes, F. J. O'Donnell, H. H. Robinson, K. C. Wiseman, T. A. Maguire, W. Lean.

**Executives:** General manager, W. Lean; chief engineer, Keith Roberts.

**Tower:** 300ft EPT, with RCA TFD-32FS antenna at Knight's Hill near Robertson, 2550ft above sea level and 18 air miles SW of Wollongong. ERP: 100kw.



Directional aerial throw 200kw ERP 40 and 210 degrees from true north, 25kw 120 and 310 degrees, 100kw to north, 80, 160 and 260 degrees. 50w translator (WIN 11) situated at Mt Wandera and serving Bateman's Bay/Moruya/Narooma.

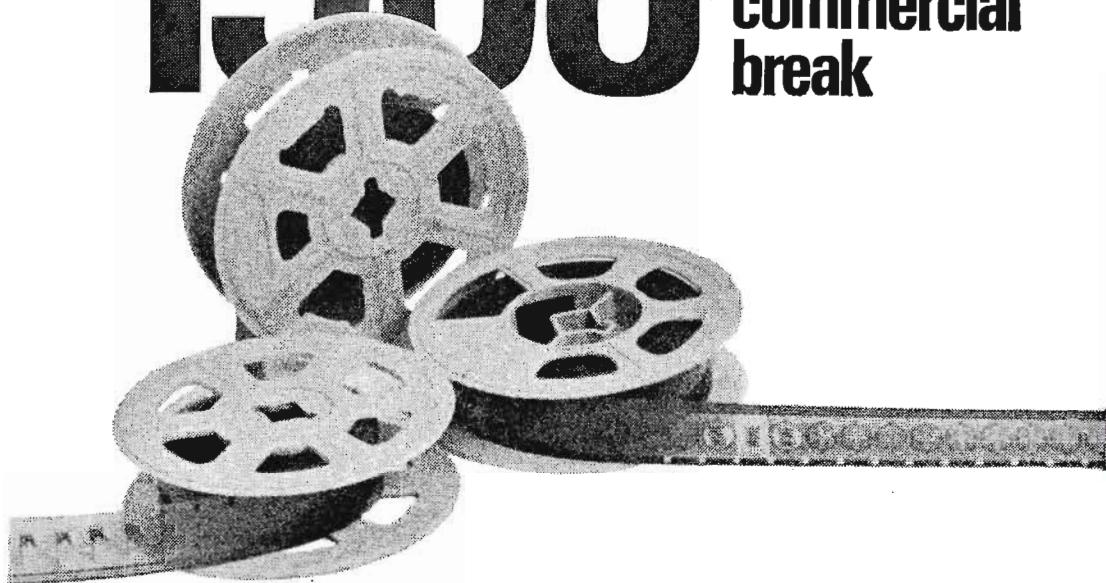
**Studio:** 50 x 40ft buildings at Fort Drummond, Mount St Thomas, Wollongong. RCA microwave link to transmitter. Two RCA vidicon studio cameras, two telecine chains and two slide projectors. Houston Fearless film processing equipment, Auricon sound-on-film camera, 400ft magazine, magnetic

stripe recording facilities, Ampex videotape.

**Pstate repr.:** Rod Lester (sales mngr), Lindsay Atkinson, Edward Angel, 159 Kent St, Sydney (27-9123, 27-6820); Cliff Wray, c/o GTV, Television City, Bendigo St, Richmond, Vic. (42-2259).

**Rates resume (base rate):** AAA Time (6pm-10.30pm), 60secs \$80, 30secs \$56, 20secs \$48, 10secs \$30; AA Time (all other times), 60secs \$44, 30secs \$30, 20secs \$26, 10secs \$15. Discounts applicable from 2½pc on \$1000 to 25pc on \$40,000.

# 1968 : year of the uncluttered commercial break



## 'GTV9 Ad-Vantage Plan'

The 'GTV9 Ad-Vantage Plan' guarantees you less competition between commercials. **Never more than 3 commercials in any prime time break — no more than 9 minutes of commercials per hour.** (The Australian Broadcasting Control Board allows 4 commercials per break, 11 minutes per hour.)

Now your commercials will come to life—sell the way you intended! Uncluttered. Uncrammed. Every one more memorable because there's less competition in each break, less competition over the whole night.

Only GTV9 can offer you 'Ad-Vantage Plan' spot buying because only GTV9 limits commercial content and has consistently high ratings without valleys or peaks. Ratings prove we've been top channel 10 years straight — **so every GTV9 prime time buy is top value.**

Ask your GTV9 Account Executive about the three new ways to buy prime time spots on the 'GTV9 Ad-Vantage Plan'. He'll be pleased to help you make your commercials more memorable!



# Television stations

- *Victoria*



## ATV Channel 0 Melbourne

**Opened:** August 1, 1964.

**Licensee:** Austarama Television Pty Ltd. Studios and offices, cnr Hawthorn and Springvale Rds, Nunawading, 3131. Phone 232-6211. Telegraphic address, Austarama. **City address:** 489 Swanston St, Melbourne, 3000. Phone 34-8391.

**Sydney office:** 47 York St, Sydney, 2000. Phone 29-6291.

**Network affiliation:** Independent Television System (ATV-0, Melbourne; TEN, Sydney; TVQ, Brisbane; SAS, Adelaide).

**Interest represented:** Ansett Transport Industries Ltd.

**Directors:** R. M. Ansett, N. A. Smith, R. L. Cooper, H. W. Poulton.

**Executives:** H. J. Clappison (gen. mgr), J. K. Simpson (secy & bus. mgr), G. H. Davey (chief eng.), P. Britnell (prog. mgr films), G. J. Pengilly (sales mgr), B. Ferguson (publ. & prom. mgr), G. Ford (prod. mgr).

**Transmitter and site:** RCA 25/5 Kw with 6 Kw/1.5Kw Standby. Located Burke's Lookout, adjacent to Mt. Dandenong, approx. 20 miles from the city.

**Studios:** Cnr. Hawthorn and Springvale-rds, Nunawading. Total area 130,000 sq ft.

**Facilities:** Three studios; one 7500 sq ft and two of 1350 sq ft. A further large studio of 7500 sq ft planned. Full air conditioning with emergency power available.

**Remote facilities:** Mobile studio drawn by a prime mover which can be readily detached, allowing the studio unit to be fully self-contained with own power plant and air conditioning. Unit is equipped with three 4 1/2 inch RCA TK-60 cameras, fitted with Varatol 111 zoom lens. Complement of fixed lens also available. Audio console equipped with 12 channels, having foldback and pre-listen facilities. A single transcription unit together with a cartridge tape record-replay unit provided. **Newsmobile:** Equipped with one RCA TK-31 3 inch Orthicon camera concealed in the roof of the van, being raised and lowered via a hydraulic pedestal. Equipped with a 6 channel audio mixer and designed for telecasting live instant news.

**Equipment:** Nine 4 1/2 inch RCA TK-60 image orthicon cameras, three Riker vision switchers with special effects, one studio vidicon camera, three RCA TR-22 videotape recorders, one RCA TR-22 videotape recorder, one RCA TR-5 videotape recorder, three multiplexed telecine chains, equipped with RCA TK-22 vidicon cameras, TP-66 film projectors and TP-7 slide projectors, one RCA TK-27 color film camera with multiplexed TP-66 and TP-7 projectors. Eight microwave links, two stereo 24-channel McCurdy audio mixers and two 12-channel McCurdy audio mixers, together with cartridge tape recorders and RCA TR-21 stereo console recorders. Program control utilises RCA TSA-3 preset automatic program switcher. Facilities provided for television

film transfer equipment.

**Technical facilities:** Channel 0 (45-52megs). Vision 46.26megs. Sound 51.76megs. 100kw ERP visual.

**Antenna:** Self-supporting 590ft, located 1950ft above sea level. Emergency power available.

**Operating hours:** Mon.-Tues. 1.30pm-11.45 pm; Wed. 12noon-11.45pm; Thurs.-Fri. 1.30 pm-11.45pm; Sat. 12noon-11.45pm; Sun. 2.30pm-11.30pm.

**State repr.:** G. Edwards, 39 York St, Sydney. Phone 29-6291. **O'seas:** D. Taffner, 527 Madison-ave, New York, NY 10022, USA.

**Rates resume (base rate):** Spot announcements — Zone 1 (6.30pm-9.30pm Sun.-Sat.); Zone 2 (9.30pm-10.30pm, Sun.-Sat.); Zone 3 (5pm-6.30pm Sun.-Sat.); Zone 4 (Open-5pm, 10.30pm-close Sun.-Sat.); Live sport (direct telecasts, open-5pm). **60secs** \$275 (Zone 1), \$165 (Zone 2), \$85 (Zone 3), \$30 (Zone 4), \$60 live sport; **30secs** \$210 (Zone 1), \$110 (Zone 2), \$55 (Zone 3), \$20 (Zone 4), \$40 live sport. Program time — Zone AAA (7pm-7pm-10pm Sun.-Sat.), Zone AA (6pm-7pm 10pm Sun.-Sat.), Zone AA (6pm-7pm Sun.-Sat.), Zone A 5pm-6pm, 10.30pm-close Sun.-Sat.). AOT (All other times) **60mins** \$950 (AAA), \$550 (AA), \$380 (A), \$260 (AOT); **30mins** \$475 (AAA), \$275 (AA), \$190 (A), \$130 (AOT).

## GTV Channel 9 Melbourne

**Opened:** Jan. 19, 1957.

**Licensee:** General Television Corporation Pty Ltd. Studios and offices, Television City, 22-46 Bendigo St, Richmond, Vic., 3121. Phone 42-0201. Telegrams Geeteveev. Telex AA30189.

**Network affiliation:** National Nine Network (GTV, QTQ, NWS, TCN, NBN, WIN).

**Interests represented:** Eftee Broadcasters Pty Ltd, The Greater Union Organisation Pty Ltd, Hoyts Theatres Ltd, Independent Television Corporation Pty Ltd, Val Morgan & Sons Pty Ltd, Nilsen's Broadcasting Service Pty Ltd, TCN (Nos. 1-5) Pty Ltd.

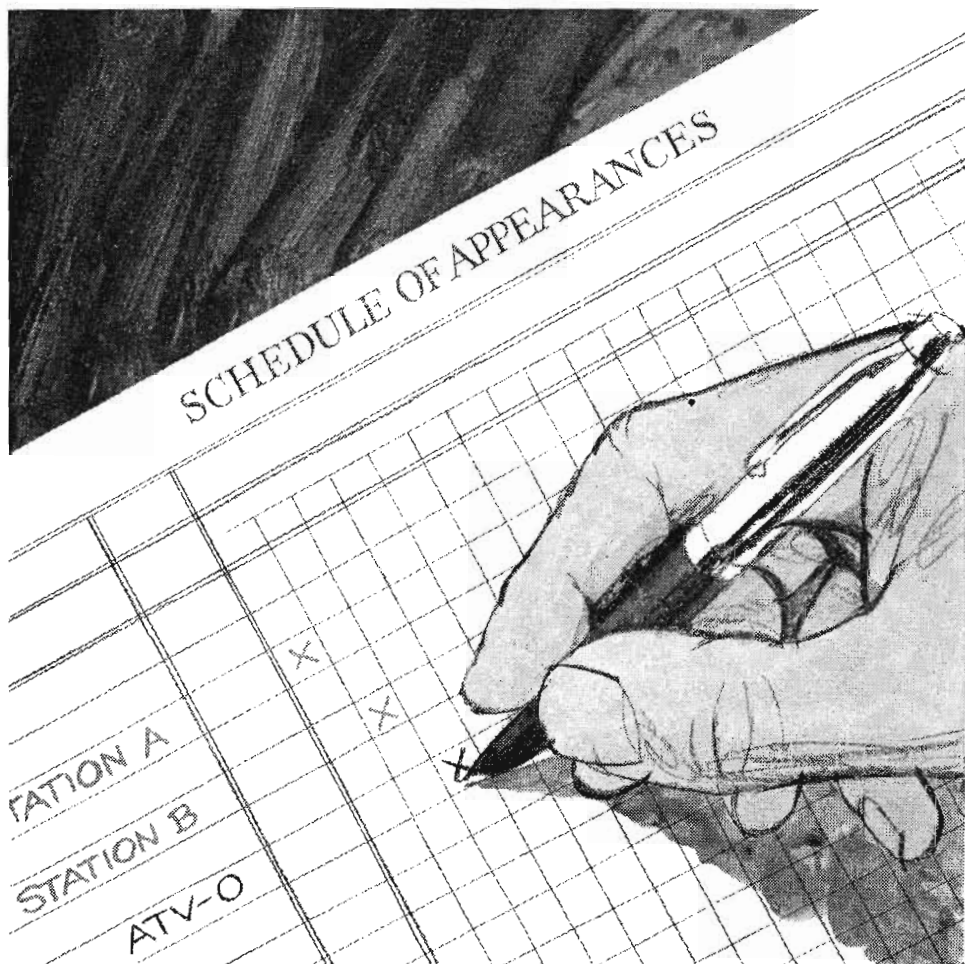
**Directors:** R. C. Packer (chrmn), Sir William Dunk (deputy chrmn), Sir Frank Packer, Sir Norman Bede Rydge, J. R. Kitto, F. Gilder, D. Turnbull, J. Hacking, Maj.-Gen. The Reverend C. A. Osborne.

**Executives:** Nigel Dick (gen. mgr), Rodney Biddle (station mgr), Tom O'Donohue (chief eng.), Rodney Kinnear (prog. dir), Ian Holmes (prog. mgr), Wilfrid Barker (sales mgr), Leon Hill (Vic. sales mgr), John McLachlan (film mgr), Miss Josie Conway (continuity mgr), Garry Blackledge (Sydney mgr).

**Transmitter and site:** Siemens & Halske, 10/2kws, located Observatory Lookout, Mount Dandenong (approximately 20 miles from city).

Standby sound and vision transmitter: Pye 5/1kws. Dual emergency power generators on the site.

**Facilities:** Three TV studios 9000 sq. ft.



**Gain quicker accumulation of reach  
and increased frequency at a  
lower cost per thousand...  
include**



**in your media plan.**

CHANNEL 'O' A MUST IN YOUR MELBOURNE MEDIA MIX.

L111





## "WHO'S WHO" AT HSV-7

### SALES

Sales Manager:	W. J. Powers	69 0771
Assist. Sales Manager:	K. Carroll	69 0771
Sales Representatives:	B. Mitchell	69 0771
	H. Considine	69 0771
	J. McFerran	69 0771
	J. D'Arcy	69 0771
	P. Benson	69 0771

Sydney office:

Manager:	B. Forsyth	29 4491/2
Representative:	J. Bishop	

### SALES SERVICE

Scheduling, Traffic, Advertising Accounts:

Traffic Manager:	D. Saunders	69 0771
Scheduling:	G. Greening	69 0771
Traffic:	R. Barnes	69 0771
Advertising Accounts:	H. Chambers	69 0771

### TECHNICAL

Chief Engineer:	J. H. T. Fisher	69 0771
Assist. Chief Engineer:	M. Albiston	69 0771
Facilities:	O. Rowe	69 0771

### INTERSTATE REPRESENTATION

Brisbane:	M. Norris	36 0111
Adelaide:	K. Murphy	6 8591

### ADMINISTRATION

Manager:	K. S. Cairns	69 0771
Finance Director:	G. Carrington	69 0771
Chief Accountant:	A. H. Miller	69 0771



HSV/8295

5000 sq. ft and 2000 sq. ft; one film studio 900sq. ft; one sound recording studio 1600 sq. ft; sales convention studio 1700 sq. ft; special events studio 1700 sq. ft; ballet rehearsal studio 3350 sq. ft; garden set with swimming pool, carpentry and scenery workshops, storage area, artists' dressing rooms.

**Equipment:** Includes 12 image orthicon cameras, five Ampex videotape recorders (Hi-Lo band), two video film recorders (inc. married optical and unmarried magnetic sound facils.), three telecines (incorporating 35mm and 16mm cine film, 35mm slides), opaque caption scanner, two outside broadcast units, microwave units, two studio cranes, pedestals; five zoom lenses, full commercial 35mm and 16mm film processing and printing facils., black and white,; and sound recording mixing and dubbing facils., for both film and disc release, Ampex 4-track audio tape recorder.

**Technical Facilities:** Channel 9 (195-202mcs. Vision, 196.25mcs. Sound, 201.75mcs.), 100kw visual, 20kw ERP Sound.

**Antenna:** 2290ft. above sea level.

**Operating Hours:** Mon.-Fri., 11.30am-11.30 pm; Sat., 7.30am-midnight; Sun., 12noon-11pm.

**State repr.:** Garry Blackledge, 54 Park St, Sydney (61-9931).

**Rates resume (10pc discount rate):** Night: 10secs, from \$36 to \$117; 20secs \$63 to \$198; 30secs, \$81 to \$261; 60secs, \$126 to \$360. Day: 10secs, \$36; 20secs, \$63; 30secs, \$81; 60secs, \$126; 30mins, from \$144 (B Time) to \$540 (AAA); 60mins, \$288 (B), \$1080 (AAA). Associate MF broadcasting station, 3AK, Melbourne.

### HSV Channel 7 Melbourne

**Opened:** Nov. 4, 1956.

**Licensee:** Herald-Sun TV Pty Ltd, Studios and offices, cnr Dorcas & Wells-sts, South Melbourne, 3205. Phone 69-0771. Telegrams Hertel.

**Network Affiliation:** The Australian Television Network (HSV, BTQ, ADS, ATN).

**Interests represented:** The Herald & Weekly Times Ltd, Associated Newspapers Ltd (UK).

**Directors:** P. F. Jones (chrmn), Sir John Williams, D. J. Riddle, J. C. A. Waters, K. S. Cairns, R. H. Sampson, G. B. Carrington.

**Executives:** K. S. Cairns (mngtr), G. Carrington (finance dir), N. Spencer (asst mngtr prod.), W. Powers (sales mngtr), J. H. T. Fisher (chief eng.), M. Albiston (asst chief eng.), A. H. Miller (chief acct).

**Transmitter and site:** Marconi, located Mt. Dandenong.

**Studios:** Cnr. Dorcas & Wells-sts, Sth. Melbourne, and Johnston-st, Fitzroy. Total area, approx. 21,000 sq. ft. Presentation studio 20ft x 15ft, No. 1 studio, 60ft x 50ft; No. 2 studio, 40ft x 30ft; No. 3 studio, Fitzroy teletheatre, 80ft x 75ft.

**Equipment:** Marconi, with some American

units. Ten cameras, including two remote broadcast units. Three RCA videotape recorders.

**Technical facilities:** Channel 7 (181-188 megs). Vision 182.25 megs. Sound 187.75 megs. 100kw ERP visual.

**Antenna:** Self-supporting tower, 324ft. Antenna 16 stack high gain.

**Operating hours:** Mon. 12.15pm-11.25pm; Tues. 12.15pm-11.35pm; Wed 12.15pm-11.30 pm; Thurs. 12.15pm-midnight; Fri. 12.15pm-1.25am (Sat.); Sat. 9.30am-12.10am (Sun.); Sun. 11.15am-11.15pm.

**Pstate repr.:** Bruce Forsyth, 76 Clarence-st, Sydney (29-4491/2). **O'seas:** Amalgamated TV Services, Room 651, 229 West 43rd-st, New York 36.

**Rates resume:** 30secs, \$290 (Zone 1, 6.30pm-9.30pm), \$150 (Zone 1A, 9.30pm-10.30pm), \$80 (Zone 2, 6pm-6.30pm), \$50 (Zone 3, Open-6pm; 10.30pm-close). 20secs, \$220 (Zone 1), \$113 (Zone 1A), \$68 (Zone 2), \$35 (Zone 3). 10secs, \$130 (Zone 1), \$68 (Zone 1A), \$40 (Zone 2), \$25 (Zone 3); 60secs participation spots \$380 (7.30pm-9.30pm), \$340 (6.30pm-7.30pm), \$225 (Zone 1A), \$140 (Zone 2), \$75 (Zone 3). 60mins, \$1150 (AAA, 7.30pm-9.30pm), \$920 (AA 6.30pm-7.30pm and 9.30pm-10.30pm), \$526 (A 5pm-6.30pm Mon.-Fri., 10.30pm-close, Sun.-Sat., 12noon-6.30pm, Sat. and Sun.). \$226 (All other times). 30mins, \$620 (AAA), \$500 (AA), \$316 (A), \$160 (AOT).

**AMV Channel 4 Albury**

**Opened:** September 7, 1964.

**Licensee:** Albury Upper Murray TV Limited, Television Centre, Albury, NSW, 2640. Box 126 Lavington PO, NSW, 2641. Phone 25-1494. Telegrams Ayemfour, Albury, NSW.

**Directors:** W. D. Hague (chrmn), D. K. Milham, G. P. Smith, H. W. Gray, F. W. Johnson, A. T. Shakespeare.

**Executives:** A. R. Kidd (gen. mngr), T. R. R. Jones (chief eng.), V. Anastasi (film mngr), G. Campbell-Rydge (prog. mngr), D. H. Ward (sales mngr).

**Nominal capital:** \$1 million.

**Principal interests:** AWA, Border Morning Mail, A. & F. Sullivan Pty Ltd.

**Tower:** 500 EPT guyed mast on 2540ft Mt Burlees, Baranduda Range, 13 miles south of Albury. Co-masted with ABC, AWA aerial.

**Equipment:** Two AWA 10kw transmitters, two Ampex videotape recorders.

**Signal:** 100kw ERP — Channel 4.

**Studios:** 50ft x 40ft.

AMV has the translator station permit for Khancoban, NSW (Channel 10). Myrtleford licence approved and expected operational June, 1968.

**Operating hours:** Sun., Mon., Tues., Thurs., Fri., 4pm-11pm. Wed., 12.30pm-11pm, Sat. 5pm-11pm.

**Pstate repr.:** Sydney. Joe Brown, Denis Newey, 8th floor, AWA Bldg, 47 York St, 2000 (29-1892); Melbourne, John Aldous, Michael

Sant, 224 Queen St (60-1941); Brisbane, Bede Williams, 160 Edward St (2-6660); Adelaide, K. R. Coles, 95 Currie St (51-4926).

**Rates resume (base rate):** AAA Time, 60 secs \$70, 30secs \$52, 20secs \$42, 10secs \$26; AA Time, 60secs \$42, 30secs \$30, 20secs \$24, 10secs \$14.

**BCV Channel 8 Bendigo**

**Opened:** December 23, 1961.

**Licensee:** Bendigo and Central Victoria Telecasters Limited, Television Centre, Bendigo, Vic., 3550, PO Box 240. Phone 3-0584. Telegrams, Beneight. Telex AA39025.

**Directors:** L. R. Cohn (chmn), B. S. Andrew, N. F. Dixon, F. Strahan, K. Houllahan, Sir Frank H. Berryman, J. S. B. Davis.

**Executives:** F. A. McManus (gen. mngr), J. Dear (chief eng.), R. V. Brock (prog. mngr), G. Harris (film mngr).

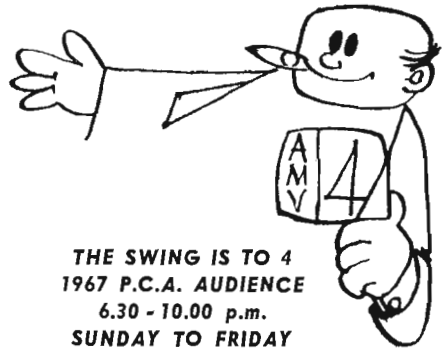
**Nominal capital:** \$1million.

**Interests represented:** AWA, Victorian Broadcasting Network, Castlemaine Mail, Golden Drive-In Theatre, Elliott Provincial Newspapers and 53pc public share holding.

**Tower:** Johns & Waygood, 350kw NNW directional antenna Rhode & Schwartz, on Mt Alexander, 2600ft above sea level. AWA 10kw main transmitter and 5kw standby.

BCV operates translator station Channel 11, Swan Hill Murray Valley (5kw).

**Studios:** Main studio 50ft x 60ft, presentation studio 23ft 10ins x 18ft. Two Marconi



**THE SWING IS TO 4  
1967 P.C.A. AUDIENCE  
6.30 - 10.00 p.m.  
SUNDAY TO FRIDAY**

**AMV-4 INCREASE 17.7%  
STATION B DECREASE 12.4%  
STATION C DECREASE 10.4%**

(McNair 1967)

**YES — THE SWING IS TO AMV-4**



vidicon cameras, two Fernseh image orthicon cameras, two telecine chains, caption. Two Ampex VR1100 videotape machines, relay facilities from Melbourne.

**Operating hours:** Mon., Tues., Thurs., Fri.: 12noon-11pm; Wed., 12noon-11pm; Sat., 12 noon-12mid; Sun., 11.30am-11pm.

**Pstate Repr.:** Sydney: Provincial Television Services, Joe Brown, 41 York-st (29-1892); Melbourne: Provincial Television Services, John Aldous, 224 Queen-st (60-1941); Adelaide: Keith Coles, 95 Currie-st (51-4926); Brisbane: Bede Williams, 160 Edward St (2-6660).

Advertising on a participation basis only, except that sponsored time is available for Australian programs.

**Rates resume (base rate):** AAA (6.30pm-10.30pm), 60secs \$129, 30secs \$95, 20secs \$75, 10secs \$46; AA (4.30pm-6.30pm; 10.30pm-close), 60secs \$70, 30secs \$50, 20secs \$42, 10secs \$28; A (Open-4.30pm), 60secs \$42 30secs \$30, 20secs \$24, 10secs \$16.

**Program rates:** (AAA, 6.30-10.30pm), 60 mins \$552, 30mins \$348, 15mins \$210; (AA, 4.30-6.30pm, 10.30pm-close) 60mins \$300, 30 mins \$180, 15mins \$108; (A, open-4.30pm) 60mins \$180, 30mins \$108, 15mins \$68.

**BTV Channel 6 Ballarat**

Opened: April 27, 1962.

Licensee: Ballarat and Western Victoria Television Limited. Registered Office:

Walker St, Ballarat, 3350. Phone 2-1666. PO Box 464. Cables Bee Tee-Six, Melbourne. Telex address 39011.

**Issued Capital:** \$700,000 in 1,400,000 fully paid shares of 50c each.

**Principal interests:** Newspapers, broadcasting and picture theatres.

**Directors:** A. C. Pittard (chairman), J. V. Robertson (deputy chairman), C. P. A. Taylor, A. C. W. Fiske, J. H. Davey, P. J. McMahon, K. J. Flecknoe, B. E. Hayden, W. H. Heinz, A. W. Nicholson, M. G. Sloman.

**Executives:** Bruce F. Jackson (general manager), John L. Stapp (asst mngr), Bruce McDermott (secy), Bruce Farrar (sales mngr), Bruce Thomas (accountant).

**Sales representation:** Michael Faulkner, Ballarat (2-1666); Television Associates Pty Ltd, Melbourne (329-6600) and Sydney (28-8517).

**Operating hours:** 60 hours per week, comasted with ABC.

**Mast:** 40miles NW of Ballarat. Top of mast 3700ft above sea level.

**Signal:** 100kw ERP. Horizontal aerial polarisation.

**Studio:** 55 x 40ft, presentation studio 20 x 16ft. Two RCA image orthicon cameras, two telecine chains, relay facilities, RCA TR22 videotape recorder.

Warnambool translator Channel 9, operated on relay by BTV. Vertical polarisation. Portland translator Channel 11 to operate early this year.

**One of the BIG 5 in Country Australia FOR THE 6th SUCCESSIVE YEAR . . . BCV-TV INCREASES AUDIENCE IN CENTRAL AND NORTHERN VICTORIA**

**BCV-8 and BCV-11 Viewers Anywhere Open to Close Monday to Sunday**

**CUMULATIVE PEOPLE** - - 206,200 (1966 — 199,900)  
**CUMULATIVE HOMES** - - 51,600 (1966 — 42,700)  
**PEAK TOTAL VIEWERS** - 70,900 (1966 — 62,200) Including  
**PEAK TOTAL FAMILIES** - 27,300 (1966 — 21,300) Elsewhere

**In Primary Coverage Area TV HOMES, 45,700. Sat. 85%**

**PEAK SETS IN USE, 94% (89%) — BCV 57% (50%)**

Average Monday to Sunday 6.30-10 p.m.

S.I.U.	BCV	Other Country		Melbourne			ABC
		A	B	X	Y	Z	
74.3% (71.6%)	38.6% (34.9%)	5.6% (6.1%)	1.0% (5.5%)	1.7% (1.8%)	0.6% (1.4%)	1.0% (2.6%)	22.7% (19.1%)

(Authority — McNair Country Survey, 1967)



Contact — Provincial Television Services

Sydney 29 1892  
 Melbourne 60 1941  
 Keith Coles Adelaide 51 4926  
 Bede Williams Brisbane 26 660



**I/state repr.:** Television Associates — Ken Bennett (gen. mngr), Ron Frank, Scott Holden and Tony Moltzen, Sydney (28-8517); John Niere, Ian Ahearn, Melbourne (329-6600).

**Rates resume (base rate):** AAA Time (7pm-10.30pm): 60secs \$116, 30secs \$86, 20secs \$68, 10secs \$42. AA Time (6pm-7pm): 60secs \$100, 30secs \$74, 20secs \$60, 10secs \$36. A Time (5pm-6pm, 10.30pm-close): 60secs \$70, 30secs \$50, 20secs \$40, 10secs \$36. B Time (open-5pm): 60secs \$40, 30secs \$30, 20secs \$24, 10secs \$16.

## GLV Channel 10 Traralgon

**Opened:** December 9, 1961.

**Licensee:** Victorian Broadcasting Network Limited. Registered address: 150 Albert Rd, South Melbourne, 3205. Phone 69-7461. Studios: Princes Highway, Traralgon, 3844. Phone 71366.

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

**Executive:** D. W. Smith (gen. manager).

**Principal interests:** Victorian Broadcasting Network Limited.

**Operating hours:** Mon., Tues., Thurs, Fri., 5pm-11.30pm; Wed., 2pm-11.30pm; Sat., 5pm-11pm; Sun. 5pm-11pm.

**Main equipment supplier:** AWA (both main and standby transmitters and studio equipment).

**Tower:** 161ft Johns and Waygood guyed mast, on Mt Tassie, 16 miles south of Traralgon. 100kw ERP directional antenna, 61ft high, overall height 222ft.

**Technical facilities:** AWA studio equipment, off-air receiver Pyrox, Siemens and Halske TV relay receiver. Horizontal aerial polarisation 208.215 megs, vision 209.25 megs, sound 214.75 megs. 100kw ERP.

**Representation:** Melbourne, Hugh Lyon VBN Ltd, 150 Albert Rd, South Melbourne, 3205, phone 69-7461. Sydney: Dargaville Associates, 32 York St, phone 29-7571. Adelaide: Keith Coles, 95 Currie St, phone 51-4926.

**Rates resume (base rate):** AAA 60mins \$190, 30mins \$105, 60secs \$60, 30secs \$40. AA 60mins \$105, 30mins \$65, 60secs \$45, 30secs \$30. A 60mins \$65, 30mins \$45, 60secs \$35, 30secs \$25. AAA 20secs \$35, AA 20secs \$25, A 20secs \$20.

## GMV Channel 6 Shepparton

**Opened:** December 23, 1961.

**Licensee:** Goulburn-Murray Television Ltd. Registered address: 290 Latrobe-st, Melbourne, 3000. Studios, Wyndham St, Shepparton, 3630. PO 666, Shepparton. Phone 215-666.

**Interests represented:** Associated Broadcasting Service Limited, newspaper and theatre interests in the service area. Majority of shares held by public.

**Directors:** Sir William Bridgeford, Sir John

McDonald, F. O. Cameron, L. H. Ledger, D. Barry Wood, S. J. A. Kemp (mng dir), G. Knox (chmn), E. M. Clyne, J. J. E. McFarlane.

**Executives:** P. L. Twomey (gen. mngr), O. N. Eva (prog. mngr), N. A. Pellitt (sales mngr).

**Operating hours:** Mon., Tues., 12.30pm-11.15pm; Wed., 12noon-11.15pm; Thurs., Fri., 12.30pm-11.30pm; Sat., 2pm-11.30pm; Sun., 12noon-11.15pm.

**Tower:** 350ft high, Johns and Waygood Ltd. Located on Mt Major, 1250ft above sea level 17 miles east of Shepparton.

**Antenna:** Rhode and Schwartz vertical polarisation.

**Studio:** 50ft x 40ft.

**Frequency:** Channel 6 (174-181 megs). 100kw erp.

**I/state repr.:** Television Associates, Ken Bennett, Ron Frank, Sydney (28-8517); John Niere, Melbourne (329-6600).

**Rates resume (base rate):** AAA (6.30pm-10.30pm) 60secs \$100, 30secs \$75; 20secs \$60, 10secs \$36. AA (4.30pm-6.30pm) 60secs \$60, 30secs \$45, 20secs \$36, 10secs \$22. A (All other times) 60secs \$35, 30secs \$26, 20secs \$21, 10secs \$14.

## STV Channel 8 Mildura

**Opened:** November 27, 1965.

**Licensee:** Sunraysia Television Ltd, 18 Deakin Ave, Mildura, Vic., 3500. Phone Mildura 3-0204. Authorised capital of \$500,000 divided into 1,000,000 50c shares.

**Principal interests:** 700,000 shares fully paid. Principal shareholders: Elliott Provincial Newspaper Group Pty Ltd and associate companies, Central Murray Broadcasters Pty Ltd, W. J. Caffrey, Stuart & Harrison Pty Ltd, C. H. Wilson, Yenom Investment Corporation Pty Ltd. Public issue of 423,000 ordinary shares was fully subscribed on July 15, 1964.

**Directors:** C. D. Lanyon (chmn), M. U. F. Folie (mng dir), W. J. Caffrey, C. H. Wilson, H. L. Cornell, W. R. Lanyon.

**Executives:** M. U. F. Folie (mng dir), W. R. Lanyon (secy), Alex Stewart (chief eng).

**Technical facilities:** 5kw Astor/Pye transmitter, erp 50kw. Tower — 500ft, Johns & Waygood guyed mast, Yatpool 13 miles south of Mildura, co-masted with ABC. Antenna — Rhode and Schwartz horizontal polarisation.

**Operating hours:** Mon.-Fri. 5.15pm-10.15pm; Sat. 5.45pm-10pm; Sun., 5.30pm-10pm.

**I/state repr.:** Sydney: Country Radio and TV Pty Ltd, 131 Clarence-st, phone 29-6021; Melbourne: Hugh Lyon, Albert Gate, 150 Albert Rd, South Melbourne, phone 69-7461; Adelaide: Keith Coles, 95 Currie St, phone 51-4926.

**Rates resume (base rate):** Open to close, 60secs \$40, 30secs \$30, 20secs \$22, 10secs \$13.

# we get such nice letters...

69 Koorang Street,  
The Gap, Brisbane!

The Manager  
Channel 7  
Mt. Coot-tha  
Brisbane.

Dear Sir,

My family thinks channel 7  
is the best TV station in Brisbane  
for entertainment.

Our favourite show is *Homicide*.  
It's certainly true to life, and  
Leonard Teale does a great job. It  
just goes to show that Australia  
can produce really terrific programmes.

Thank you channel 7 for  
really good family entertainment.

Yours Sincerely,

Clm Buck

(It's great to be appreciated)

**MOST FAMILIES ARE  
SOLD ON BTQ 7**

Brisbane's **LIVELIER** Channel





# Television stations

## ● *Queensland*



**BTQ Channel 7 Brisbane**

Opened: November 1, 1959.

**Licensee:** Brisbane TV Limited. Studios, Sir Samuel Griffiths Drive, Mount Coot-tha, 4000 Postal address, Box 604J, GPO, Brisbane. City office, 2nd Floor, Newspaper House, 93 Queen St, Brisbane, 4000. Phone 2-2011. Telegrams Beeteecue, Brisbane.

**Network Affiliation:** The Australian Television Network (BTQ, ATN, HSV, ADS).

**Interests represented:** Courier-Mail, Sunday Mail, Telegraph, Northern Star (Lismore), Daily News (Murwillumbah), Toowoomba Chronicle, 4BK-AK, 4BC-SB, AWA, Email Ltd, Southern Electric Authority of Qld, Evans Deakin & Co. Ltd, Associated Newspapers Ltd, London, with 50pc of shares issued to the public.

**Directors:** D. S. Sherman (chairman), A. F. Albert, C. Faragher, Sir Douglas Forbes, J. H. Hoare, R. Leonard.

**Executives:** E. F. Allen (gen. mngr), M. A. Norris (asst gen. mngr), R. Ellery (secy), G. M. Everingham (chief eng.), W. Irving (prog. mngr).

**Transmitter and Site:** Marconi, Mt Coot-tha.

**Facilities:** Two studios, two OB vans, two videotape machines.

**Technical Facilities:** Channel 7 (181-188 megs vision, 182-25megs sound, 187-75megs, 100kw ERP visual).

**Studio equipment:** Four cameras, three in main studio using 4½inch image orthicon camera tubes, fourth (vidicon) in presentation studio fitted with Taylor, Taylor & Hobson zoom lens, two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors, optical and magnetic sound tracks can be reproduced. Third vidicon chain for opaques, two RCA videotape recorders.

**Operating hours:** Mon.-Fri. 10.30am-11pm, Sat. 1pm-11.15pm, Sun. 12noon-10.45pm.

**I/state Repr.:** E. E. McGowen, Anchor Hse, cnr George & Bridge-sts, Sydney (27-1785); J. C. Kennedy, 445 St Kilda Rd, Melbourne, 26-1357, J. O'Callaghan, Brisbane City Office, Newspaper Hse, 93 Queen-st, Brisbane (22-011).

**Rates resume** (26 times): 10secs, \$64 (night 6pm to 10.30pm), \$17 (day opening to 6pm and 10.30 to close); 20secs, \$110 (night), \$30.50 (day); 30mins (AAA time 7-9.30pm), \$304 (AA time 6-7pm and 9.30-10.30pm) \$232, AOT \$134.

**QTQ Channel 9 Brisbane**

Opened: August 16, 1959.

**Licensee:** Queensland Television Ltd, Sir Samuel Griffiths Drive, Mt Coot-tha. Box 72A, GPO, Brisbane, 4001. Phone 36-2233. Telegrams Queteenine, Brisbane. Telex No. 40244. Registered office, c/o Valentine &

McInnes, 334 Queen St, Brisbane, 4000 Phone 2-3121.

**Network Affiliation:** National Television Network (QTQ, TCN, GTV, NWS, NBN, WIN).

**Interests repr.:** Individual Queensland shareholders, NBC International (NY), Amalgamated Television Services Pty Ltd.

**Directors:** Douglas Wadley (chmn), Ernest Oliver, Mackay Ross, Warwick Ernest Whatmore, Donald G. Woodrow, H. Chester.

**Executives:** J. W. McKay (gen. mngr), Ross Stevens (sales mngr), Noel Pascoe (prod. supv.), P. J. Marlan (chief eng.), A. E. Jamieson (chief acctnt).

**Transmitter Site:** Mt. Coot-tha, Brisbane.

**Antenna:** EPT Pty Ltd. Tower, RCA super-gain antenna.

**Facilities and equipment:** Offices, studios and transmitters are co-sited. Main studio is 50ft x 70ft, with presentation studio 25ft x 20ft and provision for future third large studio. Master control and transmitters located on lower ground floor, together with presentation studio, telecine and videotape sections and film and news departments. Administrative offices on first floor with staff cafeteria on second floor. Three transistorised 4½inch I.O. studio cameras, remote controlled vidicon camera in presentation studio and OB unit with two 3inch I.O. cameras, two telecine chains, two videotape recorders, caption scanner. Semi-automated presentation video-audio switching system.

**Technical Facilities:** Channel 9 (195-202 Mc/s), vision 196.25Mc/s, sound 201.75Mc/s. 100kw ERP visual, 20kw ERP sound (FM).

**Studio equipment:** Three 4½inch transistorised I.O. cameras in main studio. One remote controlled vidicon camera in presentation studio. OB unit equipped with two 3inch I.O. cameras. Two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors.

Optical or magnetic sound tracks can be reproduced. Vidicon scanner provided for opaques. Videotape for recording.

**Operating hours:** Sat. 1pm-11.30pm, Sun. 12noon-11pm, Mon.-Fri. 10.30am-11pm.

**I/state repr.:** Stafford Warner, 3rd Floor, Scottish House, 19 Bridge-st, Sydney (27-8684); Jack Clark, 22 Bendigo-st, Richmond, Vic. (42-2072); Jim MacPherson, c/o NWS, Adelaide (6-9322).

**Rates resume:** 60mins \$560 (AAA — 7pm-9.30pm), \$250 (AA — 9.30pm-10.30pm), \$150 (AOT); 30mins \$280 (AAA), \$125 (AA), \$75 (AOT); 60secs \$52 (day), \$200 (Zone 1 — 7pm-9.30pm); 30secs \$42 (day), \$170 (Zone 1).

**TVQ Channel 0, Brisbane**

Opened: July 1, 1965.

**Licensee:** Universal Telecasters Qld Ltd, Sir Samuel Griffiths Drive, Mount Coot-tha, 4000. Postal address: GPO Box 751K. Tele-

# REACH COST PER THOUSAND PRESTIGE AVAILABILITY AND MUD CRABS

Channel O Sales Manager, Ron Archer,  
is the man to see for full facts  
for the first three—and in Brisbane—  
a full helping of the fourth, when you come north  
Give Ron a ring at 36 0366.



CHANNEL



**UNIVERSAL TELECASTERS (QLD.) LTD.**  
Sir Samuel Griffith Drive, Mt. Coot-tha, Brisbane.  
Phone: 36 0366  
**SYDNEY:** Parker Associated Representations  
Phone: 29 6021  
**MELBOURNE:** D. Gardiner. Phone 34 8391

graphic address: Channel 0. Telex number: AA40354 Brisbane.

**Network affiliation:** Independent Television System (IVQ, TEN, ATV-0, SAS).

**Principal shareholders:** Ansett Transport Industries Ltd Group, Mutual Life & Citizens Assurance Co. Ltd.

**Directors:** J. R. Savage (chrmn), J. M. D. Stevens (deputy chrmn), R. M. Ansett, R. L. Cooper, C. MacDonald, W. Mathers, F. T. Moore, N. A. Smith, Dr H. W. Poulton.

**Executives:** N. Carlyon (gen. mgr), G. E. Lusk (secy-acct), R. Archer (sales mgr), R. Pennell (ops mgr), J. C. Stevenson (chief eng.).

**Pstate repr.:** Parker Associated Representations, 131 Clarence St, Sydney, 29-6021; Des Gardiner, 489 Swanston St, Melbourne, 34-8391.

**Transmitter & studio site:** The Summit, Sir Samuel Griffiths Drive, Mt Coot-tha.

**Studio:** One, with provision for additional presentation studio and large production studio.

**Equipment:** RCA TK60 4½ inch image orthicon cameras, McCurdy audio console, Riker vision switcher, Telecine features RCA TP 15 multiplexer with TK22 cameras and TP 66 film projectors. Two RCA TR22C tape recorders.

**Transmitter:** Two RCA TT-6AL 6kw transmitters and one TT25-BL 25kw transmitter.

**O'seas repr.:** D. L. Taffner Ltd, New York; Charles Dorning, London.

## DDQ Channel 10 Toowoomba

**Opened:** July 13, 1962.

**Licensee:** Darling Downs TV Ltd, Mt Lofty, Toowoomba. PO Box 670, Toowoomba, 4350. Phone 2-2288. Secretary and share register, Mt Lofty, Toowoomba. Telegrams Deedecue.

**Principal interests:** Toowoomba Newspaper Co. Pty Ltd, Birch Carroll & Coyle Ltd, Empire Theatre Pty Ltd, Gold Radio Service Pty Ltd, Commonwealth Broadcasting Co. Pty Ltd, AWA Ltd, Warwick Newspaper Pty Ltd, Warwick Broadcasting Co. Pty Ltd.

**Nominal capital:** \$1,200,000.

**Directors:** W. Bruce, R. W. P. Dodd, R. J. Dunn, K. B. Fowler, L. C. Hynes, E. Hollingworth, S. A. Morley, D. Thompson.

**Executives:** S. J. Fitzpatrick (gen. mgr), N. S. Hill (chief eng.), R. E. Smart (secy).

**Transmitter & site:** Phillips dual 5kw, Mt Mowbullian (Bunya Mts).

**Antenna:** Self-supporting tower 350ft; 3850ft above sea level, directional Rhode and Schwartz high gain, horizontally polarized. Approx. pattern, 20kw at NNW, rising to 50kw at WNW and NNE, rising to 100kw at SSW and ENE, rising to 200kw at SSE. Technical facilities: Vision 209.26megs, sound 214.76megs.

**Studio and equipment:** Studio situated at Mt Lofty, Toowoomba. Fully equipped 38ft x 30ft studio; two image orthicon and one vidicon camera chain; two vidicon telecine chains — each two 16mm film, slides and epidiascopes for direct projection. Stand-by power supply at studio and transmitter.

**Operating hours:** Mon.-Fri., 2pm-10.30pm; Sat., Sun., 5pm-10.30pm.

**I/state Repr.:** Metrep Services Pty Ltd, 65 York-st, Sydney, 29-3180 (N. Taylor); Metrep Services Pty Ltd, Miller House, 357 Little Collins-st, Melbourne, 67-1744, J. Penglis, 170a Albert St, Brisbane, 2-9473.

**Rates resume (base rate):** for DDQ and SDQ (on relay). Night (6pm-close): 60secs \$100, 30secs \$80, 20secs \$60, 10secs \$40. Day (open-6pm): 60secs \$50, 30secs \$40, 20secs \$30, 10secs \$20.

## FNQ Channel 10 Cairns

**Licensee:** Far Northern Television Limited, PO Box 596, Cairns, Qld, 4870. Phone 2195. Telegrams Effentee.

**Directors:** A. T. Covacevich (chrmn), W. M. Moloney (mng dir), K. E. J. Atkinson, H. S. Taylor, H. N. Whitaker.

**Executive:** L. J. Whittle (acting mgr).

**Studio & transmitter sites:** Aumuller St, Cairns.

**Equipment & facilities:** Main studio 690 sq ft. Tropical garden studio 2400 sq ft. Two solid state Fernseh vidicon telecine cameras. Two solid state Fernseh image orthicon cameras. Three telecine projectors with magnetic and optical replay facilities. Two solid state ATC cartridge tape recorders with semi-automated switching system. AWA TVH-5 transmitter.

Ampex helical scan portable videotape recorder. Fully equipped OB van.

**Operating hours:** 46 hours per week, including Saturday breakfast program and afternoon programs each Wednesday and Thursday.

**Pstate repr.:** Melbourne and Sydney, Metrep Services; Brisbane, John Penglis & Associates; Adelaide, c/- Metrep Services, Melbourne.

**Rates resume:** AAA time: 6pm to close — 60secs \$40, 30secs \$30, 20secs \$20, 10secs \$10. AA time: open to 6pm — 60secs \$20, 30secs \$15, 20secs \$10, 10secs \$5.

## MVQ Channel 6 Mackay

**Licensee:** Mackay Television Ltd, PO Box 496, Mackay, 4740.

**Authorised capital:** \$1 million.

**Shareholding (50c shares):** Estate late John Taylor (80,000), Telecasters North Qld Ltd (144,000), Mackay Printing & Publishing Co. (Pty) Ltd (60,000), M. E. Low (30,000), J. H. Williams (20,000), G. Formosa (2000).



Public issue: 264,000 shares and 264,000 8pc notes — distribution on the basis of one share for each note.

**Directors:** Dr H. J. Taylor (chrmn), J. F. Gleeson (deputy chrmn), M. E. Low (mng dir), G. Formosa (secy), C. K. Carmody, J. H. Williams, C. M. Manning.

**Proposed operating hours:** 35 hours a week initially.

**Transmitter site:** Mt Blackwood, approx. 17 miles by air from Mackay studios. Estimated population coverage: 55,000-60,000 people.

## RTQ Channel 7 Rockhampton

**Opened:** September 7, 1963.

**Licensee:** Rockhampton Television Ltd, Box 568, PO, Rockhampton, Qld, 4700. Phone 6-4877. Telegrams Arteecue.

**Principal interests:** Amalgamated Wireless A/sia Ltd, Nationwide Finance Ltd, Rockhampton Newspaper Co. Pty Ltd, Rockhampton Broadcasting Co. Pty Ltd, Walter Reid & Co. Ltd.

**Directors:** A. G. Dunn (chmn), L. S. Dunn, C. J. Edwards, J. H. Harrup, M. O. Scott, T. B. Macaulay, E. J. Rheuben.

**Executives:** Bill Saunders (mngr), C. Amore (chief eng.).

**Transmitter site:** Mount Hopeful. **Studio site:** Dean St, Rockhampton.

**Equipment and facilities:** Two studios total 1500 sq. ft. AWA transmitter and studio equipment. Two Marconi studio cameras. Ampex VR1200 and Sony BV120 videotape recorders.

**Operating hours:** Sun., Mon., Thurs., Sat. 5pm-10pm; Tues., 2pm-10pm; Wed., 2pm-10.30pm; Fri., 5pm-10.30pm.

**I'state repr.:** Sydney and Melbourne, Metrep Services; Brisbane, Queensland Provincial Television Services; Adelaide, contact Metropolitan Services, Melbourne.

**Rates resume (base rate):** AAA (6.30pm-10.30pm) 60secs \$70, 30secs \$50, 20secs \$42, 10secs \$26. AA (4.30pm-6.30pm, 10.30pm-close) 60secs \$42, 30secs \$32, 20secs \$26, 10secs \$16.

## SDQ Channel 4 South Downs

**Licensee:** Darling Downs TV Limited.

**Transmitter site:** Passchendaele Ridge. **Studio site:** Mount Lofty, Toowoomba.

**Equipment and facilities:** Studio equipment as for DDQ Channel 10. Transmitter equipment dual 10kw, antenna AWA on guyed mast on Passchendaele Ridge, co-nasted with ABC.

**Address, shareholders, directors, executives, studio, operating hours, rates, I'state repr.:** see DDQ Channel 10.

## TNQ Channel 7 Townsville

**Opened:** Nov. 1, 1962.

**Licensee:** Telecasters North Queensland Limited, Mount Stuart, Townsville, 4810. Phone 6161. PO Box 1016.

**Principal interests:** Ayr Broadcasters Pty Ltd (4AY), Amalgamated Wireless A'sia Ltd, North Queensland Newspaper Company Feldt's Theatres.

**Directors:** C. K. Carmody (chairman), J. F. Gleeson (mng dir), J. H. Gibbard, J. Feldt, J. F. Flitcroft, N. C. Schwartzkoff, K. T. Heatley.

**Executives:** K. R. Christensen (gen. mngr), R. McR. Barton (chief eng.), L. L. Jensen (sales supv.-acctnt), B. Dufty (prod. supv.), T. Bill (film supv.).

**Transmitter site:** 1825ft above sea level on Mount Stuart, six miles SW of Townsville. Studio and transmitter co-sited at Mt Stuart.

**ERP:** 100kw.

**Equipment and facilities:** Studio in use — 440 sq. ft, second studio planned will be 3000 sq. ft. Two Marconi Vidicon camera chains with one studio camera equipped with remote controlled zoom lens. Two AWA telecine chains with four Bell & Howell sixteen millimeter projectors (optical and magnetic sound replay) and two slide projectors. One AWA caption stand and camera. All technical areas and studio are air-conditioned. 1 Auricon PRO-600 special sound-on-film camera. 1 Ampex VR1200 videotape recorder.

**I'state repr.:** John N. Penglis, Queensland Provincial Television Services, 5th floor, Phoducers & Citizens Bldg, Edward St, Brisbane (2-9473). Metrep Services Pty Ltd, Asbestos House, 65 York St, Sydney (29-3180). Metrep Services Pty Ltd, 3rd floor, Miller House, 357 Little Collins St, Melbourne (67-1744), Ian MacTavish, Box 952H, GPO, Adelaide (23-1636).

**Rates resume (base rate):** AAA (6pm-10.30pm), AA (4.30pm-6pm, 10.30pm-11pm), A (open-4.30pm). 60secs \$70 (AAA), \$42 (AA), \$24 (A); 30secs \$50 (AAA), \$32 (AA), \$17 (A); 20secs \$42 (AAA), \$26 (AA), \$15 (A); 10secs \$26 (AAA), \$16 (AA), \$10 (A). News 60secs \$84, 30secs \$60, 20secs \$50. Discounts applicable from 2½pc on \$1000 to 25pc on \$40,000

## WBQ Channel 8 M'borough

**Opened:** April 10, 1965.

**Licensee:** Wide Bay-Burnett Television Limited, 217 Bazaar St, Maryborough, Qld, 4650. PO Box 30. Phone Maryborough 2528.

**Principal interests:** Maryborough Newspaper Co. Pty Ltd, Bundaberg Newspaper Co. Pty Ltd, Bundaberg Broadcasters Pty Ltd, Maryborough Broadcasting Co. Pty Ltd, Birch, Carroll & Coyle, with 500,000 shares to the public.

**Directors:** E. H. A. Nicholson, C. English,



N. G. McCormack, C. A. F. Nielson, G. W. Reaney, R. J. Beatson, J. F. Wetherell.

**Executive:** Frederick T. Yates (gen. mngr).

**Transmitter site:** Mt Goonaneman near Biggenden. AWA TVH-10.

**Technical facilities:** 100kw crp on Channel 8 (188-195 Mc/s). Vertical polarisation.

**Studio site:** At Granville, Maryborough.

**Studios:** Three studios including one outside for special outdoor presentations. Largest studio 40ft x 30ft.

**Equipment and facilities:** Link equipment is dual Marelli Lenkurt system type FV14B. operating on 4000 Mc/s band and fitted with three-metre parabolic reflector at each terminal to give constant reliable operation over 38.4 mile path from studio to transmitter. Studio equipment is latest Fernseh video equipment with three inch image orthicon cameras, switchable multiplexers.

Three Debric single head projectors with optical/magnetic sound replay plus one double head Siemens projector with 16mm magnetic tape recorder and replay facilities. Two dual drum "Selectroslide" slide projectors and twin caption/clock units. High

quality audio equipment including twin cassette tape recorders with automatic slide changing facilities and Gates Solid Statesman audio console.

**Operating hours:** 45 hours per week with women's programs on Wednesday afternoons.

**I/state repr.:** Norman Taylor, Metrep Services, Asbestos Hse, York St, Sydney, 2000 (29-3180); Ian MacTavish, Metrep Services, 3rd floor, Miller House, 357 Little Collins St, Melbourne, 3000; John N. Penglis, Queensland Provincial Television Services, 5th floor, Producers and Citizens Bldg, 160 Edward St, Brisbane, 4000; Adelaide, c/o Metrep Services, Melb.

**Rates resume (base rate):** AAA time (6.30pm-10.30pm) 60secs \$60, 30secs \$44, 20secs \$36, 10secs \$22. AA time (6pm-6.30pm, 10pm-close) 60secs \$44, 30secs \$36, 20secs \$30, 10secs \$18. A time (5pm-6pm) 60secs \$36, 30secs \$30, 20secs \$20, 10secs \$10. Daytime rate (open-5pm) 60secs \$23, 30secs \$17, 20secs \$14, 10secs \$9. Discounts from 2½pc on \$1000 to 25pc on \$40,000.



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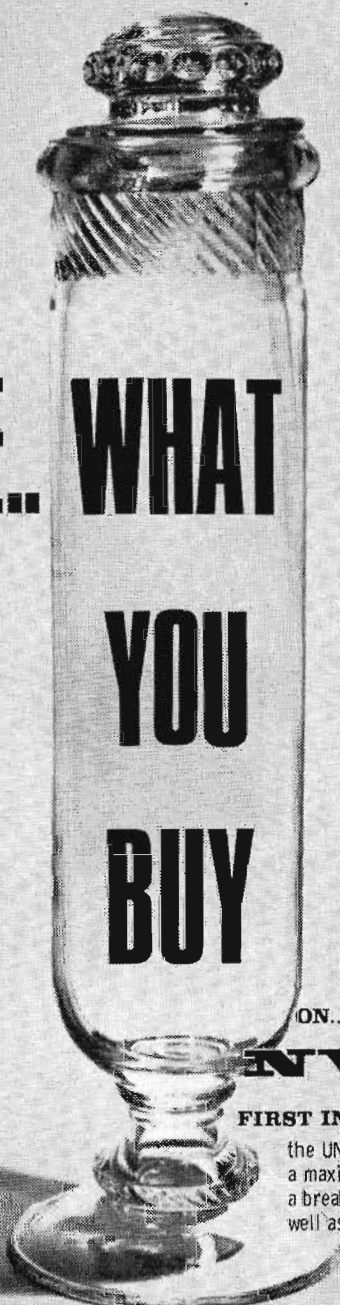
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## ADS Channel 7 Adelaide

**Licensee:** Television Broadcasters Limited  
125 Strangways Tce, North Adelaide, 5006  
Phone 6-8591. Telegrams Adseven, Adelaide.

**Network Affiliation:** The Australian Television Network (ADS, ATN, HSV, BTQ).

**Interests repr.:** Advertiser Newspapers Ltd, Midlands Broadcasting Services Ltd, 5KA Holdings Limited, Philips Industries Pty Ltd, Associated Newspapers Ltd.

**Opened:** October 24, 1959.

**Directors:** D. G. McFarling (chrmn), Rev. A. E. Vogt, M. N. Keukenmeester, P. B. Angas Parsons, Sir George Ligertwood, Hon. V. H. E. Harmsworth, A. R. Carter.

**Executives:** J. M. Fowler (gen. mngr), K. A. Macdonald (station mngr), W. K. Murphy (sales mngr), L. G. Taylor (program mngr), D. E. Mattschoss (secy), S. G. McLean, N. Sawyer (chief engineers).

**Transmitter and site:** Philips dual 5kw, unattended and remote controlled by BAC 60 channel system, Summit Rd, Mt Lofty. Channel 7 (181-188 MHZ), Vision 182-260 MHZ (100kw). Sound 187.760 MHZ (20kw). Antenna, RCA 32 stack, 2800ft above sea level.

**Facilities:** Vidicon slide chain, cassette tapc, emergency diesel generator on site.

**Studio and OB equipment:** Three 4½inch image orthicon cameras and three 3inch cameras in two studios. Three vidicon Telecine MX's used in conjunction with 4 x 16mm projectors, 2 x 35mm slide projectors. Opaque 12 x 9inch and 5 x 4inch scanners available on two MX's. Optical and magnetic sound can be reproduced. One 16mm synchronised sprocketed magnetic tape recorder. Three RCA vidcotape recorders, two TRT models and one TR70 with electronic editing. Four ATC tape cassette units for "on air" and one unit for studio purposes. Three camera air-conditioned Mercedes OB vans with two permanent 3inch image orthicon cameras. IO channel audio mixer and ½inch tape facilities. Mobile power generating plant for OBs.

**Operating hours:** Mon. Fri. 9.30am-12midnight; Sat. 9am-12midnight; Sun. 11am-11pm.

**I/state Repr.:** L. W. Leahy, Anchor Hsc, Cnr. George & Bridge Sts, Sydney (27-1785); M. R. Milne, 445 St Kilda-rd, Melbourne (26-1357).

**Rates resume (base rate):** 60secs \$200, night; 60mins \$780 Zone 1, \$500 Zone 2; 30mins \$390 Zone 1, \$250 Zone 2.

## NWS Channel 9 Adelaide

**Opened:** Aug. 31, 1959.

**Licensee:** Southern Television Corporation Limited, 202-208 Tynte St, North Adelaide, 5006. Phone 67-2322. Telegrams Newsnine.

**Network Affiliation:** National Television Network (NWS, TCN, GTV, QTQ, NBN, WIN).



**Directors:** K. R. Murdoch (chairman and mng dir), Sir Ewen Waterman, Sir Edgar Bean, R. B. Wiltshire, W. L. C. Davies.

**Executives:** W. L. C. Davies (gen mngr), J. S. Doherty (asst mngr), W. Dixon (sales mngr), John Batchelor (chief engr), Rex G. Heading (prog. mngr), John Hatcher (film mngr), Colin Bainger (secty), R. Carless (publ. & prom. mngr).

**Transmitter & site:** Pye, Mt. Lofty. **Facils.:** Main studio 4800 sq ft, second studio 1400 sq ft at Nth Adel. Full range OB equip., studio facils. **Tech. facils:** Channel 9 (195-202 megs, vision, 196.26 megs, sound 201-76 megs). 100kw ERP visual, 20kw ERP sound.

**Studio and OB equipment:** Eight 4½inch image orthicon type cameras, three permanently installed in large studio, two permanently installed in new small studio, three permanently installed in OB van. Three vidicon telecine chains used in conjunction with 16mm film projector and 35mm slide projectors. Optical or magnetic sound track can be reproduced. Fourth vidicon chain employed as a scanner for opaques. Three videotape machines — two equipped for electronic editing.

**Operating hours:** Sun. 11.30am-11.30pm; Mon.-Fri. 9.30am-12midnight; Sat. 12noon-12 midnight.

**I/state repr.:** Sydney, Howard Holmes, 19 Bridge-st, 27-7167; Melbourne, Jim Styles, c/- GTV9, Bendigo St, Richmond. 42-5819; Brisbane, Bede Williams, 160 Edward St, 2-6660.

**Rates resume (casual rate):** 10secs \$16 (day), \$60 (night); 20secs, \$25 (day), \$100 (night); 30secs, \$40 (day), \$150 (night); 60secs, \$50 (day), \$200 (night); 60mins, \$650 (AAA, 7pm-9.30pm), \$500 (AA, 6pm-7pm, 9.30pm-10.30pm), \$200 (A, all other times).

## SAS Channel 10 Adelaide

**Opened:** July 26, 1965.

**Licensee:** South Australian Telecasters Limited, 45-49 Park Terrace, Gilberton, South Australia, 5081. Phone 65-6991 (10 lines). Telegraphic address: Sasten, Adelaide. Telex No. AA82084.

**Network Affiliation:** The independent television system (SAS, ATV-G TEN, TVQ).

**Directors:** A. M. Simpson (chairman), Sir Edward Hayward, R. J. McAuley, I. R. McTaggart, A. M. Moulden, R. S. Turner, J. M. Simpson (exec. dir).

**Executives:** D. M. L. Hall (gen. mngr), J. F. Trost (program mngr), J. W. Wilson (sales mngr), D. R. Earl (secretary), D. J. Caddy (chief eng.).

**Transmitter site:** Mount Lofty, South Australia.

**Studios:** Main studio 72ft x 54ft — 3888 sq. ft; second studio 30ft x 24ft — 720 sq. ft.

**I/state repr.:** Gordon Durnford, 1st floor, AWA Bldg, 47 York St, Sydney (29-4503); Ray Brown Pty Ltd, 100 Drummond St, Carlton South, Vic., 3053 (34-1103).

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**GTS Channel 4 Pt Pirie**

Licensee: Spencer Gulf Telecasters Limited 162 Eden St, Port Pirie, SA, 5540. Phone Port Pirie 11.

Proposed opening date: March 1, 1968.

Principal shareholders: Electronic Industries Ltd, ALCW Pty Ltd, Atico Pty Ltd, BHP Nominees Pty Ltd, Australian International Insurances, Southern Television Corporation, Amalgamated Wireless (Aust.) Ltd, Broken Hill Associated Smelters Pty Ltd.

Directors: H. B. Welch, C. L. Ryan, L. G. Riches, R. M. Edwards, W. L. C. Davies, J. R. Webb, C. C. Zahara, W. J. C. Willson.

Executive: F. R. Smith (secy).

State repr.: J. M. Sturrock Pty Ltd — Sydney Asbestos Hse, 65 York St (29-8431). Melbourne, 343 Little Collins St (60-1617). Adelaide, 81-97 Flinders St (23-4022).

Rates resume (base rate): AAA (peak time): 60secs \$46, 30secs \$35, 20secs \$26, 10secs \$18, 5secs \$10.

**SES Channel 8 Mt. Gambier**

Opened: March 25, 1966.

Licensee: South East Telecasters Limited. Studios and offices, John Watson Drive (PO

Box 821) Mt Gambier, SA, 5290. Phone 2-4117. Telegrams Setel, Telex AA80043.

Interests Repr: Electronic Industries Limited J. W. Paine, Tasmanian Television Ltd, Laurie & Watson, Underwriting & Insurance Limited. Australian & International Insurances Limited.

Directors: C. H. Kentish (chrnm), G. T. Barnfield (deputy chrnm), L. R. DeGaris, R. C. DeGaris (alternate) C. L. Faudell, H. J. Peake, P. K. Osborne, R. J. R. Watson, H. Whiteside.

Executives: K. Bailhache (gen. mngr & secy), A. B. Noblet (prog. mngr), J. B. Lewis (chief eng.), G. J. Gilbertson (sales mngr), A. W. Curtis (news supervisor).

Transmitter & site: Pye 10kw vision and 2kw sound, located Mt Burr, SA, approx. 21 miles north of Mt Gambier.

Facilities: Studio 1530 sq ft, fitted with Pye equipment. Two vidicon studio cameras. Antenna and mast, shared with PMG, 500ft high and 1300ft above sea level.

Operating hours: 5.30pm-10.30pm.

State Repr: J. M. Sturrock Pty Ltd, 65 York St, Sydney, 2000 (29-8431), and 343 Little Collins St, Melbourne, 3000 (60-1617), J. M. Sturrock Pty Ltd, Astor Hse, 97 Flinders St, Adelaide, 5000 (23-4022).

Rates Resume (less discounts): 60secs \$50, 30secs \$38, 20secs \$30, 10secs \$20, 5secs \$10.

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Astor House,  
97 Flinders Street, 5000  
Phone 23 4022

# Television stations

## ● *Western Australia*



**TVW Channel 7 Perth**

**Opened:** October 16, 1959.

**Licensee:** TVW Limited, Osborne Park-rd, Tuart Hill, 6060 (registered office and studios). Phone 49-1422. Telegrams Teleview, Perth.

**Interests Repr.:** West Australian Newspapers Limited holds 44pc of capital, remainder held by 1800 public shareholders; 90pc by Western Australians.

**Directors:** M. L. Fry (chrmn), R. A. Long, J. E. Macartney, J. W. Cruthers, B. S. Treasure.

**Executives:** J. W. Cruthers (mng dir), B. S. Treasure (gen. mngr), J. R. Quicke (chief eng), S. F. Fildes (sales mngr), F. A. C. Moss (secy).

**Transmitter and site:** Bickley (16 miles east of Perth). Dual transmitters, Channel 7 (181-188 megs). Vision 182.25 megs, 100kw ERP vision, sound 187.75megs.

**Technical facilities:** Three studios and two outside broadcast vans equipped with ten image orthicon cameras. Four television tape machines including one used for outside telecasts. Four monochrome telecine chains, one color telecine camera and two caption scanners. Semi-automated color compatible master control equipment.

**Operating hours:** 11am-11.30pm daily.

**I/state offices:** S. F. Fildes, J. A. Harper, 2 Hunter St, Sydney (28-9060, 28-2860); G. R. Howell, 390 Lonsdale St, Melbourne (67-1868).

**Rates resume (base rate):** AAA time — 6.30pm-10.30pm; AA time — 6pm-6.30pm and 10.30pm-11pm; A time — 5pm-6pm; AOT — open to 5pm and 11pm to close. 60secs rates from \$220 (AAA) to \$60 (AOT); 30secs from \$154 (AAA) to \$42 (AOT). Program rates from 60mins \$600 (7pm-10pm), to minimum \$200 before 5pm and after 11pm; 30mins \$320 (7pm-10pm) to minimum \$120 (before 5pm and after 11pm). Package plans available all time channels.

**STW Channel 9 Perth**

**Opened:** June 12, 1965.

**Licensee:** Swan Television Limited, Hayes-ave, Nollamara, WA, 6061. Phone 49-1911. Telegrams Swantel.

**Directors:** D. M. Cullity (chairman), D. M. Speed (deputy chairman), D. Bell, B. F. Prindiville, H. C. Stewart, W. A. Young.

**Executives:** R. J. Mercer (gen. mngr), P. J. Conroy (gen. sales mngr), K. N. Stronach (secretary), N. G. Manners (prod. mngr), T. Provan (chief engineer).

**Transmitter and site:** Walliston (15 miles east of Perth), dual transmitters, vision 196.25mc/s, 100kw, ERP, vision, horizontal, sound 201.75mc/s.

**Technical facilities:** Two studios, AWA transmitter equipment, Pye and Astor

studio equipment.

**Operating hours:** Mon.-Fri., 11am-11pm; Sat., Sun., noon-midnight.

**I/state repr.:** Sydney, suite 9, 4th floor, Kembla Bldgs, Margaret-st (29-8461). Ron Guyot (Sydney sales mngr); Melbourne—34 Queens-rd (26-3674). Milton Francis (Melb. sales mngr)

**Rates resume (base rates):** Zone 1 (7pm-10pm), Zone 2 (6pm-7pm, 10pm-11pm), Zone 3 (open-6pm), Zone 4 (11pm-close). 60secs \$160 (Zone 1), \$108 (Zone 2), \$36 (Zone 3), \$30 (Zone 4); 30secs \$100 (Zone 1), \$70 (Zone 2), \$26 (Zone 3), \$20 (Zone 4); 20secs \$80 (Zone 1), \$56 (Zone 2), \$20 (Zone 3), \$16 (Zone 4); 10secs \$40 (Zone 1), \$28 (Zone 2), \$10 (Zone 3), \$8 (Zone 4). Programs (Aust. sponsorships only): 60mins \$540 (Zone 1), \$360 (Zone 2), \$190 (Zone 3), \$190 (Zone 4); 30mins \$280 (Zone 1), \$200 (Zone 2), \$115 (Zone 3), \$113 (Zone 4); 15mins \$200 (Zone 1), \$140 (Zone 2), \$75 (Zone 3), \$75 (Zone 4).

**BTW Channel 3 Bunbury**

**Opened:** March 10, 1967.

**Licensee:** South Western Telecasters Ltd, PO Box 112, Bunbury, 6230. Phone 2173. Studio: Roberts Crescent, Bunbury. Phone Bunbury 3531.

Relays to GSW Channel 9, Albany-Katanning.

**Principal interests:** Sandovers Limited (subsidiary of Electronic Industries Ltd), Goldfields Pictures Ltd, Sunny West Co-operative Dairies Ltd, Nicholsons Broadcasting Services Pty Ltd.

**Directors:** H. R. Golding (chrmn), A. G. Abbott, L. H. Craddock, F. L. B. Craig, F. J. Flanagan, J. P. Norton, J. W. Stodart, A. E. Sandover. Associate director: C. C. Zahara.

**Executives:** Brian Hopwood (mngr), J. R. Fisher (secy), A. W. Stewart (chief eng).

**Transmitter site:** Mt Lennard, approx. 18 miles from Bunbury. Co-masted with ABC. Height 1687ft.

**I/state rep.:** J. M. Sturrock Pty Ltd, Sydney, 65 York St (29-8431); J. M. Sturrock (mng dir); Melbourne, 343 Little Collins St (60-1617), N. Harris; Adelaide: 81-97 Flinders St (23-4022), Mrs P. A. Cameron; Perth: T. J. & S. K. Latham, 1111 Hay St, West Perth (21-5418), T. J. Latham (mng dir).

**Rates resume:** 60secs \$70; 30secs \$50; 20secs \$42; 10secs \$26. Program sponsorships (air time only): 60mins \$325; 30mins \$180; 15mins \$125.

**GSW Channel 9 Albany**

**Opening date:** March, 1968.

**Licensee:** South Western Telecasters Limited, Roberts Crescent, Box 112 PO, Bun-

bury, WA, 3531. Phone 2095.

Directors, executives, interests, rates representation: See BTW.

To operate on permanent relay from

BTW, Bunbury.

Transmitter site: Mt Barker, 31 miles north of Albany. Co-master with ABC. Height 1879ft. Channel 9.





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# Television stations

- *Tasmania*



**TVT Channel 6 Hobart**

**Opened:** May 23, 1960.

**Licensee:** Tasmanian Television Limited.

**Studio & Offices:** 52 New Town-rd, Hobart, Tas., 7000 (8-0341). Telegrams Tascvce. Telex 58019. Box 1209M, GPO.

**Interests Represented:** Davies Bros Ltd, Robert Nettlefold Pty Ltd, Commercial Broadcasters Pty. Ltd, E. G. McRae, Metropolitan Broadcasters Pty Ltd.

**Directors:** G. F. Davies (chrmn), E. G. McRae (mng dir.), L. Nettlefold, Sir Geoffrey Walch, L. G. Murdoch, J. T. Wertheimer (secy), E. B. Gray (alt. for L. Nettlefold).

**Executives:** R. M. Vertigan (station mngr), W. G. Harbutt (bus. mngr), W. S. Morrison (chief eng.), S. H. Draper (prod. and film mngr), D. L. Carter (prog. mngr), P. N. Hutchins (sales mngr).

**Operating hours:** Mon.-Thurs. 1.30pm-11.20pm; Fri. 4pm-11.20pm; Sat. 4.30pm-11.50pm; Sun. 12noon-11.05pm.

**Transmitter and site:** Pinnacle Mt Wellington.

**Antenna:** 4360ft above sea level.

**Technical facilities:** 10kw AWA and 5kw Pye transmitters. Vision, 175.25megs, sound, 180.75megs. 100kw ERP.

**Translator stations:** West Coast of Tasmania is served by two translator stations operated by TVT, both with Marconi manufacture, Mt Owen (Channel 8), power 50w;

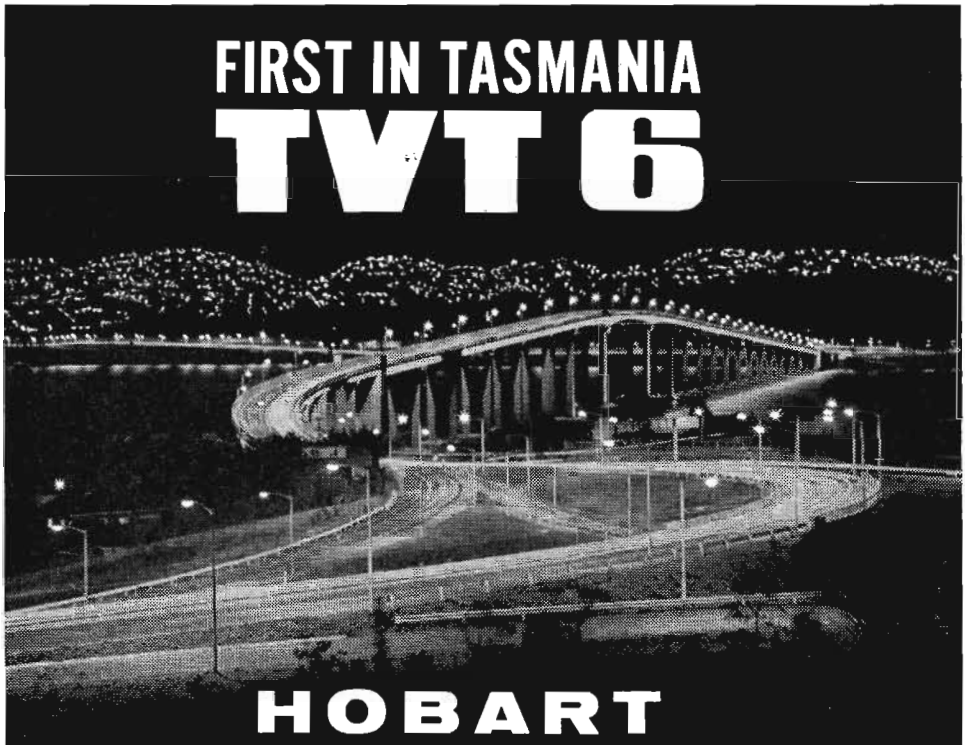
and Mt Read (Channel 10) 3w. East Coast of Tasmania is serviced by a 50w Marconi translator (Channel 8) situated near Bicheno. The Tarooma area is served by a 50w Marconi Translator (Channel 8) located at Arm End Opossum Bay.

**Studio equipment:** One studio equipped with three station cameras, two vidicon telecine chains used in conjunction with 16mm film projectors and dual slide projectors. Two Ampex videotape recorders, OB unit.

**Film facilities:** News, commercial and documentary film production facilities; Arriflex (16BL) Auricon, Belx and Bell & Howell cameras. Colortran boosted and quartz-iodine lighting. Nagra ¼-inch tape and 16mm magnetic recording. Cutting room equipped for track laying (includes Acmade editing table). Fully equipped photographic section for reversal film processing, 16mm printing (Seiki printer), and commercial photography.

**I/State Repr:** Syd., Tasmanian Television Ltd, 280 George-st (J. O. Coote) 28-2696; Melb., Tasmanian Television Ltd, 390 Lonsdale-st (B. K. Hynes) 67-3165.

**Rates resume (base rate):** 6.30pm-10pm, 60secs \$145, 30secs \$115, 20secs \$85, 10secs \$55; 10pm-close, 60secs \$55, 30secs \$45, 20secs \$25, 10secs \$18; open-6.30pm, 60secs \$40, 30secs \$30, 20secs \$25, 10secs \$16.



**TNT Channel 9 Launceston**

**Opened:** May 26, 1962.

**Licensee:** Northern Television Limited. Watchorn St, Launceston, 7250. PO Box 873. Phone Launceston 44-2551.

**Principal Interests:** W. R. Rolph and Sons Pty Ltd (The Examiner, Saturday Evening Express), 7EX Pty Ltd, Findlay and Wills Broadcasters Pty Ltd (7LA).

**Directors:** Sir Giles Chippindall (chmn), Arthur E. Evans (mng dir), E. A. Rouse (deputy chmn), R. A. Ferrall, E. L. Garrott, G. L. Roberts, H. E. Rowe.

**Executives:** W. T. Freeman (station mgr), J. R. Penrose (bus. mgr), K. J. Briggs (chief eng.), G. C. Bonner (sales mgr), B. L. England (prog. mgr).

**Transmitter and site:** Twin 5kw Pye. Mt Barrow, 16 miles from Launceston.

**Antenna:** Specially designed Rhode and Schwartz directional antenna to serve all populated areas of Northern and North Western Tasmania, giving 300kw at 290 degrees (NW). 4654ft above sea level.

**Translators:** Stanley-Smithton (Channel 6),

Gowrie Park (Channel 1), Prospect (Channel 11), St Marys (Channel 11).

**Facilities and equipment:** Two studios (main 60ft x 40ft) and presentation studio (20ft x 20ft). Administrative and maintenance departments located on seven acre site at Watchorn-st. Two studio vidicon cameras, two vidicon telecine chains used in conjunction with 16mm film projectors. Optical and magnetic sound tracks can be reproduced. Third vidicon chain employed as a scanner for opaques. Two RCA videotape recorders and 16mm film processing equipment.

**Technical facilities:** Channel 9 (195-202 meps); vision 196.25meps, sound 201.75meps, 100kw ERP visual, 20kw ERP sound (FM).

**State repr.:** Television Time Sales Pty Ltd, Park Hse, 187-191 Macquarie St, Sydney, 2000 (221-1466); Hugh Anderson Pty Ltd, Poster Hse, 130 Exhibition St, Melbourne, 3000 (63-3674); Keith Coles Media, Suite 110, Nth British Bldg, 95 Currie St, Adelaide, 5000 (51-4926); Bede Williams & Assoc., Producers & Citizens Bldg, 160 Edward St, Brisbane, 4000 (2-6660).

## TELEVISION FILM DISTRIBUTORS

**AMERICAN BROADCASTING CO. FILMS OF AUSTRALIA PTY LTD**, Suite 1101, Caltex Hse, 167 Kent St, Sydney, 2000. Phone 27-7266-7. Len Mauger (mng dir).

**API**, 38 Martin Place, Sydney, 2000. Telegrams, Airprograms (28-4617).

**Directors:** W. J. Hucker, Mrs W. J. Hucker. Producers and distributors of TV programs for Australian and international release.

**ATV (DISTRIBUTORS) PTY LTD**, 38-40 Martin Place, Sydney, 2000. Phone 28-5836.

**Directors:** J. D. Patience, J. A. Jackson, Lew Grade, R. Gill.

**General manager:** J. A. Jackson. Secretariat: L. M. Barnett.

Sale and distribution of telefilms for Australasia, ATV London, ITC London and New York.

**O'seas repr.:** ATV London, ITC New York, UPITN, New York.

**AUSTRALIAN TELEVISION FACILITIES PTY LIMITED**, Inc. ACT, Ground floor, Lido Hse, 404 Kent St, Sydney, 2000.

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Company operated by 24 country TV stations to procure and distribute film and to attend to other matters of common interest.

**R. A. BECKER & COMPANY**, 169 Pacific Highway, North Sydney, 2060. Phone 92-4937. Telegrams Beckerco Sydney.

**Principal:** R. A. Becker.

Distribution in Australia and overseas countries of TV program material; representing Four Star International Inc. and Krantz Films Inc.

**BRITISH BROADCASTING CORPORATION, LONDON**, W.1. Aust'n & NZ repr., Len Woolard, TV repr. Basil Sands, 177 Elizabeth St, Sydney, 2000 (61-9059).

**CBS FILMS PTY LIMITED** (distributors filmed TV programs covering news, public affairs and entertainment), Suite 2, Colman House, Cnr Berry & Walker Sts, North Sydney, 2060. Phone 92-4061. Telegrams Telecast Sydney.

**Managing director:** William G. Wells. **Assistant to managing director:** Neville B. Van Dyck.

**DESILU**, 112a King St, Sydney, 2000. Phone 25-3012. GPO Box 4272, Sydney, 2001. Cables Desilu Sydney.

**Chief executive:** Bruce Gordon in charge of sales for Australia, New Zealand and the Far East.

**MAXWELL E., DUTCH PTY LTD**, independent television film distributor, 39-41 York St, Sydney, 2000. Phone 29-6326. Telex AA20735. Cables, Telmed Sydney.

**Director:** Maxwell E. Dutch.

Syndication of Television Films in Australia and overseas, representing TEN-10 Sydney and ATV-0 Melbourne in residual sales to Australian television stations.

**EXOTIC TV FILM DISTRIBUTORS PTY LTD**, Harrowgate Hse, 155 Castlereagh St, Sydney, 2000. Phone 61-8736, 211-4070.

**Directors:** L. R. Brauer, E. J. Fletcher, S. J. Blake.

Distributes Continental features and short length films.

**FILM ENTERPRISES PTY LTD**, 16 Barrack St, Sydney, 2000. Phone 29-1558.

**Director:** R. Pivott (managing dir.), 6 Wattle St, Killara, 2071 (49-1418).



Aust. distributor for British Lion, Independent Film Distributors Ltd; and Aust repr. Lion International Films (London).

**FREMANTLE INTERNATIONAL (AUST.) PTY LTD**, Suite 201, Alderson Bldg, 508 Pacific Highway, St Leonards, 2065. Phone 43-7377. Telegrams Comover Sydney.

**Managing Director:** Robert L. Laphorne,  
**Executive Producer:** R. C. Clarke.

Distributes TV film programs — series, special events, documentaries, adult and children's educational films, cartoons and short subjects. Distributing Australian material through world-wide offices. Packaging for TV stations, the live syndicated international TV kindergarten presentation, Romper Room, plus various adult shows, quizzes, plays, etc.

**O'seas Head Office:** 366 Madison-ave, New York 17, N.Y. President, Paul Talbot.

**GLOBAL INTERFILM AGENCIES**, 76-78 Chandos St, St Leonards, NSW, 2065. Telegrams Interagents. Phone 43-6047, 43-1681.

**Directors:** G. Isaacson, A. Taylor.

International distribution of TV programs.

**INTERNATIONAL TELEVISION FILM DISTRIBUTING COMPANY:** Inc. c/- Teleprograms Pty Ltd, 4th floor, Trust Building, 155 King St, Sydney, 2000. Cables Teleprograms, Sydney. Phone 28-6548.

**Australian managing director:** Douglas W. Watt.

Distribution of overseas film programs including those for Bing Crosby Productions and Jack Douglas.

**INTERNATIONAL FILM SERVICE**, 712b Savoy Hse, 29 Bligh St, Sydney, 2000. Box 2141, GPO, 2001. Phone 28-4886.

**Director:** Duc Brandt.

Import and export — distribution.

**LANE, IAN, R. E.**, Suite A, 56 Berry-st, Nth Sydney, 2060. Telegrams Telvis, Sydney. Phone 92-6606.

Australian representative Global Television Services Ltd, representing TV producers in UK, Continent, USA and Canada. Distributing series, documentaries, educational programs and feature films.

**Head office:** Global Television Services Ltd, 3 Vere-st, London, W1, England.

**MCA (AUST.) PTY LTD** and subsidiary **REVUE (AUST.) PTY LTD**, 1st Floor, Universal House, Pelican St, Sydney, 2000. Phone 61-9844. Telegrams Revue Sydney  
**Chief executives:** Ron V. Brown (vice-pres., MCA-TV), George Mooratoff (asst to chief exec.).



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SYDNEY, N.S.W. 2000

Telephone: 61-6994

Handles Australian distribution of US MCA programs and produces Australian programs under Revue banner.

**NATIONAL TELEVISION PROGRAMS PTY LIMITED**, 105 Walker St, North Sydney, 2060. Phone 92-0217. Tom Miller (gen. mngr).

**NBC INTERNATIONAL (AUSTRALIA) PTY LTD**, 251 Elizabeth St, Sydney, NSW, 2000. Phone 61-6994. Telegrams, Natinter.

**Directors:** G. W. Kreitner (mng dir.), F. W. Millar.

Distributors and selling agents of filmed TV programs covering major news events, public service and entertainment.

Associated with National Broadcasting Company, RCA Bldg, New York City, USA

**PACIFIC TELECASTERS INC.**, 112a King St, Sydney, 2000. Cables Allworld. Phone 25-3011. Head office: 1314 South King St, Honolulu. Cables Pactel Honolulu.

**Australian repr.:** Wesley C. Murray.

Distributes television film programs, series, feature films, cartoons, documentaries, etc., American, Japanese and Continental.

**PIVOTT, R. M.**, 6 Wattle-st, Killara, NSW, 2071. 49-1418.

Australian sales representative for Lion Int'l Films, Broadwick Hse, Broadwick St, London, W.1.

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

**Director:** John Richardson.

Full editing service including sound tracks 35 and 16mm.

**SCREEN GEMS**, 5th floor, Anzac Hse, 26-36 College St, Darlinghurst, 2010. Telegrams Screengems. J. Joel (mng dir).

Suppliers and producers of film TV programs, feature films, cartoons, short subjects.

**O'seas repr.:** Screen Gems Inc. (parent company), 711 Fifth Ave, New York, 22, USA (Plaza 1-4432). Abe Schneider (pres.), Lloyd Burns (pres. in charge, foreign operations).

**SIXTEEN MILLIMETRE AUSTRALIA PTY LTD**, 49 Market St, Sydney, 2000. Phone 2-0663. Branches 178a Flinders St, Melbourne, 3000 (63-2931); 206 Boundary St, Brisbane, 4000 (2-1438); 161 Halifax St, Adelaide, 5000 (23-1613); 59 Stirling St, Perth, 6000 (28-1131).

Distributors of 35 and 16mm films produced by the News & Information Bureau; Department of Interior and Australian War Memorial; Documentary Films, Aust. Diary

Series, Historic World War (I and II) series.

**TALENT PROMOTION OF AUSTRALIA PTY LTD**, 105 Walker St, North Sydney, 2060. Phone 92-4044. Tom Miller (gen. mngr). Victorian office: 22 Bendigo St, Richmond, 3121 (42-0201).

**TELEPROGRAMS PTY LTD**, Tenth Floor, Trust Bldg, 155 King St, Sydney, 2000. GPO Box 4827. Phone 28-6548. Cables and Telegrams Teleprograms.

**Directors:** D. W. Watt (mng dir), M. M. Watt (dir).

Producers representative and distributor of television programs.

**TRANS-AUSTRALIA TELEVISION PTY LTD**, 155 Castlereagh St, Sydney, 2000. Telegrams Infieldis, Sydney. Phone 26-1777.

**Directors:** E. S. G. Heath, R. A. Peterson, M. W. Heath.

Distributes feature films, TV series films and short subjects.

**TWENTIETH CENTURY-FOX TELEVISION SERVICES (AUST.) PTY LTD**, 43-51 Brisbane St, Sydney, 2000, NSW. Phone 211-4955. Telegrams Centfox.

Distributors of 20th Century Fox TV series.

**O'seas Repr.:** 20th Century Fox TV International Inc., 444 West 56th Street, New York 19, USA.

**UNITED ARTISTS ASIA PTY LTD**, 221 Elizabeth St, Sydney, 2000. Phone 61-6101. Telegrams Unartists Sydney. Aust. mng dir and dir for eastern division, Ron Michaels. Sales mngr, Paul L. Herbert.

Vice-president in charge foreign operations: Marvin Goodman, 729 Seventh Ave, New York, USA.

Series and feature films.

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

**Principal:** John Phillips.

Handles distribution of overseas film programs.

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

**WARNER BROS FIRST NATIONAL PICTURES PTY LTD**, 221 Elizabeth-st, Sydney, 2000. Phone 26-2936.

**Executives:** A. G. McClure (mng dir, Aust. & New Zealand), Bruce Kennedy (gen. sales mngr).

Distributors of Warner Brothers TV product.

# TV production and film units

● *New South Wales (pages 201-210)*

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TV PROGRAM SERIES ("Riptide" is one)  
SALES TRAINING FILMS  
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**ADVENT RADIO-TELEVISION PRODUCTIONS**, 150 Fox Valley Rd, Wahroonga, 2076, NSW. Phones 48-3873, 48-3875.

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

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

**Agency:** Grey Advertising Pty Ltd, Sydney.

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

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

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

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

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

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

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

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

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

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

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

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

Operates in association with Amalgamated Film Equipment Service Pty Ltd.

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

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

Producers of cartoons and filmed series for television.

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

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

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

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

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

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

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

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

**Directors:** Lex Halliday, Jean Halliday.

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

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

**Directors:** Douglass Baglin, R. Israel.

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

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

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

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

**Executives:** A. T. Consterdine (secy).

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

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

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

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

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

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

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

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

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

**Director:** M. Cardin.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Directors:** Neville R. Bletcher, Allen Keen.

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

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

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

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

**Principal:** Peter Dimond (also prod.-dir).

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

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

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

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

**Managing director:** David Koffel.

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

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

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

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

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

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

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

# FRASER CASTLE PRODUCTIONS

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## DOCUMENTARY FILMS

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### Imagination Capacity Integrity

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

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

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

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

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

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

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

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

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

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

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

Producers of 16mm documentaries, TV commercials, etc.

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

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

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

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

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

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

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

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

**Director:** Hans Wetzel (proprietor).

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

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

**Director:** Duc Brandt.

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

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

**Producer:** Gunnar Isaacson.

Specialises in children's television programs.

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

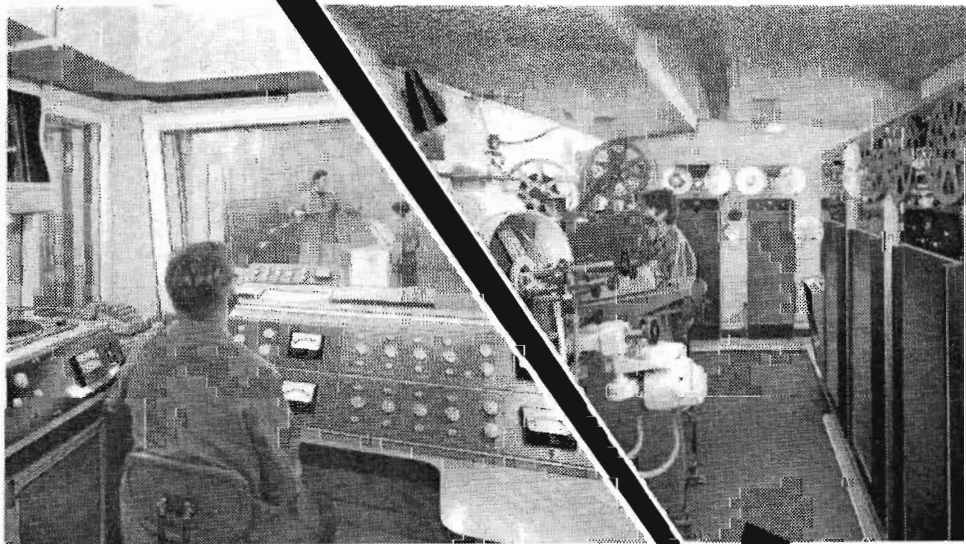
**Directors:** J. Kingsford-Smith, J. Biddlecombe, J. Gardiner.





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No request is impossible. Our top quality equipment is of world standard, and geared to give you quick, efficient service. Our modern facilities include separate 16 mm. and 17.5 mm. chains of four Dubbers each, and Projected Footage Counter. All positively interlocked with Selsyn motors and remote controlled for forward/reverse operation.



## **ROBIN HILL RECORDINGS**

76 CHANDOS STREET, ST. LEONARDS, N.S.W., 2065. PHONE: 43-6047

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

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

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

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

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

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

**Studios:** Three prod. stages.

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

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

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

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

**Manager:** Frank W. Nairn.

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

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

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

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

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

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

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

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

**General manager:** Gordon Carr.

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

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

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

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

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

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

**Equipment and Facilities:** Full camera

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

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

**Managing Director:** Roy Baxter.

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

Incorporates Pilgrim Films and Pilgrim Design.

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

**Managing director:** Eric E. Porter.

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

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

ians, engineering, grips, lab. personnel.

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

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

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For all Film Production requirements —

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

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

Phone: 31-0531 — Cables: Supsound, Sydney

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

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

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

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

**Director:** N. R. Bletcher.

**Studios:** Large studios incorporating a workshop, storage areas.

Producers of documentaries, industrial and commercial films.

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

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

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

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

Specialises in commercials, educational & industrial documentaries.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Principal:** John Phillips.

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

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

**WHITFORDS THEATRE ADS PTY LTD**. Studios and offices, 20th Century Fox Film Corp. Bldg, 43 Brisbane St, Sydney, 2000. Phone 26-1764.

**Equipment & Facilities:** Equipped with all latest facilities for production of all types of slides. Instant TV slide service.

**WOOD, ROSS, PRODUCTIONS PTY LTD**, 5th floor, 15-19 Boundary St, Rushcutters Bay, NSW, 2011. Phone 31-8154.

**Principal:** Ross Wood.

Handles all types of TV film production.

**WORKSHOP FILMS**, Suite 2, Jule Hse, 2 Northcote St, St Leonards, NSW, 2065. Phone 43-1680.

**Manager:** John Porter.

Producer of workshop films, low budget films, live action and stills.

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# TV production and film units

- *Victoria (pages 212-220)*





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**ABAL STUDIOS** (inc. Tornado Films Pty Ltd), 18 Collins St, Melbourne, 3000.

**Proprietor:** Alan Martin.

Producers of 16mm and 35mm documentaries, TV features and commercials.

**Facilities:** All facilities for 16mm and 35mm production inc. lip sync. Complete commercial still photography unit. New studios now under construction. Editing room equipped with 16mm and 35mm double system Steenbeck, HKS viewers, sound readers, D/S 16mm projector.

**ACADEMY FILM PRODUCTIONS**, 121 Maroondah Highway, Ringwood, Vic., 3134. Phone 870-8557. Telegrams Acadland.

**Director:** Ronald A. Mason.

**Executives:** Ronald Mason (prod. mngr). Staff includes writers, cameramen, editors and production and technical personnel.

**Facilities:** Complete production facilities including double head screenings, 10 channel sound recording and mixing, post sync., sound stage for 16mm and 35mm films. Produces TV commercials and programs, specialising in color documentary, educational and industrial films for theatre and TV.

**ARMSTRONG, BILL, PTY LTD** (sound recording studios), 100-110 Albert Rd, South Melbourne, 3205. Phone 69-2123 (3 lines).

**Directors:** W. R. Armstrong (mngr dir), S. E. Armstrong (secy).

**Executives:** Mrs Norma Rees (studio coordinator), Roger Savage (senior eng.).

**Music consultant:** John Hawker.

**Facilities:** Two studios each with a 4-track Ampex mastering recorder; stereo 12-channel mixing desk; Ampex and Rola mono and two-channel recorders; EMT echo plate; Nagra sync-pulse recorder and 17.5mm sprocketed recorder; disc recording service including processing.

Specialises in origination and production of singing commercials, music for documentary films and production of pop records for major record companies.

**ARTRANSA PARK TELEVISION PTY LIMITED**, 88 Acland St, St Kilda, Victoria, 3182. Phone 94-4108, 94-4122.

**Executives:** Ron Rowson (mngr for Vic.), Ron Taylor (dir. of photog.), Peter Lamb (editor).

**Equipment and facilities:** 80ft x 70ft sound stage. 12ft x 10ft recording booth. 170 arcs ov arcs generator. 35mm Mitchell and Arriflex cameras, 35mm Debie slow motion camera, 35 mm anamorphic zoom lens, 16 mm Arriflex camera, 35mm Arc, 16mm Bell and Howell projectors. Sound — Magna-sync and dubbing suite with mixing console. Full lighting and editing equipment.

Produces TV commercials, documentaries, instructional films, and television programs.

**R. BARRINGTON SCOTT PTY LTD**  
(Inc. Southern Films), Suite 14, 501 St Kilda Rd, Melbourne, 3004. Phone 26-4782.

**Directors:** R. Barrington Scott, S. F. Fell.  
Specialises in production of industrial and documentary films. Winner Blue Ribbon, 1966 American Film Festival.

**BROADCAST EXCHANGE OF AUSTRALIA PTY LTD**, 643 Chapel St, Sth Yarra, 3141. Phone 24-7483-4-5-6. Telegrams Beadisc.

**Directors:** Hugh Anderson, W. G. Chippindall, P. D. George.

**Executives:** M. Williams, Monty Maizels, David Fraser, Geoff Kitchen.

Television film and radio sound recording studios.

**Facilities:** Two studios, 17 tape recorders including 4- and 3-track Ampex ½-inch tape synchronised multi-channel system. 17.5mm Natec sprocketed magnetic film recorders 24 or 25 frames per sec.; EMI reverberation plate; electronic affects devices. 35mm and 16mm Siemens projectors electrically interlocked with sprocketed tape double header systems. 16mm and 35mm continuous loop elevator full color facilities.

Sound effects and mood music library. Creative copywriting. Jingles, original lyrics and melodies on short notice.

**CAMBRIDGE FILM & TV PRODUCTIONS PTY LTD**, 3 Armstrong-st, Middle Park, Vic., 3206. Phone 69-7338.

**Directors:** V. F. Wagstaff, R. B. Vance.

**Manager:** R. J. Wagstaff.

Producers of documentary films, television and cinema commercials from script to final print. Color specialists.

**CENTRAL STUDIO SERVICES PTY LTD**, 3a Queens Rd, Melbourne, 3004. Telephone 26-3308.

**Directors:** Rodney Squires (mng dir), Eric Verity (studio dir).

**Principal executives:** Rodney Squires (mng dir), Eric Verity (studio dir).

**Operations:** Advertising, art and photography service.

**CINE SERVICE PTY LTD**, 235 Moray-st, South Melbourne, 3205. Phone 69-7346.

**Directors:** V. F. Wagstaff (mng dir), G. G. Thompson, W. R. Garrett, R. B. Vance, Beverley F. Bull (secy).

Incorporating: **Cambridge Film & TV Productions Pty Ltd**, 3 Armstrong-st, Middle Park. Phone 69-7338. **Directors,** V. F. Wagstaff, R. B. Vance. **Manager:** R. J. Wagstaff. Also incorporating Gus McLaren Animated Productions.

**Staff includes:** John Dixon (prod. dir), Keith Wagstaff (dir of photog.), Arthur Brown (documentary cameraman), Ted

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Johnson (sound recording eng.), Nina Syme (writer & client liaison), Rosemary Robertson (prod. mngr), Jack White (dir of lighting), Alan Doble (senior film editor, dir), Ernie Dawson (cameraman, tech.), Michael Reed (asst editor), Peter Wagstaff (cameraman), Bill Regan (cameraman), Eddy Zwaneveld (lab. mngr).

Documentary films, television and cinema commercials produced in 35mm Eastman-color and 16mm Ektachrome from script to final print.

**BRUCE CLARKE'S JINGLE WORKSHOP PTY LTD**, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3199, 26-3499.

**Directors:** Bruce Clarke, Alf Bean, Georgia Clarke.

**Studio co-ordinator:** Marion Watson.

TV, film and radio sound recording studios. Specialises in creation of jingles, sound concepts and composition of film background music.

Winner TV Society's 1966 and 1967 Original Music Award.

**Equipment and facilities:** 16-channel 4-track mixing console; 4-track  $\frac{1}{2}$  inch tape Ampex mastering recorder; 3 x mono  $\frac{1}{4}$  inch Ampex solid-state tape AG350 recorders; EMT reverberation plate; Grampian disc cutting lathe, Pultec equalisers; Phillips Limiters; Concertone 2-track recorder, flutter and Grampian reverberation; Leak

amplifiers and speakers; Neumann, RCA, Beyer, Sennheiser microphones; Ortofon pickups and turntables; 17.5mm sprocketed recording (24/25 FPS).

**Electronic music division equipment:** Hewlett Packard frequency counters; multi-wave form tone generation bank; multi-vibrators/ring modulators; attack and decay bellgates; variable speed playback machines.

Large acoustically treated studio, with sliding wall to allow assortment of studio shapes for different orchestral combinations and sound colorations. Full tape to disc handling and despatch service; large mood music library; large sound effects library; 12 inch promotional disc Music to Sell By (Vol. 7) and tapes of actors' voices available on request.

**CENTRAL STUDIO SERVICES**, 6 Queens Rd (Flat 21), Melbourne, 3000.

TV production service.

**CONSOLIDATED FILM PRODUCERS PTY LTD**, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3201, 26-3202/3.

**Executives:** Michael Booth (chairman), Douglas H. Lee (mng dir), Stuart R. Nelson (dir of sales), Ray Coster (prod. mngr).

Vic agency for Fairchild 8mm rear screen projectors.

Produces TV and theatre commercials,

# Cine service Cambridge

MAKES MELBOURNE THE

# BIG

SCENE

for film & TV production

documentaries and programs.

**Facilities:** All facilities for 35mm and 16mm Lip Sinc. & single system cameras. Sound recording and 8-channel mixing on either 17.5mm or 16mm sprocketed tape and 4 x 1/4-inch standard tape all speeds. Over 50,000 watts portable lighting cable and switch boards, two Colortran lighting units. Dollies, zoom lens, either 35mm or 16mm and Synchronised Double Header projection for either 35mm or 16mm complete five editing benches, two editing rooms; Moviola and all ancillary equip.

Specialises all types of automotive filming with specially designed brackets and clamps to mount cameras on all types of cars.

**CRAWFORD PRODUCTIONS PTY LTD,** Studios & administration: 475 Collins-st, Melbourne, 3000. Phone 62-3851.

**Directors:** Hector Crawford (mng dir), Dorothy Crawford (prod. dir), Ian Crawford (tech. dir), Ian Jones.

**Executives:** Robert Pascoe (mngr), Valentine D. Stewart (sales mngr & film consultant), Russell Hurley (prod. mngr), Douglas Tainsh (film dir), David Lee (film dir), Dudley Robinson (chief photog.), Kevin Franzi (film editor in chief).

Staff includes producers, scriptwriters, artists, research, sound and technical personnel.

**Equipment & Facilities:** Auricon with 4-

channel amplifier, Auricon with 2-channel amplifier, Arriflex, Bell & Howell. Full editing facilities, including four Moviolas, 16mm Magnasync recorders and dubbers, Rola 1/4-inch recorders. Fully equipped sound studios including Nagra tape recorders.

**ROY A. DRIVER & ASSOCIATES** (formerly Herschells Films Pty Ltd), Production division, 31 Agnes St, East Melbourne, 3002. Phones 63-1956-7-8.

**Directors:** Roy A. Driver (managing dir.), G. M. Driver, J. T. Driver.

Producers of documentary film, film strips and slides. Also microfilming of records. 16mm and 35mm Parmac Microfilm service.

**ELTHAM FILM PRODUCTIONS PTY LIMITED,** 248-250 Dorcas-st, Sth Melbourne, Vic., 3205 Phone 69-1612.

**Directors:** Patrick Victor Charles Ryan, Rosemary Elizabeth Ryan, Timothy Burstall.

Produces prog. films for TV and theatre.

**O'seas Repr.:** Smith & Williamson, Scottish Union Hse, 25 Bucklersbury, London,

**FEATURED THEATRE ADS,** T&G Bldg, 145 Collins St, Melbourne, 3000. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne.

Controlled by David Koffel Pty Ltd, which also controls David Koffel Film and TV

## CONSOLIDATED FILM PRODUCERS PTY. LTD.

420 St. Kilda Road, Melbourne

26-3201 (3 lines)

Complete facilities for all forms of film production available for hire to recognised film producers and advertising agencies.

Producers of the finest quality TV commercials and documentaries, **BLACK** and **WHITE** or **COLOUR**. 16mm, 35mm or Cinemascope.

**VICTORIAN DISTRIBUTORS** for the AV400 FAIRCHILD and MK IV 8mm rear screen auto-repeating projector. 20 minutes loading, no transformer — magnetic stripe sound — no warm up.

SHAKE HIS HAND — OPEN YOUR ORDER BOOK —  
WATCH IT SELL.

**IDEAL FOR ALL SALES AND MERCHANDISING**

Any size film in existence can be reduced, black and white or colour.



Productions, and Film Makers Pty Ltd, and affiliated with David Koffel (Vic.) Pty Ltd, and controls Reilly Advertising Co. Pty Ltd, and Filmads Pty Ltd.

**Sydney address:** Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 26-5673, 26-5643. Telegrams Featurads, Sydney. **Qld office:** Heindorff Hse, 171 Queen-st, Brisbane (2-7583, 2-7995).

**Managing director:** David Koffel. **Vic. Manager:** George P. Ruttle.

Member, Screen Advertising World Assoc. (SAWA).

(For studios and technical facilities, see Sydney entry David Koffel Film & TV Productions.)

**THE FILM HOUSE PTY LTD**, 270 George St, Fitzroy, Melbourne, 3065. Phone 41-1662, 41-1743, 41-3632.

**Directors:** F. A. Schepisi, J. M. Schepisi, A. Stitt, B. Weatherhead.

**Executives:** Fred Schepisi (dir), Peter Norton (dir), Alex Stitt (dir), Bruce Weatherhead (art dir), L. Gundlach (chief cameraman), M. O'Donnell (editor), G. Norton (editor), R. Finlayson (prod. mngr), F. Hellard (animation dir).

Complete live action and animation facilities for TV and Theatre commercials and documentaries.

**FILMADS PTY LTD**, T & G Building, 145 Collins St, Melbourne, 3000. Telephone 63-4857, 63-5918. Telegraphic address: Featurads, Melbourne.

Controlled by David Koffel Pty Ltd, which also controls David Koffel Film and TV Productions, Film Makers Pty Ltd, Featured Theatre Ads, and affiliated with David Koffel (Vic.) Pty Ltd, controlling The Reilly Advertising Co. Pty Ltd.

**Sydney address:** Hexham House, 106-110 Goulburn-st. Telephone 61-9551-2-3, 26-5673, 26-5643. Telegraphic address: Featurads, Sydney.

**Managing director,** David Koffel; **Vic. manager,** George P. Ruttle.

**FORTUNE FILM & TV PRODUCTIONS PTY LTD**, 2 Wentworth Ave, Sydney, 2000. (26-1501) and 23 Drummond St, Carlton, Vic., 3053 (34-4184).

**Directors:** K. Landell-Jones, E. J. Hansen.

**Staff:** R. D. Hansen (producer-dir), E. J. Hansen (editor), B. E. Higgins (photographics dir).

**KOFFEL, DAVID, FILM & TV PRODUCTIONS**, T&G Bldg, 145 Collins-st, Melbourne, 3000. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne.

Subsidiary of David Koffel Pty Ltd, also controlling Featured Theatre Ads and Film Makers Pty Ltd, and associates with David Koffel (Vic.) Pty Ltd, operating Filmads

# FRASER CASTLE PRODUCTIONS

Sydney

## DOCUMENTARY FILMS

## Imagination Capacity Integrity

## CLIENTS 1967

Australian Dairy Produce Board  
Australian Wheat Board  
Comcalco Aluminium  
Conzinc Riotinto of Australia  
General Motors-Holden's  
Hamersley Iron

(See entry, page 206)

# OWEN BROTHERS

animated films  
pty. ltd.

Creators of

Animation for  
Television, Education  
and Industrial films.

Film titles and  
advertising artwork.

64 ELIZABETH STREET  
MELBOURNE  
63-8303



(Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

**Managing Director:** David Koffel. **Vic. Manager:** George P. Ruttle.

(For studios and technical facilities, see Sydney entry this section.)

**MOONEY-WEBB TV & RADIO UNIT PTY LTD** (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 25-27 Rathdown St, Carlton, Vic., 3053. Phone 34-3149.

**Directors:** E. J. Webb, I. Gorman.

**MORGAN, VAL, & SONS PTY LTD**, 64 Elizabeth St, Melbourne, 3000 (63-6431). (In association with Val Morgan & Co. (SA) Pty Ltd and Val Morgan & Co. (Tas.) Pty Ltd.

**Directors:** W. V. Morgan (chrmn), V. C. Morgan (mng dir), E. V. Gleeson, H. G. Holt.

**Equipment and facilities:** Complete facilities for production of TV and cinema slides and recording of announcements for cinema and radio. Own theatre equipped for standard, wide screen and cinemascope projection.

**Repr.:** SA, K. B. Hicks, mngr, Val Morgan & Co. (SA), 348 King William St, Adelaide, 5000 (51-6481); WA, Cyril Cornish Theatre-Ads, 286 Hay St, Perth, 6000 (23-4727); NSW, A. L. Finn Pty Ltd, 66 King St, Sydney, 2000 (29-6161); Qld, Campbell Adver-

tising Pty Ltd, Penneys Bldg, 517 Queen St, Brisbane, 4000. (2-4200); Tas., M. L. Moore, 7a Stoke St, New Town, Hobart, 7008. (8-2364).

Specialises in cinema advertising, also radio. Publishes Morgan's Street Directories and maps. Associated with GTV.

**NAVA PTY LTD.** Head office: 193 Bourverie St, Carlton, 3053. Phone 34-2622.

**Directors:** Frank W. Nairn (mng dir), Bryan R. Baulch, Bryan D. Lowther, Arthur F. Lippi.

**Equipment and facilities:** Rental and sales of 16mm sound projectors, 8mm rear screen projectors, Dukane sound filmstrip projectors, 35mm slide projectors, Beseler overhead projectors, La Belle Courier sales aid, tape recorders, record players, sound systems, sales and marketing training films and lighting.

Manufacturers of Navalite continuous projection display unit for showroom or shop window display. Australian distributor: Porta Matic sound 8mm continuous projector. Production of sound filmstrips to suit Dukane or La Belle Courier equipment.

Slide and tape productions for automatic 35mm projectors and tape sync.

Custom builders of audience participation sound repeating players. Specialists in planning and operating composite audio-visual installations for national product launches.

**Service:** Electronic service facilities for all



“PSSST!”

go no further

We'd love to show you  
our latest sample reel!  
It'll knock you right out  
Call 940774...  
and ask for George



Senior Film Productions Pty. Ltd  
44 Pakington St, St. Kilda, Victoria. 3182.

audio-visual equipment, including electronic organs.

**Offices:** Sydney, Adelaide.

Facilities available in Brisbane, Perth, Hobart.

**OWEN BROTHERS ANIMATED FILMS PTY LTD.** Office and studio, 64 Elizabeth St, Melbourne, 3000 (63-8303).

**Directors:** W. J. Owen (mng dir and dir animation & photography), H. R. Owen (art dept dir).

**Equipment & Facilities:** 16mm and 35mm animation equipment.

Produces specialised animation, art titles, graphics and general commercial artwork.

**PACIFIC FILM PRODUCTIONS,** 158 Moray St, Sth Melbourne, 3205. Studios-Woodend, Vic. Phone 69-2471.

**Directors:** R. H. Mirams, C. J. Stewart, J. N. Davies.

**REILLY ADVERTISING CO. PTY LTD,** T&G Bldg, 145 Collins St, Melbourne, 3000. Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne. Controlled by David Koffel (Vic.) Pty Ltd.

**Sydney address:** Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 26-5673, 26-5643. Telegrams Featurads, Sydney.

**General Manager:** David Koffel. **Vic. Manager:** George P. Ruttle.

**RICHARDSON, JOHN, FILM PRODUCTION SERVICES,** 157 Greville St, Prahran, Vic., 3181. Phone 51-3449.

**Director:** John Richardson.

Complete editing service, including sound tracks, 35mm and 16mm.

**SCHEFFER, JOHN, PRODUCTIONS,** 561 Punt Rd, South Yarra, Vic., 3141. Phone 26-5579.

**Director:** John Scheffer.

Specialises in stop motion animated films in 16mm and 35mm.

**SENIOR FILM PRODUCTIONS PTY LTD,** 44 Pakington St, St Kilda, Vic., 3182. Phone 94-0774 (5 lines). Charter member of International Quorum of Motion Picture Producers.

**Directors:** David J. Bilcock Snr (chrmn), Nicholas Vastchenko, Leonard G. Heitman, Keith N. Hounslow.

**Executives:** George Kischkowski (mngnr), Laurie Collins (secty), David Bilcock Snr, Mal Bryning, Keith Hounslow, Peter Purvis (film dirs), Rob Copping, Len Heitman (cinematographers), David Bilcock Jnr (supervising editor), Eugene Wilson (sound eng.).

**Repr.:** SA: Don Meller, 49 Rundle St, Adelaide; Philippines: Creative Services Inc., Manila.

## ROBERT BARRINGTON SCOTT PRODUCER OF INDUSTRIAL & DOCUMENTARY FILMS

Winner of Blue Ribbon  
1966 American Film  
Festival. Certificates  
and Awards for screen-  
ing in Edinburgh,  
Rouen, Antwerp, Lon-  
don, Melbourne, Adel-  
aide, Vancouver and  
San Francisco Film Fes-  
tivals.

**R. Barrington Scott Pty. Ltd.**

Suite 14,

501 St. Kilda Road,  
MELBOURNE. 3004

Telephone: 26-4782

**Equipment and facilities:** 35mm N. C. Mitchell with blimp and three 35mm Arriflex cameras, one blimped with full range of lenses including 10:1 and 4:1 zooms and Macro wide angle; also single frame stop motion motors. Three 16mm cameras; Raby studio dolly with Worrall geared head, lightweight location dollies, Research Council crane, full lighting including 36kw mobile generator. Mole-Richardson sound boom, Rola and Negra ¼-inch recorders, Natec 17.5 mm recorder, four Natec 17.5 dubbers and 8-channel mixing console. Three 35mm Moviolas and full editing equipment, 16mm projectors and 35mm arc projectors with provision for double heading. 2 main studios 64ft x 80ft and 36ft x 28ft, special effects studio, fully equipped set construction workshop. Dubbing theatre preview theatre. Editing and cutting rooms, make-up room. Fully equipped for production of feature films, TV commercials, documentaries, film strips and TV slides.

**GEOFFREY THOMPSON FILM PRODUCTIONS** (incorporating Films Advisory Bureau), 78 Illawarra Rd, Hawthorn, Vic., 3122. Phone 81-3002.

**Directors:** Geoffrey G. Thompson (principal), Vernon F. Wagstaff (technical adviser).

Set up as a source to provide industrial, business, educational and advertising interests with information on the use of motion picture film. Closely associated with Cine Service.

**TEMPO PHOTOGRAPHIC & BROMIDING SERVICES**, 50 Albert Rd, Melbourne,

3000. Phone 69-1164.

**Directors:** Rodney Squires, Eric Verity, Richard Fry.

**Operations:** Advertising photography and art services.

**TORNADO FILMS PTY LTD**, 1st Floor, 18 Collins St, Melbourne, 3000.

**Directors:** Alan Martin (mng dir), J. Gilligan (secy).

Producers of 16mm and 35mm documentaries, TV features and commercials.

**Facilities:** All facilities for 16mm and 35 mm production inc. lip sync. Complete commercial still photography unit. New studios now under construction. Editing room equipped with 16mm and 35mm double system Steenbeck, HKS viewers, sound readers, D/S 16mm projector.

**WILLARD KING ORGANISATION PTY LTD**, 1 Carlton St, Prahran, Victoria, 3181. Phone 51-6983.

**Directors:** G. C. Cooper (chrnm), C. O. R. Fenner, J. K. McMahon, W. Henshaw.

**Principal executives:** Gordon Cooper (mng dir), John Collins (exec. producer).

Producers of TV programs including teenage, musical, personality, quiz and panel shows. Company handles overseas and local artists and general theatrical promotions.

**ZANTHUS FILMS**, 157 Greville St, Prahran, Victoria, 3181. Phone 51-3449.

**Directors:** Adrian Boddington, ACS, John Richardson.

Documentary and commercial film production unit.

## TV PRODUCTION AND FILM UNITS — QUEENSLAND

**CAMERACRAFT PTY LTD**, 20 Ivory-st, Brisbane, 4000. Phone 5-2131/5. Telegrams Cameracraft, Brisbane.

**Directors:** H. W. Poulsen (mng dir.), K. F. Hall (dir. of film div.), E. W. G. Hutton. G. A. Black, A. S. Luckman.

**Services:** Advtg illustration and commercial photography (still), film production, documentary, PR & TV commercials.

**CHRISTIAN TELEVISION ASSOCIATION OF QUEENSLAND**, 177 Ann St, Brisbane, 4000, Qld. Phone 2-8581.

**Producer Director:** Kit Bergin.

Christian TV programs to all commercial stations.

**I/State Repr.:** Christian TV Association, Sydney, Melbourne, Adelaide, Perth.

**FEATURED THEATRE ADS**, Heindorff Hse, 171 Queen St, Brisbane, 4000. Phone 2-7583, 2-7995. Telegrams: Featurads, Brisbane.

Controlled by David Koffel Pty Ltd which also controls David Koffel Film and TV production and Film Maker Pty Ltd and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

**Head office:** Hexham Hse. 106-110 Goulburn St, Sydney. Phone 61-9551-2-3, 26-5643, 26-5673. Telegrams: Featurads, Sydney.

**Managing director:** David Koffel. **Qld manager:** Phil Stanley.

Member Screen Advertising World Assoc. (SAWA).

(For studios and technical facilities, see Sydney entry David Koffel Film & TV Productions).

**KEEN, L&D, PTY LTD**, 24 Musgrave-rd, Normanby, Brisbane, 4059. Phone 2-2468.

**Directors:** L. N. Keen (mng dir), D. L. Keen (dir).

**Services:** Illustrative photography, film production, documentary black and white

and color, TV commercials.

**Equipment:** 16 and 35mm cameras, sound recording, studio and location lighting. Studio space 1500 square feet. Full facilities for set construction, photographers available for location work anywhere in Qld. Four two-way radio cars.

**KINETONE PRODUCTIONS PTY LTD.** Studios and laboratories: 144-146 Main-ave, Windsor, Brisbane, 4030. Phone 57-1131, 57-1132, 57-4908.

**G. A. Burne** (mng dir), **L. S. Burne** (mgr), **A. L. Burne** (secretary).

Producers of all types of 35 & 16mm B&W and color films. Laboratory processing of 35 & 16mm B&W. 16mm reversal for TV, duplication of 16mm color, latest 16 and 35mm sound recording.

**KOFFEL, DAVID, FILM & TV PRODUCTIONS**, Heindorff House, 171 Queen-st, Brisbane, 4000. Phone 2-7583, 2-7995. Telegrams: Featurads, Brisbane.

**Managing director:** David Koffel. **Qld. Manager:** Phil Stanley.

For studios and technical facilities, see Sydney entry this section.

**PHOTO-COMMERCIAL STUDIOS** (Jim Robinson), 21 Gipps St, Valley, Brisbane, 4006. Phone 5-4297.

### FILM TREATMENT

**PERMAFILM AUSTRALIA PTY LTD**, 76-80 Myrtle St, Chippendale, NSW, 2008. Telegrams Permafilm, Sydney. Phone 69-7119.

**Directors:** W. B. Berryman, D. McKean, O. F. Emery, G. J. Bunyan.

**Company's operations:** Permafilm protection services, Permanew (scratch removal treatment) general servicing and despatching.

**I/State Repr.:** K. G. Film Services, Melbourne.



# The secret ingredient of Scotch Brand Video Tape...

## the man who watches



He stands in the background. He is one of 3M's quality control officers. The secret ingredient? Care. Every Scotch Brand Video Tape at 3M is subjected to more than 100 individual tests — 35 of them after manufacture. At every one there is a man watching.

This attention pays off.

Take Scotch Brand Quadruplex Tapes for example. This was the first practical video tape ever made and is accepted as the industry standard.

Television stations and production houses have been having great success with Quadruplex Video Tape for years. The latest Scotch Brand

development is Helical Scan Video Tape. Now there are Video Tapes precisely tailored to the needs of Helical equipment. After exhaustive testing 3M arrived at new tolerances.

These have been applied exactly to the new tapes.

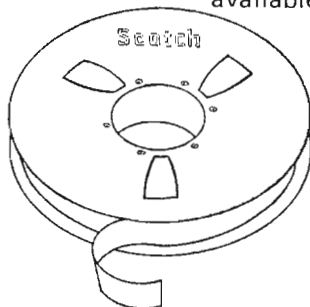
The 3M Magnetic Tape story doesn't end here. Hardly. Today the Scotch Brand is found on Computer Tapes,

Instrumentation Tapes, Geophysical Tapes, and a vast range of other Audible Range Magnetic Recording Tapes.

Behind every one there is a man watching.

Behind every man—50 years of 3M know how.

Together they make the best Magnetic tapes available.



## MAGNETIC PRODUCTS DIVISION

*Minnesota Mining  
and Manufacturing  
(Australia) Pty. Ltd.  
Sydney 43-0455;  
Melbourne 61-3841;  
Adelaide 51-5971;  
Brisbane 51-5661;  
Perth 28-5244;  
Hobart 343-104;  
Canberra 4-0791;  
Newcastle 2-3238.*

# 3M

COMPANY

3MB 5682167

# Services to TV stations

- *Cameras, photographic and studio equipment (pages 225-230)*
- *Film processing laboratories (pages 233-237)*
- *Lenses and optical needs (pages 237-238)*
- *Film stock (pages 238-240)*
- *Recording equipment (pages 240-245)*
- *Scripting equipment (page 240)*
- *Studio lighting (pages 245-248)*
- *Steel towers (page 250)*
- *Transmission lines and equipment (pages 250-251)*
- *Bond storage (pages 251-252)*



Solid state designs for monochrome and PAL colour TV systems.

**HEIMANN** G.M.B.H.  
Resistron Camera tubes.

 **SIEMENS A.G.**


TV Transmission  
Equipment & Tubes.

**PYROX** VIDEO  
EQUIPMENT

Supplied by



**PYROX LTD.**

See Page 227 

**IF ANOTHER CAMERA  
WOULD SOLVE YOUR  
DIFFICULTIES OVER THE  
NEXT FEW WEEKS OF  
PRODUCTION (an eclair perhaps?)**

**WIRE IT**

**FROM 16 MILLIMETRE AUSTRALIA PTY. LTD.**

You can hire Eclair cameras, Perfectone recorders, Bell & Howell 16mm cameras, Anginieux lenses, editing equipment, and television lenses; on daily, weekly, monthly, or long-term hiring. Equipment delivered to any part of the Commonwealth. Serviced and maintained free.

It makes sense for convenience, and saves tying up large amounts of capital for a sudden expansion of production. Enquire from:

**16MM**  **Sixteen Millimetre Australia Pty. Ltd.**

49 Market St.  
Sydney  
2 0663

178a Flinders St.  
Melbourne  
63 2931-2-3

206 Boundary St.  
Brisbane  
2 1438

161 Halifax St.  
Adelaide  
23 1613

59 Stirling St.  
Perth  
28 1131

## CAMERAS, PHOTOGRAPHIC, STUDIO EQUIPMENT

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD**, Sydney, Melbourne, Brisbane, Perth, Hobart, Launceston, Wellington (NZ). (See entry under Recording Equipment).

**BIRNS AND SAWYER (AUST.) PTY LTD**, 19-21 Cleg St, St Leonards, NSW, 2065. Phone 43-1162. Cables: Birnsaw, Sydney.

**Directors:** J. Birns (chmn), J. Barry (mng dir), C. Sawyer, M. Stern, N. Margolin.

**Executives:** John V. Barry (mng dir and gen. mngr, Australia, NZ and Sth East Asia), Hilton Gordon (secy).

**Operations:** Sales — rental — manufacture motion picture and television equipment, cameras 16mm and 35mm motion picture; 16mm, 35mm and 70mm instrumentation, cameraman's accessories, camera cars, converters, dollies, editing equipment, exposure meters, grip equipment lenses, wide angle, normal, telephoto, zoom and instrumentation with accessories, lighting equipment, quartz, boosted and standard incandescent, motors, magazines, projectors — motion picture, slide, strip, opaque and stop-motion, sound recording equipment, tripods, heads, accessories, hi-hats, underwater camera housings and lighting equipment, underwater studio tanks, still photo equipment.

**O'ceas repr.:** Birns & Sawyer Inc. Sales: 6424 Santa-Monica Blvd, Hollywood, Calif., USA. Rental: 1014 North Vine St, Hollywood.

**CINEOPTICS AUSTRALIA PTY LTD**, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW, 2064. Phone 43-5121-2-3. Telegrams Cinop, Sydney.

**T. D. Watson, I. F. E. Watson (dirs), N. R. Mitchell (sales dir.), E. Holden (service and tech. dir.).**

**I/State Repr.:** A. Batten, 201-203 Camberwell Rd, East Hawthorn, Vic. (82-3058); L. H. Marcus Pty Ltd, 293 Pirie St, Adelaide, SA (23-2798); Pharmax Pty Ltd, 149-151 New-castle St, Perth, WA (28-4277).

National distributors of Paillard Bolex motion picture equipment and Hazzelblad cameras and lenses.

**ROY A. DRIVER & ASSOCIATES**, 31 Agnes St, East Melbourne, 3002. Phone 63-1956-7-8.

**Executives:** Roy A. Driver, G. M. Driver, J. T. Driver.

Australian agents for Debrie 16mm incandescent and arc sound projectors, Lawley dual 16 and 35mm film processors, Lawlette daylight film processing machines, Lawley Unicon color daylight processing machines. N. V. Kinotechniek film laboratory equipment, Houston Fearless film printing machines and processors, optical and magnetic film readers, synchrocrisers, film measures and program timers, film racks, heavy duty rewinders, robot automatic film splicing machines, film library trolleys, 16mm & 35mm split reels.

Distributors of Waterworth film strip projectors, Aldis film strip projectors, Moviola editing equipment, Premier auto splicers, 16mm instructional films.

16mm and 35mm Easton film rewinders and film measurers, portable screen service, projector sales, accessories, spare parts and service department, 16mm and 35mm Parmac micro-film service, SHOEI 35mm portable sound projectors.

**EASTON, A. & SON PTY LTD**, 273 Nelson St, Annandale, NSW, 2038. Phone 68-1637.

**Managing Director:** Max T. Easton.

Manufacturers of 35 & 16mm film winders for all requirements. Standard winders; extended spindle winders 7½ inches long for multiple winding; extra long spindle (14 inches) with universal coupling and outrigger support for multiple winding; spring locking devices; spacers; tight winding roller attachments; Bakelite winding off discs to take bobbins; synchronisers & program timers.

**EMI (AUSTRALIA) LTD**, Sydney and Melbourne. (See entry under Recording Equipment.)

**ENCEL ELECTRONICS PTY LTD**, Box 6, North Richmond, Victoria, 3121.

Handles Cinema Beaulieu (Australia) photographic and projection equipment including Beaulieu R-16E professional electronic-electric 16mm cameras, the Beaulieu Super 8 camera and 8mm and 16mm Hertier projectors.

## RENT audio-visual equipment for your presentation

BE it 16 mm, 8 mm, 35mm Slide, Filmstrip, Overhead, or Opaque Projectors, Screens and Stands, Tape Recorders, Record Players, Sound Systems, Lighting, Sales Training Films, and all the Bits and Pieces . . . WE WANT to help you put on the BEST show.

MELBOURNE: Tel.: 34-2622

SYDNEY Tel.: 68-3126

ADELAIDE: Tel.: 8-4019

FOR RENTAL, SALES AND SERVICE



**NAVA** PTY. LTD.



**FRONT PROJECTION COMPANY PTY LTD**, 167 Blues Point Road, McMahon's Point, NSW, 2060, P.O. Box 25 Killara, 2071. Phone 919-4361, 92-6138.

**Directors:** H. R. Brett Hall, Stefan Sargent. Front projection systems, black & white and color for TV and film studios.

**HANIMEX PTY LTD**, Old Pittwater-rd, Brookvale, NSW, 2100. Phone 93-0122. Branches all States.

**Managing director:** J. D. Hannes.

Suppliers all types cinematographic and TV equip; agents for Siemens projectors, splicers and rewinders, Union film printing and processing equipment, Sonnenschein batteries, HKS animated viewers, editing and titling units. Houston Fearless processors, Sylvania lighting equipment, Pako film processors. Protect-a-Print leader film, printed leader film, Fuji videotape and cinematograph films.

**HAYES, K. PTY LIMITED**, 22 Harris-st, Bankstown, NSW, 2200. Phone 77-5800.

K. Hayes (managing dir).

Suppliers of custom built plastic 16mm spools.

**HW PRODUCTIONS**, 65 Ebley St, Bondi Junction, NSW, 2022. Phone 38-4888, 38-1112.

**Principal:** Hans Wetzel.

Sound recording engineering service.

Also specialises in production of storyboards (and TV commercials) by means of an electronically controlled optical printer, black & white and color.

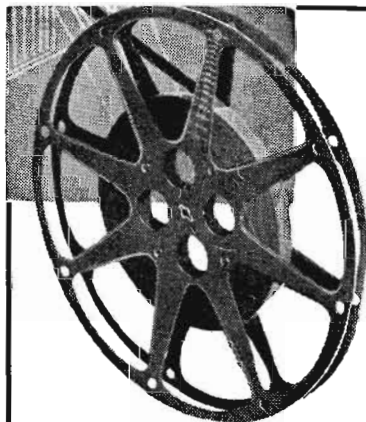
**KODAK (AUSTRALASIA) PTY LTD**, registered office, Elizabeth St, Coburg, 3058 Victoria. Phone 35-0221.

**Branches:** 379 George-st, Sydney (2-0235); 223 Latrobe-st, Melbourne (32-3821); 252 St Paul's-Tce, The Valley, Brisbane (51-1911); 34 North-tce, Adelaide (51-5851); 174 Hampden-rd, Hollywood, Perth (86-6222); 45 Elizabeth-st, Hobart (3-2971).

Distributors of 16mm Kodak Reflex & K-100 cameras; Eastman 16mm Professional and TV Projectors, Kodak 16mm Pageant Projectors; Kodak Retina 35mm cameras and Carousel slide projectors; still and Instamatic cameras and dark room equipment; sensitised photographic materials and chemicals for professional use.

**MASPRO INDUSTRIES PTY LTD**, 23-29 Addison Rd, Marrickville, NSW, 2204. Phone 51-4351. Governing director, I. G. Phillips.

**Estate Repr.:** Geo. Fox & Co. Pty Ltd, 234-236 Bank St, Sth Melb. 3205 (69-5279); Lou J. Murray & Co. 24 Brookes St, Bowen Hills, Brisbane, 4006 (51-5077-8-9); Robert W. Kitto & Co., Hayward Bldg, Charles St,



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**SPOOLS & CANISTERS**

Sizes: 400 ft., 800 ft., 1200 ft., 1600 ft., 2000 ft.

*Available throughout Australia and New Zealand from wholesale suppliers.*

MASPRO provides the above range of 16mm. spools, electroplated finish, with accurate footage calibration on both sides. Balanced for true, smooth running. Accessible slot MASPRO canisters in stoved enamel finish can be supplied in special identification colours if required.

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Victorian Agents—Geo. Fox & Co. Pty. Ltd., 234-236 Bank St., South Melbourne. Phone 69-5279.  
Queensland Agents—Lou J. Murray & Co., 24 Brookes St., Bowen Hills, Brisbane. Phone 51-5077.8.9.  
South Aust. Agents—Robert W. Kitto & Co., 206 Gilles St., Adelaide, S.A. 5000. Telephone 23-5285.  
W.A. Agents—J. G. Gardner & Co., 139 Hay St., Subiaco, Perth, Phone 8-2275.  
Tasmanian Agents—The Reliance Trading Co., 265 Macquarie St., Hobart. Phone 2-3996.

23-29 ADDISON ROAD, MARRICKVILLE, N.S.W.

Cables & Telegrams: "Massproduction," Sydney. Telephone: 51-4351 (3 lines).



Adelaide, 5000 (23-5285); J. G. Gardner & Co., 139 Hay St, Subiaco, Perth, 6008 (8-2275); The Reliance Trading Co., 265 Macquarie St, Hobart, 7000 (2-3996).

Manufacturers and suppliers of 16mm and 35mm spools and containers.

**METRONICS INDUSTRIES PTY LTD**, 49 Whiting St, Artarmon, NSW, 2064. Phone 439-1651. Cables Mectron, Sydney.

**Directors:** Mervyn W. Davies (mng'r), Jean O. Davies.

Development, manufacture, distribution of television broadcast electronic equipment.

**NATIONAL THEATRE SUPPLY CO PTY LTD**, Sydney, Brisbane, Adelaide, Melbourne, Perth (See entry under Studio Lighting.)

**NAVA PTY LTD**, Head office: 193 Bourverie St, Carlton, 3053. Phone 34-2622. Sydney office: 241 Broadway, Sydney, 2007 (68-3126).

**Directors:** Frank W. Nairn (mng' dir), Bryan R. Baulch, Bryan D. Lowther, Arthur F. Lippi.

**Equipment & Facilities:** Rental and sales of 16mm sound projectors, 8mm rear screen projectors, Dukane sound filmstrip projectors, 35mm slide projectors, Beseler Overhead Projectors, La Belle Courier sales aid, tape recorders, record players, sound systems, sales and marketing training films and lighting.

Manufacturers of Navalite continuous projection display unit for showroom or shop window display.

**Australian distributor:** Porta Matic sound 8mm continuous projector.

Production of sound filmstrips to suit Dukane or La Belle Courier equipment. Slide and tape productions for automatic 35 mm projectors and tape sync.

**Offices:** Sydney, Adelaide.

**PHILIPS ELECTRICAL PTY LIMITED**, head office, 69-79 Clarence St, Sydney, 2000. Phone 2-0223. Telegrams Argenta. Branches all States.

**O'seas Repr.:** Philips' offices throughout the world.

Suppliers all types of TV equipment, including cameras, sound and complete range of TV test equipment and valves.

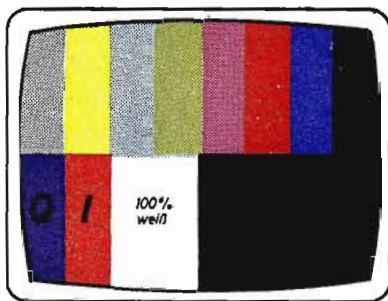
**PRECISION ENGINEERING CO. PTY LTD**, 2-6 Neild Ave, Rushcutter Bay, Sydney, 2011. Phone 31-8061. Telegrams Pecolim.

**Agent:** Coronet Instructional Films, Boulton-Hawker Films, EFVA Films, Craig Readers, Pat Dowling Pictures, Bailey Films.

Cinevox 16mm projectors (Prefect & Premier models), allied projection and magnetic tape recording equipment, language laboratories.

**PYROX LIMITED**, 18-40 Queensberry-st, Carlton, Vic., 3053. Phone 34-9121. Telegrams Pyrox. H. N. Taylor (commercial director), G. R. G. Smart (mng'r, TV division).

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SEE ENTRY PAGE 225

Branches: 47-51 Parramatta-rd, Concord, NSW, 2137 (74-0251); 134 West Terrace, Adelaide, SA, 5000; 293 St Paul's Tce, Brisbane, Qld, 4000; 1025 Wellington St, Perth, WA, 6000.

All types television studio equipment and transmitters. Station planning and consulting service. Sole Australian agents for Siemens & Halske, Fernseh GmbH, Eugen Bauer 16-35mm projectors, Germany, Leitz projectors, Leica cameras, copying and reproduction equipment. Pyrox Waveform monitors, Kalaart-Victor 16mm projectors. Heimann GmbH W. Germany — Resistron camera tubes, Dist. Loewe Opta videotape recorders. Supplied transmitter and studio equipment GTV, film and studio equipment to ABC TV stations in all capitals and country centres; services and equipment to TCN, ADS, NWS, ATV-0, TVW, QTQ and country stations.

New cameras and control equipment to SAS, WBQ, FNQ, DDQ, BCV, QTQ, ADS, GTV, TVW, NWS and ABC-TV. Supplied special siemens translator link system for BCV 8/11 Bendigo/Swan Hill.

**SIXTEEN MILLIMETRE AUSTRALIA PTY LTD**, Studios and Electronics Division, 49 Market St, Sydney, 2000. Phone 2-0663.

Branch Offices: Melbourne: 178a Flinders-st (63-2931); Brisbane: 206 Boundary-st (2-1438); Adelaide: 161 Halifax-st (23-1613); Perth: 59 Stirling-st (28-1131).

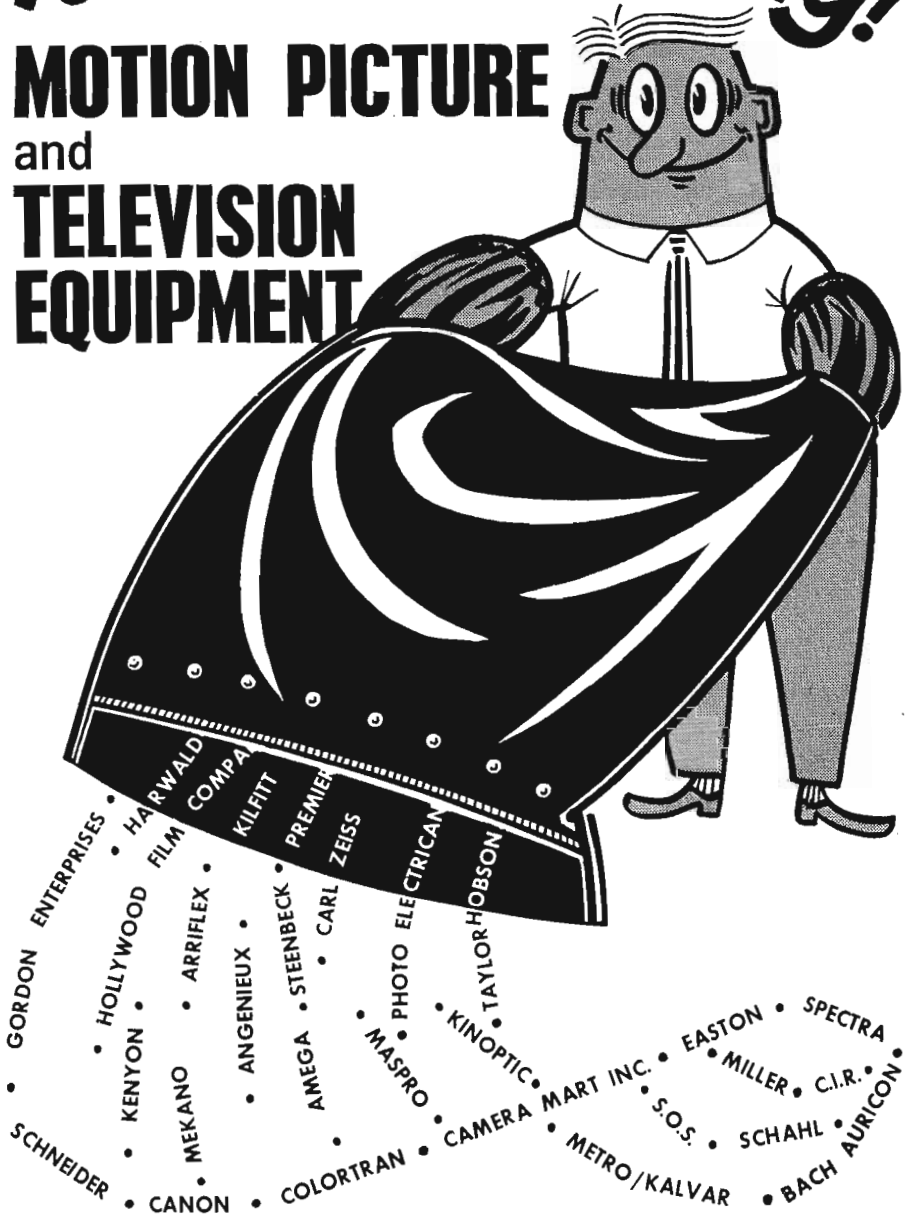
Sole Australian distributors for the Rank Organisation, UK (Rank-Taylor Hobson and Rank-Westrex divs); Bell & Howell Company (Chicago); Ferrari SPA (Italy); Sangamo Weston (UK); Moviola Manufacturing Co. (USA); Oxberry Corporation (USA); Linhof K. G. Prazisions Kamera-Werke (Germany); Filmline Corporation (USA); Eclair International Diffusion (Eclair, Cameflex cameras) France; Photo-Sonics Inc. (USA); Traid Corporation (USA); Ryu-Den-Sha & Co. Ltd (Japan); Milsco Manufacturing Company, USA (Cramer Processors); Richardson Camera Company Inc. (USA); Shiba Electric Company Ltd (Japan); Precision Sound Laboratories (USA); Omac Caprara & Co. (Italy); Amega Sound Systems (USA); Also representing Seiki Company Ltd (Japan); Establishments Pierre Angenioux (France).

Supplies all types of TV studio equipment including videotape recorders, magnetic/optical portable and rack mounted recorders and reproducers, telecine projectors, continuous motion picture printers and processors (both black and white and color), optical magnetic sound and motion picture lenses, closed circuit television equipment including cameras and monitors, lighting and control equipment, Ferrani black and white motion picture film, also color and magnetic recording film.

Studio department caters for all needs of TV stations, film production units, processing laboratories, professional studios,

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Phone 67-5540

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92-96 Commercial Rd., The Valley  
Brisbane. Phone 5-3726  
and at Wellington, Auckland, Christchurch, NEW ZEALAND

SOUTH AUSTRALIA  
42 Hilton Rd., Hilton  
Phone 57-9001

WESTERN AUSTRALIA  
198 Wellington St., Perth  
Phone 21-5651

government departments, etc.

Studios Dept mng'r: A. (Bill) Billson.

**STANDARD TELEPHONES & CABLES PTY LIMITED.** Radio transmission products, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Stanliv. Sir Samuel Jones (mng dir), R. W. Douch (enquiries).

Representatives all States.

Microphones, solid state audio equipment sound mixers, limiting amplifiers, AGC amplifiers.

**SWIFT & BLEAKLEY PTY LTD,** Swift Hse, 149 Milton St, Ashfield, 2131. Phone 71-0711. Telegrams Kentycam.

**Directors:** S. S. Coldham (chrnm), J. H. Bleakley (mng dir), D. B. Bleakley (marketing dir), C. D. S. Moore.

**Manager (cine-TV division):** R. S. King.

**Branches:** 241 William-st, Melbourne (67-5548); 42 Hilton-rd, Adelaide (LU9001); 92-96 Commercial-rd, Fortitude Valley, Brisbane (5-3726); 198 Wellington-st, Perth (21-5651).

Comprehensive range of television and film production equip., including Arriflex 16/35mm cameras, Auricon 16mm sound cameras, Fairchild motion analysis cameras, accessories for animation and specialised photography, Satchler & Wolf plastic blimps, TTH, Schneider, Kilfitt and An-

genieux lenses. Canon zoom and television lenses, Miller fluid head tripods, Kenyon 16 and 35mm cameras stabilisers, Spectra exposure meters, Mekano spot exposure meters, TEWE director viewfinders, Arri printing and developing machines, Allen processors; Steenbeck Premier & Easton Hollywood Film Company editing equipment; Maspro spools, Harwald Film inspecting machines, 16 and 35 CIR tape splicers, 16 and 35 Premier splicers, Mekano animated 16mm viewer. Omega 16 and 35 magnetic sound recording equipment, Colortran lighting equipment.

**TELEVISION ENGINEERING** (division of Radio Corporation Pty Ltd). Box 291, Sth Melbourne, 3205. Phone 69-0300.

**Technical director:** C. L. Faudell.

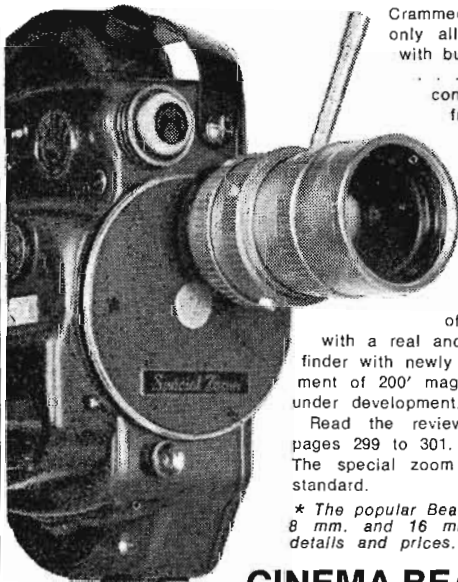
Consulting engineers for station planning. Supplier and manufacturer of Astor television transmitters, studio equipment, telecine systems, outside broadcast units, microwave links and audio equipment.

Agents for Pye television engineering products and studio equipment, cameras, transmitters; color TV; Central Dynamics Ltd switching systems; Hitachi camera tubes.

**WATSON VICTOR LTD,** 95-99 Epping Rd, North Ryde, 2113. PO Box 144, Ryde, NSW. Phone 88-6188. Telegrams Watsonvictor.

**Products:** Bauer projectors and associated equipment.

# Beaulieu R-16E



**The professional electronic-electric 16 mm. camera that handles like an amateur model!**

Crammed with exciting features, the Beaulieu R-16E is the only all-electric 16 mm. camera weighing less than 4 lbs. with built-in precision motor and behind-the-lens photo meter

as well as \* New transistorised electronic speed control—all filming speeds from 2 frames/sec. to 64 frames/sec. are calibrated with utmost accuracy by the new built-in tachometer. \* New ON-OFF switch control with forward and full reverse at all speeds.

\* Remote control by radio, photocell or intervalometer. \* New precision 6 volt motor with positive "Jack-Lock" connection. \* New sync-pulse connection for accurate sound recording. \* New lightweight nickel-cadmium battery system. \* New "Gossen" electronic photocell readouts total image on ground glass. \* Mirror shutter . . . 100% of the light on a new "divided grain" ground glass

with a real and brilliant image. \* New high luminosity reflex viewfinder with newly designed 10X optical system. \* Provision for attachment of 200' magazines (available) is built-in. \* 400' magazines are under development.

Read the review in the "American Cinematographer", May, 1965, pages 299 to 301. Write to us for copies of this review. IMPORTANT: The special zoom body is illustrated; a 3 lens turret model is also standard.

\* The popular Beaulieu "Super 8" camera and renowned sound or silent 8 mm. and 16 mm. "Hertier" projectors are also available. Ask for details and prices.

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# UNBEATABLE COMBINATION!

## *Eastman camera films* *Eastman print films*

Kodak gives you the finest quality and the widest range in camera films, negative or reversal. Kodak release print films give your prints the extra sparkle they deserve.

### **CAMERA FILMS**

**35mm and 16mm Eastman Color Negative Film.**  
Multilayer colour film. Balanced for 3200°K tungsten lamps for interior work; may also be used in daylight with Kodak Wratten Filter No. 85.

**35mm and 16mm Kodak Ektachrome EF Film.**  
A high-speed reversal camera material intended for use in situations where the illumination level is very low. Ideal for industrial plant photography, newsreel and night sporting events. Available in both Daylight and Tungsten types.

**35mm and 16mm Kodak Ektachrome MS Film.**  
A medium-speed film of low graininess, good sharpness and excellent colour rendition. Balanced for light of daylight quality. Ektachrome MS film has applications in data and engineering analysis, high-speed camera use, and sports photography under low daylight-illumination conditions.

**16mm Ektachrome Commercial Film.**  
Low contrast, reversal. Used as original for making colour release prints of excellent projection quality.

**16mm Kodachrome II Film.**  
Two types — Daylight and Type A. Camera original may also be used for projection.

**35mm and 16mm Eastman XT Panchromatic Negative Film.**  
Fine-grain, negative for background work and for general exterior photography with ample light.

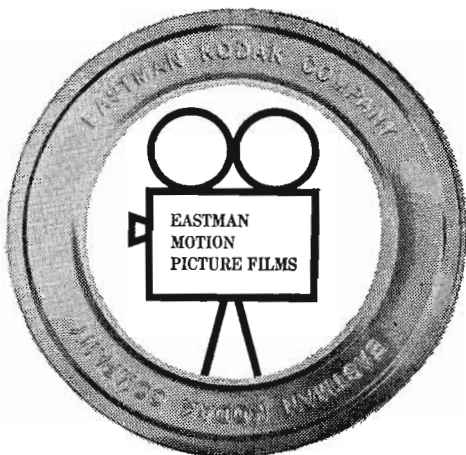
**35mm and 16mm Eastman Plus-X Negative Film.**  
High-speed fine-grain negative film for general use outdoors and in the studio.

**35mm and 16mm Eastman Double-X Negative Film.**  
A high-speed negative material suitable for general production use either outdoors or in the studio.

**35mm and 16mm Eastman 4X Panchromatic Negative Film.**  
Extremely high-speed negative film for both exterior and interior photography under difficult lighting conditions. Particularly suitable for newsreel work and where great depth-of-field is desired without high levels of illumination.

**16mm Eastman RP Panchromatic Negative Film.**  
A high-speed negative film pre-hardened to withstand processing at elevated temperatures. Designed for use in the Eastman Viscomat Processor.

**16mm Kodak Plus-X Reversal Film.**  
Fine-grain, medium-speed, for general use.



**16mm Kodak Tri-X Reversal Film.**  
High-speed reversal material of medium grain for photography under difficult lighting conditions. Excellent for television newsreel work.

**35mm Eastman Infra-red Negative Film.**  
For photographing outdoor scenes by daylight to simulate night effects and for photographing distant landscapes where haze penetration is desired.

### **RELEASE PRINT FILMS**

**35mm and 16mm Eastman Color Print Film.**  
For general colour release printing from colour negatives and colour duplicate negatives.

**35mm and 16mm Ektachrome Reversal Print Film.**  
A reversal colour film primarily intended for making prints from 35mm and 16mm Ektachrome MS and EF Films. May also be used for making 16mm colour prints from originals made on Ektachrome Commercial or Kodachrome Films.

**16mm Eastman Reversal Color Print Film.**  
Intended for making duplicates in colour of 16mm originals on Ektachrome Commercial, Ektachrome EF and MS, and Kodachrome Films.

**16mm Eastman Reversal Duplicating Film.**  
Fine-grain black-and-white reversal film for making prints from black-and-white or colour positive originals. Suitable for making work-prints for editing.

**35mm and 16mm Eastman Fine-grain Release Positive Film.**  
For general black-and-white release printing. For negative and positive titles, dubbing prints for sound, and printing from kinescope recordings.

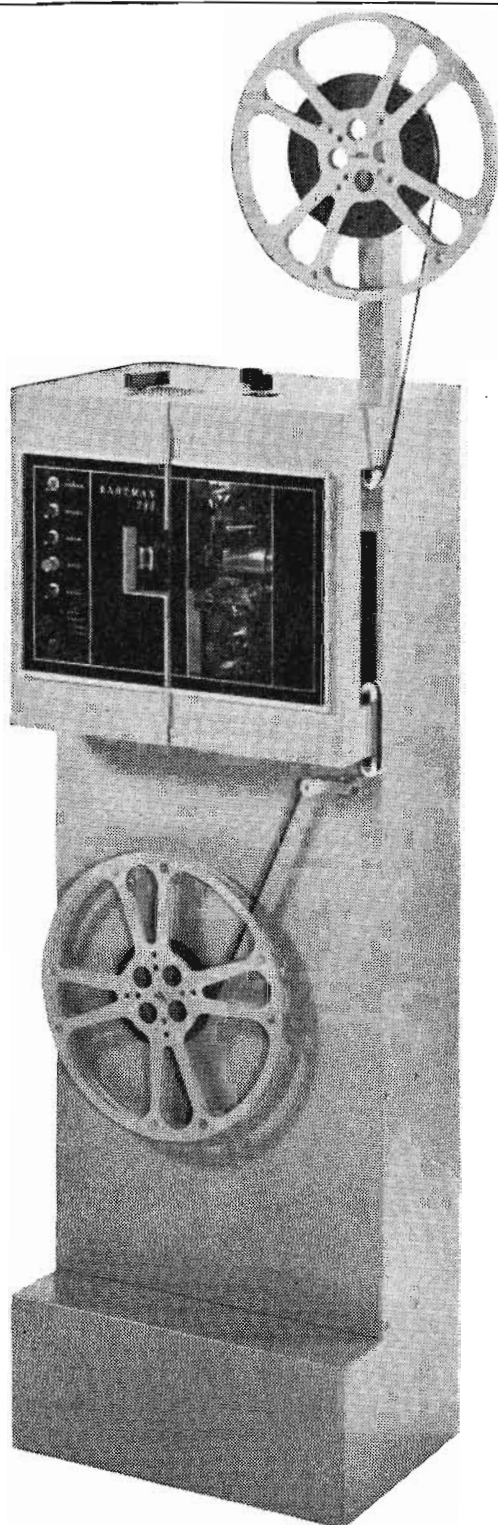
**35mm Eastman High Speed Positive Film.**  
Higher speed than Type 5302. Useful for making release prints, negative and positive titles, and for sound recording use.

**35 and 16mm Eastman High Contrast Positive Film.**  
High contrast film for making negative and positive titles, silhouette mattes for process work, and travelling mattes for printer light control.

Motion Picture and  
Education Markets Division,  
KODAK (Australasia) PTY. LTD.

**Kodak**





## EASTMAN 16mm TELEVISION PROJECTOR, Model 285

This is the most dependable heavy-duty 16mm television projector available. It was specially designed for use with black-and-white and colour vidicon television cameras. The Eastman Model 285 Projector was evolved from the Model 275, long regarded throughout the world as the quality standard for 16mm television projection.

The Model 285 projector has these important new features:

A still-frame device that maintains the same brightness and colour-temperature as in normal projection. A flat gate which allows uniform resolution throughout the picture area, from corners to centre. A convenient take-up reel mounted near the operating controls. Ready accessibility to the projector mechanism.

Plus these features that made the Model 275 an outstanding success: 8-position Geneva-type drive actuating the 8-frame pull-down sprocket; for unexcelled image steadiness and maximum mechanical life expectancy. Hardened flat gate and pressure pad, with spring-loaded sapphire edge-guides. 42% light-application time per television field.

Instant-change illuminating system with two 500-watt lamps mounted in a dual turret.  
(750 W and 1000 W lamps optional.)

For further information please telephone or write:

**Motion Picture and Education  
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# Kodak

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**ASSOCIATED FILM PRINTERS**, 43-47 Prospect Street, Moore Park, NSW, 2010. Phone 31-4131 and at 2 Clarendon St, Artarmon, NSW. Phone 43-5875, 43-6869.

**Directors:** P. H. Budden, D. J. Halloran, R. Vaughan, H. G. Hayward, T. A. Greaves, D. V. Dove.

Processors and printers, 16 and 35mm film, negative, positive, reversal and color, optical effects and sound transfers, mfrs 16mm film equipment.

**ATLAB FILM LABORATORY SERVICE**, Television Centre, Epping, NSW, 2121. Phone 85-0224. Telex AA20250. Telegrams Telecentre, Sydney.

**Executives:** M. H. Stevenson (mngnr, engineering services), A. K. Hurley (supervising technician).

**Laboratory Operations:** Motion picture and television film laboratory service.

Complete printing and processing facilities for color and black and white in 35, 16, 8mm and Super 8mm gauges.

High quality 16mm film copies from videotape originals, using either direct positive (for one print) or negative positive (for multiple prints) film processes.

**I/State Repr.:** Melbourne office, 88 Ackland St, St Kilda, Vic., 3182 (94-4516).

**AUTOMATIC FILM LABORATORIES PTY LTD**, 513-515 Dowling-st, Moore Park, NSW, 2010. Phone 31-4131.

**Directors:** N. Barrell, D. J. Halloran, H. G. Hayward, D. V. Dove.

**Executives:** D. V. Dove (general mngnr), E. J. Saunders (co. secy).

Film processing and printing; optical effects; sound transfers, magnetic to optical; and magnetic to magnetic; Perfectone transfers.

**CINE SERVICE PTY LTD**. Office, studios and laboratories, 233-235 Moray-st, South Melbourne, 3205. Phone 69-7346.

**Directors:** V. F. Wagstaff (mng), R. B. Vance, G. G. Thompson, W. R. Garrett.

Processes all types of 35mm and 16mm films and commercials, specialising in duplication of Kodachrome, Ektachrome and Eastmancolor sound films. Professional 16mm prints on Ektachrome print stock. Sound recording, optical and magnetic sound transfers, color specialists.

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Willoughby, N.S.W.  
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9 Horne Street, Elsternwick, Vic.  
53 3053

**COLORFILM PTY LTD**, 35 Missenden Rd, Camperdown, NSW, 2050. 51-3208.

**Directors:** P. H. Budden D. V. Dove, T. A. Greaves, D. J. Halloran.

**Executives:** P. H. Budden, D. V. Dove.  
16mm & 35mm Eastman color film developing & printing (additive & subtractive), optical effects, etc.

**ROY A. DRIVER & ASSOCIATES**, Production division: 31 Agnes-st, East Melbourne, Victoria, 3002. Telephone 63-1956-7-8.

**Directors:** Roy A. Driver, G. M. Driver, J. T. Driver.

Complete 16-35mm processing service, incl recording, cutting, developing, contact printing.

**FILMCRAFT PTY LTD**, 35-43 Missenden Rd, Camperdown, NSW, 2050. Phone 51-3208.

**Directors:** G. R. Vaughan, J. S. Bruce, P. H. Budden, G. T. Benness.

**Joint General Managers:** T. A. Greaves, P. H. Budden.

Film processing laboratory — black & white and color.

**FILMLABS (AUSTRALIA) PTY LTD**, 43 Yeo St, Neutral Bay, NSW, 2089. Phone 90-8011. A. J. James (technical supervisor).

Film processing and printing 35mm and 16mm negative & positive. Optical effects and sound transfers.

**GOTHIC FILM PRODUCTIONS PTY LTD**, Gothic Theatre, 305 Penshurst St, Willoughby, NSW, 2068. Phone 40-4333.

**Directors:** K. Gibson, D. Gibson.

**Production manager:** K. Gibson.  
Ektachrome color processing.

**HARVIN FILM LABORATORY PTY LIMITED**, 283-285 Enmore Rd, Marrickville, NSW, 2204. Phone 51-7040, 51-4049.

**Managing director:** V. B. Toy.

Processing of 16mm black & white film for television and professional use. Sole agents for Tura black & white direct positive 35mm film.

**KG FILM SERVICE PTY LTD**, Gothic Theatre, 305 Penshurst-st, Willoughby, Sydney, 2068. Phone 40-2228 or 40-4333.

**Directors:** K. Gibson, D. Gibson.

**Manager:** R. Curzon.

Processing and printing of 16mm black & white and color film.

**KG FILM SERVICE (VICTORIA) PTY LTD**, 9 Horne St, Elsternwick, Victoria, 3185. Phone 53-3053.

**Directors:** K. Gibson, D. Gibson, C. Gibson.


Film processing laboratory, color processing, film editing and production.

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**TV TRANSMISSION**  
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- Antenna systems.
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Kinelab is the lab man's lab. Why? Because we don't produce film. Don't direct. Aren't tied to anyone. **We are processing specialists.** We pioneered professional use of 16 mm. in Australia and have lived with television since its inception here. Our technical staff is respected for knowing film. Our equipment is built to our own exacting standards, working towards the greatest possible automation. Our processing is **predictable**—the right standard day after day, month after month. We are adaptable (e.g., higher speed ratings are met, on your specification). The results? Television prints best suited for televising, projection prints for screening. Kinelab processes 35 mm. and 8 mm., too; B & W, colour, reversal or neg./pos.; and records sound tracks. We recover and preserve film; offer cleaning, reconditioning and scratch reduction. We're close to the airport, thus expediting interstate orders. **And we're at your service 7 days a week.**

Why sell your productions short? Use the lab man's lab. Kinelab. **Phone: 51-5034.** (After hours: 89-3517 or 949-1359.) Look us over. Or, if you prefer, a representative will call.

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**KINELAB PTY LTD**, processing laboratories, recording studios and offices, 2 Cadogan St, Marrickville, NSW, 2204 (51-5034).

**Directors:** G. L. King (mng dir), J. Anshaw, K. G. Hall, J. A. Holliday, V. J. King, Sir Frank Packer, P. S. Yates.

Staff of 45 includes G. P. Barnes (business mng), R. W. Knight (tech. mng), R. L. Kellett (chief eng.), G. E. Foster (acct).

Provides complete sound recording, cutting, laboratory processing and consulting service for TV stations, film production companies and independent producers.

**PERMAFILM AUSTRALIA PTY LTD**, 76-80 Myrtle St, Chippendale, NSW, 2008. Telegrams Permafilm. Phone 69-7119.

**Directors:** W. B. Berryman, D. McKean, O. F. Emery, G. J. Bunyan.

**Company's operations:** Permafilm protection services, Permanew (scratch removal treatment) general servicing and despatching.

**I/state Repr.:** K. G. Film Services, Melbourne.

**SOUND SERVICE CO PTY LTD**, 6 Alameda St, Parkdale, Victoria, 3194. Phone 90-1700.

**Directors:** G. A. Gamon (managing dir.), Alma D. Gamon.

**Executive:** T. L. Phelan (secretary).

Reversal processing (16mm); 16mm and 35mm B&W machine processing; color printing.

Laboratory equipped with complete 16mm & 35mm European & American processing facilities.

**I/state repr.:** Australian Instructional Films Pty Ltd, 6 Underwood-st, Sydney (97-6557).

**SUPREME SOUND STUDIOS**, 11-15 Young St, Paddington, Sydney, 2021. Phone 31-0531.

**Managing director:** Mervyn Murphy. **Laboratory supervisor:** Tom Nurse.

Service includes 16mm and 35mm B&W and Eastmancolor developing and printing; 16mm reversal; Oxberry optical effects; animation and stop motion; complete editing facilities; 35mm & 16mm optical sound mixing & transfers; 17.5mm, 16mm & ¼ inch magnetic transfers.

**SYNCROFILM SERVICES**, 253 Penshurst St, Willoughby, NSW, 2068. Phone 41-9082/6278.

**Proprietors:** W. J. Foster Stubbs and Joan Stubbs.

16mm, 8mm and Super 8 Optical printing and magnetic sound striping. 17½mm, 16mm 8mm magnetic sound transfer. Permafilm and Permanew protection treatments. Specialists in 8mm and Super 8 silent and sound prints for continuous rear projectors.

**LENSES, OPTICAL NEEDS**

**CINEOPTICS AUSTRALIA PTY LTD**, Paillard Hse, 329-335 Pacific Highway, Artarmon, 2064, NSW. 43-5121-2-3.

N. R. Mitchell (sales dir), E. Holden (service and tech. dir).

Camera lenses. (See entry under Cameras, Photographic Equipment.)

**GUNZ, R (PHOTOGRAPHIC) PTY LTD**, 24 Wentworth Ave, Sydney, 2000. Phone 61-9781. Branches all States.

Suppliers of Schneider lenses for the Vidicon and Plumbicon system in focal lens from 10mm to 150mm as well as zoom lenses from 5-12x. Illustrated brochures and specifications available on request.

**LORD, F., MANUFACTURING PTY LTD**, 33 Higginbotham-rd, Gladesville, NSW, 2111. Phones 80-1880, 80-1861.

Manufacturers of lenses, mirrors, filters. Lens resurfacing, repolishing, re-cementing, re-blooming, removal of fungus, damaged blooming. All mechanical repairs to lenses and allied equipment.



**VIDICONS**

A full range of  
Broadcast and  
Industrial types  
available  
ex stock  
from

**TELEVISION ENGINEERING**

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**L. & H. CAMERA & INSTRUMENT SERVICE PTY LTD**, 62 Alexander-st, Crows Nest, NSW, 2065 (43-6021).

Repairs and service to all types of film cameras (still and movie), exposure meters and enlargers. Special equipment and devices made to order.

**SIXTEEN MILLIMETRE AUSTRALIA PTY LTD**, 49 Market St, Sydney, 2000. Phone 2-0663.

**Branch Offices:** Melbourne, Brisbane, Adelaide, Perth. Complete range of Rank Taylor Hobson and Angenieux television, motion picture and process lenses.

(See entry under Cameras, Photographic and Studio Equipment.)

**SWIFT AND BLEAKLEY PTY LTD**, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 71-0711. Telegrams Kentycam.

**Manager:** R. S. King.

(See entry under Cameras, Photographic, Studio Equipment.)

**WATERWORTH, E. N.**, 62a Warwick-st, Hobart, 7000, Tasmania. GPO Box 113B. Phone 3-3258.

Manufacturers of Waterworth strip film projectors, also camera and projector lenses.

**FILM STOCK**

**EMI (AUSTRALIA) LIMITED**, Emitron Hse, 301 Castlereagh St, Sydney, 2000. Phone 2-0912. Telegrams Emitron Sydney.

See entry under Recording Equipment.

**R. GUNZ (PHOTOGRAPHIC) PTY LTD**, 24 Wentworth Ave, Sydney, 2000 (61-9781).

**Aust. mgr:** J. Savage.

**Branches:** 289 Coventry St, Sth Melbourne (69-7211), mgr E. Tromp; 157 Ann St, Brisbane (2-6992), mgr G. Alder; 51 Grenfell St, Adelaide (8-5978), mgr T. Eden; 156 St George's Tce, Perth (21-9908), rep. Robt Stephenson.

Supplier of raw film stock, imported from Adox Fotowerke; Schneider lenses, tripods, Mecablitz flash units, Eumig movie cameras and projectors, Gossen exp. meters, Konica cameras.

**HARVIN FILM LABORATORY PTY LTD**, Sydney. (See entry under Film Processing Laboratories.)



The World's Finest  
**TV VIDICON LENSES**

**Specially developed and manufactured for TV Vidicon cameras by the famous Schneider Optical Works.**

**Detailed brochures available on request**



When taking stills you can rely on MECABLITZ electronic flash guns for illumination. There's a gun as small as a cigarette packet for casual shooting and of course the METZ 502 will provide the punch you need for those wide expanses.

And for photographic processing you can't go past KINDERMANN, the name that stands for quality in stainless steel tanks, auto-film processors, driers, etc.

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**R. GUNZ (Photographic) PTY. LTD.**

24 Wentworth Avenue, Darlinghurst, N.S.W.

Branches in all States

# NEUMANN

## A NEW RANGE OF SOLID STATE NEUMANN PROFESSIONAL CONDENSER MICROPHONES!

Simon Gray Pty. Ltd. takes pleasure in announcing the release of the Neumann "Series 70 and 80" solid state condenser microphones in Australia; the advantages are reduced power consumption, simplified connections, absence of warm-up time and inherently greater reliability. The new series includes microphones for modulation lead powering and for phantom powering.

### U 77 — U 87

These are multi-purpose studio microphones which satisfy all the demands of modern recording techniques. Directional characteristics may be changed instantly with a switch at the microphone — omnidirectional, cardioid and figure-of-eight patterns are available. Frequency response is 40-16,000 Hz. U 77 is for modulation lead powering, U 87 for phantom powering. Both microphones are now in use by leading recording studios as well as radio and television stations throughout the world.

### KM 73 — KM 83

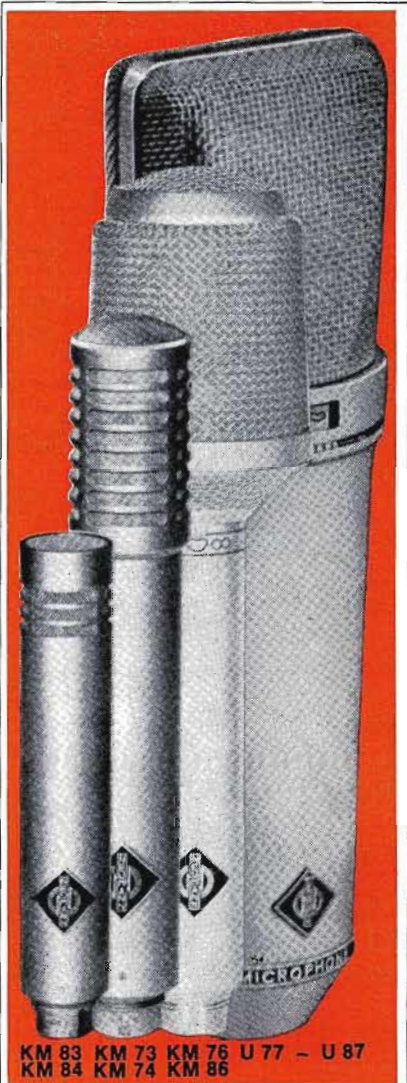
The miniature condenser microphones KM 73 and KM 83 are pressure transducers with a polyester diaphragm giving omni-directional response. Overall frequency response is 40-16,000 Hz. and the response in the diffuse sound field is linear. Both microphones are particularly suited to capturing the overall effect of complex sound sources. KM 73 is for modulation lead powering, KM 83 for phantom powering.

### KM 74 — KM 84

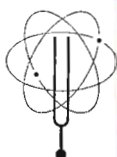
Both microphones have cardioid characteristics . . . the directional characteristic being almost independent of frequency. Response curves for angles of incidence plus or minus 135 degrees are almost parallel; tonal quality remains constant even if the sound source moves to these extremes. Frequency response is 40-16,000 Hz. Model KM 74 is for modulation lead powering, KM 84 for phantom powering.

### KM 76 — KM 86

Condenser microphones Models KM 76 and KM 86 feature a plug-in head assembly which contains two single capsules. Omni-directional, cardioid and figure-of-eight patterns may be set; the cardioid characteristic is almost independent of frequency. In the omnidirectional and figure-of-eight settings these advanced microphones offer unique LF performance — low frequencies can be recorded undiminished at greater distances from the sound source. Frequency response is 40-16,000 Hz. KM 76 is for modulation lead powering, KM 86 for phantom powering.



KM 83 KM 73 KM 76 U 77 - U 87  
KM 84 KM 74 KM 86



Australian National Distributors:

**Simon Gray Pty. Ltd.**

Head Office:  
28 Elizabeth St., Melbourne, Vic. Tel. 63 8101\*  
Sydney Office:  
22 Ridge St., North Sydney, N.S.W. Tel. 92 3890  
Offices and representatives throughout Australia.





**ILFORD (AUSTRALIA) PTY LIMITED.** Head office and factory, Notting Hill, Victoria, 3168. Phone 544-0511. Branches all States.

Suppliers of 16mm and 35mm film, Pan F, FP3, HP3 Mark V, HPS, negative film, clear and grey base fine grain safety positive film, HRT. Telerecording film, lantern plates, bromide papers and a full range of photographic chemicals, Magnetic recording films and tapes.

**KODAK (AUSTRALASIA) PTY LTD** registered office — Elizabeth-st, Coburg, 3058, Victoria. Branches all States.

Distributors of a wide range of 35mm and 16mm Eastman color and black-and-white films.

Negative, reversal, duplicating negative, duplicating reversal, duplicating positive, sound recording, telerecording, release positive and leader films. Also Kodak magnetic recording film — 35mm, 17.5mm and 16mm, and Kodak sound recording tape.

**MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD, 2** Wentworth Ave, Darlinghurst, 2010. Phone 20930.

Directors: H. B. Kosanke (mng dir), H. G. Edwards (financial dir), D. J. Brydon (sales and marketing dir), B. Duncan (manufacturing dir).

Scotch brand magnetic tape for audio and video recording. Mincom brand video drop-out compensator.

### SCRIPTING EQUIPMENT

**AUTOCUE (AUST.) TELEPROMPTER PTY LTD,** PO Box 25, Killara, Sydney, 2071. Phone 919-4361, 919-4774.

Directors: H. R. Brett Hall (mng dir), C. M. Brett Hall (secy).

Company's operations: Autocue synchronous scripting equipment and services to film and television studios.

I/state Repr.: Gill Webster, c/o GTV, Richmond, Vic. O'seas: Autocue (Great Britain) Ltd, 82 Chelsea Manor-st, London.

### RECORDING EQUIPMENT

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD,** Engineering Products Division 422 Lane Cove Rd, North Ryde, NSW, 2113. Phone 88-6666.

Branches: 70 Merrivale St, South Brisbane, 4101 (4-1631); 167 Queen St, Melbourne, 3000 (67-9161); 231-233 Bulwer St, Perth, 6000 (28-3425); 128 Murray St, Hobart, 7000 (3-3836); 42-44 Frederick St, Launceston, 7250 (2-1804); Amalgamated Wireless (A'sia) NZ Ltd, Commerce House, 126 Wakefield St, Wellington CI, NZ (43-191).

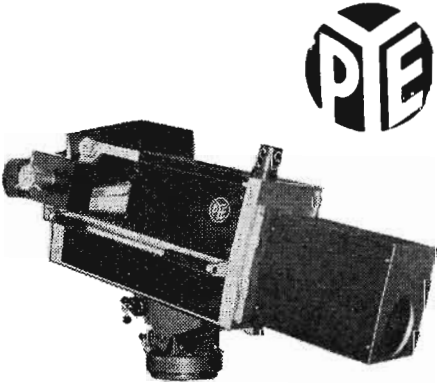
Consultants for all aspects of television transmission including on-site and 'paper' surveys of service areas. AWA's Australian manufactured equipment includes transmitters, filterplexers, and associated equipment; directional and omni-directional antenna systems for all channels, transmitter program input equipment, test waveform equipment, studio and telecine cameras and associated items; sound equipment, wideband cable transmission equipment, transmitter remote control facilities. A wide range of units available from stock, others manufactured to customers' requirements.

Associate of the Marconi Company of England, Australian distributors and agents for English Electric camera tubes, RCA television tape recorders, Richmond Hill Laboratories solid state studio equipment, Sony professional products including vertical scan videocorders.

**AMPEX AUSTRALIA PTY LTD,** 8th floor, NRMA House, 26 Ridge Street, North Sydney, NSW, 2060. Phone 929-8511 Telex: 2-0608.

Manager-director: Henry Baderle; secretary, R. Thomas; video products mngr, G. Nixon; audio tape and data products mngr, K. Williams.

Amplex video and audio magnetic recording equipment and accessories for all professional, educational and agency applica-



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**"RANGE 70"  
EQUIPMENT**

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P.O. Box 291 South Melbourne

# AMPEX



Australian National Distributors:

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Pty. Ltd.**

Head Office:

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Sydney Office:

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Offices and representatives throughout Australia.

## THE GREATEST NAME IN PROFESSIONAL RECORDING EQUIPMENT!

AMPEX has been the pioneer of, and recognised world leader in, the development of magnetic tape-recording equipment. Since AMPEX introduced the first internationally accepted commercial recorders twenty years ago, many startling developments have resulted from AMPEX research . . . stereophonic sound, Videotape\* recorders (both black and white and colour) and low-noise recording tapes.

### THE AMPEX AG-440 PROFESSIONAL RECORDER

The single-channel, full-track AMPEX AG-440 console can be built up to a four-channel recorder by the economical addition of modification kits. This "building block" principle allows expansion of facilities without replacement. In the AG-440 up-to-the-minute features include — Automatic tape lifters to ease the tape away from the heads in the spooling mode; the head gate opens fully for editing; electronics are plug-in modular, solid-state units; jewel-bearing idler in head assembly reduces scrape flutter by 75%; SEL-SYNG\* facilities are incorporated in all multi-channel models; precision milled transport surfaces assure automatic alignment of heads, motors and assemblies.

No other recorder can match the many new features of the AMPEX AG-440 . . . ask the Australian National Distributors for complete and unabridged specifications.

### THE AMPEX AG-500 PORTABLE PROFESSIONAL RECORDER

The versatile AG-500 provides studio quality and performance in the field . . . and a special-rack-mounted model may be used in the studio. Although the portable AG-500 is a lightweight, features include — • Precision milled transport • Complete remote control of all functions • Solid-state electronics • Four-position head assembly • Two speeds —  $7\frac{1}{2}/15$  or  $3\frac{3}{4}/7\frac{1}{2}$  • High-quality deep gap heads • Frequency response is 30-18,000 Hz.  $\pm 2$  dB. at 15 ips, 30-15,000 Hz.  $\pm 2$  dB., — 4 dB. at  $7\frac{1}{2}$  ips.

Models available include the AG-500/1 single channel, full or half track, the AG-500/2 two channel stereo, the AG-500/4 quarter track stereo/mono version. Ask for complete specifications.

### AMPEX SERIES 404 LOW-NOISE RECORDING TAPE

At last a low-noise tape is available to capture audio reality and to completely satisfy the most demanding low-noise tape specifications. A new, small-particle oxide, reduces tape hiss to negligible proportions: high-frequency response is outstanding and the total undistorted range sets completely new standards for low-noise tape performance.

Invest in the full range of AMPEX professional tapes for extra quality . . . Series 404 Low Noise, Series 600 Professional General Purpose, Series 681 for cartridges and others for specialised applications.

\*TM, Ampex Corporation



tions. Video tape for use with all monochrome and color recorders. Mastering, low noise, general purpose and lubricated audio recording tapes.

A marketing subsidiary of Ampex Corporation, Redwood City, California, USA.

**BIRNS AND SAWYER (AUST.) PTY LTD**, 19-21 Cleg St, St Leonards, NSW, 2065. Phone 43-1162. Cables: Birnsaw, Sydney.

**Directors:** J. Birns (chrmn), J. Barry (mng dir), C. Sawyer, M. Stern, N. Margolin.

**Executives:** John V. Barry (mng dir and gen. mgr, Australia, NZ and Sth East Asia), Hilton Gordon (secy).

**Operations:** Sales — rental — manufacture motion picture and television equipment, cameras 16mm and 35mm motion picture; 16mm, 35mm and 70mm instrumentation, cameraman's accessories, camera cars, converters, dollies, editing equipment, exposure meters, grip equipment lenses, wide angle, normal, telephoto, zoom and instrumentation with accessories, lighting equipment, quartz, boosted and standard incandescent, motors, magazines, projectors — motion picture, slide, strip, opaque and stop-motion, sound recording equipment, tripods, heads, accessories, hi-hats, underwater camera housings and lighting equipment, underwater studio tanks, still photo equipment.

**O'ceas repr.:** Birns & Sawyer Inc. Sales: 6424 Santa-Monica Blvd, Hollywood, Calif.

Rental: 1014 Norfh Vine St, Hollywood, Calif.

**CHAPMAN, MAURICE, & COMPANY PTY LTD and MAGNECORD AUSTRALASIA PTY LTD**, 210 Clarence St, Sydney, 2000 (29-1704). Telegrams Chappy Sydney.

**Director:** Maurice D. Chapman.

**Maurice Chapman & Co:** Suppliers of BASF magnetic tapes for all audio and video applications.

Audio equipment, loudspeakers, amplifiers, pre-amplifiers and measuring equip.

**R. H. CUNNINGHAM PTY LTD**, 608 Collins St, Melbourne, 3001. PO Box 4533. Phone 61-2464. Telegrams, Cunnig Melbourne. Sydney: 64 Alfred St, Milson's Point, NSW 2061. Phone 929-8066. Telegrams Cunnig.

**Directors:** R. H. Cunningham, Mrs. K. M. Cunningham, E. Danin.

**Executives:** R. H. Cunningham (mng dir), Mrs K. M. Cunningham (purchasing dir), A. McRae Bennett (gen. sales mngtr).

Specialists in equipment and components for the electronic-radio and TV industries.

**I/state repr.:** Brisbane, L. E. Boughen & Co. 95 Central Ave, Sherwood, Q'd, 4075; Adelaide, K. Farmer Sales Pty Ltd, 286 Gilles St, Adelaide, 5000; Perth, H. J. McQuillan Pty Ltd, 1017 Wellington St, Perth, 6000.



## Studio Microphone Model MD 421

Available in Australia  
from:

*R.H. Cunningham*  
PTY. LTD.

VIC.: 608 Collins St., Melbourne. 61 2464  
N.S.W.: 64 Alfred St., Milson's Point.  
929 8066

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Ave., Sherwood. 79 2207

W.A.: H. J. McQuillan, 1017 Wellington  
St., Perth. 21 4821

S.A.: K. Farmer Sales Pty. Ltd., 286  
Gilles St., Adelaide. 23 6131

**EMI (AUSTRALIA) LIMITED**, Emitron Hse, 301 Castlereagh St, Sydney, NSW, 2000. Phone 2-0912. Telegrams: Emitron, Sydney.

**Directors:** John M. Burnett, CBE (chrnm), Sir Joseph Lockwood, George A. C. Keirnan, Richard G. C. Parry Okeden, CMG, CBE. Vivian J. Chalwin, Joseph W. R. Hughes, ISO, Alfred J. Wyness, Joseph G. Stanford, Norval W. Scott.

**Branches:** 109-123 Burwood Rd, Hawthorn, Vic., 3122 (81-0211), 105 Port Rd, Bowden, SA, 5007 (46-3031), 457 Beaufort St, Highgate, WA, 6000 (28-2433), 224 Brisbane St, Launceston, Tasmania, 7250. 83 Robertson St, Fortitude Valley, Brisbane, 4006 (51-5271). National Park St, Newcastle, 2300 (2-3883). 135 Newcastle St, Fyshwick, ACT, 2600.

**O'seas repr.:** Electric & Musical Industries Limited, Hayes, Middlesex, England.

All types TV studio and transmission equipment, including cameras, monitors, film scanners, micro-wave links, studio and sound equipment full station planning facilities. Experienced engineers and installation staff. Comprehensive range professional tape recorders, magnetic EMI tapes.  $\frac{1}{4}$ in, instrumentations, 16, 17 $\frac{1}{2}$ , 35mm sprocketed test tapes.

Company handles the production and distribution of Australian entertainment films for Australian and overseas TV network release.

**GRAY, SIMON, PTY LTD**, 28 Elizabeth St, Melbourne, 3000. Phone 63-8101.

**Sydney office:** 22 Ridge St, North Sydney, 2060 (E. C. Sloss, mgr). Phone 92-3890.

**Australian national distributors:** Ampex sound recording and playback equipment, Ampex portable video recorders and videotape. Ampex audio tape; Altec Lansing studio monitor loudspeaker systems; ATC single and multiple recording machines, automation systems; Beyer microphones and headphones; CBS studio equipment (Audi-max and Volumax automatic level controls, etc.); Comrex radio microphone systems; Echolette tape loop reverberation units and electric guitar amplifiers; Electro-Voice microphones and special purpose directional microphones; EMT reverberation plates and other studio equipment; Fi-Cord tape recorders and dictating machines; Fidelipac endless loop tape cassettes; Grampian disc-recording amplifiers and cutter heads; Harcroft sapphire disc-recording and cutting styli; KRS single and multiple cassette recording machines; Leak audio amplifiers; Magnasync communication and sprocketed film recorders; Moviola editing equipment; Megura Denpa Sokki wow and flutter meters and signal generators; Nagra portable tape recorders; Neumann condenser microphones and other studio equipment; Neumann automatic disc recording machines and cutter heads; Orpheus turntables; Ortofon magnetic pick-ups and recording equipment; Perno-flux headphones; Pultec program equalisers

and sound effects filters; RME studio equipment; Spotmaster automatic cassette tape recorders; Sonocolor audio tape; Tandberg tape recorders; Tuchel connectors; Vega radio microphone systems; Cecil Watts record care accessories; Wharfedale loudspeakers.

**HEROFON ENGINEERING**, 76 Chandos St, St Leonards, NSW, 2065. Phone 43-3031.

Manufacturers of Syncrosound perforated tape recorders, mag. sound readers, mixing gear and other electronic equipment for the motion picture industry.

**ROBIN HILL RECORDINGS**, 76-78 Chandos St, St Leonards, NSW, 2065. Phone 43-1681, 43-6047. Sound recordings studio.


Specialists in  $\frac{1}{4}$ -inch, 8mm, 16mm, 17 $\frac{1}{2}$ mm magnetic recordings and transfer; also disc recording.

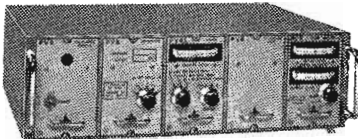
**HW PRODUCTIONS**, 65 Ebley St, Bondi Junction, NSW, 2022. Phone 38-4888, 38-1112.

**Principal:** Hans Wetzel.

Specialises in production of storyboards by means of an electronically controlled optical printer, black & white and color. Also capable of producing TV commercials.

Also sound recording engineering service.

Engineering  Products



VSB Nyquist Demodulator

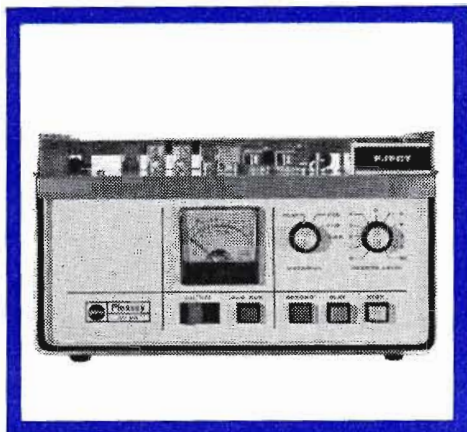
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of  
VIDEO  
TEST EQUIPMENT**

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**TELEVISION ENGINEERING**

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# PLESSEY



## CT80 Series Solid state Cartridge recorders

New range engineered to meet every requirement of the professional broadcaster. Some of the operational features of the CT80 Series:

Split second, one hand cartridge loading. Exclusive heavy duty integral direct drive capstan motor, solenoid and puck wheel assembly.

Visual indication of cue pulse recording without need to replay tape.

Rear panel switch to engage Record mode without recording Stop cue.

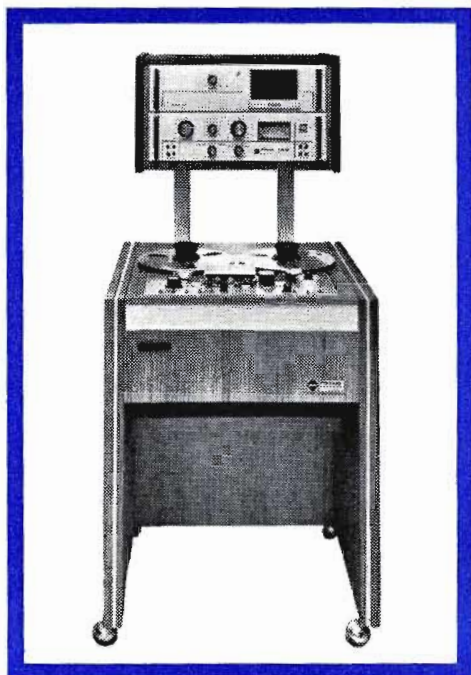
Cue sensing while in Record mode to prevent over-recording.

All cues may be recorded at any time while tape is in motion.

Remote control of all functions.

Remote indicator lamps showing mode condition of recorder.

Available as Record/Replay or Replay only units in desk top, recessed or rack mounting.



## 700 Series Solid state Studio Console

All new, 700 Series master tape recorders offer unmatched facilities for professional recording or broadcasting. Reliable. Rugged. Versatile.

Available for single or multitrack operation using  $\frac{1}{4}$ ",  $\frac{1}{2}$ " or 1" tape.

Modular construction permits conversion from  $\frac{1}{4}$ " to  $\frac{1}{2}$ " tape by simple replacement of head block and tape guide assembly.

Important factors such as reliability, ruggedness and easy access to components combined with simple, flexible operation have been included.

Epoxy glass plug-in printed circuit boards, silicon transistors and diodes, metal film resistors, tantalum and polyester capacitors and fully encapsulated transformers and chokes are components indicating the unrivalled quality of the 700 Series Studio Console.

AC67



## Plessey Components

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Richmond Victoria 3121 Telephone 42 3921  
NSW Plessey Components Rola Division PO Box 2 Villawood 2163 Telephone 72 0133



**NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD**, Sydney, Brisbane, Adelaide, Melbourne, Perth. (See entry under Studio Lighting.)

**PYROX LIMITED**, 18-40 Queensberry-st, Carlton, Vic., 3053. Phone 34-9121. Telegrams Pyrox. H. N. Taylor, (commercial dir), G. R. G. Smart (mngtr, TV division). (See also entry under Cameras, Photographic & Studio Equipment.)

**Branches:** 47-51 Parramatta-rd, Concord, NSW, 2137. Phone 74-0251; 293 St Paul's Tce, Bris., 4000; 143 West Tce, Adel., 5000; 1025 Wellington St, Perth, WA, 6000.

Siemens & Halske 16mm magnetic recording and dubbing equipment. Dist. Loewe Opta videotape recorder.

**RCA OF AUSTRALIA PTY LTD**, 221 Elizabeth St, Sydney, 2000. Phone 61-8541. J. W. Tyler (mng dir), A. J. Turner (controller), R. D. Walsh (gen. mngtr, technical products division), W. J. Walsh (gen. mngtr record division).

**ROLA COMPANY (AUSTRALIA) PTY LTD** (division of Plessey Components Group). Head office: The Boulevard, Richmond, Victoria, 3121. Phone 42-3921. Telegrams Rola Melbourne.

**Executives:** D. R. Brown (gen. mngtr), K. R. Spencer (mrktg mngtr).

**Sydney office:** Christina Rd, Villawood, NSW, 2163. (NSW regional mngtr C. W. Smith.)

Manufacturers of professional console tape recorders, professional transportable tape recorders, reel to reel replay units, cartridge tape recorders, turntables, hi-speed tape copiers, automatic tape programming equipment, Telephone Information Drum Announcing equipment, bulk tape erasers and loudspeakers.

**State repr:** Athol M. Hill, 613 Wellington St, Perth; A. E. Harrold Pty Ltd, 123 Charlotte St, Brisbane; Healing (Sales) Pty Ltd,

376 King William St, Adelaide, B. J. Electrics Pty Ltd, 42 Wellington St, Launceston.

**SIXTEEN MILLIMETRE AUSTRALIA PTY LTD**, 49 Market St, Sydney, 2000. Phone 2 0663.

**Branch Offices:** Melbourne, Brisbane, Adelaide and Perth. (See entry under Cameras, Photographic and Studio Equipment.)

**STANDARD TELEPHONES & CABLES PTY LIMITED**, 252-274 Botany Rd, Alexandria, NSW, 2015. Phone 69-0444. Telegrams Relay. Also at Moorebank Ave, Liverpool, NSW, 2170 (72-7331). Sir Samuel Jones (mng dir), R. W. Douch (enquiries).

Representatives all states.

Microphones, solid state audio equip, sound mixers, limiting amplifiers, AGC amplifiers.

**SWIFT AND BLEAKLEY PTY LTD**, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 71-0711. Telegrams Kentycam.

**Manager:** R. S. King.

(See entry under Cameras, Photographic, Studio Equipment.)

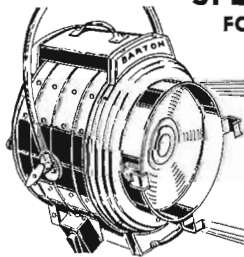
**LIGHTING AND LIGHTING CONTROL EQUIPMENT**

**BARTON, R. H. PHOTOGRAPHIC LIGHTING PRODUCTS**, 5-7 Prospect-st, Erskineville, Sydney, 2043. Phone 51-1224. Richard Henry Barton (proprietor).

Specialists in manufacture of all types of television, film studio and photographic lighting equipment, including full range of Quartz Halogen lights, microphone booms and allied equip. Also handles studio grid and batten systems with full range of suspensions.

**SPECIALISTS IN LIGHTING**  
FOR MOTION PICTURE STUDIOS  
TELEVISION STUDIOS

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Has supplied equip. to ABN, ATN, TCN, RTN, NBN, WIN, CBN, CTC, HSV, GTV, BTV, TVT, TNT, WBQ, NRN, MTN, QTQ, TVQ, RTQ, ADS, DDQ, SDQ, SES, RVN, ECN. Artransa, Supreme Sound Studios, Eric Porter Productions, Dept of Interior Film Division, Pagewood, Cinesound, Ajax Kingcroft and other studios.

Barton lighting has been used in practically all feature films made in Australia during the past 15 years including On the Beach, Summer of the Seventeenth Doll, The Siege of Pinchgut, Whiplash and They're a Weird Mob.

**COLORTRAN INDUSTRIES AUSTRALIA**, 51-53 Bedford St, Collingwood, Victoria, 3066. Phone 41-4245.

Manufacturers of quartz iodine lights and solid state electronic dimmers.

**KODAK (AUSTRALASIA) PTY LTD**, Elizabeth St, Coburg, Victoria, 3058. Branches all States.

Distributors of extensive range of Barton photographic lighting equipment and facilities.

**L. & H. CAMERA & INSTRUMENT SERVICE PTY LTD**, Sydney. (See entry under Lenses, Optical Needs.)

**MOLE - RICHARDSON (AUSTRALIA) PTY LTD**, 49-53 Bedford-st, Collingwood, Victoria, 3066. Phone 41-4245. After hours 850-2020. Telegrams, Molereng, Melbourne.

**General Manager: John B. Masson.**

**Rental dept mngr: Richard T. Nicholls; Accounts dept: Jennifer A. Henry.**

Film & television lighting engineers, staging equipment.

**NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD**, 49 Market-st, Sydney, 2000. Phone 2-0663.

**General mngr: R. C. Smith. NSW mngr: J. Harrison.**

**Branches: Brisbane, 164 Melbourne-st, 5th Bris. (4-5831-2) mngr. J. A. Welch; Adelaide 93 Hindley-st, (51-3742), mngr, J. P. Wright; Melbourne, 103-105 Hoddle-st, Richmond (41-3108-9), mngr, M. Ford; Perth, 447 Murray-st (21-7725), mngr, A. Crew.**

Australian agent for Rank-Kalee products, including sound systems & projectors. Studio lighting. Cinemacanna 70/35. Todd-AO equip. Westrex recording units.

**RCA OF AUSTRALIA PTY LTD**, 221 Elizabeth St, Sydney, 2000. Phone 61-8541. Telegrams Radiointer.

J. W. Tyler (mng dir), A. J. Turner (secy), R. Walsh (gen mngr, EP Division), W. Walsh (gen. mngr record div.).

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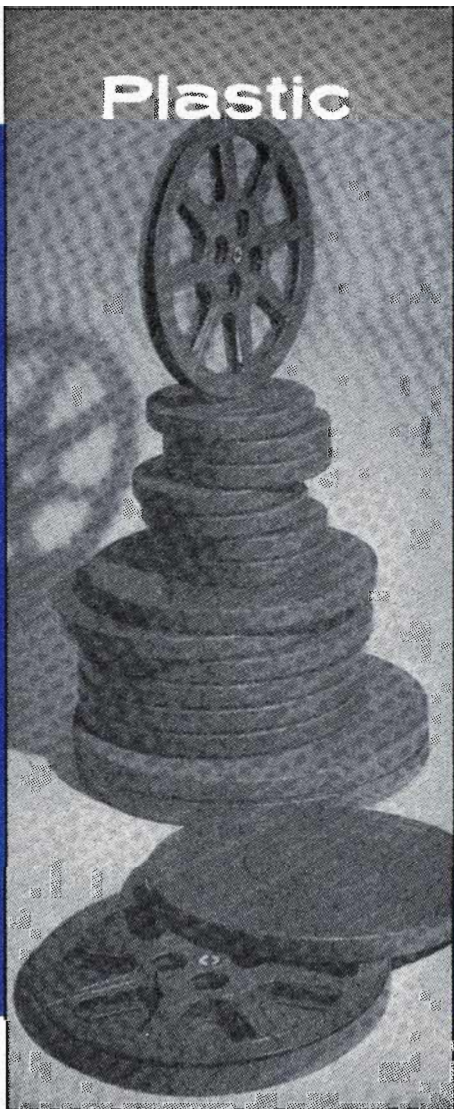
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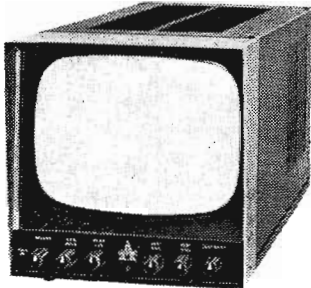
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**SIXTEEN MILLIMETRE AUSTRALIA PTY LTD**, 49 Market St, Sydney, 2000. Phone 2-0663.

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**STRAND ELECTRIC (AUSTRALIA) PTY LTD**, 212 Graham St, Port Melbourne, 3207. 64-1267, 64-3365. Telegrams Spotlite Melbourne.

**Directors:** J. D. H. Sheridan (chrmn & mng dir.), D. C. Irving, A. J. Sullivan.

**Istate Repr.:** NSW, R. Bartram, 11 Raymond-rd, Neutral Bay (90-1851); SA, EILCO Sales, 7-9 Osmond Tce, Norwood (63-4844); WA, M. Hough, WA Turf Club Bldgs, 30 Esplanade, Perth (21-5410); Qld, B. Harvey, 15 Explorer St, Toowong (7-3878).

Requests for advice or supply may be channelled through AWA Ltd.

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Swift Hse, 149 Milton St, Ashfield, 2131. Phone 71-0711. Telegrams, Kentycam.

**Manager:** R. S. King.

(See entry under Cameras, Photographic and Studio Equipment.)

**TELEVISION ENGINEERING PTY LTD**  
(division of Radio Corporation Pty Ltd) Melbourne. (See entry under Camera: Photographic and Studio Equipment.)

**THORN ELECTRICAL INDUSTRIES (AUST.) PTY LTD**, 498 Albion-st, West Brunswick, Vic., 3055 (36-5313). Teleg. Eleclampo.

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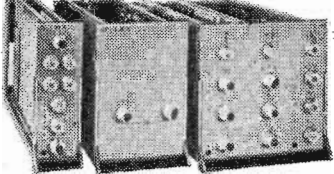
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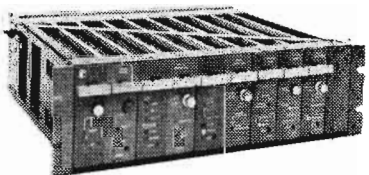
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**ELECTRIC POWER TRANSMISSION PTY LTD**, 226 Sussex St, Sydney, 2000. Phone 29-5491. PO Box 1537. Telex 20831.

**Branches:** Melbourne, Brisbane, Perth, Hong Kong.

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**JOHNS & WAYGOOD LIMITED**, City-rd and Cecil St, Sth Melbourne, Vic., 3205. 69-1241 Telegrams Johnsway.

**Directors:** F. Peter Johns (mng dir), W. R. Stocker (gen. mgr), J. T. Reid, S. H. Bull, W. C. Farrar, D. H. Laidlaw, P. M Johns.

Supply, crection and maintenance of TV towers and masts and allied structures.

**METTERS LIMITED**. Showroom, factory and offices, 7-25 Manchester-st, Mile End South, Hilton, SA, 5033. Phone 576241. Telegrams, Metters, Adelaide.

J. D. A. Howie (mgr).

Radio-TV masts.

**I/state Repr.:** Branches: Gow-st, Bankstown, NSW (70-0422); Gordon-st, Footscray, Vic. (68-1252); Salvado-rd, Wembley, WA (8-2321); Merrivale-st, Brisbane, Qld (41-1841). **O'ceas:** Metters of London, Denham Way, Maple Cross, Rickmansworth, Herts. England; Metters (NZ) Ltd, Petone, NZ.

**TRANSMISSION LINES AND EQUIPMENT**

**AUSTRAL STANDARD CABLES PTY LTD**. Head office, 325 Collins St, Melbourne, Vic., 3000. Phone 61-3656.

**Paper cable group**, Hampstead Rd, Maidstone, Vic., 3011 (317-9041) and at Liverpool, NSW (see Special Products address). Lead-covered local, junction, trunk and carrier paper insulated cables; coaxial cables.

**Plastic cable group**, Whiteside Rd, Clayton, Vic., 3168 (544-1511). Polythene or PVC insulated and sheathed switchboard, interphone, underground and aerial telephone cables; communication cables for power systems control.

**Special products**, Moorebank Ave, Liverpool, NSW, 2170 (602-7762). Plastic insulated equipment, RF and TV wires and cables.

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**STANDARD TELEPHONES & CABLES PTY LTD**, 232-274 Botany-rd, Alexandria.

NSW, 2015. Phone 69-0444. Teleg. Relay. Also at Moorebank Ave, Liverpool, NSW, 2170 (72-7331). Sir Samuel Jones (mng dir), R. W. Douch (enquiries).

Radio-telephone communications equip. TV studio transmission equip., incl. cameras transmission lines, OB vans and links, studio control and monitoring equip.

**I/State Repr.:** See entry services to radio

**BOND STORAGE**

**AUSTRALIAN PROGRAMME SERVICES**, 126 Cleveland St, Chippendale, 2008. Phone 69-6468.

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Bond storage and censorship service. Also film exchange and storage facilities for all film with first class waxing and servicing of new film. Screening facilities available.

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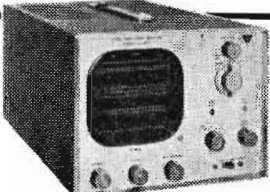
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**General manager:** J. L. Tyson.

**Manager:** TV Services: R. H. Jones.

Bond storage, and censorship in bond arranged for all films. Customs clearance. Distribution and servicing to TV and motion picture industries. Specialists in all film repairs. Distribution of documentary films and TV commercials. Film storage. Perma-film franchise laboratory.

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# Talent casting agencies



**SYDNEY**

**AMALGAMATED TALENT SERVICES** (operated by Amalgamated Television Services Pty Ltd), ATN Television Centre, Epping, 2121. Phone 85-0111. Telegrams Telecentre, Sydney.

**Executive:** Franz Conde.

**CENTRAL CASTING OFFICE PTY LTD**, 17 Castlereagh St, Sydney, 2000. Phone 28-5097, 28-5452. John Cover, James Joyce.

**O'ceas Repr.:** Gordon Harbord, 53 St. Martin's Lane, London, WC2.

**TED JAMES THEATRICAL AGENCY**, 4th floor, International Hse, 104 Bathurst-st, Sydney, 2000. Phone 61-7408, 61-9576, 26-3415.

**NLT ARTISTS MANAGEMENT**, 194 Miller St, North Sydney, 2060. Phone 929-8777 (5 lines). Telegrams and cables Nealim Sydney.

**Executive director:** Jack Neary.

Agents for television, stage, screen, radio and variety artists.

**TELECAST AGENCY**, Suite 111-112, 29 Bligh St, Sydney, 2000. Phone 28-4111-2-3. Drama and model agency.

**Director:** Norma Burnett.

**Casting:** Garry Griffin, Colleen Wollcott.

Agents for radio, stage, screen and television artists; also model agency.

**VAUDE-VIDEO PTY LTD THEATRICAL & MODELLING AGENCY** (Agents for drama and modelling), 112a King-st, Sydney, 2000. Phone 25-3457-8-9.

**Director :** V. Llewellyn, J. Llewellyn.

**Modelling principal:** D. Mewton-Wood.

**MELBOURNE**

**WILLARD KING ORGANISATION PTY LTD**, 1 Carlton St, Prahran, Vic., 3181. Phone 51-6983.

**Directors:** G. C. Cooper (chrmn), C. O. R. Fenner, J. K. McMahon, W. Henshaw.

**Executives:** Gordon Cooper (mng dir), John Collins (exec. prod.).

Produces TV programs including teenage, music, personality, quiz and panel shows; also handles overseas and local artists, and general theatrical promotions.

**ADELAIDE**

**SOUTHERN TALENT SERVICES**, 30 Wellington Square, North Adelaide, SA, 5006. Phone 6-8166. Telegrams Newsnine, Adelaide.

**Executive:** William Marshall.

Operated by Southern Television Corporation Ltd and NLT Artists Management and handles overseas and local artists for night club, restaurant and TV bookings, concerts and package promotions.

**CASTING DIRECTORIES**

**SHOWCAST PTY LTD**, Australian Entertainment Directory, 7 Kensington-rd, South Yarra, Vic., 3141. Phone 24-1219.

**Head office:** 5 Bromley Ave, Cremorne, NSW. Phone 90-6342.

**NSW Directors:** David Williams, Chin Yu Williams.

**Victorian Directors:** David Slifkin, Mary O'Connor.



# Public relations consultants

- *Sydney*
- *Melbourne*
- *Brisbane*
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## SYDNEY

**AGEOLD PUBLIC RELATIONS PTY LTD**, Commerce Hse, 161 Clarence-st, Sydney, 2000. Phone 29-1436. Telegrams Ageold, Sydney.

**Directors:** Asher A. Joel, R. B. Mulquiny, S. Joel.

**AMALGAMATED PUBLIC RELATIONS PTY LTD**, 12th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-6713.

**Director:** Justin White.

**BURGER, ERNEST J. ASSOCIATES PTY LIMITED** (APT Services), 4th floor, Imperial Centre, 83-87 Castlereagh St, Sydney, 2000. Phone 28-3362. Cables Presstrade, Sydney.

**Director:** E. J. Burger.

**CHARTER ASSOCIATES (NSW) PTY LTD**, 245 Castlereagh St, Sydney, 2000. Phone 61-6053, 61-6054.

**Executive:** L. S. Richardson (mng dir).

**CONSOLIDATED PUBLIC RELATIONS**, 35 Clarence St, Sydney, 2000. Phone 29-5741. (See Melbourne entry.)

**DARGAVILLE ASSOCIATES PTY LTD**, King York House, 32 York St, Sydney, 2000. Box C175, PO, Clarence St. Telephone 29-7571. Telegrams: Radiocentre Sydney.

**FREEDEN STRACHAN PUBLIC RELATIONS PTY LTD**, 6th floor, Asbestos Hse, 65 York St, Sydney, 2000. Telephone 29-5201-2-3.

**Directors:** Robert Freeden, Norman Strachan.

Specialising in the grocery-food marketing and consumer field.

**I/state repr.:** Consolidated Public Relations, Melbourne; Cosway Public Relations, Brisbane; Associated Public Relations, Adelaide. **O'seas:** Bell & Stanton Inc., New York; Stanley Benson Ltd, London.

**HALLOCK, JOHN, PTY LTD**, 306 Pitt-St, Sydney, 2000. Phone 26-6179, 26-6170. Telegrams Prapress, Sydney.

**Branches:** Perth (21-9282). J. N. Griffin (mngtr).

**HAWKES, GEORGE AND ASSOCIATES PTY LTD**, (also United Public Relations Australia Pty Ltd), 36a International House, 104 Bathurst St, Sydney, 2000. Phone 61-2480, 26-5947.

**Directors:** George H. Hawkes (mng dir), M. J. Hawkes (secy).

**I/State offices:** Melbourne, Brisbane, Adel-

aide, Perth. **O'seas affiliates:** London, New York, Auckland, S.E. Asian areas.

**HILL & KNOWLTON PTY LTD**, 15 Grosvenor St, Sydney, 2000. Box 7030 GPO, Sydney, 2001. 27-8502. Teleg. Hillknol, Sydney. **Manager:** M. W. Batten.

**IMAGE AUSTRALIA (NSW)**, 12th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-6714. Telegrams Imageaus, Sydney.

**Director:** Justin White.

**INDUSTRIAL PUBLIC RELATIONS SERVICE OF AUSTRALIA PTY LTD**, R.A.S. Showground, Sydney. Box 4180, GPO, Sydney, 2001. Phone 31-1161 (7 lines).

**Managing director:** R. L. Allen.

**I/state Repr.:** Industrial PR Service of Aust. (Vic.) Pty Ltd, 392 St Kilda-rd, Melbourne (26-5478); Industrial PR Service of Aust. (SA) Limited, 95 Currie-st, Adelaide (51-5557); Industrial PR Service of Perth Pty Ltd, 254 Adelaide Tce, Perth, WA (23-3489); Industrial PR Service of Aust. (Q'land) Pty Ltd, 455 Adelaide-st, Brisbane, Qld. (25-4412).

**KENNEDY, ERIC, CONSULTANT**, 53 Elizabeth Bay Rd, Elizabeth Bay, Sydney, 2011. 35-3044. Teleg. Rickenpress, Sydney.

**Directors:** Eric Kennedy, Joan Reed.

**Executives:** Eric Kennedy, Harvey Stevens. Robert Palmer (consultants), Joan Reed secy & researcher).

**PETER MORRISON ADVERTISING AND PUBLICITY SERVICE** (and Associated World Public Relations), 1a Loftus Rd, Darling Point, NSW, 2027.

**Principal:** Peter Morrison.

**PLATER, RONALD & CO PTY LTD**, 3 Darling Point Rd, Edgecliff, Sydney, 2027. Phone 32-6377.

**Directors:** R. S. Plater (mng dir), N. Friedlander, E. C. Plater, J. E. McCarthy.

**Senior consultants:** E. J. Ellis, C. Reid, L. R. Jones, M. Robertson, J. W. Davies. Associates in all States, NZ, UK and USA.

**PYRAMID PUBLIC RELATIONS CONSULTANTS**, 35 Clarence St, Sydney, 2000. Phone 29-1637.

**Managing Director:** Ron Patten.

**STEVENS, HARVEY, ASSOCIATES PTY LTD**, 53 Elizabeth Bay-rd, Elizabeth Bay, Sydney, 2011. Phone 35-3044, 35-5175.

**Directors:** Harvey Stevens (mng dir), E. T. Kennedy, P. A. Stevens.

Public relations consultants.

**WHITE, ERIC, ASSOCIATES LIMITED**, 115 Pitt St, Sydney, 2000. Phone 28-7412.

Telegrams and cables Whitepress, Sydney.

Offices all Australian capitals. O'seas: London, Hong Kong, Singapore, Kuala Lumpur, Wellington, Auckland.

Directors: Eric White, P. S. Golding, A. H. H. Myers, E. A. Perry, H. S. Whitham.

## MELBOURNE

**ALEXANDER-BURN PTY LTD**, 12 Myrtle St, Hawthorn, Vic., 3122. 81-5115.

Directors: Lawrence A. Burn (mng dir), V. E. Burn.

**ARGONAUT PRODUCTIONS PTY LTD**, 445 St Kilda Rd, Melbourne, 3004. 26-1361, 26-2452.

Managing director: Alfred Heintz.

**ASSOCIATED WORLD PUBLIC RELATIONS PTY LTD**, 622 St Kilda rd, Melbourne, Vic., 3004. Phone 51-5388 (3 lines).

Managing director: Leon Bram.

Offices and associates: Sydney, Brisbane, Adelaide, Perth, Hobart, London.

**BARKER, LEONARD S., & ASSOCIATES, PTY LTD**, 8 Collins St, Melbourne, Vic., 3000. Phone 63-4021. Telegrams Tekpress.

Managing Director: L. S. Barker.

**CHARTER ASSOCIATES PTY LTD**, 17-21 Little Collins St, Melbourne, 3000. Phone 63-9874. Executives: I. Sabey (dir), J. Balding (mgr).

**CONSOLIDATED PUBLIC RELATIONS** (member company, Marketing Advertising Public Relations Pty Ltd), 33 Queens-rd, Melbourne, 3000. Phone 26-1948. David Mitchell (mgr).

Sydney office: 35 Clarence-st (29-5741).

**JENNIFER HAM AND ASSOCIATES**, 37 Upper Plaza, Southern Cross Bldg, 131 Exhibition St, Melbourne, 3000. Phone 63-5473, 63-5600. Cable Jenham Melbourne.

Director: Jennifer Ham.

**HEINTZ, ALFRED, PUBLIC RELATIONS SERVICES**, 445 St Kilda rd, Melbourne, 3004. 26-1361, 26-2452.

Principal: Alfred Heintz.

**IMAGE AUSTRALIA PTY LTD**, Elsmere Hse, 70 Drummond St, Carlton, Vic., 3053. Phone 34-2691. Telegrams Imageaus, Melbourne.

Directors: John Carey Hopton Handfield, Esta Marea Handfield.

**MANN, PIERRE, & ASSOCIATES PUBLIC RELATIONS CONSULTANTS**, 35 Upper Plaza, Southern Cross Hotel, Exhibi-

tion St, Melbourne, 3000. Phone 63-1321; (night) 24-2675. Telegrams Pierremann.

Proprietor: Pierre Mann.

**MARKETING ADVERTISING PUBLIC RELATIONS PTY LTD**, (subsidiary companies: Nichols-Cumming Advertising Pty Ltd, Nichols-Cumming Advertising (NSW) Pty Ltd, Australian Marketing Development Pty Ltd, Consolidated Public Relations), 432 St Kilda Rd, Melbourne, 3000. Phone 26-1601. Telegrams Nichans.

Sydney office: 35 Clarence St, Sydney, 2000. Phone 29-5741.

Directors: J. J. Cumming, V. N. Hunt, L. Mort.

**SCOPE PUBLIC RELATIONS PTY LTD**, 21 Smith Street, Fitzroy, Victoria, 3065. Phone 41-4955.

Managing director: Richard Thomas.

**TURNBULL, CLIVE, & ASSOCIATES**, 51 Victoria Pde, Collingwood, Vic., 3066. Phone 41-1636, 41-1038.

Director: Clive Turnbull.

**WHITE, ERIC ASSOCIATES (Vic.) PTY LIMITED**, TAA Bldg, 50 Franklin St, Melbourne, 3000. PO Box 2053S, 3001. Phone 34-4111. Telegrams Whitepress, Melbourne.

Directors: Eric White, S. F. Ferguson, R. B. Gill, A. H. H. Myers, R. G. Adams, J. G. Cameron, P. G. Holland.

## BRISBANE

**COSWAY PUBLIC RELATIONS PTY LTD**, Institution of Engineers Bldg, 447 Upper Edward St, Brisbane, 4000. Phone 2-2256.

Directors: W. L. Rudder (chmn), E. Compton, P. Rudder, K. Murdoch.

**IMAGE AUSTRALIA (QUEENSLAND)**, 447 Upper Edward St, Brisbane, 4000. Phone 2-2256.

**QUEENSLAND PUBLIC RELATIONS**, 474 Upper Edward St, 4000. Phone 2-8535.

Managing director: C. Palmer.

**WHITE, ERIC, ASSOCIATES (QLD) PTY LIMITED**, 250 Queen St, Brisbane, 4000. GPO Box 439-F. Phone 2-2765. Telegrams Whitepress Brisbane.

Manager: Ian J. Lorkin.

**WOOD, ERIC & SON AGENCIES**, 329 Adelaide St, Brisbane, 4000. Phone 2-2735. Telegrams Broadfilm.

Directors: Eric Wood, David Wood.

## ADELAIDE

**ASSOCIATED PUBLIC RELATIONS PTY LTD**, 104 Greenhill Rd, Unley, SA, 5061. Box 1346H, GPO, Adelaide, 5001. 71-7130.

**Executives:** J. R. Muller (mgr), D. Ward, B. Glennon.

**CHARTER ASSOCIATES PTY LTD**, 91-95 Currie-st. Phone 51-2498.

**HOSKYNYS, SHAN & ASSOCIATES LTD**, Public Relations House, 138 South Tce, Adelaide, 5000. 51-2948, 51-3101.

**Directors:** Shan Hoskynys (mng dir), Darrell A. Hadley, Mrs H. A. Hoskynys.

**Executives:** Shan Hoskynys, Darrell Hadley, Colin Ames.

**IMAGE AUSTRALIA (SOUTH AUSTRALIA)**, Public Relations Hse, 138 South Tce, Adelaide, 5000. Phone 51-3510.

**LUDBROOK, A. J.**, 12 Sprod Ave, Toorak Gardens, SA, 5065. Phone 3-6245.

**WHITE, ERIC, ASSOCIATES (SA) PTY LIMITED**, 15 Franklin St, Adelaide, 5000. GPO Box 1733N. Phone 51-6140. Telegrams Whitepress, Adelaide.

**Manager:** J. M. Carey.

## PERTH

**IMAGE AUSTRALIA (WESTERN AUSTRALIA)**, 194 St George's Terrace, Perth, 6000. Phone 23-1485.

**ROBERT ARTHUR AND ASSOCIATES**, 1321 Hay St, West Perth, 6005. Phone 21-7027, 21-9090. Telegrams Publicist Perth, Inrel Perth. Agent in WA for International Public Relations Pty Ltd.

**Proprietor:** Robert C. Hamery; senior counsellor, William Beecham Snr, general

counsel, Audrey Franks.

**Main clients:** Parlorcars Tours, Windsor Theatre group, Mayfair Developments, Valencia Vineyards, Houghton Wines, Martin Wells, Freedom From Hunger Campaign, City of South Perth, Pacific Promotions, Renniks, Toy & Hobby Fairs of SA, Cinema Industry Development Organisation, His Majesty's Theatre, WA Wildflower Society, International Federation of Women's Basketball and Netball Associations.

**WILLIAM BEECHAM AND ASSOCIATES PTY LTD**, 1321 Hay St, West Perth, 6005. Phone 21-7027, 21-9090.

**Principals:** Arthur E. Hodgkinson (chrnm), Robert C. Hemery (dir).

Handling interstate assignments for affiliates outside WA and overseas market research and field surveys for Robert Arthur and Associates; product agent for various non-represented companies, printers and publishers.

**WHITE, ERIC, ASSOCIATES (WA) PTY LIMITED**, 214 St George's Tce, Perth, 6000. GPO Box B-49. Phone 23-4753. Telegrams Whitepress, Perth.

**Manager:** R. F. Boyle.

## TASMANIA

**WHITE, ERIC, ASSOCIATES (TAS.) PTY LIMITED**, Scottish Union Building, 142 Macquarie St, Hobart, 7000. Phone 2-2449. Telegrams Whitepress, Hobart.

**Manager:** I. A. Johnston.

## CANBERRA

**ERIC WHITE ASSOCIATES (HOLDINGS) PTY LTD**, 6th floor, City Mutual Building, Hobart Place, Canberra City, ACT. PO Box 726, Canberra City, ACT, 2601. Phone 49-7233. Telegrams Whitepress Canberra.

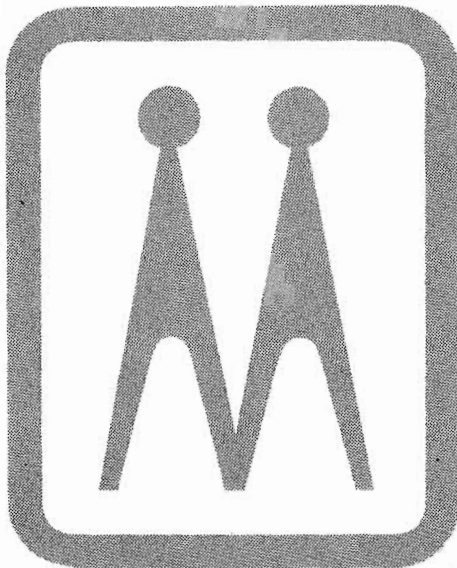
**Manager:** F. R. Hamilton.

# **Audience and market research, monitoring organisations**



# MECAR RESEARCH

Market Evaluation  
and Community Attitude Research



*nation-wide  
marketing &  
psychological  
research  
services!*

- National Field Team
- Master Probability Samples
- High-speed Computation
- Wide Experience

**PERSONNEL**

G. H. Anderson, Chairman  
K. R. Sievers, F.A.I.M., Managing Director  
Peter B. Kenny, Ph.D., Director

**SPECIAL CONSULTATION:**

Roger Layton, M.Ec., Statistician  
Robert M. March, B.A. (Hons.),  
Social Psychologist  
Leonard R. Smith, B.A. (Hons.), Psychologist

**MECAR Pty. Ltd.**

752 George St., Sydney, Phone 211 3055.  
and at Melbourne, Brisbane, Adelaide, Perth

**ADVERTISING & ATTITUDE ASSESSMENTS**, 49 Rowe St, Sydney, 2000. Phone 25-7198, 25-7199.

**Executives:** Margot Weir, Peter Carne.

**Service:** Advertising, motivational and consumer research. Specialists in pre-testing of all stages of advertising, packaging and products. Attitude studies and motivation research for consumer, trade and industrial needs.

**ANDERSON ANALYSIS PTY LTD, THE**, 752 George St, Sydney, 2000 (estab. 1944). Phone: 211-3055.

**Directors:** George H. Anderson (governing dir), K. R. Sievers (mng dir), M. G. Eve (secy), Dr P. B. Kenny.

**Service:** Media and market research, including measurement of radio listening, TV viewing, newspaper & magazine readership.  
**I/State Repr.:** Branches all capital cities.

**ASHBY RESEARCH SERVICE**, head office, 19 Bridge St, Sydney, 2000. Phones 27-3161/2, 27-1851.

**Service:** Full market research facilities; Australia-wide continuing consumer panel; product, package, advertisement testing; media research; radio and TV program and audience measurements; public opinion polls (est 1936).

**AUDIENCY STUDIES INC.**, 26 College St, Sydney, 2000. Phone 31-9147.

**Executives:** F. Vohralik (gen. mgr), M. Boyd (vice-pres., ASI International).

Advertising research laboratory; testing of TV and radio commercials; print advertisements, advertising concepts; evaluation of advertising; product and package testing; consumer and industrial market surveys.

**AUSTRALIAN SALES RESEARCH BUREAU (NSW) PTY LTD**, 265 Elizabeth St, Sydney, 2000. Phone 26-3663.

**Managing director:** David Jones.

**Services:** Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

**AUSTRALIAN SALES RESEARCH BUREAU (VIC.) PTY LTD**, 420 St Kilda Rd, Melbourne, 3004. Phone 26-1264.

**Managing director:** Irving Saulwick.

**Services:** Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

**BROADCASTING RESEARCH INTERNATIONAL**, 169 Pacific H'way, Nth Sydney, 2060. Phone 92-4937.

**Director:** R. A. Becker.

Television competitive research, including provision of telecasts and kinescopes of US TV commercials.



**O'seas repr.:** Broadcasting Research International, 39 West 55th St, New York, NY 10019.

**FOCUS MARKETING RESEARCH** (division of Foote, Cone & Belding Pty Ltd), 9 Commonwealth St, Sydney, 2000. Telegrams Brigade Sydney. Phone 61-9021.

**Service:** Management consultants, market research (consumer, retailer levels).

**MARKET AND CONSUMER RESEARCH PTY LTD**, Northview, Northview-rd, Palm Beach, Sydney, 2108. Phone 919-4762. Telegrams Marconsearch Sydney. J. Stuart-Lucy (mng dir).

**Service:** Market research for all sections of industry. Color research, radio, newspaper and TV surveys, world wide service. Australian-wide motor industry research on continuing basis. Special public relations and opinion research. Industrial development, economic and statistical reports for industry and investors overseas.

**Branch:** 339 Collins St, Melbourne, 3000.

**MARPLAN PTY LTD**, 93 Mount St, Nth Sydney, NSW, 2060. Phone 929-8088. Telegrams, Marsearch, Sydney. 46 Caroline St, South Yarra, Vic., 3141. Phone 26-5718, 26-5605. Telegrams, Marsearch, Melbourne.

**Executives:** R. A. Rothery (mng dir), Miss W. E. Idriess, B. E. Thomason, L. A. Tonnet (project directors), B. L. Sweeney (Melb. dir), P. J. Margan (secy), Mrs N. Bull (field mgr), Mrs A. Wynne-Jones (data processing mgr).

**Operations:** Consumer market research, advertising pre-testing and post-testing, package and product testing, trade and industrial market research.

**State Repr.:** Research facilities in all States. **O'Seas:** Marplan offices and research affiliates in 44 countries.

**McNAIR SURVEYS PTY LTD**, 40 Miller St, North Sydney, 2060. Phone 929-6122. Telegrams Ipores Sydney.

**Directors:** Ian W. McNair, Ian Muir, Ian G. Pilz.

**Executives:** F. Kathleen Horn (chief supervisor), James R. Grant (office mgr).

**Services:** Marketing research, advertising research, marketing consultants.

**O'seas Associates:** International Research Associates (throughout America, Asia & Europe); Daniel Starch & Staff, New York.

**MECAR PTY LTD** (Market Evaluation & Community Attitude Research), 752 George St, Sydney, 2000. Phone 211-3055.

**Directors:** G. H. Anderson (chrnm), K. R. Sievers (mng dir), Dr Peter B. Kenny.

**Service:** Market, consumer, industrial, psychological and media research.

**State repr.:** Branches all capital cities.

**MFI SURVEYS PTY LTD**, 50 Miller-st, North Sydney, NSW, 2060. Phone 92-9225, 92-9427.

**Managing director:** Ronald Vickers.

**Executives:** Kenneth le Lievre, BA (psychologist and survey excc.), Mrs Moya Vary, BA, (survey exec.), Mrs Susan Duller, B.Econ. (chief analyst), Mrs. Norrie Hennesy (group analyser).

**State Repr.:** Melbourne, Adelaide, Brisbane, Perth, Hobart, **O'Seas:** London, Hong Kong, Singapore, New York, Chicago, Kuala Lumpur, Auckland.

**MORGAN (ROY) RESEARCH CENTRE, THE** (Market & PR research associate of the Aust. Gallup Poll), 61 Flinders Lane, Melbourne, 3000. Box 751F, GPO, Melbourne, 3001. Phones 63-5635, 63-5196. Roy Morgan (proprietor).

Surveys of consumers and dealers. Regular monthly omnibus Australia-wide consumer survey (Consumer Opinion Trends) — specifications on request. Also in-home pre-tests of TV commercials. Affiliated with Gallup Polls throughout the world.

**MOTIVATIONAL SURVEYS (AUSTRALIA)**, 161 Clarence St, Sydney, 2000. Phone 29-1431. Telegrams Ageold, Sydney.

**Director:** Asher A. Joel.

**Services:** Market research, motivational research, product testing, statistical services.

**NATION'S OPINION SERVICE**, 396 St Kilda Rd, Melbourne, 3004. Phone 26-4153.

**Managing director:** Nan Lansell.

**Services:** Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

**NEAVE & CAMPBELL PTY LTD**, 53 Walker St, North Sydney, 2060. Phone 92-6077.

**Service:** Outside field work, market & consumer research.

**NIELSEN, A. C., PTY LIMITED**, 50 Miller St, North Sydney, NSW, 2060. Phone 92-5881. Telegrams Nielindex.

**Directors:** James R. Dickson (mng dir), Frank Gibbins, Douglas Taylor, Graham H. B. Pratt, **Assoc. directors:** Reginald A. Wilson, Clifford W. Parsons.

**Services:** Continuous bi-monthly survey of grocery and pharmacy product classes, using retail store audit technique; test area measurement services.

Australian subsidiary of A. C. Nielsen of USA.

**PHARMACEUTICAL RESEARCH SERVICES OF AUSTRALIA PTY LTD**, PO Box 187, Crows Nest, Sydney, 2065. Phone 43-6670/2/5. Telegrams and cables Pharmafact.

**Directors:** H. W. Braden, R. F. Buchanan, S. J. Timbs.

**Executives:** B. E. Dumbrell (data processing mngr), G. E. M. Wentscher (field mngr). Australian and New Zealand pharmaceutical indexes.

**Branch:** 296 Lambton Quay, Wellington, NZ.

**PRODUCT INVESTIGATION PTY LTD**, 252 George St, Sydney, 2000. Phone 27-4949. A. R. Whitman (mngr/dir).

**Service:** Consumer, dealer surveys & consumer panel.

**SCOTT, W. D., & CO PTY LTD**, Economic, Marketing and Research Services, 97 Mount St, North Sydney, 2060. Phone 92-6045.

**Manager:** J. B. Donovan.

**Services:** Economic forecasts, sales forecasts, consumer surveys, industrial surveys, psychological research. National and international coverage provided.

**STUART-LUCY SURVEYS**, Sunrise-rd, Palm Beach, Sydney, 2108. Phone 919-4582. John S. Lucy (mngr).

**Service:** Statistical and market surveys, TV and radio program improvement surveys, special marketing studies, industrial researches and statistical reports on potential markets, color research in association with Faber Birren, New York.

**SURVEY RESEARCH CENTRE, THE, PTY LTD**. Head office: 40 Falcon St, Crows Nest, 2065. Phone 439-1655.

**Managing Director:** J. J. Braithwaite.

**Services:** Consumer surveys, data processing, product testing, economic and statis-

tical research, retail store research.

**TARA MARKET RESEARCH** (incorporating TV Audience Research of Australia). Head office, Suite 11, 553 St Kilda-rd, Melbourne, 3004. Phone 51-2047, 51-3110.

**Sydney repr.:** Ian Reardon. Phone 97-4591.

**Proprietor:** Gary Morgan. **Gen. mngr:** Harold Pretty.

**Services:** General consumer and product research using personal interview, telephone or intensive interview techniques. Advertising effectiveness research in print and air media. Available in all capital cities.

**TART, BRUCE, RESEARCH SERVICE PTY LTD**, Parker Hse, 17 Parker-st, Haymarket, Sydney, 2000. Phone 211-4833.

**Managing Director:** Bruce Tart.

**Service:** Press, radio and television advertising statistics, showing space and/or time and estimated advertising expenditure on products.

**TEST-MOBILE MARKETING SERVICES** (division of TARA Market Research), head office, Suite 11, 553 St Kilda Rd, Melbourne, 3004. Phone 51-2047, 51-3110. Sydney repr.: Ian Reardon. Phone 97-4591.

**Proprietor:** Gary Morgan. **Gen. mngr,** TARA, Harold Pretty.

Test-Mobile operates in Sydney and Melbourne with caravans parked in busy shopping centres, or weekend sites, for testing of new products, new brand names and packs; pre- and post-testing of TV commercials and print testing. Taped group discussions. Test-Mobiles are equipped to serve food (hot or cold). Vans are staffed by three or more interviewers. Processed results available next day. Tape recorders available with units for recording group discussions.

## TV MONITORING SERVICE

**TV MONITORS (AUST.)**, 27 Redleaf-ave, Wahroonga, NSW, 2076. Phone 48-4128. PO Box 6, Wahroonga, NSW, 2076.

**Directors:** E. & N. Hinchcliffe.

**Executive:** Peter Hinchcliffe.

**Capital city repr.:** Brisbane, Melbourne, Hobart, Adelaide, Perth, Canberra, ACT.

Logs compiled of commercial TV stations in all States, seven days a week. Errors advised to subscribers; weekly product group analyses. Storyboards, transcripts supplied. Clients include leading advertising agencies and commercial TV stations. Now in 11th year of operation.

All enquiries to Box 6, PO, Wahroonga, NSW.



# TV MONITORS (AUST.)

**Australia's only complete service supplying daily logs of TV commercials and programs telecast by commercial stations in all Capital cities.**

**E. & N. Hinchcliffe**

27 Redleaf Ave., Wahroonga  
Box 6, P.O., Wahroonga, N.S.W.  
Phone 48 4128

## RADIO MONITORING SERVICE

**WALCH, MAX PTY LTD** (radio commercial monitoring service), Clareville Beach, NSW, 2107. Phone 918-2234, 918-3617.

**Directors:** Max Walch (gov. dir), Dell Walch.

Offers complete commercials monitoring service, covering all Sydney and NSW coun-

try radio stations. Also Brisbane, Toowoomba, Kingaroy, Warwick, Inverell.

Monitoring staff, on 24 hours roster for checking radio advertising, organised to meet special client requirements including monitoring assignments in all capitals and leading country centres.



## LISTENER-VIEWER PUBLICATIONS

Following newspapers and magazines provide daily and/or weekly TV and radio program guides, together with news, articles and pictures of programs and stars and program reviews. Circulation figures are for the 12 months to September, 1967.

### SYDNEY

**DAILY MIRROR** (also Sunday Mirror), Kippax and Holt Sts, 2000. Phone 2-0924.  
**Circulations:** Daily Mirror, 362,429; Sunday Mirror, 523,816 (ABC).

**DAILY TELEGRAPH** (also Sunday Telegraph), 168 Castlereagh St, 2000. Phone 2-0666.

**Daily Telegraph editor:** K. Watson. **Advertising manager:** Paul Kelly.

**Circulations:** Daily Telegraph, 340,000; Sunday Telegraph, 685,000.

**THE SUN**, Box 506, GPO, Sydney, 2001. Phone 2-0944.

**Editor:** B. J. Tier. **Advertising manager:** L. J. Montgomerie.

**Circulation:** 332,556 (Mon.-Fri.), ABC. Dist. in NSW.

**Advertising material deadline:** 12 noon day prior to publication.

**THE SYDNEY MORNING HERALD**, Box 506, GPO, Sydney, 2001. Phone 2-0944. Telegrams Herald, Sydney.

**Editor:** J. M. D. Pringle. **Advertising manager:** J. A. Gilder.

**Circulation:** 289,723 av. daily net (Kent Brierly and Fisher, Chart'd acnts). Dist. in NSW.

**Advertising material deadline:** 12noon day prior to publication.

**TV TIMES**, magazine, 229 Castlereagh-st, Sydney, 2000. Phone 31-0211. Telegrams Broadtimes.

**Managing editor:** J. G. Paton. **Advertising manager:** R. McCaffery.

**Circulation:** 352,000. Distributed nationally in TV areas.

**Branch offices:** Melb.: 9-13 Leichhardt-st. Bris.: Penney's Bldg, Adelaide-st. Adel.: IOOF Bldg, 47 Gawler Place. Perth: 187-193 Adelaide Tce.

### MELBOURNE

**THE AGE**, 233 Collins St, Melbourne, 3000. 63-0341.

**Managing director:** C. R. MacDonald.

**Editor:** E. G. Perkin. **Business manager:** W. G. Bland. **Display advertising manager:** J. M. Nash; **classified advertising manager:** C. R. McCall.

**Circulation:** 185,659 (ABC).

**THE HERALD** (The Herald and Weekly Times Limited), 44 Flinders St, Melbourne, 3000. Phone 63-0211. Telegrams Herald, Melbourne. Cables Heraldtime.

**Editor:** S. Brown. **Advertising manager:** H. Tonkin.

**Circulation:** 501,311. Dist. mainly in metropolitan Melbourne, balance throughout Victoria.

**THE LISTENER IN-TV** (publishers, The Sun News-Pictorial), 44-74 Flinders St, Melbourne, 3000. 63-0211. Telegraphic Sunpic.

**Editor:** P. R. Dunstone; **Advertising manager:** A. G. Otto; **Circulation manager:** G. M. Brock.

**I'state repr.:** E. T. Smith, Sydney mngr, Sun News-Pictorial, 76 Clarence St, Sydney, 2000. **O'seas repr.:** L. F. Lyons, 107 Fleet St, London, EC4; Joshua B. Powers, Inc., 551 Fifth Avenue, New York 17, NY, USA.

**THE SUN NEWS-PICTORIAL**, newspaper, 44 Flinders St, Melbourne, 3000. Phone 63-0211. Cables Sunpic. Telegrams Sun, Melbourne.

**Editor:** L. Turnbull. **Advertising manager:** A. G. Otto. **Sales manager:** F. Flowers.

**Circulation:** 629,471 (ABC). Dist. Victoria, Tasmania and southern NSW.

**TV WEEK**, Editorial and advertising depts, 32 Walsh St, Melbourne, 3000. Phone 30-0241.

**Circulation:** 319,152.

### BRISBANE

**THE COURIER-MAIL** and **THE SUNDAY MAIL** (newspapers), Campbell-st, Bowen Hills, Brisbane, 4006. Phone 51-6011.

**Editor:** T. C. Bray. **Advertising manager:** L. Moran.

**Circulation:** Courier-Mail, 247,975 (ABC) and Sunday Mail, 339,626 (ABC). Dist. Qld and Northern Rivers.

**TELEGRAPH NEWSPAPER CO PTY LTD**, Campbell St, Bowen Hills, Brisbane, 4006. Phone 51-6011.

**Editor-in-chief:** John Wakefield. **Advertising manager:** Keith McElhone. **Radio-TV writer:** Miss Lorraine Buchanan.

**Circulation:** 161,171 (ABC). Dist. in Qld. **Publicity material deadline:** 12pm daily.



**ADELAIDE**

**ADVERTISER, THE**, 121 King William-st, Adelaide. Phone 51-0421. Telegrams, Advertiser.

**Managing editor:** B. A. Williams. **Advertising manager:** B. W. Sinclair.

**Circulation:** 206,738 (ABC). Dist. throughout SA.

**Branch offices:** Melbourne: Bank of Adelaide Bldg, 267 Collins-st. Phone 63-4874, 63-7378 (E. R. Greer); Sydney: 76 Clarence-st. Phone 29-1486, 29-1487 (E. T. Brown).

**O'seas repr.:** London, L. F. Lyons, 110 Fleet-st, EC4 (Phone FLE 5786); New York, J. B. Powers Inc., 551 Fifth-ave, NY 17.

**THE NEWS**, newspaper, 116 North Tce. Adelaide, SA, 5000. Phone 51-0351. Telegrams Newsboy, Adelaide.

**Managing editor:** R. R. Boland. **Advertising manager:** W. Briton Jones.

**Circulation:** 144,456 (ABC).

**TV-RADIO GUIDE** (regular edition 9c) & **TV-GUIDE** (Nightlife edition 10c), c/o John Carrol Publishing Pty Ltd, 31 Grenfell St, Adelaide, SA, 5000. Phone 8-4980, 8-5174.

**Editor:** John Carroll. **Advertising manager:** H. (Bert) Carmichael. **Radio-TV writer:** Mike Hughes.

**Circulation:** 18,000-20,000. Dist. in SA viewing areas.

**PERTH**

**DAILY NEWS** (newspaper), 125 St George's Tce, Perth, WA, 6000. Phone 21-0161. Telegrams, Dailynews Perth.

**Editor:** D. O'Sullivan. **Advertising manager:** H. D. Townsend.

**Circulation:** 95,851 (ABC). Dist. throughout WA.

**THE WEST AUSTRALIAN**, newspaper. 125 St George's Tce, Perth, 6000. Phone 21-0161. Telegrams, Westralian Perth.

**Editor:** W. T. G. Richards. **Advertising manager:** R. H. Christian.

**Circulation:** 187,042 (ABC). Dist. throughout WA.

**HOBART**

**THE MERCURY** (newspaper), 93 Macquarie St, Hobart, 7000. Phone 2-5001. Telegrams Mercury Hobart.

**Editor:** R. E. Shone. **Advertising manager:** F. B. Rieusset.

**Circulation:** Approx. 51,000 (ABC). Dist. in Tasmania.

Also Saturday Evening Mercury. **Circulation** approx. 30,000 (ABC).

# Miscellaneous services

- *Advertising Copy Service*
- *Commercial Specialist (TV)*
- *Convention Arrangements*
- *Creative TV Services*
- *Costume Hire*
- *Film Treatment*
- *Large Screen Projection*
- *Negative Cutting*
- *Photographers (Commercial)*
- *Radio-TV Jingles*
- *Radio-TV Scripts*
- *Reference Books*
- *Slide Specialists*
- *Staff Consultants*



## ADVERTISING COPY SERVICE

**KEY FEATURES.** 4th Floor, 11 Loftus-st. Sydney, 2000 (27-2615).

**Directors:** Frank Cayley, Marea Cayley.

**Company's Operation:** Supplies syndicated advertising copy service to Australian and overseas stations. Also handles special copy-writing assignments, historical research and writes entertainment scripts for press, radio & TV.

## COSTUME HIRE

**BELLS & BOWS** (fancy costumes), 93 The Boulevard, Strathfield, 2135. Box 219, PO, Strathfield. Phone 76-6900.

**CANN'S BRIDAL SALON** (wedding and evening gowns, dress suits, tails, for sale and hire), 61 Market St, Sydney, 2000. Phone 61-8501.

**JENN'S** (children's): 207 Darlinghurst-rd. Kings Cross, 2011 (31-5182).

**J. C. WILLIAMSON THEATRES LTD** (general). 51 Castlereagh St, Sydney, 2000 (28-4451).

## COMMERCIAL SPECIALIST (TV)

**EVIE HAYES (MAHONEY-HAYES ENTERPRISES PTY LTD)**, 39 Alexandra-ave. Sth Yarra, Melbourne, 3000.

**Directors:** Will Mahoney, Evie Hayes, H. F. Fox.

Specialises in TV commercials, floor shows and cabaret shows. Also TV production unit and talent and coaching school.

## CONVENTION ARRANGEMENTS

**BISHOP, JOHN S. & ASSOCIATES**, Suite 21 Stanhill, 30 Queens Rd, Melbourne, 3004. Phone 26-1902.

**Managing director:** John Bishop.

Complete service in organisation of sales and trade conventions, special promotions, mannequin parades and similar type functions.

## FILM TREATMENT

**PERMAFILM AUSTRALIA PTY LTD**, 76-80 Myrtle St, Chippendale, 2008. Phone 69-7119. Telegrams Permafilm.

**Directors:** W. B. Berryman, D. McKean, O. F. Emery, G. C. Bunyan.

**Company's operations:** Permafilm protection services, Permafilm (scratch removal

treatment) general servicing and despatching. Pstate repr.: K. G. Film Services, Melbourne.

## LARGE SCREEN TV PROJECTION

**TELEPROMPTER CORPORATION-DALTO ELECTRONICS, USA, Robert Ward of Dendy Cinema**, 26 Church-st, Brighton, Victoria, 3186. Phone 92-3191.

Specialises in b&w and color projection onto screens ranging in size from 8ft to 30ft, suited to use in TV studios, hotels, clubs for off-air and closed circuit application.

**FRONT PROJECTION COMPANY PTY LTD**, 167 Blues Point Rd, McMahons Point, NSW, 2060. PO Box 25, Killara, NSW, 2071. Phone 919-4361, 92-6138.

**Directors:** H. R. Brett Hall, Stefan Sargent. Front projection systems, black & white and color for TV and film studios.

## NEGATIVE CUTTING

**CARDIN FILM SERVICE, C/o Automatic Film Laboratories Pty Ltd**, 513 Dowling-st, Moore Park, NSW, 2010. Phone 31-4131.

**Director:** M. Cardin.

Specialises in negative cutting — 35mm & 16mm, black & white & color, ABC rolls. synchronising tracks.

## PHOTOGRAPHERS (Commercial)

**BAGLIN, DOUGLASS PTY LTD**, 100 Pacific Highway, St Leonards, 2065. 43-6311.

**Directors:** Douglass Baglin, Ron Israel.

Handles all types of PR, trade and press photography, with own photographic studio and processing and enlarging facilities, and also advertising illustrations in color and B&W and trick illustrative photography. Color processing facilities.

**BIERRE, ERIC W.**, 132 William-st, Sydney, 2000. Phone 31-5111.

Handles all types of PR and trade photography, with own studio and printing facilities. Quick service on bulk printing.

**KEEN, L. and D., PTY LTD**, 24 Musgrove Rd, Red Hill, Brisbane, 4059. Phone 2-2468.

**Photographic staff:** L. N. Keen, D. L. Keen, L. Twigg, R. Gotje, L. Marchant, B. Rogers.

Handles all types photography, PR illustrative, advertising, aerial, color & black and white.

Six photographers. Four large air conditioned darkrooms, 1500 square feet studio space geared to handle inter and intra-state assignments. Four two-way radio cars.

**McQUILLAN, ERN**, 393 New South Head Rd, Double Bay, 2028. Phones 36-1764, 36-1766.

**Principal:** Ern McQuillan.

Specialises in all types of photography including commercial, architectural, aerial, sport, fashion and industrial. Guarantees 24-hour service on all assignments.

**RICHARDS, LAURIE**, 4 Tower-ave, Alphington, Victoria, 3078. Phone 48-1528, 48-5541.

**Principal:** Laurie Richards.

Specialises in PR, trade and press photography, with own processing and printing facilities.

**SCOTT POLKINGHORNE & OWEN STEVENS PTY LTD**, 24 Jamison St, Sydney, 2000. Phone 27-5081, 27-5082.

**Directors (and cameramen):** Scott Polkinghorne, Owen Stevens.

Handles all types of PR, trade and press photography, with own photographic studio and full processing and printing facilities.

Main clients include Sydney radio and TV stations, agencies and advertisers.

**TEMPO PHOTOGRAPHIC & BROMIDING SERVICES**, 50 Albert Rd, Melbourne, 3000. Phone 69-1164.

**Directors:** Rodney Squires, Eric Verity, Richard Fry.

**Operations:** Advertising photography and art services.

## RADIO-TV JINGLES

**ALAN DEAN ENTERPRISES PTY LTD**, 22 Alfred St, Milson's Point, North Sydney, 2061. Phone 929-8388, 92-7722.

**Studio:** 96 Glebe Rd, Glebe, 2037.

Specialises in creation and production of commercials and sound tracks for radio and TV; promotional music for radio stations.

**ARMSTRONG, BILL, PTY LTD**, sound recording studios, 100-110 Albert Rd, South Melbourne, 3205. Phone 69-2123 (3 lines).

**Directors:** W. R. Armstrong (mng dir), S. E. Armstrong (secy).

**Executives:** Mrs Norma Rees (studio co-ordinator), Roger Savage (senior engineer). **Associate:** John Hawker (music consultant).

**Facilities:** Two studios each with a 4-track Ampex mastering recorder. Stereo 12-channel mixing desk. Ampex and Rola mono and two-channel recorders. EMT echo plate. Nagra sync-pulse recorder and 17.5mm sprocketed recorder. Disc recording service including processing. Specialising in origination and production of singing commercials, music for documentary films and production of 'pop' records for major record companies.

**BOB GIBSON PRODUCTIONS PTY LTD**, 207 Darlinghurst Rd, Kings Cross, NSW, 2011. Phone 31-6546.

**Managing Director:** Bob Gibson. **Executive Director:** Jim White.

Specialises in origination and production of singing commercials and film background music.

**CHRISTOPHER PRODUCTIONS PTY LTD**, 61 Old Northern Rd, Baulkham Hills, NSW, 2153. Phone: 639-6129, 630-1667.

**Executives:** R. D. Drummond (gov. dir), W. J. Mills (mng dir).

**Facilities:** Two sound studios for music and voice recording. Equipment includes EMI, Rola and Nagra recorders. Multi-channel mixing consoles, with individual echo, equalisation and reverb.

Sprocketed recorders, complete Nagra sync-pulse recording and transfer facilities. Mood music and sound effects library. Closed circuit TV film projection. Neumann, Altec, RCA, Electrovoice, AKG mikes, Ortofon pick-ups, CE turntables, and Auto-Cue. Complete film production facilities also available.

**Services:** Production of jingles, background music, film soundtracks, and television commercials. Original music written and recorded in company's studios on either tape, disc or sprocketed magnetic film.

**BRUCE CLARKE'S JINGLE WORKSHOP PTY LTD**, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3199, 26-3499.

**Directors:** Bruce Clarke, Alf Bean, Georgia Clarke.

**Studio co-ordination:** Marion Watson.

TV, film and radio sound recording studios. Specialises in creation of jingles, sound concepts and composition of film background music. Staff arrangers, composers and talent. Winner TV Society's 1966 and 1967 Original Music Award.

Studio available for all types of spoken announcement recordings and music sessions.

**Equipment and facilities:** 16-channel 4-track mixing console; 4-track/1/2 inch tape Ampex mastering recorder; 3 x mono 1/2 inch Ampex solid-state tape AG350 recorders; EMT reverberation plate; Gramplan disc cutting lathe, Pultec equalisers, Philips limiters, Concertone 2-track recorder, flutter and Gramplan reverberation; Leak amplifiers and speakers, Neumann, RCA, Beyer and Sennheiser microphones; Ortofon pick-ups and turntables; 17.5mm sprocketed recording (24/25 FPS).

**Electronic music division equipment:** Hewlett Packard frequency counters; multi-wave form tone generation bank; multi-vibrators/ring modulators; attack and decay bellgates; variable speed playback machines.

Large acoustically treated studio with sliding wall to allow assortment of studio shapes for different orchestral combinations and sound colorations. Full tape to disc

handling and despatch service; large mood music library; large sound effects library; 12 inch promotional disc Music to Sell By (Vol. 7) and tapes of actors' voices available on request.

**GODELRICH PTY LTD**, 64 Clendon-rd, Toorak, Vic., 3142. Phone 24-6855.

**Directors:** Dick Healey, Della Healey.

Specialist in music for advertising and documentary films.

**JOHN HAWKER**, music consultant, 100 Albert Rd, South Melbourne, 3205. Phone 69-2123.

Specialises in origination and production of singing commercials, background music for films and 'pop' records. Associated with Bill Armstrong Pty Ltd sound recording studios.

**PHILLIPS LONG ASSOCIATES** (incorporating Fredbarn Productions), 163 Archer St, Nth Adelaide, SA, 5006. Phone 6-8512.

**Directors:** A. D. Phillips, W. D. Long (partners).

Radio and TV jingles, commercial and general recording studios, voice production, speech improvement training, radio-TV announcing school, advertising and PR consultants.

### **RADIO-TV SCRIPTS**

**SOUTHAN, JANNIE**, 209 Underwood-st, Paddington, Sydney, 2021. Phone 27-9154 (Home, 32-6905). Specialises in freelance radio-TV film scriptwriting.

### **REFERENCE BOOKS**

**DEANE, OLGA**, Flat 7, Baradine, King-st, Randwick, NSW, 2031. Phone 39-3551.

Professional artists, press-cutting books collated and compiled.

### **SLIDE SPECIALISTS**

**GREEN, H. B. & CO., PTY LTD**, 129 Leichhardt St, Brisbane, 4000. Phone 2-8518, 2-9617.

**Principal:** Barry Green.

Commercial, industrial photographers, TV & screen slides, also 16mm film production for TV and industry.

### **STAFF CONSULTANTS**

**ADAM & ASSOCIATES PTY LTD (INC. ADAM CALCULATING AGENCY AND THE ADAM SECRETARIAL COLLEGE)**, Lincoln Hse, 280 Pitt St, Sydney, 2000. Phone 61-8816.

**Managing director:** G. Richard Seligman, MIL.

**Executives:** G. Richard Seligman, MIL (consultant, exec. selection), Eileen O'Neill (secretarial staff consultant, examiner, in charge clerical services), Thelma A. Mitchell (client liaison, special projects, staff surveys).

Special staff consultants to advertising and allied industries. Registers of experienced personnel seeking positions maintained. Temporary secretaries, typists, receptionists, comptometrists, etc., available at short notice.

Sydney consultants for interstate and overseas agency appointments



# Advertising agencies

- *New South Wales (pages 272-293)*
- *Victoria (pages 293-310)*
- *Queensland (pages 310-316)*
- *South Australia (pages 316-321)*
- *Western Australia (pages 321-325)*
- *Tasmania (page 325)*
- *Overseas agencies accredited (page 326)*

**ABBREVIATIONS:** **FACB** — Federation of Australian Commercial Broadcasters; **TAB** — Television Advertising Board (division of the Federation of Australian Commercial Television Stations); **ANC** — Australian Newspaper Council; **ANPA** — Australian Newspaper Proprietors' Association; **PPAB** — Provincial Press Accreditation Bureau; **AAB** — Advertising Accreditation Board; **ABC** — Audit Bureau of Circulations; **NPA of NZ** — Newspaper Proprietors' Association of New Zealand.


 The logo for 2SM, featuring the numbers '2' and 'S' stacked vertically on the left, and the letter 'M' on the right, all in a bold, black, sans-serif font.

**The Station That Started  
Two-Way-Radio**

2SM388C

**NEW SOUTH WALES**

**ALDWYCH ADVERTISING (NSW) PTY LTD**, 65 Campbell St, Sydney, 2000. Phone 26-2721. Telegrams Aldwych Sydney.

**Directors:** F. M. Small (mng dir), G. L. Bride, P. H. Knibbs.

**Executives:** P. H. Harper, P. R. Lain, J. G. Fearnside (secy & acct), D. C. Gibson (production), Miss N. Conway (media).

**Accreditations:** ANC, AAB, TAB, PPAB, FACB.

**I/state Repr.:** See Melbourne and Adelaide entries.

**Clients:** Ace Footwear Co. Pty Ltd, Alliance Holdings Limited, Australian Universal Services Pty Ltd, Brownbuilt (NSW) Ltd, Bruce Small Enterprises, Crane Australia Pty Ltd, Dunlop Australia Limited (Footwear & Garments Division), Dunlop Oldham Pty Ltd, Dunlopillo Pty Ltd (Dunlopillo & Sleepmaker Mattresses and B.B.B. Bedding, Dunlop Flooring Division), Hazell & Moore Pty Ltd, NSW Government Railways, Power Cables of Australia Pty Ltd, Port Implements (NSW) Pty Ltd, Railways of Australia, Rolls-Royce of Australia Pty Ltd, Rolls-Royce Ltd (Aero), Were, J. B. & Son.

**ANIVITTI ADVERTISING PTY LTD**, 9-11 O'Connell St, Sydney, 2000. Phone 28-1268-9.

**Directors:** C. F. Anivitti, D. Anivitti, T. N. Robson.

**Executives:** D. M. Jacka, N. Knaster.

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** Acceptable Finance Corp. Ltd, Acoustical Prescriptions Pty Ltd, Alfarm Distributors Pty Ltd, Consolidated Metal Products Ltd, Deposit and Investment Co. Ltd, Earlwood-Canterbury Permanent Building Society Ltd, Elder Smith Goldsbrough Mort Ltd, Friends Provident & Century Life Offices, Hallstroms Pty Ltd, Hawkins Ltd, Heating Systems Pty Ltd, Hyman Apparel Pty Ltd, Macquarie Worsteds Ltd, Mark Allen Slacks Pty Ltd, Moffat Virtue Ltd, Moffat Virtue (Qld) Pty Ltd, Orange Steel Tank Co. Pty Ltd, Oxford Electronic Industries Pty Ltd, Parod Pty Ltd, Polystrom Plastics Pty Ltd, J. A. Prestwich-Virtue Ltd, R&N Trading Co. Pty Ltd, R&N Project/Lease, Reuben F. Scarf, E. Sissians, Smith & Gluyas Pty Ltd, Solo Distributors Pty Ltd, Superb Jewellery Pty Ltd, E. R. Squibb & Sons Pty Ltd, Sydney Timber Treatment Pty Ltd, Taronga Zoological Park Trust, Trelawney Developments Pty Ltd, Vanderfield & Reid Ltd, Wardrope & Carroll Pty Ltd, Waval-Thermal Pty Ltd. K. G. Westerweller, C. Winkworth & Sons Pty Ltd.

# OGILVY & MATHER

(AUSTRALIA) PTY. LTD.

*Advertising*

MELBOURNE AND SYDNEY

Michael J. Ball,	566 St. Kilda Road,	Telephone: 51-8521.
Chairman and	Melbourne, 3004,	Telegrams: Ogilvex,
Managing Director.	Victoria.	Melbourne.

Melbourne, Sydney, New York, London, Frankfurt, Toronto, Milan, Vienna

**BAKER YOUNG PTY LTD**, St John's Bldg, Church St, Parramatta, 2150. Phone 635-9643, 635-5433.

**Directors:** Ronald Jack Baker, Marjorie Blanche Baker, Herbert Ronald Young.

**Principal executives:** R. J. Baker (govn. dir), N. J. Hume (media mngr), M. B. Baker (dir), H. R. Young (art dir), D. M. Smallwood (prod. mngr).

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients:** Chainex Australasia Pty Ltd, Clifford Associates, E. J. Cooper & Son Pty Ltd, J. P. Cordukes Pty Ltd, Denman Homes Pty Ltd, Dexion (Aust.) Pty Ltd, Dunrobin Poultry Stud, Group Garages Pty Ltd, Gavan & Shallala, Green's Multiple Feed Supplement, Harveys (P'matta) Ltd, Indelab Pty Ltd, Jacent Industries Pty Ltd, Johnsons Fashion House, Joseph Auto Hot, Martin Wells Pty Ltd, Max United Tyre Service, Mungo Scott Pty Ltd, Neeta Constructions Pty Ltd, Parramatta Motel, Prestige Group (Aust.), Pride Marine Corporation, Regal Shirts, Service Paint Co., St George & Cronulla Building Society, Scientific Poultry Breeders, Wade Thomas Pty Ltd, Wolsley Chemicals, Colin Young.

**BAUME, CHAPMAN & BAUME PTY LIMITED**, The Baume Bldg, 111 Pacific Highway, Nth Sydney, 2060. Phone 92-0291. Telegrams Sebaumco, Sydney, Melbourne.

**Directors:** Sidney Baume, Derek Baume, Dr Peter Baume.

**Executives:** J. Bryden-Brown, E. Horscroft, D. Horne (art dir), N. Bush (media), D. Bowen (Melb. mngr).

**Branch:** Eton Square, 476 St Kilda Rd, Melbourne, Vic, 3004. Phone 26-3705.

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients, Sydney:** Australian Soccer Federation, A. W. Barrs Pty Ltd, British Paints Ltd, Celco Manufacturing Co. Pty Ltd, Joseph Dahdah & Co. Pty Ltd, Edwards Laboratories, Food Additives of Aust., Greendale Engineering & Cables Pty Ltd, Gresham Industries Pty Ltd, Grazcos Co-op Ltd, Hardy Brothers Ltd, H. M. Middlebrook

Pty Ltd, NSW Federation of Soccer, Phaumco (Aust.) Pty Ltd, Protjen Sales, Raco-Bissell (Aust. Pty Ltd) Raco Corporation Pty Ltd, Rosken Pharmaceuticals Coy (Aust.), Sandoz Pharmaceuticals, Seeburg (Aust.) Pty Ltd, Selley's Chemicals Ltd, Stead & Baker Pty Ltd, Willard (Aust.) Pty Ltd, Wimpey, George & Co., Zellweger (Aust.) Pty Ltd. **Melbourne:** Bendigo Pottery, Dominion Reinforcement, Fanner Manufacturing Co. Pty Ltd, Horner & Lockyer, Jex Pty Ltd, Maclaren Laboratories, Masport (O' seas) Ltd, Merva Pty Ltd, Peerless Emulsion Pty Ltd, Shor-Lube Products Pty Ltd, Standard Steel, Stanley Rogers & Son Ltd, Stead Industries, Straightway Motors Pty Ltd.

**BENT, NORMAN, ADVERTISING**, 93 Mount St, North Sydney, 2060. Phones 92-2912, 92-2921, 92-7406.

**Directors:** Norman Bent, Joan Bent (partners).

**Executives:** Joan Bent (mngr radio-TV & fashion depts).

**O' seas Repr.:** Belden & Frenz & Lehman Inc., Cleveland, Ohio, USA.

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Main air media clients:** C. V. Holland Pty Ltd, Raymond Mullis Pty Ltd.

**BERRY CURRIE ADVERTISING (NSW) PTY LTD**, 390 Pitt St, Sydney, 2000. Phone 61-8361. Telegrams Unsullied Sydney.

**Directors:** W. C. Currie (chrmn), J. C. Currie (mng dir), W. A. Currie, J. D. Singleton.

**Executives:** W. A. Currie (account supervisor), J. D. Singleton (creative dir), D. McAllan (art dir), B. Cumming (art dir), J. Madden (media supervisor), R. Reynolds (media), B. Hendy (prod. mngr), N. R. Marr, R. Turner, G. Austin, M. Delbecque, I. Hall-Johnston (account execs), W. Mundel (finished art dir), S. W. E. Benson (acctnt).

**Accreditations:** ANC, AAB, PPAB, ABC, NPA of NZ, FACB, TAB.

**DOMINATING 280,000 PEOPLE IN**

**WESTERN VICTORIA**



... AND TRANSLATORS

**BTV Channel 9, Warrnambool**

**BTV Channel 11, Portland**

Refer Page 174 for full details

**Clients:** Alderson Mail Order Division, Associated Battery Makers of Australia Pty Ltd, B. J. Ball Ltd, Blistex Inc., The Boeing Co., City of Newcastle Gas & Coke Co. Ltd, Cleveland Machinery Pty Ltd, Crown Controls Australia Pty Ltd, Dae Health Laboratories, S. & E. Downie Pty Ltd, Estee Lauder (Australia) Pty Ltd, Eversharp stainless steel blades, Federated Engineering Industries Ltd, Gollin & Co. Ltd, Hastings Deering Ltd, Alan Hayes International (wigs), ICIANZ Ltd (Rural Div. & Pharmaceutical/Savlon), Industrial Controls Pty Ltd, A. V. Jennings Industries (Aust.) Ltd (NSW Homes Division), Kerrs Jewellers, Kodak (Australia) Pty Ltd, Laporte Chemicals (Aust.) Pty Ltd, S. T. Leigh Pty Ltd, McFarlane & Burns Pty Ltd, Meggitt Ltd, Michael Nairn & Co. (Australia) Ltd, Muir & Neil Pty Ltd, Norman G. Booth Pty Ltd, National & General Insurance Co. Ltd, Optrex (Overseas) Ltd, Ponsford, Newman & Benson Ltd, Power Engineering Supplies Pty Ltd, Realty Realizations Ltd, Royal Hawaiian Perfumes Ltd, Schick Safety Razor Company, Arthur Stutchbury Pty Ltd, Style Kitchens Pty Ltd, Swane Bros Pty Ltd, John Thompson (Aust.) Pty Ltd, C. N. Taubman (paint), University Graham Instruments Pty Ltd, C. J. Van Houten & Zoon, NV, Webster, Jack & McDonald Pty Ltd.

**BEST & SWIFT PTY LIMITED**, 235 Clarence St, Sydney, 2000. Phone 29-8446. Telegrams Swiftads.

**Directors:** R. A. Swift (mng dir), Mrs G. Swift, R. Swift, Mrs Joan Anderson.

**I'state repr.:** Best & Company Pty Ltd, 622 St Kilda-rd, Melbourne (51-0251).

**Accreditations:** FACB, ANC, PPAB, TAB, AAB, Member ABC, CAB.

**Clients:** A.C.T. Nappy Services Pty Ltd, Adams Hotel Pty Ltd, Apeco of Australia Pty Ltd, Armco (Aust.) Pty Ltd, Arnel Promotions, Australian Cream Tartar Pty Ltd, Booth's Distilleries (Aust.) Pty Ltd, Clark Equipment (Aust.) Pty Ltd, Detroit Engine & Tool Co., Hyman Don & Son Pty Ltd, Dick Keep Travel Pty Ltd, Edges & Teeth Supply Co., Election Importing Co. Pty Ltd, Fowler, R., Ltd, Frost Bland International Pty Ltd, Gibson Battle & Co. Ltd, Le Tourneau Westinghouse Pty Ltd, Le Tourneau Westinghouse Sales & Service Pty Ltd, McCallum, D. & J. Ltd, McMahon, Kenneth & Partners Pty Ltd, Metrep Services Pty Ltd, Moteliers Limited, Newcastle Broadcasting & Television Corp. Ltd, Pacific-Ace Equipment Co, Pacific Industrial Marine Engine Co. Slazengers (Aust) Pty Ltd (Dunlop Sports Good Division), South Pacific Engineering Pty Ltd, Tucker & Co. Pty Ltd, Tutt Bryant Ltd, Allis Chalmers-Barber-Greene-Pleuger, Vegetable Oils Pty Ltd, Villawood Textile Co., Walder S. Pty Ltd.

**BOXALL, EDWARD & ASSOCIATES PTY LTD**, 52 Berry St, North Sydney, 2060. Phone 92-7327, 92-3133.

**Directors:** Edward Boxall, Lorelei Gillian Boxall.

**Executives:** Alan Clayton (gen. mgr), Jean F. Kenna (asst gen. mgr), Vivian R. Mare (art dir), Peter D. Griggs (prod. mgr).

**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**Clients:** Adrian Laboratories Pty Ltd, Amolin Laboratories Pty Ltd, Aust. Block & Chain Co. Pty Ltd, Clark, Fred Pty Ltd, Colourvision Rentals Ltd, Consolidated Hi-Lift Hoists, Davies Industrial Equipment Pty Ltd, Davies, R. B. Pty Ltd, Diamond Traders Pty Ltd, Dundas Smith & Son Pty Ltd, Gurnett & Wallis Pty Ltd, Howard Rotavator Pty Ltd, Kitchenkraft Pty Ltd, Krysler Paints Pty Ltd, Lien, Jorgen S. (Retail) Pty Ltd, Pye Business Machines Pty Ltd, Pye Industries (Sales) Ltd, Replacement Parts (NSW Div.) Pty Ltd, Sheraton Products Pty Ltd, Sterling Northside, Strata Development Corp. Ltd, Tecnico Electronics Pty Ltd, United Dominions Corp. (Aust.) Ltd, Vincent Bros Pty Ltd, Wells Persin Pty Ltd.

**BURROWS, GLEN R., ADVERTISING**, 480 Hunter St, Newcastle, NSW, 2300. Phone 2-1240, 2-3392.

**Executives:** G. R. Burrows (gen. mgr), D. M. Hart (mgr), A. J. Rothapel (snr acct exec.), W. Riddell (acct exec.).

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** American Health Studio, C. A. Burgmann Pty Ltd, Caldwells Jewellers, Domestic Machinery Co. Pty Ltd, Walt Edwards Pty Ltd, Elliotts Pty Ltd, Goolds Limited, Great Northern Hotel, Eric Hardman, Harles Herbal Laboratories, Hunter Broadcasters Pty Ltd, Hunter Valley County Council, Hunter Valley Co-op. Dairy Co. Ltd, Industrial Galvanisers Pty Ltd, Kalie Blind & Awning Co., Lindens Shoe Salon, J. Mackie & Co. Pty Ltd, National Co-op. Insurance Co., Newcastle Co-op. Building Society, Newcastle Lime & Cement Pty Ltd, Oldham Bros Smallgoods Pty Ltd, W. A. Pallett Pty Ltd, Paul Bros Laundry, Peter Doyle & Sons Pty Ltd, Pullins Pty Ltd, Shortland County Council, J. Simpson & Co. Pty Ltd, Stegges Pty Ltd, Windsor Products Pty Ltd.

**CAMP ADVERTISING INC. PTY LTD**, Morrison House, 85 William St. Sydney, 2000. Phone 31-0747. Cables Salespower.

**Divisions:** Food & Grocery Advertising Associates, Medic-Media Advertising Associates, Retail Advertising Associates.

**Executives:**... Nowell D. Jones (chrmn), Albert J. Camp (mng dir), Donald Morgan (finance dir), Hazel Pope (company secy), Diana Richards (acct), John S. Stafford (prod.), Peter Anderson (prod.), Richard May (art), Margot Pickett (media).

**Accreditations:** ANC, AAB, FACB, PPAB, ABC, NPA of NZ.

**Clients:** Apothecary Cathay (UK), Bonanza Bargain Centres, Bosclip Distributors Pty Ltd, Brakpan Chemical Manufacturing Co. Pty Ltd, Caroline Ford, Cello Paper Pty Ltd, Defender Co. Pty Ltd, Denver Laboratories (Aust.) Pty Ltd, Devondale Cream Pty Ltd, Duty Free Stores Pty Ltd, Edels Pty Ltd (mail order), Edmund Scientific Co., Ezo Products Co., J. Farren Price Pty Ltd, Forbex Australia Pty Ltd, Foster Clark (Australia) Ltd, Fulford Williams Pty Ltd, G. G. Benjamin Pty Ltd, Gartrell White (Cakes) Pty Ltd (Stuarts Cakes of Quality), Goldstein Refrigeration Pty Ltd, Gordon Terrey Pty Ltd, Grocery & General Merchants Pty Ltd, Handbags of Australia Square, Health Aids Co., S. A. Jackson & Co. Ltd, Library of Knowledge Co., Lingard Education Centre Co., Lingard Investments Pty Ltd, Lingard Mail Order Shopping Co., Liquidation Sales, Lloyd & Co. Pty Ltd, Los Angeles Handbags Pty Ltd, Marlan Australia Pty Ltd, Marshalls Motors Pty Ltd (Mercedes-Benz cars), Martin Pretorious School of Nutrition, Modern Science Supplies Co., Morrison Outdoor Catering & Co. Pty Ltd, National Mail Order Shopping Co., New Era Science Co., New Century (Fulbloom) Laboratories Pty Ltd, PDF (Vita Foods Supply Co. Ltd), Permewans Ltd, Pollock, T & Sons Pty Ltd, Randwick Veterinary Laboratories Pty Ltd, Sally James Co., Science International Co., Science Education Co., Singleton & Vaughan Pty Ltd, Siroil Laboratories Pty Ltd, Sidney Rubner Jewellers, Stones & Findings of Australia Pty Ltd, Swiss Factory Representatives, Vacu-Lug (NSW) Pty Ltd.

**CANNY GABRIEL-CASTLE JACKSON ADVERTISING PTY LTD**, 47 Castlereagh St, Sydney, 2000. Phone 28-4964. (Incorporates Castle-Jackson Advertising, NSW, and Fergus-Canny-Gabriel Pty Ltd).

**Directors:** G. A. Gabriel (mngr), G. E. Bock.

**Accreditations:** FACB, ANC, AAB, FACTS, PPAB.

**Main clients:** Australian Rum Distillers, Avis, California Chocolates, Continental Carbon, Lindemans Wines, Orrefors Crystal, Parlourcars, Robert Bruce Slacks, Silkymit.

**CLARKE, GEORGE ADVERTISING AGENCY PTY LTD**, 13-29 Nichols-st, East Sydney, 2010. Phone 31-2873, 31-7911, 31-7698.

**Directors:** G. S. Wronker, R. Strauss.

# ADVERTISING AGENTS

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**J. SYDNEY HORTON PTY. LTD.**

**526 KENT STREET SYDNEY**



**Accreditations:** Outdoor Advertising Assn of Aust., FACB. (Other accreditations applied for.)

**Clients:** Vincent Chemical Co. (part), Pip's Products, Coca-Cola Bottlers (Sydney) Pty Ltd (outdoor), John Dewar & Sons Ltd (part), CSR Co. Ltd, building materials division (part), Fibrous Plaster and Plaster Board Association of NSW, Mirror.

**JOHN CLEMENGER (NSW) PTY LTD**, AWA Bldg, 47 York St, Sydney, 2000. Phone 29-4552. Telegrams Clemenger Sydney.

**Directors:** J. L. Clemenger, P. G. Clemenger, P. B. Cooper, C. R. Cruickshank, D. G. Hall, P. G. Rankin.

**Account Executives:** J. Sambrook, A. Swavley, A. Tindale, H. Cook (accountant), R. Meillon (copywriter), John Pettett (media mngr), G. Fisher (production mngr).

**Accreditations:** FACB, FACTS, ANC.

**Clients:** Australian Ceramic Wall Tiles, Australian Council of Churches, Armstrong Cork, Arnott Brockhoff Guest, Avon Products, Bars Leaks, Beynon & Beynon, Braemar Engineering, Century Storage Batteries, Conditionaire Australia, Corning Glass Works, Cyclops & Lines Bros (Aust.), Driklad, Eilbeck Distributors, Farrell Lines, Harbottle Brown, Hawksley Products, Humes Ltd, International G.E., Japan Air Lines, Lily Cups Overseas Ltd, Luna Park, K. G. Murray Publishing, New Caledonia Office du Tourism, Parke Davis, Remington Arms, Salmond & Spraggon, Scanlens Sweets, Sheraton Motor Hotel, Stevenson & Co., Triumph Motors.

**CORBETT, NEVILLE, ADVERTISING PTY LTD**, 66 Arthur St, Nth Sydney, 2060. Phone 929-8644 (5 lines).

**Directors:** N. J. Corbett, B. E. Corbett.

**Executives:** N. J. Corbett (gov. dir), B. E. Corbett (creative dir), I. Intemann (secty), R. F. Clowes (media mngr).

**Accreditations:** ANC, FACB, PPAB, TAB.

**COUDREY - CAMPBELL - EWALD PTY LTD**, 155 Castlereagh St, Sydney, 2000. Phone 61-6965, 61-9143. Telegrams Sagitarius.

**Directors:** W. S. Gilbert (chrmn & mng dir), C. Coudrey, J. E. Roy, R. Allender, G. Moore.

**Associate directors:** J. Heytman, G. Griffiths, J. P. Hallinan.

**Executives:** E. B. Webster (finance controller), J. F. Orr (secy), D. H. Jackson, R. S. Keesing, J. Doyle, R. Simpson, W. Tetscher, J. Gunson (exec. art dir), W. G. Hill (media dir), R. Tyler (prod. dir), J. P. Hallinan

(radio/TV dir), P. Hutchings (air media), I. Edwards (research).

**Istate repr.:** Associate offices in Melbourne, Brisbane, Adelaide, Perth. **O'scas:** Associates Houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan.

**Accreditations:** FACB, ANC, PPAB, TAB.

**Clients:** Air India, Air New Zealand, The Australian Woollen Mills Ltd, Bank of NSW, Arthur Bell & Sons Ltd, British Institute of Engineering Technology, Bronte Industries, Brown & Dureau Ltd, Castrol Ltd, Chapmans Ltd, Consolidated Neon Ltd, The Distillers Agency Ltd, Dobsons Foods (Aust.) Pty Ltd, Duly & Hansford, Endurance Electric Pty Ltd, FBA Pharmaceuticals Ltd, Figure Control Co., Formica Plastics Pty Ltd, Fulford Williams Pty Ltd, Govt. of India, Dept. of Tourism, Hardie-Ferodo Pty Ltd, Kockum (Aust.) Pty Ltd, Hotel Services Pty Ltd, IBM Australia Ltd, Kawneer Co. Pty Ltd, Keys & Co. Pty Ltd, Mutual Rental Cars Ltd, National Roads & Motorists Association (NSW), New Zealand Government Tourist Dept, NZ Breweries Ltd, Newsweek, Parker Pen (Aust.) Pty Ltd, J. W. Parker (Furniture) Pty Ltd, Science Research Associates Pty Ltd, Sharpe Bros Pty Ltd, S&G Pty Ltd, Sidney Raper Pty Ltd, Sebels (Australia) Ltd, Simon Carves (Aust.) Pty Ltd, Smith & Nephew (Aust.) Pty Ltd, Speedo Knitting Mills Pty Ltd, Tourist Hotel Corporation of New Zealand, The Town House Pty Ltd, Tucker & Co. Pty Ltd, The Union-Fidelity Trustee Co. of Aust. Ltd, Woolworths Limited.

**COUNTRY PRESS LTD**, Newspaper Hse, 44 Pitt St, Sydney, 2000. Phone 27-5754. Telegrams, Copress.

**Directors:** E. W. Robinson, J. J. Bradley, R. L. Blake, H. Joseph.

**Executives:** C. C. Jenkens (gen. mngr & secy), Francis Morris (media mngr).

**Accreditations:** AAB, PPAB, FACB.

**DEAN FORBES ADVERTISING SERVICE PTY LTD**, Kent Hse, 88 Liverpool-st, Sydney, 2000. Phone 26-6037 (3 lines).

**Directors:** D. M. Barrie (mng dir), I. G. Johnston, D. W. Maher.

**Executives:** D. M. Barrie (mng dir), I. G. Johnston (dir), E. T. Middleton (acct-exec. & copy), S. White (prod.), L. Reed, H. La Fontaine (media), A. Wadey (art dir), I. MacGregor (acct).

**Accreditations:** ANC, FACB, TAB, ABC, PPAB, AAB.

**Clients:** Academy of Professional Hair Stylists, Alstergren Pty Ltd, Bearing Service Co. (Holdings) Ltd, Boscobel Stud, Bourne Industries Ltd, Bryan Trading Co. Pty Ltd, Carter Wallace, Chemical Materials Ltd,

Craigmoor Wines, Custom Carpets Pty Ltd, Fiat Cars (NSW), Grenville Motors Ltd, E. Griffiths Hughes Pty Ltd, Guide Dogs for the Blind (NSW), Heine Bros Aust. Pty Ltd, Hetro Industries Ltd, Lancombe Marigny Pty Ltd, Leslie Atkinson Pty Ltd, Marigny (A'sia) Pty Ltd, Marshall Conveyors, Millinery Manufacturers' Assoc., Morris Consolidated Industries Pty Ltd, Navec International, Nicholas Pty Ltd, Nicholas/Marigny Pty Ltd, NSW Polo Association, Olims Consolidated Industries, Ruslit Motors Ltd, Slough Estates Pty Ltd, Southgate Investments Pty Ltd, Sovereign Food Products Corp. Pty Ltd, Stewart, Smith & Co. (Aust.) Pty Ltd, Sydney Turf Club, The Australian Automobile Racing Club, The Australian Jockey Club, F. W. Thompson, Vincent Chemical Co. Pty Ltd, White Rose Flour Milling Co.

**DUCK, F. C. ADVERTISING**, 340 Pitt St, Sydney, 2000. Phone 61-6381-2.

**Principal:** F. C. Duck.

**Executives:** W. A. Eagle (media & prod).

**Accreditation:** ANC.

mng'r, D. M. Aitken (art dir).

**DUVAL, JOHN C., ADVERTISING PTY LTD**, 40 Market St, Sydney, 2000. Phone

29-7971.

**Directors:** John C. Duval, R. L. Duval.

**Executives:** K. D. Johnson (copy), L. Young (prod.), M. Guthrie (media).

**Accreditations:** ANC, FACB, TAB, AAB, PPAB.

**Clients:** Abel & Lewinnek, Bayer McDonald & Day Pty Ltd, Bevilles Pty Ltd, BS&B Engineering Products, Camel Plastics Pty Ltd, Day Electric, Ducon Industries Pty Ltd, Exhibition Promotions Pty Ltd, Freemans Pty Ltd, Garrard Engineering (Aust.) Pty Ltd, Harolds Pty Ltd, HPM Industries Pty Ltd, Kay Carter, F. C. Lovelock Pty Ltd, Man About Town, Montrose (Aust.) Pty Ltd, NSW Guild of Furniture Manufacturers, Plessey Pacific Pty Ltd, Publicitas, PWA Electrical Industries, Rathborne & Son Pty Ltd, Rola Co. (Aust.) Pty Ltd, RCS Radio Pty Ltd, Snowline Ski Centres, Sport Fashions Pty Ltd, J. Stanley Johnson, S. Terley Pty Ltd, The Scanlon Electric Co. Pty Ltd, The Victorian Furniture Industries Confederation, Victorian Furniture Industries Exhibition Ltd, W. G. Watson & Co. Pty Ltd.

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**Clients:** Brinsmead Fans, Delta Sportswear, Friedland Door Chimes, Manly Ferries, Prosana Laboratories.

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**Directors:** Murray Evans (man. dir), Mrs F. B. Evans, A. L. McIntyre (gen. mngr), W. W. Clark (prod. mngr), Miss C. M. Jones (secy). **Associate directors:** B. Goulston, D. Baird.

**Executives:** B. Goulston (mngr, creative services), D. Baird (mngr, client services), W. Cavanough (acct-exec.), R. Walls (media mngr), A. Ross (studio mngr).

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

**Instate Repr.:** Berwen Paine Advertising Pty Ltd, 2-4 Hutt St, Adelaide (8-6616); Commercial & Industrial Advertising Pty Ltd; 274 Barry Pde, Valley, Brisbane (2-8455); Warnock Sandford, 260 St George's Tce, Perth (21-7717). **O'seas:** Member of Publivinc and Intermark Networks.

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Branch offices in Melbourne and Brisbane.

**Director:** R. H. Evans (mng dir).

**Executives:** O. L. Sands (gen. mngr), B. P. Mullins (prod. mngr), P. Noonan (art dir), M. English (media), R. A. Kennedy (art-prod. co-ord.), R. A. Lorimer, J. Sutton, T. Dole, W. Turner, W. Ward, L. Macnicol.

**Accreditations:** ANC, PPAB, FACB, TAB, Country Press, ABC.

**Associate Houses:** Adelaide, Perth & Auckland, NZ.

**Repr.:** Member International Advertising Assoc., New York. Affiliated Advertising Agencies International, USA, with affiliates throughout England, Europe, Africa, Far East, Canada, Mexico, South America.

**Clients:** Amalgamated Wireless (A'sia) Ltd, Brolite (NSW) Pty Ltd, Dalgety Trading Co. Pty Ltd, Edgell Canned Foods, Bird's Eye Frozen Foods, Gerber Baby Foods, Elna Sewing Machine Pty Ltd, Gollin & Co. Pty Ltd, Lend Lease Corporation Ltd, Metters Ltd, G. C. Singleton & Co. Pty Ltd, Bennett Honda Pty Ltd, Lawrence Dry Cleaners Pty Ltd, Manufacturers Special Products, Hawker De Havilland Marine.

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**Directors:** J. Faen (mng dir), R. Faen.  
**Executive:** Miss E. Pepper (media).  
**Accreditations:** ANC, FACB, TAB, AAB, PPAB.

**Clients:** Advance Containers Pty Ltd, Advance Plastics Pty Ltd, All Floor Applications Pty Ltd, Arcos Industries Pty Ltd, Australian Fittings (Sales) Pty Ltd, W&T Avery Australia Pty Ltd, Peter Barry (Holdings) Pty Ltd, Peter Barry's Norge Villages, Blok Van Rooyen & Co. Pty Ltd, Burns Consolidated Ltd, Capri of California Pty Ltd, Concrete Constructions Pty Ltd, Cordex Industries Pty Ltd, Corlasto Pty Ltd, Current Book Distributors Pty Ltd, Equipment Distributors Pty Ltd, Framac Industries Pty Ltd, Griffiths Bros Ltd, Hospital TV Rentals Pty Ltd, Imperial Carpets Pty Ltd, Kennard Industries, Kennards Hire Service Pty Ltd, C. Koss & Co. Pty Ltd, Novelty Importers Pty Ltd, Orbit Chemicals Pty Ltd, Pascal-Phillips Pty Ltd, Planned Lighting Co. Pty Ltd, Playbill Inc. Pty Ltd, Premier Windows Pty Ltd, Raticide Co. Pty Ltd, Roussel Pharmaceuticals Pty Ltd, Southgate Investments Pty Ltd, N. J. Suckling Pty Ltd, Sydney Building Information Centre Ltd, Synteko Pty Ltd, Scottish Tailoring Co., T. R. Urban & Co., Vauxhall Products Pty Ltd, Waks Bros Pty Ltd.

**FOOTE, CONE & BELDING PTY LTD**, 9-25 Commonwealth St, Sydney, 2000. Phone 61-9021. Telegrams Brigade Sydney.

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**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** Alliance Holdings Co. Ltd, Australian Gas Light Co., Bristol-Myers Pty Ltd (Clairol div.), Broadcasting Station 2SM, City Mutual Life Assurance, Denver Laboratories Pty Ltd, Dorothy Gray Pty Ltd, Famous Schools Pty Ltd, Grolier Enterprises Pty Ltd, James Hardie Trading Co. Pty Ltd, Hughes Foods Company, Master Foods Pty Ltd, Menley & James, The Mennen Company of Aust. Pty Ltd, North Shore Gas Company, Penfolds Wines Pty Ltd, Porta-Gas Pty Ltd, Reader's Digest Pty Ltd, Remington Rand (NSW) Pty Ltd, Rothmans of Pall Mall (Aust.) Ltd (Grenadiers, Princeton, Digest cigarettes, Schimmelpenninck cigars) Salmond & Spraggon, Seaboard Finance, Sight & Sound Pty Ltd, Stafford-Miller Pty Ltd, Trans World Airlines, The Van Heusen Co.

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tating Machines, Whitehall Motel, Woolworths Ltd, World Agencies Pty Ltd.

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**Accreditations:** ANC, AAB, PPAB, FACB, FACTS, ABC.

**Pstate repr.:** Own branches at 23 Drummond-st, Carlton, Vic., and 135 South Tce, Adelaide, SA. Brisbane, Harold Vinnicombe & Assocs. Pty Ltd. Perth, Parkes Advertising Pty Ltd.

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**Clients:** Adelaide Motors Group, Airlines of NSW, Airlines of SA, Ansett General Aviation, Ansett Mandated Airlines, Ansett Transport Industries, Apac Industries, Austral Bronze Metal Manufactures Pty Ltd, Australian Fixed Trusts, Australian Data Processing Co., Barrier Reef Islands, Cambridge Credit Corporation, Cathay Pacific Airways, China Navigation Co., Cosmopolitan Motor Inn, Esso Standard Oil (Aust.) Ltd, Evangelical Lutheran Church, R. Faigen & Sons, Frig Mobile Australia Ltd, Geelong Friendly Society, Greater Suburban Permanent, Griffs Ltd, Harry McEvoy Shoes, International Harvester Co. of Australia Pty Ltd, James Deering Ltd, A. V. Jennings Ltd, Keystone Permanent Building Society, Malvern Star Stores, Masling Aviation, L. F. Masters Co., Metters Limited, Nathan & Wyeth Pty Ltd, Nelson Doubleday & Co., Newport Motors, Northumberland Insurance Co., Odner Hotel Representatives, Omark Limited, Ozone Hotel/Motel, Pacific Motor Auctions, Parkes Developments Pty Ltd, Platinum Pen Co., Roco Industries, Ross Scott, SA Tool & Gauge Co., SA Unit Trusts, Save the Children Fund, Sommerset Real Estate, Spencer International Press, Swire & Yuill Ltd, Town & Country Permanent Building Society, Visa Industries, Voca Dic-

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**Executives:** I. G. Oliver (acct exec.), Miss A. Lucas (media mngnr), H. Slater (creative dir), G. Krygsman (group art dir), B. Long (prod. mngnr), H. Ewins (acct exec.), C. Lennon (TV & radio).


**Accreditations:** ANC, FACB, PPAB, TAB, ABC, AAB.

**Clients:** Armstrong, L.A., Pty Ltd, Asea Electric (Aust.) Pty Ltd, Buttercup Bakeries Pty Ltd, Chasers (Distributors) Pty Ltd, Connor Shea & Co. (NSW) Pty Ltd, Connor Shea & Co. Pty Ltd, Dobell Pty Ltd, Dymo Aust. Pty Ltd, Home Laundry Manufacturers Assoc. of Aust., Hunts Marine Centre Pty Ltd, Hunter Douglas Limited — Luxaflex division and Building Products Division, J. D. Industrial Pty Ltd, Life Savers (A'sia) Ltd, Lister Blackstone Pty Ltd, Mastercraft Chocolate Co. Pty Ltd, Metropolitan Business College Pty Ltd, New Zealand Govt Senior

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**Clients:** Acetex Hardware Co. Pty Ltd, Allis-Chalmers Aust. Pty Ltd, Arnside Engineering Pty Ltd, Ashman & Hart Pty Ltd, Bardsley Import Trading Co., British Merchandising Pty Ltd, United Radio Distributors, Tape Recorders Pty Ltd, Calva Chemicals, Commonwealth Advertising Division, Federation of Aero Clubs, Goodmans Industries, Helicopter Utilities, Peter Lloyd Pty Ltd, Rigney's Shoe Store, Royal Aero Club of NSW, Stack & Company Ltd, Trafalgar Trading Co. Pty Ltd, Wilson Manufacturing Pty Ltd, World Agencies Pty Ltd, W. S. Tait & Co. Pty Ltd, British Standard Machinery Co. Ltd, Norman N. Benson & Co. Pty Ltd, T. B. Hampton Pty Ltd, Sludge Disposals Pty Ltd, Impex Trading Co. Pty Ltd, Textured Coatings of America (Aust.) Pty. Ltd.

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**Accreditations:** AAB, ABC, ANC, FACB, PPAB, FACTS.

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**O'seas repr.:** Advertising Associates (NZ) Ltd, cnr. Parnell Rd & York St, Auckland, C4, New Zealand. Associate houses New York, London, Fiji, South Africa.

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**Executives:** N. A. Richardson (deputy mng dir & exec. dir), B. D. Cormack (gen. mngr), W. J. Brooks (secty and dir).

**O'seas Repr.:** Goldberg Advertising (Aust.) Pty Ltd, 51 Brick-st, Piccadilly, London, W1.; Goldberg Limited, Wellington, NZ; Goldberg Advertising (Auckland) Ltd. Associate houses throughout the world.

**Accreditations:** ANC, FACB, NSW Country Press, Qld Country Press, Vic. Country Press, APPA, TAB.

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**Accreditations:** ANC, AAB, PPAB, FACB, NPA, of NZ.

**Branches:** Melb., Bris., Adel., Perth.

**O'seas Repr.:** Branches, London, Canada; reps S. Africa, USA.

**GREY ADVERTISING PTY LTD**, 89 Berry St, North Sydney. 2060. Phone 929-8199.

**Directors:** T. B. McDonald (mng dir), K. D. Pimblett (deputy mng dir).

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**Accreditations:** AAB, ANC, FACTS, FACB, PPAB, TAB.

**I'pstate repr.:** Grey Advertising Pty Ltd, 792 Elizabeth St, Melbourne, 3000. Phone 34-9001.

**Clients:** Advent Radio & Television Productions, Blue Metal Industries Ltd, Bristol-Myers Co. Pty Ltd, Cablemakers (ACT) Pty Ltd, Cable Makers Australia Pty Ltd, Casben Productions Ltd, Commercial & General Acceptance Ltd, Condor Lamps (A'asia) Pty Ltd, Dalgety-NZL, Frosty Bottlers Pty Ltd, Gallaher International Aust. Ltd, GKN Building & Engineering, H. J. Heinz Co. Aust. Ltd, Incorporated Agencies Pty Ltd, Kent Photographics Pty Ltd, John Lysaght (Aust.) Ltd, Pfizer Agrigate Pty Ltd, Phillips Electrical Pty Ltd, Protector Safety Products, Reckitt & Colman Pty Ltd, Revlon (Aust.) Pty Ltd, Sanitarium Health Food Company, Solarex Pty Ltd, Speedy (Aust.) Pty Ltd, Sportsgirl (NSW) Pty Ltd, Swift & Bleakley Pty Ltd, Upjohn Pty Ltd.



**JOHN W. JACKSON ADVERTISING**, 114 Walker St, North Sydney, 2060. Phone 92-4483.

Accreditations: ANC, FACB.

**JAMES GREEN & ASSOCIATES**, 403-411 George St, Sydney, 2000. 29-7696. 83 King St, Newcastle, 2300. 2-3682.

Executives: **H. James Green** (partner & gen. mngr), **Wayne McCarthy** (partner), **Charles T. Ewart** (acctnt).

Accreditations: AAB, ABC, ANC, FACB, FACTS, PPAB.

**JAMES GREEN & ASSOCIATES**, 83 King St, Newcastle, 2300. Phone 2-3682, 2-5138.

Executives: **H. James Green** (gen. mngr & partner), **Graeme Rutherford** (mngr), **Wallace Knibb** (senior acctnt-exec.).

Accreditations: AAB, ABC, ANC, FACB, FACTS, PPAB.

**HANSEN RUBENSOHN - McCANN ERICKSON PTY LTD**, Caltex Hse, 167-187 Kent St, Sydney, 2000. Phone 2-0554. Telegrams Rubadco.

Branches: Melbourne, Adelaide. O'seas: McCann-Erickson Inc, 485 Lexington-ave, New York, 17, NY, USA. Branches throughout world.

Directors: **S. Rubensohn** (chrnm), **D. Hopkins** (deputy chrnm), **Ian Millar** (mng dir), **W. Diamond**, **A. Clark**, **D. Jacobs** (admin.), **Bryce Courtenay** (creative dir).

Executives: **Peter Gordon** (snr mngmt officer), **D. Frazer** (mngr SCI div.), **T. Connaughtan** (media dir), **P. Harris**, **D. Farrow** (media group supervisors), **Miss H. Tudehope** (personnel mngr).

Accreditations: AAB, FACB, ANC, PPAB, TAB.

Clients: Allied Chemical (Aust.) Pty Ltd, American Machine & Foundry Company (Aust.) Pty Ltd, Australian Consolidated Industries Ltd (Aerex Australia Co., Crown Crystal Glass Co. Ltd, Australian Window Glass Pty Ltd, Meehanite Research Institute of A'asia), Australian Labor Party, Australian Northbound Shipping Conference, Australian Red Cross Society, **Blundell Spence & Co.** (Aust.) Pty Ltd, **Bristol-Myers Co.** Pty Ltd, **Burns Philp Trust Co. Ltd**, **Caltex Oil** (Australia) Pty Ltd, **Charles Holdings Pty Ltd**, **The Coca-Cola Export Corporation**, Commonwealth Advertising Division, **Cope Allman** (Aust.) Ltd, **Dairy Farmers Co-op. Ice Cream Ltd**, **Dairy Frost Pty Ltd**, **Electricity Commission of NSW**, **T. W. Featherstone Pty Ltd**, **Federated Pharmaceutical Service Guild of Aust.**, **Geigy Australia Pty Ltd**, **R. M. Hardy & Co. Pty Ltd**, **International Computers & Tabulators Australia Pty Ltd**, **ITS**

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Executives: **J. Ahad** (secy), **B. Cooper** (gen. mngr), **P. Maxwell** (snr creative exec.), **Ian Duguid** (snr acctnt-exec.), **S. See** (media mngr), **J. Innes**, **R. Ash** (acctnt-exec.), **T. Tate** (dir and media mngr), **R. Armstrong** (prod. mngr).

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**Clients:** Aladdin Industries Pty Ltd, Allis-Chalmers (Aust.) Pty Ltd, Andersons Processed Foods Pty Ltd, Bingham Plastics Pty Ltd, Bonnington & Co. Pty Ltd, Broadway Tailors Pty Ltd, Cahills Quick Freezers Ltd, Carmichael & Company, Chubb's Australian Company Ltd, Colan Products Pty Ltd, Continental Liqueurs Pty Ltd, Cottee's Limited, Demag Industrial Equipment Pty Ltd, East-West Airlines Ltd, The English Electric Co. of Aust. Ltd, Fairfield Electric Wire Co. Pty Ltd, Gold Star Bakeries Pty Ltd, Haldex Pty Ltd, Harden & Johnson (Sales) Pty Ltd, Harry Peck & Co. (Aust.) Pty Ltd, KG Accessories Pty Ltd, Lelord Kordel, Lyte Metal Industries Pty Ltd, W. Nevill & Co. Ltd, The Orange Spot Pty Ltd, Parkes Developments Pty Ltd Pioneer Industries Pty Ltd, Purex (Aust.) Pty Ltd, Pye Industries Limited, Selby Shoes (Aust.) Ltd, Semper Seal Chemical Pty Ltd, Speedy Spring Service Pty Ltd, W. C. Stevens Pty Ltd, Treloar Distributing Pty Ltd, Uniform Specialists Pty Ltd, Wilkins Servis Pty Ltd.

**HAYES PUBLICITY SERVICE PROPRIETARY LIMITED**, Commerce Hse, 161 Clarence St, Sydney, 2000. Phone 29-5973-4-5.

**Directors:** M. M. Court (chrnm), G. P. Hayes (mng dir), I. S. Caithness, J. L. Crane, K. D. Grant, J. Neate, P. Power (secy).

**Executives:** K. D. Grant (NSW mnggr), G. S. Stone (asst mnggr), N. Tarrant (copy).

**Pstate repr.:** Hayes Publicity Service Pty Ltd, Savings Centre, 258 Post Office Place, Melbourne (32-3512).

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

**Clients:** Canberra Television Services Pty Ltd, Department of Decentralisation and Development, Mt. Isa Mines Ltd, Freshwater Motors, Firefighting Enterprises, Paynter & Dixon Industries Pty Ltd, Australian Hotels Assoc., 2GB, A. N. Caldwell, Carpet Traders (Aust.) Pty Ltd, Dickson Primer TV Services Pty Ltd, War Veterans Art Union, Joseph's Men's Wear Stores.

**HEPWORTH ADVERTISING AGENCY**, 2nd Floor, 34 Jamison St, Sydney, 2000. Phone 27-6299.

**Director:** R. C. Hepworth.

**Accreditations:** FACB, AAB, TAB, ANC, PPAB.

**Main clients:** Traders Pty Ltd, Macy's Furniture, IGY Veterinary Products, Dale & Waters, M. C. Lechner Pty Ltd.

**HOLT, E. G., & ASSOCIATES (NSW) PTY LTD**, 24 Mount St, Nth Sydney, 2060. Phone 929-7522.

**Directors:** Eric Grenville Holt, Peter W. Tritsh, Nancy J. Holt.

**Executives:** Eric Grenville Holt (mng dir), M. Canning (acct dir), J. Godden (acct exec.), J. Barnes (radio & TV dir), J. Tulloch (media mnggr).

**I/State Repr.:** E. G. Holt & Associates Pty Ltd, 2 Darling-st, South Yarra, Melbourne.

**Accreditations:** FACB, ANC, ABC, PPAB.

**HURST AND ASSOCIATES PTY LTD**, 381 Pitt St, Sydney, 2000. Phone 61-9547.

**Directors:** G. J. Hurst, B. G. Purcell.

**Executives:** G. Healey, A. T. Kelly, P. Donovan, V. Taylor, C. Hemingway.

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients:** Edward Fay, Farmers, H. K. Porter Aust. Pty Ltd, Boyd Lane Pty Ltd, Bronnley (Aust.) Pty Ltd, Larke Hoskins Pty Ltd, Leisuremaster Productions, Scott's Detergents (A'sia), Western Stores Ltd, P. & R. Williams.

**INSIGHT PTY LTD**, 45 Market-st, Sydney, 2000. Phone 26-6253. Box 571, GPO, Sydney.

**Directors:** W. A. Lockley, W. Mundell.

**Accreditations:** FACB, ANC, AAB, FACTS, PPAB, NPA of NZ.

**Clients:** Alberto-Culver Company, Arrow Switches (Aust.) Pty Ltd, Australian Land-trusts Pty Ltd, Australian Wine Board, Besser Vibrapac Masonry Ltd, Boyded Pty Ltd, British Medicinals Pty Ltd, Byrne & Davidson Pty Ltd, Byrne & Davidson (Mfg) Pty Ltd, C. A. Valve Corp. Pty Ltd, Commonwealth Chain Company Pty Ltd, Conkey & Sons Limited, Cope Allman (Aust.) Ltd, R. M. Creighton Pty Ltd, The Door Centre, Ferguson's Garden Centres Pty Ltd, G. K. R. Manufacturing Pty Ltd, John Geary Engineering Pty Ltd, G. Gramp & Sons Pty Ltd (in association with Martin Kinnear Clemenger Ltd, Adelaide), Halvorsen Boats, Lars Halvorsen & Sons Pty Ltd, Hard Metals Pty Ltd, Harrison & Attwood Pty Ltd, J. A. Hemphill & Sons Pty Ltd, L. J. Hooker Investment Corp. Ltd, L. J. Hooker Ltd, Hooker-Rex Pty Ltd, Hooker Homes Pty Ltd, International Home Products (Aust.) Pty Ltd, Jeldi Manufacturing Pty Ltd, KGH Pty Ltd, Kentcast Industries Pty Ltd, Lea & Perrins (Aust.) Pty Ltd, Leeds & Northrup (Aust.) Pty Ltd, Lennox Hoists & Cranes, Lenthric Limited, Ern Mackie Pty Ltd, Kenneth Mansergh, R. W. Miller & Co. Pty Ltd, R. W. Miller (Holdings) Limited, Millers Brewery Pty Ltd, Midford Products Pty Ltd, B. O. Morris (Aust.) Pty Ltd, McGarvie

Smith Institute, Network Finance Limited, Newport & Son Pty Ltd, Norman Baker & Longhurst Pty Ltd, Optical Prescription Spectacle Makers, Charles Parsons & Co. Pty Ltd, Pettitt Sevitt Carrying Pty Ltd, William Price Pty Ltd, RCA of Australia Pty Ltd, Rex Hotels Pty Ltd, Roll-A-Door Pty Ltd, Splaydes Pty Ltd, Sydney Legacy, Tomkins Bros. Holdings Pty Ltd, Vokes (Australia) Pty Ltd, R. R. Willing & Sons Pty Ltd, Wine and Brandy Producers Assn of NSW, Charles Young Pty Ltd.

**JACKSON, WAIN & COMPANY PTY LIMITED**, 40 Miller St, Nth Sydney, 2060. Phone 92-0477. Telegrams Jacksonwain Sydney.

**Directors:** F. E. Grace (mng dir), J. H. L. Browne, E. R. Dwyer, R. Ford, R. D. Hodgson, T. G. Reece, T. F. Wilson, R. Fountain.

**Accreditations:** TAB, NPANZ, FACB, ANC, PPAB, AAB.

**Clients:** AEI Pty Ltd (Mazda, Engineering, Hard Metals), American Cigarette Company (Overseas) Pty Ltd, Amoco Australia Pty Ltd, W. Angliss & Co. (Australia) Pty Ltd, Arthur P. Stewart (Akubra Hats) Pty Ltd, Australian Consolidated Press (Everybody's, Sunday Telegraph), Australian Wool Board, P. Beiersdorf & Co. A. G., Berlei Limited, Bristol-Siddeley Ltd, Cobbity Farm Bakeries Pty Ltd, Commonwealth Distilleries Pty Ltd, Commonwealth Steel Co. Ltd, Consolidated Milk Industries Ltd, Cottee's Limited, J. M. Devery, Ernest Hiller Apparel Pty Ltd, Foremost Consolidated Pty Ltd, Forestry Commission of NSW, Gador & Son, Gas Supply Company, GEC Computers Pty Ltd, General Accessories Pty Ltd, Gillespie Brothers Pty Ltd, Granville Tobacco Processors Pty Ltd, Greenleaf Fertilizers Ltd, Hanimex Pty Ltd, Hawker Siddeley Ltd, Hotel Le Nouvata, Hubbard & Co. Pty Ltd, Industrial Sugar Mills Pty Ltd, Institute of Chartered Accountants, Intercolonial Boring Co, International Correspondence Schools (Australia) Pty Ltd, International Footwear Pty Ltd, James Hardie & Co. Pty Ltd, Jantzen (Australia) Ltd, S. C. Johnson & Son Pty Ltd, Kayser Pty Ltd, Kriesler Australasia Pty Ltd, H. Moreau & Co. Pty Ltd, Morishita Jintan Co. Ltd, Nationwide News Pty Ltd, Norfolk Island Tourist Bureau, Northgate Pty Ltd, Ormonoid Roofing & Ashphalts Ltd, Parsons General Foods Pty Ltd, Peak Frean (Aust.) Ltd, Permanent Co-op. Building Society of Australia Ltd, Procter & Gamble, Geneva SA, Prospect County Council, Qantas Airways Ltd, Rice Marketing Board for the State of NSW, Richardson-Merrell Pty Ltd, Rothmans of Pall Mall (Australia) Ltd, Sargents Ltd, F. R. Schaer Pty Ltd, Simpson/Pope Ltd, Sunbeam Corporation Ltd, Supertex Industries Ltd, The Tea Council of Australia, Thiess (Sales) Pty Ltd, Time/Life International (Aust.) Pty Ltd, Union Carbide International, Warner

Lambert Pty Ltd, Wentworth Hotel, White Heron Travel Lodge, White Wings Ltd, Pelaco Ltd.

**JAMIESON HOUSE PROPRIETARY LIMITED**, 252 George St, Sydney, 2000. Phone 27-6561.

**Directors:** L. W. Farnsworth (chairman), K. H. Cousins, A. C. S. Parker (also gen. mgr), R. Selsby, R. A. Cudlipp, R. D. Nethercote.

**Executives:** D. Griffiths, C. Herk, J. Lahm, R. Luyken, G. A. Crowe (art dir).

**Branch Office:** Melbourne.

**I/state Repr.:** Adelaide, Brisbane.

**Accreditations:** TAB, FACB, ANC, AAB, PPAB.

**Clients:** Agfa-Gevaert Ltd, Bayer Leverkusen Ltd (Fibre & Chemical Div.), Carpet Maintenance Co., Civic Reform Association of Sydney, Clifford Love & Co. Ltd, Corinthian Joinery Pty Ltd, Holland-America Line, Medical Benefits Fund of Australia, National Pool Equipment Pty Ltd, Royal Interoccean Lines, Scotts Provisions Holdings Ltd.

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**KILLEEN-JAMES ADVERTISING PTY LTD**, 114 Castlereagh St, Sydney, 2000. Phone 61-6291-2.

**Directors:** Killian A. Daly (mng dir), Dawn L. Daly (art dir).

**Executives:** T. Brady (mngnr), H. Cafe (production).

**Accreditations:** FACB, ANC, AAB.

**Clients:** APCO Pty Ltd, Arkley Fibrous Plaster Pty Ltd, Barilla Imports Pty Ltd, Coggins, W. T. Pty Ltd, Engineering & Industrial Supplies, Everyday Products Pty Ltd, Fred's Treads, Grants Spare Parts, Hamilton Pty Ltd, Hislop, Jas. Pty Ltd, Mayco Industries, McCallum Motors Pty Ltd, Jack Myers Pty Ltd, North Shore Motors Pty Ltd, Oxenford Conversions, Perry's Paints Pty Ltd, Peter A. Owen Pty Ltd, Porter, N. C. Pty Ltd, Smith Sons & Rees Ltd, Telectronics Pty Ltd, Vitamin Supplies Pty Ltd, Waggott Engineering Pty Ltd, Walker Radials Pty Ltd, J. Wildridge & Sinclair Pty Ltd.

**LAWRENCE, W. B., ADVERTISING SERVICE PTY LTD**, Savoy Hse, Bligh-st, Sydney, 2000. Phone 28-5881. Telegrams Warble, Sydney.

**Directors:** W. B. Lawrence (chrnm), J. B. Greer, M. Fulcher, R. Hatherley, V. A. Mahoney, T. Wood, B. Bona.

**Accreditations:** ANC, AAB, TAB, FACB, PPAB.

**Clients:** Andriess & De Groot Pty Ltd, Anthony Squires Pty Ltd, Bankstown Square Merchant's Assoc., Jon Bentley Pty Ltd, H. W. Bevan & Co. Pty Ltd, Cleve Caldwell Pty Ltd, Daroff Philadelphia (Aust.) Pty Ltd, Dos Pueblos Orchid Co. Pty Ltd, Dowd Associates Pty Ltd, Du Pont Far East Inc. (Elastomers), Elizabeth French Pty Ltd, Healing Appliances, Houghton & Byrne Pty Ltd, Magnetic Sound Industries (Aust.), Grace Manners (Melb.), Martin & Savage Pty

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**Directors:** F. P. Leonard, R. L. Leonard, K. V. Pettengell.

**Executives:** K. V. Pettengell, J. S. Wiggs (acct-execs), Edna Dermody (acct), G. W. Gosbee (prod.).

**Accreditations:** PPAB, FACB, ANC, AAB, TAB.

**Clients:** Best & Gee Pty Ltd, Dishmaster (Aust.) Ltd, Ford Sherington Ltd, Hotel Metropole Ltd, Irish Tourist Board, Norge Appliances Pty Ltd, Rainsfords Pty Ltd.

**LINTAS PTY LTD**, 291 George St, Sydney, 2000. GPO Box 3922. Phone 2-0224.

**Senior executives:** T. B. Wallace (mng dir), H. S. Weekes (dir, package design/art prod.), A. D. Brett (research dir), B. Harris (creative dir), N. M. Snashall (media dir), B. R. Gilchrist (dep. creative dir/presentation), B. Barber (dep. creative dir/development), M. F. Ashbolt, J. K. King (account dirs), E. M. Austin (acct & secy), N. K. Mills (agency services dir).

**Accreditations:** ANC, FACB, PPAB, TAB, AAB.

**Clients:** Arnott's Biscuits Pty Ltd, Arnott's Snack Products Pty Ltd, Edible Oil Industries Pty Ltd, Hoover (Aust.) Pty Ltd, KLM-Royal Dutch Airlines, Lever & Kitchen Pty Ltd, Menzies (Sydney) Hotel, Mortgage Underwriters of Aust., Rexona Pty Ltd, Rosella Foods Pty Ltd, Sixteen Millimetre Aust. Pty Ltd, Streets Ice Cream, Swift & Co. (Harriet Hubbard Ayer), Vick (Theryx cold tablets, Formula 44, Vicks cough syrup), W. D. & H. O. Wills, White International, Gartrell White Top Taste cakes and Big Ben pies.

**LUXTON, FRED, ADVERTISING PTY LTD**, 9th floor, Kembla Bldg, 58 Margaret-st, Sydney, 2000. Phone 29-3127.

**Managing director:** Fred Luxton, FAI.

**Accreditations:** ANC, AAB, TAB.

**Clients, Sydney:** Anthony Horderns, ATN-7, Anoden Pty Ltd, Alliance Tyres, Casben Constructions, EIL Insurance Pty Ltd, Malvern Star Stores, Padstow Ready-Cut Pty Ltd, and Reid's Electrical Stores.



**MAC MERCHANDISING ADVERTISING CONSULTANTS PTY LTD (MAC Advertising)**, 116 Clarence St, Sydney, 2000. Phones 29-2385, 29-2173.

**Directors:** Rex McGowan, Ivor McIvor.  
**Accreditations:** FACB, ANC, AAB, TAB, PPAB.

**MACKAY, J. CLIFFORD**, 2 Winslow-st Milsons Point. Phone 92-9145.

**Executives:** J. C. Mackay (mng dir), M. Muir (accnts).

**Accreditation:** FACB.

**Clients:** Baptist Broadcasting & TV Commission.

**MADISON-MILWYN PTY LTD**, 102 Arthur St, North Sydney, 2000. Phone 92-0345. Telegrams, Madisads.

**Directors:** R. W. B. McDuire, E. M. Spink (joint mng dirs), E. Clive Jordan (chrnm).

**Executives:** R. F. Keane, M. Morgan-Hunn, K. O'Connor (gen. mnggr), F. de Wall (prod.), P. Leuver (creative), W. Reeve (media).

**O'Seas Repr.:** Affiliates UK, USA, NZ and Far East.

**Accreditations:** ANC, TAB, FACB, PPAB, AAB.

**Clients:** Bushells Pty Ltd, Pellegrini & Co. Pty Ltd, McMurtrie Footwear Ltd, Merck, Sharp & Dohme (Aust.) Pty Ltd, Leonard Norman Pty Ltd, Paramount Shirt Co. Pty Ltd, A. Wander Ltd (Ovaltine), John Woods Co. Pty Ltd, Better Brakes Pty Ltd, Rice-growers Co-operative Mills Ltd, Glenmore Homes, Killara Inn, Arthur Yates & Co. Pty Ltd, Auswide Pty Ltd (Colt and Bellett cars), Ambassador College, Stegbar Windowalls Pty Ltd, Stamina Clothing Co. Pty Ltd.

**MARKETING AND ADVERTISING PTY LIMITED**, 420 Elizabeth St, Surry Hills, 2010. Box 9, PO Sydney Mail Exchange, NSW, 2012. Phone 69-4021.

**Directors:** Rich Hertz (mng dir), J. B. Walpole.

**Executives:** G. J. Linnegar (company secy), Mrs C. A. Lamerton (media mnggr), I. B. Barker (creative supervisor), H. J. Bowring (prod. mnggr), A. L. Barber (asst media mnggr), C. J. Anstey, J. T. Coulthard, G. Crittenden (acct-execs).

**Accreditations:** AAB, TAB, FACB, PPAB, FACTS.

**Clients:** Alltrans Southern Express Pty Ltd, Bettashoe Factory Pty Ltd, Beutron Plastics Australia Ltd, Big Sister Foods Limited, Chianti Restaurant, W. J. Cryer & Co. Ltd, Flemings Fabulous Food Stores, Fortuna Fabrics Pty Ltd, Golden Crummet

Co. (Sydney) Pty Ltd, Green Giant Company, E. H. Harris (Wholesale) Pty Ltd, Hodgson & Co. Pty Ltd, Jayworth Masonry (Sydney) Pty Ltd, 2KY Broadcasting Station, Kameruka Estates Limited, Kitchens of Sara Lee (Canada) Ltd, Leeton Co-operative Cannery Ltd, Maxwell Photo-Optics Pty Ltd, Nile Industries Pty Ltd, Provincial Traders Pty Ltd, Rothmans of Pall Mall (Aust.) Ltd, Ruf Accounting Systems Pty Ltd, Smith's Potato Crisps (Aust.) Pty Ltd, R. H. Taffs Pty Ltd, Valvalene Products Pty Ltd, Griff Wallace Poultry Supply, A. M. Williams Pty Ltd, Woolworths Limited.

**MAYNARD, R. S. ADVERTISING**, 39 Park St, Sydney, 2000. Phone 61-3721, 61-2816. Telegrams Maynardad.

**Branch:** Brisbane.

**Directors:** J. A. Maynard (mng partner, Sydney), C. A. McMillan (mng partner, Brisbane), T. J. Batten (associate partner, Sydney), W. A. Messenger (associate partner, Brisbane).

**Accreditations:** ANC, FACB, TAB, PPAB, NPA of NZ.

**Clients:** A. C. L. Engine Services Pty Ltd, Alfa-Laval Pty Ltd, Colloidal Detergents of Australia Ltd, Commercial Banking Co. of Sydney Ltd, Hislop Lloyd Pty Ltd, Hotel Imperial, Lloyd Triestino Line, Mears Earphone Company Limited, Mortgage Management Limited, Motor Traders Pty Ltd, National Executors & Trustees Company of Tasmania Limited, Robmac Pty Ltd, Repco Re-Manufacturing Services (NSW) Pty Ltd, Willis & Sons Limited, United Insurance Co. Ltd.

**McCARTHY-MACVEIGH ADVERTISING PTY LIMITED**, 310 George St, Sydney, 2000. Phone 25-5706. Telegrams MacMac.

**Directors:** D. V. & P. McCarthy (joint manag dirs).

**Executives:** Miss B. McCarthy (artist), D. P. McCarthy (prod.).

**Accreditations:** ANC, PPAB, FACB, TAB.

**Clients:** Australian Koyo Limited, Catholic Enquiry Centre, A. E. Goodwin Ltd, R. & W. Hannaford Pty Ltd, Healing (Sales) Pty Ltd, Healing Marine, Healing Controls, Healing Industrial Supplies, Lemar Industries Pty Ltd, Motor Lodges Pty Ltd, Noyes Bros Pty Ltd, Paton Electrical Pty Ltd, Sydney Lace Reproductions, Wild (Australia) Pty Ltd.

**CLAUDE MOONEY, MARSH PTY LTD**, 44 Margaret St, Sydney, 2000. Phone 29-2566.

**Accreditations:** ANC, TAB, FACB, PPAB, NPA.



**O'seas Repr.:** London, Paris, Milan, New York, Los Angeles, Vancouver, Venezuela, Singapore.

**MULLINS, CLARKE AND RALPH PTY LTD**, 504 Pacific Highway, St Leonards, NSW, 2065. Phone 43-7422.

**Executives:** J. J. Mullins (chrmn and mng dir), N. K. Lamont (gen. mngr), T. F. Bis-saker (copy chief), H. R. Brinkman (media mngr), B. R. Bensley (prod. mngr).

**Accreditations:** ANC, TAB, AAB, FACB.

**Clients:** Australian General Electric Pty Ltd, Avant-Garde Pty Ltd, Booth Industries Ltd, Comeng Holdings Ltd, Don Associates Pty Ltd, Enfield Brickworks Pty Ltd, Farmers and Graziers' Co-operative Co. Ltd, Fiat of Australia Pty Ltd, Fiat Tractors NSW, Lumber Services Pty Ltd, Management Selection Australia Pty Ltd, Play Togs Sportswear Pty Ltd, George L. Thompson Pty Ltd, Wilsons Fashions, E. E. Whitmont and Sons Pty Ltd.

**MURRAY & OGLE PTY LTD**, 257 Castle-reagh St, Sydney, 2000. Phone 26-1034. Telegrams Muragads Sydney.

**Managing director:** B. F. Ogle.

**Executives:** Miss Suzanne Morrissey (media mngr), Stuart Gibb-Cumming, Richard Doney (acct execs), David King (art dir), Peter Barnes (acctnt).

**Accreditations:** FACB, TAB, ANC, PPAB, AAB.

**NAS (SYDNEY) PTY LTD**, 53 Elizabeth Bay Rd, Elizabeth Bay, NSW, 2011. Phone 35-3044. Telegrams, Nasagency, Sydney.

**Directors:** E. T. Kennedy (chmn), Douglas M. Clay (mng dir), N. Adams, L. A. Fuller-Quinn, J. M. B. Green, J. M. Furlong, R. R. S. Aitken.

**Accreditations:** ANC, AAB, PPAB, FACB, TAB, ABC.

**NAS (Aust.) Members:** NAS (Melbourne) Pty Ltd, NAS Macnamara (Adelaide) Pty Ltd, Duthie National Advertising Pty Ltd (Bris.). NAS-Successful (Perth) Pty Ltd.

**NAS (NZ) Members:** Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

**Clients:** Big Sister Foods Pty Ltd (part), Burroughs Wellcome & Company (Aust.) Ltd, Conde Nast Publications Pty Ltd, Consolidated Press Ltd (Daily Telegraph), Custom Credit Corporation Ltd, Crystal Clothing Industries Ltd, Dalgety Trading Co. Pty Ltd (part), Deckalb Shand Seed Co. Pty Ltd, Email Ltd, Geo. Fielder & Co., Hardboards Australia Pty Ltd, Kearney & Sayers Co.

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**NICHOLS-CUMMING ADVERTISING (NSW) PTY LTD**, 35 Clarence St, Sydney, 2000. Phone 29-5741. Telegrams Nichans.

**Directors:** J. J. Cumming, V. N. Hunt, L. W. Mort.

**Accreditations:** FACB, ANC, PPAB, TAB, AAB.

**Clients:** Ampex Australia Pty Ltd, E. Andries & Sons Pty Ltd, Australian Glass Manufacturers Co. Pty Ltd, Automatic Fire Services Pty Ltd, Bendix-Tecnico Pty Ltd, Bendix-Tecnico (Automotive) Pty Ltd, Boeh-ringer Ingelheim Pty Ltd, Cambridge Delicacies Pty Ltd, Commonwealth Broadcasting Corporation Pty Ltd, Conveyancer Fork Trucks (Aust.) Pty Ltd, Coramic (Aust.) Pty Ltd, Davids Foodlands (NSW) Pty Ltd, Davies-Kent Pty Ltd, Eastern Airlines (VS), Five Doors Restaurant, French Restaurant, Geigy Australia Pty Ltd (dystuffs div.), Golden Ox Restaurant, William Inglis & Son Pty Ltd, K. B. Pintickets Pty Ltd, Kearney Sayers Pty Ltd, Kingsted Pharmaceuticals Pty Ltd, W. H. Lober & Co. Pty Ltd, Login Corporation Pty Ltd, Master Instruments Pty Ltd, Motel Federation of Australia Ltd, Mutual Constructions (NSW) Pty Ltd, New England Apparel Pty Ltd, Oppenheimer Casing Co. of Aust. Pty Ltd, Penfolds Wines Pty Ltd (Brandy Div.), Stegbar Windows (NSW) Pty Ltd, Wesco Paints Pty Ltd, Yardley of London (Aust.) Pty Ltd.

**NIXON-COMPTON PTY LTD**, 508 Pacific Highway, St Leonards, NSW, 2065. Phone 439-1811. Telegrams Nixonads Sydney.

**Head Office:** Wellesley House, 126 Wellington Parade, East Melbourne.

**Directors:** N. V. Nixon (chrmn), B. G. Gapes (mng dir), K. R. H. Ballantyne (deputy mng dir), C. J. Newton (media dir), B. A. Cummings (USA), L. B. Gole, R. A. South, L. Hunter, W. W. Gibson, A. J. Bateman, W. F. Larkins, J. I. Samson, J. N. Richards.

**Associate director:** M. G. Pearce.

**Executives:** M. Holbeche, D. Wade-Ferrell, B. Baird, A. Gregory, J. Miller, A. Baker, J. Richards (creative dir), Mrs J. Huie (TV dir), W. Slood (research mngr), M. Pearce (acctnt).

**Accreditations:** ANC, FACB, PPAB, TAB, NPANZ, AAB.

**Clients:** Alberto-Culver Company, Ampol Petroleum Ltd, Australian National Industries, Bowling Centres (Holdings) Ltd,

British Automotive Industries Pty Ltd, British Overseas Airways Corporation, BSR (A'sia) Pty Ltd, Citizen Watch Company, Danfield Pty Ltd, Gilbert & Barker Manufacturing Co. Pty Ltd, Goddard, J., & Sons Pty Ltd, Goldring Engineering (Aust.) Pty Ltd, Innox Pty Ltd, Johnson D. F. Syndicate Corporation Pty Ltd, Lincoln International (Aust.) Pty Ltd, Meat Promotion Co. Pty Ltd, Menley & James Laboratories, Nilfisk of Australia Pty Ltd, Norge Auto-Coin Dry Cleaners Pty Ltd, Oliver (A'sia) Pty Ltd, Parsonage Pty Ltd, Phillips & House Pty Ltd, Salmond & Spraggon (Aust.) Pty Ltd, Smith Kline & French Laboratories (Aust.) Pty Ltd, St George Motors Pty Ltd, Wrightbilt Pty Ltd, Universal Record Club of Australia, Yellow Cabs of Australia Ltd, Industrial & Trade Fairs Pty Ltd.

**O'BRIEN PUBLICITY (NSW) PTY LIMITED**, O'Brien Hse, 56 Young St, Sydney, 2000. Phone 27-1355. Telegrams Gofer.

**Branches:** Melbourne, Brisbane, Adelaide.  
**Directors:** R. J. Murphy, V. O'Brien, R. Gordon.

**Executives:** L. Price, R. Caro, T. Saarinsen, G. Ross-Smith, B. Lynch, B. Noakes, Miss D. Frost (media mgr), P. Hill (prod. mgr), E. Shirley (art dir), Miss L. Excell (acct), W. J. Taylor (radio/TV).

**I/state Repr.:** Ian H. Smith & Partners, 188 St. George's-tce, Perth, W.A.

**O'seas Repr.:** Associate houses in Auckland, Wellington, London, New York, Chicago, San Francisco, Los Angeles, Singapore, Hong Kong and Europe.

**Accreditations:** ANC, FACB, PPAB, TAB, AAB.

**Clients:** Artes Studio, Associated Products & Distribution Pty Ltd (Frozo Foods Co. Pty Ltd, Devondale Cream Co., Shelley & Sons Cordial Factory Pty Ltd), Australian Council of Local Government Associations, Biber Furs, Binks-Bullows (Aust.), Bob Martin Export, British Tobacco Co. (Aust.) Ltd, Butterick Publishing, Cinzano, E. Et Cia (Aust.) Pty Ltd, David Webster & Son, Dermide (Aust.), Edward H. O'Brien, Emery Industries (Aust.), George Weston Foods, Holbrooks Pty Ltd, Imperial Chemical Industries of Australia & New Zealand, Jacoby Mitchell (Sony Tape Recorders), Johnson & Johnson Pty Ltd, Lindfield Laundry & Dry Cleaners, Lockwood Constructions, Marubeni-Ida, MEM (Aust.) Nichimen Co. (Aust.), NZL Trading Co., Ogilvie Bakeries, Permutit Co. of Aust., Philips Sanford Pty Ltd, Ralph King & Yuill, Reckitt's, Rural Bank of NSW, South Coast Bakeries, Warringah Mall, The Wrigley Company.

**ORBIS INTERSECT**, 18a Pitt St, Sydney, 2000. Phone 27-7386.

**Directors:** G. Marcelli, E. Holmes.  
**Executive:** G. Marcelli (prod. mgr).  
**Accreditation:** ANC.

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**PATERSON AND PARTNERS PTY LIMITED**, Union-House, 247 George St, Sydney, 2000. Phone 27-8141.

**Managing Director:** J. G. Paterson.

**Directors:** G. M. Keene, J. Steer.

**O'seas repr.:** Ling-McCann Erickson Limited, Hong Kong; Papineau Advertising, Singapore; OMA Cyprus Advertising Co. Ltd., Nicosia, Cyprus; The British Publicity Co., Valletta, Malta; DFP Advertising Service, Georgetown, British Guiana; National Advertising Co., Port of Spain, Trinidad; Kenyon Wiles Pty Ltd, Durban, South Africa; Kenyon Wiles Pty Ltd, Miami, USA; Spottiswoode Advertising, London; Ogilvy and Mather, San Francisco, USA.

**Accreditations:** ANC, FACB, PPAB, NPA of NZ, TAB, AAB.

**Clients:** Adams National Industries (Aust.) Pty Ltd, Brambles Industrial Services, British India Steam Navigation Co., Burns Philp, Chep, Cunard Steam Ship Co. Ltd, E&A Steam Ship Co. Ltd, Hollywood Textiles Pty Ltd, Macdonald Hamilton & Co. Pty Ltd, Letraset Australia Pty Ltd, Lowe Distributors, N. B. & L. Trading Company, Old Tote Theatre, Original Displays Pty Ltd., P&O Lines of Australia Pty Ltd, Scandinavian Airlines, Searls, Swiss Air Transport Co.

**PATTERSON, GEORGE, PTY LIMITED**, 252 George St, Sydney, 2000. Phone 2-0571. Telegrams Pressager. Telex 20449.

**Directors:** L. W. Farnsworth (chrmn), K. H. Cousins (mng dir), R. A. Cudlipp (gen. mgr), M. I. Anderson, O. T. Gardner, D. L. Hall, B. Jarrett (creative dir), S. J. Priestley, A. R. G. Wilson.

**Associate directors:** Sydney: E. K. Chesterfield (TV media dir), G. J. Doorley, J. J. Evans, J. W. Evans, R. Y. Hillman, N. B. Palethorpe, B. A. Quigley, G. E. Seagrove, R. Selsby (media dir), W. H. Turner, A. E. Viney, D. L. Wrathall (art dir.), R. Young, R. R. Christie (prod. mgr). **Melbourne:** A. Dumas, M. Feddersen (art dir), C. L. Fraser (radio & TV mgr), J. F. Gale (media mgr), R. White. **Company secretary:** D. A. Taylor.

**Branches:** Melbourne, 394 Latrobe St, 3000. Phone 329-7577. Telegrams Pressager. Telex 30375; Adelaide: 48 Greenhill Rd, Wayville, 5034. Phone 51-6121. Telegrams Pressager. Telex 82103; Brisbane: George Patterson-Noble Bartlett Pty Ltd, 64 Roma St, 4000. Phone 2-3624. Telegrams Pressager. Telex 40152.

**Clients:** Arnott's Biscuits Pty Ltd, ACF & Shirley's Fertilizers Ltd, APD Pty Ltd, Australian Bankers' Association, Australian

Mutual Provident Society, Australian Record Co. Ltd, Austarama Television Pty Ltd, Bank of NSW (The Wales Unit Investment Ltd, The Wales Superannuation Funds Ltd, The Bank of NSW Nominees Pty Ltd, International Division), Bedgood & Co. Pty Ltd, Lewis Berger & Sons (Aust.) Pty Ltd, Berlei Ltd (Maidenform), Big Sister Foods Ltd, Bowater Paper Co. Pty Ltd, British Travel Association, James Buchanan & Co. Ltd, Cadbury-Fry-Pascall Pty Ltd, Campbell's Soups (Aust.) Pty Ltd, Carlton & United Breweries Ltd, Caterpillar of Aust. Pty Ltd, Colgate-Palmolive Pty Ltd, Comalco Industries Pty Ltd (Alfoil), Concrete Industries (Monier) Ltd, Craig Mostyn & Co. Pty Ltd, Cyanamid DHA Pty Ltd, Thomas C. Dixon & Sons Pty Ltd, E. G. Eager & Son Pty Ltd, John Fairfax & Sons Ltd, Federation of Australian Commercial Television Stations, Fiji Tobacco Co. Ltd, General Motors-Holden Ltd, Gibb & Beeman Pty Ltd, Gillette (Aust.) Pty Ltd, The Goodyear Tyre & Rubber Co. (Aust.) Ltd, Goodyear Motor Tyre Service Pty Ltd, Haco Distributing Agencies Pty Ltd, John Harvey & Sons (Australia) Ltd, The Hong Kong Tourist Association, Industrial Acceptance Corporation, International Home Products (Aust.) Pty Ltd, Josephson & Sons Pty Ltd, Kosset Carpets Ltd, Laubman & Pank Ltd, Leigh Mardon Pty Ltd, Maglia, Malleys Limited, Malleys Bahco Engineering Pty Ltd, John Martin & Co. Ltd, NZ Forest Products Ltd, National Automotive Service Co., Norton Australia Pty Ltd, Nylex Corporation Ltd, Parsons General Foods Ltd, Paterson Laing & Bruce Ltd, Prestige Limited, Queensland Brewery Ltd, Queensland Can Company Ltd, Queensland Government Dept of Industrial Development, Queensland Television Ltd (QTQ Channel 9), B. Seppelt & Sons Ltd, Shelley & Sons Cordial Factory, S. Simpson Ltd, Standard Telephones & Cables Pty Ltd, State Electricity Commission of Victoria, Swift Australian Company (Pty) Ltd, Tampax Limited, Television Corporation Ltd, Uncle Ben's Inc., United Distillers Pty Ltd, Victorian Wheat & Wool Growers' Association, W. D. & H. O. Wills (Aust.) Limited, Woolworths-BCC Stores, Wyeth Pharmaceuticals Pty Ltd, Overseas Telecommunications Commission.

**PITT AND ASSOCIATES ADVERTISING PTY LTD**, 60 Riley-st, East Sydney, NSW, 2010 (Head Office). Phone 31-0781 (5 lines).

**Directors:** W. Pitt (mng dir), K. C. Heasman (media dir), L. C. Jones (prod. dir), F. S. Merchant, (accnts dir).

**Associate directors:** D. J. Cobcroft, Mrs M. C. Reilly, T. W. Wrightson.

**Branch:** 309 Little Collins-st, Melbourne, Vic. (63-6759).

**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**Clients:** Aarons, J. P., Pty Ltd, Agpol (Polish International Publicity), Amalgamated Wireless (Australasia) Limited, Australian Broadcasting Commission, Australian Meat Board, M. J. Bateman, Cobb & Co. Men's Toiletries, Consolidated Aerosols Pty Ltd, Eyesight Training, Fesq & Co. Pty Ltd, Frigate Limited, Fur Traders' Association of NSW, Gilford Electric Co. Pty Ltd, Legal & General Assurance Society Ltd, Mark Anthony Beauty Aids (Aust.), Mecar Research Pty Ltd, NSW Master Carriers' Association, Ken Sams Motors Pty Ltd, Robert Stone & Co. Pty Ltd, Shelley & Sons Cordial Factory Pty Ltd (GI div.), Sunbeam Corporation Limited, Telemark Productions Pty Ltd, Textra Shirts Pty Ltd, Thomas Nationwide Transport Ltd, Universal Engineers' Supplies Pty Ltd, Jillian Webb Wickers Pty Ltd.

**POPE & KIERNAN & BLACK PTY LTD**, 56 Berry St, North Sydney, NSW, 2060. Phone 92-9597, 92-5381, 929-8979.

**Directors:** M. R. Pope, J. F. Kiernan, R. R. Black, Mrs E. M. Pope.

**Executives:** M. R. Pope (mng dir), J. F. Kiernan (creative dir), R. R. Black (art dir), Mrs B. Dixon (media mngr), L. E. Cross (prod. mngr).

**Accreditations:** ANC, AAB, FACB.

**Clients:** Abbott Laboratories Pty Ltd, Argentine Consulate, Blake & Hargreaves Pty Ltd, Boots Pure Drug Co. (Aust.) Pty Ltd (rural division), Keith Bray Pty Ltd, Dale Slacks Pty Ltd, T. A. Field Pty Ltd, Helix Electrical Products Pty Ltd, H. J. Lees (Sales) Pty Ltd, Medicare Laboratories, Pacific Safflower (Aust.) Pty Ltd, Pioneer Welding Holdings Ltd, Program Building Industries Pty Ltd, The Ban-O-Dor Company, Union Carbide Australia Ltd (plastics division, chemicals division and head office), Walmac Electrical Products Pty Ltd.

**PRITCHARD WOOD-QUADRANT PTY LIMITED**, Colman Hse, 89 Berry-st, Nth Sydney, 2060. Phone 929-8122. Telegrams Pritwodors, Sydney.

**Directors:** John Bristow (chrnm), Dick Lauder McIntyre, James E. Black, R. J. Burnham, V. Henderson.

**Executives:** John Bristow (chrnm), James Black (mngr dir), Reg Burnham (gen. mngr), Vincent Henderson (acct dir), I. Bennell (media dir).

**Accreditations:** AAB, ANC, TAB, FACB, PPAB.

**Clients:** Agserv Division of Geigy Aust. Pty Ltd, Alcan Australia Limited, Automagic Pty Ltd, Bacardi International Ltd, Bayer Pharmaceuticals Pty Ltd, The Bulletin, Coca-Cola Export Corporation, Coty Pty



Ltd, Cyanamid International, Esso Standard Oil (Aust.) Ltd, Fleetwood Pharmaceuticals Pty Ltd, Gallaher International (Aust.) Ltd, Goldfaber (Aust.) Pty Ltd, Honda Motor Co. Ltd, Malleys Ltd, Minnesota Mining & Mfg (Aust.) Pty Ltd, D. & W. Murray (Aust.) Ltd, K. G. Murray Publishing Co. Pty Ltd, The Nestle Company (Aust.) Ltd, Pilkington Brothers Ltd, Sterling Pharmaceuticals Pty Ltd, Samuel Taylor Pty Ltd, United Telecasters Sydney Ltd, Victa Limited (Pace Mowers Pty Ltd), Rosella Canned Minute Meals, Deb Instant Mashed Potato.

**RENNIE, L. B., & PARTNERS PTY LTD**, 230 Elizabeth St, Sydney, 2010. Phone 61-9151.

**Directors:** L. B. Rennie (manag. dir), J. O. Amos, K. T. Baker, A. Rennie, H. L. Russack, J. Harris.

**Executive:** N. M. Harding (secretary).

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** Industrial and technical accounts.

**RICHARDSON-COX PTY LTD**, 263 Castlereagh St, Sydney, 2000. Phone 26-1735. Head office, Melbourne.

**Directors:** G. H. Beseler (mng dir), J. S. Rigby, K. Givens.

**Executive:** R. Goulding (NSW mngr).

**I\*state repr.:** Branches in Perth, Adelaide.

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** ACH Industries Ltd, Carmen Jones Pty Ltd, John Carruthers & Co. Pty Ltd, Cox Bros (Aust.) Ltd, Cement Chemicals (Aust.) Pty Ltd, Chemical Construction & Equipment Co. Pty Ltd, Communications Associates Pty Ltd, Hilton Hosiery Ltd, Jayson Traurig Bros Pty Ltd, KGH Industries Pty Ltd, Merco Tyre & Rubber Co. Pty Ltd, Monerry Services, National Art Metal Co. Pty Ltd (Merchandising Div.), Neptune Oil Co. Pty Ltd, Overseas Corp., Robur Tea Co., Rolls Radio Industries, Royal Doulton China Ltd, John Shorter (Wholesale) Pty Ltd, Therinos Pty Ltd, Thos Webb, A. C. Willand & Co. Pty Ltd.

**RICKARDS ADVERTISING SERVICE PTY LTD**, Suite 903, Caltex Hse, 167 Kent-st, Sydney. 27-3541-2.

**Directors:** L. J. Samuels, H. A. Howden, A. D. Gibson, R. Crees.

**Executives:** R. L. Kardash (assoc. dir), K. C. Britton, R. G. Addison (acct-execs).

**I/State Repr.:** Rickards (Vic.), Rickards (SA). **O'seas:** Member Affiliated Advertising

Agencies Network, International.

**Accreditations:** ANC, PPAB, FACB, TAB.

**Clients:** Arnold, W. J. Constructions Pty Ltd, Aust. Wire Industries, Australian Wire Rope Works Pty Ltd, Bentley Chemical Co. Pty Ltd, Berryman Furniture, Billy Graham, British Amusements Corporation Pty Ltd, Chamber of Auto Industries of NSW, G. J. Coles, Colmart, Compriband of Aust. Pty Ltd, Cottage Craft, Detergents Consolidated Pty Ltd, Diesel Motors Pty Ltd, Draffin-Evershot, Fleetwood Furniture, W. Grants, Highly Plastics Pty Ltd, Lafra Chemical Co. Pty Ltd, Light Aircraft Pty Ltd, Lubysil of Aust. Pty Ltd, Machine Made Sales Pty Ltd, Mayne Nickless Ltd, McLeod Ford Pty Ltd, Paddy Pallin Pty Ltd, F. Perkins (Aust.) Pty Ltd, S. & J. Plastics Engineering Pty Ltd, Village Pharmacy, Wiggins Parts Supply.

**RODGERS HOLLAND EVERINGHAM PTY LTD**, 108-110 Walker St, Nth Sydney, 2060. Phone 92-0601.

**Director:** W. H. Rodgers (chrnm & mng dir).

**Executives:** J. L. Harben, M. W. Askey, B. G. Marshall, S. James, J. Coyle, Mrs F. McKinnon, J. Boyce.

**Accreditations:** ANC, ANPA, FACB, TAB.

**Clients:** Alberto Culver Company, Du Pont Far East Inc., Gallaher International (Aust.) Ltd, General Electric-Kirby Appliances Ltd, Gilbeys Ltd, Hardboards Australia Ltd (Masonite Division), Jayworth Industries Ltd, Johnson & Johnson Pty Ltd, Kosciusko Thredbo Pty Ltd, Norco Co-op. Ltd, Pepsico International, Radio 2UE Sydney Pty Ltd, Remington Rand (Aust.) Pty Ltd (Shaver Division), Schweppes (Australia) Ltd, Suno-roid Pty Ltd, Sydney Pincombe Pty Ltd.

**ROSEBERY, ARTHUR L., ADVERTISING PTY LTD**, 78 William St, Sydney, 2000. Phone 31-9136/7, 31-8031/2/3.

**Directors:** Arthur L. Rosebery (mng dir), D. A. Waghorn, P. Parker.

**Executives:** R. Williams (acct exec.), C. Terry (media mngr), M. McCauley (asst media mngr), S. Noble (company secy), J. Madden (prod. mngr).

**Accreditations:** ANC, FACB, TAB, PPAB.

Member Adman (International).

**Clients:** Alexander Tobacco Pty Ltd, AlSCO Linen Service, Associated Camera Stores, Braemar Industries Pty Ltd, Braemar-STG Pty Ltd, Braham & Ross Pty Ltd, Capitol Motors Pty Ltd, Cemac Pty Ltd, Comeng Holdings Ltd, Commercial Vehicle Industries, Commonwealth Engineering (NSW) Pty Ltd, Cyclops & Lines Bros (Aust.) Pty Ltd, Dales Soft Drinks Pty Ltd, Edwards Dunlop Pty Ltd, Fibre Containers Pty Ltd,

G. O. Gibbons Pty Ltd, Grasslands Pty Ltd, Green Corporation Ltd, E. J. Hart Pty Ltd, Howard F. Hudson Pty Ltd, Imperial Carpets Pty Ltd, Lusteroid Pty Ltd, NSW Citrus Growers' Council, NSW National Coursing Association, Layne & Bowler (A'sia) Pty Ltd, Olims Trading Co., Stuart Alexander & Co. Pty Ltd, Smith Bros Pty Ltd, E. J. Todd Pty Ltd, Vitamin Supplies Pty Ltd, Arthur Webster Pty Ltd.

**ROSS ADVERTISING SERVICE**, 28 Glen St, Milson's Point, 2061. Phone 92-2660, 92-3919.

**Director:** L. P. Ross.

**Executive:** R. Clinton.

**Accreditations:** FACB, AAB.

**Main Clients:** Industrial & technical accounts.

**RUSSELL, LEWIS, WHITE AND ASSOCIATES PTY LTD**, 93 York St, Sydney, 2000. Phone 29-7154. Telegrams Rulads Sydney.

**Directors:** W. A. McDermott, L. M. Lewis, R. B. Russell, G. T. Gladwin, K. Shillington, A. Buckingham, B. Adshead.

**Accreditations:** TAB, ANC, PPAB, FACB, AAB.

**Clients:** Arrow Electronics, Associated Beauty Aids, Audio Engineers, Australasian Capital Assurances, Australian Hoechst, Canadian Pacific Airlines, Canadian Pacific Railway Co., J. Curtin & Son, Cutler Refrigeration, Davison Paints, Dishlex, Filuma Door Co., William Hodgekiss & Associates, Hoechst Chemicals, Hungerford Spooner & Kirkhope, Ronald R. Keed & Co., J. C. Ludowici & Son, Mastersound Sales, Modern Medicine of Aust, Paton Burns & Co., Potter & Birks, Prospect County Council, Renix Pty Ltd, Rondel's Frocks, DHA-Rural Division, Sherer-Pennant Refrigerations, Shure Bros Inc., Slimform Girdle Co., South African Airways, South African Tourist Corp., South African Trade Commissioner, Thunderbird Enterprises, Tilt-A-Dor Pty Ltd, Watson's Agencies, Wells-National.

**RUSSELL-MORRIS ADVERTISING PTY LTD**, 49 Clarence St, Sydney, 2000. Phones 29-1756, 29-1080. Telegrams Rasmusorads.

**Directors:** H. P. Clarke (mng dir), W. P. Clarke (also media exec.).

**Accreditations:** ANC, PPAB, TAB, FACB, AAB. **O'seas accreditations:** Sth African Broadcasting Corp.

**Clients:** Albercorp Marine Equipment Co.,

Amplion (A'sia) Pty Ltd, Braemar International (Travel) Pty Ltd, Clae Marine Engineers Pty Ltd, Cumfy Cut Clothing Pty Ltd, Donaclone Pty Ltd, Lyttle & Westerway Pty Ltd, Peter Fletcher Boat Plans, Pierre Couve Pty Ltd, Ronald F. Foster Pty Ltd, Stannard Bros Pty Ltd, World Wide Mail Order Pty Ltd.

**PETER RYAN ADVERTISING**, 66 King St, Sydney, 2000. Phone 29-7686. Branch: 342 St Kilda Rd, Melbourne, 3000.

**Principal:** Peter P. Ryan (sole prop.).

**General manager:** Norman V. Buchanan.

**Executives:** Graham Palmer (prod.), Margaret Helman (media), Beverly Gibsone (art).

**Accreditations:** ANC, TAB, FACB, AAB, PPAB.

**RYDGE-ANDERSON ADVERTISING, 250** Pitt St, Sydney, 2000. Phone 61-8931.

**Director & Mngr:** R. A. Rydgc.

**Accreditations:** AAB, FACB, ANC, TAB, PPAB.

**SELLERS COMPANY, THE**, 74 Pitt St, Sydney, 2000. Phone 25-2011. Telegrams Selos.

**Director:** Oswald P. Sellers (gov. dir).

**Executives:** Rodney J. Phillips (gen mngr, Sydney), G. A. Scott (mngr, Melb.), Kathleen M. Golding (media mngr), R. Lindsay (secy).

**Accreditations:** ANC, FACB, TAB, PPAB, AAB.

**Clients:** W. A. Flick & Co., Bushells, Hoadley's Chocolates, Suttons Motors, Shirley's Fertilizers, Australian Fertilizers, Dream-spun Blankets.

**SHORTRIDGE ADVERTISING PTY LTD**, 26 O'Connell St, Sydney, NSW, 2000. Phone 28-8236.

**Accreditation:** ANC.

**SLATTER, E. C. & PARTNERS PTY LTD**, 304-306 Kent St, Sydney, 2000. Phone 29-7141.

**Directors:** E. C. Slatter (mng dir), J. Q. Simpson, J. P. Quayle, N. M. Hughes, M. F. Long.

**Executives:** J. D. Garland, P. Hall, R. G.



Slatter, W. Pong (art), E. Law (accnts), J. Box (copy).

**Accreditations:** ANC, FACB, PPAB, TAB.

**Clients:** Allen Taylor Ltd, Carpet Manufacturers Ltd, Cordina Chickens, Elanco Products, Eli Lilly, Email Ltd (commercial), Encyclopaedia Britannica Inc. Pty Ltd, Frank G. O'Brien Ltd, Hyster (Aust.) Pty Ltd, Lawrence Tootill, Nightingale Chemicals, Rosken Products, Vencat Curry Powder, F. T. Wimble Ltd, Wormald Bros Industries Ltd.

**SMYTH, ARTHUR & SONS PTY LTD** (Arthur Smyth Holdings Pty Ltd), 355 Kent St, Sydney, 2000. Phone 29-7433. Telegrams Smythads.

**Branch:** 327 Collins-st, Melbourne.

**Directors:** H. R. Bowker, I. M. Heydon, E. W. Rogers, P. F. Smyth, K. J. Unsted, A. G. Wilson, D. Hilliard, Mrs V. J. Smyth.

**Executives:** P. F. Smyth (mng dir), K. J. Unsted (gen. mnggr) I. M. Heydon, A. G. Wilson, H. F. Cashmore (acct-execs), E. W. Rogers (secty), W. H. Cumming (acct), R. D. Jackson (prod. mnggr), I. E. Harris (media dir), G. Garland (media mnggr), D. Little (creative dir), A. S. Schlecht (market research), D. Hilliard (mnggr, Vic.).

**Accreditations:** ANC, AAB, FACB, PPAB, PANZ, TAB.

**Clients:** Australian Sewings Pty Ltd, Baulkham Hills Garden Centre, Bradford Cotton Mills Ltd, British Motor Corporation (Australia) Pty Ltd, Convair Shirts Pty Ltd, TV Times, John Bull Rubber (Aust.) Pty Ltd, The Sanforized Company (div. of Cluett Peabody & Co. Inc.), V. W. Duncan & Associates Pty Ltd, Expandite Australia Pty Ltd, Erg Batteries Pty Ltd, Fairfax & Roberts Ltd, King Gee Clothing Co. Pty Ltd, Morgan Mason & Co. Pty Ltd, Marco Productions Ltd, Potash (A/sia) Pty Ltd, PGH Aluminium Sales Pty Ltd, PGH Ceramics Pty Ltd, PGH Furniture Pty Ltd, PGH Industrial Products Pty Ltd, PGH Wood Products Pty Ltd, Staedtler-Sovereign Pty Ltd, Australian General Insurance Co. Limited, J. Millerchip & Sons Pty Ltd.

**STANNARD-PATTEN-SAMUELSON ADVERTISING AGENTS PTY LTD**, Wimble Building, 35 Clarence St, Sydney, 2000. Phones 29-1637 (5 lines).

**Directors:** Ron Patten (mng dir), Peter Stannard, Graeme Samuelson.

**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**STEELE KAIN KELLY PATON ADVERTISING PTY LTD**, Commercial Bank Bldg,

100 Bathurst St, Sydney, 2000. Phone 61-8661. Telegrams Stelko.

**Directors:** Richard Steele, M. R. Kain, L. A. Reason.

**Accreditations:** ANC, FACB, PPAB, TAB, AAB.

**TELL ADVERTISING PTY LTD**, 1st floor, 393 George St, Sydney, 2000. Phone 29-7074, 29-7075.

**Accreditations:** ANC, AAB, TAB, FACB, PPAB.

**Clients:** Abel Lemon Pty Ltd, Armstrong Bros Pty Ltd, Barrere Distributors, Bos Westminster Centre, Bos Carpets (Newcastle), Bullworker, Charles Spring Pty Ltd, Concert Hall Record Club, Consolidated Chemicals Ltd, Corsano Co. Pty Ltd, Domex Trading & subsidiary companies (Nancy Taylor, Stephanie Bowman, Ginasta Co., Sanaform Co., Hollywood Co., Thermalon Laboratories, Mail Shopping Centre), Dormay Pty Ltd, Ethic Laboratories, J. Gibson Bros, Haining & Pearlman Pty Ltd, Heron Books Pty Ltd, International Art Club Editions, Kadco Trading Co., Leedale Pty Ltd, Leisure Arts, Life Nutrition Pty Ltd, Literary Heritage Pty Ltd, Lovable Brassiere Co. (Aust.) Pty Ltd, Mack Pharmaceuticals Pty Ltd, N&K Developments Pty Ltd, Nuford Motors Pty Ltd, Orbit Travel Services Pty Ltd, Power Coaching College Pty Ltd, Trent Mind & Memory Development Pty Ltd, Vitasafe Plan (Aust.) Pty Ltd, Websters Investigations Pty Ltd, York Laboratories, ZZ Cut Price Centre.

**THOMPSON, J. WALTER, AUSTRALIA PTY LTD**, 132 Elizabeth St, Sydney, 2000. Phone 2-0640. Telegrams, Thomertwal.

**Directors:** R. E. Alcock, T. R. Carruthers (chrnm), C. Erickson, W. H. Erskine (dep. chrnm), P. Jacklin, W. Magno, L. J. Sharman (mng dir — chief exec), A. N. Weekes.

**Executives:** K. Dalgleish, J. Edmond, I. Cochrane, P. Steele (all of TV-radio dept), W. Wiggins, G. Outrim, P. Stephens (all of media TV-radio).

Melbourne office, 277-287 William-st, Melbourne, Vic., W. Magno (mnggr), J. Sexton (media), C. Pym (radio-TV).

**O'seas Repr.:** JWT, 420 Lexington-ave, New York, USA, and branches throughout the world.

**Accreditations:** ANC, AAB, PPAB, FACB, FACTS.

**Main Clients:** Ansett-ANA, Burroughs Ltd, Bonds-wear Chesebrough-Ponds, Consolidated Press, Colonial Sugar, Dunlop, Horlicks, Kellogg (Aust.), Kraft Foods, Kimberley-Clark, Lend Lease Homes, Pan American Airways, Pepsi-Cola, Patons, Prudential,

Rheem, Taubmans Paints, Union Carbide, Westons Biscuits, W. D. & H. O. Wills, Kelvinator, Reckitts Pty Limited, Singer, Scott & Bowne, Wrigley's.

**THOMSON PORRITT PARTNER ADVERTISING PTY LTD**, 68 Berry St, North Sydney, NSW, 2060. Phone 92-6016.

**Directors:** T. W. D. Thomson (mng dir), R. M. Porritt (gen. mngtr), H. D. Mendelson (creative director).

**Executives:** B. Boland, P. Edge (acct execs), L. Corbett (media), P. Burdon (accnts).

**†state repr.:** Member, Admark Australasia, national advertising and marketing group. Melbourne: Dingwall, Canning, Niere, Robbins Pty Ltd, 67 Queens Rd (51-6911). Brisbane: Edmonds Advertising Pty Ltd. Associates other States. O'seas: C. Courtenay Ltd, UK; Dennis Hurley Advertising, NZ.

**Clients:** Amalgamated Television Services Pty Ltd, Australian Racing Drivers' Club Ltd, Automatic Electric Telephones Pty Ltd, Bridgestone Motor Cycle Co., British Pharmaceuticals Pty Ltd, Commercial & General Acceptance Corp. (part), L. Cawley Pty Ltd, Civic Construction Co. (Aust.), Clark Kilns (NSW) Pty Ltd, Commercial Plastics Ltd (Fablon), Crest Hotel, Delta Mfg Pty Ltd, Doulton Potteries (Aust.) Pty Ltd, Dow Corning Australia Pty Ltd, Edels Pty Ltd, FRS Springs Pty Ltd, Gas-Pak Pty Ltd, General Telephone & Electronics (Australasia) Pty Ltd, Gibsons & Paterson Pty Ltd, R. Gunz (Photographic) Pty Ltd, Henderson's Federal Springs Works (NSW) Pty Ltd, Horological Guild of Australia, George Hudson Pty Ltd, Ipec (Aust.) Pty Ltd, James A. Jobling Ltd (Pyrex), Lawry's Foods of California Inc., McCulloch of Australia Pty Ltd, National Chemical Products Pty Ltd (part), National Literary Association Inc. Pty Ltd, Producers & Citizens' Co-operative Assurance Ltd, Sanyo Sales & Service Co., Swift & Company Ltd, Swift & Co. (Trading) Pty Ltd, D. G. Wills Pty Ltd, Winchester-Western Australia Pty Ltd, World Agencies.

**USP-BENSON (NSW) PTY LTD**, Colman Hse, 89 Berry St, North Sydney, 2060. Phone 929-8177. Telegrams Salesrise.

**Directors:** C. E. Richardson (chrnm), R. M. MacKenzie (deputy chrnm), W. O. Cudlipp (mng dir), C. D. Morris, M. Hertz, J. W. Bradstock, R. G. Reid, D. J. Shepherd.

**†state repr.:** USP-Benson Pty Ltd, 16-18 Kavanagh-st, Sth Melbourne (62-6931); USP-Benson (Qld) Pty Ltd, Graphic Hse, Gipps-st, Broadway, Brisbane (51-1061); USP-Benson

(SA) Pty Ltd, 19 North Terrace, St Peters, Adelaide (63-4561).

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

**Clients:** American Machine & Foundry Co. (Aust.) Pty Ltd, Arnott's Biscuits Pty Ltd, Australian Computers Pty Ltd, Australian Optical Industries Pty Ltd, Carrier Air Conditioning Pty Ltd, Chester Ford Pty Ltd, Citizen Watches Australia Pty Ltd, Commonwealth Industrial Gases Ltd, Davis Gelatine (Aust.) Pty Ltd, Eta Foods Pty Ltd, GEC (Australia) Pty Ltd, Gowing Bros Limited, E. H. Harris (Wholesale) Pty Ltd, Hawker de Havilland (Aust.) Pty Ltd, Hunter Douglas Limited, John Deere Aust. Pty Ltd, Industrial and Trade Fairs Pty Limited, Guinness (Australia) Pty Limited, Kork-N-Seal (Aust.) Pty Ltd, Marrickville Margarine Pty Ltd, Matson Lines, Mauri Brothers & Thomson Ltd, Mercantile Credits Ltd, Mercantile Mutual Insurance Co. Ltd, Motels of Aust. Ltd, National Brush Co. (Aust.) Ltd, Nelson & Co. Pty Ltd, Olympic Bowling Centres, Polarizes (Aust.) Pty Ltd, Rank Xerox (Aust.) Pty Ltd, Slazengers (Aust.) Pty Ltd, Stack & Co. Ltd, F. H. Stephens Pty Ltd, St Regis-ACI Pty Ltd, Sterling Machinery Pty Limited, John Vicars & Company Ltd.

**WARWICK-BEAUMONT ADVERTISING PTY LTD**, 264 Pitt St, Sydney, 2000. Phone 61-8786. Telegrams Warwickad. Associate office Melbourne.

**Directors:** W. S. Argall (chrnm), L. J. Gluskie, W. J. R. Logan, R. Tarrant, H. Overduin.

**Executives:** Miss M. Oldham (media), P. Erwin (prod.), A. MacAulay (client contact).

**Accreditations:** ANC, PPAB, FACB, TAB, NPA of NZ.

**WELCH, ROGER, PTY LTD**, 30 Carrington St, Sydney, 2000. Phone 29-4662-3. Cables, Adswell, Sydney.

**Executives:** Roger Welch, Lars Knudsen.

**Accreditations:** ANC, FACB, PPAB, TAB.

**Clients:** Australian Metropolitan Life Assurance Co. Ltd, Boral Limited, Boral Road Services Pty Ltd, W. B. Carr Constructions Pty Ltd, Colin Campbell Chemicals Pty Ltd, G. L. Cooper & Son Pty Ltd, Alex Cowan Ltd, Fordigraph Agencies, Halloran Manton Pty Ltd, J. McCarthy & Co. Pty Ltd, Modern Magazines Pty Ltd, National Mutual Life Association of A/sia Ltd, Petroleum & Chemical Corporation (Australia) Ltd, Powell's Pest Control Pty Ltd, Provincial Television Services, C. C. Macnaught Pty Ltd, Wyn Products Pty Ltd.

**KEITH WESTGATE CO. PTY LTD**, 6th Floor, Griff House, 324 Pitt St, Sydney, 2000. Phone 26-6911.

**Directors:** K. H. Westgate, V. J. Westgate.  
**Principal Executives:** K. H. Westgate (mng dir), D. Field (prod. mngr), Miss Y. Wilson (office mngr), L. Hungerford (art dir), Miss D. Doone (media mngr).

**O'seas reps:** Oasis Advertising Ltd, Singapore, Advertising House Inc., Tokyo.

**Accreditations:** ABC, ANC, PPAB, FACB, TAB.

**Clients:** Baxter & Co. Pty Ltd, Basil V. R. Greatrex Pty Ltd, Bell Bryant & subsidiary companies, G. G. Benjamin & Co. Pty Ltd, Brambles Metal Products, Brambles Transport Group, Commercial Food Appliances Ltd, Concut Concrete Sawing Services Pty Ltd, Conquip Ltd, Group, N. P. Croft (Aust.) Pty Ltd, Diversey (A'sia) Pty Ltd, A. W. Edwards Building Services Pty Ltd, Edwards Building Services Pty Ltd, Federal Machinery Co. Ltd, Glen Carr & Partners Pty Ltd, S. Goldsmith Pty Ltd, Herfords Pty Ltd, Jasco Pty Ltd, Johnson & Sons Pty Ltd, Longyear (Aust.) Pty Ltd, M. A. Mason & Co. Pty Ltd, G. T. McOnie & Co. Pty Ltd, Murray (ANZ) Pty Ltd, Owen Luttrell Pty Ltd, Stanley Owen & Sons Pty Ltd, E. Pike & Co. Pty Ltd, W. G. Pickrell Pty Ltd, Plaimar Ltd, C. E. Propert Distributing Co. Pty Ltd, Rintoul Partitions Pty Ltd, Robertshaw Controls (Aust.) Pty Ltd, Rowen Arc (Australia) Pty Ltd, Swain Pattern Service Pty Ltd, Tallents Pty Ltd, Variety Footwear Distributors Pty Ltd, James Yates Pty Ltd.

**WESTON ADVERTISING PTY LIMITED**, Chamber of Commerce Bldg, 36 Grosvenor St, Sydney, 2000. Phone 27-1142. Telegrams Publicity Sydney.

**Directors:** W. O. Richards (chrnm), F. W. Still, D. P. Young (joint mng dirs), J. W. Maund, W. De Vere, S. A. Robertson (assoc. dir).

**Executives:** S. A. Robertson (admin & press media mngr), J. R. Goddard, W. O. De Vere, P. Maegraith, D. S. Musgrave (acct execs), R. Pontifex (copy), G. Garthside, R. Stone, P. West (prod.), R. Howard (radio & TV mngr), C. Ibbott (services dept), H. Seelenmeyer (art dir), E. Dempster (acct).

**Accreditations:** ANC, PPAB, FACB, TAB.

**O'seas affiliates:** NSW member of Advertising & Marketing International Network of 66 completely equipped advertising agencies directly affiliated throughout the world.

**Clients:** James Barnes Pty Ltd, Beare & Ley Pty Ltd, Beckers Pty Ltd, J. I. Case (Aust.) Pty Ltd, Commonwealth Moulding Pty Ltd, Wm Cooper & Nephews (Aust.) Pty Ltd, Edinburgh Laboratories (Aust.) Pty Ltd, Hunter Douglas Ltd (Mello-Lite Div.), Inglis

(Pty) Ltd, Inecto Ltd, International Majora Paints Pty Ltd, David Jones Ltd, Johnson & Johnson Pty Ltd, Kalamazoo (Aust.) Ltd, McWilliams Wines Pty Ltd, Manufacturers' Mutual Insurance Ltd, Percy Marks Pty Ltd, Mortgage Guaranty Corporation of Aust., NSW Dept of Health, NSW Co-operative Permanent Building & Investment Society Ltd, Claud Neon Ltd, Otsuka Pharmaceutical Co., Peapes Pty Ltd, N. J. Phillips Pty Ltd, Ronald Pain Pty Ltd, Royal Agricultural Society of NSW, NSW Sheepbreeders' Association, Scott & Bowne (A'sia) Ltd, Sterlec Sales Pty Ltd, Telephone & Electrical Industries Pty Ltd, Technical Training International Pty Ltd, Washington H. Soul Pattinson & Co. Ltd, Wholesale Drug Co. Ltd, Woodheath Pty Ltd, Labor Motor Funerals.

**WILLMOTT ADVERTISING PTY LTD**, Carden Hse, 107 Pacific H'way, North Sydney, 2060. Phone 92-6064/5/6, 92-3578, 92-8973, 92-6125/6/7. Telegrams Wilad, Sydney.

**Directors:** B. G. D. Carden (gov. dir), J. B. Quinlan, H. Binks, E. A. Colley.

**Executives:** J. B. Quinlan (mngr), H. Binks (secy & public officer), M. Malanot (media mngr), F. Atkins (prod. mngr).

**O'seas reprs:** Associate houses in most overseas countries.

**Accreditations:** ANC, FACB, PPAB, TAB, ANPA, NPANZ.

**Clients:** Associated Securities Ltd, Austin-Anderson (Aust.) Pty Ltd, J. Bourne & Sons Ltd, Control Systems (A'sia) Pty Ltd, Dept of Main Roads NSW, H. Evans & Co. Pty Ltd, John Haig & Co. Ltd, D. Hardy & Sons Ltd, Houghton & Byrne Pty Ltd, International Synthetic Rubber Co. Ltd, James Stedman Henderson's Sweets Ltd, Johnson & Johnson Pty Ltd, Lancaster Motors Pty Ltd, Baden P. Morris Pty Ltd, D. Normoyle & Co. Ltd, Pfizer Pty Ltd, Phillips Petroleum Corporation, A. Reyrolle & Co. Ltd, Ronson Corporation, Salmond & Spraggon (Aust.) Pty Ltd, Sera Pty Ltd, Stewarts & Lloyds (Aust.) Pty Ltd, York Motors Pty Ltd, York Motors (Sales) Pty Ltd, York Motors (Holdings) Pty Ltd, McNair Surveys.

## VICTORIA

**ACTIVE ADVERTISING PTY LTD**, Suite 1, 614 St Kilda Rd, Melbourne, 3004. Phone 51-6217, 51-4240.

**Directors:** John Patrick Hodgins, Beatrice Alice Hodgins.

**Executive:** Peter Davidson (acct-exec.).

**Accreditations:** ANC, AAB, FACTS, FACB.

**Clients:** Carcoy Pty Ltd, Cassidy, J. R., Pty Ltd, Dawn Sales & Service Pty Ltd, Dellas Manufacturing Co. Pty Ltd, Dollar TV Rentals, Hunters Products Pty Ltd, Levart Pty Ltd, Macon & Sons Pty Ltd, Markham Industries, Melford Motors Pty Ltd, Reynolds & Co. Pty Ltd, Riddell Industries Pty Ltd, Trio & Associates Pty Ltd, Trio Woollen Mills Pty Ltd.

**ADVERTISING ASSOCIATES PTY LTD**, Suite 11, 67 Queens Rd, Melbourne, 3000. Phone 51-5396.

**Managing director:** R. E. Mahlook.

**Executives:** J. Flood (sen. acct dir), Miss A. Hanson (media mngr), R. Wiseman (prod. mngr).

**Accreditations:** ANC, TAB, FACB, PPAB.

**Clients:** Bob Jane Pty Ltd, Canning & Son Pty Ltd, E. C. Hattam Pty Ltd, Health Services Association, New Oakleigh Motors Pty Ltd, Reliance Home Appliances, St Moritz Pty Ltd, Victorian Rennet Co. Pty Ltd.

**ADVERTISING MARKETING PTY LTD**, 409 St Kilda Rd, Melbourne, 3004. Phone 26-4461 (3 lines).

**Directors:** Leo V. Keane, Val Adami, George H. Santos.

**Accreditations:** AAB, ANC, PPAB, FACB, TAB.

**ALDWYCH ADVERTISING PTY LTD**, 450 St Kilda Rd, Melbourne, 3004. Phone 26-3281. Telegrams Aldwych.

**Directors:** G. L. Bride (mng dir), J. Collins.  
**I'state repr.:** See Sydney and Adelaide entries.

**Accreditations:** ANC, FACB, TAB, PPAB, AAB, ABC.

**Clients:** ART Services, Aust. Lead & Zinc Development Assns, Brownbuilt, Commonwealth Railways, General Credits, Holeproof, Hoover, Theo Levy, A. H. McDonald, Ralph McKay, Queens Bridge Motors, A. J. Sage, Welch Perrin, J. B. Were, World Record Club, Zinc Alloy Diecasters.

**ALEXANDRA ADVERTISING PTY LTD**, 288 Russell St, Melbourne, 3000. Phone 32-4931-2-3.

**Director:** G. G. Alexander (gov. dir).

**Accreditations:** ANC, TAB, FACB, AAB, PPAB.

**Clients:** Abaris Printing & Publishing Co., Aquilla Shoes, Beverley Lee Fashion (Tas.), Big Star, C. H. Burnham Real Estate (Vic.), Capital Credit Corporation (Vic.), Carlyon Hotel Group Ltd, Delphic, Domestic Home Appliances, D. Elliot, Exterior Chemical Industries, FGGA Finance Group, Finne & Kempe Pty Ltd, Four Square Stores, Fountain Gardens, Grand Panorama Estate, Grolier Society (Vic.), S. Handlesman (Doncaster H), Harold Fashion, T. Horne, B. E. Humphrey, Kingsley Radio, Langs Fashion Fabrics, Magnin Fashion (Vic., NSW), Main St Albans, Middle East Airlines, Overland Development, Pioneer Uniform Service Pty Ltd, Politis Home Furnishers, Portmans Fashion Group, Realty Development Corp. (Vic.) Pty Ltd, Realty Development Corp. (SA) Pty Ltd (South Lakes), Rendezvous Restaurant Mildura, Royale Clothing Pty Ltd, Rye Beach Realty, Seymour Furs Pty Ltd, Spencer International (Vic.), Torquay Boulevard, Vitanut Products Pty Ltd (Frize, Nuttlex), Warehouse Sales Elec. Pty Ltd.

**ANDERSON WHITE ADVERTISING**, 274 Toorak Rd, South Yarra, 3141. Phone 24-7992, 24-2612.

**Directors:** David John Anderson, Anthony Alan White.

**Executives:** David Clarke (prod. mngr), Chris Raftopolous (art dir).

**I'State Repr.:** Madison Milwyn Pty Ltd Advertising, 102 Arthur St, North Sydney, 2060.

**Clients:** Besteel Building Company, Black Box Novelties, Bramwells Flooring Service, Brendan Edwards Sports Centre, Celcure (Australia) Pty Ltd, Dandy Power Equipment, Haack Motors, Humphrey Omega Dry Cleaners, Interstate Rubber Company — Dupont Corfam, B. Kappel Real Estate, Linfox Transport Services, MacDonald Engineering Company, Michaelis Hallenstein-Sheepskin Division, Newport Motors, Nightingale Chemical Company — White Lily Cleanser, Pets Memorial Gardens, Radio Station 3DB, RetraVision Pty Ltd — electrical stores, R. H. Taylor — electrical store, Vic. Inst. of Dry Cleaners, Woods Williams Furniture.

**ANZARUT, E. CHARLES, (AUST.) PTY LTD**, Stanhill, 34 Queens Rd, Melbourne, 3000. Phone 26-3751. Cables Anzarut, Melbourne.

**Directors:** E. C. Anzarut (mng dir), D. G. Anzarut.

**Executives:** E. C. Anzarut, R. Lingard, G.



Allan, L. Bell, M. McLennan.

**Accreditations:** FACB, TAB, ANC, AAB, PPAB.

**Clients:** Astor Electronics Pty Ltd, Interstate Rubber Co. Pty Ltd, Murray Valley Food Processing Co. Ltd, Plastalon Pty Ltd, Sunkist Snap Frozen Food Distributors Pty Ltd, Tiny Styles Pty Ltd, Wholesale Spirit Merchants' Association of Victoria.

**BAUME, CHAPMAN & BAUME PTY LTD**, Suite 4, Eton Square, 476 St Kilda-rd, Melbourne, 3004. Phone 26-3705.

**Manager:** Des W. Bowen.

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients:** Bendigo Potteries, British Paints (Aust.) Pty Ltd, Dawn Sales & Service, Dominion Reinforcements Pty Ltd, Fanner Manufacturing Co. Pty Ltd, Horner & Lockyer, Jex (Steelwool), Maclaren Laboratories Pty Ltd, Masport Overseas Ltd, Mevra Pty Ltd, Phosphate Co-operative Co. of Aust. Ltd, Peerless Emulsion Products Pty Ltd, Selleys Chemicals Ltd, Shor-Lube Products Pty Ltd, Standard Steel Pty Ltd, Stanley Rogers & Sons Pty Ltd, Stead Industries Pty Ltd, Straightway Motors Pty Ltd.

**BAYNE MACKAY ADVERTISING PTY LTD**, 405 Collins St, Melbourne, 3000. Phone 62-5037.

**Directors:** Jean Mackay (secty & dir), G. Bayne Mackay.

**Executive:** John J. Rodda (acctnt-exec.).

**Accreditations:** ANC, APPA, FACB, TAB, AAB.

**Clients:** Able Staples Pty Ltd, Australian Clays & Industrial Minerals Ltd, Barastoc Products, Batescrew Sales Pty Ltd, Wm Bedford Ltd, Bowen & Pomeroy Pty Ltd, G. V. Clark Motors Pty Ltd, Clausens (Melbourne) Pty Ltd, Clegs Silks, Commercial Bank of Australia Ltd, John Danks & Son Pty Ltd, Federal Chemicals Pty Ltd, Honey Board Promotions, Wm Lawrence (Globe Dye Works) Pty Ltd, Liverpool London & Globe Insurance Co Ltd, London Assurance, James Lyall Engineering Co., J. K. MacLeod Australia Pty Ltd, N. A. Matthews & Sons Pty Ltd, Melbourne City Council H. Murray & Sons Pty Ltd, Northern Assurance Co. Ltd, Pound Motors Pty Ltd, Phoenix Assurance, Royal-Globe Life Assurance Co Ltd, Tresise & Co. Pty Ltd, Unique House Consolidated Pty Ltd, Unique Sash Balance Pty Ltd, Eric Weber & Co. Pty Ltd, Yorkshire Dyeware & Chemical Co.

**BECKET - THOMSON ADVERTISING PTY LTD**, 4 Collins St, Melbourne, 3000. Phone 63-5926/8.

**Directors:** A. W. Thomson (mng dir.), H. R. Thomson.

**Accreditations:** ANC, FACB, PPAB, TAB, NPANZ.

**O'seas Repr.:** Auckland, London, New York, San Francisco.

**BELL ADVERTISING PTY LTD** (see Birrell Advertising Associates (Vic.) Pty Ltd).

**BERRY, CURRIE ADVERTISING (VIC.) PTY LTD**, 580 St Kilda Rd, Melbourne, 3004. Phone 51-8491.

**Directors:** W. C. Currie (chrnm), R. B. Duncan (mng dir), S. Kutt, F. V. Sterndale, J. Currie.

**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**Clients:** Adwell Adding Machines, Armitage Ware Ltd, Arnold's Farm Fences Pty Ltd, Dalgety Trading Co., P. C. Grosser & Co., ICIANZ Ltd (rural, pharmaceuticals, ethical, fertilizers), Kodak (Australasia) Pty Ltd, Meggit Ltd, National Trustees Executors & Agency Co. of A'asia Ltd, Ponsford, Newman & Benson Ltd, Power Cleaning Service Ltd, Regna Cash Registers, Reno Auto Sales Pty Ltd, Spartan Paints Pty Ltd, W. B. Steen Pty Ltd, Take-A-Holiday Pty Ltd, Potter & Moore (new products division).

**BEST AND COMPANY PTY LTD**, 622 St Kilda Rd, Melbourne, 3004. 51-0251.

**Directors:** E. W. Best (gov. dir), G. A. Bond (mng dir), J. O. Wicking.

**Accreditations:** ANC, ANPA, TAB, FACB.

**Clients:** Australian Canvas Promotion Committee, Australian Hoechst Limited, Baker Perkins Pty Ltd, Bendix Mintex Pty Ltd, R. Collie & Co. Pty Ltd, Coronet Caravans, Commonwealth Advertising (Victorian radio), Davies Coop & Co. Ltd, Engineering Products Pty Ltd, Fleetways Pty Ltd, Norman J. Hurl Pty Ltd, J. C. Hutton, ICIANZ Ltd — Ammunition, Explosives & Lighting Divisions, Kingsted Pharmaceuticals Pty Ltd, Kitten Products Pty Ltd, Kiwi Polish Co., Lord Mayor's Appeal, Miracle Bait Oil Co., National Safety Council of Australia, Nicholas Air Charter, Olympic Cables, Olympic Consolidated Industries Ltd, Olympic General Products Pty Ltd, Patons Brake Replacements Pty Ltd, P.B.R. Industrial Co. Pty Ltd, Rampling & Hall, Repco Limited (National & Export), Riley Williams Pty Ltd, Rogers, Seller & Myhill Pty Ltd, Smith Mitchell Pty Ltd, Sterling Clothing Co.,



Tattersall's Sweep Consultation, Thomas Optical & Scientific Co. Pty Ltd, Victorian Canvas Goods Association (Awning group).

**BIRRELL ADVERTISING ASSOCIATES (VIC.) PTY LTD**, 154 Swanston St, Melbourne, 3000. Phone 63-2781.

**Directors:** M. N. Birrell (chrnm), R. C. Hing (mng dir), J. E. Dovey, C. K. S. Need.  
**Accreditations:** ANC, TAB, FACB, AAB, PPAB.

**Istate Repr.:** Birrell Advertising Associates Pty Ltd, Adelaide (71-0425); Bean-Birrell Advertising Associates Pty Ltd, Perth (21-6751).

**Clients:** Ansell Rubber Co. Pty Ltd, Arndale Developments (Aust.) Pty Ltd, Australian Estates Co. Ltd, Australian Record Co. Ltd, Bristol Paint & Chemical Co. Pty Ltd, Coates & Co. Ltd, Colorgrave Publications, Commercial Union Assurance Co. Ltd, Connors & Crough Bakeries, Elastic Webbing (Aust.) Pty Ltd, Elmaco Industries Ltd, Golden Phoenix Restaurant, Hall Sandford & Co. Pty Ltd, Hitachi Ltd, Hong Kong Emporium, Horndraulic (Aust.) Pty Ltd, Ozapaper Limited, Pitt Waddell Bennett Chains Ltd, Rite Wear Pty Ltd, Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Pty Ltd, Simplon Distributing Co., Stock Exchange of Melbourne, Stothert & Pitt (Australia) Pty Ltd, Sulphates Chemical Company, Sun Electric Co. Pty Ltd, Victron Manufacturing Co. Pty Ltd, Wilfred H. Jones & Co. (Aust.) Pty Ltd, Wiltshire Cutlery Co. Pty Ltd, Wiltshire File Co. Pty Ltd.

**K. M. CAMPBELL PTY LTD**, 157 Spring St, Melbourne, 3000. Phone 32-3616. Telegrams Melcam, Melbourne.

**Directors:** K. M. Campbell (mng dir), M. E. Campbell, E. P. Dakin, J. A. Stuart.  
**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** Aerostart (Anzia) Pty Ltd, Associated Pulp & Paper Mills Ltd, Bryson Industries (NSW) Ltd, The English, Scottish & Australian Bank Ltd, The ES&A Savings Bank Ltd, ES&A Managed Investments Ltd, Esanda Limited, F. T. Laboratories Pty Ltd, A. W. & E. Hall, Garmac Constructions Pty Ltd, ICIANZ Limited (Films Division), Jones Lang Wooton, George Kent (Australia) Pty Ltd, Melbourne Safe Deposits Pty Ltd, H. T. McKern & Sons Pty Ltd, Model Dairy Pty Ltd, Patrick Travel Service, Spicers Paper Industries Limited, Table Talk Biscuits Pty Ltd, Terrastone Ltd, World Record Club Pty Ltd.

**CARDEN ADVERTISING PTY LTD**, Carden Hse, 251 William St, Melbourne, 3000. Phone 67-7212. Telegrams Carvert, Mel-

bourne.

**Directors:** B. G. Carden (gov. dir), K. W. Stanway (mng dir & gen. mgr), L. D. Cripps (admin. dir), W. S. Stockdale (art dir), Mrs N. Welsh (secy).

**Accreditations:** AAB, ANC, FACB, PPAB, TAB.

**Clients:** Arnott-Brockhoff-Guest Pty Ltd (Brockhoff Biscuits, Limmits), Associated Securities Ltd, Australian Paper Manufacturers Ltd, BP Australia Ltd, Bryson Industries Ltd, Bunge Aust. Pty Ltd, Caravan Trade and Industries Assoc., Containers Ltd, Crittall Mngf Co. Aust. Pty Ltd, Fibremakers Ltd, Henderson Industries Ltd, Holeproof Ltd (raft division), Bill Patterson Motors Pty Ltd, Pipeair Pty Ltd, Ultra Hats Pty Ltd.

**CARTER, R. G., ADVERTISING SERVICE PTY LTD**, Suite 24, 65 Queens-rd, Melbourne, 3000. Phone 51-6941.

**Director:** R. G. Carter (principal).  
**Executives:** G. Hansby, M. Leffler, L. E. Carter.

**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**Main Clients:** Andasteel Constructions Pty Ltd, Dowell Industries (Aust.) Pty Ltd; Geo. M. Hume Pty Ltd, L. J. Morgan Pty Ltd, Richards Tiles Pty Ltd, Cheatham Salt Ltd, N. R. Reid & Co., Boustead Wood Pty Ltd, Sears Morton Pty Ltd, Underwriting and Insurance Pty Ltd, Buchanan & Brock Pty Ltd, James Flood Pty Ltd, Pye Pty Ltd, AEM (Vic.) Pty Ltd, Collins Radio Co. (A'sia) Pty Ltd, Movitex & Moviegraph Systems Pty Ltd, L. A. Wade & Co.

**CASTLE JACKSON ADVERTISING PTY LTD**, 143 Latrobe St, Melbourne, 3000. Phone 662-1777.

**Directors:** D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.

**Executives:** L. Clay (art dir), Miss Jean Taylor (radio-TV); C. Attwood, (media), A. King (prod. mng).

**Istate repr.:** Canny Gabriel-Castle Jackson, 47 Castlereagh St, Sydney (28-4964).

**Accreditations:** FACB, ANC, AAB, TAB, PPAB.

**Clients:** ADFA, Anderson Hosiery Mills, Avis, Australian Hoechst Ltd, Australian Red Cross, Ball & Welch, Keith Courtenay, H. B. Dickie Ltd, Robert Harper & Co., Maccougalls, SEC (briquettes), Southdown Press, B. S. Stilwell, Trimview Metal Products, Vulcan Industries Ltd.

**CY CATER ADVERTISING PTY LTD**, 180 Russell St, Melbourne, 3000. Phone 32-1755. Telegrams Sycater Melbourne.

**Directors:** C. A. Cater, Y. Cater.

**Accreditations:** ANC, AAB, TAB, PPAB, FACB.

**Clients:** Ada Productions Pty Ltd, Joseph Bancroft & Sons Co., Cyclax (Aust.) Pty Ltd, Danish de Luxe Pty Ltd, Formfit Pty Ltd, Hollandia Shoes (Aust.) Pty Ltd, Leighton Homes Pty Ltd, Public Benefit Bootery Pty Ltd, SKF Ball Bearing Co. (Aust.) Pty Ltd, Sussan Lingerie Pty Ltd.

**CHAPMAN - HENDRIE ADVERTISING,**  
143 Franklin St, Melbourne, 3000. Phone 30-3091. Telegrams Adchap.

**Director:** John F. Hendrie (principal).  
**Executives:** M. Trueman, Mrs H. Davies. (media mngr).

**Accreditations:** ANC, AAB, FACB, PPAB, FACTS.

**Clients:** Australian Die Castings, Australian Republican Party, Brick & Pipe Indust. Ltd, Coles & Garrard Pty Ltd, Connell's (Vic.) Pty Ltd, Dandy Steel Constructions, Elliott Newspaper Group, K. C. Gartside & Co. Pty Ltd, Leo Hemingway & Pickett Pty Ltd, Houghton & Byrne (Vic.) Pty Ltd, ISAS (Victorian Industrial Sales & Service Pty Ltd), Paul Mason Pty Ltd, NKS (Holdings) Limited, Ogen Industries Pty Ltd, Station 3MA Mildura, Charles Tims Pty Ltd, Townshend Homes Pty Ltd, A. L. Young, Pest and Weed Control Association of Vic., Qualcast (Aust.) Sales Pty Ltd, Sherwell Manufacturing Co., STV Channel 8 Mildura, Unique Sash Balance Pty Ltd, Victorian Producers Co-op. Co. Ltd.

**CLEMENGER, JOHN, PTY LTD,** 473 Bourke St, Melbourne, 3000. Phone 67-6351. Telegrams Clemenger, Melbourne.

**Branches:** Sydney, Adelaide, Brisbane.  
**Directors:** P. G. Clemenger, J. L. Clemenger (joint mng dirs), Marie E. Clemenger, P. B. Cooper, P. G. Rankin, J. D. Morris.

**Executives:** P. G. Clemenger (press dir), J. L. Clemenger (TV dir), D. J. Brennan (TV creative dir), G. H. Rodsted (press prod. mngr), P. Harvie (radio mngr), P. B. Cooper (financial dir), R. B. Walduck (media mngr), Bill Gent (exec. art dir), D. H. Warren (copy dir), N. K. Allerton (acct dir), P. G. Rankin (gen. mngr), J. D. Morris (acct dir).

**Accreditations:** ANC, FACB, TAB, PPAB.

**Clients:** AMI (retail), Arnott Guest Pty Ltd, Aust. Timken, A. W. Allen, Bata Shoe Company, Conzinc Riotinto of Aust. Pty Ltd, Courage Brewery, Du Pont International, Glo-Weave Pty Ltd, Godfrey Phillips International Pty Ltd, Hawker Siddeley Brush, Ilford (Aust.) Pty Ltd, Marchants Aerated Waters & Cordials Pty Ltd, Martini & Rossi, Miles Laboratories ANZ-Alka-Seltzer, Moran & Cato Pty Ltd, Nylex Corporation, Peters Ice Cream (Vic.) Pty Ltd, Petroleum Information Bureau, Sellotape (Aust.) Ltd, Sitmar Line, A. G. Spalding & Bros, Stafford Ellinson Pty Ltd, David Syme & Co. Ltd

("Age"), Worth Hosiery Pty Ltd, Wrightcel Pty Ltd.

**CLENCIE, KEN, ADVERTISING ASSOCIATES,** Suite 12, 553 St Kilda Rd, Melbourne, 3004. Phone 51-4766.

**Director:** Ken T. Clencie.  
**Executives:** J. Tinney (mngr), B. Held (creative dir).

**Accreditations:** FACTS, ANC, FACB.

**COLE & CHEONG ADVERTISING PTY LTD,** 602 St Kilda Rd, St Kilda, 3004.

**Directors:** Ian R. Cole, Keith C. Cheong, Daniel I. Bourke.

**Executives:** Colin E. Deague (prod. mngr), Anthony R. Martin (accnts service mngr).

**Accreditations:** FACTS, ANC.

**COUNTRY PRESS CO-OPERATIVE COMPANY LTD,** Carlton Hse, 33 Rathdowne St, Carlton, 3053. Phone 34-5137.

**Directors:** M. K. Armstrong, P. B. Hiscock, G. C. Adams, J. H. Hedges, K. S. Hopkins.

**Executive:** K. B. Laurie (secty & mngr).

**Accreditation:** PPAB.

**CROFT, REX, ADVERTISING PTY LTD,** 204 Toorak Rd, Sth Yarra, Melbourne, 3141. Phone 24-6528.

**Directors:** R. Croft, W. Bradshaw, G. Croft.  
**Executives:** P. Turnham, A. Croft (acctn-execs).

**Accreditations:** TAB, ANC, PPAB, AAB, FACB.

**Clients:** Ampere Electrical Mfg Co., Art Training Institute Pty Ltd, Audiometric Services (Vic.) Pty Ltd, Australian National Theatre, Australian School of Journalism, Australian Sound & TV Co. Pty Ltd, Australian Sunshine & Perfect Pastures, Biz Buzz Stores, Blyth, Greene, Jourdain (Aust.) Pty Ltd, J. Chaleyere & Co., Denkavit (Aust.) Pty Ltd, R. N. Everard Pty Ltd, Geoff Lipton & Co., Green Pasture Lime Co., Harland, Eng. (Aust.) Pty Ltd, Hart & Co. Pty Ltd, Healthway Dairy Products Pty Ltd, Holdsworth Construction Pty Ltd, Holiday Equipment Pty Ltd, Jas. Smith Pty Ltd, John Byron Rural Pty Ltd, Keith Mason Pty Ltd, Kimbell-Adeney Pty Ltd, Lobaschers Electric Motors, Mancine Laboratories Pty Ltd, Meat-Blox Dog & Cat Foods, Montrose Rubber Co. Pty Ltd, Murray Crowburn Co-op. Co. Pty Ltd, New Zealand Pasture Implement Co. Pty Ltd, Permewan Wright Limited, Plaza Engineering Pty Ltd, Progress Engineering Pty Ltd, Sanderson Travel Service, Standard Stock Service Pty Ltd, Surdex Industries Pty Ltd, Synteko Pty Ltd, Tasman Tiles Pty Ltd, Thoroughbred (Aust.) Pty Ltd, Universal Opportunity League.

**CURTIS & MASON ADVERTISING PTY LTD**, 161 Fitzroy St, St Kilda, 3182. Phone 94-0624/5/6.

**Executive directors:** Edward Curtis, James Mason.

**Accreditations:** ANC, TAB, AAB, FACB, PPAB.

**Clients:** Black Clawson, Bradford Insulation (Vic.) Pty Ltd, Craig & Seeley, W. Blom & Son (Aust.) Pty Ltd, Eyelets Ltd, Gawith Bros, Glen Park Cream Pty Ltd, Harvest Foods, Lohn Cordan Ltd, Market Motors, McRostie & Growers, A. Pattison & Co. Pty Ltd, Rayson Industries Pty Ltd, SA & Mildura Districts Citrus Assoc., Sheldons Laundries, Syd Ellis Motors, R. G. Turnley, Vic. Egg Board, Whybrow Shoes, Vegetable Merchants Assn.

**DEAN FORBES ADVERTISING (VIC.) PTY LTD**, 204 Toorak Rd, Sth Yarra, Vic., 3141. Phone 24-7571. Telegrams Deanads, Melbourne.

**Directors:** Douglas M. Barrie (mng dir), Ian G. Johnston, Donald W. Maher, M. Barberis, R. B. Eddelbuttel.

**Executives:** M. Barberis (gen. mngr), R. B. Eddelbuttel (asst gen. mngr).

**Pstate Repr.:** Dean Forbes Advertising Service, Sydney.

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients:** Bearing Service (Holdings) Ltd, Bourne Industries Pty Ltd, Carter Wallace Pty Ltd, A. Flavell Pty Ltd, Heine Brothers (Australasia) Pty Ltd, Heiro Industries Pty Ltd, Lancome Marigny Pty Ltd, Marigny (A'asia) Pty Ltd, Morris & Walker Pty Ltd, Morris Plastics Pty Ltd, Nicholas/Marigny Pty Ltd, Nicholas Pty Ltd (Aspro, Pharmaceutical, Veterinary & E. G. Hughes division), Slough Estates (Australia) Pty Ltd, Sovereign Food Products Corporation Pty Ltd, Textile Cones & Tubes Pty Ltd, Toystan Shoes Pty Ltd.

**DINGWALL, CANNING, NIERE, ROBINS, PTY LTD**, (Melbourne Unit of Admark Australasia), 578 St Kilda Rd, Melbourne, Vic., 3004. Phone 51-6911, 51-2222. Telegrams Admark, Melbourne.

**Directors:** A. W. Dingwall, E. J. Canning, G. T. Niere, T. B. Robbins.

**Executives:** J. Catmull (art dir), B. Raymond, G. Braddy, K. Millard, Miss G. Southard (acct execs), R. Flint (prod. mngr).

**Accreditations:** FACB, TAB, ANC, PPAB, ANPA, ABC.

**Pstate repr.:** Thomson Porritt Partner Advtg, 628 Paul St, Milson's Point, Sydney (92-6016).

**Clients:** Aywon Pty Ltd, AEC (Australia), Bramac Ltd, Crestknit Industries, Commonwealth Serum Laboratories, Elder, Smith,

Goldsborough, Mort Ltd, Flotilla Pty Ltd, Hardware Co. of Australia, Leyland Motor Corporation, Las Vegas Motors Pty Ltd, Longines Watch Co., May & Baker (Aust.) Pty Ltd, Molybond Laboratories, Pampas Mfg Co., Stotts Technical Correspondence College Pty Ltd, Sturdee Electricals Pty Ltd, Saxony Fabrics Pty Ltd, Victorian Wheat-growers' Corp., A. E. Hoad Fabrics.

**DOUGLAS-MERRELL PTY LTD**, 443 Little Collins St, Melbourne, 3000. Phone 67-1914, 67-4447.

**Directors:** G. J. Nicol (chrmn), D. S. Smith (mng dir), M. Forbes, M. F. Smith.

**Executives:** Mrs Irene Mockridge (acct exec.), Neil Pedersen (prod. mngr), Miss Marion Coggins (media mngr).

**Pstate repr.:** NSW, Queensland, Tasmania.

**Clients:** A. V. Page Pty Ltd, Commando Wool, Croftbank Dairies, Mariner Pools, Masaga Developments, Massoni Lines, Scoble Staff Services, Smith IIsborne Pty Ltd, Stewart Craig Pty Ltd, Top of the Town Restaurant, Victorian Honda Distributors.

**EDWARDS ADVERTISING ASSOCIATES**, ANZ Bank Chambers, 351 Elizabeth St, Melbourne, 3000. Phone 67-2303.

**Directors:** L. D. Edwards (principal).

**Executive:** Mrs. J. Healy (media mngr).

**Accreditations:** ANC, AAB, PPAB.

**Clients:** Broom & Wade (Aust.) Pty Ltd, Carborundum Pty Ltd, Cyclone Forgings Pty Ltd, Deutz Australia Pty Ltd, Dobbie Bros Pty Ltd, Eureka Terra Gotta & Tile Co. of Aust. Ltd, Giles & Elliott, Holt Whitney (Aust.) Pty Ltd, Knox Schlapp Pty Ltd, Lockers Engineers Pty Ltd, Lockers Wire Weavers & Perforators Pty Ltd, MTE Pty Ltd, John Oakey & Sons (Aust.) Pty Ltd, Moss Products Pty Ltd, Relays Pty Ltd, Sinclair & Powell Pty Ltd, Noel Steele Pty Ltd, Western Ventilation Equipment Pty Ltd.

**EVANS, RODNEY H. ADVERTISING PTY LTD**, 253 Lonsdale St, Melbourne, 3000. Phone 32-1578/9.

**Executives:** R. Mackinder (mngr), E. O'Keefe, G. Studd.

**Accreditations:** ANC, PPAB, FACB, TAB.

**Directors, repr.:** See Sydney entry.

**Clients:** Amalgamated Wireless (A'asia) Ltd, Australian Broadcasting Commission, Aychar Pty Ltd, Brolite (Vic.) Pty Ltd, Arthur Cocks & Co. Pty Ltd, Colony Shop for Men, Dalgety & New Zealand Loan Ltd, Dalgety Trading Co. Pty Ltd, Edna Barnett Boutiques, Gordon Edgell Pty Ltd, Elna Sewing Machine Pty Ltd, Gollin & Co. Ltd, Reuben J. Hall Pty Ltd, Legal & General Assurance



Society Ltd, Martin & Pleasance, Melbourne Woolbrokers' Assn, Metters Ltd, Red Top Distributors Pty Ltd, Simpson Acoustical Supplies Pty Ltd, G. C. Singleton & Co. Pty Ltd, Victorian Authorised Newsagents' Assn, Wiggins Teape Australia Group, The Wiggins Teape Graphic Equipment Co.

Society, Voca Dictating Machines Ltd.

**FOOTE, CONE & BELDING PTY LTD**, 153 Latrobe St, Melbourne, Vic., 3000. Phone 662-1000. Telegrams: Brigade Melbourne. Also 9 Commonwealth St, Sydney, NSW, 2000, and 47 Greenhill Rd, Wayville, SA, 5034. Associate houses all other States.

**Directors:** A. J. Briggs (chrmn), M. M. Walker (deputy chrmn), R. C. Davey, A. T. Young.

**Local Directors:** T. J. M. Farquhar-Smith (gen. mgr), C. F. Openshaw, C. Uren, A. G. Cheel, G. Siney, R. A. Cuming.

**Accreditations:** ANC, PPAB, FACB, TAB.

**Clients:** Argus & Australasian, The Australian National Line, Australian Newspapers Council, Cibernetics (Electronics) Pty Ltd, Costain Developments (Australia) Pty Ltd, Costain Jennings, Council of Fire, Accident & Marine Underwriters of the Commonwealth of Australia, Creamoata Ltd, Crofts Stores Pty Ltd, Drug Houses of Australia Ltd, Forrester Stephen Pty Ltd, Gas & Fuel Corporation of Victoria, Grosby Shoe Co. Pty Ltd, Herald & Weekly Times Ltd, Herald-Sun TV Pty Ltd, A. V. Jennings Industries (Aust.) Ltd, Le Brand Distributing Pty Ltd, Manchester Unity IOOF, Monsanto Chemicals (Aust.) Pty Ltd, Papermate Division of Gillette Australia Pty Ltd, Polycell (Walpamur), Seaboard Finance Co. Ltd, Sirena Sales, Thermal Traders (Vic.) Pty Ltd, Tourist Development Authority, Train-Air Pty Ltd, Arthur Vale & Co. Pty Ltd, Victorian Butter Factories Co-op. Co. Ltd, Wiltshire File Co. Pty Ltd, York Insignia Ltd.

**FORTUNE (AUST.) PTY LTD**, 23 Drummond St, Carlton, Melbourne, 3053. 34-4184.

**Executives:** A. M. Roberts (mgr), R. Solomon (copywriter), R. E. McLeod, K. Carey, N. Tolley (acct execs), F. Shiels (media mgr), R. T. Goodall (art dir), P. Law (creative dir).

**Directors & Accreditations:** See Sydney entry.

**Main Clients:** Ansett Transport Industries, Barrier Reef Islands, Esso Standard Oil (Aust.) Ltd, Foys, Big/W, Geelong Friendly Society, Heywood Building & Finance Pty Ltd, ICD Developments, International Harvester Co. of Australia Pty Ltd, L. F. Masters Co., Metters Ltd, Nathan & Wyeth Ltd, Roco Industries Ltd, Ross Scott, Somerset Real Estate, Town & Country Permanent Building

**GORDON & GOTCH (A'SIA) LTD**, 467 Collins St, Melbourne, 3000. Phone 62-7061. Head office Melbourne.

**Manager:** O. Snellgrove.

**O'seas Repr.:** London, Canada, USA, Sth Africa.

**Accreditations:** ANC, AAB, PPAB, FACB, TAB, NZNPA.

**GENERAL ADVERTISING COMPANY OF AUSTRALIA PTY LTD**, 126 Franklin St, Melbourne, Vic., 3000. Phone 30-4115-6-7, 30-4661.

**Managing Director:** Kenneth Johnson.

**Accreditations:** ANC, AAB, FACB, PPAB, TAB.

**Clients:** Ascota Business Machines Pty Ltd, Australian Country Party, Australian Pipes & Fittings Pty Ltd, BLH Australia Pty Ltd, Berri Fruit Juices Co-operative Ltd, Broadway Engineers Pty Ltd, Bedgood Shoes Pty Ltd, Beau Monde (Australia) Ltd, C.A.M.-E.R.A. Foundation, Canada Packers, Cap Engineering Pty Ltd, Chemical Plant and Engineering, Christina Contouring Clinic, Contracting Plant, Engineering Testing & Research Services Ltd, Exhibition Promotion Pty Ltd, Gas Plant & Equipment, Grimwade Castings Pty Ltd, Hamersley Iron Pty Ltd, Humes Limited, P. Hickman Pty Ltd, Industrial Engineering Ltd, Industrial Service Engineers, IE Knitting Mills, Jackdon Pty Ltd, Jacksons Corio Meat Packaging (1965) Pty Ltd, James Chocolates Pty Ltd, Lawrence H. S. & Son Pty Ltd, L'Officiel Pty Ltd, Mazda Motors Pty Ltd, Machinery Forum Pty Ltd, Motivational Sales Promotions, McKee, I. E. L., Pty Ltd, Oscar Mayer Meats, PA Export Marketing Pty Ltd, Paramount Nurseries, Permac Pty Ltd, Pioneer Refrigeration Pty Ltd, Reinchr Industrial Lease and Finance Pty Ltd, Robertson Daniel, Solway Clothing Co., Sonata Pty Ltd, Steelweld Pty Ltd, Stran Steel, Thorp, H. & Co. Pty Ltd, Toyo Kogyo Co. Ltd, Tip Top & Sunbeam Chickens, Watts, E. A., Pty Ltd.

**MAX L. GOSEWINCKEL & ASSOCIATES PTY LTD**, 622 St Kilda Rd, Melbourne, 3000. Phones: 51-3359, 51-3672, 51-1014.

**Directors:** M. L. Gosewinckel, J. A. Gosewinckel, B. E. Coad

**Executives:** Max L Gosewinckel (mng dir), Barry E. Coad (media dir & company secty).

**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**Clients:** Brella Pty Ltd, Commonwealth Ad-

vertising Division, William Crosby Ltd, Dalsonware Pty Ltd, Electronic Industries Ltd (Hitachi, Homecrafts & Malvern Star Stores, Rentlo, Reditune), Fulton Constructions Pty Ltd, Ralta Limited (Linda Electric Blankets, Hairdryers, Slippers), Rex Weaving & Spinning Mills Pty Ltd, Staffex (Aust.) Pty Ltd, Tupperware of Australia Pty Ltd, Toyo Kogyo, Arthur Vale & Co. Pty Ltd, President Motor Inn.

**GREY ADVERTISING PTY LTD**, Ampol Hse, 792 Elizabeth St, Melbourne, 3000. Phone 34-9001. Interstate: Colman Hse, 89 Berry St, Nth Sydney, 2060.

**Vic. managing director:** Ralph Blunden.

**Executives:** Rob Palmer (deputy mng dir), Bob Shanahan (dir), Ken Painter (gen mgr), Mrs Elizabeth Read (co. secty), Barry Michael (media mgr — air), David Harper (mgr — press media & research).

**Accreditations:** ANC, FACB, PPAB, TAB.

**Clients:** Ideal Toys, Atlas Plastics, Fletcher Jones & Staff, Gilbeys Aust. Pty Ltd, Holeproof Industries, Heathermoor Sportscraft, Australian Gypsum Ltd, Insulwool, Paddle Bros Pty Ltd, Aristoc Industries, ICIANZ (Plastics division), Classweave Industries, Watkins Products Inc.

**HANDBURY ADVERTISING PTY LTD**, 224 Queen St, Melbourne, 3000. Phone 60-1646.

**Directors:** Alan J. Handbury, Lois J. Munro.

**Accreditations:** ANC, TAB, FACB, AAB, PPAB.

**I/State Repr.:** Associate Offices in Sydney, Brisbane, Adelaide & Perth. **O'seas:** Associates houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan

**HANSEN RUBENSOHN-McCANN ERICKSON PTY LTD**, 20 Collins-st, Melbourne, 3000. Phone 63-9024.

**Melbourne manager:** Don Fox.

**O'seas Repr.:** McCann Erickson International, offices and associates throughout the world.

**Accreditations:** See Sydney entry.

**Clients:** Aust. Consolidated Industries, Aust. Window Glass, Aust. Fibre Glass, ACI Plastics, Laminex, Clarks Skyline Shoes, Dural Leeds, Coco-Cola, Dataprint, Foot Rest Shoes, International Factors Ltd, Jay-Cee Potato Chips, John Crundall Knitting

Mills, Koratron, Monbulk Preserves, Nabisco, Ress Oriental Hotel, Stramit, TAA, Lyall Robertson Pty Ltd.

**HAYES PUBLICITY SERVICE PROPRIETARY LIMITED**, Savings Centre, 258 Little Bourke St, Melbourne, 3000. Phone 32-3512. Telegrams Hapus, Melbourne.

**Directors:** Geoffrey P. Hayes (mng dir), M. M. Court, P. Power (secy), I. S. Caithness, J. L. Crane, J. Neate, K. D. Grant (NSW).

**Associate directors:** R. Fauvel, E. Macarow. **I/State repr.:** Hayes Publicity Service Pty Ltd, Commerce Hse, 161 Clarence-st, Sydney. (29-5973).

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

**Clients:** ASEA Electric, BMW (Australia) Pty Ltd, M. R. Ballantine Ltd, Broadcasting Station 2GB Pty Ltd, Campbell Davies Pty Ltd, Canberra Television Services Pty Ltd, Fire Fighting Equipment Pty Ltd, H. & R. Johnson (Aust.) Pty Ltd, W. S. Kimpton & Sons Pty Ltd, Leggett Rubber Industries Pty Ltd, Liberal Party of Aust. (Vic. Division), I. & R. Morley Pty Ltd, New Zealand Government Tourist Bureau (Vic.), Optical Prescriptions Spectacle Makers Pty Ltd (Vic.), Preservene Pty Ltd, Stoffels Handkerchief Ltd, The State Savings Bank of Victoria, Tomasetti & Son Pty Ltd, Victorian Racing Club, H. W. Woods Pty Ltd.

**HAYSOM, W. JOHN, PTY LTD**, 362 St Kilda Rd, Melbourne, 3004. Phone: 69-3101.

**Directors:** W. J. Haysom, M. V. Haysom, A. B. Elvish, G. D. J. Maine, M. J. Haysom.

**Manager:** G. D. J. Maine.

**Executives:** D. J. Scott (creative dir), A. C. Marshall (art dir), F. Kelso (prod. mgr), J. Davie (media mgr).

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

**Clients:** Albert Nicholson Holdings, Ansvar Insurance Co. Ltd, Balm Paints Ltd (trade & industrial division), Clarks Torflex Shoes Aust. Pty Ltd, Comdec Pty Ltd (wallpaper div. of Balm Paints Ltd), Commercial Bank of Australia Ltd (part only), Courtney & Patterson Motors Pty Ltd, Debenhams (Aust.) Pty Ltd, Hush Puppies Pty Ltd, J. & H. Marks Pty Ltd (Edox watches), Marquise Knitwear Pty Ltd, Mytton's Limited (Grosvenor & Community cutlery, Beautyline sinks & troughs), Newman's Chocolates and Candies Pty Ltd, Saxone Shoe Co. (Aust.) Pty Ltd, Southern Cross Electric Co. Pty Ltd (Sunray electric heaters & blankets), Victorian Tuberculosis Association, Wild's Ezy Sauce, C. J. Wilson Pty Ltd (Barrie Wayne men's clothing), John Zevenboom & Co. Pty Ltd (Zev brushware).



**HIGGINS, JOHN, PUBLICITY PTY LTD,** 63 Kingsway, South Melbourne, 3205. Phone 62-5224 (6 lines).

**Directors:** John Higgins, N. M. Higgins, R. B. Cox, G. H. Hazlehurst.

**Executives:** J. S. Smith, Miss J. Hitchens, Miss V. Henderson (accnts), J. Healy (prod. mgr), R. Zylinski (art).

**†state repr.:** Sydney, Gadsby Advertising Pty Ltd; Brisbane, Edmonds Advertising Service Pty Ltd; Perth, Trowell Purdom Advertising; NZ, Advertising Associates (NZ) Ltd, Goldberg Advertising (Auckland) Limited.

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients:** Astoria Rent-A-Car, CRO Furniture, Downards Transport Services, Flatman & Williams, Fletcher Jones & Staff, Hospital Benefits Association, Lane's Motors (Sales) Pty Ltd, Thomas Lang, Oliver-Davey Glass Co. Pty Ltd, G. W. Pennel Pty Ltd (Tucker Box), Rodney Mark, Spaceline Real Estate Pty Ltd, Stewart's Direct Supply Jewellery Co. Turner Manufacturing Co. Pty Ltd, Whelan the Wrecker.

**HOLT E. G. & ASSOCIATES PTY LTD,** 2 Darling St, South Yarra, 3141. Phone 26-2456 (4 lines).

**Directors:** E. G. Holt, Mrs N. J. Hoiz, P. W. Tritsch.

**Executives:** G. G. Rule (acctnt-exec.), R. N. Gryst (assoc. dir), D. Kirkman (prod. mgr), E. Jensen (acctnt-exec.).

**†state repr.:** Branch, 24 Mount St, North Sydney (929-7522).

**Accreditations:** FACB, ANC, ABC, PPAB.

**JACKSON WAIN (VIC.) PTY LTD,** 505 St Kilda Rd, Melbourne, 3004. Phone 26-1647. Telegrams, Jacksonwain, Melbourne.

**Directors:** J. M. Newell (mng dir), F. E. Grace, P. E. Funston, R. D. Hodgson, J. H. Shadwell, K. R. Falconer.

**Executives:** K. Thompson, R. Hornidge, P. Chesney, R. Collins, D. Hauser.

**Accreditations:** TAB, AAB, FACB, ANC, PPAB.

**Clients:** Amoco Australia Pty Ltd (Vic. office), Andrew Gaddes/Fashion Spex, Australian Dairy Produce Board, British United Dairies Pty Ltd, Chamberlain Industries Pty Ltd, Chandris Lines (Aust.) Pty Ltd, Collins Motors Pty Ltd, Colvan Potato Products Pty Ltd, Commercial Bank of Australia Ltd, Commercial Machines Pty Ltd, Electrolytic Zinc Co. of A'sia Ltd, Federal Hotels Limited, Gas Supply Co. Ltd, Martin Winstead Veterinary Products, H. G. Palmer Pty Ltd, Passionata Bottling Co. (Melb.) Ltd, W. A. Sheaffer Pen Co. (Aust.) Pty Ltd, Sher Power Tools Pty Ltd, Sun News-Pictorial, Tasman Vaccine Laboratory (Aust.) Pty Ltd, Thiess

(Sales) Pty Ltd, Tongala Milk Products Pty Ltd, Wm Adams Tractors Pty Ltd.

**JENNINGS-LEE ADVERTISING PTY LTD,** 1st floor, 70 Glenferrie Rd, Malvern, 3144. Phone 50-4718.

**Directors:** R. Jennings, V. Lee.

**Executives:** Miss V. Lee, (exec-dir), R. G. Cook (snr acctnt-exec.), J. Davies (art dir).

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

**Clients:** Bondworth (Aust.) Pty Ltd, Cherub Shoes Pty Ltd, Floor Coverings Pty Ltd, Golding Shoes Pty Ltd, Geo Salter Pty Ltd, Geo. Salter (A/sia) Pty Ltd, Melbourne Sports depot, Victorian Bookmakers' Association.

**L. F. KLEMKE ADVERTISING PTY LTD,** 19-21 Toorak Rd, South Yarra, Vic., 3141. Phone 26-1186, 26-5387.

**Directors:** L. F. Klemke (mng dir), N. B. Graham, J. C. Sinclair.

**Executive:** Dawn Snowden.

**Accreditations:** AAB, ANC, FACB, PPAB, TAB, ABC, FACTS.

**Clients:** D. & W. Adams & Co. Pty Ltd, Alan Coffey Motors, Altmann & Cherny Pty Ltd, British United Shoe Machinery Co. Ltd, Catalina Inc. California, Celcure (Aust.) Pty Ltd, Curcier Adet & Co. Pty Ltd, Wm Grant & Sons Ltd, John Sharp & Sons Pty Ltd, Kauri Plywood Pty Ltd, The Kauri Timber Co. Ltd, KSM Australia Pty Ltd, Marmo Vetro Mfg, Mulford & Co. Pty Ltd, Purefoods Co. Pty Ltd, Salco Manufacturing Co. Pty Ltd, Samco Strong Machinery Pty Ltd, Sands & McDougall Pty Ltd, Sutex Industries Ltd, Syndicate House Pty Ltd.

**Laurie Sommers and Warden Advertising,** 568 Albert Rd, South Melbourne, 3205. Phone 69-6297, 69-3702, 69-4124.

**Directors:** Robert Oswald Laurie, Charles John Sommers, Ron Warden.

**Executive:** Ken Gilbert (prod. mgr).

**†state repr.:** Member Advertising Services International of Australasia, members in all States. Affiliated throughout Great Britain, Europe, Africa, Asia, America.

**Accreditations:** ANC, AAB, PPAB, FACB, FACTS.

**Clients:** Anthony McCaul Pty Ltd, Australian Motor Industries Ltd (Triumph & Rambler cars), Century Storage Battery Co. Pty Ltd (Vic. & Tas. only), Commodities Pty Ltd, Contemporary Styles Pty Ltd, Dale Carnegie Courses, Gisbourne Manufacturing Co. Pty Ltd, Griffiths Bros Products Pty Ltd, Hemingway Robertson Pty Ltd, R. Graham Henderson & Co., McPherson & Morison Pty Ltd, Motel Palm Lake Pty Ltd, Neptune

Canning Co. Pty Ltd, Neta Industries Pty Ltd, Oasis Physical Centre Pty Ltd, Photomarker (Aust.) Pty Ltd, Pilgrim Pty Ltd, Savage Fibreglass Industries Pty Ltd, J. J. Savage & Sons Pty Ltd, Semak Electrics Pty Ltd, Simpson of Melbourne Pty Ltd, Trevola Robes Pty Ltd.

**LONSDALE-HANDS (AUSTRALIA) PTY LIMITED**, 578 St Kilda Rd, Melbourne, 3004. Phone 51-8656. Cables, Lonhand Melbourne.

**Directors:** Richard Lonsdale-Hands, G. R. B. Patterson, C. H. Hopcott, J. L. Dean, J. F. Fox-Little, L. A. Kentwell, R. W. King.  
**Executives:** C. H. Hopcott (mng dir), J. L. Dean (deputy mng dir & creative dir), J. F. Fox-Little (acct dir), L. A. Kentwell (art dir).

**Ystate repr.:** Sydney office. **O'seas repr.:** Through Lonsdale-Hands Organisation Ltd. Branches, subsidiaries and Associates in 80 countries.

**LUCAS, C. H. ADVERTISING**, 131-135 Barry St, Carlton, Vic., 3053. Phone 34-5111.

**Directors:** Mrs E. F. Lucas (principal), W. F. Bishop, G. M. Madison, M. Worrall, J. Nash (assoc. dirs).

**Executives:** W. F. Bishop (joint gen. mngtr & TV mngtr), G. M. Madison (joint gen. mngtr), M. Worrall (copy dir), J. E. Twaddle, A. Brownlie, H. Cairns (acct execs), P. Moran (media mngtr), M. Macarthur (prod. mngtr), L. Stirling (art dir), A. M. Chandler (services mngtr).

**Accreditations:** FACB, TAB, ANC, AAB, PPAB, NPA of NZ, FBC.

**Clients:** Amalgamated Co-operative Marketers (Aust.) Ltd, Associated Leathers Ltd, Austenna Pty Ltd, F. H. Brunning Pty Ltd, Cambur Industries Pty Ltd, Chamber of Automotive Industries, Vic., Colonial Mutual Life Assurance Society Ltd, Commonwealth Advertising Division, Fler Co. & Staff Pty Ltd, General Foods Corporation Pty Ltd, Harrison's & Crossfield (ANZ) Ltd, Perpetual Executors & Trustees Association of Australia Ltd, Radiation (Aust.) Pty Ltd, Repco Automotive Equipment Co. Pty Ltd, Rodd (Aust.) Pty Ltd, The Scholl Manufacturing Co. Pty Ltd, Scope Personnel, Standis Furniture Pty Ltd, Stawell Timber Ind. Pty Ltd, Taylor Instrument Companies of Australia Pty Ltd, Treet Packers (Melb.) Pty Ltd, VIA Ltd, VS Supplies Limited, Warburton Franki Ind. (Melb.) Pty Ltd, Webb Industries Pty Ltd, F. Williams & Sons Pty Ltd, Willis & Sons Pty Ltd.

**M&A MARKETING AND ADVERTISING PTY LIMITED**, 100 Albert Rd,

South Melbourne, 3205. Phone 69-3283. Telegrams Gravad, Melbourne.

**Directors:** R. Hertz, T. H. Beattie.

**Executives:** T. H. Beattie (mng dir), Miss D. Schudmak (media), J. Hosking (prod.), R. McKinnon (acct exec.).

**Accreditations:** ANC, FACB, AAB, ABC, PPAB.

**Clients:** Cambridge Laboratories Pty Ltd, Gala Gowns Pty Ltd, Garrison Discotheque, Harry Beitzel & Assocs, A. E. Keating Pty Ltd, Mackay Convair (Electric Heaters), Smiths Motors Pty Ltd, 3AW Broadcasting Co. Pty Ltd, Top Management Services, Yakka Pty Ltd.

**MERCANTILE EXCHANGE, THE ADVERTISING AGENCY**, 90 Queen-st, Melbourne, 3000. Phone 67-2944.

**Managing Proprietor:** T. C. Gardner.

**Accreditations:** AAB, ANC, PPAB, NPA of NZ.

**MOFFAT ADVERTISING PTY LTD**, 92(a) Toorak Rd, South Yarra, 3141. Phone 26-2501, 26-3888.

**Directors:** T. Moffat, D. J. Moffat, A. P. Stevens.

**Associate director:** J. de Crespigny.

**Executives:** T. Moffat, A. P. Stevens, John C. C. de Crespigny, R. Patrick,

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Main clients:** Australian Watching Co., Robert Bosch (Aust.) Pty Ltd, Maize Products, Nitrogen Fertilisers, Patience & Nicholson, Royal Victorian Institute for the Blind, Tokyo Shibaura Electric Co. Ltd (Toshiba brand).

**MONAHAN-DAYMAN ADVERTISING PTY LTD**, 578 St Kilda Rd, Melbourne, 3004. Phone 51-8471.

**Joint managing directors:** Brian A. Monahan, Lyle I. Dayman.

**Accreditations:** ANC, AAB, TAB, FACB, PPAB.

**Clients:** Aaron, King & Co., Alexander Tobacco (Agio cigars) Co., Australian Equity Corporation, Brooke-Barmer Chemicals, Development Underwriting Ltd, Dodds Consolidated Industries, Ego Laboratories, Emery Air Freight, Gilbert Lodge & Co., Inge Bros Pty Ltd, H. W. Jaede Pty Ltd, Kevin Dennis Motors, Macs Cyder Pty Ltd, Mechanical Handling Ltd, Mike Hunt's Gymnasium Club, Mirra Stainless Products, Spotless Carpet Cleaning, Stott's Business College, Sunshine Cabinet Works Pty Ltd, Sylon Ltd,

Treman Bros Pty Ltd, Travellers Apparel, Wonderheat Pty Ltd, Asahi Pentax cameras, Elmo movie equipment.

**MOONEY, CLAUDE, ADVERTISING PTY LTD**, 581 Little Collins St, Melbourne, 3000. Phone 62-6581. Telegrams Claudad.

**Directors:** Claude C. Mooney (gov. dir), Bryan H. Mooney (mng dir), Frank Micklam, Norman E. Currey, F. H. Mooney, W. R. McFerran, J. H. Wilkinson.

**Executives:** F. W. Sieveking (art), Miss Joan Wakefield (air media), I. A. Macleay (research), W. J. Bond (print media) J. H. Coalston (radio-TV prod.) D. Pearce (copy), F. Dunster (prod.), E. Allan (traffic), D. Curtis (finance).

**O'seas Repr.:** Colman Prentis & Varley International, London; William Esty Company Incorporated, New York.

**Accreditations:** ANC, PPAB, FACB, TAB AAB.

**Clients:** Acme Bedsteads Pty Ltd, Richard Allen & Sons (1919) Pty Ltd, Amalgamated Co-operative Marketers (Australia) Ltd, Bainbridge Bros, Bendix Consolidated Industries Limited, Biff Pet Food Products, Climate-master Engineering Pty Ltd, Cogedar Shipping Line, Du Pont Far-East Inc., William Drummond & Co. Ltd, Firestone Tyre & Rubber Co., Gifford Bros, Gippsland & Northern Co-op. Co. Ltd, Ingersoll-Rand (Aust.) Pty Ltd, John J. Hilton, Joseph Lucas (Australia) Pty Ltd, Kiddicraft (Aust.) Pty Ltd, Photimport Pty Ltd, Poultrymen & Farmers Trading Co. Ltd, Premier Wire Works Pty Ltd, Prince's Laundry Pty Ltd (Flash Wash Pty Ltd), Quirk's Refrigerators Pty Ltd, Radiation (Australia) Pty Ltd, R. J. Reynolds Tobacco Company, Ronaldson Bros & Tippet Ltd, H. C. Sleigh Limited (Golden Fleece Petroleum products, Economilk, Dominion Shipping Line), Spartan Paints Pty Ltd, Stephen King Pty Ltd, Villiers (Aust.) Pty Ltd, Vic. Chamber of Fruit & Vegetable Industries.

**MOONEY-WEBB PTY LTD** (associated with Webb Publicity Pty Ltd, retail advertising service), 25-27 Rathdown St, Carlton, Vic., 3053. Phone 34-3149.

**Directors:** E. J. Webb (also mngtr), I. Gorman (also fashion dir.), L. H. Webb.

**Executives:** A. Winton, R. Dew (acctnt/execs), R. Trevaskis (media), P. Eaton (acctnt).

**Accreditations:** ANC, FACB, TAB.

**Clients:** Alexander's Clothing Stores, Kellogg-Falkiner, Hartleys, Williams The Shoeman, Beau Monde, Edments Ltd, Craig-Davis Homes, Moonee Valley Racing Club.

**MOULTON, ALEXANDER, ADVERTISING PTY LTD**, 272-274 Little Collins-st, Melbourne, 3000. 63-2647.

**Accreditations:** ANC, FACB, PPAB, TAB.

**Directors:** A. A. Johnson (man. dir), M. J. Austin, R. B. Vance.

**Clients:** Apex Belting Pty Ltd, Arnbro Pty Ltd, H. Arendsen & Sons Pty Ltd, G. J. Coles & Coy Limited, David P. Klein Pty Ltd, Durabild Pty Ltd, Leonard Chemical Products Pty Ltd, Mernda Heights Nursery, Robert Bryce & Co., Semco Pty Ltd, Walnut Tree Restaurant, Weldex Pty Ltd.

**MULLINS, CLARKE & RALPH PROPRIETARY LIMITED**, 424 St Kilda Rd, Melbourne, Victoria, 3004, Phone 26-3791. Telegrams Emceear.

**Directors:** J. J. Mullins (chrmn and mng dir), P. G. Clarke (creative dir), F. A. Ralph (media dir/secty).

**Executives:** T. Weeks (copy chief), R. Tinney (prod. mngtr, print media), Mrs H. Smith (prod. mngtr, air media).

**State Repr.:** Mullins, Clarke & Ralph Pty Ltd, Alderson Bldg, 504 Pacific Highway, St. Leonards, NSW (43-7422). **O'seas:** Goldberg Advertising (Auckland) Limited, RSA, Bldg, 33 High-st, Auckland, Cl, New Zealand (2-4177).

**Accreditations:** AAB, ANC, FACB, PPAB, TAB.

**Clients:** Adaps Pty Ltd, Ada Slimwear Pty Ltd, Australian Carbon Black Pty Ltd, Australian Divers (Spiro) Pty Ltd, Australian General Electric (appliances) Pty Ltd, Baby Bundle, Biro Swan and Gollin Pty Ltd, Cerebos (Australia) Ltd, H. C. Dusting & Co. Pty Ltd, Hyman Don & Son (Vic.) Pty Ltd, Carpet Trades Ltd, Efftee Broadcasters Pty Ltd, Elastrator (Aust.) Pty Ltd, Fiat of Australia Pty Ltd, Fiat Tractors (NSW), Fiat Tractors (Victoria), Lipton (Overseas) Limited, Management Selection Australia, Master Builders (Associated) Re-Developments Ltd, R. Wallace Mitchell Pty Ltd, Neat n' Trim Uniforms Pty Ltd, Parkroyal Motor Inn, Packers & Manufacturers (Aust.) Pty Ltd, Philip Morris (Aust.) Ltd, Regent Motors Pty Ltd, Reva Plastics Pty Ltd, Rover (Aust.) Pty Ltd, Servian Machine Tools (Aust.) Pty Ltd, Spencer Motors Pty Ltd, Stokes (A'sia) Limited, Thomson Publications (Aust.) Pty Ltd, Alex Tolmer & Associates Pty Ltd, Van Cooth & Co. Pty Ltd, WridgWays Auburn Holdings Ltd.

**NAS (MELBOURNE) PTY LTD**, 15 Queens Rd, Melbourne, 3004. Phone 26-6931. Telegrams Nasagency, Melbourne.

**Directors:** R. Y. Walker, E. Maguire, Miss B. Robertson.

**Accreditations:** ANC, PPAB, FACB, TAB.

**NAS (Aust.) members:** NAS (Sydney) Pty Ltd; NAS Macnamara (Adelaide) Pty Ltd; Duthie National Advertising Pty Ltd (Bris.); NAS — Successful (Perth) Pty Ltd. **NAS (NZ) members:** Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd, (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

**NEISH, DON, ADVERTISING,** 553 St Kilda Rd, Melbourne, 3004. Phone 51-8718. **Accreditations:** ANC, FACB, TAB, AAB, PPAB, ABC.

**Clients:** Caleb Brett & Son (Australia) Pty Ltd, Design and Construction International Pty Ltd, F. & H. Evans Bros Pty Ltd, General Credits Limited, Hama Industries Pty Ltd, Hilandale Caravans, Investors Services Limited, Clifton H. Joseph & Son Pty Ltd, Middle Brighton Motors Pty Ltd, Vann Laboratories Pty Ltd, Whiplash Travel Service Pty Ltd.

**NICHOLS-CUMMING ADVERTISING PTY LTD** (member company of Marketing Advertising Public Relations Pty Ltd), 432 St Kilda Rd, Melbourne, 3004. Phone 26-1601. Telegrams Nichans. Sydney office: 35 Clarence St (29-5741).

**Directors:** J. J. Cumming, J. de V. Bosisto, N. Field.

**Executives:** Noel Field (gen. mgr), Miss J. Edwards (radio, TV), R. G. Fisher (prod), Mrs L. F. Richards (media mgr), A. Mitchell (art dir), V. N. Hunt (mktg dir).

**I/State Repr.:** See Sydney entry.

**O'seas Repr.:** Young & Rubicam Inc., 285 Madison-ave, New York, 17.

**Accreditations:** FACB, ANC, NPA of NZ, PPAB, TAB, AAB.

**Clients:** Alfa Laval (Victoria) Pty Ltd, Australian Glass Insulators Pty Ltd, Australian Glass Manufacturers Company, Berkeley Apparel Pty Ltd, Blakistons Ltd, Business Jets Pty Ltd, Cargo Containers Corp. Pty Ltd, Climatemaster Pty Ltd, Cohn Bros Ltd, Crown Lynn Potteries (Australia) Pty Ltd, Distributors Corp. Pty Ltd, Electrolux Pty Ltd (vacuum cleaner and polisher and refrigeration divisions), Federated Pharmaceutical Service Guild of Australia (Vic. & Tas.), General Paper Industries Ltd, Gibson Importing Co., Greenson Photographics Pty Ltd, Huckson Diecasting Pty Ltd, Invicta Mills Pty Ltd, Lady Manhattan Pty Ltd, Petersville Aust. Ltd (Motta ice cream div.), Ormiston Rubber Co. Pty Ltd, Pilkington Brothers Australia Pty Ltd, W. M. & A. P. Spry, Shepparton Preserving Co. Ltd, Stegbar Windowalls Pty Ltd, Victorian Institute

of Dry Cleaning, Victorian Insurance Co. Ltd, Yorkshire Insurance Co. Ltd.

**NIXON-COMPTON PTY LTD,** 126 Wellington Parade, East Melbourne, 3002. Phone 41-7601. Telegrams Nixonads. Telex Nixonad AA30976.

**Branch:** Sydney.

**Directors:** N. V. Nixon (chrn), B. G. Gapes (mng dir), K. R. H. Ballantyne (deputy mng dir), C. J. Newton (media dir), Mrs J. Huie (TV dir), W. W. Gibson (prod. dir).

**Executive, Melbourne:** David Hilliard (Vic. gen mgr), J. Samson (acct dir), L. Kelton (acct mgr), B. Clendinnen (media mgr), B. Reynolds (print prod. mgr), G. Butters (air media prod.), L. Hunter (coy sec. & acct).

**Accreditations:** ANC, PPAB, FACB, TAB, NPA of NZ.

**Melbourne clients:** E. L. Bell & Co. Pty Ltd, Black & Decker (A'sia) Pty Ltd, Broken Hill Proprietary Co. Ltd, Brownbuilt Limited (Metal Sections Division), Consolidated Home Industries Ltd, W. & G. Dean Pty Ltd, Fowlers Vacola Manufacturing Co. Ltd, B. F. Goodrich Australia Pty Ltd, Gould's Motors Pty Ltd, C. R. Kennedy (Sales) Pty Ltd, Krommenie Flooring (Aust.) Pty Ltd, Milk Board of Victoria, Panelboard Pty Ltd, Southdown Press Pty Ltd, Thorn Electrical Industries (Aust.) Pty Ltd, Tolley, Scott & Tolley Limited, Warner-Drayton Co. of Australia Pty Ltd, Yellow Cabs of Australia Ltd.

**O'BRIEN PUBLICITY (VICTORIA) PTY LTD,** 29-31 Lonsdale St, Melbourne, 3000. Phone 32-3521. Telegrams Gofer Melbourne

**Directors:** V. O'Brien (chrn), R. J. Murphy (mng dir), A. R. Kelly (dir & gen. mng), C. S. Rutter (dir & secy).

**Associate Directors:** G. C. Wild, R. V. Brunson, R. Mc. C. Russell.

**I'state repr.:** O'Brien Publicity, 56 Young St, Sydney, 2000 (27-1355); 312 Elizabeth St, Brisbane, 4000 (2-3281); Clem Taylor O'Brien, 155 Pirie St, Adelaide, 5000 (23-5577); Hutchison Advertising, 16 Victoria St, Hobart, 7000 (2-2778); Arthur Collett Advertising, 194 St George's Terrace, Perth, 6000 (21-6396).

**Accreditations:** AAB, ANC, FACB, PPAB, NPA of NZ, TAB.

**Clients:** Albright & Wilson (Aust.) Pty Ltd, Amalgamated Co-operative Marketers (Australia) Limited (Trufood-Bonlac), Australia & New Zealand Bank Ltd, Automobile, Fire & General Insurance Co. of Aust. Ltd, Australian Titan Products Pty Ltd, Henry Berry & Co. (A'sia) Ltd, T. M. Burke Pty Ltd, Cerebos (Aust.) Pty Ltd, Commonwealth Advertising Division, Commonwealth Advertising Council, Datsun (Distribution) Pty Ltd, Dewey & Almy Pty Ltd, Foster Clark



Australia Ltd, Fountain Bingo Products, Gibbs Bright & Co., Gouge Country Services Pty Ltd, W. R. Grace Australia Pty Ltd, Hamilton's Ewell Vineyards Vic. Pty Ltd, R. W. Hensell & Sons Pty Ltd, Henselite Bowls Co. (Vic.) Pty Ltd, Henselite Bowls Co. (NSW) Pty Ltd, Hospital Benefits Assoc. of Vic., Imperial Chemical Industries of Aust. & New Zealand Ltd, Interwerbung, Kingstone Tyre Agency Pty Ltd, Marubeni-Iida Pty Ltd (Bridgestone Tyres), Neal's Motors Pty Ltd, Neals Trucks Pty Ltd, Nissan Motor Company (Aust.) Pty Ltd, Edward H. O'Brien Pty Ltd, Omicron Pty Ltd, Presswell Panels Pty Ltd, Protos Chemicals Ltd, Roethlisberger & Sons Ltd (Tiger Brand Cheese), Sanderson Newbould Australia Pty Ltd, Scott Bonnar (Aust.) Pty Ltd, H. B. Selby & Co. Pty Ltd.

**Ogilvy & Mather (Australia) Pty Ltd**, 556 St Kilda Rd, Melbourne, 3004. Phone: 51-8521, 51-8771. Telegrams Ogilvex.

**Directors:** M. J. Ball, D. G. Wilken, A. V. Dibbs (dir & gen. mgr).

**Executives:** J. H. Sexton (media dir), K. D. Forbes (acct supervisor), M. E. Drummond (acct supervisor), M. Morgan (secy-treas.), D. H. James (prod.).

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**O'seas repr.:** Ogilvy & Mather International Inc., Head Office, 2 East 48th Street, New York, 10017.

**Clients:** The American Express Company Inc., Felt & Textiles of Australia Ltd, Massey-Ferguson (Aust.) Ltd, Mead Johnson Pty Ltd, Rowntree & Co. (Australia) Pty Ltd, Wonder-Clean (Aust.) Pty Ltd, Rosella Canned Soups, Flora polyunsaturated margarine, Cottees grocery products, Hertz Rent-A-Car, General Dynamics.

**ORR SKATE & ASSOCIATES PTY LTD**, OSA House, 105-107 Latrobe-st, Melbourne 3000. Phone 32-4435 (6 lines).

**Directors:** R. D. Orr, R. C. Skate.

**Associate Director:** D. L. Angus.

**Executives:** S. R. Conochie (secy), J. Hoelscher, K. Cocks, G. Farman.

**Accreditations:** ANC, FACB, PPAB, TAB, AAB.

**Clients:** A. F. Agnew & Co. Pty Ltd, Ansair Pty Ltd, Ansett Knitting Mills Pty Ltd, Ansett Hotels Pty Ltd, Ansett Roadlines of Aust. Pty Ltd, Ansett Transport Industries Ltd, ARC Engineering Co. Pty Ltd, ARC Insect Screens Pty Ltd, Austel Sales & Service Pty Ltd, K. A. Ballantyne Pty Ltd, Centreline/Town Topic Pty Ltd, EPM Concrete Pty Ltd, David Galt Industries, Hall's Book Store Pty Ltd, F. M. Harkin & Co.,

Healing (Sales) Pty Ltd, Kwikform Pty Ltd, Pioneer Tourist Coaches Pty Ltd, Precision Watches Pty Ltd, S. Smith & Son Ltd, Woolcord Fabrics Ltd.

**PATON HUGHES PTY LTD**, 16-18 Albert Road, South Melbourne, 3205. Phone 69-5721. Telegrams Patonads, Melbourne.

**Directors:** J. A. McCahon (chrmn), R. L. Hughes (deputy chrmn), L. A. Reason, N. E. Satchwell (joint mng dirs), I. M. Paton, B. M. Carroll (exec. dir), N. R. Delbridge (creative dir), K. J. King, A. R. Pilkington, W. R. Purser.

**Executives:** J. Alderton, P. Haneberry (joint media mgrs), J. Brown (TV & radio mgr), B. Bowes, G. Goldson, I. Honey, H. Hughes, I. Logan (acct execs).

**Accreditations:** ANC, FACB, FACTS, PPAB, AAB.

**Clients:** Alcoa of Australia Pty Ltd, Austral Bakeries Pty Ltd, Austral Standard Cables Pty Ltd, The Australia Hotel Pty Ltd, Australia & New Zealand Bank Limited, Australian Canned Fruit, Australian Motor Industries Ltd, British Plastics Pty Ltd, Cenovis Yeast Pty Ltd, Companion Heaters Pty Ltd, E. C. De Witt & Co. (Aust.) Pty Ltd, Driver, Hartley & Co. (O'seas) Pty Ltd, Gas and Fuel Corporation of Victoria, Government of India, Groves, McVitty & Co. Pty Ltd, GTV9/3AK, Hawke (Australia) Pty Ltd, Hecla Electrics Pty Ltd, Hopwood (Aust.) Pty Ltd, Horticultural Industries Pty Ltd, S. Kalmar Pty Ltd, Kayser Pty Ltd, Kempthorne Pty Ltd, Kyabram Preserving Co. Ltd, Laxettes Pty Ltd, Laycock Son & Co. Pty Ltd, Loy Bros Pty Ltd, K. G. Luke Group Industries Ltd, John McIlwraith Industries Ltd, Mistral Fans Pty Ltd, Mobil Oil Australia Ltd, Charles Moore & Co. (Vic.) Pty Ltd, Mutual Acceptance Corporation Ltd, National Mutual Life Association of Australia Limited, T. S. Nettleford Sales Pty Ltd, Noon Pies Pty Ltd, Paige Pty Ltd, Patersons Pty Ltd, Pelaco Ltd, Ian Potter & Co. Potter & Moore (Aust.) Pty Ltd, Reckitt & Colman Pty Ltd, Ruston & Hornsby (Aust.) Pty Ltd, Scandinavian Tobacco Company, Seager Evans & Co. Ltd, Sharp Stevenson & Hare Pty Ltd, Sheridan Furnishing Pty Ltd, Simpsons Manufacturing Pty Ltd, Strand Pty Ltd, Tarax Drinks Holdings Pty Ltd, Toppa Ice Cream Pty Ltd, The Trustees Executors & Agency Co. Ltd, Universal Flexible Trusts Ltd, Voluntary Helpers' Shop.

**PATON, NOEL, PTY LTD**, 14 Queens Rd, Melbourne, 3004. Phone 26-3333. Telegrams Advertect, Melbourne.

**Directors:** N. Paton, H. Paton, C. Paton,

A. Adamson, P. Freeland.

Associate director: R. Philpot.

Accreditations: ANC, PPAB, FACB, AAB, TAB.

Branch: Sydney.

Clients: Australian Shoe Corp. Pty Ltd (Gold Cross, Cobbies, Joyflex & Joyce Shoes), Balmoral Textile Mills Pty Ltd, Belling & Lee (Aust.) Pty Ltd, (Electronic Components), Biff Pet Food Products Pty Ltd, Robert Bosch (Aust.) Pty Ltd (Spark Plugs), Catanach's Jewellers, Commonwealth Advertising Division, Commonwealth Dept of Trade & Industry, Sidney Cooke Ltd (Metal Components), Custom Credit Corporation Ltd, Alfred Dunhill Ltd (cigarettes), Firth Cleveland Pty Ltd (Fasteners, Nyloc self-locking nuts), Franklin Caravans Pty Ltd, Freighters Ltd, Greig Bros. Pty Ltd (Manufacturers' agents), Reg Hunt Motors Pty Ltd, International Marine (A'sia) Pty Ltd (Mercury Outboard Motors), International Plastics (Aust.) Pty Ltd (Boats, A. B. Johnson & Co. Pty Ltd Jonco Clothing), Koala Shoes Pty Ltd (children's shoes), Lincoln Mills (Aust.) Ltd (Knitting Wool), Lombard Chain Saws, Stewart Moffat Travel Pty Ltd, National Paint Products Pty Ltd, Parkview Marine Pty Ltd, Perfect Cheese Co., Racial Electronics Pty Ltd, Ramset Fasteners (Aust.) Pty Ltd, Red Tulip Pty Ltd, Riess Electrics Pty Ltd, Rhodes Motor Co. Pty Ltd, St Regis Tobacco Co. (Courtleigh Cigarettes), Siddons Industries Ltd (Sichrome Spanners), Silcraft Industries Pty Ltd, Slade Knitting Mills Pty Ltd (Women's Knitwear), Sunshine Biscuits Ltd, Thyne Bros Pty Ltd (Tamar Men's Knitwear), Robert Timms Pty Co. of Aust. Ltd, Victorian Building Societies' Association.

**PATTERSON, GEORGE, PTY LTD**, 394 Latrobe St, Melbourne, 3000. Phone 329-7577. Telegrams Pressager, Melbourne. Head office Sydney.

Directors: R. A. Cudlipp (gen. manag), O. Gardner, S. J. Priestley, A. R. G. Wilson.

Associate Directors: C. Fraser, J. Gale, M. Feddersen, R. White, A. Dumas.

Accreditations: PPAB, FACB, TAB, NPA of NZ, ANC-ANPA.

I/State & O'Seas Representation: See Sydney entry.

Branches: Brisbane, Adelaide.

Clients: Austarama Television Pty Ltd, Bedgood Shoes Pty Ltd, Cadbury-Fry-Pascall Pty Ltd, Campbell's Soups (Aust.) Pty Ltd, Carlton & United Breweries Ltd, Caterpillar of Australia Pty Ltd, Electrical Development of Aust., General Motors-Holdens Pty Ltd, General Motors Acceptance Corp., Gillette (Australia) Pty Ltd, H. W. Gossard Co. (Aust.) Pty Ltd, Lantor of Australia, Maglia, Jas. Minific & Co. Pty Ltd, National Automotive Service Co., Nylex Corporation Ltd, Prestige Limited, B. Seppelt & Sons Ltd,

S. Simpson Ltd, State Electricity Commission of Vic., Tootal Limited, United Distillers Pty Ltd.

**PENGILLY ADVERTISING SERVICE PTY LTD**, 73 Flemington Rd, Nth Melbourne, 3051. 329-6933. Telegrams Penads.

Directors: J. R. Pengilly, P. C. Pengilly. Executives: D. K. Garton (creative), C. Hill (media).

Accreditations: ANC, AAB, FACB, PPAB, TAB.

Clients: Amcal, ASEA Electrical (Aust.) Pty Ltd, Athens-Macdonald Travel Service, Australian Navigation Services, Beachcomber Restaurant, Colonial Gas Association Ltd, Farran Co. Pty Ltd, Gibbons Furnaces Pty Ltd, Golden Poultry Farm Pty Ltd, Gordon Bros Pty Ltd, High-Crest Car Sales Pty Ltd, Master Industrial Aust. Pty Ltd, Moore Machinery, Purnell Shoe Co. Pty Ltd, RCA Records, Ronstan Marine Pty Ltd, Shade-master Pty Ltd, Steedman Rockdrill Pty Ltd, Sylvan Smallgoods, Venus School Hairdressing, Waldorf Appliances Pty Ltd, Wilco Products Pty Ltd, Wollongong Gas-Light Co.

**PETT, VERNON, PUBLICITY COMPANY**, 340 Collins St, Melbourne, 3000. Phone 67-6011.

Director: Vernon Pett.

Accreditation: FACB.

**PITT & ASSOCIATES ADVERTISING PTY LTD**, 309-311 Little Collins-st, Melbourne, 3000. Phone 63-6759.

Directors: W. Pitt, K. Heasman, F. Merchant, L. C. Jones.

Associate directors: D. T. Cobcroft, Mrs M. C. Reilly, T. W. Wrightson.

State Repr: Head Office, Pitt & Assocs, 60 Riley-st, East Sydney (31-0781).

Accreditations: ANC, FACB, AAB, TAB, PPAB.

Clients: J. P. Aarons Pty Ltd, Amalgamated Wireless (A'sia) Ltd (Vic. & Tas.), Australian Meat Board, BLB Corporation of Australia, Cann's Pty Ltd, Jill Webb Salons, Frigate Limited, A. N. Jacobsen Trading, La Mar Salons, Legal & General Assurance Society Ltd, Sunbeam Corporation Ltd (rural division).

**BILL RICHARDS ADVERTISING PTY LTD**, 21 Drummond St, Carlton, Victoria, 3053. Phone 34-2122. Telegraphic, Bilrichards.

Directors: W. J. Richards, C. Richards.

**Executives:** W. J. Richards (mng dir), C. Fink (prod. mngr), K. Collins (mngnr), I. Radcliffe (acctnt).

**Accreditations:** ABC, PPAB, CAB, FACB, FACTS, AAB, ANC.

**Clients:** Beecham Research Pty Ltd, Dalgely Trading Co. Pty Ltd, Decorative Trimming Co. Pty Ltd, Friden Pty Ltd, Forrester Stephen Pty Ltd, Hawker Richardson, Heidelberg Forge Pty Ltd, Hemco Pty Ltd, Nu-Lax, G. N. Raymond (Engineering) Ltd, R. P. Sewell Pty Ltd, Sigma Company Limited, Sigma (Pharmaceuticals) Pty Ltd, Syntex Pharmaceuticals, Tovar Tresses, Tribilt Pty Ltd, Trucast Pty Ltd.

**RICHARDSON-COX PTY LTD**, 81 Bouverie St, Carlton, Victoria, 3053. Phone 34-8317-8-9. Head office Melbourne, Branches: Perth, Adelaide, Sydney.

**Directors:** G. H. Beseler (mng dir), J. S. Rigby, K. Givens, W. Glasser.

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** A. G. Barker & Associates, F. R. Barlow & Sons Pty Ltd, Bobbie Brooks (Aust.) Pty Ltd, Bon Voyage Travel Goods Pty Ltd, Beaver Swim School Pty Ltd, Castlemaine Woollen Mills Pty Ltd, Cox Bros (Aust.) Ltd, Fischer, H. F. & Sons Pty Ltd, Georges Ltd, Heine Brothers (Australasia) Pty Ltd, Hilton Corporation Ltd, Holstock & Jamieson Pty Ltd, Masterbilt Frames Pty Ltd, Mephalene Pty Ltd, MW Motors Pty Ltd, Norm Beechey Car Sales, Neptune Oil Co. Pty Ltd, Overseas Corporation (Aust.) Ltd, Robur Tea Co. Ltd, Style Girl Pty Ltd, Thor Industries Pty Ltd, United Carpet Mills, United Packages (Vic.) Pty Ltd, Wacker (Aust.) Pty Ltd, Wright & Sons (Aust.) Pty Ltd.

**RICKARDS ADVERTISING SERVICE PTY LTD**, 59 William St, Melbourne, 3000. Phone 62-5242. Telegrams Ricads.

**Directors:** L. J. Samuels, H. A. Howden, A. D. Gibson.

**Executives:** J. Cooper, G. Young, B. Harris, J. Waters, F. Adena, R. Dunne, V. Hopkins, C. Standish, R. E. Mitchell, S. Nickrash (art dir), B. Norris (media mngr), R. Manning (prod. mngr), P. J. Alexander (acctnt), T. Gleeson (marketing).

**I'state repr.:** Sydney, Brisbane, Adelaide, Perth.

**Accreditations:** ANC, PPAB, FACB, TAB.

**Member:** Affiliated Advertising Agencies International.

**Branches:** 118 Hutt St, Adelaide, 5000, D. P. Sandow (mngnr); Caltex Hse, 167 Kent St, Sydney, 2000, R. Kardash (mngnr).

**Clients:** Associated Broadcasting Service, Australian Optometrical Association, Avis

Rent-a-Car System Pty Ltd, Bellcraft Knitting Mills Pty Ltd, Belworth Hosiery Mills Pty Ltd, Broken Hill Associated Smelters, BX Plastics (Aust.) Pty Ltd, G. J. Coles & Coy Ltd, C&F Managers Ltd, H. W. Downie, Draffin (Everhot) Ltd, Email Limited, Evans Medical Australia (Pty) Ltd, Federated Pharmaceutical Service Guild, Gibson-Kelite Industries Ltd, Glaxo-Allenburys (Australia) Pty Ltd, Green Brothers, Holman Brothers, Hooker Projects Pty Ltd, Howard Carpet & Cleaning Services, Kelly & Lewis Pty Ltd, Kemsley & Co. Pty Ltd, H. Levinson Pty Ltd, Machine Made Sales, Mayne Nickless Ltd, McDonald Hamilton & Co. Pty Ltd, Thos Mitchell & Co. Pty Ltd, Murfett Publishers Pty Ltd, The National Bank of A'sia Ltd, The National Bank Savings Bank Ltd, A. A. Nielson Mills & Son, Norwich Union Life Insurance Society, Perkins Engines Pty Ltd, Philip Morris Limited (Alpine, Philip Morris), Phoenix Biscuit Co. Pty Ltd, Picton Hopkins & Son Ltd, Process Design and Fabrication, Royal Agricultural Society of Victoria, Southern Motors Limited, J. M. Stockfeeds, R. & W. H. Symington & Co. (Aust.) Pty Ltd, Timber Merchants Association, Trojan Limited, Union Steamship Co. of New Zealand Ltd, Vercolor Photo Labs Pty Ltd, Warrnambool Woollen Mill Co. Ltd.

**PETER RYAN ADVERTISING**, 342 St Kilda Rd, Melbourne, 3004. Phone 69-3225.

**Director:** Peter Ryan (sole proprietor).

**Executives:** Simon Graham (gen. mngr), Doug Bell (asst mngr), Paul Stedman (art dir), Mrs J. Styles (media).

**Accreditations:** ANC, TAB, FACB, AAB, PPAB.

**I'state repr.:** Sydney office: 66 King St, Sydney (29-2477).

**THE SELLERS COMPANY** (incorporating Traders Advertising Service), 145 Collins St, Melbourne, 3000. Phone 63-4485, 63-5885. Head office — Sydney.

**Vic. Manager:** G. A. Scott.

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients:** Dreamspun Textiles Pty Ltd, Hoadley's Chocolates Ltd, Integrity Paints Pty Ltd, Joubert & Joubert Pty Ltd, Marvelwear Knitting Mills Pty Ltd, Mercur Underwear Pty Ltd, National Radiators (Mfg) Pty Ltd, Snappy Panties Pty Ltd, Swann Insurance Brokers Pty Ltd.

**JAMES SHARP ADVERTISING SERVICE**, 437 St Kilda Rd, Melbourne, 3004. Phone 26-6766.



**Principal:** James Stanley Sharp.  
**Executive:** Raymond Abbott (senior acct supervisor).

**Accreditations:** ANC, AAB, FACB, TAB.  
**Clients:** All Staff Pty Ltd, Arthur Murray, Automated Building Components Pty Ltd, H. Beecham & Co., Braemar Engineering Co. Ltd, Braemar Industrial Products Pty Ltd, Central Timber Pty Ltd, Danahers, R. A. Edgcumbe Pty Ltd, Glenbervie Timber Co. Pty Ltd, Gippsland Hardware, W. J. Inglis Pty Ltd, Mentone Motors Pty Ltd, Mitre 10 (Vic.) Pty Ltd, H. & J. Page Pty Ltd, Self Service Wholesalers, Spectrometer Services Pty Ltd, Stan Earle Pty Ltd, Timber Merchants' Association, Zerbe Sales Pty Ltd.

**NORMAN SMITH ADVERTISING SERVICE PTY LTD**, 19 Brunswick St, Fitzroy, Victoria, 3065. Phone 41-7478.

**Directors:** N. E. Smith, G. H. Davies, Miss J. F. Pugh.  
**Accreditations:** FACB, ANC, AAB, PPAB, FACTS.

**Clients:** Beaumaris Constructions Pty Ltd, Belvedere Furniture Pty Ltd, Berkowitz Pty Ltd, Brown, John, Industries Ltd, Hanvo (Aust.) Knitting Mills Ltd, Maternity Faire Pty Ltd, Scott Berkowitz Pty Ltd, Star Hosiery Mills Pty Ltd, Top Four Dry Cleaners Pty Ltd, Welmar Shirts Pty Ltd, Westminster Carpets Pty Ltd.

**SMYTH, ARTHUR, & SONS PTY LTD** (Arthur Smyth Holdings Pty Ltd), 327 Collins St, Melbourne, 3000. Phone 62-2939. Telegrams Smythads, Melbourne. Head office, Sydney.

Russell Ansett (Vic. mngr).  
**Accreditations:** FACB, ANC, PPAB, NPA of NZ, ABC, TAB.

**Clients:** Badocol Pty Ltd, BASF Australia Ltd, Bradford Cotton Mills Ltd, British Motor Corporation (Australia) Pty Ltd, Brown-Murphy BMC, Commerce International (Aust.), CSRC Dow Pty Ltd, Dent's-BMC, Ensign Holdings Ltd, Glaszbrooks Paints & Chemicals Ltd, Industrial Acceptance Corp. Pty Ltd, Japan Tourist Bureau, John James Distributors Pty Ltd, King Gee Clothing Co. Pty Ltd, Linacre Motors Pty Ltd, Lyons-BMC, Peter Manton Motors, Sanforized Service, Square D. Company Aust. Pty Ltd, Wangaratta Woollen Mills Ltd.

**STEWART-COWCHER ADVERTISING PTY LTD**, 31 Coventry St, Melbourne, 3205. Phone 69-3293. Telegrams SCAD.

**Directors:** F. Ean Cumbrae-Stewart, Robert C. Cowcher.

**Executives:** R. Plant, L. Miller, J. O'Keefe (acct execs), P. G. Hendy (marketing mngr), R. de Haan (prod. mngr), F. J. Bassett (art dir), M. M. Wilson (media).

**Pstate repr.:** Murray & Ogle Pty Ltd, 257 Castlereagh St, Sydney, 2000.

**Accreditations:** ANC, AAB, AAPA, TAB, FACB.

**Clients:** Australian Gypsum (A'sia) Pty Ltd, Australian Plaster Manufacturers, Blackburn & Lockwood, Brotherhood of St Lawrence, Cedel Products (A'sia) Pty Ltd, Clifton Brick Holdings Ltd, Cologne Perfumery Pty Ltd, Cosco Pty Ltd, F. W. Davey & Co. Pty Ltd, Flag Motels, M. D. Garretty & Assoc., Gollin & Co. Ltd, Harry L. Scott Agencies, Harvey Little & Co. Pty Ltd, Home Freezer Foods, International Nickel (A'sia) Pty Ltd, Mercedes-Benz (Aust.) Pty Ltd, Monsanto Ltd (Textile Div.), National Instrument Co. Pty Ltd, Repco Ltd, Ring Grip (A'sia) Pty Ltd, Roberts Industries Pty Ltd, E. R. Squibb & Sons Pty Ltd, John Sutherland & Sons Pty Ltd, Suttons Pty Ltd, Taylor Ferguson & Co. Pty Ltd, Vic. Brick Manufacturers Assoc., Tuckfield's Tea.

**SUCCESSFUL ADVERTISING COMPANY**, 560 Lonsdale St, Melbourne, 3000. Phone 67-5147.

**Principal:** N. V. T. Williams.  
**Executive:** D. Williams (mngr).  
**O'seas Repr.:** C. Eugene Waddell Inc., 903 Park-ave, New York, USA.  
**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**Clients:** Repco Engine Parts Group, Repco Bearing Co. Pty Ltd, Repco Engine Services Pty Ltd, Russell Manufacturing Co., A. T. Richardson & Sons Pty Ltd, Victorian Bacon Pty Ltd, Replacement Parts Pty Ltd, J. L. Brown & Co. Pty Ltd.

**KEITH TANNER ADVERTISING**, 30 Queens Rd, Melbourne, 3000. Phone 26-4464.

**Accreditations:** FACB, ANC, AAB, TAB, PPAB.

**Clients:** Herbert Adams Holdings Ltd, Alstergren Pty Ltd, Brandella, Collins Bros Pty Ltd, Qualitative Mills, Genevieve Sportswear Pty Ltd, Red Robin Industries Pty Ltd, Winchester Shoes, Fitwear Limited, Brashes Pty Ltd, Audiphone (Vic.) Pty Ltd, McClures Restaurants Pty Ltd.

**THOMPSON, JOHN ADVERTISING PROPRIETARY LIMITED**, 317 Collins-st, Melbourne, 3000. Phone 62-2725, 62-2726.

**Directors:** John P. Thompson (mng dir), Diane P. Thompson, ASA (co. secy).



**Associate Director:** C. Cain (also prod. mngr).

**Executive:** B. Cashman (acct-exec. & media).

**Accreditations:** ANC, FACB, PPAB, AAB, TAB (Vic.).

**Clients:** Arthur Rodney Pty Ltd, Bender Knitting Mills Pty Ltd, Budenberg Gauges (Australia) Pty Ltd, Demani of Northland Pty Ltd, D. & W. Murray (Aust.) Ltd (Fayre-field Hats), Farren-Price Pty Ltd, Frederic Muller Salons, Frieze Bros Pty Ltd, Hiltons of Chadstone Pty Ltd, Hiltons of Northland Pty Ltd, H. R. Varley & Sons Pty Ltd, Imps Footwear Pty Ltd, Leo Kelly & Co. Pty Ltd, Leviathan Ltd, Merv Brown Pty Ltd, Neville Lindsay Car Sales Pty Ltd, Oggi of Chadstone Pty Ltd, Southern Cross Hairdressing, Stylecraft Boats Pty Ltd, Thebe Trading Pty Ltd.

**THOMPSON, J. WALTER, AUSTRALIA PTY LTD**, 277 William St, Melbourne, 3000. Phone 67-8833. Telegrams Thomertwal.

**Directors:** T. R. Carruthers, W. Erskine, A. N. Weekes, L. J. Sharman, P. Jacklin, C. P. Erickson, W. M. Magno.

**Executives:** W. M. Magno (mng dir), P. Walker (asst dir), P. Lyell (asst dir), R. Kennedy (asst dir), D. Cox (media mngr), R. Foster (broadcast mngr).

**O'seas Repr.:** Head office, JWT, 420 Lexington Ave, New York. USA.

**Accreditations:** AAB, ANC, PPAB, FACB, TAB, NPA of NZ.

**Clients:** Ansett-ANA, Ansett Freight Express Pty Ltd, Australian National Travel Association, Bush, Boake & Allen Pty Ltd, Chesebrough-Pond's International Ltd, Coats Patons (Australia) Ltd, CSR Building Materials, Department of Trade & Industry, Dunlop Automotive Division, Dunlop Industrial Division, Felt & Textiles of Australia, B. F. Goodrich-CSR Chemicals, Intercontinental Hotels, Kraft Foods Ltd, Maws Pharmacy Supplies Ltd, The Mentholatum Company Ltd, New Holland (A'asia) Pty Ltd, Nugget Pty Ltd, Packard Shoes Ltd, Pan American, Southern Cross Hotel, Speciality Greetings Pty Ltd.

**TRINITY ADVERTISING PTY LTD**, 46 Caroline St, South Yarra, Melbourne, 3141. Phone 26-1355.

**Directors:** C. X. McMahon, L. J. Bishop.  
**Secretary:** B. K. McMahon.

**Accreditations:** ANC, FACB, AAB, TAB, PPAB.

**Clients:** Pyrox Ltd, Grolier Society of Aust. Pty Ltd, Cemac Rosebery Pty Ltd, Albert Park Laundry Pty Ltd, Boyanton Motors Pty Ltd, Dorply Pty Ltd, J. W. Bailey Pty Ltd, Mono Pumps (Aust.) Pty Ltd, Renolds

Chains (Sales) Aust. Pty Ltd, Utah Construction and Engineering Pty Ltd, Dennis Hotels Pty Ltd, R. Moore & Sons Pty Ltd, F. Barded & Sons Pty Ltd, William Boby & Co. (Aust.) Pty Ltd, Spaghetti Manufacturers Pty Ltd, Burwood Real Estate Pty Ltd, Master Dry Cleaners Pty Ltd.

**USP-BENSON PTY LTD**, 16 Kavanagh-st, South Melbourne, 3205. Telegrams Salesrise, Melbourne. Phone 62-6931.

**Directors:** H. R. Wilson (chrnm), C. E. Richardson (mng dir), M. M. Koffel (gen. mngr), J. P. Goulstone, L. G. I. Moore, W. O. Cudlipp, L. J. Preston (secy), R. J. Kerin, H. C. B. Robertson, G. M. Paton, P. C. Bennett, P. M. Myers.

**Executives:** G. Pollock (TV-radio mngr), R. K. Johnson (prod. mngr), A. T. Bainbridge (creative service mngr), E. Robson (marketing mngr), J. Cooper.

**Accreditations:** ANC, AAB, PPAB, TAB, FACB.

**Fstate repr.:** USP-Benson (NSW) Pty Ltd, Colman House, 89 Berry St, North Sydney, 2060 (929-8177). R. MacKenzie (mng dir); USP-Benson (Qld) Pty Ltd, 21 Gipps St, Broadway, Brisbane, 4000 (51-1061). K. L. Barry (mng dir); USP-Benson (SA) Pty Ltd, 19 North Terrace, St Peters, Adelaide, 5069 (63-4561). M. H. Wilde (mng dir).

**Clients:** ANTA, Beecham, Berec, Bowater Scott, Bryant & May, Carnation Milk, Carnation Pet Food, Comalco Aluminium, Cyclone/KM, Electronic Industries Pty Ltd, Fibremakers Ltd, Florsheim, Foodland Holdings, Frigidaire, H. J. Heinz, IDEC, Julius Marlow, MacRobertsons, MMBW, Olympic Aust., Philip Morris, Plough Aust. Pty Ltd, Road Safety Council, S. A. Cheney, Shell, Shell Chemical (Aust.), S. Wynn & Co., T&G Mutual Life Society, United Distillers, Victoria Hotel, Walpamur.

**WALKER, HERBERT & GAMLIN PTY LTD**, 437 St Kilda Rd, Melbourne, 3004. Phone 26-6651. Telegrams Adcraft, Melbourne.

**Directors:** J. B. Walker, R. G. Herbert, G. Gamlin.

**Associate director:** A. R. Page.

**Executives:** B. Layton (secy), W. Fullwood (prod, dir), A. Hutchinson (media mngr), J. Hearman (TV mngr).

**Accreditations:** ANC, AAB, FACB, TAB, PPAB.

**Clients:** The Australian Natives Association, Avis Rent-A-Car System Pty Ltd, Bayford Motors Pty Ltd, Arthur Brunt Pty Ltd, Fairchild Australia Pty Ltd, Ford Sales Co. of Australia Ltd, Ford Motor Co. of Australia Ltd, Fruehauf Trailers (A'asia) Pty

Ltd, Godfrey Phillips International Pty Ltd (Willem II cigars, Silver King cigarettes), W. G. Hearne & Co. Pty Ltd, Marveer (Aust.) Pty Ltd, Melford Motors Pty Ltd.

**WEST ADVERTISING PTY LTD**, 30 Queens Rd, Melbourne, 3000. Phone 26-6046, 26-1059. Telegrams Westads, Melbourne.

**Director:** B. R. West.

**Executive:** B. R. West (mng dir), R. Dobson (press media), P. McGeehan (air media), R. Hunt (art dir), H. Pitt (acct), R. Clifton (prod. mngr).

**Istate repr.:** Sydney, Adelaide, Perth, Brisbane.

**Accreditations:** ANC, FACB, FACTS, AAB, PPAB.

**Clients:** Andrew Jack Dyson, ATS, The Broken Hill Proprietary Co. Ltd, Harford Clothing, Investors Services, K. G. Luke, K. G. Luke Engineering Supertuned, Maxwell, Michaels/Stern, Pye, Robinsons, Sackvilles, Siemens, Swains, Terry Engineering, Valco, Windbreaker.

**WILKINSON ADVERTISING PTY LTD**, 30 Queens Rd, Melbourne, Vic., 3004. Phone 26-3656.

**Directors:** John D. Wilkinson, D. H. Powell, J. I. Wilkinson, Alice M. Powell.

**Accreditations:** TAB, FACB, ANC, AAB, PPAB.

**Clients:** Henry Barr Pty Ltd, Automatic Heating Appliances, R. W. Crabtree & Sons (A'asia) Pty Ltd, The Equity Trustees Co., Etheridge of Blackburn, Fletcher Industries Ltd, Landmark Realty Pty Ltd, Master-craft Upholstering Co. Pty Ltd, Rimco Automotive Industries.

## QUEENSLAND

**AUSTRALIAN ADVERTISING AGENCY PTY LTD**, 5th floor, Penney's Bldg, Queen St, Brisbane, 4000. Phones 2-3106-7.

**Directors:** K. H. Campbell (chrnm & mng dir), A. W. Hammond.

**Executives:** A. W. Hammond (acct secty), K. Williams (snr acct exec.), P. McCarthy (snr acct exec.), H. Zalesky (art dir).

**Accreditations:** ANC, AAB, FACB, NPA of NZ, PPAB, FACTS, ABC.

**Clients:** Associated Metal Products, Associated Securities Ltd (Q.). Austral Motors Pty Ltd (Chrysler), Bank of NSW (Qld), Beenleigh Rum Pty Ltd, Booker Industries Ltd,

Burns Philp & Co., A. P. Cameron & Co., James Campbell & Sons, Ces Byrne & Co., Drug Houses of Aust. Ltd (Qld div.), Elphinstones Ltd, G. P. Embelton & Co. Pty Ltd, Evans Deakin & Co. Pty Ltd, Falkiner Chains Pty Ltd, J. Macrae Fraser, Foodland Stores Association; Gardams Silk Store, Hamilton & Dickson, Holsum Products Pty Ltd, Hyne & Son Pty Ltd, Jack & Jill Salon, The Lantern Gift Shop, La Coquette Salon, Don McInnes Photographics, Public Curator, The Qld Cement & Lime Co., Qld Co-operative Milling Asscn, Qld Govt Railways, Qld Tyre Service Co., Rex Aviation Qld Pty Ltd, Royal Qld Society for Prevention of Cruelty, Sanitarium Food Products, Sharp & Musgrave Pty Ltd, Simpson's Sawmills Pty Ltd, Speedometer Screenwiper Service, Spiers Pharmacies, State Govt Insurance Office, Taylor Bros Pty Ltd, John Thurlow & Sons Pty Ltd, E. C. & F. G. Waldron, Wilston Builders Supplies.

**CAMPBELL ADVERTISING PTY LTD**, Suite 512, Penneys Building, Queen & Adelaide St, Brisbane, Qld, 4000. Phones 2-4200, 2-3108.

**Directors:** A. J. Campbell, M. Cochrane, A. W. Hammond (secy).

**Accreditations:** TAB, OAA, NZBC.

**Clients:** Castlemaine Perkins Limited (Fourx Beer), South Coast Co-operative Dairy Asscn Ltd (Dairy King Ice Cream), Perc Miller Hairdressing Salons, Gollin & Company Limited, Queensland Government, Dept of Industrial Development, Albert Shire Council, Inala Hotel/Motel, Brisbane Bottle Exchange Pty Ltd, Britains Brickworks, District Nursing Assoc., Red Cross Society (Qld div.), Universal School of Motoring, Kitten Products Pty Ltd, Toft Bros (Sales) Pty Ltd, A. M. L. & F. Co. Ltd, John Scott Pty Ltd, Riverside Oil Bunkering Service, Henri Hair Stylist, TAZI-Dunwich.

**COMMERCIAL & INDUSTRIAL ADVERTISING PTY LTD**, 274 Barry Pde, Brisbane, 4000. Phone 53601.

**Directors:** Robt T. Smith, G. M. Smith.

**Executives:** G. Healy, R. Farrell, M. Sutton.

**Accreditations:** FACB, ANC, PPAB, AAB, TAB.

**Istate Repr.:** Murray Evans Advtg, Sydney; Berwen Paine Advtg, Adelaide; War-nock Sandford Advtg, Perth.

Member HEP agency network.

**Clients:** Better Brakes (Qld) Pty Ltd, Brisbane Gas Co. Ltd, Graziers Buying Service Ltd, Handi Works Pty Ltd, Penn Products

Pty Ltd, Wilkinsons Timber Industries, Rural Services Pty Ltd, Solaire Cooling & Heating Distributors Pty Ltd, Eterna Trading Co., Pioneer Chemicals Pty Ltd, A. Sargeant & Co. Pty Ltd, Sargeant Engineering Sales Pty Ltd, Burns Philp & Co. Ltd, F. W. Davey Pty Ltd, King & King Ltd, Radiation (Aust.) Pty Ltd, Henry Roberts Pty Ltd, Fler Co. & Staff (Qld) Pty Ltd, Pamela Brown Interiors, Timber Development Assoc., Willys Motors (Aust.) Pty Ltd, Real Home (Qld) Pty Ltd, Johnstons Car Sales Pty Ltd, Jacaranda Press Pty Ltd, Plywood Assn of Aust. Pty Ltd, Queensland Trustees Limited, Hawley's Pty Ltd, Brisbane Legacy, Frigrite Rural Co., National Peanut Council, Shute Upton Engineering Pty Ltd, The Read Press Pty Ltd, Toyo Tyre Distributors.

**DUTHIE NATIONAL ADVERTISING PTY LTD**, Dunstan Hse, Elizabeth-st, Brisbane, 4000. Phone 31-2595. Telegrams Duthie, Brisbane, PO Box 1476V.

**Directors:** J. J. S. Duthie, L. Lenton, Miss M. J. Duthie, R. N. Pye.

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

Member National Advertising Services, together with NAS (Sydney) Pty Ltd, NAS-bourne) Pty Ltd, NAS (Perth) Pty Ltd.

**NAS (NZ) Members:** Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

**NAS O'seas:** NAS (Aust.) Pty Ltd, 515 Madison-ave, New York, 22 NY; 10 Wigmore Place, London.

**Clients:** Advance Radio Pty Ltd, Alliance Acceptance Co. Ltd, F. W. Bailey and Sons Pty Ltd, Balm Paints Pty Ltd, Beaver Furs, Braemar Engineering Co. (Qld) Pty Ltd, Britains Pty Ltd, Colorcraft Paint Stores, J. Connolly (Qld) Pty Ltd, Cassells Fashion Centre, Cumberland Newspapers Pty Ltd, Don Rex Furniture Co. Pty Ltd, Diesel Motors Pty Ltd, Dyne and Co. Pty Ltd, EMI (Aust.) Limited (Qld only), R. S. Exton & Co. Pty Ltd, Finance Corp. of Aust. (Qld only), Fortana Products, Four Square Stores (Qld) Pty Ltd, A. J. Hardy and Son, Hayles Cruisers Pty Ltd, E. A. Heiser and Son, Jay-de-Gar Transport Pty Ltd, N. B. Love (Qld) Pty Ltd, Master Plumbers Mfg Co. Pty Ltd, Muffler Distributors Limited, Nifty Thrifty/Four Square Joint Advertising, Nifty Thrifty Self Service Stores, Nundah Music Centre, Pauls Blinds Pty Ltd, Parbury Henty & Co. Pty Ltd, Poultry Farmers Co-op Society Ltd, Queensland Builders Service, Queensland Oil Refineries, Queensland Rollforming Service, A. J. Ralston, Riverina Stockfeeds (Qld) Pty Ltd, Royal Art Furnishing (Qld) Pty Ltd, Royal Exchange Assurance, Sleep-makers (Qld) Pty Ltd, T. Style and Co.,

Wide Bay Burnett Regional Electricity Board, Wholesale Appliance Distributors Pty Ltd, Wholesale Liquor Distributors Ltd, Wire and Steel Pty Ltd, Wunderlich Limited (Qld only).

**EDMONDS ADVERTISING PTY LTD**, 424 Upper Roma St, Brisbane, 4000. Phone 2-5516, 2-4267. Telegrams Edmond, Brisbane. 2-4267. Telegrams Edmond, Brisbane.

**Directors:** Eric Edmonds (mng), J. M. Edmonds, G. Baird, J. McCully.

**Executives:** G. Baird (acct-exec.), J. McCully (acct-exec.), A. Spann (art mgr).

**Accreditations:** FACB, ANC, TAB, AAB, PPAB.

**I/state Repr.:** Sydney—Coudrey Campbell-Ewald Pty Ltd; Melbourne—Handbury Advertising Pty Ltd, Adelaide—Creasy Advertising Services Pty Ltd.

**Clients:** Arnold Degen Pty Ltd, Bill Brown's Sports Store, E. R. Blackmore Pty Ltd, Builder Welding Works, Crammond Radio Manufacturing Pty Ltd, Darling Downs Co-operative Bacon Assn Ltd, Diehard Tyre Service, Fabricated Products Pty Ltd, Family Fare Stores (Qld) Pty Ltd, Helicopter Sales (Aust.) Pty Ltd, International Traders Pty Ltd, Kingsted Pharmaceuticals Pty Ltd, Morden Laboratories, Richard Marsh Pty Ltd, Lou J. Murray Pty Ltd, MUIOOF Medical Benefits Fund, H. G. Noble Pty Ltd, NZ Govt Tourist Dept (Qld), Qld Finance and Land, Chemist Roush, Thermax Electric Water Heaters Pty Ltd, W. G. Utting & Co. Pty Ltd, Universal Homes Pty Ltd, Vogarell Inc., Worths Car Sales Pty Ltd.

**EDMONDS-FAGG ADVERTISING**, 1st Flr, Chronical Bldg, Margaret St, Toowoomba, Qld. 4350. Phone 2-3918.

**Directors:** E. Edmonds, J. Edmonds, W. J. Fagg, J. R. Fagg.

**Accreditations:** FACB, PPAB, TAB.

**Clients:** Annand Robinson & Co. Pty Ltd, Austral Motors (T'ba) Pty Ltd, Beresfords Shoes, T. S. Burstow Pty Ltd, Building Material Supplies Pty Ltd, Childs Caton & Co. Pty Ltd, Cobb & Co. Ltd, Darling Downs Bacon Assn Ltd (T'ba), Darling Downs TV Ltd, Dielectrics, Domestic Furniture Co., Downs Co-operative Dairy Assn Ltd, Downs Tyre Service, Falconer Motors Pty Ltd, Toowoomba and Goondiwindi, Farmers Centre Pty Ltd, McCafferty's Travel Service, O'Brien & Fitzpatrick, Simon Pty Ltd, Tots and Teenies, Toowoomba Tyre Service, Toowoomba Car Wreckers, Vacu-lug Traction Tyres (Q) Pty Ltd.

**RODNEY H. EVANS ADVERTISING PTY LTD**, 424 Queen-st, Petrie Bight, Bris-



bane, Qld, 4000. Phone 31-2545. Telegrams Rodev, Brisbane.

**Directors:** (See Sydney entry).

**Executives:** T. H. Rayner (mngnr), E. W. Fleming, Mrs R. Holdijk.

**I/State Repr.:** Sydney (head office), Melbourne. **O'seas:** Associate Houses throughout Aust. and NZ Member affiliated Agencies Network International (USA, Canada, South Africa, England, Europe, Far East). Member International Advertising Association, New York, USA.

**Accreditations:** ANC, PPAB, FACB, TAB, Country Press, ABC.

**Clients:** Annand & Thompson Pty Ltd, Bradford Insulation (Qld) Pty Ltd, Brolite (Qld) Pty Ltd, Chandlers Pty Ltd, Defiance Milling Pty Ltd & Teepee Wheat Products Pty Ltd, De-Nol Laboratories Australia Pty Ltd, The Door Centre, Gordon Edgell Pty Ltd (Brisbane), Canned Food, Frozen Food and Baby Food, Jones Lang Wootton, Meters Ltd, Mole Engineering (Qld) Pty Ltd, Peterman, W. E. & Son Pty Ltd, Turbon Engineering Pty Ltd, V. W. Motors Pty Ltd (Wholesale), Bennett Honda Pty Ltd (Qld), Elna Sewing Machines (Qld), North Queensland Flour Mills Pty Ltd.

**FULFORD, ADVERTISING PTY LTD,** 183 Wharf St, Brisbane, 4000. Phone 2-4172.

**Director:** Harry Fulford (manag. dir.).

**Accreditations:** PPAB, TAB, FACB, ANC.

**GALMOR ADVERTISING PTY LTD,** 252 George St, Brisbane, 4000. Phone 2-4907. Telegrams Galmorad Brisbane.

**Directors:** S. K. Morris, J. P. Gal, P. T. Matchett, E. J. Smith.

**Executives:** J. M. A. Platt (gen mngnr), G. T. Phillips (acctnt dir), R. J. McDonald (creative dir), J. Thorpe, P. Poole (acctnt-exec), R. Dobrich (art dir), B. Douglas (prod. mngnr), R. Lithou (media mngnr), M. Knight (accounts).

**Accreditations:** AAB, ABC, ANC, FACB, PPAB, TAB.

**I/state Repr.:** Galmor Advertising Pty Ltd, 363 Pitt St, Sydney. Affiliates Melbourne, Adelaide. **O'seas Repr.:** Advertising Associates (NZ) Ltd, cnr Parnell Rd & York St, Auckland C.4 New Zealand. Associate houses: New York, London, Fiji, South Africa.

**GARNSEY GREENE CLEMENGER PTY LTD,** 280-282 Queen St, Brisbane, 4000 Phone 2-3419, 2-3410, 2-7098. Telegrams

Gresad.

**Directors:** J. M. Garnsey, J. N. Greene, P. G. Clemenger.

**I/State Repr.:** Melbourne: John Clemenger Pty Ltd, 473 Bourke-st; Sydney: John Clemenger Pty Ltd, 47 York St; Adelaide: Martin Kinnear Clemenger Pty Ltd, 51 Palmer St.

**Accreditations:** ANC, ABC, AAB, FACB, PPAB, TAB.

**Clients:** Arthur Murray School of Dancing, Brisbane Television Limited (BTQ-7), Borthwick Thomas & Sons (A'asia) Ltd, Building & Industrial Suppliers, Crossle & Cameron Industries, Deons Pty Ltd, Grazcos Co-op. Ltd, Haines Hunter Boats, Hoover (Aust.) Pty Ltd, Hove Manufacturing Co., Kennedys Pty Ltd, Mirror Newspapers Ltd (Sunday Truth), Payen Byrne & Blackford, Queensland Pastoral Supplies Pty Ltd & associated companies, Qld Turf Club, Queensland Independent Concrete, Reliance Manufacturing Co., R&N Trading Co. Pty Ltd, Robbs Industries Ltd, Scott Plylite Boats, Simpson Bros Pty Ltd, Swift & Moore Pty Ltd, Tangalooma Pty Ltd, Young Australian League, Zupps Motors, Brisbane Amateur Turf Club, Gold Coast City Council, George Pickers, George Jennings & Co., Hancock Bros Pty Ltd, Hooker-Rex Pty Ltd, L. J. Hooker Pty Ltd, Brisbane City Council, David Jones Ltd, ISAS.

**GORDON & GOTCH (A'SIA) LTD,** 107-119 George St, Brisbane, 4000. Phone 31-2681. Telegrams Gotch, Brisbane.

**Executives:** B. C. Fargus (mngnr), R. A. Lintott (acctnt-exec.).

**Accreditations:** ANC, FACB, PPAB, TAB, AAB.

**O'seas Repr.:** London, Canada, USA, Sth Africa, New Zealand, Japan, West Indies.

**GRAPHIC ADVERTISING PTY LTD,** 104 Holman St, Kangaroo Point, Brisbane, 4169. Phone 91-5444. Telegrams Graphicad.

**Directors:** Peter Donnelly (gov. dir), D. D. McTaggart.

**Executives:** Miss V. T. Richardson (secy/media mngnr), Miss A. Rhodes (acctnt), D. W. Randall (acctnt-exec.), I. Jensen (prod.).

**Accreditations:** ANC, AAB, PPAB, FACB, FACTS, ABC.

**Clients:** Aeroservice Pty Ltd, ASEA (Aust.) Pty Ltd, Austral Mining Construction Pty Ltd, Australian Opto-metrical Assoc. (Qld) Beazley Homes Pty Ltd, Brickworks Ltd, Coren & Kearney, Commonwealth Engineering (Qld) Pty Ltd, Coronation Drive Car Sales, C. T. Coroneo & Co. Pty Ltd, Owen Cox & Co., June Dally-Watkins, Victor Day & Sons Pty Ltd, A. B. Denning & Co., Garigans Carpet Centre, Greyhound Coaches,



Harrisons Crosfield (ANZ) Ltd, Syd Hill & Sons Pty Ltd, Hoey Fry Pty Ltd, F. Humphreys Pty Ltd, Living Room Theatre Restaurant, Mark Twain Theatre Restaurant, Maxim Motors, Mayfairs Pty Ltd, Modern Tiles Pty Ltd, Moore Road Machinery (Qld) Pty Ltd, Motor Supplies Pty Ltd, Motor Traders Pty Ltd, McCluskey Motors Pty Ltd, National Art Metal Co. Pty Ltd, National Skin Institute, Napier Bros Ltd, RCA of Aust. (Qld), Walter Reid & Co. Ltd, Richards Drapers, B. C. Richards & Co. Pty Ltd, Twenty-nine Murray St, Surfside Buslines Pty Ltd, Western Air Navigation Ltd, Westco Motors Pty Ltd, Westco Sales Pty Ltd, Westco Equipment Pty Ltd, Westco Motors (Toowoomba), Westco Motors (Townsville), Woulfe & Son Pty Ltd.

**HAWKINS ADVERTISING (QLD) PTY LTD**, 45 Berwick-st, Fortitude Valley, Brisbane, 4006. Phone 51-5391. Telegrams Hawkads.

**Directors:** E. R. Hawkins, J. Keegan, D. Carson. **Associate director:** I. McCormack.

**Head Office:** Sydney.

**Accreditations:** ANC, PPAB, TAB, AAB, FACB.

**Clients:** The Australian Estates Co., Chevron Qld Ltd, Cottees Ltd, Dobell (Qld) Pty Ltd, Pike Bros Pty Ltd, Pye Industries Ltd, Pioneer Industries, Qld Manufacturing, Spicers Hatchery, Retravision Stores, Qld Bacon, Qld Cereal Industries, Nu-Trend Homes, Gold Coast City Radio, Olsen and Goodchap Pty Ltd, Gold Coast Tourist Development Assn., Ted Carlyle Real Estate, Peels Pty Ltd.

**JACKSON WAIN (QLD) PTY. LTD**, 380 Upper Roma St, Brisbane, 4000. Phone 2-2978-9. Telegrams Jacksonwain.

**Directors:** D. N. Ross, R. S. Adams, R. L. Ellacott, F. E. Gracc, R. D. Hodgson, A. Skirving.

**Executives:** I. Hotton (art dir), A. Shaw (radio/TV mngr), M. Beston (prod.).

**Accreditations:** FACB, TAB, ANC, AAB, PPAB.

**Clients:** Amoco Australia Pty Ltd, ASA Farm Machinery, Australian Land Trusts, Betta Stores, Business Equipment (Qld) Pty Ltd, Chamberlain Industries Pty Ltd, Coachcraft Ltd, Cobbitty Farm Bread, Dalgety Trading Co. Pty Ltd, Engineering Supply Co. of Australia, Gas Supply Co. Ltd, James Hardie & Co. Pty Ltd, John Hicks & Co. Pty Ltd, J. C. Hutton Pty Ltd, Intercolonial Boring Co., Laminators (Qld) Pty Ltd, Lennon's Hotels (Bris., Toowoomba), Marino Products Pty Ltd, Murphysores In-

corporated Pty Ltd, O'Neill Industries Pty Ltd, W. H. Paling Pty Ltd, PGH Industries (Qld) Pty Ltd, Queensland Book Depot, Radio Station 4BK-AK, Raysun Pty Ltd, Thiess Bros Pty Ltd, Thiess Sales Pty Ltd, Whitco Hardware Manufacturing Co., Xavier Mount Olivet Public Hospital Appeal.

**JONES KNOWLES ADVERTISING PTY LTD**, Atcherley Hse, 513 Queen St, Brisbane, 4000. Phone 2-3208.

**Directors:** Paul Jones, Merle Yvonne Jones, Bruce Knowles, Carolyn Knowles.

**Executives:** Paul Jones (chrmn), Bruce Knowles (secy), Geoff Ryan (accnts dir), J. Kleimeyer (acct), Dorothy Bruce (art dir), Barry Britton (media mngr), Alan Gee (prod. mngr).

**State Repr.:** Castle Jackson Advertising Pty Ltd, Sydney, Melbourne, Adelaide.

**Accreditations:** ANC, PPAB, FACB, AAB, TAB.

**Main Radio-TV Clients:** Edwards & Lamb (div. of Woolworths), Freedman & Co. Pty Ltd, Freedman Tropicana Pty Ltd, IAC Finance Pty Ltd, Katies (Qld) Pty Ltd, Killrust Pty Ltd, Lakeside Motor Racing Circuit, Liberal Party of Aust. (Qld div.), Mathers Pty Ltd, Norco Co-operative Pty Ltd, Rockmans Variety Stores, Redcliffe Retailers, Shirleys Shoes Pty Ltd, UK Motors Pty Ltd, Wallace-Bishop.

**LE GRAND ADVERTISING PTY LTD**, 35 Creek St, Brisbane, 4000. Phone 31-2891.

**Chairman:** J. Le Grand.

**Managing director:** R. P. Magan.

**Accreditations:** AAB, FACB, ANC, PPAB, TAB.

**Clients:** Alfred Grant Pty Ltd, Appleton, N. V. Pty Ltd, Australian Broadcasting Commission, Australian Guarantee Corporation Ltd, Barnes Auto, Baxters Veterinary Supplies, Besser Vibrapac Masonry (Qld) Ltd, Boys' Town, British Motor Corporation Ltd (part), Carlton-Smith, W., Cistern Manufacturing Co. Pty Ltd, Citizens' Municipal Organisation, City Mutual Life Assurance Society Ltd, Club Motor Insurance Agency Pty Ltd, Commercial Bank of Australia Ltd, Commonwealth Broadcasting Corporation, Dalgety Trading Company Pty Ltd, Deering Machinery Pty Ltd, Delahunty, J. J. Dinmore Pottery Pty Ltd, D. P. Hardware Pty Ltd, Duncan's Agencies Pty Ltd, Empire Speedway (Qld) Pty Ltd, Golden Casket, Gradwell Bros, Hancock & Gore Ltd, Hastings Deering (Qld) Pty Ltd, Highfield Tea Pty Ltd, Howards Motors, Jensens Vic. Pty Ltd, Mack Trucks (Aust.) Pty Ltd, Massey Bicycle & Sports Depot, Metropolitan

Permanent Building Society, National Mutual Life Assn of Australia, Pellegrini & Co. Pty Ltd, Provincial Traders Pty Ltd, Queensland Newspapers Pty Ltd (Sunday Mail), Queensland Teachers' Union, Snow Commander (Aust.) Pty Ltd, Southern Electric Authority of Queensland, Southern Queensland Permanent Building Society, State Electricity Commission of Queensland, United Tyre Service, Vehicle & General Insurance Company (Australia) Ltd (Qld), Westco Sales — TCM Forklifts, Wynns Veterinary Supplies.

#### LITTLETON-HARVEY ADVERTISING,

2nd Floor, Mercantile Mutual Bldg., 62-64 Eagle-st, Brisbane. Phone 2-4616, 2-4891. Telegrams: Leychess, Brisbane.

**Directors:** E. G. Littleton (also radio & TV exec.), E. Otley.

**Executives:** J. Stock (press & general media mng'r), B. McLeod (accnts), D. Goodwin (schedules exec.).

**Accreditations:** FACB, PPAB, TAB, ANC, AAB.

**Main Clients:** Listex Laboratories, F. W. Nissen Pty, State Govt Insurance Office, Austmark Pty, A. N. Robinson, Angus & Coote Pty Ltd, Self Serving Pty Ltd, G. H. Stewart & Co., Thorleys Pest-Rid Co., Tickle Industries, Day Dawn Pty, Stuart Suit Specialist.

#### MAYNARD, R. S., ADVERTISING, AMP

Bldg, Edward St, Brisbane, 4000. Phone 2-6579, 2-6768. Telegrams, Maynardad.

**Branch:** Sydney.

**Directors:** C. A. McMillan (manag. partner, Brisbane), J. A. Maynard (manag. partner, Sydney), W. A. Messenger (associate partner, Brisbane), T. J. Batten (assoc. partner, Sydney).

**Accreditations:** ANC, PPAB, FACB, TAB, NPA of NZ.

**MERCHANDISING PUBLICITY PTY LTD**, 25 Chester-st, Fortitude Valley, Brisbane, 4006. Phone 5-3515-6-7.

**Directors:** K. W. Lawrence, S. Cameron, C. J. Anderson, C. K. Heselwood.

**I/State Repr.:** Foote, Cone & Belding Pty Ltd—Sydney, Melbourne, Adelaide. Adcraft Service, 125 St George's Terrace, Perth.

**Accreditations:** AAB, ANC, FACB, PPAB, TAB.

Has own test kitchen and model store facilities.

**Clients:** Australian Paper Manufacturers Ltd (waste paper, Fibre King equipment), Barnes Engineering Pty Ltd, John Beech & Co. (builders), Brisbane Milk Board, Bris-

bane Milk Sales Promotion Advisory Committee, Brown & Broad Ltd, Butter Marketing Board, Cameracraft Pty Ltd, The Golden Circle Cannery (Northgate), Edward Fletcher & Co. Pty Ltd, Imperial Chemical Industries of Aust. & NZ (for Qld), Industrial Enterprises Ltd, Mackay & Co. Pty Ltd, Matthews Fire Alarms Pty Ltd, Middleton Pty Ltd, Pauls Foods Ltd, Pauls (NT) Pty Ltd, Qld Newspapers Pty Ltd, Qld United Foods Ltd, Simpson Halligan & Co. Pty Ltd, Taubmans Qld Pty Ltd, Ansett-ANA (for FC&B), Coles Supermarkets (for Alexander Moulton), H. G. Palmer Pty Ltd, Qld Grain Sorghum Growers Assn.

**JAMES T. MULLINS ADVERTISING SERVICE**, 47 Hillside-crees, Hamilton, Brisbane, 4007. Box 360, PO, Valley. Phone 62-3851.

**Directors:** J. T. Mullins, E. G. Mullins, J. T. Mullins Jr.

**Executives:** C. M. Mullins (acct exec.).

**Accreditations:** FACB, TAB.

**Clients:** Eric Anderson's, Electrical Retailers, Geo. Wills & Co., Sullivan Homes, C. P. Engineering Pty Ltd, Arnolds Radio & Electrical, Farsley Motors Pty Limited (Toyota Cars Country Dealers), Stones Corner Motors Pty Ltd, Leo Muller (Toyota Sales) Pty Ltd, Premier Motors.

#### O'BRIEN PUBLICITY (QLD) PTY LTD,

312 Elizabeth St, Brisbane, 4000. Phone 2-3281/4. Telegrams Gofor, Brisbane.

**Directors:** R. J. Murphy (mng), G. C. Turner, M. G. Caton (assoc.).

**Executives:** J. Egan, B. Heslop, R. J. Jeffrey, R. Wailes (media), C. G. Bennett (art director), R. Werner (TV art director).

**I/State Repr.:** O'Brien Publicity (NSW) Pty Ltd, 56 Young-st, Sydney (27-1355); O'Brien Publicity (Vic.) Pty Ltd, 29 Lonsdale St, Melbourne (32-3521); Clem Taylor-O'Brien Pty Ltd, 155 Pirie St, Adelaide (23-5577).

**Accreditations:** ANC, FACB, TAB, PPAB, NPA of NZ.

**Clients:** Bearing Service Co. of Aust. Pty Ltd, Boston Silks, Brisbane Permanent Building & Banking Co. Ltd, Broadcasters (Aust.) Pty Ltd, Carter Smith & Co. Pty Ltd, A. J. Chown (Qld) Pty Ltd, Coorparoo Car Sales, Delta Iron Works, Dixons Photographic Pty Ltd, Golden Pines Estates, Handasyde Motors Pty Ltd, Harvey Graham Fashions, Helena Kaye Academy, Hughes & Sons, Ira Berk (Qld) Pty Ltd, McLean (D) Pty Ltd, Mater Art Unions, Mater Mothers Appeals Committee, Modern Merchandising Equipment, Nundah Auto Service, Peter Kurts Pty Ltd, Queensland Road Safety Council, Sen-

den & Long Pty Ltd, Sherrys Dealers, South Molle Island, Tip Top Bakeries Holdings Pty Ltd, F. Tritton Pty Ltd, Twelfth Night Theatre, University Bookshops, Victoria Cross Manufacturing Pty Ltd, David Webster & Sons Pty Ltd.

**GEORGE PATTERSON-NOBLE BARTLETT PTY LTD**, 64 Roma St, Brisbane, 4000. Phone 2-3624. Telegrams Pressager.

**Directors:** L. W. Farnsworth (chrmn), R. B. Bowly (gen. mgr), K. H. Cousins, A. C. Parker, J. Miller (radio-TV dir).

**Executives:** N. Hall (prod.), I. Austin (TV-radio prod.), J. Graham (acct-exec.), E. Gibson (acct).

**Branches:** George Patterson Pty Ltd, Sydney, Melbourne, Adelaide, London; J. Ilott, NZ. Cathay Ltd, Hong Kong, Singapore, Bangkok.

**Accreditations:** ANC, PPAB, FACB, AAB, TAB.

**PIA ADVERTISING PTY LTD**, 104 Roma St, Brisbane, 4000. Phone 2-9146, 2-5946.

**Directors:** A. R. Allan, M. Benson.

**Executives:** J. P. Auty (media), G. L. Edgar (designer/copywriter).

**Company's operations:** Market research design and media services.

**Accreditations:** ANC, FACB.

**SLATTER, E. C., & PARTNERS PTY LTD**, Science Hse, Astor Terrace, Brisbane, 4000. Box 493H, GPO, 4001. Phone 2-1576-7. Telegrams Slatterads, Brisbane.

**Directors:** E. C. Slatter, N. M. Hughes, J. P. Quayle, J. Q. Simpson, M. F. Long.

**Executives:** M. Long (Qld mgr), R. C. G. Moffatt (account exec.), Mrs T. O'Connor (media mgr), K. Fielding (art), G. Fitzgibbon (copy).

**Pstate repr.:** E. C. Slatter & Partners Pty Ltd, Kent St, Sydney (29-7141).

**Accreditations:** ANC, ABC, FACB, TAB, AAB.

**Clients:** Allpest (Q), Animal Health Foods Pty Ltd, Amalgamated Chemicals (Qld) Pty Ltd, Andrew Barton & Co. Pty Ltd, Brandon Timbers Limited, Brims Plywood Sales, D. G. Brims & Sons Pty Ltd, Brisbane Hobby Centre, Cammoo Caves, Central Queensland Tourist Association, Capricornia Regional Electricity Board, Denham Redleaf Products, Duravul Shoes, Greenleaves Advisory Gardens, Humes Ltd (Qld), Norman J. Hurl (Vic.) Pty Ltd, Brian Jackson Salon, L. P. Jensen & Sons, Don Johnson Plant Hire Co., Kele Bros, Vic Levey's Nurseries Pty Ltd, Vic Levey's Garden Centres Pty Ltd, Mackay Regional Electricity Board, Mechanical

Equipment Co. Pty Ltd, Moore Homes Pty Ltd, North Pine Motors, North West County Council, Protojen Pty Ltd, Queensland Machinery Company, Queensland Nurserymen's Association, Rockhampton Packing & Agency Company, Scientific Hobbies Pty Ltd, State Electricity Commission (part), Stegbar Windows (Qld) Pty Ltd, Utech Products Pty Ltd, Washop Coin-op Laundries, Sidney Williams & Co. Pty Ltd, Wormald Brothers.

**SWAIN, KEITH, ADVERTISING PTY LTD**, 45 Berwick St, Valley, Brisbane, 4006. Phone 51-5391-2-3.

**Accreditations:** AAB, TAB, FACB, ANC.

**USP-BENSON (QLD) PTY LTD**, 21 Gipps St, Broadway, Qld, 4000. Phone 51-1061. Telegrams Salesrise.

**Directors:** H. R. Wilson, C. E. Richardson, Keith L. Barry (mng dir), O. A. Buchanan.

**Associate directors:** C. K. Brinkworth, J. Robinson.

**Executives:** K. McDonald (acct-exec.), C. K. Brinkworth, R. H. Drabsch, G. Robertson, Lesley Richmond (copy chief), J. Robinson (art dir), W. Grodd (prod. mgr), Mrs I. Tamminen (media mgr).

**Accreditations:** ANC, FACB, ABC, FACTS, PPAB.

**Clients:** Austral-Pacific Fertilizers Limited, W. H. Bowden Pty Ltd, Centenary Estates Limited, Corbett Timbers Pty Ltd, Coupon Furniture Co. Pty Ltd, Custom Credit Corporation Ltd (Qld only), Dept of Industrial Development Qld, Egg Marketing Board, Helidon Gardner Pty Ltd, Charles Hope & Co., Jeffrey & Foreman Pty Ltd, Malvern Star Stores, Paterson, Reid & Bruce Ltd, Peters-Arctic Delicacy Co. Ltd, Bruce Pie & Sons Pty Ltd, Premier Blinds Pty Ltd, Queensland Government Tourist Bureau, Royal National Agricultural & Indust. Assoc. of Qld, Silsao Manufacturing Co. Pty Ltd.

**VINNICOMBE, HAROLD & ASSOCIATES PTY LTD**, 455 Adelaide-st, Brisbane, 4000. Phone 22-104. Telegrams Halvin.

**Directors:** H. Vinnicombe (mng dir), M. M. Vinnicombe, P. L. Heathwood.

**Executives:** P. L. Heathwood (creative), A. Rodgers (media mgr), D. Jones, E. Maloney, D. R. Collier (acct. execs), T. Sheedy (art dir), D. Walker (Radio-TV), P. Berthelson (production).

**Accreditations:** ANC, AAB, PPAB, FACB, FACTS.

**Clients:** Roy Bliss, Brisbane Grammar School (Centenary Building Fund), Brisbane Stock Exchange, Carlton Travel Bureau Pty



Ltd, Central Qld Broadcasting Network, Corrie & Co. Deposit & Investment Co. Ltd, Drouyn Musical Instrument Co., Grace Bros Pty Ltd, Hancock Bros Pty Ltd, Trevor Henderson, Hooker Homes Pty Ltd, Irvin & Johnson (Qld) Pty Ltd, Lance Jones & Co., Lindeman Island Pty Ltd, Mactaggarts Primary Producers' Co-operative Assn. Ltd, Masterbilt Pty Ltd, Motor Body Specialists Pty Ltd, O'Donnell Griffin TV Services, OK Rubber Co., Rothwells Outfitting Ltd, Rover Mowers Pty Ltd, Scarborough Art Union, Telegraph Newspaper Co. (Special promotions), Tinka Trailer Co., T. Tristram Pty Ltd, Universal Telecasters (Qld) Ltd, Vinlon Pty Ltd, VW Motors, B. B. Whitehouse & Co. Pty Ltd, York Air Conditioning.

**WAITE, T. HILKEN PTY LTD**, 4th floor Regent Bldg, 167 Queen St, Brisbane, 4000. Phone 2-2411 (6 lines). Box 347E, GPO. Telegrams Hilkenad.

**Executives:** T. H. White (mng dir), G. S. Adam (acct dir), I. E. Coward (secty), G. A. Collett (art dir), R. T. O'Brien (copy), A. Y. Woodhouse (media mngr), S. J. Birch (prod. mngr).

**Accreditations:** ANC, AAB, FACB, PPAB, TAB, ABC, CAB.

**Clients:** Ashby Bros Pty Ltd, Bradbuilt Constructions, British & Continental Motors, Clark Rubber Stores Ltd, City, Valley, Mt Gravatt, Chermiside, Toombul, Commercial & Office Equipppers Pty Ltd, Cook Harrison & Co. Pty Ltd, Dux Auto, Eagle Star Insurance Co. Ltd, Farsley Motors Pty Ltd (Mercedes Benz division), Farsley Motors Pty Ltd (Toyota division), Farsley Motors Pty Ltd (Tractor division), Fire & Accident & Marine Underwriters Assoc. Ltd, Gralton Bros Pty Ltd, Gates Hygienic Laundry, Hardy Bros Pty Ltd, Athol Hedges Pty Ltd, Bernie Jacks, Jeffress Bros Ltd, Karlos Holdings, Markwell Bros Pty Ltd, Medical Benefits Fund of Aust, Metal Products Pty Ltd, Modern Office Equipment (Qld) Pty Ltd, John Mollwraith (Qld) Pty Ltd, John Mollwraith (Bulimba) Pty Ltd, Northern & Employers Group of Assurance Companies, Queensland Primary Producer's Co-op. Assn Ltd (Bris., Aramac, Barcaldine, Biloela, Blackall, Charleville, Charters Towers, Clermont, Cunnamulla, Dirranbandi, Emerald, Goondiwindi, Hughenden, Jandowae, Julia Creek, Longreach, Mackay, Meandarra, Quilpie, Rockhampton, Roma, Springsure, St George, Townsville, Winton), Relyans & Lanhams Pty Ltd, Bryan T. Roberts, Scots College, Warwick, Herbert Small's Camera Centre Pty Ltd (Elizabeth St City), Herbert Small's Camera Centre Pty Ltd (Rockhampton), Herbert Small's Camera Centre Pty Ltd (Toombul), The Southern Electric Authority of Qld, SEAQ Gympie, SEAQ Ipswich, SEAQ Nambour, SEAQ Redcliffe, SEAQ Southport, SEAQ Toowoomba,

SEAO Stanthorpe, SEAO Warwick, Swift Motors, U. Dal Santo Motors, Warwick Presbyterian Girls' School.

## SOUTH AUSTRALIA

**ALDWYCH ADVERTISING (SA) PTY LTD**, 66 King William St, Adelaide, 5000. Phone 51-7788. Telegrams Aldwych Adelaide.

**Branches:** Melbourne, Sydney.

**Director:** G. L. Bride (mng dir).

**Manager:** R. I. Baker.

**State repr.:** See Melbourne and Sydney entries.

**Accreditations:** ANC, FACB, AAB, PPAB, TAB, ABC.

**Main clients:** Alliance Acceptance, Angove's Ltd, ASA Farm Machinery Co., Australian Cotton Textile Industries Ltd, Bennett & Fisher, Brownbuilt (SA), Devon Credits, GHC Development, Hoover (SA), Ed Lumley (SA), Marrick, Newton, McLaren, Port Implements, Queens Bridge Motors, SA Railways, Security & General, Territory Transport, Textutone, Town & Country Motels.

**BERRY CURRIE ADVERTISING (SA) PTY LTD**, 202 East Tce, Adelaide, 5000. Phone 23-3544. Telegrams Unsullied.

**Directors:** J. Currie, W. Currie.

**General manager:** C. K. Dennis.

**Executives:** P. Burns (acct exec.), K. Johns (prod.), Miss D. Pickering (media).

**Accreditations:** See Sydney entry.

**Clients:** Albion Reid, Antoinex, Arnold Studios, John Cahill Motors, Cambridge Motors, L. W. Chapman Building Co., Condon Transport Pty Ltd, Dehy Fodders, Discounted Furniture, Dix Dry Cleaners, Ken Eustice Motors, Evergreen Memorial, Gaima Industries, Healing (Sales), Herbert Speed & Accessories, ICI-ANZ Ltd, Irona Laboratories, Kodak A'sia Pty Ltd, Lordello Investments, Marino Golf Club, McFarling for Floors, Mi-Fancy Manufacturers, Mopac Home Sales, Michael Nairn, Oldfields Bakery, Paraplegic Association, Peoplestores Ltd, Shipping Newspapers, Turners Pty Ltd, E. R. Way & Sons, Williams Beverages, Wy Wurry Hatchery.

**BIRRELL ADVERTISING ASSOCIATES PTY LTD**, 197 Greenhill Rd, Eastwood, SA, 5063. Phone 71-0425.

**Directors:** M. N. Birrell (chrmn), E. D.



Manley, J. R. Stevens.

**Executives:** E. D. Manley (creative dir). E. K. Edwards (research), G. Hams, D. Bateman (prod.), A. Hendry, B. Parsons (media).

**Accreditations:** ANC, TAB, AAB, FACB, PPAB.

**Clients:** Andersons Chicks Pty Ltd, Ansell Rubber Co. Pty Ltd, Arndale Development Trust, Atco Mowers through Boltons, Geo. Pty Ltd, Austral Steel Ltd, Brown, T. H. & Sons Pty Ltd, Building Societies Association of SA, Burger King Drive In Restaurant Pty Ltd, Coates & Co. Ltd, Elliott Bros. Pty Ltd, Elmaco Industries Ltd, Hall Sandford & Co. Pty Ltd, Hindmarsh Building Society, Hornbrauic (Aust.) Pty Ltd, Jones, Lang, Wootton (SA) Ltd, Miller Anderson Ltd, Millers Lime and Timber Pty Ltd, Ogden, Claude R. & Co. Pty Ltd, Ozapaper Ltd, Philmac Pty Ltd, Pitt Waddell Bennett Chains Ltd, Ravesi Chemists, Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Pty Ltd, Royal-Globe Life Assurance Co. Ltd, SA Egg Board, SA Poultry Marketing Co-operative Ltd, SA State Lotteries, Sun Electric Co. Pty Ltd, Taplin & Co. Pty Ltd, Wendts Limited, Wiltshire Cutlery Co. Pty Ltd, Wiltshire File Co. Pty Ltd.

**BYRNE ADVERTISING SERVICE PTY LTD**, 198 Greenhill Rd, Eastwood, SA, 5063. Phone 72-1266. (GPO Box No. 1520M.)

**Executives:** J. Byrne (gov. dir), J. P. Byrne (dir & acct-exec.), Miss N. Bennetts (dir & media mgr), G. S. McDougall (dir & acct-exec.).

**Accreditations:** ANC, PPAB, FACB, TAB, AAB.

**CASTLE JACKSON ADVERTISING (SA) LTD**, 163 Archer St, North Adelaide, 5006. Phone 6-8512.

**Directors:** A. J. Connell, D. G. Castle, D. F. Jackson, G. I. Latimer.

**Executives:** A. J. Connell (mgr dir), W. H. Sharland, R. L. Shepard (acct-execs), F. E. Pound (media mgr).

**I/State Repr.:** Castle Jackson Advertising Pty Ltd, Victoria; Canny Gabriel-Castle Jackson Pty Ltd, NSW. **O'seas Repr.:** Australian member for EMA.

**Accreditations:** FACB, FACTS, ANC, PPAB, AAB.

**CREASY ADVERTISING SERVICES PTY LIMITED**, 85 Gouger St, Adelaide, 5000. Phone 51-4748.

**Directors:** M. B. Creasy (mng), G. W. M. White.

**Executives:** B. G. Smith, D. I. Thwaites.

**Accreditations:** TAB, FACB, ANC, PPAB, ABC, AAB.

**Clients:** Central Market, Claridge Motors Pty Ltd, Crippled Children's Association, Elliotts Carpets, Flavels (SA) Pty Ltd, Good Neighbour Hardware Stores, Hamilton Laboratories Pty Ltd, Lightburn & Co. Ltd, Norman, Turner & Nottage Pty Ltd, Perry Metal Window Co. Ltd, Proline Industries Pty Ltd, Rapid Metal Developments (Aust.) Pty Ltd, Semaphore Engineering Pty Ltd, Sheppards Jewellers, B. L. Shipway & Co. Pty Ltd, Tecalmit (A'asia) Pty Ltd.

**FOOTE, CONE & BELDING PTY LTD**, 47 Greenhill Rd, Wayville, 5034. Phone 71-0575. Telegrams Brigade.

**Directors:** A. J. Briggs (chrnm), M. M. Walker (deputy chrnm), R. C. Davey, A. T. Young.

**Adelaide directors:** R. W. Griffiths (chrnm), A. T. Young (gen. mgr), M. Howard, J. W. van der Linden (secy).

**Accreditations:** ANC, TAB, AAB, FACB, PPAB.

**Clients:** British Tube Mills (Aust.) Pty Ltd, BTM Agencies Pty Ltd, Bundy Tubing Co. (Aust.) Pty Ltd, Chrysler Australia Ltd, Commercial Motor Vehicles Pty Ltd, Don Tailors, Electricity Trust of SA, Kentish Clothes Pty Ltd, Lawlors Pty Ltd (Anti-corrosion, Carpet Care, Pest Control), Mackay Convair Heaters Pty Ltd, Mases Meat Co. Pty Ltd, Normans Home Furnishers Pty Ltd, Rockingham Clothes, Ross & Pat Davies (Figurama Internationale, Olympic Swimming Academy), Saints Ltd, SA Brewing Co. Ltd, SA Clay Brick Assn Inc., Television Broadcasters Pty Ltd.

**FORTUNE (AUST.) PTY LTD**, 135 South Terrace, Adelaide, 5000. Phone 51-3773-4-5. Telegrams Fortaust.

**Executives:** R. S. Daniel (Adel. mgr), W. J. Barrett, P. Richards, D. J. Bromilow (acct-execs), G. Wollard (art dir), M. Buck (media).

**Directors and accreditations:** See Sydney entry.

**Clients:** Adelaide Motors Group, Airlines of SA, Apac Industries, Esso Standard Oil (Aust.) Ltd, Evangelical Lutheran Church, Griffs Limited, A. V. Jennings Ltd, Malvern Star Stores, Newport Motors, Omark Limited, Ozone Hotel/Motel, SA Tool & Gauge Co., Whitehall Motel.

**HANSEN RUBENSOHN - McCANN ERICKSON PTY LTD**, 50 Grenfell-st, Adelaide, 5000. Phone 8-5782-3. Telegrams

Rubadco.

**Executive:** G. Huntley (mgr).

**Directors, I/state, O'seas Repr., Accreditations:** See Sydney entry.

**Clients:** Adelaide College of Music, ALP, Barossa Winery Co-operative Ltd, BF Constructions Pty Ltd, Blunts Ltd, Ceilings Ltd, Coca-Cola Bottlers (Adelaide) Pty Ltd, Concrete Tanks (SA) Ltd, Extruded Metals Pty Ltd, Ferrand Furniture Co. Pty Ltd, International Beverages, Marshall & Martens, Metro Milk Co-op., Mutual Constructions Pty Ltd, Philips Electrical Industries Pty Ltd, Power Plant Pty Ltd, Premier's Dept, SAS Channel 10, S. Smith & Son, TAA, Telecommunications Company of Australia Pty Ltd, Ten Pin Bowling, United Motors Ltd, F. J. Wadham & Sons Pty Ltd, Watlow Pty Ltd.

**HAROLD KING ADVERTISING SERVICE PTY LTD**, 49 Flinders St, Adelaide, 5000. Phone 23-5633.

**Directors:** H. H. G. King (mng dir), R. Marvell (media & prod.).

**Executives:** F. M. Hider (art dir), H. E. Aubert (secy).

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** Amscol, Farmers Executors & Trustees Ltd, Flag Motels, Glacier Foods, Hines Metals, Ingersons Pty Ltd, Johnston's Carpets, Malcolm John Pty Ltd, Metters Ltd, Pisano Motors, SA Sports Goods.

**MARTIN KINNEAR CLEMENGER PTY LTD**, 51-54 Palmer Place, North Adelaide, 5006. Phone 6-8941 (9 lines). Telegrams: Markinad, Adelaide. Postal: Box 45, PO North Adelaide, SA, 5006.

**Directors:** A. A. Martin (chrn), A. B. Kinnear (mng dir), J. R. Martin (secy), J. B. Jarvis.

**Executives:** J. B. Jarvis (art dir), W. H. Stevens (radio & TV dir), H. A. Hodgen, B. E. Lehane, R. M. Shepard, M. J. Robinson, N. H. Murrie, Mrs C. E. Boland (acct execs), C. C. A. Ralph, Mrs K. M. Jeeves (copy), J. L. Riordan (prod. mgr print), K. J. Blackwell (prod. mgr press), C. T. Verheyen (acct), Miss S. M. Higgins (media).

**I/state repr.:** John Clemenger Pty Ltd, 473 Bourke St, Melbourne (67-6351); John Clemenger Pty Ltd, 47 York St, Sydney (29-6261); Garnsey Greene Clemenger Pty Ltd, 280-282 Queen St, Brisbane (2-3419); Arthur Collett Advertising, Yorkshire House, 194 St George's Terrace, Perth (21-6396).

**Accreditations:** FACB, TAB, ANC, AAB, PPAB, NPA of NZ.

**Clients:** Addison Motors Pty Ltd, Adelaide Development Co. Pty Ltd, Adelaide Olive

Co. Pty Ltd, Anchor Foods Pty Ltd, Aviation Services (Hardingham) Pty Ltd, Bagot's Executor and Trustee Co., BEA Motors Pty Ltd, W. Brown & Sons Pty Ltd, Consolidated Aerosols Pty Ltd, Dalgety-NZL Ltd, Dalgety Trading Co. (SA) Ltd, David Cornell Pty Ltd, Deposit & Investment (Co.) SA Pty Ltd, E. M. Dollard Pty Ltd, Ducale International Pty Ltd, Eyles Co-op. Ltd, Gerard Industries Pty Ltd, Golden North Dairies Ltd, Gordon Abbott Industries, G. Gramp & Sons Pty Ltd, Guild Insurance Co. Ltd, Hills Distributors Pty Ltd, Hills Industries Limited, L. J. Hooker (SA) Pty Ltd, Industrial Rubber Sales Ltd, Industrial Sales & Services (SA) Ltd, Iplex Plastic Industries Pty Ltd, Jarman Pty Ltd, Laphornes Pty Ltd, Lasscocks Nurseries Ltd, Lee's Hotels Ltd, Liberal & Country League, Lloyds Timber & Building Supplies Co. Ltd, E. P. Matthews Pty Ltd, Meggitt (SA) Pty Ltd, Metro Smallgoods Ltd, Geo. McEwin & Sons Ltd, McLeay Bros Ltd, National Mutual Life Association, O'Donnell Bros Ltd, Onkaparinga Woollen Co. Ltd, Paramount Machinery Co. Pty Ltd, Port Adelaide Racing Club Inc., Post Graduate Foundation in Medicine, Rentelex Pty Ltd, Realty Development Corporation (SA) Pty Ltd, Rinder Penny Pty Ltd, SA Honey Industry Advisory Council, SA Rubber Mills Pty Ltd, The Savings Bank of South Australia, J. W. Taylor & Sons Pty Ltd, Thwaites Ltd, Timber Preservation Co., Todd, Rymill, Lloyd & Co., Trim Bros Ltd, Tyre-Lug (SA) Pty Ltd, Western Assurance Co., Wiles Steel Structures Pty Ltd, Windsor Hotel.

**MONAHAN, YOUNG & ASSOCIATES PTY LTD**, 139 Anzac Highway, Kurralta Park, Adelaide, 5037. Phones: 97-3388, 97-3778.

**Directors:** Deryck Monahan, Leslie C. Young.

**Executives:** R. C. Meyer (acct-exec.), J. E. Chamings (TV, radio dir), D. James (art dir), J. Cowan (prod.), Miss A. Barris (media).

**NAS MACNAMARA (ADELAIDE) PTY LTD**, Box 1346H, GPO, Adelaide, SA, 5000. Phone 71-7131. Telegrams Nasagency, Adelaide.

**Directors:** L. J. Macnamara (gov.), W. Smallacombe, G. W. Edwards, A. M. Hughes, J. R. Muller, R. M. Mildred, J. S. Dick.

**Executives:** Departmental heads — John S. Dick (TV-radio mgr), Murray R. Rule (art dir), L. J. Kirkham (media mgr).

**Accreditations:** ANC, AAB, PPAB, FACB, TAB, NPA (NZ).

South Australian member of NAS (Australia) Pty Ltd, an integrated organisation

of member agencies providing national advertising service in Australia and New Zealand.

NAS members in Australia include: Sydney, NAS (Sydney) Pty Ltd, Melbourne, NAS (Melbourne) Pty Ltd, Brisbane, Duthie National Advertising Pty Ltd, Perth, NAS (Perth) Pty Ltd.

NAS members in New Zealand include: Wellington, Kenyon, Brand & Riggs Ltd; Auckland, James Sanders Advertising Ltd; Christchurch, The N. Hill-Skinner Advertising Agency Ltd.

O'seas Bureaus: London, New York.

**PAINE, BERWEN ADVERTISING PTY LTD**, (member HEP), 4 Hutt St, Adelaide, SA, 5000. Phone 23-1311.

**Directors:** A. B. Paine (chrmn), J. L. Paine, B. L. Wright (assoc.).

**Executive:** D. M. Porter (media mngr).

**Accreditations:** FACB, ANC, TAB, PPAB.

**Main Clients:** Angas Engineering Co. Ltd, Archer & Holland Ltd, Arturo Taverna Hair Stylists, British Motor Industries Ltd, Diesel Automotive Industries Ltd, Godfrey's Ltd, Hannan Bros Ltd, Horwood Bagshaw Ltd, Newton McLaren Ltd, Frigrite (SA) Pty Ltd, Readymix Group (SA), J. N. Taylor & Co. Ltd.

**PATTERSON, GEORGE PTY LTD**, 48 Greenhill Rd, Wayville, South Australia, 5034. Phone 51-6121.

**Manager:** Kevin West.

**Media manager:** Miss F. E. Pound.

**TV media manager:** G. V. Oliver.

**Directors; P'state repr.;** **Accreditations:** See Melbourne entry.

**Clients:** AMP Society, Bank of New South Wales, Berri Fruit Juices Co-operative Ltd, Burden Pty Ltd, Cellulose Australia Ltd, E. Daniel & Co. Pty Ltd, General Motors-Holden Pty Ltd (SA), Haco Distributing Agencies Pty Ltd, Kinhill Pty Ltd, Kosset Carpets Ltd, Landmaster Pty Ltd, Leopin Import Co. Pty Ltd, Lewis Berger & Sons (SA) Pty Ltd, Lloyds Timber Mills Limited, John Martin & Co. Ltd, Monier Group (Monier Besser Pty Ltd, Divisions of Monier (SA) Pty Ltd-Monier Kresst, Monier Prestressed Concrete, Monier Tillett, Monier Roof Tiles), Nilsen Electric (SA) Pty Ltd, Peel Antique Furnishers Pty Ltd, Prestwood Pty Ltd, Raven Products, B. Seppelt & Sons Pty Ltd, Export & Import Divisions, Snack Foods Pty Ltd, Tobacco Products Distributors (SA) Pty Ltd, Unit Television Servicing, W. D. & H. O. Wills (Aust.) Ltd.

**RICHARDSON-COX PTY LTD**, 3rd Floor, 117 Rundle St, Adelaide, 5000. Phone 23-0111.

**Head office:** Melbourne. **Branches:** Sydney, Perth.

**Directors:** G. H. Beseler (mng dir), J. S. Rigby, K. Givens, W. Glasser.

**SA Manager:** L. J. Churches.

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Main clients:** Cox-Foys, Hilton Corporation Ltd, Neptune Oil Co., Overseas Corp., Robur Tea Co., Style Girl Pty Ltd.

**RICKARDS ADVERTISING SERVICE PTY LTD**, 118 Hutt-st, Adelaide. Phone 23-1979.

**South Australian manager:** Don Sandow, FAI.

**Directors, I/State Repr. & Accreditations:** See Melbourne entry.

**Clients:** Auto Conversions Pty Ltd, BEA Motors Ltd, Coles Foodmarkets Pty Ltd, Craven, J. & Co. Pty Ltd, Daniel, E. & Co. Pty Ltd, Dunlite Electrical Co. Pty Ltd, Dunlopillo Pty Ltd (SA only), Dunlop Flooring Co. (SA only), Empisal (Australia) Pty Ltd, John Gordon & Co. Ltd, Haussen, C. & Co. Pty Ltd, Horsell, Jarmyn & Sons Pty Ltd, W. Jacobs Ltd, Jacobs Dairy Produce Co., Jennings, A. V. (Aust.) Ltd, Laubman & Pank Pty Ltd, Mayne Nickless (SA only), National Bank of Australasia (SA only), National Paper Industries Pty Ltd, Norwich Union Life Ins. Soc., Nufarm Rural Products Pty Ltd, Robby's Aerial Services Pty Ltd, Rosefield Smallgoods Pty Ltd, Retravision Schrader-Scovill Pty Ltd, Skandia Insurance Co. Ltd, South Australian & Territory Air Services Pty Ltd, Soltec Industries Pty Ltd, Spartan Battery Co. Ltd, Williams Beverages Pty Ltd, Wise, L. S. Pty Ltd.

**ERIC RING, JACKSON, WAIN PTY LIMITED**, 162 Halifax St, Adelaide, 5000.

**Directors:** E. D. Ring (mng dir), F. F. Grace, R. D. Hodgson, E. C. Broecker, M. Brock.

**Executives:** R. W. Lloyd (acct-exec.), E. Lumbers (copy chief), R. W. Miller (TV and radio), O. J. Conlon, R. E. Chown (acct-execs).

**Media manager:** Mrs Norma Howard.

**P'state repr.:** Jackson Wain in all States.

**O'seas:** UK, Western Europe, USA, Far East, NZ.

**Accreditations:** FACB, TAB, ABC, ANC, AAB, PPAB, NPA of NZ.

**Clients:** Agchem Pty Ltd, Amoco Australia Limited, Australian Dairy Board, Australian Wine Board, Badenoch Transport Limited, Bellscreen (SA) Ltd, Burling & Sobels Ltd, Chamberlain Industries Ltd, Wm Charlick Limited, Charlick's Papersacks, Chivas Brothers Ltd, R. W. Clampett & Co.



Ltd, Cooke & Wallis Ltd, T. A. Cronin & Sons Pty Ltd, Crustal Recovery Pty Ltd, Custom Credit Corporation Ltd, Eclipse Motor Vehicles Ltd, Ellis & Clark Ltd, Fertilizer Sales Pty Ltd, Fler Co. & Staff (SA), Formal Occasions, Gerard & Goodman Limited, The Gift Shop, Godfrey Industries Ltd, G. J. Homes Pty Ltd, Grant Engineering Co. Ltd, Grant Machinery Pty Ltd, James Hardie & Co. Ltd, Thomas Hardy & Son Pty Ltd, Hertz of Australia Pty Ltd, M. F. Hodge & Sons Ltd, Hoopers Furnishers Ltd, Hume Broadcasting Ltd (5DN), Jeffs Bros. Limited, Katies (SA) Ltd, Kennedy's Drive Yourself Service, King's Travel Agency Pty Ltd, Layback Car Seats Ltd, Mercury Scale Co. Ltd, G. Metters & Co. Ltd, McDonald Motors Pty Ltd, McLaren Vale Winery, Nursery Supplies, Passiona Bottling Company, Rawlings Metal Products, Reed & Walker Ltd, Rialto Pty Ltd, Rothmans of Pall Mall (Aust.) Ltd, SA Brewing Co. Ltd, SA Hotel Ltd, Sands & McDougalls Ltd, Saverys Group (A. W. Dobbie & Co. Ltd, Radio Electric Wholesalers, Saverys Limited), David Shearer Limited, John Shearer & Sons Ltd, Simpson Pope Ltd, Southern Cross Newspaper, State Motors Pty Ltd, Superspread Aviation, Tasmanian Tourist Bureau, C. Tomlinson & Sons, Tongala Milk Products, Tudor Accessories, United Co-op. Dairymen Ltd, Velkinbin Pty Ltd, Warburton-Franki Group, White Wings Pty Ltd, Wool Bay Lime Ltd.

**SA COUNTRY NEWSPAPERS LIMITED**, 130 Franklin St, Adelaide, 5000. Phone 51-2626, 51-4507.

**Directors:** H. J. Peake, K. L. Barnett, J. Liddy.

**Executive:** J. F. Power (mngtr).

**Accreditation:** Aust. Provincial Press.

**CLEM TAYLOR O'BRIEN PTY LTD**, 155 Pirie St, Adelaide, GPO Box 1525M, 5001. Phone 23-5577. Telegrams Clemtaylor.

**Directors:** W. R. Taylor (mng dir), C. Roantree (exec. dir), D. M. Cain (secy-mngtr).

**Associate directors:** L. R. Bambridge, L. R. Biddle (prod.), B. M. R. Gamlin (media), R. G. McCallum, D. J. Mercer, D. Richardson.

**Executives:** F. P. Grimley, G. L. Mitton, R. John, G. Williams, D. G. Mogridge, A. Johnston, R. Buckley (radio & TV), P. T. Walsh (marketing dir).

**Accreditations:** ANC, FACI, PPAB, TAB, AAB.

SA unit of the O'Brien National Group offices in Sydney, Melbourne, Brisbane, and associates in 26 countries throughout the world.

**Clients:** Bugden Jewellers Ltd, City Motors Pty Ltd, City Supplies Pty Ltd, Cooper & Sons Ltd, G. W. Cox Ltd, Eddys Ltd, G.

Edgeli Ltd, Elder Smith, Goldsbrough Mort, F. H. Faulding & Co. Ltd, Finsbury Sales & Service Pty Ltd, 5KA Broadcasters Pty Ltd, D. & J. Fowler Ltd, Hains Hunkin Ltd, Geo. Hall & Sons Ltd, Hamilton Ewell Vineyards Pty Ltd, H. G. Palmer Pty Ltd, Maughan Thiem Motor Co., Motors Ltd, Murray Citrus Growers' Co-op. Assn Ltd, Mutual Hospital Assn, Royal Agricultural & Horticultural Society of SA Inc, SA Farmers Co-op. Union Ltd, Scott Bonnar (Aust.) Pty Ltd, Tip Top Bakeries Holdings Pty Ltd, Tubular Steel Industries Ltd, Windsor Poultry Service Ltd.

**TAYLOR HARMER PTY LTD**, 420 King William St, Adelaide, 5000. Phone 8-7111. Telegrams Tayhar, Adelaide.

**Directors:** W. I. Taylor, W. G. Harmer.

**State Repr. & Overseas Repr.:** AMIN (Advertising Marketing International Network).

**Accreditations:** ANC, TAB, FACB, PPAB, AAB.

**Clients:** Adelaide Brake Service Ltd, Beneficial Finance Corpn Ltd, Castalloy Ltd, Ceilbild A'asia Pty Ltd, Chrysler Aust. Ltd, (Air-temp div.), J. H. Eilers Pty Ltd, Peter Engel's Drive-In Nursery, Fricker Bros Ltd, Ian Wood Homes, Jackman & Treloar Ltd, Jon Preserving Co-op. Pty Ltd, Mellolite (SA), MTPA, Pitman's Motor Cycles Pty Ltd, Resco Pty Ltd, RGA, Scotts Menswear, Smalls Pty Ltd, Stockowner's Shearing Ltd, Stonyfell Wines, Suhards Jewellers, Tommy Tucker Pie & Cake Co. Ltd, Worldwide Camps Pty Ltd, YMCA.

**J. WALTER THOMPSON AUST. PTY LTD**, North Terrace House, Hackney, SA, 5069. Phone 63-3533/4. Telegrams Thomertwal, Adelaide.

**Manager:** L. H. Lockwood.

**SA field office; Accreditations:** See Sydney entry.

**USP-BENSON (SA) PTY LTD**, North Tce Hse, 19 North Tce, St Peters, SA, 5069. Phone 63-4561. Telegrams Salesrise Adelaide.

**Directors:** H. R. Wilson (chrnm), C. E. Richardson, M. H. Wilde.

**Executives:** M. H. Wilde (mng dir), J. Cawrse (creative dir), K. E. Gorey (media mngtr), C. T. A. Staggs (snr acct-exec.).

**I/State Repr.:** USP-Benson Pty Ltd, 16-18 Kavanagh-st, Sth Melbourne; USP-Benson (Qld), 21 Gipps-st, Broadway, Brisbane; USP-Benson Pty Ltd, 89 Berry St, North Sydney.

**Accreditations:** ANC, FACB, TAB, ABC, PPAB, AAB.

**Clients:** See Melbourne entry.



**WALKER ADVERTISING PTY LTD**, 17 Currie St, Adelaide, 5000. Phone 51-6625.

**Accreditations:** FACB, FACTS, ANC, PPAB.

**Clients:** E. Anders & Sons Pty Ltd, Bowleys Furniture Emporium, Colin Smith Ltd, D. M. Chittleborough, Cook, Son & Co. Pty Ltd, Camelec Ltd, C. A. Darwent & Son, East Bros & Co. Pty Ltd, Ezyfeed Poultry Equipment Pty Ltd, Wm Houghton & Co. Ltd, Jays Men's Stores, Hubbards Pty Ltd, Kemp's Nurseries Pty Ltd, H. E. Knight Ltd, Malcolm Reid & Co. Ltd, John Milton Furnishers Ltd, N&D Morse, Martin Distributors Pty Ltd, Noblett Furniture Mfg Pty Ltd, Reids Ltd, Robb & Wraight Ltd, A. Ross & Son Pty Ltd, Sellick's Furniture House Ltd, James Smith Ltd, Solomons, Waterman's Pty Ltd.

## WESTERN AUSTRALIA

**ADCRAFT SERVICE PTY LTD**, Newspaper Hse, 125 St George's Terrace, Perth, 6000. Phone 23-2596-7-8.

**Managing director:** J. A. Mercer.

**Executives:** V. P. Pocklington (asst mngr, snr acct-exec.), A. Barker (radio-TV mngr), M. Chiswell (prod. mngr, print media), K. Gloster, J. Ray, R. Hickson, K. Firkins (acct-execs).

**Accreditations:** ANC, FACB, PPAB, PNPA, TAB.

**Clients:** Amalgamated Wireless (A'asia) Ltd, Anchor Foods Pty Ltd, Attwoods Marine Centre, Australian Liquid Air (WA) Pty Ltd, Barnett Bros Pty Ltd, Bennett's Elite Supply Co., Lewis Berger & Sons WA Pty Ltd, British Motor Corporation (Aust.) Pty Ltd, Broken Hill Pty Co. Ltd, Brownes Dairy Pty Ltd, Bunning Bros Pty Ltd, Cancer Council of WA (Honorary), Charlie Carter Pty Ltd, City Motors Pty Ltd, City Motors Scarborough Pty Ltd, S. W. Clarke Pty Ltd, Comet Motors Pty Ltd, CSBP & Farmers Ltd, Custom Credit Corporation Ltd (Personal Loan Division), Domestic Appliances & Co., EMI (Aust.) Ltd, 89 Enterprises Pty Ltd, F. H. Faulding & Co. Ltd, M. D. Ferstat & Co., FON Pools (WA) Pty Ltd, S. W. Hart & Co. Pty Ltd, Hood's Record Centre, Humes Limited, A. V. Jennings Industries (Aust.) Ltd, Letoni's, Lockyer Simpson Pty Ltd, R. Moore & Sons (1965) Pty Ltd, McLean Bros & Rigg Ltd, Nicholsons Commercial, Notts Pharmacies, Olympic General Products (WA) Ltd, Perrott & Son Pty Ltd, Perth Photographics Pty Ltd, Perth Sports Depot Pty Ltd, Peters Ice Cream (WA) Limited & Subsidiary Companies, Radio Centre (6PR/TZ/CI), Rizla Cigarette Papers (Aust.) Pty Ltd, Royal Aero Club of WA Inc., Royal Agricultural Society of WA Inc., Skinner's Pty Ltd, The Cab Company of Australia Pty Ltd, Underwood Business College, WA Charities Waste Paper

Appeal, WA Milk Treatment Plants Association, W. G. Waldie Pty Ltd, Watson Enterprises Pty Ltd, Welding Enterprises, Wesfarmers Kleenheat Gas Pty Ltd, Western Motor Company Ltd, Wilcox Mofflin Ltd, Winterbottom Motors Pty Ltd, Winterbottom Tractors Pty Ltd, Wizard Photos, Worths, Australian Watching Co. (WA) Pty Ltd.

**BEAN-BIRRELL ADVERTISING PTY LTD**, 234 St George's Terrace, Perth, 6000. Phone 21-6751. Telegrams, Bean-Birrell, Perth.

**Directors:** H. L. Bean, E. I. Cross, G. Klauz.

**Company Secretary:** G. Klauz.

**Executives:** H. L. Bean (mng dir), E. I. Cross (media), G. Klauz (acct), D. Clifford (press), T. Hollins (radio & TV).

**Accreditations:** FACB, TAB, ANC, PPAB.

**Clients:** APT Shipping, Archie Martin & Sons, Australian Hotels Association, Botts Chemists, Country Party of WA, Dairy Products Marketing Board, Ezywalkins, Forminex, Frank Whites Shoe Store, Golden Mile Aerated Waters, His Majesty's Hotel, Hospital Benefit Fund of WA, Howard Motors, Howard Porter, John Mott Motors, Kevin James, Kurths Rubber Stamps, Lindsays the Jewellers, Lionel Samson & Sons, Lockyer Simpson, Lotteries Commission of WA, Manolas & Co., Mayfair Developments, Midland Brick Co., Monarch Laundry, Perpetual Trustee Co., Perth Building Society, Perth Gas Centre, Porter Motor Co., H. Rayner & Co., State Government Insurance Office, United Service Hotel, Westland Broadcasting Co., Western Livestock Ltd, Whittakers.

**BEYNON ADVERTISING**, 79 Hay St, Subiaco, WA, 6008. Phone 83-285.

**Executives:** R. I. Beynon (principal), B. N. Malloch (art director), R. J. McAuliffe (production mngr), C. M. Goodman (media manageress).

**Accreditations:** FACB.

**COLLETT, ARTHUR, ADVERTISING**, Yorkshire Hse, 194 St. George's Terrace, Perth, 6000. Phone 21-6396. Telegrams Colads.

**Director:** A. Collett.

**Executives:** A. J. Roberts (mngr), R. Morris, J. Lewis, N. J. Collett, D. Brindley, W. Dawson.

**Accreditations:** FACB, ANC, PNPA, FACTS.

**Clients:** Agricultural Parts Supply, Alberts Bookshop, Allwood Industries, Apple & Pear

Publicity, Ajax Plaster, Bailey & Son, Bank of New South Wales, Betts & Betts, Bradford Insulation (WA), Burnell & Co., Burns Philp & Co., Cecil Bros, Ceiloyd, Chamber of Automotive Industries, Commercial Colleges Assoc., Commercial Union Insurance Co., Concrete Service Co., Consolidated Office Machines, Continental Motors, Cresco, Edwards Business Machines, Edwards Secretarial College, Fler Co. & Staff, Flower Davies & Johnson, General Agency, Gibsons Confectionery, Guardian Assurance, Hills Industries, Hydronix Equipment, Richard Klinger, Millard Marine, Petroleum Information Bureau, Regent Motors, Riverside Lodge S. & S. Enterprises, Saunders & Stuart, Scott Bonnar Australia, Shack Motors, Sharps Tobaccoists, Sheraton's Furniture Manufacturers, M. Silver & Son, Silverson Distributors, Tedco, Tomlinson Steel, Town & Country Building Soc., United Hardware, Warman Equipment, WA Sporting Car Club, Wentworth Motors, West End Motors, W. O. Johnston, WZI Investments.

**EATON, MAX ADVERTISING**, 1st floor, Shell Hse, 205 St George's Terrace, Perth, 6000. Phone 21-6987.

**Executives:** Max Eaton (principal), T. Haygarth (mngr), F. Mathews (art dir.).

**Accreditations:** ANC, PPAB, PNPA FACB, TAB.

**Clients:** Albany Woollen Mills, Atkins (WA) Ltd, Bairds Limited, Brambles, T. M. Burke Pty Ltd, Bush Fires Board, Cardup Metro Brick Co., Craiks Pty Ltd, Dalgety Trading Co. Pty Ltd, W. Drabble Ltd, Dixon Bros. Pty Ltd, Liberal & Country League of WA, Lockes Ltd, Nevada Shirt Co. Pty Ltd, Perth College of Music, Barney Silbert & Co., Thompson's Pty Ltd, WA Egg Marketing Board, WA Trotting Association, West End Ladies' Outfitters.

**FINNEY AND MARTIN**, 21 Ord-st, West Perth, 6005. Phone 21-6031.

**Executives:** J. V. Finney, Phillis N. Martin (partners), Ken Hotchkin (photog. section).

**Accreditations:** FACB, WA Provincial Press.

**Clients:** Andys Hardware, R. B. Baker & Co. Pty Ltd, Barwin Pty Ltd, Beam Service, Bell Bros Pty Ltd, Bell Bros Tyres Pty Ltd, Carlton Hotel, Caston & Caston, Clef Musical Services, T. W. Cronmelin & Co., D. W. Custor Pty Ltd, Delta Eclipse, Mr Ernest, Fremantle Surplus, Froom's Blind & Awning Co., O. F. Gamble Pty Ltd, S. Glance Pty Ltd, Gordons The Poulterers, Gradys Cycles, Hemphill-Honda, Kwinana Realty, Leederville Motors, J. & E. Ledger & J. & E. Ledger (Sales), Ledger Electrics Pty Ltd, H. & M. McDonald, McGay & Co., Mills Electrical, New

Globe Furnishers, D. K. Northover & Co., Parlorcars (WA) Ltd, Peerless Emulsion, Producers Manufacturers Pty Ltd, Ramsay Thermal Appliances, Roby & Co. Pty Ltd, Rod Evans Stores, Roland & Co., Saggars Shoe Salon, J. N. Taylor & Co. Ltd, Taylors Engineering (WA), Taylors Sports, Tractor Enterprises, A. D. Urquhart, Values Pty Ltd, Vaughan Radiators, WA Fibrous Plaster Association, Winslade & Co. Pty Ltd.

**GILL, JOHN, ADVERTISING PTY LTD**, 23 Barrack St, Perth, 6000. Phones 21-3357, 21-5570.

**Accreditations:** FACB, FACTS.

**GORDON AND GOTCH (A'SIA) LTD**, 134-144 Parry St, Perth, WA, 6000. Phone 28-1041. Telegrams, Gotch Perth. Head office Melbourne.

**Executives:** S. H. Phelps (mngr), R. Low (asst. mngr).

**I/State, O'seas Repr.:** See Melb. entry.

**Accreditations:** ANC, PPAB, FACB, TAB.

**Main Clients:** H. L. Brisbane & Wunderlich Ltd, Millar's, Timber & Trading Co., Musgroves Ltd.

**JACKSON, WAIN & HUNT PTY LIMITED**, 288 Hay St, Perth, 6000. Phone 23-2708.

**Executives:** D. de V. Hunt, C. D. Goldsmith.

**Interstate repr.:** Jackson Wain & Co. Ltd (all States). **O'seas:** Jackson Wain London, Kuala Lumpur, Singapore, Hong Kong, Bangkok.

**Accreditations:** FACB, ANC, PPAB, TAB, ABC, AAB.

**Clients:** Australian Dairy Produce Board, Australian Lumber Co. Pty Ltd, Australian Wool Board, M. J. Bateman Pty Ltd, Beach Ice Cream, Berlei Ltd, Better Furnishing Bureau of WA (Inc.), H. B. Brady & Co. Pty Ltd, Car Owners Mutual Insurance Co. Ltd, Chamberlain Industries Pty Ltd, Channel 9, Perth (Swan Television Limited), EIL Service Pty Ltd, Fire & All Risks Insurance Co. Limited, Glide Pty Ltd, James Hardie & Coy Pty Ltd, Richard Hudnut, Kayser Pty Ltd, S. C. Johnson & Son Pty Ltd, Hertz Rent-a-Car, Jantzen (Aust.) Ltd, Jason Industries Limited, Malaysia-Singapore Airlines, Parker & Co., Peter Stuyvesant, Pyrox Limited, Qantas Empire Airways, RDC Constructions Pty Ltd, Realty Development Corporation, Rice Board of Australia, Ross International Fisheries Ltd, Rothmans of Pall Mall (Aust.), Simpson-Pope Distributors, Sunbeam Corporation, Sunnywest Co-operative Dairies Limited, Tea Council of Australia, Theiss Sales (Toyota Trucks), WA Salvage Co. Pty Ltd, Western Press Limited (Sunday

Times), White Wings, William Adams & Company Limited.

**NORWOOD, H. W., ADVERTISING, 375** Hay St, Perth, 6000. Phone 23-4941.

**Directors:** H. W. Norwood, M. G. Norwood.  
**Accreditations:** FACB, PPAB, PNPA.

**Clients:** Allen, Les & Co., Allen Trucking Co., Alroh Engineering Co., ANI Perkins Pty Ltd (WA), Barrett Carpet & Furnishing Co., Barrow Linton Pty Ltd, BHB Bassula Pty Ltd, BHB Collins Pty Ltd, BHB Engineers Pty Ltd, BHB Rodgers Pty Ltd, BHB Sales Pty Ltd, Bowra Holdings Ltd, Conventional Homes Pty Ltd, Coventry's Floor Coverings Pty Ltd, Cyclone K-M Products Pty Ltd (WA only), Dasco Farm Supplies Pty Ltd, Frigid-aire Ltd (WA only), Gregson's, Hills Cold Stores Pty Ltd, Leslyn Homes Pty Ltd, Macy's Fashion Salon, Mayne Nickless Ltd (WA only), McFarlane & Burns Pty Ltd, Mooney, R. N. Pty Ltd, Nite-Owl Truck Repairs, Pacific Ace Equipment Co. (WA only), Paramount Building Co., Root Nodule Pty Ltd, Star Duplex Homes Pty Ltd, Swanseas, Swift & Co. (Trading) Pty Ltd, Universal Milling Co., WA Metallurgical & Chemical Pty Ltd, WA Tractor Co. Pty Ltd, Wesfarmers Tutt Bryant Pty Ltd, Western Business Machines Pty Ltd, Westock Merchandise Pty Ltd.

**PARKES ADVERTISING PTY LTD, 234** Stirling St, Perth, WA, 6000. Phone 28-3918.

**Directors:** Ian Maurice Parkes, Desmond Arthur Scales, Kevin Edwin Warne.

**Executives:** Ian Maurice Parkes (mng dir), Desmond Arthur Scales (art dir), Kevin Edwin Warne (dir).

**Accreditations:** FACB, FACTS, ANC.

**RICHARDSON-COX PTY LTD, 123a St** George's Tce, Perth, 6000. Phones 21-3216, 21-4428. Head office Melbourne. Branches Sydney, Adelaide.

**Directors:** G. H. Beseler (mng dir), J. S. Rigby (WA mgr).

**Accreditations:** ANC, AAB, PPAB, FACB, TAB.

**Clients:** ARC Engineering Pty Ltd, Avion Mackie Pty Ltd, Boans Limited, Business Equipment (WA) Pty Ltd, Critall Manufacturing Co. Pty Ltd, Elder Smith Goldsbrough Mort Ltd, Elders-GM Travel Service, Gem Footwear Pty Ltd, Grove Shopping Centre, Grove Electrics, Harvey Hearing Aids, Hearn Industries Ltd, Hearnsteads (Victoria Park & Wembley), Hi-Ply Plywood Pty Ltd, Home Improvement Advisory Centre, W. O. Johnston & Sons Pty Ltd, P. C. Kerr & Associates, Neeta Furniture Pty Ltd, Neptune Oil Company Pty Ltd, R. & N. Trading Co., Robert Laurie Pty Ltd, Robur Tea Company

Ltd, Structural Engineering Co. of WA Pty Ltd, Style Girl Pty Ltd, Swan Building Society, Swan Quarries Ltd, Tengems Pty Ltd, Vista Land Corporation Pty Ltd, Western Australian Turf Club.

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**SMITH, IAN H. & PARTNERS, 76 Mill** Point Rd, South Perth, 6151. Phone 67-1874.

**Managing Partner:** Ian H. Smith.

**Accreditations:** ANC, FACB, PPAB, AAB, ABC.

**Clients:** Barkers, Besser Masonry Ltd, Bright Spot Caterers Pty Ltd, Brisbane Hotel, Carter & Foley Pty Ltd, City Motors Pty Ltd (used car divisions), City Motors Rentals Pty Ltd, Claremont Speedway Pty Ltd, Cowans Pty Ltd, Dawson Harrison Pty Ltd, Dewsnaps, Doncaster Hadfields Pty Ltd, Douglas Jones Pty Ltd, Dux Heater Pty Ltd, Family Cars Ltd, Friendly Societies Health Services, Gay-Dor Pty Ltd., Golden Crumpets Co. Pty Ltd, Hadfield (WA) 1934 Ltd, Hartills Commercial College, A. G. Healing Pty Ltd, A. Hicks & Co., Houghtons Wines, J. B. Hutton Ltd, Industrial Extracts Ltd, Johnson Harper Pty Ltd, Joiners Pty Ltd, Kuring & Sexton (Cakes) Pty Ltd, H. C. Little Pty Ltd, Long John Whisky, Melville Food Market, Metropolitan Baking Co. Pty Ltd, Metters Ltd, National Safety Council of WA, O'Connor Crane & Plant Hire Service, Perry's Department Store, Passiona Bottling Co. (Perth) Ltd, Plaimar Ltd, T. S. Plunkett Pty Ltd, Premier Motors Pty Ltd, Prestige Motors Toyota Ltd, Pyrox Ltd, Readymix Group (Diesel Motors Pty Ltd, John Dunstan & Son (WA) Ltd, Savery Shaw Pty Ltd, Skyline Homes, Stegbar Windowalls (WA) Pty Ltd, Tropical Traders Ltd, Valencia Vineyards Pty Ltd, Vista Land Corporation Pty Ltd, Vok Liqueurs, Welded Plastics, D. E. Withers & Co., Woman's World Health & Beauty Clinic, Young's Autos.

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**NAS (PERTH) PTY LTD, 9 Francis St,** Perth, 6000. Phone 28-2628. Telegrams, Nasagency, Perth.

**Directors:** D. R. Webster (mng dir), M. N. Webster.

**NAS (Aust.) members:** NAS (Sydney) Pty Ltd, NAS (Melbourne) Pty Ltd, NAS Macnamara (Adelaide) Pty Ltd, NAS Duthie (Brisbane) Pty Ltd, NAS (Perth) Pty Ltd.

**NAS (NZ) members:** Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch).

**NAS O'seas:** NAS (Aust.) Pty Ltd, 515 Madison-ave, New York 22, NY. 10 Wigmore Place, London.

**Accreditations:** ANC, TAB, FACB, PPAB.

**Clients:** Arcus Metal Products Pty Ltd, Armet (art metals), Armstrong Pianos, Beta Health Foods Pty Ltd (Retailers), Crosby,



Wm (WA) Pty Ltd, Cullity Timbers Pty Ltd, D'Orsogna Pty Ltd, Drillwell Pty Ltd (incorporating Australian Transport Airservices Pty Ltd, Fauls Pty Ltd (Landrover & Rover Car Distributors), Fischer, Hugo Pty Ltd, Gregor's Pty Ltd (Volkswagen distributors), Goode Durrant & Murray Ltd, Honda House (Fansteeg Scooters Pty Ltd), Landall Construction & Development Coy Ltd, Lanes (WA) Pty Ltd, Lloyd & Co. Pty Ltd (Skoda, Volvo & Dennis distributors), Malvern Star Stores, Mazzucchellis Jewellers, McPherson's Limited, Merks H. & C. Moss, George, Pty Ltd, Muhling (John) Marine, Nolex Engineering Co. Ltd, O'Hagan, John, Coy, Palace Hotel (Perth) Pty Ltd, Perth Motor Engineers, Radd Taufik, Ramsay Surgical (WA) Pty Ltd, Ready-Built Accommodations (Aust.) Pty Ltd, Robertson Northern Services Pty Ltd — incorporating Walkabout Motels Ltd, Walkabout Tours Pty Ltd, North West Travel Centre, RNS Express, Sanitarium Health Food Co., Saunders, John R., Pty Ltd, Seaward Marine Pty Ltd, Seventh Day Adventists, Stuart Brewery Co. Ltd, Swan Brewery Co. Ltd, Swan Hotels Pty Ltd, Swan Hotels (NT) Ltd, Travel-Time International Pty Ltd, Utility Buildings (WA) Pty Ltd, Vitahealth Products Pty Ltd, Vox Adeon Nicholsons Pty Ltd, Volkswagen (Distribution) Pty Ltd, WA Sheep Showering Co. Pty Ltd, Westralian Plywoods Pty Ltd, Wilberforce, J. H., & Co.

**JOHN TROWELL ADVERTISING**, 188 St. George's Terrace, Perth, 6000. Phones 23-1287, 23-1587, 23-4715.

**Accreditations:** ANC, FACB, PNPA, TAB, AAB, ABC, PPAB.

**Member:** AMIN (Advertising and Marketing International Network), OPE (Organisation de vente et de Publicite de marche commun European) — sales and publicity organisation of the European Common Market, CAAN (Continental Advertising Agencies Network).

**Clients:** Ad Astra Breamar Engineering (WA) Pty Ltd, Canes And Noels, Capri Casuals, Clarion Records, Dept of Industrial Development, Dry Cleaners' Association, Gollin & Co., Hall & Jones, Industrial Sales & Consulting Services, Joyce Bros (WA) Pty Ltd, Larry Lawrance, Robert Laurie, Lemair (WA) Pty Ltd, Maxwell Robinson & Phelps, Mortlock Bros, Mortlock Motors, North Brede Motors, Ocean Canning, Osborne Metal Industries, Port Disposals, Salvage Disposals, H. G. Seymour, Skipper Bailey Motor Co., Tropical Traders.

**WA ADVERTISING SERVICES** (a member of Adman International), 38 Mill Point Rd, South Perth, WA, 6151. Phone 67-5688, 67-5375.

**Directors:** Donald Eric Langoulant (mng partner), Wesley John Langoulant (partner).

**Executives:** Valdemars Plato (prod. mgr), John Brewer (art dir), Kay Langoulant (office mgr).

**Fstate repr.:** Member of Adman International, Sydney, Brisbane, Melbourne, Adelaide.

**Accreditations:** FACB, FACTS.

**WARNOCK SANDFORD PTY LTD**, 31 Malcolm St, Perth, WA, 6000. Phone 21-7717.

**Directors:** William S. Warnock, J. Butterworth.

Member HEP agency network.

**Accreditations:** FACB, TAB, ANC.

**Clients:** Archie Marshall (Champs), Co-operative Wholesale Services Ltd, Festival of Perth, Hawker Siddeley Building Supplies Pty Ltd, ICIANZ, Clifford Love & Co. Ltd (Snaps), Masters Dairy, Prairie Shoes, Rural & Industries Bank of WA, Stramit (1963) Pty Ltd, Superphosphate Distribution Committee, Timber Development Association, W. A. Honey Pool, Westralian Farmers Co-operative Ltd.

**WATKINS STRONG & ASSOCIATES**, Graphic Hse, 469 Hay St, Perth, 6000. Phone 21-7023, 21-9496.

**Partner:** Mervyn James Strong.

**Accreditations:** ANC, TAB, PPAB, FACB.

**Clients:** Supa TV Furn Pty Ltd, TelVu Electrics Pty Ltd, BP Kwinana, Duncan Motor Company, Narrows Motel, Amalgamated Metal Constructions Pty Ltd, National Iron & Steel, Ocal Industries, Bart Shroy & Cohen Homes.

**A. J. WILLIAMS ADVERTISING SERVICE PTY LTD**, Radio Hse, 38 Mounts Bay Rd, Perth, 6000. Phone 21-6427. Telegrams Adwill Perth.

**Executives:** W. P. Mansfield (mng dir), L. M. Bassett (dir), B. A. Wishart (radio-TV mgr).

**Accreditations:** ANC, AAB, FACB, PPAB.

**Clients:** Agricultural & General Aviation, J. & W. Bateman, Carlyle & Co. (1959) Ltd, Coca-Cola Bottlers (Perth) Pty Ltd, Colonial Sugar Refining Co. Ltd, Commonwealth Government, Dalgety-NZL, Diamond Ice and Cold Storage Co. Ltd, Edwards Hot Water Systems, Flavored Products Pty Ltd, D. & J. Fowler, Freecorns Pty Ltd, J. Gasden Pty Ltd, Golden West Aerated Water Co., Ilford Aust. Pty Ltd, Kevron Photographics Pty Ltd, Kimberley Finance Corp. Pty Ltd, Legal & General Assurance Society, John Lysaght (Aust.) Limited, MacRobertson



Miller Airlines Limited, McCormack Kirkby Pty Ltd, Mills & Ware Biscuits Pty Ltd, Patton Export Pty Ltd, Philips Electrical Pty Ltd, Plaistowe & Co. Ltd, Progress Development Organisation, Shell Co. of Aust., Simpson Steel Structures, Skipper Machinery Ltd, Smith Copeland (WA) Pty Ltd, Stone's Drug Store, Sydney Anderson Automotives, TVW Limited, John Tyler & Co. Pty Ltd, WA Branch Pharmaceutical Service Guild of Aust., WA Savings & Building Society, Wapamur Paints Pty Ltd, Central Sales, Watsons Foods, Westralian Soaps Pty Ltd, Whitford's Broadcasting Network.

**ROBERT WOODS ADVERTISING**, 65 Murray St, Perth, WA, 6000.  
**Proprietor:** H. R. Woods.  
**Executives:** K. H. McQuoid (acct exec.), G. E. Long (acct exec.).  
**Accreditation:** FACB.

## TASMANIA

**HUTCHISON ADVERTISING**, 16 Victoria St, Hobart, 7000. GPO Box 98A. Phone 2-2778/9. Assoc. O'Brien Publicity.  
**Director:** F. A. Hutchison.

**Accreditations:** FACB, TAB.

**Clients:** J. Bidencope & Son Pty Ltd, Bridges Bros Pty Ltd, E. Chancellor Pty Ltd, W. Coogan & Co. (Hobart) Pty Ltd, J. Cuthbertson & Son Pty Ltd (incorp. Citizens Shoes), Eric of Hadley's Hairdressing Salon, Hobart Building Society, Kemp & Denning Pty Ltd, Launceston Savings, Investment and Building Society, Medical Benefits Fund of Aust. Ltd (Tas.), Moonah Furniture Supermarket, Rundles Pty Ltd, J. T. Soundy & Co. Ltd, Tasman Glass, Launceston Building Society.

**JACKSON, WAIN (TASMANIA) PTY LIMITED**, Head office, 35 Melville-st, Hobart, 7000. Phone 34-2688. Branch, 93 York St, Launceston (31-2944).

**Directors:** L. M. Abrahams (mng dir), J. M. Newell, R. T. Banks, R. D. Hodgson, F. E. Grace.

**Executives:** G. Andrews (Launceston mng), P. R. Richman (radio-TV), R. Voss (accts), A. Tweedie (art), R. Murphy (prod.).

**Accreditations:** AAB, FACB, ANC, PPAB, TAB.

**Main clients:** A. V. Jennings (Tas.), Boags Esk Brewery, Cascade Brewery Co. Ltd, Dowel Industries (Tas.) Pty Ltd, Duck River Co-op. Butter Factory Co. Ltd, H. C. Heathorn & Co. Ltd, Hydro-Electric Commission, Launceston Bank For Savings, Metro Motors Pty Ltd, Metropolitan Dairy Holdings Ltd, Murex (A'asia) Pty Ltd, Risby Bros. Ltd, Tasmanian Government Tourist Bureau, The 4 Roses Co.

## OVERSEAS

Overseas agencies accredited by the FACB and TAB are:

**CRAWFORD, W. S., LTD**, 233 High Holborn, London, WCI, England.

**BENNETT, WALTER F. & COMPANY**, Civic Opera Bldg, 20N Wacker Drive, Chicago 6, USA.

**GUY BOLAM (AMERICAN SALES & SERVICING AGENCY)**, PO Box 195, Jamesburg, New Jersey, USA.  
Accreditation: FACB.



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**ADDIS (AUSTRALIA) PTY LIMITED**, 135-139 Church-st, Ryde, NSW, Box 8, PO, Ryde, 2112. Phone 80-0225. Telegrams Sidda.

**Directors:** R. H. Chown (chairman), A. R. Dobb (secretary), H. F. Solly (mng dir).

**Executive:** C. H. South (sales mngr).

**Products:** Toothbrushes, denture brushes, nail and hairbrushes; household brushware, paint brushes, and associated plastic products.

**Agency:** J. Walter Thompson Ltd.

**O'seas Repr:** Addis Ltd, England.

**A.E.I. ENGINEERING PTY LIMITED**, 1 Percy St, Auburn, NSW, 2144. Phone 649-0155. Telegrams Engaust Elecequip.

**Directors:** R. B. Raines (chrnm), J. W. W. Butters (mng dir), A. L. Morokoff.

**Secretary:** D. M. White.

**Products:** Turbo-alternators, high and low tension switchgear, transformers, industrial and traction motors of all sizes, motor control gear, industrial electronic equipment and components, telecommunication equipment, scientific apparatus, signalling equipment, cables, rectifier equipment, protective relays.

**Agency:** Jackson Wain & Co. Pty Limited.

**I/state repr.:** Vic., Qld, SA, Tas., WA.

**AEI APPLIANCES PTY LTD**, 13 Charles-st, Abbotsford, Victoria. Phone 42-1442, 42-2848.

**ALBERTO-CULVER COMPANY**, 104-108 Mount St, North Sydney, NSW, 2060. PO Box 111, North Sydney. Phone 92-5876. Cables Spragsam, Sydney.

**ALCOA OF AUSTRALIA PROPRIETARY LIMITED**, 155 Queen St, Melbourne. 3000. Phone 67-6585. Telex: Alcoa AA30446.

**Directors:** G. Lindsay Clark, W. D. Brookes, J. Chester Guest, W. M. Morgan, A. C. Sheldon, F. E. Tyrrell, J. R. Burt, J. Darling.

**Executives:** A. C. Sheldon (mng dir), F. E. Tyrrell (operations dir), R. L. Bowlby (gen. marketing mngr), N. R. Hall (advtg & public relations mngr), D. A. Ferrier (secty).

**Products:** Aluminium and alumina.

**I/state repr.:** Headquarters—155 Queen St, Melbourne; smelting & fabricating plant—PO Box 460, Geelong, Vic., 3220 (F. O. Shepherd); mining & refining plant (Kwinana)—PO Box 375, Fremantle, WA, 6160 (E. L. Wahlsten).

**O'seas repr.:** Aluminium Company of America—American partner, 1501 Alcoa Building, Pittsburgh, PA.

**Sales:** Melbourne, Sydney, Adelaide, Brisbane, Perth.

**Agency:** Paton-Hughes Advertising.

**AIR INDIA**, P&O Building, 3 Elizabeth St, Sydney, 2000. GPO Box 3338, Sydney, 2001. Phone 28-8471. Telegrams and cables

Airindia. Teleprinter No. 20289.

**Executives:** A. F. Pinto (regional mngr Australasia), G. Jacob (asst mngr), F. B. Rush (district sales mngr).

**Company's operations:** International air-line.

**Agency:** Coudrey-Campbell-Ewald Advertising. Harrowgate Associates, public relations consultants.

**I/state repr.:** Perth, Adelaide, Melbourne, Brisbane.

**O'seas repr.:** Offices world-wide.

**AIR NEW ZEALAND**, 131 King St, Sydney, 2000. Phone 25-6861.

**ALITALIA**, AGC House, 124 Phillip St, Sydney, 2000. Phone 221-1599.

**Executives:** G. Miceli-Picardi (gen. mngr for Aust., NZ & the South West Pacific), A. Lorenzo (comm. mngr for Aust., NZ & the South West Pacific), L. Nuti (advtg & sales prom. mngr).

**Company's operations:** International air-line (world-wide service).

**Agency:** Goldberg Advertising.

**I/state repr.:** Melbourne, Pearl Assurance Building, 143 Queen St. Phone 67-6865/6; Brisbane, 183 Edward St. Phone 31-2196/7; Adelaide, Prudential Building, 2 Gawler Place. Phone 23-3088; Auckland, 95 Queen St. Phone 30524.

**O'seas repr.:** Head office: Piazzale dell'Arte, Eur, Rome. Offices throughout the world.

**ALLIED CHEMICAL (AUSTRALIA) PTY LIMITED**, 70 Castlereagh St, Sydney, 2000. 25-6826. Alchem Penrith.

**Directors:** Charles B. Cole (mng dir).

**Executives:** Robert M. Chapman (marketing mngr), Lawrence C. Wise (plant mngr), Yvonne Dunworth (advtg mngr).

**Company's operations:** Caprolan carpet yarn—nylon industrial yarns.

**Agency:** Hansen Rubensohn-McCann Erickson Pty Ltd.

**I/state repr.:** Allied Chemical (Australia) Pty Ltd, 150 Albert Rd, South Melbourne, 3205.

**O'seas repr.:** Allied Chemical Corporation, 1 Times Square, New York, NY, USA.

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, Engineering Products Division Amalgamated Wireless (Australasia) Ltd, 422 Lane Cove Road, North Ryde, NSW, 2113. Phone 88-6666. Telegrams Wireless Sydney.

**Products:** Radio and television, broadcasting station and studio equipment, communications transmitters and receivers, mobile radio equipment, marine transmitters and receivers, radio aids to navigation, distance measuring equipment, aeradio stations, telephone terminal equipment, microwave links, radio component parts, quartz crystal units, military communication equipment and test and measuring instruments.



**I/state repr.:** 163-173 Queen St, Melbourne (67-9161), 70 Merivale St, South Brisbane (41-631), 231-233 Bulwer St, Perth (28-3425), 42-44 Frederick St, Launceston (2-1804), 123 Murray St, Hobart (34-3836).

**O/seas repr.:** Commerce House, 138 Wakefield St. PO Box 830, Wellington, NZ. Aldwych Building, 81 Aldwych, WC2 London, England.

**AMOCO (AUST.) PTY LTD**, 100 New South Head-rd, Edgecliff, NSW. Phone 32-026f .

**AMPOL PETROLEUM LIMITED**, 84 Pacific Highway, North Sydney, NSW, 2060. Phone 929-6222. Telegrams Ampolco Sydney.

**Directors:** L. J. Thompson (chrmn), R. A. Irish (deputy chrmn), P. J. Adams, W. M. Leonard (mng dir), A. E. Harris, C. D. Saxon, W. G. Hall, S. W. Thorpe.

**Executives:** A. E. Harris (chief gen. mngr), R. C. Mason (gen. mngr marketing), J. Patterson (gen. mngr transportation & supply), M. Willcocks (gen. mngr—refineries), R. M. Binsted (secy), N. Malone (treasurer).

**Products:** Petroleum.

**Branch offices:** Buchanan St, Balmain (82-0233); Elizabeth St, Tighes Hill, Newcastle (61-4511); Ampol Petroleum (Vic.) Pty Ltd, 792 Elizabeth St, Melbourne (34-0466); Ampol Petroleum (Qld) Pty Ltd, 44-46 Herschel St, Brisbane (31-2711); T&G Bldg, Flinders St, Townsville (5636); 2 Elder St, Birkenhead, SA (49-6991); 197 Adelaide Terrace, Perth, WA (23-1725); 336 Elizabeth St, Hobart, Tas. (3-1671).

**O'seas:** c/o Stevinson Hardy & Co. Ltd, 155 Fenchurch-st, London.

**Agency:** Nixon-Compton Pty Ltd.

**ANDERSONS SEEDS LIMITED**, 90 Parramatta Rd, Summer Hill, NSW, 2130. Phone 71-0251. Telegrams, Boronia, Sydney.

**Directors:** D. V. Stroud, J. G. Radford, F. W. Radford, Dr K. S. McWhirter, D. W. Watt.

**Executives:** D. V. Stroud (mng dir), J. G. Radford (financial dir), R. L. Sims (general sales mngr), W. C. Salvesen (secy).

**Products:** Seeds, bulbs.

**Agency:** Galmor Advertising Pty Ltd.

**I/state repr.:** Melbourne, Brisbane, Adelaide, Perth, Bega, Coffs Harbour, Duranbah, NSW; Walkamin, NQ; Biloela, Qld; Townsville, NQ.

**ANGLISS, W., & CO. (AUST.) PTY LTD**, 255 George-st, Sydney. Phone 2-0534. Telegrams Imperial, Sydney.

**Executives:** R. Kendall (sales dir), C. Salton (advtg mngr).

**Products:** Packed meat, margarine, small-goods, canned goods.

**I/state Repr.:** Own offices all States.

**O'seas Repr.:** Own offices main capital cities.

**Agency:** Jackson Wain & Co. Pty Ltd.

**ANSELL RUBBER CO. PTY LTD, THE**, River St, Richmond, Vic., 3121. Phone 42-4131. Telegrams Ruballoon, Melbourne.

**Directors:** H. N. Ansell, E. L. Ansell, N. S. Young, G. More.

**Executive:** G. More (gen. mngr).

**Products:** Surgeons' domestic & utility rubber gloves, hot water bags, rubber mats, rubber soles and heels, toy balloons.

**Agencies:** J. Walter Thompson, Bell Advtg.

**I/State Repr.:** Ansell Distributors (NSW) Pty Ltd, 45-47 Farr-st, Marrickville, NSW (56-8545); Ansell Dist. Pty Ltd, Chinner-ave, Adelaide (71-2466); Sidwell & Co., 70 Liverpool-st, Hobart (2-5061); Robert Campbell & Assocs., 328 Murray-st, Perth (21-6277); Kenneth Mitchell Agencies Pty Ltd, 100 Alfred-st, Valley, Brisbane (51-1581).

**ANSETT-ANA** (division of Ansett Transport Industries (Operations) Pty Ltd), 489 Swanston St, Melbourne, 3000. Phone 34-0291.

**Directors:** R. M. Ansett (chmn), R. L. Cooper, F. Pascoe, N. A. Smith, C. A. MacDonald, H. W. Poulton.

**Executives:** F. Pascoe (gen. mngr), E. J. Forrester (asst gen. mngr), Capt P. J. Gibbs (operations mngr), J. A. North (commerc. mngr), A. Flanders (finance mngr & secy), J. R. Fowler (planning mngr), G. S. Drury (traffic & services mngr), J. Roy (engineering mngr) L. C. Warton (gen. freight mngr).

**Service:** Airline operators.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Branches all States. **O'seas:** London, Eng., USA, Singapore.

**ANSETT TRANSPORT INDUSTRIES LIMITED**, 489 Swanston St, Melbourne, 3000. Phone 34-0401. Telegrams Ansett.

**Subsidiaries and divisions:** Ansett-ANA, 489 Swanston-st, Melbourne; Airlines of New South Wales, Kingsford Smith Airport, Mascot, NSW; Airlines of South Australia, Adelaide Airport, West Beach, SA; Ansett Flying Boat Services, Kingsford Smith Airport, Mascot, NSW; Mandated Airlines Ltd, Lae, NG; MacRobertson Miller Airlines Ltd, 194 St Georges Terrace, Perth, WA; Ansett Hotels Pty Ltd, 489 Swanston-st, Melbourne; Barrier Reef Islands Pty Ltd, 16 Ann-st, Brisbane; Ansett Freight Express, New Footscray Rd, Footscray, Vic.; Pioneer Tourist Coaches Pty Ltd, 489 Swanston St, Melbourne; Ansair Pty Ltd, Melbourne Airport, Essendon, Vic.; National Instrument Co. Pty Ltd, Melbourne Airport, Essendon, Vic.; Aviation Engineering Supplies, 465 Swanston st, Melbourne; Electronic Navigation Ltd, 8 Pollen-st, Auckland, NZ; Austarama Television Pty Ltd, Springvale-rd, Nunawading, Melbourne; Ansett General Aviation Pty Ltd, Bankstown, NSW; Ansett Motors Pty Ltd, 210 Grey-st, Hamilton, Vic.; Provincial Motors (Bendigo) Pty Ltd, 123 High-st, Bendigo, Vic.; Mildura Buslines Pty Ltd, 98 Seventh-st, Mildura, Vic.

**Directors,** R. M. Ansett (chmn & mng dir),

R. Moore, Air Marshal Sir G. Jones, J. N. Lord, Sir D. Copland, E. R. Griffin.

**Executive directors:** F. Pascoe (aviation), R. L. Cooper (finance, hotels and mnfg), N. A. Smith (trading), C. MacDonald (road services), Dr H. W. Poulton (policy).

**Executives:** K. B. Osborne (publ.), R. M. Roberts (asst secty), R. G. Alexander (public relations).

**Services:** Air & road transport, hotel operations, bus body building, road freight, general merchants, electronic equipment, television station operators.

**Agencies:** Orr Skate & Assoc., Fortune, J. Walter Thompson, Geo. Patterson, Stewart-Cowcher, Dormer-Beck (NZ).

**Repr.:** Branches all States, NZ, UK & USA.

**ARNOTT, MOTTERAM, MENZ PTY LIMITED**, head office, Galway Avenue, Richmond, SA, 5003 (97-1088); 82 Wakefield St (23-6311). After hours (97-1201). Telegrams Mabis, Adelaide.

**Products:** Arnott's biscuits, Menz biscuits, Brockhoff's biscuits, Swallow's biscuits, Rowntree's chocolate and confectionery, Menz chocolate and confectionery, Allen's confectionery.

**ARNOTT'S BISCUITS PTY LIMITED**, 170 Kent-st, Sydney. Phone 27-3772.

**Product:** Biscuits.

**Agencies:** George Patterson, USP-Benson, John Clemenger, Carden, Lintas.

**ARROW SHIRTS LTD**, 29 Goodwood-st. Richmond, 3121, Vic. Phone 42-2738.

**Executives:** Alan A. Wynne (gen. mngr).

**Products:** Arrow shirts, sport shirts, Arajamas, Arastrides.

**Agency:** Jackson Wain.

**I/state Repr.:** Arrow Shirts Pty Ltd, all States.

**ASSOCIATED BATTERY MAKERS OF AUSTRALIA PTY LIMITED**, 55 Bryant St, Fadstow, NSW, 2211. Phone 77-0177. Telegrams Abmal, Sydney.

**Directors:** N. H. Routley (chairman), A. E. Davis (deputy chairman), G. T. Alkin, R. S. McNaughton, L. R. Beckett.

**Executives:** G. T. Alkin (gen. mngr & dir), R. S. McNaughton (sales dir), L. R. Beckett (dir of mfg), L. J. Kelly (secy).

**Company's operations:** Battery manufacturers and distributors. Brands: Exide, Vesta, Masse, Tudor, Nife batteries; Prestolite spark plugs; automotive accessories & service equipment.

**Agency:** Berry Currie Advertising Pty Ltd.

**I/state repr.:** Branches & distributors in all States.

**ASSOCIATED PULP AND PAPER MILLS LIMITED**, 360 Collins-st, Melbourne,

3000, Vic. Phone 60-0741. Telegrams Aspulpaco, Melbourne.

**Subsidiaries:** Papermakers Ltd, Ballarat Paper Mills Pty Ltd, Burnie Board & Timber Pty Ltd, Papyrus Pty Ltd, Associated Forest Holdings Pty Ltd, Burnie Board Processors Pty Ltd, Ballarat Clay Co. Pty Ltd.

**Directors:** W. D. Brookes, DSO (chmn), Sir Henry Somerset, CBE (mng dir), M. L. Baillieu, E. Cohen, A. W. Stewart.

**Executives:** R. L. Stock (secty), E. E. Jones (sales mngr APPM), J. A. Hughes (marketing mngr BB&T).

**Products:** Printing and writing papers, art and chrome papers, special wrappings, coated boards, Burnie Board, sawn timber.

**Mills:** APPM, Burnie; Subsidiary companies, Burnie, Ipswich, Ballarat, Melbourne, Sydney.

**I/state sales offices:** APPM Sydney, Brisbane, Adelaide, Perth; BB&T Sydney, Brisbane, Adelaide, Townsville, Launceston.

**O'seas Repr.:** Robert Bryce & Co. Ltd, NZ, F. Gardner Corbett Ltd, UK.

**AUSTRAL SWISS TEXTILES PTY LIMITED**, 34 Victoria-rd, Marrickville. Phone 51-4348. Telegrams Janilaine.

**Director:** J. T. Lansky.

**Product:** Knitted Jerseys.

**I/state Repr.:** All States. **O'seas:** Auckland, NZ; Hong Kong; Singapore.

**AUSTRALIA AND NEW ZEALAND BANK LIMITED, AUSTRALIA AND NEW ZEALAND SAVINGS BANK LIMITED**, gen. mngr's office, 394 Collins St, Melbourne, 3000. Phone 60-0541. Telegrams Anzbank.

**General Manager:** C. H. Rennie.

**Asst General Managers:** J. C. Macvean, R. A. Orpwood, W. H. Simon, R. J. Thomas.

**Service:** Banking.

**Agencies:** O'Brien Publicity (Vic.) Pty Ltd, Paton Hughes Pty Ltd.

**I/state Repr.:** All I/state capitals with city, suburban and country repr. **O'seas Repr.:** UK, NZ, Fiji, Papua & New Guinea, British Solomon Islands.

**AUSTRALIAN ABRASIVES PTY LIMITED**, 302-306 Parramatta Rd, Auburn, NSW, 2144. Phone 648-2361. Teleg. Abrasives, Sydney.

**Vic. office:** 8a Bent St, Bentleigh, Vic., 3204 (97-1429).

**SA office:** 49-51 Flinders St, Adelaide, 5000 (23-5773).

**Qld office:** Perry Hse, 131 Elizabeth St, Brisbane, 4000 (27-667).

**Products:** Grinding wheels, diamond wheels, segments, rubbing bricks & sticks, mounted points, sharpening stones.

**Agency:** Murray Evans Advertising Pty Ltd.

**I/State Repr.:** Distributors & wholesalers all States.

**AUSTRALIAN BANKERS' ASSOCIATION** (research directorate), 281 George St, Sydney, 2000. Phone 29-5437.

**Director:** R. B. Cameron.

**Executives:** E. W. Cawsey (economic adviser, Sydney), A. D. P. Martin (economic adviser, Melbourne), A. L. May (research officer).

**Operations:** Public relations body of Australian Bankers' Association handling Free Enterprise Banks' advertising, industry liaison and research into economic and banking matters.

**Agency:** George Patterson Pty Limited, Sydney.

**I/state repr.:** Melbourne office, 224, Queen-st.

**AUSTRALIAN CONSOLIDATED INDUSTRIES LTD**, 550 Bourke St, Melbourne, 3000. Phone 60-0441. Telegrams Austconind, Melbourne.

**Directors:** Sir James Forrest, J. F. T. Grimwade, G. G. Russell, D. H. Sargood, J. C. Stewart, T. M. Ramsay, CMG, R. G. C. Parry Okeden, CMG, CBE.

**Executives:** R. W. Brack (gen. mngr), L. H. Dillon (secy), C. D. Thomas (treas.).

**Products:** Glass containers, glass tubing, Koala sheet and figured rolled glass, Crown Lighting, Crown Pyrex, Superglass tumblers, fibreglass, glass insulators, Garnite plastics, Laminex, Panelyte decorative laminated plastics, corrugated containers, Gerflex flexible vinyl tiles and sheet.

**AUSTRALIAN CONSOLIDATED PRESS, LTD**, 168 Castlereagh St, Sydney, 2000. Phone 2-0666. Telegrams Packpress Sydney.

**Directors:** Sir Frank Packer (mng dir), L. T. Fielding, R. C. Packer, MLC, D. R. McNicoll, L. K. Martin, K. Hall, I. W. Faircloth (sales dir).

**Sales promotion manager:** A. Watkinson.

**Publications:** The Australian Women's Weekly, Daily and Sunday Telegraph, Bulletin, Everybody's.

**Agencies:** J. Walter Thompson, Jackson Wain.

**I/state Repr:** Melbourne, Brisbane, Adelaide. **O'seas:** New York, London.

**AUSTRALIAN COTTON TEXTILE INDUSTRIES LTD**, Actil Ave, Woodville, SA, 5011. Phone 45-1101. Telegrams Actil Adelaide.

**Directors:** N. S. Young (chmn), A. G. Hargreaves (mng dir), L. V. Menz, P. G. A. Diack.

**Products:** Actil sheets, pillow cases, nursery squares, Fasco all purpose fabric.

**Agency:** Aldwych Advtg.

**AUSTRALIAN DAIRY PRODUCE BOARD**, 576 St Kilda Rd, Melbourne, 3004. Telegrams Dairyboard.

**Executives:** E. G. Roberts (chrmn), E. B. Gilbert (gen. mngr), G. E. Trickett (gen. secty), G. W. Wave (mngr—advertising and

publicity).

**Operations:** Commonwealth statutory board responsible for all exports of butter and cheese and for promotion and research for those products within Australia.

**Agency:** Jackson Wain (Vic.) Pty Ltd.

**I/state repr.:** All States. **O'seas:** Australian Dairy Produce Board, St Olaf Hse, Tooley-st, London, Eng.; M. Okazaki, Aust. Dairy Produce Board Secretariate in Japan, Room 709, Meikai Bldg, Akashimachi Ikutaku, Kobe, Japan.

**AUSTRALIAN DRIED FRUITS ASSOCIATION, THE**, Sunraysia Hse, 24 Jeffcott-St, West Melbourne, 3003. Phone 30-3019. Cables Adfasson.

**Executives:** R. B. Curtis (gen. secy-mngr), L. P. Burgess (asst secy), L. P. Griffith (marketing mngr).

**Operations:** Industry association governing policy and operations on production, research, marketing and publicity of dried fruits.

**Agency:** Castle Jackson Advertising Pty Ltd, Melbourne.

**AUSTRALIAN FIXED TRUSTS LTD**, 16 O'Connell St, Sydney, 2000. 28-1287, 28-2741.

**Directors:** Sir Norman L. Cowper, CBE (chmn); Edward A. Perry, FCA; John D. Steed, LLB; John W. Blaiklock; C. A. Allerdice, ACA.

**Executives:** C. A. Allerdice (gen. mngr), R. A. Cox (secy), C. S. Oertel (gen. sales mngr).

**Operations:** Unit trusts managers.

**Agencies:** Fortune (Aust.) Pty Ltd, NSW, Vic., Qld, WA, Tas., SA.

**AUSTRALIAN GAS LIGHT COMPANY, THE**, 477-487 Pitt St, Sydney, 2000. Phone 2-0955. Telegrams Gas, Sydney.

**Directors:** C. G. Crane (chairman), A. T. Anderson (deputy chairman), R. G. Parry Okeden, G. G. G. Russell, Sir Lionel Hooke, Rear Admiral G. C. Oldham.

**Executives:** W. W. Pettingell (gen. mngr) H. F. Benning (secretary).

**Products:** Gas and gas by-products.

**Agency:** Foote, Cone & Belding, Sydney.

**O'seas Repr.:** William Coward & Co. Ltd, London.

**AUSTRALIAN GLASS MANUFACTURERS CO.**, Booker St, Spotswood, Vic., 3015. Phone 391-2211.

**Executives:** S. F. Rust (area mngr), R. W. Simmonds (works mngr), J. D. M. Reid (comm. mngr), D. T. Dickason (sales mngr).

**Company's operations:** Glass manufacturers.

**I/state repr.:** Australian Glass Manufacturers Co., all States.

**AUSTRALIAN MOTOR INDUSTRIES LIMITED**, 132 Cook St, Port Melbourne,



3207. Phone 64-0221. Telegrams, Melfy, Melbourne.

**Product:** Motor vehicles.

**Agencies:** Rambler, Triumph, Laurie, Sommers & Warden Advertising; Toyota, Paton Hughes Pty Ltd.

**AUSTRALIAN NATIONAL INDUSTRIES LIMITED**, Birnie Ave, Lidcombe, NSW, 2141. Telegrams, Sydnot, Sydney. Phone 648-2951.

**Directors:** G. J. Cullen (chrmn), B. J. D. Page (deputy chrmn), J. W. Debenham (mng dir).

**Executives:** J. W. Debenham (mng dir), E. J. S. Adams (gen. mngr, mnfg), J. Silver (advtg mngr).

**Operations:** Industrial, automotive, aviation forgings, steel and aluminium merchants, equipment merchandisers.

**Agency:** Nixon-Compton Pty Ltd.

**I/State Repr.:** Branches all States.

**AUSTRALIAN SISALKRAFT PTY LIMITED** (see St Regis ACI Pty Ltd).

**AUSTRALIAN WOOL BOARD**, 578 Bourke St, Melbourne, Victoria, 3001. 67-9261. Telegrams Auswobo, Melbourne.

**Director:** Sir William Gunn, KBE, CMG (chrmn).

**Executives:** B. T. Overell (mng dir), R. B. McMillan (dir of marketing), Miss Grace-mary MacKinnon, MBE (secy), Miss Nancy M. Sanders (dir market development), A. D. McKinlay (dir finance), A. J. Farnworth, MBE, PhD (dir technical dept), J. T. O'Keefe (dir public relations), G. R. Moule, PhD (dir production research), H. K. Lay (dir admin).

**Operations:** Wool industry promotion through all media, handling advertising, product publicity at various levels, industry liaison, market development, wool marketing, production and textile research.

**Agency:** Own publicity department, also Jackson Wain & Co. Pty Ltd.

**I/State Repr.:** Offices in Sydney, Brisbane, Adelaide, Perth. **O'seas Repr.:** International Wool Secretariat branches in 16 countries including Head Office: 18-20 Regent-st, London, SW1, UK.

**AUTOMATIC FIRE SERVICES PTY LIMITED**, 173 Phillip St, Waterloo, NSW, 2017. Phone 69-2244. Telegrams, Autosprink.

**Executives:** R. C. Horne (mngr), A. R. Meredith (secy).

**Service:** Fire protection engineers.

**Agency:** Nichols-Cumming.

**I/State Repr.:** Branches all States. **O'seas:** Assoc. company, NZ.

**BALL, B. J., LTD**, 414-418 Kent St, Sydney, 2000. Phone 29-6693. Telegrams, Paperball.

**Directors:** W. A. Ball (chrmn), W. C. A.

Starling, E. A. Wood, J. Gordon, L. J. Thompson, J. T. Adams, J. H. Hurt, L. W. McGregor, D. M. Ball (mng dir).

**Executives:** J. H. Hurt (mngr paper dept), J. Stearman (machinery division mngr), J. T. Adams (advtg mngr).

**Products:** Writing & printing papers & boards, wrapping & packaging papers, stationery, ropes & twines, printing machinery & equip., sports netting.

**I/State Repr.:** Branches, Brisbane, Melb., Adelaide, Perth. **O'seas:** Branch, London.

**BALM PAINTS LTD**, ICI Hse, 1 Nicholson St, Melbourne, 3000. Spencer St. PO Box 4352. Phone 32-2861. Telegrams Pigments Melbourne.

**Managing director:** M. D. Bridgland.

**Products:** Dulux Paints, Duco & Dulon Lacquers.

**Agencies:** NAS (Melbourne) Pty Ltd, W. John Haysom Pty Ltd (industrial and trade).

**Branches:** Cabarita Rd, Concord, NSW (73-0422); McNaughton Rd, Clayton, Vic. (544-2011); Lipson St, Pt Adelaide (4-3381); Ipswich Rd, Rocklea, Qld (47-3700); Jones St, O'Connor, WA (50-2021); Bass Highway, Prospect Vale, Launceston (4-2581).

**BANK OF NEW SOUTH WALES**, 341 George St, Sydney, 2000. Phone 2-0244. Telegrams Wales, Sydney. Telex 20122, 20434.

**Directors:** Sir John Cadwallader (pres.), Sir Archibald Glenn, Hon. R. C. Wilson, D. B. Lewington, V. C. Fairfax, J. W. Dunlop, T. J. N. Foley, R. J. Abercrombie.

**Executives:** R. W. Norman (gen. mngr), A. de V. Stewart-Richardson (deputy gen. mngr), R. B. Prowse (chief mngr, business promotion), P. T. Matthews (advtg mngr).

**Service:** Banking.

**Agencies:** Coudrey Campbell Ewald Pty Ltd, George Patterson Pty Ltd, Sydney.

**I/State Repr.:** Branches all States. **O'seas:** Agents throughout world. Branches London, NZ, Papua, Fiji, NG.

**BAROSSA CO-OPERATIVE WINERY LIMITED**, Box 21, Nuriootpa, SA, 5355. Phone Nuriootpa 666. Telegrams Kaiserstuhl.

**Directors:** O. S. Semmler, R. B. Schiller, N. E. Kurtz, A. E. Materne, C. E. Stephens.

**Executives:** O. S. Semmler (mng dir), D. Kolarovich (winery mngr), A. R. Litchfield (company secy), P. A. Rosenberg (marketing mngr).

**Company's operations:** Winemakers and distillers. Makers of Kaiser Stuhl wines.

**Agency:** Hansen Rubensohn McCann Erickson Pty Ltd.

**I/State repr.:** Cantarella (Canberra) Pty Ltd, Canberra; James Richardson Wholesale Co. Pty Ltd, Victoria; Brown & Dureau Ltd, Western Australia; Normanby Rum Distributors Pty Ltd, Queensland; Barossa Co-operative Winery Ltd, Sydney; I. W. Stephens & Son Pty Ltd, Launceston; E. Chancellor Pty Ltd, Hobart; Kaiser Stuhl Wines, Adelaide.



**BATA SHOE COMPANY OF AUSTRALIA PTY LIMITED**, Wells Rd, Seaford, Victoria. Phone Seaford 61739, 61605. Cable Batashoe, Melbourne.

**BAYARDS PTY LIMITED**, 201 Queen-st, Brisbane, Qld, 4000. Phone 2-0311.

**Directors:** J. O. Bayard, G. B. Bayard, N. G. Bayard.

**Executives:** J. O. Bayard (mng dir), R. C. De Vere (advtg mngr).

**Company's operations:** Department store.

**Branches:** Bayards Pty Ltd, Sandgate Rd, Toombul Shopping Town, Qld; Bay Terrace, Wynnum, Qld; Brighton Parade, Sandgate, Qld; Brisbane St, Ipswich, Qld; Cur Currie and Howard Sts, Nambour, Qld.

**BECKERS PTY LIMITED**, Crown & Campbell Sts, Sydney, 2000. Phone 31-7106. Telegrams, Powders, Sydney.

**Managing director:** Miss R. Wilson.

**Operations:** Manufacturing chemists — BEX powders and tablets.

**Agency:** Weston Advertising Pty Ltd.

**I/State Repr.:** Branches Melbourne, Brisbane, Adelaide, Perth. Works, Dudley Park, SA.

**BECHAM (AUSTRALIA) PTY LTD**, Chesterfield Rd, Moorabbin, 3189, Vic. Phone 95-3701. Telegrams Beechaust, Melbourne.

**Directors:** S. A. F. Pond (chrnm), D. F. Corbett (mng dir), C. W. M. White (tech. dir).

**Executives:** C. W. M. White (prod.), R. D. Elsum (sales), C. E. Morcom (admin.), R. J. Roberts (marketing).

**Products:** Brylcreem, Eno 'Fruit Salt', Silvikrin Pure Tonic Hairdressing, Shampoo and Tonic Hair Cream, Macleans Tooth Paste, Vosene Medicated Shampoo, Beecham's Pills, Ashton & Parson Infants' Powders and Du Lundi Cool Charm Deodorant.

**Agency:** USP-Benson.

**I/State Repr.:** Sydney, Brisbane, Adelaide, Perth, Hobart (branches); **O'seas:** Beecham (Aust.) Pty Ltd, Auckland; Beecham Products Inc., New Jersey, USA.

**BERGER, LEWIS & SONS (AUST.) PTY LTD**, Rhodes, NSW, 2138. Phone 73044. Telegrams, Bergers.

**Directors:** C. J. Callaby (mng dir), C. N. M. Walker (chmn), R. A. Davies (financial dir), L. R. Bullen (sales dir).

**Products:** Berger Brisk, Berger Breeze, Bergermaster, Berger Fullgloss Enamel and all decorative finishes.

**Agency:** George Patterson.

**I/State Repr.:** Branches all States. **O'seas:** Branches Wellington & Auckland NZ, Lewis Berger & Sons, Great Britain.

**BERLEI LTD**, 39 Regent St, Sydney, 2000.

Phone 69-5061. Telegrams Berlei Sydney.

**Managing director:** Sir John Hurlley, CBE.

**Executives:** T. English (marketing mngr), A. Fish (advtg mngr).

**Products:** Berlei Panties, Girdles, Bras, Maidenform Panties, Girdles, Bras, Sarong Girdles, Panties, Bras.

**I/State Repr.:** Branch offices all States. **O'seas:** Berlei (UK) Ltd (subsidiary co.), Berlei (NZ) Ltd (associate co.).

**Agencies:** Jackson Wain & Co., George Patterson.

**BESLEY & PIKE PTY LTD (Inc. in Qld)** Head office & plant, Ipswich-rd, Rocklea, Qld, 4106. Phone 47-1921 (8 lines), Telegrams, Besleypike, Brisbane.

**Directors:** R. H. Besley (chrnm), E. W. Munro, R. E. Iliff.

**Executives:** R. H. Besley (gov. dir), N. K. Crimley (secy), J. Petersen (prod. mngr), P. Cossey (advtg mngr), J. Besley (project mngr), J. McDougall (sales mngr, export).

**Operations:** Manufacturers of envelopes. **Agency:** George Patterson-Noble Bartlett Pty Ltd.

**I/State repr.:** Besley & Pike Pty Ltd, sales offices, 375 Wickham Tce, Brisbane, Qld, 4000 (31-2518); 13 Meeks Rd, Marrickville, NSW, 2204 (51-3791); 14 Woorayl St, Carnegie, Vic., 3163 (56-1091); 45 Pirie St, Adelaide, SA, 5000 (8-7266); 15 Harvest Tce, Perth, WA, 6000 (21-5196); and at Hobart.

**O'seas repr.:** A1406-7 Watson's Estate, 2 Watson Rd, North Point, Hong Kong (H-782038); 28 Tanglin Halt Close, Singapore 3 (645456); 4th Floor, Bangunan Cho-Tek, No. 135 Jalan Tuanku Abdul Rahman, Kuala Lumpur, Malaysia (26687); Pearce & Co., Suva, Fiji (2-2616); E. V. Lawson Ltd, Honiara, BSIP (344); Roy Gallimore & Associates, Port Vila, New Hebrides (612); Jepson, Bolton & Co. Ltd, 120 Moorgate, London, EC2.

**BEUTRON PLASTICS AUSTRALIA LIMITED**, Gibbs St, Willoughby, NSW, 2068. Phone 40-1311. Telegrams Willscour.

**Executives:** T. Kitchen (Victorian sales mngr), K. Wright (Queensland sales mngr), R. J. Applebaum (mng for Aust.).

**Products:** Beutron Buttons, Beutron Zippers, Leda Buttons.

**Agency:** Marketing & Advertising Pty Ltd.

**I/State repr.:** Branches in Melbourne, Brisbane, Adelaide, Perth.

**O'seas Factories:** Hong Kong and South Africa.

**BIG SISTER FOODS LTD**, Barr-st, Balmain, NSW, 2041. Phone 82-0411, 82-0375.

**BIRO SWAN & GOLLIN PTY LTD**, 2187 Dandenong Rd, Springvale Nth, Victoria, 3170. Phone 546-3111. Telegrams Biroswan

Melbourne.

**Directors:** F. W. G. Bolt (UK), M. L. M. A. Bich (France), G. A. Caro, D. G. Bell, E. R. Wilmoth, K. H. McGregor, P. D. Hardie.

**Executives:** K. H. McGregor (mng dir), P. D. Hardie (secy & asst mng dir).

**Company's operations:** Ball point pen manufacturers and distributors.

**Agency:** Mullins, Clarke & Ralph Pty Ltd.

**I/state repr.:** Biro Swan & Gollin Pty Ltd, Sydney, Brisbane, Adelaide, Perth.

**O'seas repr.:** Biro Swan Ltd, London; Biro Swan & Gollin (NZ) Ltd, Auckland, NZ.

**BLACK & DECKER (AUSTRALASIA) PTY LTD**, Maroondah H'way, Croydon, Vic., 3136. Phone 3-0271. Telegrams Bandeco Croydon.

**Directors:** M. W. Boyce (chrnm & mng dir), G. I. R. Watson (secy), G. R. Aitken (marketing mngr), R. M. Miller (sales mngr), J. Gauntlet (works mngr).

**Executive:** G. I. R. Watson (secy).

**Products:** Portable electric tools.

**I/state Repr.:** Branches: Melbourne, Sydney, Brisbane, Adelaide, Perth. **O'seas:** Factories, USA (parent co.), Gt Britain, Canada, France, Italy.

**Agency:** Nixon-Compton Pty Ltd.

**BLUNDELL, SPENCE & CO. (AUST.) PTY LTD**, cnr Gardeners & Kent-rds, Mascot, NSW. Phone 67-4921. Telegrams Blunspence Sydney.

**Directors:** E. B. Calvert, C. C. Longstaff, P. F. M. Coverdale, P. F. Baxter (mng dir), R. L. White, J. E. Hoskins.

**Executives:** R. L. Knight (secy), J. E. Hoskins (sales mngr).

**Products:** Pammastic Acrylic Plastic Paint, Pamm Paints, Timbercote.

**I/state Repr.:** Depots and/or distributors in all States of the Commonwealth. **O'seas:** Member of Blundell-Permoglaze group of companies, established at Hull, UK.

**Agency:** Hansen Rubensohn - McCann Erickson.

**BOND'S-WEAR PTY LTD**, 100 Mallett-st, Camperdown, NSW, 2050. Phone 51-0341. Telegrams Gabondo Sydney.

**Directors:** W. R. Slade (chrnm), H. G. Aston (mng dir), G. H. Slade, P. J. Ratcliffe, E. J. Cameron, J. C. Holcombe.

**Executives:** H. G. Aston (gen. mngr), A. V. Hood (secy), N. B. North (exec. mngr), R. F. Stephenson (Aust. sales mngr).

**Products:** Men's, women's & children's underwear, baby wear and distributors for Dri-glo towels.

**Agency:** J. Walter Thompson (Bond's & Dri-Glo Towels).

**BONNINGTON & COY PTY LTD**, 179 Harris St, Pyrmont, NSW, 2009. Phone 68-1790, 68-5531.

**Directors:** G. C. Bonnington (mng dir), B. G. Bonnington.

**Products:** Proprietary medicines and throat jubes.

**Agency:** Hawkins Sydney.

**I/State Repr.:** All States.

**BOOTS PURE DRUG CO. (AUST.) PTY LTD**, Loyalty-rd, North Rocks, NSW. Phone 630-5555. Telegrams, Bootsdrug. Postal address, PO Box 120, Carlingford, 2118.

**Directors:** W. H. Bathgate (chrnm), F. M. Needham, PhC, MPS (mng dir), J. O. Stephenson, L. A. Coombes.

**Products:** Ethical & proprietary pharmaceuticals, rural products, surgical plastics, instruments.

**Agencies:** Medical products, Hansen Rubensohn-McCann Erickson Pty Ltd; rural products, Pope & Kiernan & Black.

**I/state offices:** Sales staff only. Refer enquiries to head office.

**O'seas:** Boots Pure Drug Co. Ltd, Station St, Nottingham, England.

**BOWATER-SCOTT AUSTRALIA LIMITED**, head office, Ailsa-st, Box Hill, Victoria, 3128. Phone 89-0551. Telegrams Bow-scott, Melbourne.

**Executives:** G. A. Derham (marketing dir), Austin Begg (advtg & merch. mngr).

**Products:** Sorbent, Andrex, Scot Tissue, Scott 2-Ply Toilet Tissues, Scot-Towel, Sorbent Lunchwrap; Scotties Facial Tissues; Scott Family & Scotkin Serviettes.

**Agency:** USP-Benson Pty Ltd.

**I/state repr.:** Own sales offices all States.

**BP AUSTRALIA LTD**, 1-29 Albert-rd, Melbourne, 3000. Phone 26-6911. Telegrams, Austbeepee.

**Directors:** N. R. Seddon (chrnm), J. S. Fox (mng dir), L. R. Gascoine, H. L. Swan, R. H. Osman.

**Executives:** O. K. Bellmaine (gen. sales mngr), F. H. Hanley (market services mngr), R. R. Taylor (advtg dept mngr), R. B. Jones (PR dept mngr).

**Products:** BP petrols, BP lubricants and full range of petroleum products.

**Agency:** Carden Advertising Pty Ltd.

**I/state Repr.:** Branches all States. **O'seas:** British Petroleum Co., England.

**BRADFORD COTTON MILLS LIMITED**, Bradmill Hse, cnr Parramatta & Missenden Rds, Camperdown, NSW, 2050. Phone 51-0477. Telegrams Bradmill Sydney.

**Subsidiary companies:** Burlington Mills (Australia) Pty Ltd, Harris Textiles Pty Ltd (Toowoomba, Queensland).

**Products:** Cotton and man-made fibre spinners, weavers and dyers. Manufacturers of Bradmill sheets and pillow cases, Bradmill Kadron sailcloth, Bradmill warden and kordux, lana-knit wool and man-made fibre double knit fabrics.

**BRISBANE CITY COUNCIL**, City Hall, Brisbane. Phone 32-0201. Cables Civicus, Brisbane.

Rt. Hon. the Lord Mayor, Ald. Clem Jones.

**Town Clerk and city administrator:** J. C. Slaughter, CMG.

**Operations:** Local government.

**Agency:** Garnsey Green Clemenger, Brisbane.

**BRISBANE GAS CO. LTD**, 545 Queen-st, Brisbane, 4000. Phone 31-2721. Telegrams Brisgas. H. Hume (gen. mngr).

**Service:** Gas.

**Agency:** Commercial and Industrial Advtg.

**PR Agency:** Cosway Public Relations Pty. Ltd.

**BRISTOL-MYERS COMPANY PTY LTD**, Administration and management: Gold Fields Hse, 1 Alfred St, Sydney, 2000. Phone 27-4835. Factory: 320 Victoria Rd, Rydalmere, NSW, 2116.

**Directors:** D. A. Horne (mng), H. J. Bailey, A. R. Martin, R. B. Raymond.

**Executives:** D. A. Horne (mng dir), R. B. Raymond (mktng dir), A. R. Martin (financial dir), H. J. Bailey (manufacturing dir), D. A. Duggan (marketing mngr, Clairol division), N. F. Hall (gen. sales mngr).

**Products:** Proprietary medicines, toilet goods, hair colorants, household products.

**Agencies:** Hansen Rubensohn-McCann Erickson, Grey Advertising, Foote Cone & Belding.

**I/State repr.:** Branches all States.

**O'seas repr.:** Through Bristol-Myers International Corporation.

**BRITISH MEDICINALS PTY LTD**, 115-125 Turrella-st, Turrella. Phone 59-0371. Telegrams Britmed.

**Directors:** Mrs J. Y. Rogers (gov. dir), W. J. Rogers, J. A. Yuille.

**Products:** Ford Pills, MacKenzie's Men-thoids, Curlypet & Curlypet Shampoo, Youth-O-Form, Menthoil Creme, Dr Brodie's Kanatox, Pressor Salt, Dormagen, Tervunga.

**Agency:** Birrell Advertising Associates Pty Ltd.

**I/State Repr.:** All States.

**THE BRITISH MOTOR CORPORATION (AUSTRALIA) PTY LIMITED**, Joynton-ave, Zetland, NSW. Phone 663-0321.

**Directors:** Sir George Harriman, CBE (chrmn), H. J. Graves (Aust. deputy chrmn), R. L. Abbott (mng dir), H. L. Sainsbury (dir & secy), N. W. Lawrance (commercial dir), L. Shimmin (sales dir), Sir James Kirby, CBE, E. Price, S. H. Bull.

**Executives:** C. H. Wilkins (assoc. dir of manufacturing), D. T. Beech (assoc. dir of supply), R. J. Gillingham (assoc. dir of supply), I. W. Milbank (advtg mngr), N.

Prescott (service mngr), V. B. Drew (parts mngr), H. C. Hodgson (sales mngr), R. Bitmead (operations research mngr), J. C. Evans (superintendent press shop), K. R. Atkinson (supt CAB), J. James (supt CKD), R. H. Playdon (supt unit plant), N. H. Humphries (works engineer), K. C. Marsden (personnel mngr), J. M. Paul (chief acctnt), B. N. Mulholland (materials mngr), R. L. Woodward (purchasing mngr), R. W. Serjeantson (chief product engineer), G. R. Thomson (mngr, export & govt sales), T. J. Warner (chief quality control engineer), J. Wallis (chief planning engineer), H. G. Welsh (asst secy).

**Products:** Automobiles.

**Agency:** Arthur Smyth & Sons.

**BRITISH OVERSEAS AIRWAYS CORPORATION**, 64 Castlereagh St, Sydney, 2000. Phone 28-1773.

**Executives:** S. Hildrew (mngr, South West Pacific), J. Wardropper (sales mngr, Aust.), R. P. M. Colley (district sales mngr NSW).

**Service:** International airline.

**I/State repr.:** 330 Collins St, Melbourne (67-7272); F. R. Baxter (district sales mngr, Vic. & Tas.), 243 Edward St, Brisbane (2-1591); G. Shaw (district sales mngr, Qld, NT & TPNG), 29-31 King William St, Adelaide (51-3053); N. R. D. Tait (district sales mngr SA), Terrace Arcade, 42 Wililam St, Perth (21-6666); S. G. Braybrook (district sales & traffic mngr WA), 197 London Circuit, Canberra (49-6565); J. B. Willson (district sales mngr ACT).

**BRITISH PAINTS (AUST.) PTY LTD**, 9-29 Gow-st, Bankstown, NSW. Phone 70-0400. Telegrams Britpaints.

**Directors:** F. G. Adams (chmn & mng dir), K. N. Sheddon (dep. mng dir), F. A. Chambers, J. Makai, G. R. Horsley (dir & secy), P. Cayzer, W. N. Tonge.

**Associate Directors:** E. V. Collins (chief chemist), D. M. Martin (dep. chief chemist), K. Queen (mngr, resinous chemical div), R. Sayers, D. R. Berckelman.

**Products:** Decorative paints and enamels, industrial finishes, marine paints and com-positions.

**Agency:** Baume, Chapman & Baume Pty Ltd.

**I/State repr.:** Branches Melbourne, Brisbane, Adelaide, Perth, Newcastle, Launceston, Rockhampton, Townsville, Cairns, Lis-more. O'seas A sub-subsidiary of Celanese Corporation of America through British Paints Ltd, Britannic Works, Portland-rd, Newcastle-upon-Tyne, UK.

**BRITISH STANDARD MACHINERY CO. LTD**, Factory-st, Granville, NSW. PO Box 99, Granville. Phone 637-1011. Tele-grams, Britishstandard.

**Directors:** R. E. Purves (chmn), F. A. Waugh, O. E. Edwards.

**Executives:** C. A. Mussared (mngr), N. R.

Logie (marketing mngr), F. S. Wratten (construction equip. sales mngr), K. M. Carew (mnfg mngr).

**Products:** Galion — motor graders, rollers and cranes; Eimco — dozers and mining equip. Cleveland, Davis and Allen — trenchers; R. G. LeTourneau — equipment.

**BROKEN HILL PROPRIETARY COMPANY LIMITED, THE**, 500 Bourke-st, Melbourne, 3000. Phone 60-0701. Telegrams Hematite Melbourne.

**Directors:** Sir Colin Syme (chrnm), Sir Ian McLennan (mng dir), L. Gordon Darling, M. A. Cuming, R. R. Law-Smith, C. R. Darvall, W. D. McPherson, N. C. Jones.

**Product:** Steel.

**Agencies:** Nixon-Compton Pty Ltd, West Advertising Pty Ltd.

**I/State Repr.:** All States. **O'seas:** London, New York, Singapore, Tokyo, Wellington.

**BROWN & DUREAU LIMITED**, cnr Kavanagh & Ireland Sts, South Melbourne, Vic., 3205. Phone 61-3411. Telegrams and cables Agent.

**Directors:** K. F. Dureau, W. B. Dureau, N. A. Adams, N. A. Adler, A. H. Etherington.

**Principal executives:** N. A. Adam (gen. mngr), W. B. Dureau (exec. dir, Shelfgoods & Giftwares division), N. A. Adler (exec. dir, capital equipment), A. E. Ford (exec. dir, food products).

**Company's operations:** Consumer products in light hardware, housewares, gift lines, fancy goods, clocks and watches. Westclox, Colibri, Buxton, Nivada and Giftmaster.

**I/State repr:** Offices all Australian States.

**O'seas repr.:** Offices New Zealand, London and Tokyo.

**BROWNBUILT LIMITED**, Steel Equipment Division, 14-24 Alexandra-pde, Clifton Hill, Vic., 3068. Phone 48-92311. Telegrams Steelquip.

**Directors:** J. H. Roxburgh (chrnm), F. P. Johns, J. D. Davies, P. J. Newton (mng dir), W. E. Hodgson.

**Executives:** J. C. E. Morris (secy), J. Russell (marketing mngr).

**Products:** Steel office furniture, shelving, racking, lockers, Compactus mobile storage systems, clothes dryers.

**Agency:** Aldwych Advtg.

**I/State Repr.:** Branches NSW, Qld, SA, Vic. Offices Melb., Syd., Bris., Canberra, Adelaide.

**BROWNBUILT LIMITED**, Metal Sections Division, Norcal Rd, Nunawading, Vic., 3131. Phone 878-4444.

**Directors:** J. H. Roxburgh (chrnm), F. P. Johns, J. D. Davies, P. J. Newton, W. E. Hodgson.

**Executives:** W. M. Robertson (gen. mngr), J. C. E. Morris (secy), J. Russell (marketing mngr).

**Products:** Metal roof decking, wall clad-

ding, feature gutters, cold roll formed metal sections.

**Agency:** Nixon-Compton Pty Ltd.

**I/State Repr.:** Branches Vic., NSW, Qld, SA, WA. Offices Melb., Syd., Bris., Canberra, Adelaide, Perth.

**BUCKINGHAMS LIMITED**, 69 Oxford-st, Sydney, 2000. Phone 31-0400. Telegrams Buckingham Sydney.

**Directors:** C. W. Teague, A. V. Smith, N. Aboud, M. R. Nixon, N. E. Jones, A. G. Lee.

**Executives:** N. Aboud (mng dir), T. Rice (advtg mngr).

**Company's operations:** Department store chain.

**Branches:** NSW: Newcastle, Wollongong, West Ryde, Liverpool, Parramatta, Warrawong, Manly, Auburn, Bankstown Sq., Blacktown, Burwood, Campsie, Caringbah, Cronulla, Fairfield, Gosford, Hurstville, Maitland, Mascot, Merrylands, Orange, Park St, City, Penrith, Roselands, Sth Terrace, Warringah.

**BUNNING BROS PTY LTD**, 49-71 Charles St, Perth, WA, 6000. Phone 28-0121. Telegrams Bunnings Perth.

**Directors:** C. R. Bunning, G. M. Bunning, B. W. Bryant, B. Johnston, E. F. Downing, H. R. Merry, J. B. Scott, G. W. Stewart.

**Executives:** C. R. Bunning, B.C.E. (Melb), A.M.I.E. Aust., G. M. Bunning, F.A.S.A. (joint mng dirs).

**Operations:** Timber and hardware merchants and sawmillers.

**Agency:** Adcraft.

**I/State Repr.:** Parbury Henty & Co. Pty Ltd, Victoria; Parbury Henty & Co. SA Ltd, South Australia; G. D. Cadden Pty Ltd, NSW. **O'seas:** Rosenfeld Kidson, New Zealand; Carst & Walker Timber (Pty) Ltd, South Africa; Bird & Co. (Private) Ltd, India; Edward Chaloner & Co. (Timber) Ltd, England.

**BUSHELLS PTY LIMITED**, 121-127 Harrington St, Sydney, NSW, 2000. Phone 27-1583.

Tea, instant coffee, ground coffee and essence packers and distributors.

**Agencies:** Madison-Milwyn, Weston Co. (Sydney), Sellers Co.

**CADBURY-FRY-PASCALL AUSTRALIA LIMITED**, Claremont, Tasmania, 7001. GPO Box 636G, Hobart, Tasmania, 7001. Phone 7-1301.

**Directors:** J. P. D. Lloyd (chrnm), V. G. Burley, R. A. Smith, J. R. Urquhart.

**Products:** Chocolate, food drinks, confectionery.

**Agency:** George Patterson, Melbourne.

**Branches:** All States, **O'seas:** Cadbury Bros.



**CALTEX OIL (AUSTRALIA) PTY LTD**, 167-187 Kent St, Sydney, NSW, 2000. Phone 2-0555. Telegrams Caltex.

**Executives:** D. Braham (mng dir), J. A. Landels (Aust. sales mngtr), J. H. T. Dowsett (mngtr advtg & sales prom.).

**Products:** Petroleum fuels & lubricants for transport, industry & agriculture.

**Agency:** Hansen Rubensohn-McCann Erickson.

**I/state repr.:** Branches, Brisbane (K. E. Graham, mngtr); Sydney (K. G. Harvey); Melbourne (D. W. Aitchison); Hobart (S. H. Gregg); Adelaide (R. B. Turner); Perth (S. W. Leunig). **O'seas:** California Texas Oil Corporation, 380 Madison-ave, New York, NY 10017, USA.

**CAMPBELL BROTHERS LIMITED**, Campbell St, Bowen Hills, Qld, 4006. Phone 5 3331. Telegrams Campbells, Brisbane.

**Directors:** E. D. Summerson (chmn), L. J. McCray, M. C. Campbell, K. C. Campbell, K. C. Winning.

**General manager:** K. C. Winning. **Secretary:** D. H. Vickers.

**Products:** Industrial chemicals, soaps and detergents, refractories, acids, glycerine and liquid silicates.

**CAMPBELLS SOUPS (AUST.) PTY LIMITED**, 14-22 Commercial-rd, Melbourne, 3000. Phone 26-3301. Telegrams Camelsoup, Melbourne.

**Directors:** N. D. Jones (chmn), J. R. Burt, J. L. Dixon, G. Kirk (marketing dir), B. Brett.

**Executives:** R. H. Gamble (gen. mrktng mngtr), R. E. Llewellyn (prod. mrktng mngtr —Kia-ora), J. Davenport (gen. plant mngtr), P. A. Osborne (mngtr purchasing).

**Products:** Campbell Soups, Kia-ora fruit juice cordials and canned goods, V8 vegetable juice, Bounty products and Swanson frozen dinners.

**Agency:** George Patterson Pty Ltd.

**CANBERRA TELEVISION SERVICES PTY LTD**, 113 Camberwell Rd, Camberwell, Victoria, 3124. Phone 82-1261. Cables Cantel.

**Directors:** E. K. Coghill (chrmn), W. R. Walker (mng dir), A. J. Davies, R. N. Jones (dir and secy).

**Executives:** D. Eysbertse (State mngtr, Vic.), C. Biber (State mngtr, NSW), K. Gregory (State mngtr, SA), R. Thompson (State mngtr, Qld), P. Perring (State mngtr, WA).

**Company's operations:** Television rental, sales and service.

**Agency:** Hayes Publicity.

**I/state repr.:** Representatives in all States. **O'seas repr.:** Dominion Television Services Ltd, New Zealand subsidiary.

**CARLTON & UNITED BREWERIES LTD**, 16 Bouverie St, Carlton, 3053, Vic. Phone 3-1-0431. Telegrams Carlubrew.

**Executive:** Brian J. Breheny (gen. mngtr). **Products:** Beers & stouts; Fosters Lager; Abbots Lager, Double Stout & Invalid Stout; Victoria Bitter; Melbourne Bitter.

**Agency:** George Patterson Pty Ltd.

**CARNATION COMPANY PTY LTD**, 252 Swanston St, Melbourne, 3000, Vic. Phone 32-2517. Telegrams Carncoy Melbourne.

**Executives:** J. G. Wilson (mng dir), G. G. Morgan (secy), H. W. Cooper (gen. sales mngtr), J. G. Peppard (sales prom. & advtg mngtr).

**Product:** Processed milk, K9 pet foods.

**Office:** (K9 Pet Foods), 1-3 Pymont Bridge Rd, Camperdown, NSW, J. R. Boughton (gen. mngtr).

**Agency:** USP-Benson Pty Ltd, John Clemenger (NSW) Pty Ltd, (K9 Pet Foods).

**I/State Repr.:** Branches all States. **O'seas:** General Milk Company, Carnation Bldg, 5045 Wilshire Blvde, Los Angeles 36, California, USA.

**CARPET MANUFACTURERS LTD**, 11-27 Harris Rd, Five Dock, NSW, 2046. Phone 83-7241. Telegrams Auscarpets Sydney.

**Directors:** Tresco G. Rowe, H. L. D. Malcolm, T. L. Baillieu, W. R. Dougall, C. P. Crossley, I. W. Lawson, Trevor L. G. Rowe.

**Executives:** J. C. Brown (secy), A. Mather (tech. mngtr), F. Needham (chief designer & colorist), G. Ledgerwood (prod. mngtr), L. Hyde (sales prom. advtg mngtr), J. W. Humphreys (sales mngtr).

**Products:** Hy-Craft and Lokinvar carpets.

**Agency:** E. C. Slatter & Poulter.

**I/State Repr.:** Carpet Manufacturers Ltd, NSW (29-7576), Vic. (69-5111), Qld (45-778), SA (23-3270); Hainsworth, Page & Associates Pty Ltd, Perth (21-7786).

**CARR FASTENER PTY LTD**, Tapley's Hill-rd, Royal Park, Alberton, 1, SA. Phone 4-1108. Telegrams Carrfast.

**Director:** E. A. Marrett (mng dir).

**Executives:** M. J. Maslen (gen. mngtr), G. W. Hall (secy), L. A. Weber (tech. sales), A. J. White (radio components, TV sales & service), D. G. Pollard (gen. sales & service), H. E. Powell (chief engineer).

**Products:** Fasteners for radio & TV components & other products.

**Agency:** NAS Macnamara (Adelaide).

**I/State Repr.:** Sales offices Paron Place, Glen Iris, Vic. (25-4591); 7 West-st, Peter-sham, NSW (56-6228), 201 Havelock-st, West Perth, WA (28-3961).

**CASBEN PRODUCTIONS LIMITED**, 80-84 Waterloo Rd, Greenacre, NSW, 2910. Phone 759-4444.

**Products:** Sportswear, Koratron walkshorts and slacks.

**CASTALLOY PTY LIMITED**, Mooringe Ave, Nth Plympton, SA, 5037. Phone 97-1177.

Telegrams Castalloy, Adelaide.

**Directors:** F. H. Phipps (mng dir), T. Porter (chrmn), C. Meredith, R. Badenoch, S. V. B. Day, R. J. Lipman, R. M. Parker.

**Executive:** D. B. Watkinson (Australian sales mgr & assoc. dir).

**Products:** Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy founders, plastic injection mouldings.

**Agency:** Taylor Harmer Pty Ltd.

**Istate repr.:** Cook-King: Hills Industries Ltd; CSA conductor accessories, Castalloy Ltd, Melbourne: Rablec Pty Ltd, Perth; Thew & McCann, Sydney; K. H. Dore & Sons, Brisbane; Castalloy Ltd, Melbourne and Sydney.

**O'seas:** Territorial Enterprises for Port Moresby, for Papua and NG.

**CASTROL LIMITED**, McCredie Rd, Guildford, NSW, 2161. Phone 632-0177. Telegrams Castrol Guildford.

**Executives:** R. H. Gaydon (Aust. gen. mgr), W. J. Orme (asst gen. mgr), M. J. Roberts (asst gen. mgr), R. Fullarton (advtg mgr).

**Products:** Castrol Motor Oil and Industrial Oils.

**Agency:** Coudrey-Campbell-Ewald.

**CENTURY STORAGE BATTERY CO. LTD**, Birmingham St, Alexandria, NSW, 2015. Phone 67-0321. Cables Battery.

**Directors:** Hon. A. V. Maxwell (chrmn). A. A. Luciano (mng dir), F. B. Blood, J. O'Riordan, J. J. Maunsell, A. D. Fuller.

**Executives:** J. J. Maunsell (works dir), A. V. Macdonald (gen. sales mgr), I. Meadows (secy).

**Operations:** Automotive and home lighting batteries, rolled zinc building products, process engraving zinc and chemicals.

**Istate Repr.:** Century Storage Battery Co. Pty Ltd, Vic. (30-2669); Century Batteries (SA) Pty Ltd, SA (95-9441); C. C. Boag Batteries, Tas.; Century Batteries (Sth Qld) Pty Ltd (58-3001); Strohfeldt's, Toowoomba & Roma; Rural Services Pty Ltd, Woolloomgabby; R. & E. Wells, Bundaberg; King's Auto Spares & Service Co. Pty Ltd, Rockhampton; Advanx Tyre, Motor Service, Cairns; James Croker & Sons, Mackay; J. Michelmore & Co. Pty Ltd, Mackay; Ede's Battery Service, Townsville; Samuel Allen & Sons Ltd, Townsville & Innisfail; Century Batteries (Nth Qld) Pty Ltd (4100), Century Storage Battery Co. Ltd, WA (50-2266).

**CEREBOS (AUST.) LTD**, 1822-32 Dandenong Rd, Clayton, Victoria, 3168. Phone 544-2411. Telegrams, Cerebos Melbourne.

**Directors:** A. J. Moir (chrmn), L. T. Nettlefold, A. F. Mackelden, H. H. Chapman.

**Executives:** A. F. Mackelden (mng dir), H. H. Chapman (sales dir), A. H. Knight (secy), B. A. Counsel (marketing mgr).

**Company's operations:** Food manufacturers. Brands: Cerebos, Saxa, Mermaid, Kooka, Bisto, Fountain, Palms, Maughans, Paxo, Tandaco, Bingo and Foster Clark's.

**Agencies:** O'Brien Publicity (Vic.) Pty Ltd, Mullins, Clarke & Ralph Advertising Service.

**Istate repr.:** Manufacturing operations in Victoria, NSW and Queensland, and sales offices all States of Australia. **O'seas repr.:** Parent company — Cerebos Foods Limited, Willesden, London, NW10.

**CHESEBROUGH-POND'S INTERNATIONAL LTD**, 1970-1984 Princes Highway, Clayton, Vic., 3168. PO Box 115, Clayton, Vic., 3168. Phone 544-1033. Telegrams Vasoponds, Melbourne.

American directorate.

**General manager:** P. G. Spencer.

**Products:** Mfrs of Vaseline toilet preparations, Pond's cosmetics, Cutex manicure preparations and lipsticks, Odorono deodorants and anti-perspirants.

**O'seas Repr.:** Chesebrough-Pond's, USA, with branches, companies, agencies in countries throughout the world.

**Agency:** J. Walter Thompson.

**CHRYSLER AUSTRALIA LIMITED**, Tonsley Park, SA. Phone 76-0711. Telegrams Chryslerco Adelaide.

**Directors:** D. H. Brown (chmn & mng dir), W. D. Ferguson (deputy chmn), P. A. Archer, J. B. Organ, R. C. Mitchell, F. L. Marcus, W. R. Grieg, Sir Fred Drew, R. C. Rainsford, R. R. Oliver (secy).

**Products:** Valiant, Dodge Phoenix cars, Hillman & Humber, Dodge & Commer trucks, Airtemp air conditioning units, Chrysler marine, industrial engines, Chrysler spart parts and accessories.

**Agencies:** Foote Cone & Belding (SA), Taylor-Harmer Agency (SA) (Airtemp only).

**I/State Repr.:** All States.

**CHRYSLER AUSTRALIA LIMITED** (formerly Rootes (Aust.) Ltd). Melbourne plant, Salmon St, Port Melbourne. Phone 64-0441. Telegrams Chryvic.

**Product:** Hillman & Dodge motor vehicles.

**Dealers:** All States.

**O'seas:** Throughout world.

**CINZANO, F. & CIA. (AUSTRALIA) PTY LIMITED**, 19-25 Birmingham-st, Alexandria, NSW, 2015. Phone 67-3688. Telegrams Cinzano, Sydney.

**Australian Directors:** R. Moore, F. W. Millar, A. Despas (mng dir).

**Products:** Cinzano Vermouth, Liqueurs & Bitters, Santa Vittoria Champagne & Gran Liqueure, Gambina Marsala, Peppermint Get Creme de Menthe.

**Agency:** O'Brien Publicity.

**CLARKS TORFLEX SHOES PTY LIMITED**, 264-268 West Beach-rd, Marleston, SA, 5033. Phone 57-8172. Telegrams, Clark-saust, Adelaide.

**Directors:** F. W. Harrison (chrmn), G. T. Harrison (mng dir), W. A. Johnston, J. W. Thomas.

**Product:** Children's-teenage footwear.

**I/State repr.:** Branches, 405-411 Sussex-st, Sydney (A. M. Coates, mnggr); 278 Lang-ridge-st, Abbotsford, Vic. (J. D. Urquhart); 146-160 Mary-st, Brisbane (A. G. Annable).

**Agencies:** C. & J. Colmer, WA; and J. H. Mayo, Tasmania.

**Advertising agency:** W. John Haysom Pty Ltd.

**CLIFFORD LOVE & CO. LTD**, Hope-st, Enfield, NSW. Phone 642-0201. Telegrams Unklto-by.

**Directors:** C. J. D. Love (chmn), C. W. Love, P. C. Debyr, W. H. Oliver, J. H. Tod-hunter, D. V. Williams, A. B. Sutherland.

**Executives:** P. W. A. Kelso (advgt mnggr), G. C. Sharp (sales mnggr), K. Perry (secty), E. A. Collett (acctnt), J. W. Hutton (Vic. mnggr), G. Bradfield (Qld mnggr), G. Ander-son (WA mnggr).

**Products:** Groceries, Uncle Toby's Oats, Wades Cornflour, Clements Cornflour, Brown & Polsons Cornflour, Lilywhite starch, Uncle Toby custard powder.

**Agency:** George Patterson Pty Ltd.

**I/State repr.:** Branches: Melb., Bris., and Western Aust.

**COATS PATONS (AUSTRALIA) LIMIT-ED**, Ferntree Gully-rd, Mount Waverly, Vic. Phone 544-0661. Telegrams Yarnmen Mel-bourne.

**Directors:** J. K. Hill & C. W. Clift (joint mng dirs), F. T. Docking (dir & secty).

**Products:** Distributors of Coats Sewing Thread, Patons Knitting Yarn, Lightning zip fasteners.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Depots, Sydney, Brisbane. Agents: Hollis Hopkins & Co. (Pty) Ltd, Townsville, Qld; G. & R. Wills & Co. Ltd, & Goode Durrant & Murray Ltd, Perth and Adelaide.

**COCA-COLA EXPORT CORPORATION, THE** (Inc. in USA Liability Limited), 168 Willoughby Rd, Crows Nest, NSW, 2065. Phone 43-1311. Telegrams Coca-Cola Sydney.

**Executives:** J. R. Ennis (vice-pres. & area mnggr, A/asian area), M. Radi (marketing services mnggr), S. A. Whittington (advgt and sales prom. mnggr), J. F. Stevens (public relations mnggr).

**Products:** Manufacturer and distributor of syrups and concentrates for soft drink beverages, and coffee, tea and citrus products.

**Agency:** Hansen Rubensohn-McCann Erick-son Pty Ltd.

**Repr.:** All States. O'seas: The Coca-Cola Export Corporation, 515 Madison-ave, New York 22, NY, USA.

**COLES, G. J. & COY LIMITED**, 236 Bourke St, Melbourne, 3000. Phone 32-048. Telegrams Colesanco, Melbourne.

**Directors:** Sir Edgar Coles (chmn), N. C. Coles (deputy chmn), L. R. Robinson, R. B. Coles, Sir George Coles CBE, Sir Kenneth Coles, F. G. Coles, H. Phillips, R. L. Mont-gomery.

**Executives:** Sir Edgar Coles (controlling mng dir), L. R. Robinson (jnt mng dir), N. C. Coles (finance dir), R. B. Coles (pub-lic relations dir).

**Company's operations:** Variety chain stores and supermarket operators.

**Agencies:** Alexander Moulton Advertising Pty Ltd (press & radio), Rickards Advertising Service Pty Ltd (television).

Branch stores throughout Australia.

**COLGATE-PALMOLIVE PTY LTD**, Com-mercial Union Hse, 109 Pitt St, Sydney, 2000. Phone 2-0325. Telegrams Palmolive Sydney.

**Directors:** J. Langley (chmn), K. Crane (mng dir), D. Morgan (tcch. dir), W. Brad-ford (gen. sales mnggr), L. Yeomans (secty), W. T. Miller (USA), G. H. Lesch (USA), P. Q. Fuller.

**Executive:** P. Waterman (advgt mnggr).

**Products:** Toilet soaps, cleansers, toilet articles, detergents.

**Agency:** George Patterson.

**I/State Repr.:** Branches all States. O'sea. Branches throughout the world.

**COMALCO INDUSTRIES PTY LIMITED**, 95 Collins St, Melbourne, 3000. Phone 63-0491. Also, 168 Kent St, Sydney, 2000 (27-8821). Cables Forcomal Melbourne and Sydney.

**Executives:** D. J. Hibberd (mng dir), E. A. Holbrook (gen. mnggr, metals div.), S. Christie (gen. mnggr, development), Paul Clarkson (advgt mnggr).

**Product:** Aluminium.

**Agencies:** USP-Benson Pty Ltd, Melbourne; George Patterson Pty Ltd (consumer foil only) Sydney.

**COMMONWEALTH ADVERTISING DI-VISION**, Sydney, Dept of the Treasury, 315 George St, 2000. Phone 2-0248 (dir, W. H. Greenfield). Melbourne, Carlow Housc, 289 Flinders Lane, 3000. Phone 63-2501 (deputy dir, A. W. Scott).

**COMMONWEALTH BANKING COR-PORATION**, Martin Place, Sydney, 2000. Phone 2-0155.

**Managing director:** B. B. Callaghan.

**Deputy managing director:** C. R. Coulter.

**Executives:** General manager, Common-wealth Trading Bank, F. E. J. Butcher; general manager, Commonwealth Savings Bank, I. R. Norman; general manager, Common-wealth Development Bank, R. S. Elliott; senior manager, advertising and publicity, G. H. Parkes.



**Operations:** All banking services.  
**Advertising department:** 4th floor, George and Market Sts, Sydney, 2000. Phone 20-256. Box 2719, GPO, Sydney, NSW, 2001.

**CONDOR LAMPS AUSTRALASIA PTY LTD**, 79 Clarence St, Sydney, 2000. Phone 29-2148. Telegrams Condorlite.

**Products:** Filament, fluorescent and electric discharge lamps.

**Agency:** Grey Advertising Pty Ltd.

**Interstate Repr.:** Condor Lamps Asia Pty Ltd, 252-262 Sturt-st, Sth Melbourne, Vic.

**CONSOLIDATED APPLIANCES PTY LTD**, 115 Parramatta-rd, Auburn, NSW. Phone 648-0100.

**COTY (ENGLAND) LIMITED**, 29-41 Hutchinson-st, Surry Hills, NSW. Phones 35-5031. Telegrams Paricoty.

**Executive:** A. J. Weeks (Aust. mgr).

**Product:** Cosmetics.

**Agency:** Pritchard Wood Quadrant Pty Ltd.

**CREAMOATA LTD**, Sunshine-rd, West Footscray, Victoria, 3011. Phone 68-7321. (8 lines). Telegrams, Creamoata, Melbourne.

**Directors:** W. A. Ross (mng dir), J. K. Hallows (secy).

**Marketing Manager:** J. L. Huddart.

**Products:** Quaker Cereals, Creamoata, Quik-Ota, Jets Petfoods.

**Agency:** Foote Cone & Belding.

**CRESTKNIT INDUSTRIES LTD**, 600 Glenferrie Rd, Hawthorn, Victoria, 3122. Phone 81-0221.

**Directors:** J. A. Brady (chrmn), F. L. Spinks, C. C. Grenfell, L. L. Leach, J. D. Fermanis, J. W. Dart, J. R. Jamieson, T. F. McMullen.

**Executives:** F. L. Spinks (mng dir), C. C. Grenfell (assistant mng dir), J. D. Fermanis (assistant mng dir), J. W. Dart (dir/secy).

**Company's operations:** Manufacturers of knitwear, underwear, sportswear, fabrics, etc.

**I/state repr.:** Own branch offices.

**CRYER, W. J. & CO. LTD**, 75 Union-st Dulwich Hill, NSW, 2203. Phone 560-7177. Telegrams Towncryer, Sydney.

**Directors:** H. Arthy (chrmn), W. J. Cryer (mng dir), C. Slinn (exec. dir).

**Executive:** E. J. L. Davies (secy).

**Operations:** Manufacturers of Avery self adhesive labels, general color printing and self adhesive price marking requisites.

**I/state repr.:** W. J. Cryer (Victoria) Pty Ltd, 30 Cotham-rd, Kew, Vic.; W. J. Cryer (Queensland) Pty Ltd, 98 Ivory St, Fortitude Valley, Qld; W. J. Cryer (South Australia) Pty Ltd, 49-51 Flinders St, Adelaide. **Agents:** WA and Tas.

**Agency:** Marketing & Advertising Pty Ltd.

**HOUSE OF CURZON, THE**, 211 Pitt-st, Sydney, 2000. Phone 25-1781.

**Executives:** J. B. Bridger (mng, assoc. dir), T. Rice (advtg mng).

**Company's operations:** Fashion store.

**CYCLONE KM PRODUCTS PTY LTD**, 93 City Rd, South Melbourne, Vic., 3205. Phone 62-4761. Telegrams Wovenwire.

**Directors:** R. S. Chambers (chrmn & mng dir), J. D. Munro, L. S. Chambers, E. C. Milner, R. A. Chambers, R. J. Swinbourne.

**Executives:** W. C. Clark (assoc. dir & gen. mng), W. J. Clark (marketing services mng), A. Noble (advertising liaison officer).

**Products:** Rural and industrial fences, buildings, window frames, garden tools, hand tools, wire screening, clothes hoists, garages, domestic fences, carports.

**Agency:** USP-Benson.

**DALGETY TRADING CO PTY LTD**, 263 Franklin St, Melbourne, Victoria, 3000. Phone 329-6866.

**Executives:** A. G. Walker (group merchandise mng), W. F. Taylor (office mng).

**Company's operations:** Wholesaler White Horse whisky & wines & spirits. Electrical appliances, Leonard freezers and washing machines. Softgoods.

**DAVID GALT INDUSTRIES**, 50 Bakers Rd, North Coburg, Victoria, 3058. Phone 35-3721 (8 lines). Telegrams Davgalt. A unit of Felt & Textiles of Australia Ltd.

**Executives:** A. G. Robinson (mng), H. Welsh (sales mng).

**Company's operations:** Mnfrs of Tontine pillows, paddings, waddings, glazed and bonded waddings for industrial uses.

**Agency:** Orr, Skate and Associates Pty Ltd. Ltd.

**I/state repr.:** S. C. Heath & Sons Pty Ltd, 64 Chandos St, Crows Nest, NSW, 2065; C. C. Mortimer, Box 528H, GPO, Brisbane, 4001; A. V. Kinsmann & Son, Box E273, GPO, Perth, WA, 6001; Felt Products of Tasmania, Gleadow St, Launceston, Tasmania, 7000; M. R. Lodge & Hill Pty Ltd, 11-14 North Terrace, Adelaide, 5000.

**DAVIES COOP & CO. LTD**, 341 Francis st, Yarraville, Victoria. Phone 314-9161.

**DAVIS GELATINE CONSOLIDATED LIMITED**, 28 Spring St, Botany, NSW, 2019. Cables Gelatine, Sydney, Telex 20366. Phone 666-9211.

**Directors:** O. Michaelis (chrmn), M. C. Davis (mng dir), F. B. Blood, G. G. Davis, G. M. Elliot, Dr L. E. King, R. L. Michaelis, W. M. Sweetnam, C. H. Dodds (alternate).

**Executives:** M. C. Davis (mng dir), Dr L. E. King (technical dir), W. M. Sweetnam (marketing dir), R. J. Ihnen (secy).

**Australian subsidiary companies:** Davis Gelatine (Aust.) Pty Ltd, Davis-Fuller Ad-



hesives Pty Ltd, Edible and Technical Gelatines & Animal Glues, Industrial Adhesives, Building, Products, Sealants, Davis German-town (Aust.) Pty Ltd, Food Stabilisers.

**Agencies:** USP-Benson (NSW) Pty Ltd, F. P. Leonard Pty Ltd.

**Istate repr.:** Offices in NSW, Melbourne, Brisbane, Adelaide. Agents: Perth, Hobart, Launceston.

**O'seas repr.:** Gt Britain, Canada, New Zealand, South Africa, USA.

**DRACKETT CO.,** 50 Erskine-st, Sydney, NSW. Phone 29-1995, 29-2546.

**DREAMSPUN TEXTILES PTY LTD,** 29 Dawson St, Brunswick, Victoria, 3056. Phone 38-5291. Telegrams Dreamspun Melbourne.

**Directors:** A. A. Gray, P. de B. Hogg, T. F. Hogg, S. M. Hosking, C. R. Holt, L. M. Muir.

**Agency:** The Sellers Company, Melbourne.

**Istate repr.:** Dreamspun Textiles Pty Ltd, Banksia St, Botany, NSW; Dreamspun Textiles Pty Ltd, 2 Glentanna St, Kedron, Qld; Dreamspun Textiles Pty Ltd, 634 Port Rd, Beverley, South Australia.

**DRUG HOUSES OF AUSTRALIA LTD,** Head office, 504 Bourke St, Melbourne, Vic., 3000. Telegrams Drugs Melbourne. Phone 60-0581.

**Directors:** H. F. Clarke (chrmn), P. S. N. Furler, Sir James Forrest, J. F. T. Grimwade, B. Hall, E. Angus Jones, C. N. R. Stocks.

**Service:** Wholesale chemists.

**DUNLOP AUSTRALIA LTD,** 108 Flinders St, Melbourne, 3000. Phone 63-0371. Telegrams Pneumatic.

**Executives:** E. E. Dunshea (chief gen mngr), E. A. Kellam (deputy chief gen. mngr & gen. sales mngr), D. J. Nelson (public relations mngr), T. J. O'Brien (marketing services mngr — automotive division), F. Glenn (marketing services mngr, industrial products div.), L. O. Cornish (advtg mngr, automotive div.), J. E. Mercer (advtg mngr, footwear & garments div.).

**Products:** Tyres, batteries, motor accessories, industrial products, flooring, footwear garments, Dunlopillo latex and plastic sporting goods, general rubber goods and foam products, swimming pools.

**Agencies:** JWT, Curtis & Mason, Aldwych Advertising (Sydney), USP-Benson (NSW) Pty Ltd, Mullins Clarke & Ralph Pty Ltd, Moffat Advertising Pty Ltd.

**Istate repr.:** Branches: Wentworth Ave, Sydney (2-0969); Centenary Place, Brisbane (31-0271); 153 Flinders St, Adelaide (8-1641); 424 Murray St, Perth (21-8141); 179-191 Murray St, Hobart (34-3515); 18 Paterson St, Launceston (2-2069). **O'seas:** Dunlop companies throughout the world.

**EDGELL, GORDON, PTY LTD,** head office, 10-12 Clark St, Crows Nest, NSW, 2065. Telegrams Edgellpack.

**Directors:** E. Christensen (chrmn), V. E. Marshall, J. S. Shaw, I. H. Wrigley.

**Executives:** V. E. Marshall (gen mngr), P. M. Racklyeft (asst gen mngr), J. E. Summerton (gen. marketing mngr), I. H. Wrigley (gen admin. mngr), H. R. Twilley (gen. operations mngr), M. N. F. Gray (divisional production mngr), W. S. Cutbush (canned food marketing mngr), W. W. Johnston (canned food national sales mngr), K. W. Holland (canned food national sales prom. mngr), J. F. Black (frozen food marketing mngr), A. R. Cam (frozen food national sales mngr), J. S. Ibbotson (frozen food national sales prom. mngr).

**Products:** Edgell canned vegetables, soups, hot packs, Hargreaves tropical fruits & juices, Birds Eye & Hy-Peak frozen foods.

**Agencies:** Rodney H. Evans Pty Ltd, Sydney, Brisbane, Melbourne; Clem Taylor Advertising Service, Adelaide.

**O'seas:** Affiliated Advertising Agencies International, USA.

**EDINBURGH LABORATORIES (AUST.) PTY LTD,** 103 York St, Sydney, 2000. Phone 29-4336. Telegrams, Lantigen.

**Directors:** A. W. Uther (chairman), N. L. Manning (mng dir), F. H. Steere.

**Executive:** D. T. W. Uther (mngtr).

**Products:** Lantigen B, C & E; Edinburgh Cough Mixture, Camphor Cream, Camkleen.

**Agency:** Weston Advtg.

**I/State Repr.:** D.H.A. Adelaide, D.H.A. Melbourne; Clayden & Carpenter Pty Ltd, Perth; Branch Brisbane. **O'seas:** Frank Stevens Ltd, 53 Fort-st, Auckland, NZ; and other overseas reprs.

**EGG MARKETING BOARD,** Nyrang-st, Lidcombe, NSW. Phone 649-0122.

**ELECTRICITY TRUST OF SOUTH AUSTRALIA, THE,** Greenhill-rd, Eastwood, SA, 5063. Phone 8-0383. Telegrams Electrusa.

**Directors:** Sir Fred Drew (chmn), J. R. Dridan (dep. chmn), P. W. Trevorrow, M. C. Lee, J. F. Honner.

**Executives:** C. R. S. Colyer (gen. mngr), K. H. Milne (mngtr, engineering), S. E. Huddleston (mngtr, admin.).

**Operations:** Electricity supply.

**Agency:** Foote Cone & Belding Pty Ltd, Adelaide.

**O'seas repr.:** K. L. Milne, c/o South Australia House, 50 The Strand, London, WC2.

**ELECTROLUX PTY LTD,** Mitchell House, 277 Elizabeth-st, Melbourne, Victoria. Phone 60-1851, 60-1626.

**ELECTRONIC INDUSTRIES LTD,** 161-173 Sturt St, South Melbourne, Victoria,

3205. Phone 69-0300. Telegrams, Schuh Melbourne.

**Directors:** G. A. Warner (chrmn), P. R. Warner, L. R. Machin, L. M. Stuart, R. H. Harris, J. P. Salvado, L. P. White, J. T. Brock.

**Executives:** T. Napier (advtg mngr), G. Gaudion (Aust. sales mngr).

**Products:** Astor Electronics Pty Ltd, Servex Manufacturing Coy, Malvern Star Stores.

**Agencies:** Charles Anzarut Advtg Agency, USP-Benson Advertising Agency, Castle Jackson Advertising Agency, Max Gosewinckel Advertising Agency.

**†state repr.:** Astor Electronics Pty Ltd, 443 Concord Rd, Rhodes, NSW; 81 Flinders St, Adelaide, SA; 50 Little Edward St, Springhill, Brisbane; 199 Collins St, Hobart, Tasmania; 485 Newcastle Street, Perth, WA.

**EMAIL LIMITED**, Joynton Ave, Waterloo, NSW, 2017. Phone 69-0411. Telegrams/Cables Email Sydney. Electrical and industrial manufacturers.

**Directors:** E. G. F. Horne (chrmn), P. H. Finley, E. R. Griffin, Sir Lionel Hooke, Sir Ian Potter, A. Burton Taylor (mng dir), T. L. Webb.

**Executives:** J. T. Evans, H. Mills, L. S. Tippett (group gen. mngrs), D. C. K. Lawrence (secy).

**Divisional general managers:** Consumer group: D. J. McNeill (commercial equip.), J. T. Evans (consumer prods — acting), P. J. W. Cottrell (major appliances).

**Industrial group:** N. N. Creek (air conditioning & refrigeration), R. S. P. Amos (electrical engineer), R. F. Hield (industrial products).

**General manager Victorian activities:** W. M. Higgins.

**Brand names:** Westinghouse, Electricc, Carmichael, Elcon, Fyrside, Harford, Buzacott, Emmco, Corox, Coleman, Hussmann, Werner, Creamery Package, Dunham Bush, Dell'Orto Chieragatti, Tuttle & Bailey, Thermo King, Marley, Scotsman, Sabroc, Borsig, Weatherwall.

**Products:** Manufacturer, supply and installation of air conditioning (central plant), packaged air conditioners, industrial refrigeration and water cooling, ice-making machines, cooling towers, Thorma King transport refrigeration. Manufacturers and suppliers of household refrigerators, freezers, laundry equipment, electric and gas ranges, gas stoves, kerosine heaters, coffee makers, domestic and industrial fans, room air conditioners, television and radio receivers suppliers only. Refrigeration cabinets for commercial and supermarket applications, vending machines, drink dispensing equipment, Coleman oil heaters, commercial cooking equipment, automatic door equipment, water coolers and gas hot water appliances and services. High and low voltage switchgear, air filters, ventilation and oil fired industrial heating equipment, industrial dust and air pollution control equipment. Electricity, gas,

water, telephone meters. Corox heating elements, diecasting, automotive electrical components and a variety of industrial products.

Product agencies for labelling equipment, agricultural and pastoral machinery, machine tools, industrial equipment, chemicals, packaging materials and other miscellaneous products.

Subsidiary company provides hire-purchase facilities.

**Agencies:** NAS (Sydney) Pty Ltd, L. B. Rennie & Partners Pty Ltd, Rickards Advertising Service Pty Ltd, and E. C. Slatter & Peulter Pty Ltd.

**EMI (AUSTRALIA) LIMITED**, Emitron Hse, 301 Castlereagh St, Sydney, 2000. Phone 2-0912. Telegrams, Emitron Sydney.

**Directors:** John M. Burnett, CBE (chrmn); Sir Joseph Lockwood; George A. C. Keirnan; Richard G. C. Parry-Okeden, CMG, CBE; Vivian J. Chalwin; Joseph W. R. Hughes, ISO; Alfred J. Wyness; Joseph G. Stanford; Norval W. Scott.

**Branches:** 109-123 Burwood Rd, Hawthorn, Victoria (81-0211); 105 Port Rd, Bowden, SA (46-3031); 457 Beaufort St, Highgate, WA (28-2433); 224 Brisbane St, Launceston, Tasmania; 83 Robertson St, Fortitude Valley, Brisbane (51-5271); National Park St, Newcastle (2-3883); 135 Newcastle St, Fyshwick, ACT.

**Products:** His Master's Voice television and radio sets, radiograms, electrograms, car radios, records; Columbia, Parlophone, Capitol, Decca, London, Liberty records; EMI broadcast and television studio equipment, aerials, electronic products. Robotugs, photomultipliers, Veroboard, Lectrokit.

**ENGLISH SCOTTISH AND AUSTRALIAN BANK LIMITED**, The head office 55 Gracechurch-st, London: Aust. admin offices 287 Collins St, Melbourne, 3000 (63-0191); Sydney office, King & George Sts, 2000 (2-0275). Telegrams Elaborate (all States).

**Directors:** The Rt Hon. Viscount Hampden (chrmn); Rt Hon. Lord Alderham; The Hon. E. L. Baillieu, Sir George Binney, DSO; C. A. W. Dawes, MC; A. D. Marris, CMG; Sir Keith Officer, OBE, MC, LLB, The Rt Hon. Lord Remnant, FCA.

**Executives:** H. McE. Scambler (gen. mngr), A. L. Eason (sr deputy gen. mngr), J. Jennings, N. C. Westerman (asst. gen. mngrs), K. H. C. Swan (chief mngr NSW).

**Company's operations:** Trading Bank with Savings Bank operated by ES&A Savings Bank Ltd; hire purchase & finance subsidiary, Esanda Ltd.

**Agency:** K. M. Campbell Pty Ltd.

**†state repr.:** K. M. Campbell Pty Ltd, 136 Pitt St, Sydney, 2000. Associates: Adelaide, Brisbane, Perth.

**ESSO STANDARD OIL (AUSTRALIA) LIMITED**, AMP Bldg, Circular Quay, Syd-

ncy, 2000. Phone 2-0557. Telegrams **Esso** Sydney.

**Directors:** N. Belknap (chrmn and mng dir), J. H. Hamlin (deputy mng dir), E. S. Gangluff, J. F. Kirk, J. D. Langston, J. J. O'Connor.

**Executives:** V. K. K. Young (secy), M. R. Remfry (mngr for branches), J. L. Burns (sales mngtr), L. E. Stellingwerff (retail sales mngtr), J. L. O'Donnell (advtg mngtr), A. Park (purchasing mngtr), N. Buckley (PR mngtr).

**Products:** Petroleum.

**Agency:** Fortune (Aust.) Pty Ltd.

**I'state repr.:** Branches NSW, Victoria, Queensland, South Australia, Western Australia.

**Overseas:** Affiliated companies throughout the world.

**ETA FOODS PTY LIMITED** (see Marwickville Holdings).

**FAULDING, F. H. & CO. LTD**, 13 James Place, Adelaide, SA, 5000. Phone 51-0121. Telegrams, Fauldingco.

**Director:** W. F. Scammell (manag dir).

**Products:** Solyptol antiseptic liquid & cream, Solyptol soap & baby powder, Faulding Barrier Cream, Neutrogena, Gard Deodorants, Ascotin, veterinary & ethical products.

**Agency:** Clem Taylor-O'Brien Pty Ltd.

**I/State Repr.:** Branches, 249 Chalmers-st. Redfern, NSW (69-2271); 123-129 Lonsdale-st, Melb. (3-2045); 126-132 Barry-pde, Brisbane (2-3051); 313 Murray-st, Perth (21-9111).

**FEDERATED PHARMACEUTICAL SERVICE GUILD OF AUST. (NSW) BRANCH**, 199 Clarence-st, Sydney. Phone 29-5725.

**FELT AND TEXTILES OF AUSTRALIA LTD**, 8 Nicholson-st, Melbourne C.2. Phone 32-4111. Telegrams Feltext, Melbourne.

**Directors:** Sir Robert Webster (chmn), H. W. Rowden (mng dir), L. A. Lochrin, Sir Walter Scott, F. H. Wright, Sir Frank Berryman, K. A. Wills, Sir Ewen Waterman.

**Executives:** R. I. Oehr (secty), J. P. Ward (PR).

**Products:** Floorcoverings, felts, plastics, bedding, footwear, wool tops, processed wool, non-woven fabrics, camping goods, rubber underlays and components, clothing.

**Agency:** Ogilvy & Mather.

**I'State Repr.:** Phoenix Hse, 32-34 Bridge-st. Sydney (27-4071), telegrams Feltext. **O'Seas:** Felt & Textiles of New Zealand Ltd, 85 Customhouse Quay, Wellington, NZ: Bradfelt Ltd, 84 Grosvenor-st, London, W1 (Mayfair 5561), telegrams Bradfelt, London: Felt & Textiles of Australia Ltd, Graybar Bldg, Suite 2816, 420 Lexington-ave, New York 17, New York, USA, telegrams NY, Viarcatlx 224256 Feltext. Felt & Textiles

(Malaysia) Ltd, 2 Jalan Mountbatten, Kuala Lumpur: Felt & Textiles (Far East) Ltd, Chow House, 140-142 Robinson-rd, Singapore; Pacific Contract International Ltd, Pacific House, 20 Queens-rd, Central Hong Kong.

**FERRIS BROS PTY LTD**, 752 Pittwater Rd, Brookvale, NSW, 2100. Phone 93-0221. Telegrams Caradio Sydney, Channelmast Sydney.

**Directors:** G. I. Ferris (chrmn & mng dir), W. M. Ferris (deputy chrmn & tech. dir), B. M. Dixon (dir), G. M. Holland (dir, prod. & development), F. W. Thomson (dir), T. W. Ferris (dir admin & sales).

**Executives:** H. W. Jones (assoc. dir, asst mngtr and secy), K. W. Hill (assoc. dir, gen. sales mngtr, Aust.), J. L. Ferris (assoc. dir, factory mngtr), A. E. Earle (assoc. dir, branch mngtr, Brisbane), R. H. Adams (senior project eng.), A. E. Brewer (controller of stores), K. W. Keenan (purch. officer), J. Plunkett (factory cost accountant), Miss E. Pennell (advtg mngtr), R. Rae (NSW branch mngtr), G. E. Mustchin (acct, credit mngtr), C. J. Russell (Vic. branch mngtr).

**Products:** Ferris fixed and portable car radio receivers, car aerials and accessories, Ferris portable radio receivers, record players, electronic components and equipment. Ferris Marine Products Division: Boat trailers and marine accessories. Marina radio transceivers and accessories. Ferris Industrial Division: Styling and tool design, plastic moulding, diecasting, precision stamping and forming, electroplating. Hot stamping, spray painting. Channel Master TV antennas, accessories, multiple installation and MATV equipment, mast head and distribution amplifiers, rotators. Telecomponents, TV replacement parts, radio and TV coils, transformers chokes, suppliers to industry and servicing organisations, specialised windings and electronic devices.

**Branches (sales and service):** 752 Pittwater Rd, Brookvale, NSW, 2100 (head office). Phone 93-0221; 167-171 Nicholson St, East Brunswick, Vic., 3057. Phone 387-1899; 11 Curtin Ave, Hamilton Central, Queensland, 4007. Phone 68-4344.

**Manufacturer's reprs:** Errol Nazer Pty Ltd, Fyshwick, ACT (9-0325); Errol Nazer Pty Ltd, Wagga, NSW (3888); T. Mungall, Rockhampton, Qld (2-4041); F. P. Withford & Son Pty Limited, Townsville, Qld (3444); Tyquin Distributors Pty Ltd, Richmond, SA (57-8153); Stewart Day, Mt Gambier, SA (2-2228).

**Resident sales repr.:** D. Smith, Orange, NSW.

**Warehouse repr.:** Eric Cupit Pty Ltd, Newcastle, NSW (61-4776).

**Distributors:** Tedco Pty Ltd, Perth, WA (21-8221); W. & G. Genders Pty Ltd (Tas.), Launceston (31-2511), Hobart (2-7201), Burnie (830), Devonport (2-1921).

**Advertising agency:** Murray & Ogle Pty Ltd.



**FIBREMAKERS LTD**, Canterbury-rd, Bayswater, Vic. Phone 9-0201.

**Directors:** J. R. Burt (chrnm), N. G. Wilson (mng dir), J. G. Holmes (prod. dir), J. L. Birrell (comm. dir), J. R. A. Glenn, F. P. Johns, H. W. Morris, L. W. Weichhardt.

**Marketing Departments:** Melbourne office, 95 Collins-st. Phone 63-1121.

**Services:** "Bri-Nylon" and "Terylene" filament yarns, and staple fibre.

**Agency:** USP-Benson Pty Ltd — "Bri-Nylon"; Carden Advertising Pty Ltd — "Terylene".

**I/state Repr.:** Sydney office, 55 Hunter-st (221-1077).

**FISONS AUST. PTY LTD**, 77 Pacific Highway, Nth Sydney, NSW, 2060. Phone 92-7184. Telegrams Ampogen Sydney.

**Directors:** E. A. Forsyth, S. C. Phipps, J. W. Ryan, O. G. Williams, Professor C. W. Shoppe, B. M. King, H. J. Blackboro (alternate), K. L. Little).

**Executives:** S. C. Phipps (mng dir), K. L. Little (co. secy), J. B. Marchant (commercial mngr), A. Dewsbury (pharmaceutical marketing mngr), P. V. Parsons (agricultural technical mngr).

**Products:** Manufacturers, importers, distributors, of ethical and proprietary pharmaceutical products, agricultural chemicals, industrial chemicals and plastic raw materials.

**Agency:** Goldberg Advertising, Sydney.

**I/state repr.:** All matters to be referred to Sydney office.

**O'seas repr.:** Fisons Limited, International Division, 9 Grosvenor St, London, W1, England.

**FORD MOTOR CO. OF AUST. LTD**, 1724-1743 Sydney Rd, Campbellfield, Victoria, 3061. Phone 359-0211. Telegrams Australford Melbourne.

**Directors:** W. O. Bourke, W. L. Dix, J. J. Prendergast, B. S. Inglis, B. L. Burton, K. E. Scott, R. Stevenson, H. E. Jones, K. A. Horner.

**Executives:** W. O. Bourke (mng dir), K. A. Horner (dir of marketing), B. S. Inglis (dir of mngf and supply), J. J. Prendergast (dir of product development), W. W. Dix (dir of finance), B. L. Burton (dir of purchasing).

**Products:** Automotive manufacturer, Galaxie, Falcon, Fairlane, Cortina.

**Agency:** Walker, Herbert & Gamlin Pty Ltd.

**FORD SHERINGTON LIMITED**, 119 Kippax St, Sydney, 2000. Phone 211-2644, and 119 Vanessa St, Kingsgrove, NSW. Phone 50-0461. Telegrams Globegoods, Sydney.

**Directors:** R. Moore (chrnm), W. G. Sherington (mng dir), F. H. Sherington, C. A. Sherington, W. J. Mitchell, B. B. Sherington.

**Executives:** B. B. Sherington (gen. mngr), F. H. Sherington (secy).

**Products:** Globite, Fordite, Regal, Airway Travel Goods.

**Agency:** F. P. Leonard Advtg, Sydney.

**I/State Repr.:** Branches Bris., Melbourne.

**O'seas:** W. A. Sparrow & Co. Ltd, London, Eng.; Ford Sherington Pty Ltd, Port Elizabeth, Sth Africa.

**FOWLER, D. & J. (AUST.) LTD**, 14 King William St, South Australia, 5000. Phone 51-2191 (6 lines). Telegrams Fowlerlion.

**Directors:** D. M. Fowler (chrnm), J. Churchill Smith, R. E. A. Dixon, G. H. A. Freear, E. G. Church.

**Executives:** D. M. Martin (gen. mngr), E. G. Brown (secy, Aust.), L. J. Plumb (secy, London). Members of local boards F. G. Saxby, A. J. B. Wills, L. W. Ladner.

**Products:** Grocery manufacturers "Lion", "Amgoorie", Alola, Waverley.

**Agency:** Clem Taylor O'Brien Pty Ltd.

**I/state repr.:** All States except Northern Territory.

**Overseas:** London.

**FOY & GIBSON LTD**, 246 Bourke-st, Melbourne, Vic. Phone 3-2040. Telegrams Gibsonia, Melbourne.

**Directors:** Sir Frank Richardson (chrnm), A. J. Thomas, L. G. Atyeo, R. S. Crow, J. F. Mahoney, J. E. Merrilles, A. Houghton, K. Nall.

**Executives:** Sir Frank Richardson (chrnm), A. J. Thomas (mng dir), F. A. Houghton (joint mng dir), T. J. Watts (advtg mngr).

**Company's operations:** Department store chain.

**Agency:** Richardson-Cox.

**Branches:** Foys (Pahran, Collingwood, Chadstone, Northland, Vic.); Bright & Hitchcocks (Geelong, Vic.); Foy-Bilsons (Colac, Vic.); Myers (Bendigo, Vic.); Morsheads (Ballarat, Vic.); Partons (Dandenong, Vic.); Bowrings (Mildura, Vic.).

**F.R.S. SPRINGS PTY LTD**, 89-113 Gow-st, Padstow, NSW, 2211. Phone 70-0611. Telegramme Fris.

**Directors:** D. S. Henderson (chrnm), H. Henderson, J. G. Henderson, F. Henderson, S. Cutts, J. Rebbeck, C. Collingwood.

**Executives:** J. N. Iddles (NSW mngr), N. Ballantyne (Vic. mngr), R. McCann (sales and advtg mngr), E. Moffatt (acct).

**Products:** Cozee innerspring mattress, Restonic spiral and Frisco mesh-top spring bases, FRS mattress support, Holdfast spring washers, upholstery, tension, torsion and compression springs, spring seating. Wire workers and weavers, metal work tubular beds and cots.

**Agency:** Thomson, Porritt, Partner.

**I/state Repr.:** Branch, Vic.; A. D. Parkinson, Perth; Trend Furniture Co. Pty Ltd, Brisbane.

**GALLAHER INTERNATIONAL (AUSTRALIA) LIMITED**, 331 Victoria Rd, Rydal-



mere, 2116, PO Box 123, Ermington, 2115. Phone: 638-0221. Telegrams Galintobac, Sydney.

**Products:** Cigarette manufacturers.

**Agencies:** Rodgers Holland Everingham Pty Ltd, Pritchard Wood Quadrant Pty Ltd, Grey Advertising Pty Ltd.

**I/State repr.:** Branches Queensland, Western Australia, South Australia, Victoria, Tasmania.

**O'seas repr.:** Head office — Gallaher Limited, London.

**GAS AND FUEL CORP. OF VICTORIA**, 171 Flinders St, Melbourne, 3000. Phone 63-0391. Telegrams Gafcor.

**Directors:** A. E. Chadwick (chmn), Sir Walter Bassett, R. E. P. Stafford, Sir Robert Knox, Sir Frank Selleck, F. G. B. May, F. J. Sweeney.

**Executives:** J. A. Madsen (gen. mngr), G. E. Barrow (chief tech. mngr), L. G. F. Leckie (mngr commerce), J. M. Shaw (chief eng.), C. M. Allan (secty), B. McLeish (mngr ops.), W. A. Reid (mngr sales).

**Products:** Piped gas, coke, tar, wash oil, ammoniacal liquor and crude benzol. Distribution of Heatane gas.

**Agencies:** Foote, Cone & Belding Pty Ltd, Melbourne (piped gas); Paton Advtg Svce Pty Ltd, Melbourne (Heatane-gas).

**G.E.C. (AUSTRALIA) PTY LIMITED**, 104 Clarence St, Sydney, 2000. Phone 2-0277. Telegrams Britishgeneral.

**Directors:** R. N. Millar (chrnm), R. T. Sartain (mng dir), C. Drabble, W. H. Thornton.

**Executives:** K. C. Bowering (gen. sales), R. J. Edwards (advtg mngr).

**Products:** GEC electric ranges and domestic appliances. Osram lamps and tubes. Xpelair extract fans. Woods industrial fans. Domestic and commercial refrigeration. Commercial cooking, heating and ventilation equipment. Electronics and communication equipment. Heavy electrical plant and power station equipment. Wire and cable, contractors' supplies, lighting fittings, telephones & equipment, electric motors, oscillating and desk fans.

**Agencies:** USP-Benson (NSW) Pty Ltd, Murray Evans Advtg Pty Ltd.

**I/State Repr.:** Branches all States. O'seas: The General Electric Co. Ltd, London.

**GENERAL MOTORS-HOLDEN'S PTY LTD**, Fishermen's Bend, Port Melbourne, Vic., 3207. Phone 64-0331. Telegrams Gemotaustr.

**Managing Director:** Max E. Wilson.

**Products:** Holden, Holden Torana, Chevrolet, Pontiac cars, Bedford and Holden commercial vehicles. Frigidaire refrigerators and other domestic appliances, Euclid earth-moving equipment. Nasco parts and accessories, Idec diesel equip., bearings.

**Agencies:** George Patterson & USP-Benson.

**I/State Repr.:** Branches all mainland States. O'seas: General Motors O'seas Operations, New York USA, & throughout world.

**GILLETTE (AUSTRALIA) PTY LIMITED**, Princes Highway, Noble Park. PO Box 223, Dandenong, Vic., 3175. Phone 546-3333. Telegrams Gilrazor, Dandenong, Vic.

**Directors:** R. J. Sullivan (mng dir), Wm H. Clay Jnr (deputy mng dir), L. Irving (marketing dir), K. R. Oxenbould (financial dir).

**Executives:** J. L. Miers, D. A. Foster M. Paine (brand mngrs), J. A. Woolcott (sales mngr), E. R. Tomlin (market research mngr), D. Curlewis (market development mngr).

**Products:** Gillette Razors, blades & shaving brushes, Foamy Shaving Cream, Answer Deodorant, Toni & Prom Home Perm. Kits, White Rain Lotion Shampoo, Tame Creme Rinse, Dippity-Do, Paper: Mate Pens.

**Agency:** George Patterson (Melb.).

**I/State Repr.:** Branches Sydney, Brisbane, Perth, Adelaide. O'seas: Companies throughout the world.

**GIRGARRE CHEESE CO. PTY LTD**, 177 Victoria Pde, Collingwood, Victoria, 3066. Phone 41-7087. Telegrams Girgar, Melbourne.

**Directors:** T. W. Crothers (chmn), W. B. Crothers (mng dir).

**Executives:** J. L. Patten (asst to mng dir), M. E. Buff (secty), K. J. Brannan (sales mngr).

**Products:** Cheese (mngf, packing, dist).

**Agency:** NAS (Melbourne).

**I/State Repr.:** Producers' Co-op. Distributing Soc. Ltd, Melbourne, Sydney, Brisbane. SAFU Ltd, South Aust. Watson Foods Pty Ltd, Western Aust.; European Food Wholesalers Pty Ltd, Perth, WA; A. C. Ferrall Pty Ltd, Launceston, Tas.; Strath Foods, Adelaide, SA.

**GLAXO-ALLENBURYS (AUSTRALIA) PTY LTD**. Head office, 23-47 Villiers-st, North Melbourne, 3051. Phone 30-2851. Telegrams Glaxallex, Melbourne.

**Executives:** G. G. Hunt (mng dir), G. E. V. Rowe (sales dir), J. McAllester (tech. dir), W. G. Matheson (secty).

**Operations:** Manufacturers of infant foods, pharmaceutical preparations and surgical equipment.

**Agency:** Rickards Advertising Service, Melbourne.

**GLAZEBROOKS PAINTS & CHEMICALS LTD**, 269-297 Williamstown-rd, Port Melbourne, Vic., 3207. Phone 64-1531. Telegrams Permoglaze, Melbourne.

**Directors:** R. E. Purves (chrnm), J. C. Farrin Webb (dep. chrnm), A. S. Storey, S. J. B. Asprey, E. E. Jarvis, R. D. Taylor.

**Executives:** R. D. Taylor (gen. mngr),

B. W. J. Pashby (secy), G. D. Brown (sales mngr).

**Products:** Tanox super gloss paint, Perno-glaze enamels, Spred Satin, and Spred Glide-On Latex paints, industrial coatings.

**Agency:** Arthur Smyth & Sons Pty Ltd.

**GLO-WEAVE PTY LTD**, 234 Brunswick St, Fitzroy, Melbourne, Vic., 3065. Phone 419-1600.

**Directors:** S. Same (mng dir).

**Executive:** M. W. Lockwood (sales dir).

**Products:** Glo-Weave men's and boys' shirts, Lady Manhattan blouses.

**Agency:** John Clemenger Advertising.

**GODFREY PHILLIPS INTERNATIONAL PTY LTD**, 111-193 Wellington St, Collingwood, Victoria, 3066. Phone 41-1121, 41-7461. Telegrams Godphillip.

**Directors:** Sir James Tait, QC, C. M. Paynter, J. L. Fisher, D. L. Smith, FCA, H. Hurley.

**Executives:** C. M. Paynter (mng dir), J. L. Fisher (prod. dir), D. L. Smith (finance dir), H. Hurley (sales and leaf dir), K. N. Nice (secy), W. N. Spears (advtg mngr).

**Products:** Tobacco manufacturers, cigars — Viscount, Kent, Albany, Silver King, Tobacco — Black and White, importers of Willem II cigars and Four Square tobacco.

**Agencies:** John Clemenger Pty Ltd, Walker Herbert & Gamlin Pty Ltd.

**I/state repr.:** Sales branches in Sydney, Melbourne, Brisbane, Adelaide, Perth and Launceston.

**GOLDBERG INTERNATIONAL PTY LTD**, 105 Clarence St, Sydney, 2000. Phone 29-2041. Telegrams Footwear.

**Product:** Footwear.

**GOLDEN CIRCLE CANNERY, THE**, Earnshaw Rd, Northgate, Qld, 4013. Phone 60-5151. Telegrams Growcan.

**Directors:** J. S. Fullerton (chmn), B. Flewell-Smith, W. Fullerton, E. L. Henzell, J. F. S. Brown, J. McKee, R. L. Baker.

**Executives:** J. F. S. Brown (mng dir), N. E. Thygesen (asst mngr).

**Products:** Golden Circle canned fruit.

**Agency:** Merchandising Publicity.

**I/state Repr.:** All States. O'seas: C. R. Cassels, 'Thatchwick', Woodland Drive, East Horsley, Surrey, England.

**GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LIMITED, THE**, 4-16 Yurong-st, Sydney. Phone 31-0511. Telegrams Goodaust.

**Directors:** J. P. Miles (vice-chmn & mng dir), S. H. Buzby (sales dir), J. D. Tuttle (finance dir), L. T. Ostergren (prod. dir).

**Executives:** W. I. Diery (sales mngr), T. M. Hague (merch. mngr), J. A. C. Thompson (advtg dept mngr), R. A. Hardy (indus-

trial prod. sales mngr), A. Maurice (gen. mngr retail stores), T. W. Willis (tyre & tube sales mngr), J. R. Wallace (mngr, special products), J. Godwin (mngr, aviation products).

**Products:** Goodyear tyres, tubes, batteries, retread materials, accessories, aviation and industrial products.

**Agency:** Geo. Patterson Pty Ltd.

**I/state Repr.:** Branches, all States. O'seas: Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

**GOYA/DECORE DIVISION** of Reckitt & Colman Pty Ltd, 44 Wharf-rd, West Ryde, NSW, 2114. Telegrams Reckitts Sydney. Phone 85-0122.

**Products:** Goya, Decore, Cedar Wood.

**Agency:** Paton Hughes Pty Ltd (Goya, Cedar Wood), J. Walter Thompson Aust. Pty Ltd, Sydney (Decore).

**I/state repr.:** Branches, Ferntree Gully-rd, Clayton, Melbourne; Kitchener-st, Kedron, Brisbane; Ash Ave, Clovelly Park, Adelaide; 382 South St, O'Connor, Perth.

**GRAMP, G. & SONS PTY LTD**, 284 Carlington-st, Adelaide. Telephone 23-1102. Telegrams Orlando, Adelaide.

**Directors:** R. A. Gramp, S. D. Gramp, C. R. Gramp, K. J. Gramp, J. R. Sabine, C. Lawson.

**A/sian sales manager:** D. A. Everard.

**Operations:** Wine & brandy makers & distributors.

**I/State Repr.:** Branches Sydney, Melbourne, Perth, Brisbane. Agencies, Tasmania. O'seas: Agencies in the UK, Canada, USA, West Indies, NZ and Pacific.

**Agencies:** Martin, Kinnear Neate, Pty Ltd and Insight Pty Ltd.

**GROSBY SHOE CO. PTY LTD**, 371-403 Flemington Rd, North Melbourne, Vic., 3051. Phone 30-2651. Telegrams Grosliip.

**Directors:** N. Grosby, R. Grosby.

**Products:** Casual footwear and slippers, Airfoams, Gripall, Zeolite, Knitwits, Boot-niks, Spatniks, Weekenders, Shipmates, Trendsetters, Debuteens, Stilletoes, Beach-mates, Grosby.

**Agency:** Foote, Cone & Belding.

**I/state repr.:** R. J. Hastings Pty Ltd, 8 Firth St, Arncliffe, NSW (599-1155); F. L. Charters & Co. Pty Ltd, 135 Merivale St, Sth Brisbane, Qld (4-1951); J. Heighway (WA) Pty Ltd, 263 Hay St, Subiaco, WA (8-1565); George P. Nichols Agencies, 117 First Floor, Edments Bldg, 38 Gawler Place, Adelaide, SA (23-5126); J. Heighway Pty Ltd, 70-72 Hoddle St, Abbotsford, Vic. (41-4131).

**HAGLEY, GEORGE PTY LTD**, 7 Keele-st, Collingwood, Victoria. Phone 41-2237.

**HAMILTON'S EWELL VINEYARDS PTY LTD**, Bowmans Building, 73 King William-st, Adelaide, South Australia. Phone 51-5387.

**HANIMEX PTY LIMITED.** Head office, Sydney. Phone 93-0321. Telegrams Hanimex (all States).

**Directors:** A. W. Uther (chrnm), J. D. Hannes (mng dir).

**Products:** Hanimex, Siemens, Perutz, Praktica, Sekonic, Sankyo, Durst, Wotan, Schian-sky, Fuji, Toshiba, Pako, Houston Fearless.

**Agency:** Jackson Wain & Co. Pty Ltd.

**I/state Repr.:** Hanimex offices & warehouses in Sydney, Melbourne, Brisbane, Adelaide, Perth and Launceston. **O'seas:** Hanimex (UK) Limited, Hanimex (NZ) Limited, Hanimex (USA) Limited and in Japan, Berlin and Toronto, Canada.

**HANRO (AUST.) KNITTING MILLS LTD,** Hargreaves-st, Bendigo, Vic. Phone Bendigo 3-0241. Telegrams Benknit.

**Directors:** Alex Brown, T. C. Wilkinson, H. Hattersley, A. H. Grundy, N. Hill, H. D. T. Williamson, A. R. Guy.

**Executives:** Alec Brown (mng dir), A. N. Weatheritt (secy).

**Agency:** Norman Smith Advertising Services.

**Products:** Hanro ladies' knitted underwear, ladies' knitwear, men's knitted outerwear.

**I/state repr.:** 110 Trennery Cres., Abbotsford, NSW; G. Heithersay & Son Ltd, Adelaide; J. Seymour, Perth; Claude Jacobs, Brisbane; J. P. McLeod, Hobart, Dover, Sydney.

**HARDBOARDS AUSTRALIA LIMITED,** Goldfields House, 1 Alfred St, Sydney, 2000. Phone 27-9501. Advtg & sales prom. dept: 120 Dunning Ave, Rosebery, NSW, 2018. Phone 67-2221.

**Promotions manager:** T. J. Borver.

**Operations:** Manufacturing and marketing of hardboards, softboards and mineral fibre products.

**Agencies:** Rodgers Holland Everingham Pty Ltd, NAS (Sydney), NAS (Melbourne).

**I/state repr.:** Offices all States.

**HARDIE, JAMES TRADING CO. PTY LTD,** 9-25 Commonwealth-st, Sydney, NSW. Phone 2-0921.

**THOMAS HARDY & SONS PTY LTD,** Tintara Winemakers and Brandy distillers. Tintara Hse, 2-8 Henley Beach Rd, Mile End, South Australia, 5031. Cables OOMOO Adelaide. Telegrams Tintara Adelaide. Phone 57-8041.

**I/state repr.:** Sydney, 223-225 Liverpool St; Melbourne, 69-71 Flemington Rd, Nth Melb.; Launceston, 17-19 Frederick St.

**HEALING APPLIANCES,** regd offie: 167 Franklin St, Melbourne, Victoria, 3000. Phone 30-0281. Telegrams Healing. Branches: Sydney, Brisbane, Adelaide, Perth, Launceston, Hobart and most large country centres.

**Directors:** K. G. Healing (chrnm), T. G.

Edgar, CBE (mng dir), D. J. McLean, G. T. Atkinson, B. R. Marshall.

**Executives:** W. E. Bentley (gen. mgr), L. G. Scott (national sales prom. mgr).

**Operations:** Manufacturers and marketers of Healing brand name television receivers, radio receivers, radiograms, record players.

**Agency:** W. B. Lawrence & Partners Pty Ltd, Sydney.

**HECLA ELECTRICS PTY LTD,** 696 Chapel St, Sth Yarra, Victoria, 3141. Phone 24-4221. Telegrams Heclafires.

**Directors:** R. J. Marriott, J. F. Coyne, A. H. Etherington, D. J. Fagan, E. K. Sinclair, F. H. Wright.

**Products:** Hecla electrical heating, cooking appliances and electric blankets.

**Agency:** Paton Hughes Pty Ltd.

**I/state Repr.:** Hecla Electrics (Sydney) Pty Ltd, Sydney; K. H. Dore & Sons, Brisbane; Medhursts Wholesale Ltd, Hobart & Launceston; Brown & Dureau Ltd, Perth; and in SA, four distributors, Gerard & Goodman Ltd, Newton McLaren Ltd, Harris Scarfe Ltd, Colton, Palmer & Preston Ltd.

**HEINZ, H. J. CO. AUSTRALIA LTD,** Princes H'way, Dandenong, Victoria, 3175. Phone 792-0631. Telegrams Heinzco, Dandenong.

**Directors:** F. V. Kellow (mng dir), L. S. Crowe (dir operations), K. B. Wood (dir finance), D. Robinson (comptroller), R. W. Spicer (dir development), E. W. Barr (dir marketing and sales).

**Products:** Packaged foods.

**Agencies:** USP-Benson, Grey Advertising.

**I/state branch offices:** 644 Parramatta Rd, Croydon, NSW, 2132; 22-24 Doggett St, Fortitude Valley, Qld, 4006; 222 Torrens Rd, Croydon Park, SA, 5008; 588 Hay Street, Subiaco, WA, 6008.

**O'seas:** H. J. Heinz Co., PO Box 57, Pittsburgh, Pennsylvania, 15230, USA.

**HEMINGWAY ROBERTSON INSTITUTE,** Bank Hse, Bank Place off 410 Collins St, Melbourne, Vic., 3000. Phone 60-1671. Telegrams Hemway.

**Directors:** R. W. Robertson (chrnm & mng dir), J. R. Marriott.

**Australian marketing manager:** J. R. Marriott.

**Operations:** Professional tutors.

**Agency:** Laurie Sommers and Warden Advertising.

**HENDERSONS FEDERAL SPRING WORKS PTY LTD,** Alfred-st, North Melbourne, Vic., 3051. Phone 30-2411.

**Directors:** D. G. Henderson (chrnm), J. G. Henderson, F. C. B. Henderson, H. R. Henderson, C. Collingwood, G. R. Cutts, R. E. Rebbeck.

**Products:** Springs, forgings, engineering, caravan parts, mattresses, seats, shock



absorbers.

Agency: Carden Advtg Pty Ltd.

**HERTZ OF AUSTRALIA LTD**, 66 William St, Sydney, 2000. Phone 333-041. Telegrams Hertzcars.

Sydney directors: E. P. Simpson, T. J. Preece, J. M. Maitland.

Executives: J. J. Preece (mng dir), J. M. Hammond (sales mng), J. B. Russell (acctnt).

Services: Rent-A-Car, Rent-A-Truck — Van rentals — leasing of cars and trucks.

Agency: Jackson Wain, Sydney.

Istate repr.: All States.

O'seas: Hertz World-Wide.

**HESTIA BRASSIERE CO. PTY LTD**, 38 George-st, Burwood, NSW. Phone 74-1263, 74-8912.

**HILLCASTLE PTY LTD**, 343 Little Collins-st, Melbourne, Victoria. Phone 67-5927.

**HILLS INDUSTRIES LIMITED**, 944-956 South Rd, Edwardstown, SA, 5039. Phone 53-5391, 53-2222. Telegrams Hilshoists.

Directors: R. D. H. Ling (chrnm and mng), F. Gregory, J. K. Powell, G. M. Wright, F. B. Sims, S. F. O'Donnell, F. W. Vincent.

Associate directors: M. A. Smith, P. J. Donnelly, R. A. F. Sledge, D. F. King, I. K. Adamson.

Executives: R. D. H. Ling (chrnm and mng dir), J. K. Powell (financial dir), G. M. Wright (marketing dir), F. W. Vincent (technical dir), R. Aston (secy), P. J. Donnelly (accountant), W. J. Duffy (supply mng), O. J. Buckman (export), I. K. Adamson (TV dir), J. G. Garlick (advtg).

Products: Rotary and folding clothes lines, television antennae and towers, laundry and playtime products, steel tubing; Telefix television receiver maintenance service, Courier 2-way radios and electronic control systems; industrial and domestic fencing, galvanising, electroplating, plastic moulding, aluminium alloy die-casting, printing.

**HILTON CORPORATION LTD**, 480 Albion-st, Brunswick West. Phone 36-5251. Telegrams Hiltonco, Melbourne.

Products: Hosiery, lingerie, Slipons.

**HOLBROOKS PTY LTD** (see Reckitt & Colman Pty Limited).

**HOLDENSON & NIELSON MARKETING PTY LTD**, 95-113 Cecil St, Sth Melbourne, 3205. Phone 69-6602. Cables Holdenson Melbourne.

Member of the Petersville group.

Executives: F. Klopstein (gen mng), R.

W. Shaw (marketing mng).

Products: Dairy produce manufacturers, Peters & Iceberg Butters, Peters Yoghurt, Cottage Cheese, Sour Cream, Iceberg Cheddar Cheese, Milk Powders, Casein.

Agency: John Clemenger Pty Ltd.

**HOLEPROOF LTD**, 204 Sydney Rd, Brunswick, Victoria, 3056 (38-4101). Telegrams Holeproof Melbourne.

Directors: G. G. Foletta, A. G. Staley, A. G. Eastwood, Sir Norman Martin, Sir Alexander Fitzgerald.

Executives: A. G. Eastwood (mng dir), J. R. Whitmore (gen. mng, marketing), B. J. Meaney (assistant gen. mng, marketing).

Products: Hosiery, lingerie, men's, women's and children's socks and casual footwear, men's and boys' shirts and pyjamas, men's, women's and children's underwear, boys' schoolwear.

Agencies: Grey Advertising, Aldwych Advertising, Carden Advertising.

Istate repr: Holeproof Limited, 111 York St, Sydney, NSW; Holeproof Limited, 240 Queen St, Brisbane, Qld; 45 Grenfell St, Adelaide, SA; 39 William St, Perth, WA; 71 Murray St, Hobart, Tasmania.

**L. J. HOOKER INVESTMENT CORP. LTD**, Hooker Hse, Angel Place, Sydney. Phone 20-367. Telegrams Hookco.

Directors: L. J. Hooker (chrnm), G. S. E. Newell (dep. chrnm), D. H. B. Adams, J. K. Campbell, Sir Arthur Fadden, W. V. Lightfoot, J. D. Murchison, Sir Neil O'Sullivan, E. J. Walker. Alternate directors: N. F. Henwood, J. B. Agnew, D. E. Halsted, N. R. Pulver, F. W. Millar.

Chief general manager: J. K. Campbell.

Operations: Real estate agency, hotels, pastoral, commercial and home building, land development, landtrusts, investments.

Agency: Insight Pty Ltd.

O'seas Repr.: Amsden, Cossart & Wells, London; Joseph P. Day, Inc., New York; Joseph Laronge Inc., Cleveland, Ohio and Edward A. Bolles, Honolulu, Hawaii, USA.

**HOOVER (AUSTRALIA) PTY LTD**, Cnr Rothersey-ave & Belmore-st, Meadowbank, NSW, 2114. Phone 80-0301. Telegrams Hooverall.

Directors: P. C. Raphael (mng dir), P. J. Goodman (marketing dir), J. Halifax (works dir), W. M. Hodgins (finance dir), P. C. Boon, F. A. Buttner, J. W. Young, A. H. L. Gibson.

Executives: J. P. Flemming (field sales mng), J. Halifax (works dir), W. M. Hodgins (finance dir), M. L. Byrne (merchandising mng), V. G. Saunders (tech. service mng).

Products: Hoover cleaners, washing machines, polishers, steam irons, heaters.

Agency: Lintas.

I/State Repr.: Hoover branch, Vic., SA.



Qld, WA, Tas. O'seas: Branches throughout the world.

**HOPE, CHARLES & CO.,** Kingsford Smith Drive, Eagle Farm, Brisbane, Qld, 4007. Phone 68-1071. Telegrams Hopespring, Brisbane.

**Products:** Garnite polythene pipe, Panelyte, Malemine laminate, Truwood veneer laminate, Verti-Board Melamine particle board, Verti-Ply polyester ply, Engel containers & plastic packaging.

**Agency:** USP-Benson (Qld) Pty Ltd.

**I/State repr.:** Charles Hope & Co., NSW (43-4267); Victoria (41-7231); SA (8-5363); WA (23-3051).

**HORLICKS PTY LTD,** 103 Alexander-st, Crow's Nest, NSW, 2065. Phone 43-6111. Telegrams Horlick Sydney.

**Subsidiary Company:** Airwick Pty Ltd.

**HOUGHTON & BYRNE PTY LTD,** 225 George St, Sydney, 2000. Phone 27-1542. Telegrams Kilpest.

**Directors:** T. E. Daniel (chrmn), R. V. Pfeiffer, J. R. Rolle, J. A. Wright.

**Executives:** J. A. Wright (gen. mngr), F. H. Knowles (secy), G. M. Mitchell (service mngr), J. H. Cross (sales mngr).

**Services:** Pest control services and products.

**Agencies:** Willmott Advertising Pty Ltd, W. B. Lawrence Advertising Service Pty Ltd.

**I/State repr.:** Queensland, Victoria, South Australia, Western Australia, NT, ACT.

**HUDNUT, RICHARD, PTY LTD,** 10-28 Biloela-st, Villawood, NSW. Phone 72-0461. Telegrams Quickpill.

**Managing director:** C. B. Bray.

**Executives:** W. P. McCarthy (mngr), P. Lyon (sales mngr), B. Pledge, R. King, B. Whiting (brand mngrs), J. Eades (plant superintendent), R. T. Ashfield (secy).

**Products:** Richard Hudnut Hair Beauty preparations, Gemey and Three Flowers cosmetics, Polycolor hair cosmetics.

**Agency:** Jackson Wain & Co. Pty Ltd.

**I/State repr.:** All States O'seas: Richard Hudnut, Morris Plains, New Jersey, USA.

**HUNTER DOUGLAS LIMITED,** 338 Victoria Rd, Rydalmere, NSW, 2116. Phone 638-0199. Telegrams & Cables, Huntudug.

**Directors:** H. H. Sonnenberg, Steven Rich, A. C. Pond, A. J. Young, Sir Frank Meere.

**Executives:** A. C. Pond (mng dir), A. J. Young (ops dir), K. Taylor (mfg mngr), C. L. Stewart (secy, controller), G. M. Pynn (mngr, market development and public relations), I. C. Iverson (mngr, Shademaster div.), D. E. Schahinger (mngr, Cordex Pty Ltd), I. F. James (mngr, building products div.).

**Operations:** Manufacturer of components for venetian blinds, awnings, insect screens,

roller shades, aluminium siding and cord and twines. Brand names: Luxaflex, Shademaster, Mello-Lite, Adornay, Cordex, Permalum.

**I/State Repr.:** Branches all States. O'seas: Hunter Douglas International Corp., 66 Madison-ave, New York, USA.

**HUNTER PRODUCTS PTY LTD,** 8 Bute St, Footscray, Vic., 3011. Phone 68-6091. Teleg. Oxppl.

**Directors:** L. D. Hunter, Snr. (gov. dir), L. D. Hunter, Jnr. (mng dir), A. T. Hunter (gen. mngr), V. K. Hateley, M. L. Hunter, B. A. Hunter, D. R. Wilson.

**Products:** Janitor, Time Quick Starch, Lavendola.

**Agency:** Stewart-Cowcher.

**I/State Repr.:** Branches all States.

**ILFORD (AUST.) PTY LTD,** 214-216 Wiltoughby Rd, Crow's Nest, NSW, 2065. Phone 43-0301. Telegrams Ilfordaust.

**Director:** W. J. Kemp (mng dir).

**Executives:** K. B. Davis (sales mngr), W. A. Trickett (secy), A. R. Tigwell (mngr for NSW).

**Products:** Ilford cine and photographic materials, chemicals.

**I/State repr.:** Branches all States.

**IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED,** 1 Nicholson St, Melbourne, Vic., 3000. Phone 32-0201.

**Products:** Ammunition, explosives, metals, slide fasteners, synthetic ammonia, general, indust. and agric. chemicals, pharm. and vet. products, alkalis, salt dyestuffs, plastic films, plastics, rubber chemicals, fertilisers, organic pigments, silica-alumina catalysts.

**I/State Repr.:** Branches, 69 Macquarie-st, Sydney, PO Box 3582 (2-0525); 363 Adelaide-st, Brisbane; 171 St George's-tce, Perth; 19 Paterson St, Launceston; 24 Sutton Tce, Marleston, SA; 10 Barrack St, Hobart; 432-438 Hunter St, Newcastle. O'seas: ICI companies throughout the world.

**INGLIS (PTY) LTD,** 61 Sussex-st, Sydney, NSW. Phone 29-7421.

**INNOXA PTY LTD,** Old Pittwater-rd, Brookvale, NSW. Phone 93-0385.

**INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD,** 400 Pacific Highway, Crows Nest, NSW, 2065. Phone 43-2121. Cables Intertext.

**Directors:** W. R. Gresham (mng dir.), G. W. Anley (secy), J. Alexander, M. H. Kellerman (principal).

**Service:** Home study instruction by mail.

**Agency:** Jackson Wain & Co. Pty Ltd.

**I/State Repr.:** Branches, all States, Aust.

& NZ. O'seas: ICS Ltd, London, Eng.; ICS World Limited Inc., Scranton, USA.

**INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY LTD**, 171-205 City Rd, South Melbourne, 3205. GPO Box 4305, Melbourne. Phone 62-0261. Telegrams, Harvester, Melbourne.

**Works:** Dandenong, Geelong, Port Melbourne, Victoria.

**Products:** McCormick International Tractors & Farm Equip., International Trucks. International construction and industrial equip.

**I/State Repr.:** District offices in capital cities.

**INTERNATIONAL HOME PRODUCTS (AUST.) PTY LTD**, 42-58 Princes Highway, St Peters, NSW, 2044. Phone 51-5165. Telegrams, Kolynos Sydney.

**Products:** Autobrite, Easy-Off Glass Cleaner, Sponge cloths, oven cleaner, Easy-On Spray Starch, XLO Kloths, Fiesta Bleach, Bluo, Nifty Kate Mits Steelo, Three-In-One Oil, Queen Bees Wax.

**Pharmaceuticals:** Anacin, InfraRub, Neelo, Preparation H. Kolynos Toothpaste.

**Agencies:** George Patterson, Insight.

**JAMES STEDMAN HENDERSON'S SWEETS LTD**, Sweetacres, Rothschild-ave, Rosebery, NSW, 2018. Phone 663-2381. Telegrams Sweetacres.

**Directors:** R. Moore (chmn), H. B. Giles (gen. mngr), R. S. Goward, R. G. Costin, F. W. Court.

**Executives:** D. M. Cross (secy), B. G. Barr (sales mngr).

**Products:** Confectionery & chocolates.

**Agency:** Willmott's Advtg.

**I/State Repr.:** The Nestle Co. (Aust.) Ltd, all States. O'seas: Factory, Auckland, NZ.

**JANTZEN (AUSTRALIA) LIMITED**, Parramatta-rd, Lidcombe, NSW. Phone 648-2041. Telegrams Jantzen, Sydney.

**Directors:** N. Routley (chrmn), J. N. Walker (mng dir), H. Arthy, W. F. Strange (finance dir), A. D. Blain, G. D. Ruby.

**Executives:** B. A. Steward (secy), P. L. Smith (sales mngr), A. D. Blain (marketing dir).

**Products:** Jantzen swimwear, Sun-clothes knitwear, slacks, skirts.

**Agency:** Jackson Wain.

**JASOL CHEMICAL PRODUCTS PTY LTD**, 166 Main North Rd, Prospect, SA, 5082. Phone 65-9076. Telegrams Losaj.

**Directors:** F. E. G. Edwards (chairman), J. A. Gleeson (gen. mngr).

**Products:** Antiseptics, disinfectants, liquid soaps, cleaners, insecticides, detergents. Aerosol Packing.

**Agency:** Byrne Advertising Pty Ltd.

**A. V. JENNINGS INDUSTRIES (AUST.) LTD**, 43 King Rd, Hornsby, NSW, 2077.

Phone 47-0251.

**Executives:** NSW Homes Division, R. Blair (mngr), D. Orr (sales mngr).

**Product:** Homes.

**Agency:** Berry Currie Advertising (NSW) Pty Ltd.

**JENYNS PATENT CORSET PTY LTD, THE**, 194-208 Melbourne-st, South Brisbane, Qld, 4101. Phone 4-6011. Telegrams Corsets, Brisbane.

**Directors:** H. C. Jenyns (mng dir), K. J. Bain (secy), R. G. Jenyns, K. H. W. Jenyns, G. M. E. Offncr.

**Products:** Jenyns surgical corsetry, Materna Lady maternity foundations, Goddess fashion foundations, Triumph fashion foundations, lingerie, swimwear.

**Agency:** Jones Knowles Advertising.

**I/State repr.:** Jenyns Patent Corset Pty Ltd, Sydney sales office, 125 York-st (29-1384); Jenyns Patent Corset Pty Ltd, Melb. sales office, 256 Flinders-st, Melbourne (63-4033); G. Donaghy & Co., 19 Austin-st, Adelaide (8-4679); J. V. Gracey & Co., J. V. Gracey & Co., Bon Marche Arcade, Barrack-st, Perth, WA (23-3186); M. J. Radonic, 28 Criterion-st, Hobart, Tasmania (3-1520).

**JOHNSON & JOHNSON PTY LTD**, 200 North York St, Sydney, NSW, 2000. Box 3331, GPO. Phone 27-2501. Telegrams Zoplast Sydney.

**Directors:** W. H. Northam (chrmn), R. B. Crawford (mng dir), R. A. Walters (gen. mngr), W. J. Allman, T. B. Alexander, R. A. Bowie, C. H. Bull, A. J. Murray, W. B. Northam.

**Products:** Johnson's baby products, Tek toothbrushes, Band-aid brand adhesive bandages, personal products, surgical dressings.

**Agencies:** Willmott Advertising, O'Brien Advertising, Rodgers Holland Everingham.

**I/State repr.:** Branches all States.

**JOHNSON, S.C., & SON PTY LTD**, 39-47 Mentmore Ave, Rosebery, NSW, 2018. Phone 663-0581.

**Directors:** G. O. Potter (mng dir), D. Wilson, H. C. Higson, N. H. Routley, H. F. Johnson, H. M. Packard, R. F. Farley.

**Executives:** T. G. Strover (marketing), D. H. Cartledge (secy), P. M. Roache (advgt).

**Products:** Johnson's Wax, Pledge, One Go, Stride, Glo-Coat, Durosil, One Step, Favor, Pronto, and full range commercial cleaners & polishers.

**Agency:** Jackson Wain & Co. Pty Ltd.

**I/State Repr.:** Branches all States. O'seas: Agencies throughout world.

**KAY CORPORATION LIMITED**, 449-457 Swanston St, Melbourne, Victoria, 3000. Phone 34-8101. Telegrams Kayrent Melbourne.

**Directors:** V. M. Corr, A. Katranski, N. R.

Course, J. M. Joel, J. H. Joyner, R. J. Lipman.

**Executives:** A. Katranski (mng dir), J. M. Joel (dir), J. M. Joyner (secy), J. P. Murphy (branch co-ordinator).

**Services:** Car rental, leasing.

**Agency:** John Clemenger Pty Ltd, Melbourne.

**I/State repr.:** Main branches — Kays Rent-A-Car, Sydney (31-6621), Brisbane (31-3138), Surfers Paradise (9-4059), Canberra (49-1815), Adelaide (23-3746), Tasmania (Hobart) (2-7272).

**O'seas:** Airways Rent-A-Car, USA.

**KAYSER PROPRIETARY LIMITED, 9** Tennyson St, Richmond, Vic., 3121. Phone 42-1131. Telegrams Kayser.

**Products:** Hosiery, lingerie, underwear, gloves, children's underwear, Tam o' Shanter.

**Agencies:** Jackson Wain & Co. Pty Ltd, Paton Advertising Service Pty Ltd.

**KELLOGG (AUST.) PTY LTD, Stephen** Rd, Botany, NSW, 2019. Phone 666-9541. Telegrams, Kellogg, Sydney.

**Executives:** R. J. Dawson (mng dir), W. C. Nicolson (asst mng dir & marketing mngr), R. L. Jones (advtg mngr), D. Dullely (gen. sales mngr).

**Products:** Ready-to-eat cereals.

**Agency:** J. Walter Thompson (Aust.) Pty Ltd.

**I/State Repr.:** Branches in all States. **O'seas:** Agents throughout the world.

**KELVINATOR AUSTRALIA LIMITED,** Anzac Highway, Keswick, SA, 5035. Phone 97-1122. Telegrams Kelvinator, Adelaide.

**Directors:** D. L. Elix (mng dir), R. F. Pascoe, (treasurer).

**Executives:** R. E. Huxham (gen. sales mngr), C. Evans (supply mngr), G. G. Inkster (gen. factory mngr).

**Products:** Kelvinator refrigerators, home freezers, auto washing mach., air conditioners, water coolers, commercial refrigeration, Kelvinware plastic cisterns, Wayne pumps.

**Agency:** J. Walter Thompson.

**KIDDICRAFT (AUST.) PTY LIMITED,** 46-54 Ireland St, West Melbourne, 3003. Phone 30-2894. Telegrams Kiddicraft.

**Directors:** G. H. Martin, V. C. Martin, F. J. Vary, J. Heward.

**Executives:** G. H. Martin (mng dir), J. C. Davey (mngr and secy).

**Products:** Toy wholesalers.

**Agency:** Claude Mooney Advertising Pty Ltd.

**I/State repr.:** Brisbane, Sydney, Adelaide, Perth.

**O'seas:** Represents UK — Kiddicraft — Wendy Boston, Humbrol, Lipkin; USA, Matel, Playskool; Canada, Eldon.

**KILLRUST PTY LTD, Railway Parade,** Rocklea, Qld, 4106. Phone 47-1891. Tele-

grams Killrust.

**Directors:** R. R. Russell (chrnm), J. T. Fisher.

**Executives:** N. G. Lockyer (mng dir), N. J. Taggart (gen. sales mngr), A. A. Lamb (prod. mngr), C. J. Paxton (secy).

**Products:** Killrust paints, primers and compounds. Free anti-corrosion advisory service.

**Agency:** Jones Knowles Advertising Pty Ltd.

**I/State repr.:** Sydney: A. J. Moulton, 38 Bryant St, Padstow, Melbourne: R. S. Gardner, 3 Paran Place, Gleniris, Perth: E. Evans, 42 Alness St, Applecroft, Adelaide: D. L. Bris-tow, Box 629E, G-PO.

**KIMBERLY-CLARK OF AUSTRALIA** PTY LTD, Mars Rd, Lane Cove, NSW, 2066. Phone 42-1233. Telegrams Kimclark, Sydney.

**Directors:** E. R. Beattie, A. S. Brown, R. C. Ernest (mng dir), S. J. Clark (sec. dir).

**Products:** Kotex napkins and belts, Fems tampons, Slimline briefsets, Kleenex tissues, Veldown tissues, Kleenex toilet tissue, Dawn toilet tissue, Medesa toilet tissue, Kleenex table napkins, Dawn family napkins, Kleen-Wrap lunch wraps, Kleenex dressing towels, Medesa industrial toilet tissue, towels, table napkins, Dawn paper towels.

**Agency:** J. Walter Thompson Australia Pty Ltd.

**I/State Repr.:** Kimberly-Clark of Australia Pty Ltd, Melbourne, Brisbane, Adelaide, Perth, Launceston, Hobart.

**KING GEE CLOTHING CO. PTY LTD,** 159 Kingsgrove Rd, Kingsgrove, NSW, 2208. Phone 50-0394. Telegrams Wogall, Sydney.

**Directors:** Warren D. Adcock, Robert Adcock.

**Executives:** E. Lewis (prod. mngr), H. McDonald (purchasing officer), A. Keep (warehouse mngr), E. Davies (head of cutting section), H. Creed (secy).

**Products:** Industrial clothing, overalls, trousers, shirts, dustcoats, men's and boys' shorts.

**Agency:** Arthur Smyth & Sons.

**I/State repr.:** Power & Burkitt, Brisbane; C. S. & B. L. Harbard, Adelaide; Haig & Co., Perth; Darcy Blackwood, Hobart and Launceston; R. W. Shiels & Assoc., Prahran.

**NSW reps:** G. McDermott, Newcastle; G. H. Whiteman, Broken Hill.

**THE KIWI POLISH COMPANY PTY** LTD, 188 Burnley St, Richmond, Victoria, 3121. PO Box 51, Richmond, Vic. Phone 42-3121. Telegrams, Kiwi Melbourne.

**General manager:** J. C. Lucas.

**Executives:** E. W. Landry (asst to gen. mngr), T. E. Levingston (nat. sales mngr).

**Product:** Kiwi Shoe Polishes, White Cleaners, Glint, Bon Ami, Shinoleum, Steprac, Steel Wool, Chief Floor Polishes, Nu Wash.



Agency: Best & Company, Melbourne.  
I/State repr.: All States.

**KODAK (AUSTRALASIA) PTY LTD**, Elizabeth St, Coburg, 3058, Vic. Phone 35-0221.

**Directors:** E. A. Teasdale (chmn and mng dir), J. C. Habersberger (mng dir and gen. mngr-finance), F. A. H. Manning (dir and gen. mngr — mktg), S. J. Sanderson (dir and gen. mngr — mfg), Dr N. B. Lewis.

**Executives:** N. H. Payne (comptroller and secy), R. A. Dudley (NSW mngr), K. B. Allen (Vic. mngr), R. A. Clelland (Qld and Brisbane mngr), G. Garside (SA and Adelaide mngr), G. N. Robertson (WA and Perth mngr), M. T. Diprose (Hobart mngr), R. L. J. Thompson (Launceston mngr).

**Products:** Suppliers of Eastman 16mm & 35mm motion picture and television films, 16mm cameras and projectors, 35mm still cameras and projectors, studio and dark-room equipment, sensitised photographic materials and chemicals.

**KOLOTEX HOSIERY PTY LTD**, 22 George St, Leichhardt, NSW, 2040. Phone 560-7622. Telegrams Kolotex.

**Directors:** P. Kornmehl (mng dir), D. Frocht (dir, production), J. Steiner (dir, finance and admin), E. Baruch (dir, sales).

**Products:** Clings, Clings superlock, Clings super sheers, Clings stay-ups, Ladderlock, Kolotex Panti-Hose.

**I/State repr:** Adelaide, Brisbane, Hobart, Melbourne, Perth and Sydney.

**KRAFT FOODS LIMITED**, Salmon-st. Port Melbourne, Vic., 3207. Phone 640-1111. Telegrams, Kraftco, Melbourne.

**Directors:** H. G. Osborne (chrmn & mng dir), E. O. Pelling, T. W. Easton, J. E. Sexty, G. R. Hunter, I. McK. Milne, W. R. Dickson, A. P. Trevena, W. O. Beers, G. Edwards.

**Executives:** Dr K. Farrer (research mngr), W. H. Fry (personnel mngr), E. W. Hill, (Port Melbourne factory mngr), J. McCulloch (export mngr), G. Nicholls (marketing mngr), H. T. A. McConkey (marketing mngr).

**Products:** Cheese products, Bonox, Vegemite, salad products, meat & fish pastes, canned meats & fish, conserves & jellies, refrigerated dough products, peanut butter.

**Agencies:** J. Walter Thompson, Carder Advtg.

**I/State Repr.:** Brisb.; Adelaide; Darwin, Newcastle, Sydney, Hobart, Perth, Launceston. O'seas: Agencies throughout world.

**KRIESLER AUSTRALASIA PTY LIM-ITED**, 12-30 Cawarra-rd, Caringbah, NSW. Phone 52-044. Telegrams Kriesler, Sydney.

**Directors:** R. Weingott (chrmn), L. E. A. Walcot (mng dir). J. G. Robinson (admin

dir), W. A. Bailey (factory dir), R. L. Ainsworth (sales dir), A. Fowler (tech. dir), H. Widmer (design dir).

**Agency:** Jackson, Wain & Co Pty Ltd.

**Products:** Radio and TV receivers.

**I/State Repr.:** Branches all States (except Tas.).

**LA MODE INDUSTRIES PTY LTD**, 109 Flinders Lane, Melbourne. Phone 63-3363.

**Directors:** Commander L. Robinson, H. G. B. Fisher, R. Burgin, Miss E. M. Thompson.

**Secretary:** G. F. Dore.

**Products:** La Mode lingerie, women's and girls' underwear, nightwear; Hanes of America, men's and boys' underwear, knitted shirts.

**Agency:** R. O. Laurie Advertising.

**I/State Repr.:** Branches, 71 York-st, Sydney (29-3256); 14 Stephens Place, Adelaide (8-4724); Room 3, 192 St George's Tce, Perth (21-5770).

**LAXETTES PTY LTD**, 121 Cremorne-st, Richmond, Vic., 3121. Phone 42-2571-2.

**Executives:** J. D. Lobb (manag. dir.), N. E. Moore (mngr).

**Product:** Laxettes.

**Agency:** Paton Hughes Pty Ltd.

**LEND LEASE DEVELOPMENT PTY LTD**, 47-53 Macquarie St, Sydney, 2000. Phone 2-0572. Telegrams Lendlease Sydney.

**Directors:** G. J. Dusseldorp, W. M. Leavey, J. P. Klompe, P. J. Thompson.

**Executives:** G. J. Dusseldorp (chrmn), W. M. Leavey (mng dir).

**Products:** Office buildings, retail shopping centres.

**Agencies:** Eric White & Associates (PR), J. Walter Thompson, Grey Advertising, Rodney H. Evans.

**I/State repr.:** Victoria, ACT.

**LEVER & KITCHEN PTY LTD**, 1-33 Macquarie-st, Sydney. Phone 2-0551.

**Executives:** F. W. L. Mann (mng dir), W. J. Symington (commercial dir), A. W. McCall (sales dir), K. A. Fowles (advtg controller), R. D. Cohen, A. B. Hutcheson, J. M. Hurrey (marketing mngrs).

**Products:** Rinso, Persil, Surf, Omo, Softly, Lux Flakes, Velvet, Sunlight, Lux Liquid, Velvet Liquid, Handy Andy, Vim, Lux Toilet Soap, Coronet, Lifebuoy, Solvol, Personal Soap, Personal Sunlight, Reward, Bio, Luvil, Comfort, Duel.

**Agencies:** Lintas Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd.

**I/State Repr.:** Branches all States.

**LIFE SAVERS (AUSTRALASIA) LIM-ITED**, Mars Rd, Lane Cove, NSW, 2066. Phone 42-0111. Telegrams Lifesavers.



**Directors:** P. H. Finley, W. Kirby, C. V. Olding, H. V. Quinton, I. G. Bryant, A. Small, T. S. Clarke.

**Executives:** R. H. Nossiter (gen. mngr), W. R. Hodgson (group sales mngr), J. Wista (factory mngr), B. M. Heffernan (executive acct).

**Operations:** Confectionery manufacturers.

**Agency:** V. H. Freeth Pty Limited.

**I/State Repr.:** Branches all States.

**LILY CUPS LIMITED**, 37 Stanley-st, Peakhurst, NSW, 2210. PO Box 128, Riverwood, NSW. Phone 53-0617. Cables, Lilycup, Riverwood.

**Director:** Kenneth R. Green.

**Marketing Manager:** D. J. Fairall.

**Operations:** Manufacturers of paper cups and containers.

**Agency:** John Clemenger Pty Limited.

**LINCOLN INTERNATIONAL (AUST.) PTY LTD**, Suite 402, Angel Hse, 121 Pitt St, Sydney, 2000. Phone 25-6688, 25-6689, 25-6690. Telegrams Linktoyaus.

**Directors:** A. L. Laidlaw (mng dir), W. J. Prior, R. Von Teidmann, F. J. Church.

**Principal executives:** I. L. O'Hara (group marketing mngr, directing Aust. operations), B. R. Hollows (sales mngr), W. McBurnie (mngmt acct), Barry Jones (sales prom.).

**Operations:** Marketing of Lincoln Toys and Graham Kerr Kitchen and Housewares.

**I/State repr.:** Mike Mills, Melbourne; R. G. Evans (Pty) Ltd, Adelaide.

**O'seas repr.:** H.O., Auckland, NZ. Offices London, Hong Kong.

**LINDEMAN (HOLDINGS) LIMITED**, 6 Carrington Rd, Marrickville, NSW, 2204. Phone 55-0301. Telegrams Lindeman Marrickville.

**Directors:** M. P. Webber, Dr G. B. Lindeman, L. K. Asquith, R. H. Kidd, D. Reid.

**Executive:** L. K. Asquith (secy).

**Products:** Wine industry.

**LINGUAPHONE INSTITUTE PTY LTD**, 45 Chandos-st, St Leonards, NSW.

**Director:** J. A. Lothian (gen. mngr, mng dir).

**Products:** Language gramophone records.

**O'seas Repr.:** 33 Mercer-st, Wellington, NZ.

**LIPTON (OVERSEAS) LIMITED**, 111 Cambridge St, Collingwood, Vic., 3066. Phone 419-1466. Telegrams Lipton, Melbourne.

**Directors:** F. G. Clark, M. E. Cooper, F. G. Land (joint mng dir), J. N. Perkins, A. J. Riches (joint mng dir), S. A. Wilmshurst.

**Executives:** G. F. McMullen (gen. mngr), F. G. Woodward (marketing mngr).

**Operations:** Tea blenders, manufacturers and packers.

**Products:** Lipton Yellow Label, Lipton Royal Blend, Quick Tips, Lipton Tea Bags, Lipton Tea Pot Size Tea Bags.

**Agency:** Mullins Clarke & Ralph, Melbourne.

**I/State Repr.:** Branches, 122 Platform-st, Lidcombe, NSW; 169 Wellington-rd, East Brisbane; E. W. Bolin Ltd, 40 Athol-st, Woodville North, SA, 47 Norma-rd, Melville, WA. O'seas: H. O. Lipton (Overseas) Ltd, 27-28 Finsbury Square, London, EC2.

**LLOYD TRIESTINO SPAN**, 8 Spring St, Sydney, 2000. Phone 27-5252. Telegrams Lloydiano.

**Directors:** Marte Moscatelli (gen. mngr).

**Executives:** Dr C. A. Fiumara (asst to gen. mngr).

**Services:** Shipping (passenger and cargo services).

**Agency:** R. S. Maynard Advertising, Sydney.

**LNC INDUSTRIES LTD**, 177-185 William St, Sydney, 2000. Phone 31-7001-3. Telegrams Larkneve, Rovercar, Volcar.

**Subsidiaries:** Grenville Motors Ltd, Lanock Motors Ltd, Larke, Neave Investments Pty Ltd, Ruslit Motors Ltd, Lanock Motors (Sth Coast) Pty Ltd, Auswide Pty Ltd, Canopus Motors Pty Ltd, Griffon Motors Pty Limited.

**Directors:** E. M. Robson (chmn), W. R. Locke (mng dir), W. J. Locke, A. H. Russell, D. I. Donaldson.

**Executives:** A. H. Russell, G. R. Lane, D. I. Donaldson (mng dirs of subsid. cos), E. H. Badman (secy).

**Products:** Motor vehicle distributors; Rover Land-Rover and Rambler vehicles; Volkswagen cars and comm. vehicles; Perkins diesel engines; Magirus Deutz trucks; Bellett & Colt cars, Wasp & Elf commercial vehicles, Fiat cars and light commercial vehicles.

**O'seas:** Tozer Kemsley & Millbourn Ltd 84 Fenchurch-st, London, EC3, Eng.

**LOGIN CORPORATION PTY LTD** (associated with Wettex Australia Pty Ltd), 42-48 Pacific Highway, North Sydney, NSW, 2060. Phone 92-6061. Telegrams Loginsyd.

**Directors:** D. J. Cartledge, C. G. Pitman, E. J. Surgeon.

**Executive:** A. I. Davril (marketing mngr).

**Operations:** Sales and marketing organisation handling national distribution of Wettex, Chamella, Oraltone, Halex and Kold-Tabs, Cope, Wettex Venetian Mitt, Wet-tan Venetian Cleaner.

**I/State agents for grocery-hardware:** E. R. Blackmore Pty Ltd, 161 Stanley-st, South Brisbane, Qld; Harvey Little & Co., 472 Bourke St, Melbourne, Vic.; Marks & Co.

Pty Ltd, 23 Grenfell-st, Adelaide, SA; Russell, Beasley & Co., 112 Belgravia-st, Belmont, WA.

**I/State agents for pharmaceuticals:** Paige Pty Ltd, 121 Cremorne St, Richmond, Vic.; E. R. Blackmore Pty Ltd, 161 Stanley St, South Brisbane; Cruickshank Bros, 578 Murray St, Perth, WA; Marks & Co. Pty Ltd, 23 Grenfell St, Adelaide, SA.

**Agency:** Nichols-Cumming Advertising (NSW) Pty Ltd.

Products handled in NSW for principals. Laxettes Pty Ltd, Victoria: Laxettes, Paige Pty Ltd, Victoria: Wardex, Nailoid, Return, Frador, Lotil, Deep Heat, Mentholatum Balm, Seneschal corn planks, Li-Lo ear plugs, Altoids peppermints, Eleanor Bond tweezers, Maw's range of teats, feeding bottles, adaptors, soothers, zinc and castor oil ointment, golden eye ointment, eye shields and dinky feeders, Skels diabetic pastilles; Phial Aust. Pty Ltd, NSW: Phiacare dandruff treatment, Phiasol sun lotion; Edinburgh Laboratories, NSW: Lantigen, Lantigesic Tabs, camphor cream and cough mixture; Kingsted Pharmaceuticals, NSW: Sedu-Caps, Slim Caps, Trim Tabs Citratone concentrate; Teen Aid Pty Ltd, NSW: Teen Aid cream, liquid, soap and Amphotego, Amphoderm, Amphocaine, Amphoanal, Amphobalm and Amphofungal; C.M. & Packing, Auckland, NZ: Alert-Tabs.

**LOVE, J. R. & CO. PTY LTD**, 97 Bathurst St, Sydney, 2000. Phone 26-6921. Telegrams Kinkara.

**Directors:** R. C. Crebbin, K. I. Love, W. B. Love, A. C. Morison, A. G. Tonge.

**Executives:** A. C. Morison (gen. mgr), K. M. Brown (secy).

**Products:** Manufacturers of food products under Mothers Choice and Kinkara brands.

**Agency:** Hansen Rubensohn - McCann Ericson Pty Ltd.

**I/State Repr.:** Marrickville Holdings Sales (Vic.) Pty Ltd, Marrickville Holdings Sales (Qld) Pty Ltd, Miracle Foods (SA) Pty Ltd.

**MACLAREN LABORATORIES PTY LTD**, 10 Abbott-rd, Fairfield, Melbourne. Phone 49-3156.

**MacROBERTSON (AUST.) LTD**, Box 200, PO, Ringwood, Vic., 3134. Phone 870-8900.

**Directors:** N. N. Robertson (chrn), E. P. D. Lloyd, H. V. McKernaw, E. F. Robertson, G. R. Brewer, D. R. Campbell, C. W. A. Tuppen.

**Products:** Chocolates and confectionery, Old Gold, Snack, Columbines, Cherry Ripe, Freddo Frogs.

**I/State repr.:** Branches Sydney, Newcastle, Wollongong, Brisbane, Townsville, Adelaide, Perth.

**Agents:** Hobart, Launceston, Darwin.

**MACROBERTSON MILLER AIRLINES LTD**, 194 St George's Terrace, Perth, WA, 6000. Phone 21-2821. Telegrams Airmac, Perth.

**Directors:** R. F. Rushton, C. N. Kleinig, H. C. Miller, K. D. Cohen, R. M. Ansett, F. Pascoe, G. L. Mewett, R. L. Cooper.

**Executives:** C. N. Kleinig (mng dir), K. D. Cohen (ops mgr), E. C. Gare (exec. mgr), F. B. Colquhoun (new prod. engineer), F. L. Butcher (engineering mgr), J. E. Karasek (commercial mgr), A. J. Yates (secy).

**Operations:** Airline service, air charters in WA and Northern Territory.

**MALLEYS LIMITED**, cor. St Hilliers-rd, Auburn, NSW. Phone 649-0177.

**MARIGNY (A/SIA) PTY LTD**, 177 Collins St, Melbourne, 3000. Phone 63-6232. Telegrams Marigny Melbourne.

**Directors:** J. F. Wren C. H. Facer.

**Executives:** S. Meerkin (gen. mgr), Mrs G. E. Atkinson (publicity mgr).

**Products:** Hair cosmetic manufacturers, Australasian representatives for L'Oreal of Paris.

**Agency:** Dean Forbes Advertising Pty Ltd.

**I/State Repr.:** Branches all States; also in NZ, Auckland, Wellington, Christchurch, Dunedin.

**MARKWELL BROTHERS PTY LTD**, 1 Melbourne St, South Brisbane, 4101. Phone 4-2571-2-3. Telegrams Markbris.

**Directors:** F. J. Markwell, R. L. Markwell.

**Products:** Yanmar-Skoda-Perkins Diesel Engines, Skoda Cars, Matchless, Maico, NSU, Jawa m/cycles & scooters, Marina 2-way radio, Koden-Foruno Echo Sounders, Capitol-Borgwarner gearboxes.

**Agency:** T. Hilken Waite Pty Ltd.

**MARLOW, JULIUS, HOLDINGS LTD** 163 Noone St, Clifton Hill, Vic., 3068. Phone 489-2999 (6 lines).

**Directors:** I. W. Trescowthick (chrn), D. B. Leahey (deputy chrn), M. R. Chambers, D. K. Dawson, H. M. Florsheim, S. Friedland, D. A. Hiscocks, J. K. Riedy, M. L. Trescowthick, G. P. N. Watt. CMG, CBE.

**Products:** Men's wetted and cemented footwear.

**Brands:** Julius Marlow, Florsheim, Marshall, Keith Humphries, Hansman, Harkness.

**Agency:** USP-Benson Pty Ltd.

**I/State Repr.:** Shoe Sales Pty Ltd (Sydney, Brisbane, Adelaide, Perth), Peter Walls (Hobart).

**MARRICKVILLE HOLDINGS LIMITED**, 74 Edinburgh Rd, Marrickville, NSW, 2204.

Phone 51-8781. Telegrams: Margarine Sydney.

**Directors:** R. C. Crebbin (chrmn & mng dir), O. E. Phillips, L. Johnston, N. E. Jones, W. Linton, P. G. Montgomerie.

**Executives:** K. R. Thrush (gen. mngtr ETA Foods Pty Ltd), G. A. J. Beytagh (gen. mngtr Marrickville Margarine Pty Ltd), A. C. Morison (gen. mngtr J. R. Love & Co. Pty Ltd).

**Products:** Margarines — Miracle, ETA, Marville, & Pilot; grocery products — ETA, Mother's Choice, Kinkara, Praise, Chefol, Hi-Fri; potato crisps and straws — ETA, Millers, Jay-Cee, Krunchi.

**Advertising manager:** P. D. Hamley.

**Agencies:** Hansen Rubensohn - McCann Erickson Pty Ltd; USP-Benson (NSW) Pty Ltd.

**MARRICKVILLE MARGARINE PTY LTD**, Edinburgh Rd, Marrickville, NSW, 2204. Phone 51-8781. Telegrams & cables, Margarine, Sydney.

**Directors:** R. C. Crebbin (chrmn & mng dir), O. E. Phillips, W. Linton, P. G. Montgomerie, L. Johnston, N. E. Jones.

**Executive:** A. W. Fitzpatrick (secty).

**Operations:** Manufacturers, industrial & retail margarines, fats & cooking oils.

**Agencies:** Hansen Rubensohn — McCann Erickson Pty Ltd, USP-Benson (NSW) Pty Ltd. All advertising through Marrickville Holdings Ltd, group advertising dept: P. D. Hamley (group advtg mngtr).

**I/State Repr.:** Branches all States.

**MASTERCRAFT CHOCOLATE CO. PTY LTD**, (see Life Savers (Australasia) Ltd).

**MAURI BROTHERS & THOMSON LTD**, 2-6 Barrack st, Sydney, 2000. Phone 2-0227. Telegrams Maurithon.

**Directors:** Donald Junor (chrmn & mngtr), M. C. Buttfield (deputy chrmn), R. J. Abercrombie, J. G. Duff, Dr. R. W. Harman, D. F. Middleton.

**Executives:** A. Saunders (group president, marketing), M. Roos (group president, mnfg), A. G. Coogan (group vice-president, eng.), R. L. Gourlay (secty).

**Products:** Vinegar, yeast, extract of malt, canned foods, condiments, bread manufacturers' ingredients, crown seals, P.T.F.E. Plastics, stainless steel equipment, cork, importers, manufacturers and agents for plant and equipment for breweries, bread manufacturers, soft drink manufacturers.

**I/State Repr.:** Branches all States. O'seas: Branch Nth & Sth Islands, New Zealand. Reprs. London & New York.

**MAYFAIR HAMS & BACON CO.**, State Abattoirs, Homebush, NSW, 2140. Phone 76-0341. Box 5185, GPO, Sydney, 2001.

**MCCULLOCH OF AUSTRALIA PTY LIMITED**, Ferndell St, South Granville, NSW, 2142. Telegraphic & cable address: Macsaws Sydney. Phone 644-5055.

**Directors:** J. H. Ricks, H. V. Quinton, B. M. Dixon, J. W. Blaiklock.

**Executives:** J. H. Ricks (mng dir), R. D. Hicks (company secty), H. L. Gee (sales mngtr, chain saw div.), J. S. Prell (sales mngtr, Marine & Bridgestone div.), G. A. Foster (mngtr, advtg & sales prom.).

**Operations:** Manufacturer & distributor McCulloch Chain Saws, Outboard Motors, Kart Engines, Welders and Generators and Bridgestone Motor Cycles.

**Agency:** Thomson, Porritt, Partner Pty Ltd.

**I/State repr.:** Chain saw distributors each State, outboard and Bridgestone dealers in all States.

**McDOWELLS LTD**, King & George-sts. Sydney, 2000. Phone 2-0159.

**Directors:** Sir Frank S. McDowell, John H. McDowell, Ronald E. McDowell, Frank B. McDowell, Charles Dunk, Norman Pardoe, Keith McDowell.

**Executive:** Bernard A. Taylor (company secretary).

**Operations:** Retail drapers.

**O'seas:** F. J. Tytherleigh & Co. Ltd, 28-30 Worship-st, Finsbury Square, London.

**McWILLIAMS WINES PTY LIMITED**, Bulwara & Pyrmont Bridge-rds, Pyrmont, NSW, 2009. Phone 68-2801.

**MEDICAL BENEFITS FUND OF AUST. LTD**, 258-262 George St, Sydney, 2000. Phone 2-0558.

**Executives:** J. F. Cade (gen. mngtr), D. D. MacLarn (secty).

**Service:** Health insurance.

**Agency:** George Patterson Pty Ltd, Sydney.

**MELLO-LITE PTY LTD**, 70-74 Pacific H'Way, Waitara, NSW, PO Box 40, Hornsby NSW, 2077. Telegrams Mellolite. Phone 48-1081. Subsidiary of Hunter Douglas Ltd.

**Directors:** I. C. Iverson (mng dir), A. C. Pond (chmn), S. Rich.

**NSW manager:** L. Earle.

**Victorian mngtr:** E. Pickering.

**South Australian mngtr:** H. R. Davey.

**Products:** Mello-Lite venetians, awnings, insect screens, Kirsch curtain rodding & venetians, Shademaster components & machinery.

**Agency:** Westcott Advtg Co., Sydney.

**I/State repr.:** Shademaster, Notting Hill, Vic; Mello-Lite (SA) Ltd, SA; Shademaster NSW, Sydney; Mello-Lite Pty Ltd, Sydney. O'seas: A. Clouet & Co. (Singapore) Ltd.



**MENLEY AND JAMES LABORATORIES**, cnr Warringah and Allambie-rds, French's Forest, NSW, 2086. Phone 40-8268. Cables, Menjay.

**Principal Executives:** G. C. Leonard (gen. mngr), P. C. Roache (natl sales mngr).

**Operations:** Proprietary Pharmaceuticals 'Contac' 500, 'Sea and Ski' range.

**Agencies:** Foote, Cone & Belding Pty Ltd ('Contac' 500); Nixon-Compton Pty Ltd ('Sea & Ski').

**O'seas repr.:** Menley & James Laboratories — USA, Canada, UK.

**MILES LABORATORIES ANZ**, 4 Derby-st, Collingwood, Victoria, 3066. Phone 41-7427. Telegrams Mileslabs.

**Executives:** E. Stendahl (gen. mngr), A. Fisher (finance mngr), S. N. Falconer (marketing mngr, consumer products div.), G. R. Rose (marketing mngr, Ames company div.), C. Curtis (Dome div.).

**Operations:** Consumer Products Division—Alka-Seltzer; Ames company division — range of diagnostic reagents; Dome division —dermatological specialities.

**Agency:** John Clemenger Pty Ltd, Melbourne.

**Pstate repr.:** Schaffer & Co. (NSW) Pty Ltd, 8 Shirlow-st, Marrickville, NSW, and agents in all States.

**O'seas repr.:** Miles Laboratories Inc., USA, Canada, South America, United Kingdom and Europe.

**MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD**, head office: 2 Wentworth-ave, Darlinghurst, NSW, 2010. Plant: St Marys, NSW. Branch sales offices all States and Auckland, NZ. NSW head office — Phone 2-0930 (30 lines). Cables Triminco.

**Directors:** H. B. Kosanke (mng dir), H. G. Edwards (fin. dir), D. J. Brydon (sales & marketing dir), B. Duncan (manufacturing dir), G. Swanbeck (chief eng.).

**Sales executives:** J. A. Johnson (natl sales & marketing mngr — tapes, films, medical, electrical and magnetic), J. Perrin (natl sales & marketing mngr, Coated Abrasives, Adhesives & Chemicals), G. Waite (natl sales & marketing mngr — BCD, microfilm and graphic products), W. J. McLaughlin (advertising mngr).

**Operations:** Manufacturers of abrasives, adhesives, tapes, electrical products, magnetic sound recording tapes, videotapes, Scotchlite reflective sheeting, graphic arts products, copying machines, chemicals, ribbons, microfilm reader printers and overhead projectors, background music systems.

**Agency:** Pritchard-Wood Quadrant Pty Ltd.

**Pstate repr.:** Branch sales offices all States & NZ. **O'seas:** Head office, 3M Co., St Paul, Minnesota, USA.

**MOBIL OIL AUSTRALIA LTD**, 2 City-rd, Melbourne, Vic., 3000. Phone 62-0231.

**Executive:** A. W. Judd (advtg & sales prom. mngr, Aust. & Pacific Islands).

**Products:** Mobil Super, Mobil Special, Mobil Home Kerosene, Mobil Distillate, Delvac Oils, Mobil aviation, industrial and marine fuels and lubricants, Mobil heating oil, Mobil LP gas.

**Agency:** Paton Advertising Service.

**MONSANTO CHEMICALS (AUSTRALIA) LIMITED**, Somerville-rd, West Footscray, Victoria, 3012. Phone 314-9561. Telegrams & Cables, Monsanto, Melbourne.

**Executives:** T. G. Crane (chrmn), J. M. Kershaw (mng dir), Dr L. Gruen (tech. dir), P. C. B. Hudson (commercial dir), E. F. Jackson (dir of research), A. D. Laphorne (dir of development), N. K. I. Menhennitt (secty), K. Holmes (mngr of agric. div.).

**Operations:** Manufacture of chemicals & plastics.

**I/State Repr.:** Sales offices — Sydney, Brisbane, Adelaide, Perth.

**MOULDED PRODUCTS (AUSTRALASIA) LIMITED**, 165 Cremorne St, Richmond, Vic., 3121. Phone 42-0251. Telegrams Duperite, Melbourne.

**Directors:** F. L. Fitzpatrick (chmn), J. D. Rodgers, O. G. Meyer, J. F. Hope, P. J. Derham, G. Jennings, J. A. Macdonald, R. J. Hamer, J. W. Kelly (assoc. dir).

**Executives:** J. F. Hope (gen. mngr), G. Jennings (ops dir), P. J. Derham (gen. products div. controller), A. D. Robinson (moulding div. controller), J. W. Kelly (cables div. controller), J. A. Macdonald (secy), J. W. Marr (advtg mngr), L. M. Rodriguez (PR mngr).

**Agency:** George Patterson Pty Ltd.

**Branches:** 559 Collins-st, Melbourne; Cnr Loftus & Whittaker-sts, Yennora, NSW; National Park-st, Newcastle, NSW; 35 Charlotte-st, Brisbane; Grange-rd, Adelaide; Scarborough Beach-rd, Perth; 38 Charles-st, Launceston; 197 Elizabeth-st, Hobart.

**MUIR & NEIL PTY LTD**, 479 Kent-st, Sydney, NSW, 2000. Phone 61-2406. Telegrams Muirneil.

**Directors:** J. R. B. Neil (manag. dir.), R. S. W. Neil (sales mngr).

**Products:** No-DoZ Awakeners, Iodised Balmosa, Carnation Corn Caps, Roboleine, Carnation Toilet Tissue.

**Agency:** Berry Currie Advertising Pty Ltd.

**I/State Repr.:** Branch, 46 Cliff-st, South Yarra, Melbourne (24-6076). **O'seas:** Branch, 105-107 Wellesley St West, Auckland, C.I. NZ.



**MYER EMPORIUM LIMITED**, 314 Bourke & 275 Lonsdale-sts, Melbourne, Victoria, 3000. Phone 6-6111.

Advertising manager: W. J. O'Donohue.

**NABISCO PTY LIMITED**, 424 St Kilda Rd, Melbourne, Vic., 3004. Phone 26-4472. Telegrams Nabisco, Melbourne.

**Directors:** Howard J. Foster, William C. Greaves, Robert R. Griffin, Lee S. Bickmore, John L. Buchan.

**Executives:** H. J. Foster (chrn & mng dir), W. B. Shears (asst to mng dir), B. Healey (gen. mngr gen. products div.), P. R. Wand (gen. mngr biscuit div.), B. J. May (marketing mngr, biscuit div.), J. D. Beach (company secty).

**Operations:** Manufacturer of breakfast foods, biscuits and crackers, floor polishes and waxes, pastas and desserts.

**Agencies:** Hansen Rubensohn-McCann Erickson Pty Ltd, Australia; Charles Haines Ltd, New Zealand.

**I'state repr.:** Represented in all Australian States and New Zealand.

**O'seas repr.:** National Biscuit Company, 425 Park-ave, New York City, New York.

**NAIRN, MICHAEL & COMPANY (AUSTRALIA) LIMITED**, Skarratt St, Auburn, NSW, 2144. Phone 648-1261. Telegrams Nairn, Sydney.

**Directors:** W. J. Locke (chrn), T. D. Arnold (mng dir), D. G. Lane, Sir M. George Nairn (Bart) (alternate — R. A. Spencer-Nairn), W. Roxburgh.

**Products:** Armourflor sheet and tile, flexible vinyl tiles, vinyl asbestos tiles, linoleum sheet and tile, printed felt base.

**Agency:** Berry Currie Advertising (NSW) Pty Ltd.

**I'state repr.:** Branches all States.

**O'seas:** Nairn & Williamson (Holdings) Ltd, Kirkcaldy, Scotland.

**NATHAN & WYETH PTY LIMITED**, 120-130 Queen's Parade, North Fitzroy, Vic., 3068. Phone 48-7321. Telegrams Chalons, Melbourne.

**Directors:** E. W. W. Peatt, C. H. Jones, M. Myers, H. S. Lane.

**Executives:** D. W. Hall (asst mngr), L. G. Ritter (secty), E. G. Freeman (acct).

**Operation:** Wholesale wine & spirit merchants.

**Agency:** Fortune (Australia) Pty Ltd.

**Branches:** Sydney, Brisbane.

**NATIONAL BANK OF AUSTRALASIA LIMITED, THE**, and wholly owned subsidiary — The National Bank Savings Bank Limited, 271 Collins St, Melbourne, Vic., 3000. Phone 63-0471. Telegrams, Natbank, Melbourne.

**Directors:** Sir James Forrest (chrn), Sir George Coles, CBE (vice-chrn), M. C. Butterfield, CMG, Sir Rupert Clarke, Bt. MBE, Andrew Grimwade, N. E. Jones, R. R. Law-Smith, CBE, AFC, P. J. V. Ramsden.

**Executives:** J. L. Nave (chief mngr), R. B. Roscoe, T. B. C. Bell (asst chief mngrs), Brian O'Keefe, B.Com., C. G. K. Smith, A. R. Mitchell, C. A. Chessell, BA (chief inspectors), G. R. Mountain, MA (chief economist), M. D. Waller (staff inspector), John Camm (London gen. mngr).

**Operations:** Banking.

**Agency:** Rickards Advertising.

**I/State Repr.:** All States. **O'seas:** Ne Guinea, Papua, London and world-wid chain of banking agencies.

**NATIONAL CHEMICAL PRODUCTS PTY LIMITED**, corner Liverpool & Riley Sts, East Sydney, NSW, 2010. Phones 31-1181-3. Telegrams Hapre, Sydney. Victorian office, 321 William St, Melbourne, 3000. Phone 30-2024.

**Directors:** H. H. Pryer (mng dir), B. B. Pryer, I. Wolff.

**Executives:** I. R. Pryer (asst to mng dir), R. W. Gleeson (marketing mngr).

**Products:** Napro hair cosmetics, Satin Sunscreens.

**Agencies:** NAS (Sydney), Thomson, Porritt & Partner.

**I'state repr.:** Agents, all States and NZ.

**NEPTUNE OIL CO. PTY LTD** (incorporated in NSW), 155 William-st, Melbourne. 3000. Phone 60-1131. PO Box 378F. Telegrams Nepho Melbourne.

**Operations:** Marketers of petroleum products.

**Agency:** Richardson-Cox Pty Ltd Advertising, Melbourne.

**I/State Repr.:** Neptune Oil Co. Pty Ltd all States.

**NESTLE COMPANY (AUSTRALIA) LIMITED, THE**, 17 Foveaux St, Sydney, 2000. Phone 2-0935. Telegrams, Nestfood.

**Products:** Nescafe, Milo, Quick, Ideal Milk, Sunshine F.C. milk powder, sweetened condensed milk, reduced cream; Maggi products; chocolates, candy bars; baby foods & infant dietetic products.

**Agencies:** Hansen Rubensohn-McCann Erickson, Goldberg Advertising, Pritchard Wood-Quadrant.

**I'state repr.:** Branches, all States.

**NETA INDUSTRIES PTY LTD**, 233 Burwood Rd, Hawthorn, Vic., 3122. Phone 81-1254-6. Telegrams Sureseal Melbourne.

**Managing director:** G. H. Alexander.

**Operations:** Neta garden hose fittings, cable glands, polythene pipe fittings, electrical and industrial fittings and PVC conduit.

**Agency:** Laurie Sommers Warden Advertising.

**I/State repr.:** All States.

**NEW ZEALAND GOVERNMENT TOURIST BUREAU**, cnr George & Hunter Sts & 14 Martin Place, Sydney, 2000. Phone 25-6631.

**I/State repr.:** New Zealand Govt Tourist Bureau, 93-95 Elizabeth St, Melbourne (67-6621); Adelaide St, Brisbane (2-6152).

**NICHOLAS PROPRIETARY LIMITED**, 699 Warrigal Rd, Chadstone, Vic., 3148. Phone 569-0511. Telegrams Aspro Melbourne.

**Directors:** H. M. Lightfoot (chrnm), C. E. Kerville (mng dir), R. R. Balfe, H. J. Nicholas, M. A. Nicholas, G. C. Pitman, K. C. Probert, R. E. Tonkin, N. H. Turnbull.

**Executives:** L. R. Bevege (Aspro mgr), D. L. Garvey (veterinary mgr), R. H. Tierman (pharmaceutical mgr), P. N. Daddo (Aust. merchandising mgr), W. T. Richards (advtg mgr).

**Products:** Pharmaceuticals, veterinary remedies and toiletries.

**Agencies:** Dean Forbes Advt (Vic.) Pty Ltd.

**Operation:** Travel services.

**NILE INDUSTRIES PTY LTD**, 125 York St, Sydney, 2000. Phone 29-6041. Telegrams Hankchief.

**Products:** BVD underwear, shirts, pyjamas; Nile underwear, shirts, pyjamas, handkerchiefs, Manchester.

**NOCK & KIRBY LIMITED**, 417-421 George & 60-66 York Sts, Sydney, 2000. Phone 2-0246.

**NORTON AUSTRALIA PTY LTD**, Nyrang St, Lidcombe, NSW, 2141. Phone 649-0161. Telegrams Bearover Sydney.

**Directors:** J. C. Adams (mng dir), P. H. Handel (sales dir), F. J. Pegg (secty and dir), G. M. McCarthy (works dir).

**Products:** Bear Tapes, coated abrasives, adhesives, coatings, Proofkote, Refractories, DuPont packaging film, Space Products.

**Agency:** George Patterson.

**I/State Repr.:** Branches in Qld, SA, Vic. & WA. **O'seas:** NZ, Norton International Inc., Worcester 6, Mass., USA.

**NSW MILK BOARD**, 67 Regent-st, Sydney, NSW, 2000. Phone 69-5241.

**NYLEX CORPORATION LTD**, 165 Cremorne St, Richmond, Vic., 3121. Phone 42-0251. Telegrams Nylex Melbourne.

**Directors:** F. L. Fitzpatrick (chrnm), O. G. Meyer, J. F. Hope, P. J. Derham, G. Jen-

nings, J. A. Macdonald, R. H. Hamer, L. W. Weickhardt, J. W. Kelly (assoc. dir).

**Executives:** P. J. Derham (gen. mgr), G. Jennings (ops dir), J. A. Macdonald (secy), J. W. Kelly (cables div. mgr), A. McLean (fabrics div. mgr), M. J. Derham (gen. prod. div. mgr), A. D. Robinson (moulding div. mgr), J. Buzaglo (adv. mgr), L. M. Rodriguez (PR mgr).

**Branches:** NSW, Canberra, Queensland, Tasmania, West Australia, South Australia, Japan.

**OGDEN INDUSTRIES PTY LTD**, Edward St, East Oakleigh, Victoria, 3166. Phone 569-0611.

**OLYMPIC CONSOLIDATED INDUSTRIES LTD** — Subsidiary companies: The Olympic Tyre & Rubber Co. Pty Ltd, Beaurepaire Tyre Service Pty Ltd, Olympic Cables Pty Ltd; Olympic General Products Pty Ltd, PO Box 5098BB, Melbourne, Victoria, 3001. Phone 34-9201.

**Executive:** Graham Lomas (PR and advtg mgr).

**Agencies:** USP-Benson Pty Ltd (The Olympic Tyre & Rubber Co., Beaurepaire Tyre Service), Best & Co. Pty Ltd (Olympic General Products, Olympic Cables, Olympic Group).

**O-SO-LITE PRODUCTS PTY LTD**, PO Box 27, Flemington, Victoria 3031, Phone 33-0261. Telegrams Minifie, Melbourne.

**Directors:** R. L. Minifie, J. N. Gatehouse, J. Minifie.

**Executives:** L. D. Pallot (mktg mgr), G. Kirton (sales mgr).

**Products:** Self raising flour, cake mixes.

**Agency:** George Patterson.

**PABCO PRODUCTS PTY LTD**, 150 Wigram Rd, Glebe, NSW, 2037. Phone 68-2424, 68-3939.

**PADDLE BROS PTY LTD**, 4 Reid-st, North Fitzroy, Vic., 3068. Phones 48-1195, 48-6258. Telegrams Padshoe, Melbourne.

**Managing Director:** L. E. Paddle.

**Executives:** P. Cope (sales mgr, children's), L. Woolrich (sales mgr, men's and women's).

**Products:** Children's, teenagers' footwear. **Agency:** Grey Advertising.

**PAIGE PTY LTD**, 121 Cremorne-st, Richmond, Vic., 3121. Phone 32-2571-2.

**Executives:** J. D. Lobb (mng dir), N. E. Moore (mgr).

**Products:** Deep Heat, Maw's Teats, Mentholatum Balm.

**Agencies:** Paton Hughes Pty Ltd, J. Walter Thompson Aust. Pty Ltd.

**H. G. PALMER (CONSOLIDATED) LIMITED**, 321-325 Chapel Rd, Bankstown, NSW, 2200. Phone 70-0411. Teleg. Palmair, Sydney.

**Products:** Radio, electrical and television goods.

**I/State Repr.:** Victoria (42-3561), Qld, SA, ACT.

**PAN AMERICAN AIRWAYS:** Pan Am Corner, Elizabeth St & Martin Place, Sydney, 2000. Phone 28-2252; 133 Exhibition St, Melbourne, 3000. Phone 63-9077.

**Executives:** R. S. Clark (district traffic/sales mngr, Sydney), Al Long (district sales mngr, Melb.).

**Service:** International passenger and freight carrying airline.

**Agency:** J. Walter Thompson.

**PARSONS GENERAL FOODS**, Maxwell Hse, Orange Grove Rd, Liverpool, NSW, 2170. Phone 602-6761. Telegrams & Cables Parsons.

**Directors:** James H. Whitcombe (mng dir), B. C. Baker (mngr, finance), D. J. Hughes (mngr, marketing).

**Products:** Maxwell House Coffee, John Bull Oats & Parson 1 Minute Oats, Desserts, Saline, Spices and bird seeds.

**Agencies:** George Patterson, Jackson Wain & Co. Pty Ltd.

**I/State Repr.:** Parsons General Foods, Queensland, Victoria, South Australia and Western Australia.

**PASSIONA BOTTLING CO. (PERTH) LTD**, Scarborough Beach-rd, Osborne Park, WA, 6017. Phone 24-1036. Telegrams Passiona.

**Directors:** J. Murray (chrnm), C. T. Roche (mng dir), H. S. Cottee, S. C. Wheatley.

**Executives:** C. S. Roche (asst mngr), R. McGovern (sales mngr).

**Operations:** Manufacturing and State wide distribution of Cottees fruit based aerated waters.

**Agency:** Ian H. Smith & Partners.

**PATERSON, REID & BRUCE LIMITED**, 2 Wynyard St, Sydney, 2000. Phone 2-0266. Telegrams Patreid.

**Director & general manager:** T. J. McGlinchey.

**Assistant mngrs & controllers:** E. K. Devon, L. G. Ireland.

**Sales mngr:** A. P. Russell.

**Operations:** Importers, manufacturers and distributors of Manchester, furnishings, floor coverings, haberdashery & wool, dress materials, ladies accessories, ladies frocks, knit-

wear, underwear, infants' and girls' wear, men's suits, trousers, shirts, pyjamas, underwear, hosiery, mercery, hats, boys' and youths' wear, Supertex and Dickies Towels, Actil products, Physician, Rex Lullaby and Horrockses blankets, Sandura floor coverings, Viyella piecegoods, Van Elte gloves and handbags, John Crundall knitwear, Julian Haye, Patolaine, Leedall and Finlaw ladies' wear, Sally Forth frocks, Emstra shifts and lingerie, Bestform foundation garments, Prestige products, Schoolene school wear, Gedye, Goldex and Yeronga children's wear; men's Sefton and Oshkosh trousers, shorts, shirts and pyjamas, Deanbrook suits, John Halifax shirts and pyjamas, Yakka products, Glo-Weave shirts and knitteds, Denis Kelly knitwear, Town Talk ties, Bells products, Golden Fleece and Kookaburra underwear, Exacto garments.

**Pstate offices:** Warehouses Melbourne, Brisbane, Adelaide, Perth, Hobart, Launceston.

**O'seas:** Ralli Bros (Exports) Limited, London.

**PATIENCE & NICHOLSON LTD**, Sutton Rd, Maryborough, Vic., 3465. Phone Maryborough 780. Telegrams Tapsandies.

**Directors:** G. M. Ward (chrnm), S. Graham, H. H. Taylor, J. H. Neill, J. R. Bassett, M. C. Price, W. McP. Eady.

**Executives:** J. R. Bassett (gen. mngr), H. H. Taylor (works mngr), I. C. Olver (secy), M. C. Price (sales mngr).

**Operations:** Manufacturers of twist drills, screw cutting tools.

**I/State Repr.:** Tool Equipment Co. Pty Ltd, 29-31 Richland-st, Kingsgrove, Sydney (50-0401).

**PAULS ICE CREAM & MILK LTD/PAULS FOODS LTD**, Montague Rd & Hope-St, South Brisbane, 4101. Phone 4-0151. Telegrams Paulscream.

**Directors:** J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), D. I. Shew, C. T. Miles, K. S. Mayze.

**Executives:** C. T. Miles (marketing mngr), K. S. Mayze (mngr), R. D. Pynegar (secy).

**Products:** Ice cream, frozen confections, pasteurised milk and cream, frozen milk, milk powders, crumpets, cottage cheese, buttermilk, sour cream, yoghurt, quick frozen foods.

**Agency:** Merchandising Publicity.

**PECK, HARRY, & CO. (AUST) PTY LTD**, 33-37 Mentmore Ave, Rosebery, 2018. Phone 633-2374. Telegrams Bidgee, Sydney.

**Directors:** R. B. Hodgson (chrnm), P. J. Gibson, J. B. Allen, R. J. B. Parkhill, W. M. Thompson, R. Hodgson.

**Executives:** R. B. Hodgson (manag. dir), P. J. Gibson (mnfg mngr), J. B. Allen (fin-

ancial mngr), A. Gorrod (marketing mngr), J. Anderson (research mngr).

**Products:** Anchovette fish paste, fish and meat pastes, canned fish and meats.

**Agency:** Hawkins Advtg Pty Ltd.

**I/State Repr.:** B. Christensen, Qld sales mngr, c/- Nobles Pty Ltd, 15 James-st, Valley, Brisbane; N. L. Robertson, Vic. & Tas. sales mngr, c/- F. H. Stephens Pty Ltd, 666 Footscray-rd, Footscray, Vic., (68-7102); C. R. Flook (Sth Aust. sales mngr), c/- F. H. Stephens Pty Ltd, 314 West Beach-rd, Marlestone, SA; W. H. Evans Pty Ltd, WA agent, 97 Outram-st, West Perth, W. Aust. **O'seas:** Harry J. Young Pty Ltd, Pacific Islands agent, 379 Kent-st, Sydney.

**PEEK FREAN (AUST.) PTY LTD**, cnr Parramatta Rd & Frederick St, Ashfield, NSW, 2131. Phone 71-0271.

**Directors:** D. M. Carment, N. L. Brigden, C. P. Ostenfeld, R. Carr.

**Executives:** C. P. Ostenfeld (gen. mngr), K. W. Goold (prod. mngr), W. T. Bradstock (secy), A. Shreeve (marketing mngr).

**Product:** Peek Frean's Quality Biscuits.

**Agency:** Jackson Wain & Company Pty Ltd, Sydney.

**I/State repr.:** Branches: Queensland, Victoria, South Australia. **Agencies:** Western Australia, Tasmania.

**PEERLESS EMULSION PRODUCTS PTY LTD**, 173 Grange Rd, Fairfield, Melbourne, 3078. Phone 49-3161. Telegrams Floorcare, Melbourne.

**Directors:** Wm C. King, J. H. Jones.

**Executives:** R. P. Spragg (secy), L. D. Hart (sales mngr), D. Breadmore (tech. dir).

**Products:** Liquid floor polishes, floor cleaners, detergents, sanitary chemicals, car care products, building maintenance equipment.

**Agency:** Baume, Chapman & Baume.

**I/State repr.:** Peerless Emulsion Pty Ltd, Sydney (560-9444), Perth (61-9215); Peerless & Cheetham Pty Ltd, Brisbane (51-5171); Peerless Emulsion Supplies Pty Ltd, Launceston (2-5291), Hobart (2-5372); McFarling Sales Ltd, Adelaide (51-6237); Ron Ball, Rockhampton (5334); Aust. Furniture Timbers Pty Ltd, Cairns (2301); Houghton & Byrne, Darwin (3513).

**PELACO LTD**, 23 Goodwood St, Richmond, Vic., 3121. Phone 42-2151.

**General manager:** P. D. Craw.

**Products:** Shirts & sport shirts for men & boys, pyjamas, Lady Pelaco blouses, pyjamas, casual wear, young Lady Pelaco blouses, school blouses.

**Agency:** Jackson Wain & Co. Pty Ltd.

**PENFOLDS WINES PTY LTD**, 634-726 Princes Highway, Tempe, NSW, 2044. Phone

55-0466. Telegrams Penfolds, Sydney.

**Products:** Penfolds Table Wines, Sherries & Ports, Maison Marnay Brandy, Minchinbury Sparkling Wines.

**Agency:** Foote Cone & Belding, Sydney.

**O'seas:** Winemakers to the world.

**PEPSICO INTERNATIONAL**, 167-187 Kent St, Sydney, 2000. Phone 27-7136, 27-7137. Telegrams Pepsico, Sydney.

**Australasian manager:** Graham A. Jennings.

**Products:** Pepsi-Cola, Mirinda, Mountain Dew.

**Agency:** J. Walter Thompson.

**I/State repr.:** All States.

**O'seas repr.:** 116 countries (excluding USA and Canada, where there are 1000 plants).

**PERMASHARP**, 9c Clarke-st, Crows Nest, NSW, 2065. Phone 43-6170.

**PETERS-ARCTIC DELICACY COMPANY LIMITED**, Boundary St, Sth Brisbane, 4101. Phone 4-0121. Telegrams Petersco, Brisbane.

**Directors:** J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), D. I. Shew, C. T. Miles, L. B. Smith.

**Executives:** C. T. Miles (marketing mngr), L. B. Smith (mngr), R. D. Pynegar (secy), R. A. Webber (prod. mngr).

**Operations:** Ice cream manufacture & dist., dist. of frozen foods.

**Agency:** USP-Benson (Qld) Pty Ltd.

**PHILIP MORRIS LTD**, Chesterville Rd, Moorabbin, 3189, Vic. Phone 95-3621. Telegrams, Philmor, Melbourne.

**Directors:** A. H. Etherington (chrnm), C. J. Alston (vice-chrnm), J. F. Cullman 3rd (USA), J. R. Fawke (mng dir), L. J. T. Jones, R. J. Leahy (Canada), P. U. Lovett, H. Maxwell (USA), J. C. Scott, H. Cullman (USA), R. E. Kneale, K. W. Schultz.

**Executives:** J. R. Fawke (mng dir), P. U. Lovett (sales dir), R. E. Kneale (advgt & marketing dir), K. W. Schultz (finance dir), A. Whist (brands mngr), J. Roddy (brands mngr).

**Products:** Alpine King Size Menthol Filters, Galaxy King Size Filters, Marlboro Red King Size Filters, Marlboro Menthol Green, Philip Morris (Regular & King Size), pipe tobaccos, chewing gum.

**Agencies:** USP-Benson, Rickards.

**I/State repr.:** Branches all States.

**PHILIPS ELECTRICAL PTY LIMITED**, head office, 69-79 Clarence St, Sydney, 2000. Phone 20-223. Telegrams Argentina.

**Advertising manager:** R. B. Collin.

**Deputy advertising manager:** G. P. Sprague.



**Marketing research manager:** A. Winkleman.

**Products:** Electronic components: Electron tubes, valves, transistors, semi-conductors, fine wire, ferrites, electronic components, television picture tubes, electrolytic capacitors, polyester and ceramic capacitors, turret tuners, cathode ray tubes. Lighting: Incandescent, fluorescent, mercury vapour and sodium lamps, incandescent homelighting fittings, starter switches, ballasts and fittings. Consumer products: Junior electronic engineer kits, tape recorders and dictation machines, radio and television receivers, phonograms, monaural and stereophonic records, fan heaters, infra-red and ultra-violet lamps, electric blankets, electric shavers, hearing aids, vacuum cleaners, knife sharpeners. Telecommunications: Radio communication and relay equipment, telemetry and remote supervision systems, infra-red detection equipment, telephone and telegraph transmission equipment, telegraph and telephone switching equipment, automatic error detection and correction (ARQ) equipment, data transmission equipment, electro-magnetic storage systems. Medical and X-ray Equipment. Scientific and industrial equipment. Electro-acoustical equipment including closed circuit television, teaching machines, programmed instruction machines, videotape recorders, television studio cameras, large screen television projectors.

**Agencies:** Hansen Rubensohn-McCann Erickson; Grey Advertising (Aust.) Pty Ltd.

**I/State Repr.:** Branches 67-77 Mars-rd, Lane Cove, NSW (42-1261), 194 Parry-st, Newcastle West, NSW (61-5001); 86 Wentworth-ave, Kingston, ACT (9-0321); 252-264 Sturt-st, Sth Melbourne (69-0141); 56-58 Cordelia-st, Sth Brisbane (4-2471); 672-4 Murray-st, Perth (21-3131); 73 Brisbane-st, Hobart (3-3038); 11-13 West-tce, Adelaide (51-6051).

**PHOENIX BISCUIT CO. PTY LTD**  
Grosvenor St, Abbotsford, Vic., 3067. Phone 42-2166-7-8. Telegrams Phoebisco, Melb.

**Managing Director:** J. W. Condon.

**Products:** Phoenix biscuits, Top Taste Quality Cakes.

**Agency:** Rickards Advtg.

**PHOTIMPORT PTY LTD**, 153-Barkly-st, Brunswick, 3056, Vic. Phone 38-6922. Telegrams Photimport.

**Directors:** G. Erenyi (mng dir), Mrs A. E. Erenyi (secy), R. H. Earles, R. E. Cross (gen. mngr).

**Operations:** Import and distribution photogenic-electric household equipment.

**Agency:** Claude Mooney.

**I/State Repr.:** Branches and reps all States

**PICK-ME-UP FOOD PRODUCTS PTY LTD**, 43-47 Alice St, Newtown, NSW, 2042.

Phone 51-2726. Telegrams Pickmeup Sydney.

**Products:** Canned goods, sauces, pickles.

**Agency:** Grey Advertising.

**I/State repr.:** Branches—Melbourne; Brisbane; South Australia; Newcastle, NSW.

**Agents:** Chrystal (WA) Pty Ltd, cnr Hut-ton & Howe-sts, Osborne Park, WA.

**PLASTALON (SALES) PTY LTD**, 1148 Nepean H'way, Highett, Victoria, 3190. Phone 95-3721. Telegrams Plastalon.

**Directors:** J. Kreveld (chmn & mng dir), M. H. Levee, E. P. Treacy (tech. dir).

**Associate directors:** G. Kreveld, L. H. Craymer.

**Company's Operations:** Fabricators of flexible plastics and nylon.

**I/State Repr.:** Sydney, Brisbane, Adelaide, Hobart, Perth.

**PLAYTEX (PTY) LTD**, 186 South Parade, Auburn, NSW, 2144. Phone 649-8443.

**PLOUGH (AUSTRALIA) PTY LIMITED**, Griffiths St, Richmond, Vic., 3121. PO Box 92, Richmond. Phone 42-0271.

**Directors:** E. J. Hughes, D. B. Georgiadis, E. Hutchings, S. B. Nielsen, H. B. Solmson, V. B. Mursell.

**Secretary:** V. B. Mursell.

**Sales manager:** D. R. Sanders.

**Products:** Coppertone suntan products, Solarcaine, Nujol, Mistol, Musterole.

**I/State repr.:** World Agencies Pty Ltd, 334 Bulwer-st, Perth; World Agencies Pty Ltd, 82 Sussex-st, Sydney; Kenneth Mitchell Agencies Pty Ltd, 96 Alfred-st, Valley, Qld.

**Agency:** USP-Benson Pty Ltd.

**POLAROID AUSTRALIA PTY LTD**, Smail St, Ultimo, NSW, 2007. Phone 211-5200. Telegrams Polsydaus.

**Executives:** Joseph J. McLaughlin (mngr), Mervyn G. Jones (asst secy), Bryan C. Dawson (nat. sales mngr—cameras), Keith A. Laker (marketing mngr—sunglasses), Arthur F. Gray (PR mngr), Donald B. Garner (advtg mngr), Arthur W. Jarvis (art dir).

**Products:** Polaroid Land Cameras, Polaroid sunglasses.

**Agency:** NAS (Sydney).

**O'seas repr.:** Parent company—Polaroid Corporation, Cambridge, Massachusetts, USA.

**PORTA-GAS PTY LTD**, 711 George-st, Sydney, 2000. Phone 211-3499. Telegrams Porta-Gas, Sydney.

**Executives:** W. I. Jamieson (gen. mngr), R. J. Maidment (gen. sales mngr).

**Operations:** Distributors of Porta-Gas.

**Agency:** Foote, Cone & Belding Pty Ltd.

**POTTER & MOORE (AUSTRALIA) PTY LTD**, 11 Nepean H'way, Mentone, Victoria, 3194. Phone 93-2291. Telegrams Narcissus, Melbourne.

**Directors:** J. A. D. Paul (chrmn & mng), N. Broadbent, Dr R. A. Gregory (UK), F. P. Muller. **Associate directors:** K. Stonley, Miss D. G. Hession, J. M. Kinsey.

**Products:** Perfumes, toiletries, deodorants, cosmetics, shampoos, men's grooming aids.

**Subsidiary companies:** Custom Fillers (Aust) Pty Ltd, Buisson Freres (Australia) Pty Ltd, Freshness (Australia) Pty Ltd.

**Agency:** Goldberg Advertising.

**I/State Repr.:** Branches Sydney, Brisbane, Adelaide, Perth. **O'seas Repr.:** Potter & Moore Ltd, London; John H. Breck Inc., Mass., USA.

**POWER COACHING COLLEGE PTY LTD**, 13 Ernest St, Crow's Nest, NSW, 2065. Phone 43-6011.

**Director:** Dr. Denis Langley.

**Executives:** Dr. D. E. Langley (mng dir), J. A. Tobin (dir), A. D. McGee (acct-in-chief).

**Service:** Coaching children, adults. Full-time school.

**Agency:** Tell Advertising.

**I/State Repr.:** Branches all States.

**PREMIER BLINDS PTY LIMITED**, 84 Lutwyche Rd, Windsor, Brisbane, 4030. Phone 57-4151 (17 lines). Telegrams Prembli Brisbane.

**Directors:** A. J. Vann (mng dir), J. Jenkinson, D. G. Vann.

**Executives:** B. E. Best (sales mng), A. E. Fritsch (acct), B. Hall (prod. mng).

**Operations:** Manufacturers of venetian blinds, awnings and flyscreens — Stylelyne venetians, Sunrayne and Florida awnings.

**Agency:** USP-Benson (Qld), Brisbane.

**I/State Repr.:** Mello-Lite P/L, Pacific H'way, Waitara, NSW (48-1081).

**PRESTIGE LIMITED**, Donald-st, East Brunswick, Vic., 3057. Phone 36-5373. Telegrams Prestige.

**Directors:** G. G. Foletta (chmn), H. C. Foletta (deputy chmn), A. G. Eastwood (mng dir), E. A. Foletta, Sir Alexander Fitzgerald, L. A. Chisholm, E. P. McClintock, F. H. Foster.

**Products:** Hosiery, lingerie, fabrics, furnishings, yarn processing, and spun acrylic yarns.

**Agency:** George Patterson Pty Ltd.

**Selling divisions:** Prestige Limited (hosiery, lingerie, woven and furnishing fabrics), Dapco (knitted fabrics), 491 Nicholson St, North Carlton, Vic. Phone 34-2643. Johnson Bros Pty Ltd (yarns), 161 Donald St, East Brunswick.

**I/State Repr.:** H. G. Foletta & Co., The Block, 428 George-st, Sydney, NSW. Phone 25-3462. H. G. Foletta & Co., Dunstan House, Elizabeth-st, Brisbane, Qld. Phone 2-4215. H. G. Foletta & Co., Edments Bldg, Rundle-st, Adelaide, SA. Phone 23-5691. H. G. Foletta & Co., Textile House, 502-506 Hay-st, Perth, WA. Phone 21-2931. H. G. Foletta & Co., Cowan House, Collins-st, Hobart, Tas. Phone 2-6428.

**PROVINCIAL TRADERS PTY LIMITED**, 567 Main St, Kangaroo Point, Brisbane, 4169. Phone 91-3643. Telegrams Provincialtrade.

**Directors:** C. A. N. Young (chrmn), J. L. Forsyth (deputy chrmn), F. L. Chadwick (secty), J. R. Forsyth, L. A. Wright, V. S. Wyllie.

**Executives:** J. R. Forsyth (gen. mng), L. W. Rogerson (national marketing dir).

**Products:** Golden Flake industrial margarine, retail margarines (Spreadwell, Dixibell, Kirrabel Instant Spread, Supafry, Dixie Cooking). Producers and processors of Dixie Brand Poultry and PTL stock and poultry feeds.

**Agency:** Le Grand Advertising Pty Ltd.

**I/State repr.:** Provincial Traders Pty Ltd, Sydney and Melbourne; Margarine Sales, Melbourne; Bellinger & Co. Pty Ltd, Adelaide; Jack Dyson Pty Ltd, Perth; Mauri Bros & Thomson (Tas.) Pty Ltd, Hobart & Launceston.

**PRUDENTIAL ASSURANCE COMPANY LIMITED, THE**, 39-49 Martin Place, Sydney, NSW, 2000. Phone 2-0347. Telegrams Prudasco, Sydney.

**Executives:** S. C. Canfield (gen. mng for Aust. & NZ), R. B. Levey (actuary for Aust. & NZ), F. J. Young (deputy actuary, Aust. & NZ), W. R. Tattersall (fire, accident & marine mng, Aust & NZ), W. H. Lambert (agency mng, Aust. & NZ), P. H. Hammon (secretary & investment mng for Aust. & NZ).

**Service:** Life assurance, fire, accident & marine insurances.

**Agency:** J. Walter Thompson Pty Ltd.

**I/State Repr.:** Branches throughout Aust. & NZ. **O'seas:** Head office, Holborn Bars London, England.

**PUREX AUSTRALIA PTY LTD**, 76 Bonar St, Arncliffe, 2205. Phone 59-0344.

**Directors:** L. W. Breach, M. C. Smith, F. W. Millar, K. M. Collis, J. W. Todhunter.

**Executives:** L. W. Breach (mng dir), K. M. Collis (secy), J. Knowles (natl sales mng), J. W. Todhunter (prod. mng).

**Products:** Super Dutch cleanser, Marv-Linn bleach, Sno-Wite bleach, DX eucalyptus & pine disinfectant, Bleach 'n Brighten, Cuticura toilet soap, Cuticura ointment,

Cuticura Anti-Dandruff Treatment, Trend detergent, Guardex swimming pool chemicals.

Agency: Hawkins Advertising Pty Ltd.

**PYE INDUSTRIES LIMITED**, PO Box 12, Marrickville, 2204. Phone 55-0411. Telegrams Pyind Sydney.

**Directors:** The Hon. Sir Howard Beale, KBE, QC, C. A. W. Harmer, OBE, T. Spencer (mng dir), G. A. Wooller, I. G. Carseldine, FASA, J. D. Holman, LL.B.

**Executives:** I. G. Carseldine (secy), D. Cousins (tech. mngtr), A. D. Wood (factory mngtr), J. Carmichael (sales mngtr).

**Products:** TV and radio sets and appliances.

**Agencies:** Hawkins Advertising Pty Ltd, Edward Boxall & Assoc. Pty Ltd.

**I/state repr.:** Branches all States. **O'seas:** Members of the Pye Ltd Organisation, England.

**QANTAS EMPIRE AIRWAYS LIMITED**, Qantas Hse, 70 Hunter St, Sydney, 2000. Phone 20-369. Telegrams Qantas Sydney.

**Operations:** International air passenger & cargo services.

Agency: Jackson Wain & Co. Pty Ltd.

**I/state Repr.:** Offices or agents in all major cities. **O'seas:** Represented throughout the world.

**QUEENSLAND GOVERNMENT TOURIST BUREAU**, Anzac Sq., Brisbane, 4000. Phone 31-2211. Telegrams Queentour.

**Director:** J. Wilson (dir-gen.).

**Operations:** Queensland tourist industry.

Agency: USP-Benson (Qld) Pty Ltd.

**I/state repr.:** Branch offices at 149 King-st, Sydney; 90 Elizabeth-st, Melbourne, 12a Grenfell-st, Adelaide; 112 Hunter-st, Newcastle, NSW.

**O'seas repr.:** Australian National Travel Assn — Auckland, San Francisco, New York, and London.

**RANK XEROX (AUSTRALIA) PTY LTD**, 49 Market St, Sydney, 2000. Phone 2-0663. Telegrams Rankxerox Sydney.

**Directors:** Sir Norman B. Rydge (chrnm), N. G. Foulkes (UK), J. C. Wilson (USA), N. M. Barrell (Aust.), E. R. Kinsman (Aust.).

**Executives:** E. R. Kinsman (gen. mngtr), C. R. Murdoch (chief acctnt), D. J. Green (natl sales mngtr), A. McLeod Allwood (mngtr, organisation and admin), A. V. Burrows (mngtr, tech. services), S. Hills (mngtr, distribution), J. Law (advtg mngtr).

**Operations:** Marketers of xerographic range of copying/duplicating equipment.

Agency: USP-Benson.

**I/state repr.:** USP-Benson Pty Ltd. **O'seas:** Young & Rubicam Ltd.

**RANLEIGH WARE PTY LIMITED**, 15 Deloraine Rd, Edwardstown, SA, 5039. Phone 76-4044. Telegrams Ranleigh Adelaide.

**Directors:** A. R. Curtis, F. R. Curtis (mng dir), N. R. Stokes, L. J. Macnamara, G. E. Ridout, R. F. Green.

**Products:** Ranleigh stainless trays, ash trays, traymobiles, silverware, electric food warmers & gift sets.

Agency: NAS Macnamara (Adelaide) Pty Ltd.

**I/state repr.:** All States. **O'seas:** Represented in Colombo, Aden, Capetown, Johannesburg, Salisbury, Christchurch, Wellington, Auckland, Singapore, Hong Kong, Beirut, Trinidad, Jamaica, Manila, Gibraltar, Reykjavik, San Francisco, New York, Vancouver, Toronto, Geneva, Bangkok, Tokyo and London.

**RAOUL MERTON PTY LTD**, 111 Islington St, Collingwood, Vic., 3066. Phone 41-5254. Telegrams Mernic, Melbourne.

**Directors:** J. Goldberg (chrnm), K. A. Webb, A. D. Benjamin, A. W. Muddyman.

**Executives:** A. F. Schweikert (secy), B. Miles (factory mngtr).

**Operations:** Manufacture and marketing of Raoul Merton shoes.

Agency: Advertising Marketing Pty Ltd.

**I/state Repr.:** Goldberg International Pty Ltd (offices all states).

**RECKITT & COLMAN PTY LIMITED**, Wharf Rd, West Ryde, NSW, 2114. Phone 85-0122. Telegrams Reckitts Sydney.

**Directors:** J. Edwards (chrnm), B. T. Jones and E. J. Blesson (vice-chrnm), H. L. Rogers, T. W. Parkinson, J. M. Rodd, J. E. Biddlecombe, G. A. Harc, P. J. Hall, A. T. Dix.

**Secretary:** P. R. Burgess.

**Products:** A wide range of foods, pharmaceuticals, household products, toiletries, perfumes, hair cosmetics, floor treatment products.

**Agencies:** JWT; Grey; O'Brien; Hughes, Satchwell & Associates.

**REMINGTON RAND (AUSTRALIA) PTY LIMITED**, Electric Shaver Division, 80 Parramatta Rd, Lidcombe, NSW, 2141. Phone 648-0122. Telegrams Remrand, Sydney.

**Executives:** B. H. Nicholson (gen. mngtr), B. McMinn (gen. sales mngtr), P. Newby (natl service mngtr), G. N. Chapman (prod. mngtr), F. Gatte (advtg mngtr).

**Product:** Electric Shavers.

Agency: Rodgers, Holland, Everingham.

**I/state repr.:** Branches, cnr Pitt-st and Royal Arcade, Sydney; Civic Arcade, Hunter-st, Newcastle; 57 Baylis-st, Wagga, NSW; 301 Elizabeth-st, Melbourne; 21 Twin-st, Adelaide; 280 Edward-st, Brisbane.

**Agent:** Atkins (WA) Ltd, 894 Hay-st, Perth. **O'seas:** Remington Rand Electric

Shaver (Intern.) division of Sperry Rand Corp., 60 Main-st, Bridgeport, Conn., USA.

**REPCO LIMITED**, 41 Mallett-st, Camperdown, NSW, 2050. Phone 51-3225.

**REVLON (AUST.) PTY LIMITED**, 287-301 Victoria Rd, Rydalmere, Sydney, 2116. PO Box 94, Rydalmere. Phone 638-0461. Cables Revlonail.

**Directors:** R. Armstrong (chrnm), M. Sayers, J. W. Middlemiss, F. T. Kovaleski, L. Purcell.

**Executives:** F. T. Kovaleski (mng dir), K. Heron (marketing mng), C. Griffin (sales mng).

**Operations:** Cosmetic manufacturer.

**Agency:** Grey Advertising Pty Ltd.

**RHEEM AUSTRALIA PTY LIMITED**, Brodie St, Rydalmere, NSW, 2116. Phone 638-0122. Telegrams Rheemco.

**Executives:** L. Arnold (gen. mng), D. S. Esplin (deputy gen. mng), T. H. H. Williams (advtg mng).

**Products:** Rheem decorated steel containers, LP and acetylene gas cylinders, LP gas tanks, steel storage tanks, stainless steel vats and tanks, steel cable drums and spools, tapered steel lighting poles, hot water systems, home appliances, aerosol containers, Bubblepaks, plastic squeeze tubes, collapsible metal tubes, impact extruded cans, 'Tipper-Tie' film packaging machines and clips.

**Agency:** J. Walter Thompson.

**I/state Repr.:** Plants, Bulimba and Townsville, Qld; Blacktown, NSW (622-0331); Newcastle, NSW; Brooklea, Vic. (66-9361); Fremantle, WA; Wingfield, SA. O'seas: USA.

**RICEGROWERS' CO-OPERATIVE MILLS LIMITED**, 14 Spring St, Sydney, 2000. Phone 27-1924. Cables Coprice Sydney.

**Directors:** J. Woodside (chrnm), F. A. Bock (vice-chmn), A. E. Bowmaker, I. C. Davidge, P. A. Hinton, C. C. Holden, C. E. Sharam, G. T. Barber, H. J. Heckendorf, R. A. Williamson, W. K. Pike.

**Executives:** J. F. Kellock (gen. mng), H. T. Robson (exec. officer), A. G. Judson (marketing advtg), W. H. Davies (secy).

**Products:** Sunwhite Rice.

**Agency:** Madison-Milwyn Pty Ltd.

**I/state Repr.:** Representatives all States.

**RILEY-WILLIAMS PTY LTD**, 685 Heidelberg Road, Alphington, Vic., 3078. Phone 49-4825. Telegrams Riwill, Melbourne.

**Directors:** E. Beacham, R. Riley (joint mng dirs).

**Executives:** H. Henderson (mng).

**Operations:** Manufacture and distribute pharmaceutical and toilet preparations.

**Agency:** Best & Co.

**I/state repr.:** Own sales force.

**ROBUR TEA CO. LTD**, 28 Clarendon-st, Sth Melbourne, Victoria, 3205. Phone 69-2185, 69-5367, 69-5363.

**ROCKE, TOMPSITT & CO. LIMITED**, Griffiths St, Richmond, Vic., 3121. PO Box 92, Richmond. Phone 42-0271. Telegrams Rocksitt Melbourne.

**Directors:** A. B. Elvish (chrnm), R. H. Carter (deputy chrnm), E. B. Davies (mng dir), E. Hutchings, G. F. Loney, J. J. O'Loughlin, V. B. Mursell.

**Executives:** V. B. Mursell (secy), K. Stevens (sales mng).

**Products:** Golcrist, Yeaston Plus, Grants Asthma Powder, Nazol, Insectibane, Wartine, Vaxos, Newell's Eye Drops, Propain, Cornsogo, Rapido products, McKenzies Tranquils.

**Agency:** USP-Benson Pty Ltd.

**RONSON PTY LTD**, Orion Rd, Lane Cove, NSW, 2066. Phone 42-4206. Telegrams Lightershave.

**Executives:** E. E. Williams (gen. mng), W. W. Collier (prod. mng), G. F. Griffith (natl marketing mng), R. A. Lilley (secy), R. D. Frost (natl sales mng), D. Eaton (commercial mng), K. Salmons (natl advertising mng).

**Operations:** Varaflame pocket & table cigarette lighters, smoking pipes, cigarette lighter accessories, Multitorch Butane Gas Torch, men's and ladies' power razors, Escort hairdryers, automatic toothbrush, Rotoshine shoe polisher, Can-Do kitchen appliance, Carve 'n' Slice electric knife, food blenders.

**Agency:** Willmott Advertising Pty Ltd.

**I/state repr.:** Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **South Australia:** Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **Queensland:** Breville Agencies Pty Ltd, H. H. Halls Ltd (Flame products only); **Western Australia:** J. Wilberforce & Co., H. H. Halls Ltd (Flame products only); **Tasmania:** The Sankey Corporation.

**ROSELLA FOODS PTY LIMITED**, 64 Balmain St, Richmond, Vic., 3121. Phone 42-2171.

Telegrams Cremorne.

**Directors:** G. W. E. Barraclough (chrnm), J. Gates (mng dir), T. J. P. Roberts, J. K. Hore, A. C. Charlwood.

**Executives:** J. Gates (mng dir), T. J. P. Roberts (mktg dir), J. K. Hore (tech. dir), A. C. Charlwood (comm. dir), K. A. Hayes (gen. sales mng), D. A. Ryan (mktg serv. mng).



**Products:** Rosella jams, sauces, soups, deserts, pickles, chutney and canned foods. Continental brand packet soups, stock cubes. Vesta packet meals. Surprise peas & beans. Deb instant mashed potato. Puffin mixes, Stork table margarine, Fairy & Astra margarines, Cofpa shortening, Vidale products.

**Agencies:** Lintas Pty Ltd, Sydney; Ogilvy & Mather; Pritchard Wood Quadrant.

**I/State Repr.:** Offices all States. **O'seas:** Affiliated with Unilever Ltd.

**ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED**, 26 Ferrndell-st, 5th Granville, NSW, 2142. Phone 632-0111. Telegrams Rothcigs Sydney.

**Directors:** R. A. Irish, OBE (chrnm), Sir Kenneth Coles (deputy chrnm), R. F. W. Watson (gen. mngr), Sir William Gunn, KBE, CMC, C. Ogilvy, CBE, J. C. A. Waters, CBE, Major-General Sir Francis de Guingand, KBE, CB, DSO, R. N. H. Denton, Sydney Rothman, C. R. Darvall, CBE.

**Advertising executives:** J. R. Whitcombe (Aust. advtg mngr), R. E. Fuller, A. E. Rice, A. C. Mitchell, M. W. Steepe, W. E. Cole (advtg secty).

**Products:** Rothmans King Size, Consulate, Grenadiers, Pall Mall, Idlewild, Princeton and Riggio (Riggio Tobacco Co.); Peter Stuyvesant, Carlyle, John Barry and Paul Revere (American Cigarette Co.); Courtleigh (St Regis Tobacco Co.). Agents for Schimmelpenninck cigars.

**Agencies:** Jackson, Wain & Co. Pty Ltd (Rothmans, Consulate, Peter Stuyvesant, John Barry, Paul Revere, Pall Mall); Foote, Cone & Belding Pty Ltd (Princeton, Carlyle, Riggio, Grenadiers, Schimmelpenninck); Marketing & Advertising Pty Ltd (Idlewild); Noel Paton Pty Ltd (Courtleigh).

**ROWNTREE & CO. (AUSTRALIA) PTY LTD**, 1585-1591 Hume Highway, Campbellfield, Victoria, 3061. Phone 359-2966. Telegrams Cocoatree, Melbourne.

**Directors:** J. J. McCullagh, C. Gledden, P. J. V. Ramsden, S. A. Free.

**Products:** Smarties, Kit Kat, Fruit Pastilles, Fruit Gums, Carola, Dairy Box, Black Magic, Peppermint Crisp, Crispin, Tosca.

**Agency:** Foote, Cone & Belding.

**RURAL BANK OF NSW**, 52-56 Martin Place, Sydney, 2000. GPO Box 41. Phone 2-0366.

**Commissioners:** J. C. Fletcher, CBE (pres.), E. T. Carroll, R. H. Cooper, Sir Norman Rydge, CBE, J. F. J. Auswild.

**Executives:** S. G. Colley (chief insp.), P. G. Huxley (secty), Brian Herbert (pub. rel. offr.), A. McD. Knowles (advtg mngr).

**Service:** Trading Bank.

**Agency:** O'Brien Publicity (NSW).

**I/State repr.:** Agencies in all States.

**O'seas repr.:** Agents and correspondents throughout the world.

**S.A. BRUSH CO. LTD**, Botting-st, Albert Park, SA, 5014. Phone 45-1451. Telegrams Brush, Adelaide.

**Directors:** F. D. Hay & W. K. Walker (joint mng dirs).

**Products:** Brushware, plastic wall tiles, carpet sweepers, squeeze mops.

**Agency:** NAS-Macnamara Pty Ltd.

**I/State repr.:** Branches, 168 Wharf St, Brisbane (2-0361); Cnr Short & Alleyne Sts, Chatswood, NSW (40-0214); 26 Claremont Ave, Adamstown Heights, Newcastle (57-3267); 64 Hotham St, Collingwood, Vic. (41-4279); 206 Hobart Rd, Launceston (44-3925); Scarborough Beach Rd, Osborne Park, WA (24-1068).

**SALMOND & SPRAGGON (AUSTRALIA) PTY LTD**, 104-108 Mount St, North Sydney, 2060. Phone 92-5876. Telegrams Spragsam.

**Directors:** J. S. Forrest (mng dir), N. Haviland, K. D. Hamilton (sales), K. Patterson (secty).

**Operations:** Represents Alberto-Culver Co., Illinois, USA; J. Goddard & Sons Ltd, England; Schick Safety Razor Co., California, USA; Opirex (O'seas) Ltd, England; Bob Martin (Export) Ltd, England; J. B. Williams Company, New Jersey, USA; Horlicks Ltd, Dae Health Laboratories Ltd, England; Hermes Sweetners Ltd, Zurich, Switzerland; Intel Proprietaries Ltd, Surrey, England; Pyramid Rubber Co., Ravenna, Ohio, USA and others.

**Advertising agencies:** Nixon-Compton Pty Ltd, Berry Currie Advertising (NSW) Pty Ltd, O'Brien Publicity Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd, Insight Pty Ltd, John Clemenger, Foote Cone & Belding and others.

**Branches:** Melbourne, Adelaide, Perth, Brisbane.

**SAMUEL TAYLOR PTY LTD**, 239 Pacific H'way, Artarmon, NSW, 2064. Phone 43-5326. Telegrams Samtaylor.

**Managing Director:** C. R. M. Graham.

**Products:** Mortein, Trix Detergent, Y-Cough cough mixture, Dustmaster polish, Pressure Pak brand Aerosol products, Hi-Ho Detergent.

**Agencies:** Hansen Rubensohn-McCann Erickson, Pritchard Wood Quadrant.

**I/State Repr.:** All States.

**SANITARIUM HEALTH FOOD COMPANY**, 148 Fox Valley Rd, Wahroonga, NSW, 2076. Phone 48-1061. Telegrams Marmite, Sydney.

**Executives:** W. L. Kilroy (gen. mngr), R. W. Groom (mktg mngr).

**Products:** Ready to eat cereals, yeast and vegetable extract, peanut butter and specialty vegetarian and diabetic foods.

**Agency:** Grey Advertising Pty Ltd.

**I/state Repr.:** Branches all States & NZ.

**SARGOOD GARDINER LIMITED**, Frederick St, St Leonards, NSW, 2065. Phone 43-0381. Also at 61-73 Flinders Lane, Melbourne (63-4011). Telegrams Sargard.

**Directors:** D. H. Sargood (chrmn & mng dir), I. Connell, N. French, E. E. Reynolds. B. H. Sargood, Sir Richard Yeabsley, CBE.

**Associate directors:** W. S. Tracy, J. M. Willie.

**Executives:** W. S. Tracy (warehouse mngr, Sydney), B. H. Sargood (warehouse mngr, Melbourne).

**Products:** Importers & distributors of soft goods. Manufacturers & distributors of Top Dog men's and boys' clothing, Dawn women's & children's wear, and Sovereign hats.

**Agency:** Best & Co, Melb.

**SCHWEPPE (AUSTRALIA) LIMITED**, 43 O'Riordan St, Alexandria, NSW, 2015. 67-4721. Telegrams Schwepes Sydney.

**Directors:** Sir Rupert Clarke (chrmn), R. A. Delohery (mng dir), Hon. R. Hanning Philipps, Viscount Watkinson, PC, CH, L. S. Mitchell (secy), B. Hart, A. L. Bannister, P. H. Finley.

**Products:** Aerated waters and fruit juice cordials, milk bar syrups.

**Agency:** Rodgers Holland Everingham Pty Ltd, Sydney.

**I/state Repr.:** Branches in Melb., Adel., Bris., Perth, Canberra, Ballarat, Vic. **Franchise Bottlers:** NSW Aerated Water Pty Ltd, Newcastle; Leeton Cordial Co. Pty Ltd; W. R. Ratten Pty Ltd, Hobart; Cohns (Bendigo) Pty Ltd; Cohns (Wangaratta) Pty Limited; Denham Bros Ltd, Rockhampton; Mayfields Cordials Pty Ltd, Orange; Riverina Bottlers Pty Ltd, Wagga; Orbells, Parkes, Aygee Products Pty Ltd, Traralgon, Vic; Moruya Cordials Pty Ltd, Moruya, NSW; Clouten's Cordials, Macksville, NSW; **Overseas Associations:** Schwepes Ltd, London; Schwepes (USA) Ltd, Schwepes (Sth Africa) Ltd; Schwepes (New Zealand) Limited; Schwepes (Genval) Ltd, Belgium; Schwepes (Canada) Ltd; Schwepes (Central Africa) Ltd; Schwepes (East Africa) Ltd; Schwepes (Paris) Ltd; Schwepes (Ireland) Ltd; Schwepes Franchise Bottlers throughout the world.

**SCOTT BONNAR AUST. PTY LTD**, 357 Liverpool Rd, Ashfield, NSW, 2131. Phone 71-0315.

**SCOTT & BOWNE (AUSTRALASIA) LIMITED**, 602-612 Botany-rd, Alexandria, 2015, Sydney. PO Box 48, Rosebery. Tele-

phone 67-4021. Telegrams & cables Emulsion, Sydney.

**Executives:** J. R. Dart (gen. mngr), J. L. Harrington (mktg mngr), K. W. Perriam (group co. secy), G. W. Berman (mfg mngr).

**Products:** Pharmaceuticals, toiletries, insecticides.

**Agencies:** Weston Advertising Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd, Fergus Canny Gabriel Pty Ltd.

**I/state repr.:** Scott & Bowne (A'asia) Limited, c/- F. H. Stephens (Vic.) Pty Ltd, 666 Footscray Rd, Footscray, Vic, 3011; T. G. Callum Pty Ltd, 96-100 Warren St, Brisbane, Qld; Scott & Bowne (A'asia) Limited, c/- F. H. Stephens (SA) Pty Ltd, South Freight Yards, Mile End, Adelaide, SA; Scott & Bowne (A'asia) Limited, c/- Alltrans Pty Ltd, 450 Belmont Ave, Kewdale, WA, 6105; Cados (North) Pty Ltd, 63 Cameron St, Launceston, Tasmania; Sidwell & Co. Pty Ltd, 70 Liverpool St, Hobart, Tasmania.

**SCOTTS DETERGENTS (A/SIA) PTY LTD**, Sir Joseph Banks St, Botany, NSW, 2019. Phone 666-9741. Teleg. Kwit Sydney.

**Directors:** P. M. Lenthén, M. J. Monro. H. E. Dale.

**Executives:** A. H. J. Osborn (sales mngr), M. Thompson (acctnt).

**Products:** Kwit detergent, Kwit aerosol insect killer, Scotts disinfectants, Scotts Supa detergents, Scotts luxury detergent, Scotts room fresheners.

**I/state branches:** Scotts Detergents (A/sia) Pty Ltd, 7 Brown St, Rosewater, SA; Scotts Detergents (A/sia) Pty Ltd, 5 Bignell Rd, Moorabbin, Vic.

**I/state agents:** Robert Harper & Co. Ltd, Cnr Albert & Mary Sts, Brisbane; Ferguson & Co. (Merchandising) Pty Ltd, 17-19 Salamanca Place, Hobart; A. C. Ferrall Pty Ltd, 192 Cimitiere St, Launceston, Tas.; Barnard Services, Collins St, West Perth, WA.

**SEBELS (AUSTRALIA) LIMITED**, 96 Canterbury Rd, Bankstown, NSW, 2200. Phone 70-0771. Telegrams Sebel sales.

**Directors:** H. Sebel (mng dir), G. J. M. Best, C. S. Cullen, A. W. Uther, A. W. Mair, V. Krout, R. B. Sebel.

**Executives:** E. Coleman (secy), V. Krout (prod. mngr), A. W. Mair (sales mngr), K. Bigger (advvtg mngr).

**Product:** Sebel furniture.

**Agency:** Coudrey-Campbell-Ewald.

**I/state repr.:** Sebel Sales Ltd, 151 Dandemonong-rd, Windsor, Vic. (51-7063), and 6 Edmonstone-rd, Mayne, Brisbane, Qld (51-5296); R. G. Evans Ltd, 101 King William-st, Kent Town, Adelaide; Nu Sales Distributors, Merino-st, Kings Meadows, Launceston, Tas.

**B. SEPPELT & SONS PTY LTD**, Gresham St, Adelaide, SA, 5000. Phone 51-1865. Telegrams Seppelt Adelaide.

**Directors:** I. H. Seppelt (chrmn, gen. mngr), J. G. Seppelt, R. L. Seppelt (asst gen. mngr), J. R. Seppelt (mktg dir), H. M. Seppelt (prod. dir), K. J. Seppelt (vineyard dir), G. B. Seppelt (secy).

**Products:** Para Ports, Solero Sherries, Moyston Claret, Chalambar Burgundy, Rosetta Rose Wine, Arawatta Riesling, Rhymney Chablis, Chardonnay Sauterne, Melita Moselle, Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegars.

**Agency:** George Patterson Pty Ltd.

**I/State Repr.:** Branches all States, Traders Pty Ltd, Hobart, Launceston, Tasmania. **O'seas:** B. Seppelt & Sons Pty Ltd, 88 Cannon-st, London, W. H. Whitehouse, Box 88, Lower Hutt, NZ, Gooderham & Worts Limited, Toronto, Canada.

**SHELL COMPANY OF AUSTRALIA LIMITED, THE,** Shell Corner, 155 William St, Melbourne, 3000. Phone 60-0201.

**Associate Companies:** Shell Refining (Australia) Pty Ltd (refiners of petroleum); Shell Chemical (Australia) Pty Ltd (manufacturers and marketers of chemicals).

**Directors:** L. Luxton (chrmn), B. Stolley (mng dir), R. A. Paul, G. E. W. Ramsden, J. C. Madders, C. T. Hansen (Sydney).

**Executives:** N. Ducas (secy), S. Chidgey (advtg mngr), M. C. Barrow (PR mngr).

**Products:** Petroleum and allied products.

**Agency:** USP-Benson Pty Ltd.

**I'state repr.:** Branches all States. **O'seas:** Throughout world.

**SIMALEX LIMITED,** 156 Barkly-ave, Burnley, Victoria, 3121. Phone 42-3737.

**SIMMONS BEDDING CO. PTY LTD,** 43 Australia St, Camperdown, 2050. Phone 51-7231. Telegrams Simbedco.

**Directors:** J. D. McFetridge, A. O. Bollen, J. R. Paull.

**Executives:** J. D. McFetridge (mng dir), A. O. Bollen (gen. mngr), J. R. Paull (sales mngr), W. L. Newlands (secy).

**Products:** Beautyrest bedding.

**Agency:** Hansen Rubensohn-McCann Erickson Pty Ltd.

**SIMPSON POPE LIMITED,** Simpson-ave, Dudley Park, SA, 5008. Phone 46-0211. Telegrams Simpsonia.

**Directors:** A. M. Simpson, R. A. Simpson, T. B. Simpson, J. M. Simpson, S. B. Denton.

**Executives:** G. Jennings (gen. mngr), W. D. Marshall (gen. sales mngr), G. B. Brigg (publicity mngr).

**Products:** Automatic, semi-automatic and wringer washing machines; rotary clothes dryers, refrigerators, electric ranges and gas cookers, air conditioning, rotary and hand

mowers, electric motors, irrigation equipment, garden sprinklers and hose equipment.

**Branches:** All State capitals.

**Agency:** Jackson Wain & Co. Pty Ltd.

**SINGER AUSTRALIA LTD,** ADC Building, 189-193 Kent St, Sydney, 2000. Phone 27-9761. Telegrams Sismaco.

**Executives:** J. J. Martin (mng dir), A. Worden (gen. sales mngr indust. prods dept), R. Newbould (sales mngr), M. J. De Ruyter (advtg mngr).

**Products:** Sewing and knitting machines, home appliances, electric motors and parts, lawnmowers, TV rental, industrial sewing equipment, cash registers, adding machines.

**Agency:** J. Walter Thompson Pty Ltd, O'Brien Publicity Pty Ltd (TV rental).

**O'seas repr.:** The Singer Co., 30 Rockefeller Plaza, New York, USA.

**SIXTEEN MILLIMETRE AUSTRALIA PTY LIMITED,** 49 Market St, Sydney, 2000. Phone 2-0663. Telegrams Edfil, Sydney.

**Executives:** K. S. Russett (gen. mngr), R. Bullen (mngr), K. O'Mara (exec. officer, admin.), W. Duckworth (advtg), A. H. Billson (studio & electronics div.), K. Jones (audio-visual sales).

**Products:** Motion picture & TV production equipment, electronic apparatus, video tape recorders, closed circuit TV equipment, lighting equipment, lamps, photographic chemicals (sales & service), visual educational and entertainment films.

**I'state repr.:** Branch offices, Melbourne, Brisbane, Adelaide, Perth.

**SLAZENGERS (AUST.) PTY LTD,** Bowden St, Alexandria, NSW, 2015. Phone 69-1511.

**Managing Director:** N. G. Morris.

**Advertising Manager:** J. D. Needham.

**Products:** Slazenger tennis, golf, cricket, hockey equipment, baseballs, fishing, tackle, underwater swim equipment, ripple soles and rubber shoe sole units.

**Agency:** USP-Benson (NSW) Pty Limited.

**I'state Repr.:** All States.

**SLEIGH, H. C. LIMITED,** 160 Queen-st, Melbourne, 3000. Phone 60-0521. Telegrams Goldenpet all States.

**Directors:** H. M. H. Sleigh (chrmn & mng dir), C. R. Strangward (chief gen. mngr), Colin Biggers, W. D. Brookes, DSO, P. H. Sleigh, J. D. Hillier, E. A. Joseph, L. W. Kiel, C. R. Darvall, CBE.

**Products:** Golden Fleece petroleum fuels and oils.

**Shipping:** Dominar Far East Line, Cogedar Line, Norse Oriental Line, HCS Coasters, Knutsen Line, Federal Shipping Line.

**Agency:** Claude Mooney.

**I'state repr.:** Branches all States.



**SMALL, H. & CO. PTY LTD** (see Life Savers (Australasia) Ltd).

**SMITH KLINE & FRENCH LABORATORIES (AUSTRALIA) LTD**, Warringah Rd, French's Forest, NSW, 2100. Phone 40-8261. Telegrams Eskayef.

Director: R. K. Wyburn (mng dir).

Executives: T. B. Lake (pharmaceutical group mngr), M. Bannister (medical mktg mngr), P. G. Hammond (medical advtg mngr).

Products: Pharmaceuticals: Benzedrine, Benzedrex inhalers, Daprisal, Dexedrine, Dibenyline, Drinamyl, Dytac, Eskamel, Eskonade, Expansyl, Fefol, Furacin, Furadantin, Furoxone, Hystryl, Iodex, Neuro Phosphates, Parnate, Parstelin, Pragmatar, Quotane, Skefron, Spansule, Stelabid, Steladex, Stelazine, Stoxil and Tyrimide; Veterinary: Bifuran, Furasol, Bloat Guard, Metron, Nefco, Neftin, Neftin Suspension, Neftin Tablets, Nefuran, Nidafur.

Agency: Nixon-Compton Pty Ltd; Foote, Cone & Belding Pty Ltd.

O'seas repr.: Smith Kline & French Laboratories in Canada, USA, UK, NZ and Sth Africa.

**SMITH & NEPHEW (AUST.) PTY LTD**, PO Box 150, Clayton, Victoria, 3168. Phone 560-9144 (5 lines). Telegrams Emergency, Melbourne.

Directors: P. G. Mullins (mng), W. B. Bygott.

Products: Elastoplast, Nivea Creme and lotions, surgical dressings, disposable paper products, cotton cellular blankets.

Agency: Coudrey-Campbell-Ewald.

**S. SMITH & SON PTY LTD**, 'Yalumba', Angaston, South Australia, 5353. Phone Angaston 42423, 42136.

Directors: Wyndham Hill Smith (chrmn & mng dir), Mark Hill Smith (sales dir), J. W. C. Stevens, A. N. Powell, M. R. Turner.

Executives: Alfred A. Wark, ACA (secty), R. Kronberger (technical mngr & wine-maker).

Products: Yalumba Wines and President Brandy.

Agency: Orr Skate & Associates.

I'state repr.: S. Smith & Son WA Pty Ltd, Perth; Stephen King Pty Ltd, Collingwood, Vic.; Crawford & Co., Chatswood, Sydney; Castlemaine Perkins Ltd, Brisbane; Chancellor & Co. Pty Ltd, Hobart, Tas; Macfarlane Murray Pty Ltd, Launceston, Tas. O'seas: Walter Lewis, London.

**SPICERS (AUST.) PTY LTD**, 82-90 Belmore-rd, Riverwood, NSW. Phone 53-0661.

**STAFFORD - MILLER LIMITED**, 5-9 Enterprise Ave, Padstow, NSW, 2211. Phone 771-1351.

Executives: Raymond L. Smee (Aust. gen. mngr), Anthony T. Boatwright (mktg coordinator).

Operations: Pharmaceutical and toiletry manufacturers (Dentu-Creme, Poli-Grip, Sensodyne, Nythol).

Agency: Foote, Cone & Belding, Sydney.

I'state repr.: International Chemical Agencies, Melbourne; Noel T. Paul Agencies, Brisbane; Jaychem Agencies, Adelaide; Ingram's Westcoat Agencies, Perth. O'seas: Head office: Hatfield, Herts, England; US Principals, Jersey City, NJ, USA.

**ST REGIS ACI PTY LTD**, incorporating Australian Sisalkraft Pty Ltd, Bates (A/sia) Pty Ltd, 186 Blues Point Rd, North Sydney, 2060. Phone 92-0911. Telegrams Stregis Sydney.

Directors: J. A. Forrest (chrmn), A. J. White (mng dir), G. Haile, G. W. Ellis, G. G. Russell, S. P. Higgins (vice-chrmn), R. L. Vayo, P. B. Duffy, A. P. Henchman. Alternate director: J. E. Cowles.

Products: Reinforced and un-reinforced paper laminates, foil laminates, polyethylene coated and laminated products, polyethylene films, plastic disposal containers, multiwall sacks.

Agency: USP-Benson Pty Ltd.

I'state repr.: Branches: Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, Canberra, Devonport.

O'seas distributors: Distributors throughout Papua/New Guinea, South Pacific Islands, South East Asia; Singapore, Sime Darby Singapore Ltd; Malaysia, Sime Darby Malaysia Ltd, Kuala Lumpur; Thailand, The East Asiatic Company Ltd, Bangkok; Philippines, Soriamont Trading, Manila; Hong Kong, Wallem Lambert Bros Ltd.

**STANDARD TELEPHONES & CABLES PTY LIMITED**, 252 Botany Rd, Alexandria, NSW, 2015. Phone 69-0444. Telegrams Relay, Sydney. Also at Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333.

Directors: G. C. Remington, CMG (chrmn), Sir Samuel Jones, T. N. Bore, A. H. Cameron, A. T. Deegan, J. W. Guilfoyle, C. A. McFarlane, CBE, E. S. Owens.

Products: Radio and TV transmitters, studio equipment, telecommunication equipment, rectifier equipment.

Agency: George Patterson Pty Ltd.

I'state repr.: Office at Canberra; Branches Wellington, NZ, Unbehaun & Johnstone Ltd, Adelaide; M. J. Bateman Pty Ltd, Perth; W. & G. Genders Pty Ltd, Hobart, Devonport, Burnie and Launceston; Fred Hoe & Sons Pty Ltd, Brisbane. O'seas: International



Telephone and Telegraph Corp., New York, and associated companies throughout the world.

**STATE ELECTRICITY COMMISSION OF VICTORIA**, 15 William St, Melbourne, 3000 (head office). Phone 615-1433. Telegrams Electrocom, Melbourne.

**Executives:** W. H. Connolly (chrnm), A. R. Shepley (dep. gen. mngr), K. Palmer (asst gen. mngr, admin), G. Paterson (asst gen. mngr, development), N. R. White (asst gen. mngr, operations), F. P. Chipperfield (secy), L. H. Robertson (chief publ. officer).

**Service:** Electricity generation and supply; briquette fuel manufacture & marketing.

**Agencies:** George Patterson Pty Ltd, Castle Jackson Advertising Pty Ltd (briquettes only).

**STATE SAVINGS BANK OF VICTORIA, THE**, cnr Bourke & Elizabeth-sts, Melbourne, 3000. Phone 67-8201.

**Commissioners:** W. L. Moss, O. R. Carlson, R. G. Hoban, Sir Arthur T. Smithers, Professor D. Cochrane, J. M. Anderson, E. W. Coates.

**Executives:** T. E. Hall (gen. mngr), D. Ross (asst gen. mngr).

**Service:** Savings bank. including cheque accounts.

**Agency:** Hayes Publicity Service.

**I/state Repr.:** Agencies in all States. **O'seas:** London.

**STERLING PHARMACEUTICALS PTY LIMITED**, operating divisions Nyal Company, 12 Gauge International, Winthrop Laboratories, Glenbrook Laboratories, Cook-Waite Laboratories, 75-89 Atkins Rd, Ermington, NSW, 2115. Phone 638-0551. Telegrams Sterlab, Sydney.

**Directors:** N. F. Leggatt (mng dir), K. P. Symes, W. R. Kerr, W. E. Timmony, J. A. Parkinson, C. A. Bluett, H. H. Bryant.

**Executives:** J. Driscoll (secy), H. H. Bryant (mngr, Nyal Company), W. E. Timmony (export dir), C. A. Bluett (legal dir), J. F. Richardson (mngr, Winthrop Laboratories), A. R. Finlayson (mngr, Glenbrook Laboratories).

**Products:** Nyal family medicines, 12 Gauge Aids to Good Grooming, Winthrop medical products, Cook-Waite dental anaesthetics, Andrews Health Salt, Delrosa, Glen-20 Spray Disinfectant, Calif, Dimp, Phillips Milk of Magnesia, Lipshield.

**Agency:** Pritchard Wood Quadrant (Aust.) Pty Ltd.

**STREETS ICE CREAM PTY LTD**, 44 Loftus St., Turrella, NSW, 2205. Phone 59-0471. Telegrams Streets Sydney.

**Directors:** W. D. Phillips (chrnm), P. F. Everett (marketing dir), A. J. Woodbury (commercial dir), R. L. Lyons (works dir).

**Executives:** R. T. Barrow (gen. sales mngr), G. J. Stott (marketing mngr).

**Operations:** Full range of ice cream and frozen confections, cones, wafers and straws.

**Agency:** Lintas Pty Ltd.

**I'state repr.:** Factories: Sydney and Melbourne. Sales branches: Sydney, Melbourne, Brisbane. Country depots.

**SUNBEAM CORPORATION LIMITED**, 190-202 Coward St, Mascot, NSW, 2020. Phone 6-7047.

**SUN ELECTRIC CO. PTY LTD**, 562 Little Bourke St, Melbourne, Victoria, 3000. Phone 67-6261, 67-1668.

**TARAX HOLDINGS LTD**, 315 North-rd, Huntingdale, Victoria, 3166. Phone 544-0461.

**TASMANIAN GOVERNMENT TOURIST BUREAU**, Macquarie St, Hobart, Tasmania, 7000. Phone 2-7531.

**Director:** F. H. Southey.

**Executives:** G. C. Fisher (secy), W. D. Nolan (mngr), C. J. Haley (publ. officer).

**Service:** Travel promotion and booking service.

**Agency:** Jackson Wain (Tas.) Pty Ltd.

**I'state repr.:** Jackson Wain (Tas.) Pty Ltd.

**O'seas:** Aust. Tourist Commission.

**TAUBMANS INDUSTRIES LIMITED**, 25 Anderson St, Chatswood, NSW, 2067. Phone 41-2151. Telegrams Taubind, Sydney.

**Directors:** E. G. F. Horne (chrnm), R. Simmat (mng dir), C. W. Sheldon (alternate), H. L. Hughes, G. C. Wallis, N. F. B. Hall, N. E. Lack, G. S. Reichenbach.

**Gen. sales mngr:** C. A. Davis.

**Products:** Paints, varnishes, surface coatings, concrete admixtures, pigments.

**Agency:** J. Walter Thompson.

**I'state Repr.:** All States and NZ.

**THE TEA BUREAU**, BOAC House, 64-68 Castlereagh St, Sydney, 2000. Phone 28-3701, 28-3722. Teleg. Teamark, Sydney.

**Director:** G. M. Sparkes (Commissioner).

**Service:** Public relations organisation rep tea growers of Ceylon; Ceylon Tea Propaganda Board, Colombo; and Ceylon Tea Centre, London.

**Agency:** Russell, Lewis, White & Assoc. Pty Ltd.

**I/State Repr.:** Ceylon Tea Centre, Block Court, Collins St, Melb., Vic., 3000 (63-8785).

**THOMAS, C. J. AND SON PTY LTD** (known as Thomas Air Conditioning), 771 Burke Rd, Camberwell, Vic., 3124. Phone 82-2211.

**Directors:** A. C. Thomas (chairman, manag dir), T. M. Male (gen. mngr), M. E. Thomas (company secretary).

**Products:** Coleman portable lights, stoves; all kinds of central and pool heating and air-conditioning equipment.

**Agency:** Moffatt Advtg.

**I/state Repr.:** Agents: Sydney, Townsville, Brisbane, Hobart, Adelaide, Perth.

**THORN ELECTRICAL INDUSTRIES (AUSTRALIA) PTY LTD**, 123 Bamfield Rd, West Heidelberg, Victoria, 3081. Phone 459-1688. Telegrams Eleclampo.

**Directors:** E. K. Coghill (mng dir).

**Executives:** E. K. Coghill (chrnm), W. D. Tucker (secy), D. F. Clift (national sales mngr), M. J. Henbest (lighting sales mngr).

**Products:** Manufacturers of Thorn Atlas television, tape recorders, record players, radiograms, Thorn Tricity refrigerators, Thorn Ferguson tape recorders.

**Agency:** Nixon Compton Pty Ltd, Melb.

**I/state repr.:** Thorn Electrical Industries (Aust.) Pty Ltd, 800-810 Parramatta Rd, Lewisham, NSW; Thorn Electrical Industries (Aust.) Pty Ltd, 193 Angas St, Adelaide, SA; T. H. Martin Pty Ltd, 56-74 Edward St, Brisbane, Qld; Lockyer Simpson Pty Ltd, Scarborough Beach Rd, Osborne Park, WA; Errol Nazer Pty Ltd, 84 Barrier St, Fyshwick, ACT, and 195 Morgan St, Wagga; Day's TV, 68 Sturt St, Mt Gambier; Haco Best Trading Pty Ltd, 28 King St, Newcastle, NSW.

**TIP TOP BAKERIES HOLDINGS PTY LTD**. Managing director's office. 504 Pacific Highway, St Leonards, 2065. Phone 43-7599. Telegrams Tiptop, Sydney.

**Directors:** A. G. Parker, F. Darwell, M. E. Quin, F. F. Parker, J. F. Curran, J. F. Reed, R. J. Dibble, K. E. Parker.

**Executives:** A. G. Parker (chrnm), M. E. Quin (mng dir).

**Products:** Tip Top bread, Tip Top rolls, Tip Top crumpets, Tip Top breadcrumbs, Tip Top seasoned stuffing mix, Tip Top Crispinis.

**TOLLEY, A. E. & F., PTY LTD**, 82 Waymouth St, Adelaide, 5000. GPO Box 285D. Phone 51-1401. Telegrams Tolley, Adelaide.

**Directors:** R. E. Tolley (chrnm), Sir James Holden, A. F. Hocking (mng dir).

**Products:** Lifeguard Gin, Tolley's Navy Rum, Carmencita Rum, TST Brandy, Blue Ribbon Brandy, Napoleon Meyfor Brandy, Old Tradition Whisky, Tolleys Wines.

**TOM PIPER LTD**, Williamstown-rd, Garden City, Vic., 3207. Phone 64-1331.

**Products:** Tom Piper canned foods.

**TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION)**, 50 Franklin St, Melbourne, Vic., 3000. Phone 34-0333. Telegrams Transair.

**Director:** Sir Frederick Scherger (chrnm).

**Executive:** J. P. Ryland (gen. mngr).

**Service:** National airline.

**Agency:** Hansen Rubensohn-McCann Erickson.

**I/state Repr.:** Branches, all States & Papua, New Guinea. **O'seas:** TAA repr., London, New York, Los Angeles, Auckland, Wellington, Hong Kong, IATA airline throughout world.

**TUBULAR STEEL INDUSTRIES LIMITED**, Daws Rd, Edwardstown, SA, 5039. Phone 76-1211. Telegrams Tubesteel, Adelaide.

**Directors:** G. Disher, W. G. Lindsay (mng), M. R. Turner.

**Executives:** W. G. Lindsay, (mng dir), R. A. H. Hopkins (secy), G. C. Pope (gen. sales mngr), M. J. Strathearn (advtg mngr).

**Products:** T.S.I. and NAMCO domestic, institutional and commercial tubular steel furniture and hospital equipment, T.S.I. kitchen cupboard units, Namco Aluminium windows, screens, glazing bars, boats, paddles; Namco desks, cabinets and office equipment; Namco-Ocal shop fronts, doors, grille walls and curtain walling; Namco clinch tube points, Dampa aluminium acoustic ceilings; Modernfold accordion doors; Namco and Stronglite aluminium cooking ware, kitchen utensils, pressure cookers; Towerbrite stainless tableware; AGA Rayburn and Falkirk slow combustion cookers and heaters; Jung-hans and Mondia clocks and watches; Samsonite and Bon Voyage travelware.

**Agency:** Clem Taylor-O'Brien Pty Ltd.

**I/state Repr.:** Namco Furniture, Melbourne; Namco Furniture (WA); Namco, Sydney, Brisbane, Hobart.

**TUCKER & CO. PTY LIMITED**, 335 Kent St, Sydney, 2000. Phone 29-2323. Telegrams Corekut, Sydney.

**Directors:** T. T. Halstead (manag dir), B. C. Hirst, R. C. Tucker, J. D. Moors.

**Products:** Chateau Tanunda Brandy, Capstan Old Navy Rum, Tuckers Old Liqueur Whisky, Teachers Highland Cream Whisky Romanoff Vodka, Bols VO Genever & Liqueurs, Bollinger Champagne, Fosters Export Lager, Victoria Bitter Ale.

**Agency:** Coudrey-Campbell-Ewald Pty Ltd.

**TURNER MANUFACTURING CO. PTY LIMITED**, 400 Whitehorse-rd, Nunawading,

Vic., 3131. Phone 874-0311. Telegrams Turn-co, Melbourne.

**Directors:** R. W. Dickson (chrmn), J. Carroll, R. W. Turner, E. T. Lees, P. M. Grace (secy).

**Executives:** J. Carroll (chief exec.), K. Corr (ops mngr), P. C. Bennell (marketing mngr), L. G. Moreland (plant mngr — Lillydale), E. C. Blainey (financial controller), J. G. Hallam (Aust. sales mngr), R. G. Davies (group prod. mngr — hardware & tools), N. J. Danne (group prod. mngr — mowers), P. Dow (prod. mngr — h'ware), L. Lambert (prod. mngr — tools), J. G. Paterson (adv. sales prom. mngr), H. V. Dowling (marketing planning & control mngr), M. E. Dickason (export mngr), R. Paterson (prod. mngr — saws).

**Products:** Furniture hardware including handles, knobs and furniture legs. Door furniture including locksets, latchsets and key in knob styles. Hand tools including screwdrivers, planes, hammers, hacksaw frames, trimming knives, holesaws, levels, short and long measuring tapes. Garden tools including shovels, spades and forks. Motor mowers including rear and side catching and cylinder models. Saws including hand hacksaw blades, power saw blades, bandsaw blading, bow saw blades and saw chain.

**Agency:** John Higgins Publicity Pty Ltd.

**State branches and managers:** Townsville (W. Mumford), Brisbane (R. G. Dolan), Sydney (L. Sheehan), Melbourne (J. Munday), Adelaide (A. Hickman), Launceston (P. Lee), Perth (repr: D. E. Withers & Co. Pty Ltd).

**O'seas:** Agents in Great Britain, New Zealand, South Africa, USA, Canada and other principal countries.

**UNION CARBIDE AUSTRALIA LTD,**  
167-187 Kent St, Sydney, 2000. Phone 2-0559.  
Telegrams Unicarbide, Sydney.

**Executives:** D. H. Freeman (mng dir), J. A. Anderson (gen. mngr, ops), E. W. M. Norrie (gen. mngr, development), D. W. Rowcd (gen. mngr, consumer prods), C. R. Miller (gen. mngr, chemicals), S. W. Preston (gen. mngr, plastics).

**Products:** Eveready batteries & flashlights, chemicals for agriculture, mining & industry, plastics for industry, Glad plastic products.

**Agencies:** J. Walter Thompson, Pope & Kiernan & Black, Hansen Rubensohn-McCann Erickson.

**I/state Repr.:** Branches, Brisbane, Melbourne, Adelaide, Perth. **O'seas:** Union Carbide International Co., New York, USA.

**UNITED LABORATORIES PTY LTD,**  
82-84 Sussex St, Sydney, 2000. Phone 29-2440.  
Telegrams Unilabs.

**Directors:** L. Toltz, C. E. Astley, R. Fitz-

patrick, E. J. Quick (joint mngr), T. M. Atkins (joint mngr).

**Products:** American Slimming Tablets, Asmolets, Citroids, Kodeen, Sarcura Soap, Wartex, Herbos Pills.

**Agency:** Steele Kain Kelly Paton Advertising Pty Ltd.

**I'state repr.:** World Agencies Pty Ltd, Vic., Qld, SA, WA; Cados (North) Pty Ltd, Cados (South) Pty Ltd, Tas.

**UNITED PACKAGES LIMITED** (formerly Queensland Can Co. Ltd), Ashover Rd, Rocklea, Brisbane, 4106. PO Box 94, Brisbane Market, Rocklea, Brisbane. Phone 47-5211. Telegrams Unitedpack.

**Directors:** A. H. Petfield (chrmn & mng dir), E. A. Bale, A. M. Morrow, L. J. McCray, A. Anson, R. G. Krimmer, C. G. Garnsworthy.

**Company secretary:** T. G. Buckle.

Factories also at Townsville, Rockhampton, Qld; Melbourne, Mildura, Vic.; Berri, SA; Fremantle, Bridgestown, WA.

**Operations:** Manufacturers of cans of all types, printed and plain, crown seals, metal pails and tinplate tags, corrugated and solid fibre containers, folding cartons and labels; general offset printers, pressure sensitive labels, cardboard tubes and composite containers. Flexible packaging — plastic and cellulose, shrinkable polyester bags and wraps, laminated pouches; rigid plastic boxes, blow moulded plastic bottles and jars, injection moulded and vacuum formed shapes. Aquastop and Aquatex waterproof and reinforced packaging papers; Rubanit bitumen roofing felts; Thermotop aluminium insulation, Vitreset core binders, Meta silicates, Vitrosol sodium silicates and potassium silicates.

**I'state repr.:** J. Crowley & Co. Pty Ltd, Sydney (29-5949); R. Montgomery & Co. Pty Ltd, Adelaide (51-4757) (crown seals only).

**UNIVERSAL FLEXIBLE TRUSTS LTD,**  
25 Elizabeth St, Melbourne, 3000. Phone 62-6962. Telegrams Uniflex.

**Directors:** A. M. Parker (chmn & mng dir), G. B. Palmer, N. C. Parker.

**Executives:** J. P. Bergin (gen. mngr), R. D. Parker (invest. mngr), R. M. Read (secy), A. Campbell (actuary).

**Operations:** Unit trust managers, 1st, 3rd & 5th Universal Flexible Trusts. Associated Sydney company manages 2nd & 4th Universal Flexible Trusts. Associate company Universal Units Limited manages Universal Flexible Trust Earnings Fund No. 1, Balanced Fund No. 1, Capital Growth Fund No. 1.

**Agency:** The Paton Advtg Service Pty Ltd.

**I'state Repr.:** Universal Flexible Investments (NSW) Ltd, 375 George-st. Sydney (29-5921).

**VICK PRODUCTS COMPANY**, 64 Seville St, Fairfield, NSW, 2165. Phone 72-0211 (PO Box 58).

**Executives:** W. A. Robertson (mng dir), K. N. Simpson (mktg dir), E. R. Park (gen. sales mngr), C. W. George (mfg mngr).

**Operations:** Manufacture of proprietary medicines under Vick, Clearasil and Herco.

**Agency:** Jackson Wain, Lintas.

**O'seas:** Vick International in 117 countries.

**VICTA LIMITED**, 318 Horsley-rd, Millerra, NSW, 2214. Phone 77-0122. Telegrams Victamo, Sydney.

**Directors:** M. V. Richardson, G. B. Richardson (chrmn), Mrs V. M. Richardson, C. R. Fieldhouse, J. Squires, J. Craggs.

**Products:** Rotary mowers, industrial engines, Telecommunications, spray painters.

**Agencies:** Hansen Rubensohn-McCann Erickson, Pritchard Wood Quadrant.

**I/State Repr.:** Branch offices. **O'seas:** Great Britain, Japan, Hong Kong, South Africa, Malaysia, Rhodesia.

**VINCENT CHEMICAL COMPANY PTY LIMITED**, Buffalo Rd, Gladesville, NSW, 2111. Phone 80-0521. Telegrams Vinchem.

**Executives:** K. C. Probert (mng dir), J. C. Hudson (secretary), C. G. Ward (gen. sales mngr), K. Nickel (advtg mngr).

**Products:** Vincent's Powders & Tablets. Digestif Rennies.

**VOLKSWAGEN AUSTRALASIA LIMITED**, Princes H'way, Clayton, Vic., 3168. Phone 544-0671. Telegrams Volkswagen, Melbourne.

**Director:** J. A. Cook (dir mktg).

**Executives:** W. B. Harvey (PR mngr), R. R. Cameron (mktg services mngr), M. C. Woods (vehicle sales mngr).

**Company's operations:** Motor vehicle manufacturer — passenger and light commercial vehicles.

**Agency:** NAS (Melbourne) Pty Ltd.

**I/State Repr.:** Branches, all States. **O'seas:** Volkswagenwerk A. G., West Germany, and subsidiaries throughout world.

**VULCAN ELECTRICS PTY LTD**, 125 Highbury Rd, Burwood, Victoria, 3125. Phone 288-5422. Telegrams Vulrange.

**Directors:** E. R. Dubsky, J. W. Nolan, K. J. Croagh, H. M. Kerr, A. B. Elvish.

**Executives:** E. R. Dubsky (mng dir), K. J. Croagh (gen. mngr), H. M. Kerr (sales mngr), M. A. Chellev (marketing mngr — Oil division).

**Products:** Electric radiators, electric cooking appliances, oil space heaters, ducted systems.

**Agency:** Castle Jackson Advertising Pty Ltd.

**I/State repr.:** NSW sales office, 47 Concord Rd, Concord, NSW.

**WALPAMUR PAINTS PTY LTD**, 1-3 Salisbury St, Auburn, NSW, 2144. Phone 648-1848. Telegrams Walpamur.

**Executives:** S. Chambers (mng dir), B. Jackson (company secy), W. B. Ruddle (NSW mngr).

**Products:** Walpamur and Hadrian paints — Polycell products.

**Agencies:** USP-Benson Pty Ltd, Foote Cone & Belding.

**I/State repr.:** All States. **O'seas:** United Kingdom.

**A. WANDER (AUSTRALIA) PTY LIMITED**, PO Box 345, Devonport, Tas., 7310. Phone Devonport 2-1811. Telegrams Ovaltintus, Devonport.

**Director:** P. R. Stone.

**Executives:** P. R. Stone (mngr), G. D. Crawford (secy), R. B. Wilson (marketing mngr).

**Products:** Ovaltine and allied products. pharmaceutical products.

**Agency:** Madison-Milwyn Pty Ltd.

**I/State Repr.:** A. Wander (Australia) Pty Limited. **O'seas:** A. Wander (Australia) Pty Ltd, Singapore.

**WARNER-LAMBERT PTY LTD**, Biloela St, Villawood, NSW, 2163. Phone 72-0461.

**WATSON VICTOR LTD**, 95-99 Epping-rd, North Ryde, NSW, 2113. Phone 88-6188. PO Box 144, Ryde, NSW.

**Directors:** A. M. Small (chrmn), D. Metcalf, J. D. O. Gaden, A. C. Palfreyman (secy), L. J. Miller (gen. mngr).

**Executives:** Ron Masters (acctnt), R. D. Carter (publ. mngr).

**Products:** Medical and scientific, photographic suppliers and manufacturers.

**Agencies:** Stannard, Patten-Samuels.

**Branches** throughout Australia and New Zealand.

**WELLS-NATIONAL PTY LTD**, 221 North Rocks Rd, North Parramatta, 2151. Phone 630-0391. Telegrams, Luxwell, Sydney.

**Directors:** J. D. Wells (mng dir), R. H. Wells, B. T. Sheil.

**Products:** Luxaflex venetian blinds, aluminium awnings, flyscreens, screen doors, roller shades, drapery hardware and tracks, woven aluminium drapes, canvas goods, folding doors, louvre doors and furniture.

**Agency:** Russell Lewis & Assocs.

**WHITE WINGS LIMITED**, 52 Balfour-st, Sydney, 2000. Phones 69-5341, 69-5057. Telegrams Whitewings.



**Directors:** W. Garrick Wilson, C. A. Martin, R. K. Francis, T. Hanold, P. Gerot, E. P. T. Simpson.

**Executives:** G. R. Francis (deputy gen. mgr), R. C. Jones (natl sales mgr), A. W. Martin (mktg mgr), P. A. Miller (indust. div. mgr), N. L. Rheuben (acct).

**Operations:** Food manufacturer.

**Agency:** Jackson Wain & Co. Pty Ltd.

**Pstate repr.:** Branches in all State capitals.

**WILKINSON SWORD PTY LTD**, 193 Clarence St, Sydney, NSW, 2000. Phone 29-5032.

**WILLS, W. D. & H. O. (AUSTRALIA) LTD**, 71-79 Macquarie St, Sydney, 2000. Phone 2-0578.

**Directors:** T. J. N. Foley (chrn), J. F. R. Lawes (deputy chrn), H. Widdup (deputy chrn), W. S. Bengtsson, C. B. Noble, M. S. Paton, G. A. Preston, R. H. Star, J. F. Elf- verson (dir sales & advtg), W. R. McComas, J. W. Rickards (dir mktg services).

**Executive:** G. D. Latimer (advtg mgr).

**Agencies:** Lintas Pty Ltd, George Patter- son, Hansen Rubensohn-McCann Erickson, J. Walter Thompson.

**Products:** Ardath, Ascot, Benson & Hedges, Capstan, Craven "A" Filter, Country Life, Garrick, Hallmark, Kool, State Express, 555, Temple Bar, Turf, Fiesta, Churchmans, Players, Pall Mall and Escort cigarettes; Cap- stan, Champion, Benson & Hedges, Log Cabin, Havelock, State Express, Van Tromp, Five Star, Imperial Crown, Vice Regal tobaccos; Tally Ho cigarette papers; States- man, Bermuda, Grosvenor Club, La Villa- cuba, Midway, Monopole cigars.

**WOOLWORTHS LTD**, 534 George St, Sydney, 2000. Phone 2-0653. Telegrams Wool- worths Sydney.

**Directors:** S. E. Chatterton, CBE, Sir Theo Kelly, OBE (chrn and mng dir), C. R. Hart, J. P. Gowing, N. J. Cross (personnel dir), O. P. Howell-Price (dir trading operations), D. Wilson.

**Executives:** F. W. Cross (legal officer), J. D. Liddle (buying controller—variety), P. C. Cregan (supermarket controller), R. J. Car- foot (secy), R. Hastings (variety controller), A. R. Dick (gen. mgr Chic Salon), J. R. Fleming (div. mgr Flemings Fabulous Food Stores), E. D. Craig (publ. controller), A. A. Frew (Commonwealth adv. mgr), W. Spark (sales prom. controller), M. Russell (div. mgr—variety, NSW), R. Clifford (div. mgr supermarkets NSW), F. M. Wright (state mgr Vic. & Tas.), T. Dwyer (State mgr Qld & NT), A. J. Merrillees (State mgr SA), R. H. Liddell (State mgr WA), J. D. Hendry (mgr NZ).

**Operations:** Variety stores, supermarkets (Woolworths), food stores (Flemings & Safe-

ways, NSW; BCC, Qld and Northern NSW). Apparel (Ashleys, Rockmans, Chic Salon), department stores (BIG W, NSW, Vic., SA, WA; Edwards & Lamb, Qld).

**Agencies:** Coudrey-Campbell-Ewald; Mar- keting and Advertising (food); Fortune, Corbett.

**Pstate repr.:** Own offices all States.

**O'seas repr.:** Australasian Chain Stores Ltd, London; Woolworths (Malaysia) Ltd, Wool- worths (Hong Kong) Ltd; E. W. Bruno, New York, US.

**WORLD AGENCIES PTY LIMITED**, 82 Sussex St, Sydney, 2000. Phone 29-7911. Tele- grams Worldage.

**Directors:** L. Toltz, C. E. Astley, R. Fitz- patrick, T. M. Atkins, E. J. Quick.

**Executives:** E. J. Quick (joint mgr dir), T. M. Atkins (joint md), E. L. Grimwade (Vic. mgr), P. R. Kitto (SA mgr), J. E. McDonald (Qld mgr), J. A. Macmurchie (WA mgr).

**Products:** Benger's food, Dannex dandruff remover, Coppertone, Dedant, Eichorn's remedies, ointment and veterinary remedies, Enzode tablets, Farleys Rusks, Hardy's in- digestion powder and tablets, Karmavar nerve Tabs, Malgic Adrenalin Cream, Mer- colized wax, Neversuck, Nilador concentrated deodoriser, Nuralgon, Perform 8 day hair preparation, Rustiban, Sal-Urem, Sanatogen, Scrubb's Ammonia, Saf-T-Kleen oven cleaner, Swedish Milk Diet, Sylvasun Sunburn Tabs, 2nd Debut Staisweet tubes, jars, roll-on, stick, spray and powder, Statavar reducing tablets, Tampax, Tynees baby products, Wate-on Tabs Liquid Vitapointe, Cushion Grip denture adhesive, Tinaderm, Megge- zones.

**Agencies:** Hansen Rubensohn-McCann Erickson, Thomson, Porritt Partner Adver- sising, NAS (Sydney), Pritchard Wood Quadrant.

**WORMALD BROTHERS INDUSTRIES LIMITED**, 208 Young St, Waterloo, NSW, 2017. Phone 69-0477. Telegrams Sprinkler Sydney.

**Directors:** G. G. Russell (chrn), D. H. B. Adams, C. G. Crane, L. G. I. Bode, J. W. Utz, D. M. Carment.

**Products:** Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva, Lowecator & Wormald fire warning systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel roll- ing shutters & grilles & fire doors; Ransburg electrostatic spray painting process.

**Agency:** E. C. Slatter & Partners Pty Ltd.

**WORTH HOSIERY PTY LTD**, 104 Bath- urst St, Sydney, 2000, NSW. Phone 61-8245.

**WRIGLEY COMPANY PTY LIMITED,** THE, Michigan Ave, Asquith, NSW, 2078. GPO Box 486. Phone 47-1101. Telegrams Spearmint Sydney.

**Managing Director:** L. G. Walley.

**Products:** PK, Arrowmint, Juicy Fruit, Spearmint chewing gum.

**Agencies:** J. Walter Thompson, O'Brien Publicity.

**S. WYNN & CO. PTY LTD,** 348 St Kilda Rd, Melbourne, 3004. Phone 69-5168. Telegrams Wynvale, Melbourne.

**Directors:** Samuel Wynn (gov. dir), David Wynn (mng dir), F. L. Devine (gen. mngt).

**Executives:** W. G. Stevens (sales & advertising mngt).

**Operations:** Wine growers, Wynns Estate Wine, Coonawarra Estate, Modbury Estate, Owens Valley Burgundy, Wynvale Wines, Boronia, Romalo Champagnes & Sherries.

**YAKKA PTY LIMITED,** 79 Blair-st, Broadmeadows, Vic., 3047. Phone 309-2366. Telegrams Yakkall.

**Directors:** D. K. Laidlaw, J. D. Laidlaw, B. H. Laidlaw.

**Executives:** K. L. Eddy (marketing dir), A. L. Murphy (mngt).

**Agency:** Marketing & Advtg Pty Ltd.

**I/State Repr.:** Clive Knight, 243 Elizabeth st, Sydney.

**Products:** Yakka Overalls.

**YATES, ARTHUR, & CO. PTY LIMITED,** 90-100 Sussex St, Sydney, 2000. Phone 29-6771. Telegrams Seedsman, Sydney.

**Directors:** P. B. Yates, H. K. Price, M. C. Yates, E. S. Knight.

**Executives:** P. B. Yates (gen. mngt), H. K. Price (asst gen. mngt), E. S. Knight (secty).

**Products:** Yates seeds, Gro-plus fertilisers, Yates garden products.

**Agency:** Madison-Milwyn Pty Ltd.

**ZEVENBOOM, JOHN & CO. PTY LIMITED,** 101 Canning St, Nth Melbourne, 3051. Phone 30-3288. Telegrams Boomzev.

**Directors:** A. J. Moir (chrmn), L. E. Rowe, G. Anderson, V. T. Gladstones.

**Executives:** L. E. Rowe (mngt), G. Anderson (factory mngt), A. R. Pitt (secy).

**Product:** Brushware.

**Agency:** W. John Haysom & Co. Pty Ltd.

**I/State Repr.:** Fletcher & Hearle, Brisbane; F. K. Tydeman & Son, Adelaide; Collin & Co. Ltd, Perth; Littler & Collins, Launceston & Hobart; John Zevenboom & Co. Pty Ltd Sydney (43-2271).

# INDUSTRY ASSOCIATIONS AND CLUBS

## ASSOCIATIONS

**ACS — AUSTRALIAN CINEMATOGRAPHERS' SOCIETY**, registered office. Room 33, 133 Pitt St, Sydney, 2000. Phone 25-2255.

Secretary: Hilton Gordon.

**ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA**, 72 Stanley St, Darlinghurst, 2010. Phone 31-7718-9.

Officers: Hal Lashwood (pres.), Hal Alexander (gen. secty). Bob Alexander (assist. secty).

Repr.: 178 Collins-st, Melbourne, Vic. (63-6689, 63-4876).

**ADVERTISING INSTITUTE OF AUSTRALIA**, I. J. Morris (Fed. secy & registrar). Princes Gate, East Tower, 151 Flinders St, Melbourne, 3000. Phone 654-4600. Fed. pres., R. B. Cox, John Higgins Publicity, 63 Kingsway South, South Melbourne, Vic, 3205.

Divisional secretaries: D. Maxwell, c/- 365 Kent St, Sydney, NSW; N. R. Stagoll, Gas & Fuel Corporation, 196 Flinders St, Melbourne, Vic.; V. T. Richardson, 26 Rockingham St, Mt Gravatt, Qld; J. V. Harvey, 5KA Radio City, 43 Franklin St, Adelaide, SA; E. Tamlin, 22 Moulden Ave, Mt Yokine, WA.

General council: President R. B. Cox (Vic.); vice-presidents, D. Barrie (NSW), and E. Evans (Vic.), J. Wilkinson, B. Dowie, G. H. Hazelhurst, R. F. Howells, K. O'Gorman, Miss M. Keane, I. Kennedy, R. Mitchell (SA); Miss C. Behrend, W. Mansfield (WA); E. Edmonds, C. Heselwood (Brisbane), G. S. Richards, R. F. Graham (NZ); 4As, W. R. McFerran, J. P. Goulstone (Vic.); B. Holt, K. H. Ballantyne (NSW); AANA, E. H. Evans, R. H. Gamble (Vic.); P. W. A. Kelso, J. R. Kilgour (NSW).

Education board: Chairman, J. D. Wilkinson (Vic.), B. Holt (NSW), J. Kilgour (NSW), R. Gamble, E. Evans, B. Dowie, G. Hazelhurst, F. Gamble, R. B. Cox, Miss M. Keane (Vic.); C. Roantree (SA) and E. Edmonds (Qld).

Hon. Federal treasurer: Miss M. Keane, Royal Melbourne Institute of Technology, Building 4, Room D1, 124 Latrobe St, Melbourne (34-0234).

**ASSOCIATION OF AUSTRALIAN RE-CORD MANUFACTURERS**, 103 Oxford-st, Darlinghurst, NSW, 2010. PO Box 204, Darlinghurst. Phone 31-2041.

Officers: J. M. Burnett (pres.), C. Pickford & R. Gillespie (vice-pres.), C. Barlow (treas.), Miss V. Green (secty).

Members: Amalgamated Wireless (A'asia) Ltd, Astor Electronics Pty Ltd, Australian Record Club Ltd, Australian Record Co. Ltd, Concert Hall Record Club Pty Ltd, EMI (Australia) Ltd, Festival Records Pty Ltd, Phonogram Recordings Pty Ltd, RCA of Australia Pty Ltd, The Gospel Film Ministry Ltd, Viking Record Co. Pty Ltd, W&G Record Processing Co. Pty Ltd, World Record Club Pty Ltd.

**AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD**, 208 Clarence-st, Sydney, 2000 (GPO Box 4007, Sydney). Phone 29-3713. Telegrams APRA, Sydney.

Directors: G. S. Cooper (chmn), A. F. Albert, W. B. Ahrens, L. Evans, B. Grant, Miss D. Dodds, G. S. English, C. V. Smith, R. E. Bare (Melb.), Robert Hughes (Melb.), A. Heenan (NZ).

Executives: J. L. Sturman (gen. mngr), G. H. Pride (secty).

I/State Repr.: R. W. Ralph, c/- Griffin, Ralph & de Plater, T&G Bldg, Queen-s, Brisbane; B. K. L. Stevens, c/- Smith, Johnson & Co., Bailey Bldg, East Row, City, Canberra; Evans S. Saw, Saw, Wheatley & Co., CML Bldg, St George's Terrace, Perth; C. M. Chambers, c/- Gillott, Moir and Winneke, National Trustee Bldg, 95 Queen St, Melbourne; G. C. Campbell, 43-48 New Zealand Insurance Bldg, 34 Waymouth St, Adelaide. O'seas: D. B. McKinnon, Conference Chambers, Wakefield & Warish Sts, Wellington, NZ; R. L. Munro, Munro, Warren, Leys & Kermode, Central Chambers, Suva, Fiji.

**AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES**, 5th Floor, Collins Hse, 33 York St, Sydney, 2000 (Box 2397, GPO, Sydney, 2001). Phone 29-8171. Telegrams, Advertising, Sydney.

1968 executive: Fed. pres., A. J. Briggs (FC&B); deputy pres., Northern Zone, G. C. Turner (O'Brien Publicity); Southern Zone, A. B. Kinnear (Martin, Kinnear, Clemenger); Fed. treas., T. B. Wallace (Lintas). Members: F. E. Grace (Jackson Wain), P. G. Clemenger (John Clemenger), W. S. Gilbert (Coudrey-Campbell-Ewald), L. Bassett (A. J. Williams), L. A. Reason (Paton Hughes).

Permanent executives: Bernard Holt (Fed. dir), Gawaine H. Lucas (asst to Fed. dir).

I'state repr.: 409-413 Collins St, Melbourne, 3000 (62-1677); Lister, Bruce, Tune & Co., 95 Currie St, Adelaide, 5000 (51-5185); G. S. Hutton & Macfarlane, 400 Queen St, Brisbane, 4000 (2-1533); M. Chiswell, c/- Adcraft Service Pty Ltd, Newspaper House, 126 St George's Terrace, Perth, 6000 (23-2596).

**AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS**, 47 York St, Sydney, 2000. Phone 29-1352.

1967-68 Federal executive: President, H. St O. Dentry (Australian Consolidated Industries Ltd); immediate past president, P. W. A. Kelso (Clifford Love & Co. Ltd); deputy presidents, B. W. Warner (Commonwealth Industrial Gases Ltd), L. Irving (Gillette (Aust.) Pty Ltd); honorary treasurer, P. T. Matthews (Bank of New South Wales).

**Members:** A. McD. Knowles (Rural Bank of New South Wales), A. R. Thurbon (Clipper Australia Pty Ltd), B. M. Kilglur (Kaiser Pty Ltd), D. R. Pittard (Nicholas Pty Ltd), K. P. Smith (Westralian Farmers Co-operative Ltd), G. A. Derham (Bowater-Scott Australia Ltd), J. C. Shimmin (Fibre-makers Limited), R. E. Painter (B. Seppelt & Sons Limited), J. G. Garlick (Hills Industries Limited).

**Administration:** J. H. Bowden (Fed. dir), J. L. Crawford (exec. officer), G. M. Kelynack (NSW secy), 47 York St, Sydney; L. R. Brand (Vic. secy), 445 St Kilda Rd, Melbourne; G. K. Murdoch (Qld secy), c/- Cosway Public Relations Pty Ltd, 447 Upper Edward St, Brisbane; D. F. Thomas (SA secy), 54 Currie St, Adelaide; John C. Waterman (John C. Waterman & Associates Pty Ltd), Box W2094, GPO, Perth, WA.

AANA is the representative body of national advertisers in Australia. Its membership comprises manufacturers and marketers of brand goods and services who use advertising in one or more of its various forms.

**AUSTRALIAN FILM PRODUCERS' ASSOCIATION**, J. H. Nossiter (Fed. secy), 5th Floor, Anzac Hse, 26-36 College St, Sydney. Phone 31-6642.

**Federal executive:** Pres. Eric Porter (Eric Porter Prods), vice-presidents (Sydney), D. Daggett (Fontana Films Pty Ltd), John Kingsford-Smith (Kingscroft Production); vice-president (Melbourne), V. Wagstaff (Cine Service Pty Ltd).

**Members: Sydney:** Ajax Films Pty Ltd, Animads Australian Instructional Films Pty Ltd, John Bushelle Productions Pty Ltd, Chas. E. Blanks Pty Ltd, Christopher Prods, Cinesound Productions Pty Ltd, Collings Productions Pty Ltd, Peter Dimond Films Reg Edwards, Dennis Hill Productions, Fontana Films, Fraser Castle Productions, Bern Gandy, Grimdale & Associates Pty Ltd, Greenhalgh-Railton Productions Pty Ltd, Graphik Animation Pty Ltd, Kingscroft Productions Pty Ltd, David Koffel Film & TV Productions, John Leake Cinematography, Perier Films Productions, Eric Porter Productions Pty Ltd, Supreme Sound Studios, Trojan Film Productions, Ross Wood Prods, Donald Wynne. **Melbourne:** Academy Film Productions, Cambridge Film & TV Productions Pty Ltd, Cine Service Pty Ltd, Crawford Productions Pty Ltd, Eltham Film Productions Pty Ltd, Owen Brothers Ani-

mated Films Pty Ltd, Pacific Film Productions, Senior Film Productions, John Scheffer Productions, Geoffrey Thompson Film Productions, Zanthus Films. **Brisbane:** Camercraft Pty Ltd, Firebird Films, Kinetone Productions Pty Ltd. **Adelaide:** Arkaba Films Pty Ltd, Milton Ingerson Productions. **Perth:** Ronald H. Armstrong, Bryan Lobascher Film Productions. **New Zealand:** Peach Wemyss Ltd, Robert Steele Productions, Birch-Rising.

**AUSTRALIAN MOTION PICTURE STUDIOS' ASSOCIATION**, 16-18 Mount St, North Sydney, 2060. Phone 92-2943. William P. Baker (exec. secy).

**Executives:** L. J. Becker, B. Chirlian, M. R. Murphy, E. E. Porter, V. T. Stacey, G. Vlazny.

**Members:** Antransa Park Television Pty Ltd, Ajax Films Pty Ltd, Fontana Films Pty Ltd, Eric Porter Productions Pty Ltd, Supreme Sound Studios Pty Ltd.

Established to foster the film production industry in Australia.

**AUSTRALIAN RADIO ADVERTISING BUREAU**, (division of Federation of Aust. Commercial Broadcasters), 47 York-st, Sydney, 2000. Phone 29-1738. Cables AFOBS.

Research and information body for Australia's 114 commercial radio stations.

Main aims of the Bureau are: To undertake research designed to inform on the value of using radio as a principal advertising medium; to provide all stations with statistics and sales aids; to inform member stations of details of successful campaigns and promotional ideas; design sales plans for specialised groups; provide speakers to talk to representative buying groups.

**THE AUSTRALIAN WRITERS' GUILD**, 2nd floor, 108 Oxford St, Paddington, NSW, 2021. Phone 31-9709.

**Members, NSW:** John Abbott, John Alaimo, Don Baker, Suzanne Baker, Richard Barry, Joyce Belfrage, Tina Bethell, Lorna Bingham, Michael Boddy, Mona Brand, Barry Brown, James Brown, Denys Burrows, Peggy Caine, Margaret Campbell, Betty Carisbrooke, Stuart Carmichael, Kathleen Carroll, Kenneth Chown, Jon Cleary, Charmian Clift, Renatta Cochrane, Geoff Collings, Maxwell Colwell, Barry Creyton, Neville Dasey, Miriam Davis, Anne Deveson, Deirdre Dillon, Kevin Dowling, Marien Dryer, Alistair Duncan, David Eastman, Kerry Eastman, Leonard Evans, John Faassen, Peter Finnane, Pat Flower, Lynn Foster, Ron Frazer, Stuart Glover, Monty Hamilton-Wilkes, John Harper-Nelson, Marcia Hatfield, Kenneth Hayles, Jill Hellyer, Robert Heverly, John Hinde, Elvira Hogg, Joy Hollyer, Rod Hull, Ron Ingleby, Barbara Jeffries, Creswick Jenkinson, George Johnston, Kay Keavney, Janet Kehoe, Robert Kennedy, John Kiddell, Alan Kitson, Richard



Lane, William Larkins, Lauri Lawrence, John Levy, Bryan Lobascher, Joan Long, Stan Mars, Lyle Martin, Norma Martyn, Claire Meillon, Rodney Milgate, Monte Miller, Ronald Morse, Trevor Myers, Bryan McAllister, Kevin McGrath, Desiree McFadden, Phyllis McLean, Ross Napier, Ruth Niland, John O'Grady, Robert Peach, Lance Peters, Ralph Peterson, Will Pryor, Eric Rasdall, Leslie Rees, Betty Roland, Ted Roberts, David Sale, Stefan Sargeant, Eric Scott, Ken Shadie, Sheila Sibley, Jannie Southan, N. Stephen, Robert Symons, Allan Trevor, Margaret Trist, Ric Trossel, Barbara Vernon, Robert Walker, Richard Walsh, John Warwick, Noel Webster, David Wheatley, Frederick Wiseman, Maslyn Williams, Maurice Wiltshire, Nan Witcomb, Eleanor Witcombe, James Workman, Michael Wright.

**Victoria:** Robert Amos, Barbara Angell, Reginald Barry, Sonia Borg, Ronald Callander, Robert Crawford, Phil Darbyshire, Jonathan Dawson, Anthony Evans, Michael Fitzgerald, Phillip Freedman, Oriel Gray, Cliff Green, Howard Griffiths, Alan Hopgood, Edward Howell, Donovan Joyce, Richard Magree, Shirley Miller, Ian Neil, Harold Lander, John Pinkney, Della Foss Paine, Carmen Saarelaht, Jim Stapleton, Terry Stapleton, Rosalie Stephenson, Hugh Stuckey, Douglas Tainsh, John Tranter, Osmar White, Mary Wilton, Brian Wright.

**Overseas:** Richard Aspinall (Nigeria), John Cameron (London), Joyce Cavill (Canada), John Chapman (London), 'Doc' Doyle (London), John Ford (London), Patricia Hooker (London), Don Houghton (London), Paul Lawson (Greece), Curtis Levy (London), Noel Robinson (London), George Saunders (London), Morris West, Earl Woodbury (America).

**COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA**, Collins Hse, 33 York St, Sydney, 2000. GPO Box 2397, 2001. Phone 29-8171.

**Permanent officers:** Bernard Holt (hon. secy), John Bowden (assist. hon. secy).

**FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS**, hq 2nd Floor AWA Bldg, 47 York St, Sydney, 2000. (GPO Box 7024, 2001). Phone 29-1738.

**1968 executive:** President, D. L. Foster (2GB); immediate past president, J. S. Larkin (5DN); snr vice-president, W. H. Stephenson (2SM); country vice-pres., E. Furlong (6VA).

**Federal council:** Max Baker (VBN), M. E. W. Baker (4BC), L. Bennett (3UZ), A. B. Brown (7HQ), R. C. Crawford (3DB), A. D. Faulkner (2UE), L. C. Hynes (2UW).

**State chairmen:** K. B. O'Donohue (NSW), R. Baeck (Vic.), M. E. W. Baker (Qld), J. Sutton (SA), J. W. Hugall (WA), A. Brown (Tas.).

**Permanent Executives:** E. L. Sommerlad (Federal dir), H. M. Goodsall (executive

secy), J. H. Sturzaker (ARAB research and promotion officer).

Federation's first annual convention was held in 1931, when only 27 commercial stations were in existence. **M. B. Duffy** (then of 3KZ) was elected 1931-32 president. Within six years 44 new commercial stations joined the FACB, with membership reaching 100 by 1940, 108 by 1957 and 114 by 1967.

**FEDERATION OF AUSTRALIAN COMMERCIAL TELEVISION STATIONS**, Suite 404, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

**General manager:** A. S. Cowan.

**Executive assistant:** A. B. Simpson.

Television industry's association formed in 1960, with membership open to operating metropolitan and provincial commercial stations.

**INSTITUTION OF RADIO AND ELECTRONICS ENGINEERS AUSTRALIA**, THE, Science Hse, 157 Gloucester St, Sydney, 2000. Phone 27-1039. Telegrams Instradio, Sydney.

**1967-68 executives:** Prof. R. M. Huey (pres.), V. F. Kenna (deputy pres.), Prof. R. E. Aitchison (snr vice-pres.), A. Fowler (vice-pres.), N. T. W. Wedgner (hon. treas.), K. G. Knight (gen. secy), Miss E. Sharman (asst gen. secy), Mrs G. Higginbotham (publ. board secy), M. H. Stevenson (hon. editor).

**Divisional chairmen, Sydney:** R. D. Stewart, P. H. Heins (hon. secy); **Newcastle:** Dr W. G. Kirchner, J. Clarke (hon. secy); **Melbourne:** R. J. Biddle, R. K. Crow (hon. secy); **Brisbane:** F. Hoe, C. M. King (hon. secy); **Adelaide:** R. M. Griffith, S. G. McLean (hon. secy); **Perth:** S. A. Matthews, C. H. Fletcher (hon. secy); **Launceston:** G. W. Clark, A. J. E. Robertson (hon. secy); **Hobart:** Prof. C. H. Miller, J. H. Brodie (hon. secy); **Canberra:** S. A. Westwood, Major P. R. Gower (hon. secy).

**MUSIC PRODUCERS' ASSOCIATION OF NEW SOUTH WALES**, Suite 6, 207 Darlinghurst Rd. Kings Cross, NSW, 2011. Phone 31-6546.

**Executive:** W. Pryor (pres.), A. Dean (vice-pres.), J. J. White (secy).

Formed late 1963. Association's broad aim is to negotiate an industry basis with allied organisations including the 4As and AANA, and the Musicians' Union.

**TELEVISION ADVERTISING BOARD** (A unit of FACTS), Suite 404, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

**Geoff Pengilly** (chman), A. S. Cowan (gen. mgr).

**Member stations:** All operating metropoli-

tan and provincial commercial television stations.

Formed early 1957 to accredit agencies, to formulate TV advertising regulations, to deal on an industry basis with other organisations including the 4As and AANA and to promote the sale of television time.

**TELEVISION AND ELECTRONIC TECHNICIANS INSTITUTE OF AUSTRALIA**, 342-348 Flinders-st, Melbourne, Cl, Vic. Phone 61-2011.

**Federal president:** L. Coleman, Federal secretary; K. N. Black, Federal treasurer; K. J. Main.

**State divisions:** Vic., L. Cardilini (pres.), K. N. Black (secy); NSW, G. M. Mitchell (pres.), A. G. Wallace (secy), Mrs Mitchell (exec. officer); SA, N. Niblett (pres.), A. D. Menash (secy); WA, G. Burke (pres.), S. Holman (secy); Qld, E. M. Devin (pres.), B. Lofthouse (secy).

**TELEVISION AND ELECTRONIC SERVICES ASSOCIATION OF VICTORIA** (affiliated with the National Alliance of Television and Electronic Services Associations), 342 Flinders-st, Melbourne, Cl, Vic. Phone 61-2011.

M. S. Grimwood (pres.), K. N. Black (secy).

Association is managed by a council elected by members.

**TELEVISION SOCIETY OF AUSTRALIA**, Box 1712P, GPO, Melbourne, 3001. Phone T. D. Webb, 69-0771 (home number, 20-2904).

**Office-bearers:** T. J. O'Donohue (pres.), D. Mackay (vice-pres.), T. D. Webb (hon. secy), Miss A. Vandenberg (exec. secy), Miss J. Baldwin (hon. treas).

**Council members:** I. B. Angus, R. H. Cunningham, J. H. T. Fisher, I. Jones, D. Mackay, W. E. Ritter, R. D. Sefton, C. Frazer, R. Power, P. Randall, Miss R. Stephenson, G. Phillip, G. Fegent, J. Bale, M. Provis.

Associated with the Television Society of Great Britain.

**TELEVISION SOCIETY OF AUSTRALIA (NSW division)**, PO Box 333, Crows Nest, 2065. Phone 439-1163.

**Office bearers:** Mary Meares (pres.), Geoffrey Healy (vice-pres.), Colin Macdonald (secy).

**Council members:** John Barry, Russ Becker, Harry Griffiths, Jane Flemming, Basil Sands, Kevin Burston.

## CLUBS

**ADVERTISING CLUB OF VICTORIA**, Box 2488V, GPO, Melbourne.

**Board of Management:** Pres., M. B. Fogarty (Alwyth Advtg), Vice-pres., F. M. Slater (Val Morgan & Sons).

**Committee:** B. H. Buttery (Mobil Oil), R. H. Gordon (Cyclone Co.), D. M. Guthrie (D. Guthrie & Assocs), J. R. Haywood (Army), H. G. Holt (Val Morgan & Sons), A. L. Hutchinson (J. Walter Thompson), E. L. Jeffrey (E. L. Jeffrey Pty Ltd), B. A. Mitchell (HSV), J. A. McConnell (Paton Advtg Service), J. C. Oram (Selex Decal), J. T. Reidy (Southdown Press), B. J. Watts (Phillip Morris).

**Organisation representatives:** L. Bosworth (outdoor advtg assoc.), J. L. Edwards (AANA), J. P. Goulstone (4As), J. G. Stuart (FACB), G. P. Ruttle (Theatre Screen Advtg Assoc.).

**Administrative officer:** N. N. J. Peppard (Noel's Personal Services).

**CONTACT CLUB LIMITED**, Sydney, GPO Box 1792, 2001. Admin secy, Mrs Lorna Maurice, 918-6484.

**Executives:** Pres., N. Battye; vice-pres., B. Maurice, D. Neely; hon. secy, M. Cail; treas., R. Phillips.

A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

**TIME CLUB, THE (Sydney):** Hon. secy, Ken Johns, AWA, 47 York St, Sydney, 2000. (2-0233).

**1967-68 executives:** Pres., Frank Jeffcoat (2UW); Vice-pres., Ken Lloyd (ABS); secy, Ken Johns (AWA); publ. officer, R. (Mac) Bumstead (B&T).

**Executive committee:** R. Clark (2GB), P. W. See (2CH), W. R. Smith (2GZ); K. O'Donohue (2SM), J. Tonkin (3AK).

**TIME CLUB, THE (Victoria).** Hon. secy, Brian P. Woodyatt, c/- Macquarie Broadcasting Services, 382 Latrobe St, Melbourne, 3000. Phone 239-6666.

**1967-68 executive:** Pres., Bruce H. Neal (AWA); secy, Brian P. Woodyatt (MBS); immediate past pres., George Andrew (3UZ); treas., D. Shorland (3XY).

**Committee:** Don Gibb (3AK), David Corley (VBN), Gordon Denning (3DB), Ken Stevens (McCormick, Brandon, Haig-Muir), Vic Beitzel (3UZ), John Lloyd (3KZ).

**TIME CLUB (Brisbane).** C/- CQBN, Perry House, Elizabeth St., Brisbane, 4000. President, D. H. Nicholson; vice-pres., R. Swift; secy, D. Baker; treas., F. R. Pearce.

# ADVERTISING AND TECHNICAL TRAINING COURSES

## SYDNEY

**ADVERTISING INSTITUTE OF AUSTRALIA;** I. J. Morris (Fed. secy & registrar), Princes Gate, East Tower, 151 Flinders St, Melbourne, 3000. Phone 654-4600.

**Divisional secretaries:** D. Maxwell, c/- 365 Kent St, Sydney, NSW; N. R. Stagoll, Gas & Fuel Corporation, 196 Flinders St, Melbourne, Vic.; V. T. Richardson, 26 Rockingham St, Mt Gravatt, Qld; J. V. Harvey, 5KA, 43 Franklin St, Adelaide, SA; E. Tamlin, 22 Moulden Ave, Mt Yokine, WA.

Principal objectives of the Institute, which has over 1000 members in Australia, New Zealand and south-east Asian countries, are to promote a broader idea of the functions of advertising and to encourage the study of advertising in all its aspects.

Institute is actively supported by the AANA and 4As and has revised its syllabus and devised a course of study which is uniform for all technical colleges throughout the Commonwealth.

For students in States where classroom tuition cannot be extended beyond two years, the Institute is developing a correspondence course for the remaining two years to enable students to qualify for their Associate diploma.

Students who are unable, because of geographical or other reasons, to attend technical colleges, may prepare for the Associate examination by private study.

**DIAMOND ADVERTISING ACADEMY,** 40 Cambridge Ave, Vacluse, NSW, 2030. Phone 37-1554.

Courses available in media for the Diamond Academy Media Diploma.

**Period of course:** 8 months.

Enrolment can be made at any time by contacting principal.

**Fee:** \$4 weekly.

Academy closes 3 weeks over Christmas and New Year, and 3 weeks at Easter.

**HEMINGWAY ROBERTSON INSTITUTE** (owned and controlled by Hemingway Robertson Pty Ltd), ADC Building, 189 Kent St, Sydney, 2000. Phone 27-2785. Telegrams Hemway, Sydney. Head office, Melbourne.

**Directors:** R. W. Robertson, B.Com. (Melb.), FASA, FCIS; J. R. Marriott, FISM, FIBA, FIA (Aust.).

**NSW principal:** E. A. R. Langsford, B.Com., FRANZ, ACIS, FASA.

Conducts courses in accountancy, cost accountancy, company secretaryship, banking, sales management, advertising, business administration, bookkeeping, office management, hardware distributors, wholesale soft-goods distributors, personal individual home study tuition, full-time tutorial staff available.

Operated 6 days weekly, no time limit to tuition.

Sponsors the Dale Carnegie course in Australia, conducts also the Alexander Hamilton Institute modern business program and HRI Computer Training Centre.

Enrolment is effected by completion of enrolment of applicant and payment of initial fee.

No additional tutorial costs or text book fees involved; fees for individual courses appear on schedule of fees and are fixed at time of commencement.

**INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD,** 400 Pacific H'way, Crows Nest, NSW, 2065. PO Box 202. Phone 43-2121. Cables Intertext.

**Directors:** W. R. Gresham (mng dir), G. W. Anley (secy), M. H. Kellerman (principal).

Conducts six courses in radio-TV engineering and servicing, courses for **PMG exams**, course for the **IREE**, 12 courses in electronics and three in electronic computers, all courses giving revision in basic mathematics and graded study manuals to the more advanced work.

Periods of study vary from 252 hours for a basic electronics course to 1175 hours for the practical radio-TV engineering course.

Fees range from \$50 for a preliminary radio servicing course to \$154 for the practical radio-TV engineering course.

Enrolment is effected by personal interview with a trained careers officer or by mail, in which guidance forms are used to assess the potential student's educational standard. Adjustments may be made in the structure of each course, depending on student's previous education or experience.

Courses keep abreast of the latest develop-

ments in radio, TV, electronics, servomechanisms, automation and telemetry.

Further information may be secured from the Registrar, International Correspondence Schools, PO Box 202 Crows Nest, NSW.

**NEW SOUTH WALES DEPARTMENT OF TECHNICAL EDUCATION**, Farrer Place, Sydney, 2000. All enquiries, Guidance Office, Department of Technical education, Broadway, Sydney, 2007. Phone 2-0922, ext. 284.

Department conducts a four-years, part-time certificate course in advertising at Sydney Technical College, requiring attendance for six hours a week in the first three stages, and eight hours a week in the fourth stage. Provides comprehensive education in advertising principles and techniques at both the elementary and advanced levels and is based on the requirements of the Associateship of the Advertising Institute of Australia.

Subjects covered include: copywriting, oral communication, media, psychology, production campaign planning, report writing, marketing and research.

**Fees:** \$18 a year for the first three stages and \$24 for the fourth stage. Department of Technical Education also conducts a Television Studio Techniques course at North Sydney Technical College. It is a two years, part-time course requiring attendance for six hours each week, and offers lectures and practical instruction in television studio practices. Each term several scripts are selected and produced in the studio to provide students with practical experience, and the opportunity to work under TV operational conditions.

**Fees:** \$24 a year.

**NORTH SYDNEY TECHNICAL COLLEGE** (NSW Department of Technical Education), Pacific Highway, Gore Hill, NSW, 2065. Phone 43-5318.

**Principal:** R. J. Hibbard.

Conducts courses in TV station operation, TV studio techniques, transistors (post trades), industrial electronics (post trades), TV receiver servicing (post trades), telegraph

mechanics, radio trades.

Electronics and communications certificate course, very high frequency techniques (post certificate), industrial electronics (post certificate).

For details of courses, terms and fees, contact the supervisor of radio and television (43-5316).

## BRISBANE

**CENTRAL TECHNICAL COLLEGE**, George St, Brisbane, 4000. Phone 21-2411.

The advertising course provides for the training and development of present and potential advertising executives, and others dealing with advertising in commerce, industry and the public service.

**Period of course:** Two years — three terms annually. Course covers the subjects for the Advertising Part I and Associate A examinations of the Advertising Institute of Australia.

**Enrolment and fees:** Enrolment may be effected at the Institute office. Fees: \$12 per term over the two years.

## ADELAIDE

**SOUTH AUSTRALIAN INSTITUTE OF TECHNOLOGY**, North Tce, Adelaide, SA, 5000. Phone 23-3866.

Marketing Studies Certificate.

Course is designed to train personnel in fields of advertising, retailing, field selling, overseas trading and physical distribution of goods.

Subjects include business operations, advertising, graphic arts production, copywriting and design, media analysis, advertising programming.

**Period of course:** Three years part-time, three terms annually, February to November. Enrolment at SA Institute of Technology, early February each year.

On successful completion of course, students may apply for the associate diploma of the Advertising Institute of Australia.



# Who's Who in • • •

- *Advertising*
- *Production*
- *Radio*
- *Television*
- *Radio-TV entertainment*
- *And associated fields*

The logo for 2SM, featuring the numbers '2', 'S', and 'M' in a bold, stylized font. The '2' is on the left, 'S' is in the middle, and 'M' is on the right, all contained within a black rectangular border.

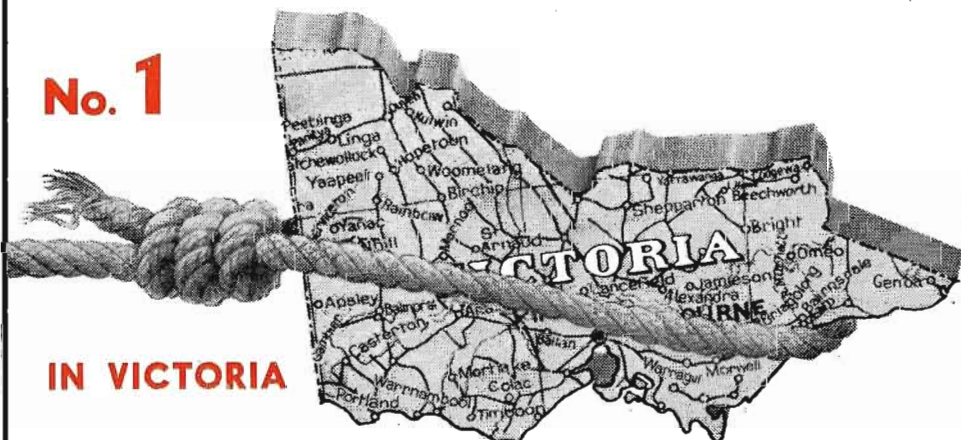
Where Package Buys  
Spread Your Money Further

2SM388E

# CAPTURE RURAL VICTORIA WITH

# ABS

**No. 1**



**IN VICTORIA**

# ABS

**3SR SHEPPARTON**

**3YB WARRNAMBOOL**

**3UL WARRAGUL**

**3CS COLAC**

ASSOCIATED BROADCASTING SERVICES

A

**ABRAHAM, Raymond John.** Radio engineer. Born Basingstoke, England, March 11, 1935. Joined 7EX as junior technician in March 1954. Appt chief eng. 2QN 1962 then 2WG 1963. Rejoined 7EX as chief eng. July, 1965. Married, 3 children, resident Launceston.

**ADAM, Graeme S.** Accounts director, T. Hilken Waite Pty Ltd, Brisbane. Born Bris. 1940, ed. Church of Eng. Grammar School. Acctnt-exec. O'Brien Publ. 1959-63. Copy chief T. Hilken Waite, 1963-65. Acctnt-exec. 1965-66, T. Hilken Waite.

**ADAMS, Noel.** Agency director and accounts supervisor. Born Sydney, September 14, 1920. FAI (Aust.); Warrant officer, Army Education Service, 1941-45. Advertising manager, Tecnico Ltd (3yrs). Pre-war announcer-copywriter and sales rep. (in turn), AWA broadcasting dept. Radio director, Hawkins Advtg (3yrs), account executive, NAS (Sydney) Pty Ltd (8yrs), now dir. Married, resident Watson's Bay, Sydney.

**ADLERSTEIN, Hans Heinz von.** Agency chief film producer. Born July 16, 1910. Former chief producer Assoc. TV; Sydney mngr Aust. Radio and TV prod'ns; joined J. Walter Thompson 1956. Three years Berlin, Paris universities; asst-director film units; chief producer UFA Berlin, documentary, industrial & comm. films. Directed first live TV broadcast for German PMG's Dept. Travelled Europe, N & S America, Near East, Africa. Arrived Aust. 1961. Married, resident Miranda, Sydney.

**AIRD, Keith James.** Radio station accountant. Born Adelaide, SA, Sept 7, 1924. Chief clerk, Co-Op. Building Socy of SA (23 yrs). Apptd acctnt 5KA 1963. AASA. Married (two sons), resident Woodville, Adelaide, SA.

**AITKEN, Raymond Reginald Scott.** Agency director. Born Sydney, May 1, 1923. Began advtg career in 1945 with AWA Radiola advertising dept. Production manager then account exec., Raymond Publicity, Sydney. Joined NAS (Sydney) as account exec., now director. Married, resident Hunter's Hill, Sydney.

**ALDOUS, John James.** TV representation company Melb. manager. Born Williamstown, Melb. Advtg mngr Shaeffer Pen Co.; acctnt-exec. Claude Mooney. Asst sales mngr GTV-9. Now Melb. mngr Provincial Television Services (Vic.) Married, resident North Balwyn, Vic.

**ALLENDER, Robert.** Advertising agency director. Born Wellington, NZ, Dec. 15, 1922. NZ B'casting Service, Catts-Patterson Advtg, Publ. mngr, TEAL, acctnt dir Hansen Rubensohn-McCann Erickson, Berry Currie, Hawkins. Dir, Coudrey-Campbell-Ewald Pty Ltd. Married resident Turrumurra, Sydney.

**ALLSOP, Raymond Cottam.** Motion picture, radio and TV consultant. Born Randwick, NSW, March 11, 1898. Associated start of Australian pioneer station 2BL Sydney, and chief engineer. First to make short wave speech to UK and USA (1925) and London, broadcasting to Australia via 2BL. Former member, Broadcasting Control Board. Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Fellow & past pres. IRE (Aust.) now IREE, lieut. comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

**AMOORE, Cecil Thomas.** TV station chief engineer. Born Brisbane June 29, 1928. Holds B'cast Ops. Cert., TV Ops. Cert., Assoc. SMPTE. 11 years senior tech. 4BH, 1½ years electrical eng. dept., Queensland Uni., 3½ years supervising tech. in charge of OBs BTQ. Joined RTQ Nov. 1962, as chief engineer. Married, 2 daughters, resident Rockhampton, Qld.

**ANDERSON, George Herbert.** Media and market research company governing director. Born Hobart, Tas., March 20, 1897. Former railway survey & construction engineer; asst gen. secretary Graziers' Assoc., NSW; gen. mngr 2GZ, dir 2NZ, first country vp AFCBS; sales mngr MBS; mngr 2GB. 1944, Founder, gov.-dir, Anderson Analysis radio listening, TV viewing, press readership market research, chairman Mecar Pty Ltd, AIF, 1915-1919; 1938-43 lieut. col. 9th Field Reg.; G3 (Air) G2 Intell. LO, hq 2 Aust. Corps. Married, resident Turrumurra, Sydney.

**ANDERSON, Hugh.** Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange (Aust.) Pty Ltd, Melb.

*Station Managers!  
If your Victorian sales  
are not up to expectations,  
why not ring us?*

**RAY BROWN  
Pty. Limited**

Media representation  
100 Drummond St., Carlton, Victoria  
P.O. Box 58, Carlton South, 3053  
Telephone 34 1103-4  
Telegrams 'Schedule' Melbourne

**ANDREW, George William.** Radio station sales manager. Born Fairfield (Vic.) Oct. 5, 1917. Former sales rep., Herald & Weekly Times (1932-56), RAAF (5½ yrs). Joined 3UZ, 1956. Clubs — Melb. Cricket Club, VAC Huntingdale Golf. Club, St Kilda FC Social Club (V/pres.). Married, 2 children, resident South Caulfield.

**ANGEL, Donald.** Radio station news editor. Born Sydney, Sept. 23, 1911. Journalist on Sydney metropolitan newspapers, wartime deputy director in charge, NSW branch, Commonwealth Dept. of Information, also war correspondent. Currently with 2UE. Married (two children), resident, Coogee, Sydney.

**APTE, Harold.** Agency group creative director. Born August 5, 1926, Sydney. RAAF 1944-46. Trained Sydney Tech. to 1949. Joined Audio Visual Associates. Moved to MGM 1951 as advtg designer to 1954. Lintas 1954-59. Goldberg art dir 1959-61. Art dir HR-McCCE 1961. Appt exec. art dir 1965. Associate creative dir 1966. Appt group creative dir Jackson Wain 1967. NSW pres. ACIAA, 1963-65. Married, resident Wahroonga, Sydney.

**ARCHER, Kenneth Alan.** Chief network sales manager. Born Brisbane, Jan. 17, 1928. Science master, Bris. Church of England Grammar School, 1947-53. ABC sales rep, Oct., 1954, app. sales mngr, December 5, 1956, asst mngr, 1962. Queensland network sales manager, 1966. Represented Qld at Cricket and Baseball 1946-56, and Aust. at cricket 1949-52. Married (two children) resident Annerley, Brisbane.

**ARCHER, Ronald Graham.** TV station sales manager. Born Bris., Oct. 25, 1933. 7 years Shell Co, 2UW sales rep March 1959. Appointed sales mngr 2UW 1963. Now sales mngr TVQ. Represented Qld and Aust. at cricket 1952-56. Toured England 1953 and 1956, and West Indies 1955. Married, 2 children, resident Kenmore, Brisbane.

**ARMOUR, Kenneth John.** TV station manager. Born Corowa, NSW, Dec. 6, 1936. Joined Amalgamated Wireless A/asia Ltd at 2AY Albury, 1954. Transferred 2GF Grafton, 1956. Mngr 2GF from 1964. Appt. station mngr Richmond-Tweed TV Ltd (RTN), 1967. Married, resident Lismore, NSW.

**ARMSTRONG, William Richard.** Recording production company principal. Born June 24, 1929. Experience in sound recording with Phillips, ABC, 3UZ, W&G, 3DB and Telefl. Formed his own recording studio in October 1965; Bill Armstrong Pty Ltd, senior affiliate IREE (Aust.). Married, resident Caulfield (Vic.).

**ASHTON, John Alexander.** Radio station manager. Born December 7, 1914, Perth WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep. (6 years), sales manager and asst mngr 6KY-NA, now network sales executive 6PR-TZ-CI. Married, resident South Perth.

**ATHOW, Garth Donald.** Radio station manager. Born Bris., Mar. 10, 1930. With 4GY 1955, then to 2MW 1956 and apptd studio mngr 2MW's Southport studio 1958. Now mngr and resident director of 4LM. Married (2 daughters), resident Mt Isa, Qld.

**AUSTIN, Ellis Maxwell.** Agency secretary and accountant. Born Syd. Nov. 15, 1918. With Lintas. Previously Vic. branch acct Unilever. Married, resident Blakehurst, NSW.

**AUSTIN, Ian Leonard.** Agency TV-radio prod. mngr. Born Sydney, Jan., 1936. Geo. Patterson-Noble Bartlett Advtg, Brisbane. Single, resident Teneriffe, Bris.

**AUSTIN, Kenneth Lindsay.** TV station publicity officer. Born Dandenong, Victoria, Nov. 20, 1923. 3UL sales staff 1941, AIF 1942-46, 3UL 1946, 3SR 1949. 3SR sales mngr 1966, GMV publ. officer 1967. Married (3 children), resident Shepparton.

## B

**BAECK, Robert Joseph.** Radio station general manager. Born Melb., Vic. Began radio career 3KZ, then to 2MG, 2HD 1945; sales dir 1953-56. Former sales mngr VBN. Apptd gen. mngr 3XY 1964. Resident Ringwood, Vic.

**BAGLIN, Douglass Hinton.** Film producer and studio managing director. Born Sydney June 25, 1926. 2yrs RAAF aircrew; founded Douglass Baglin Pty Ltd (comm. photographers) 1946, and also equipment, sales, suppliers and hire service for trade in 1954. Now mng dir of the three businesses. Married, resident Hunters Hill, Sydney.

**BAILHACHE, Keith.** Television station manager. Born Brighton (Vic). Joined Electronic Industries Ltd, appointed secy GTV. Five years RAAF (F/lt), now mgr SES. Married, resident Mt Gambier, SA.

**BAINGER, Colin Robert.** Television station company secretary. Born 1922. Formerly Shell Co.; apptd secy NWS 1959. Fellow Chartered Institute Secretaries and Assoc. Aust. Society of Accountants. 4 yrs AIF. Resident Centennial Park, SA.

**BAKER, Max.** Radio network general manager. Born Broken Hill, NSW, April 18, 1925. 1943-48 with RAN cadet midshipman-lieut.; 1948-51 Industrial dept BHP Co. Ltd, Newcastle; 1951 asst secy; 1954, gen. secy; 1960-64 Fed. dir FACB. Now gen. mngr Vic. Broadcasting Net. Ltd. ACIS; AASA. Married, 1 son, 1 daughter, resident Kew, Vic.



**BAKER, Maxfield Edmund William.** Radio station manager. Born Wonthaggi (Vic.), Jan. 22, 1915. Joined 4BC (announcer) 1945, now mngr. Married (3 sons, 1 daughter), resident St Lucia, Brisbane.

**BAKER, Samuel Cecil.** Radio production company sales manager. Born Singapore, 1921. Came to Aust. 1945. Joining the Macquarie newsroom in 1947. Joined Artransa 1950 as country sales exec. Appt sales manager Artransa radio division, 1956. Appt asst to mng dir Macquarie Broadcasting Service, 1966. Married (one son), resident Pymble, NSW.

**BALLANTYNE, Kenneth Rex Hunter.** Agency deputy managing director. Born London, October 7, 1919. Dir Best & Co. Pty Ltd, 1945-57, publ. mngr Phillips Elec. Inds P/L, 1957-58, dir Trade Publ. (UK) C'with of Aust., 1958-61 Joint mng dir USP-Benson (NSW) Pty Ltd. Now deputy mng dir Nixon-Compton, Sydney. AIF infantry and signals, 1939-45. Married, resident Bellevue Hill, Sydney.

**BANKS, Norman Tyrell.** Director public affairs, producer-compere, commentator foreign affairs and sports, radio and TV interviewer. Born Hampton, Vic., October 12, 1905. MBE for services to broadcasting. 3KZ 22 years, studio mngr, quiz show and panel prog. compere, sports commentator in USA 1935-6. Since 1952 with 3AW, compere, feature commentator. Founder worldwide Carols by Candlelight Festival and creator all-day radio charity appeals. Married, resident Armadale, Vic.

**BANKS, Terry.** Manager, Eric Porter Productions. Started with Cinesound Productions laboratory and later film editor of Cinesound newsreel. (American 'Oscar' award for Kokoda Front Line.) Film editor of Sons of Matthew and Smithy etc. Theatre manager with Greater Union Theatres, producer-director of commercial TV films at Artransa and Supreme Sound Studios. Married, resident Willoughby, Sydney.

**BARBER, Samuel George.** Radio station chief engineer. Born Norwood (SA), April 13, 1913. Elect. maint. staff Chrysler Corp'n 1933-39, eng. 1/c 5RM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN Inc. standby 2kw plant plus studio and assoc. equipment inc. remote control. IREE (SA) Technical advisor to Royal Flying Doctor Service. Married, resident Brighton, Adelaide.

**BARKER, Wilfred John.** TV station sales manager. Born Hobart, Tasmania, Aug. 1, 1928. Ed. Uni. of Tasmania. Major CMF. Appt. Vic. sales mngr GTV Melbourne, January 1966. Sales manager, 1967. Married (2 children), resident East Malvern, Victoria.

**BARLIN, George Kenneth.** Television station gen. manager. Born Lansdowne (NSW), Feb 18, 1916. MIRE. Apprenticed 2CA 1933, asst mngr-chief eng. 1941, mngr 1946. Tech. superinten-

dent, 2WL, 1957. Now gm Canberra Television Ltd (CTC). Married, resident Campbell, Canberra.

**BARNES, Keith.** Radio station manager. Born Melbourne Jan. 31, 1922. 24 Btn AIF. 20yrs radio experience. Now mngr 3HA. Married, resident Hamilton, Vic.

**BARRIE, Douglas Mitchell.** Agency managing director. Born Lismore, NSW, March 21, 1916. With Assoc. Newspapers, Syd., 1932. C'cial artist until 1940. After active service 1946 appt advtg mngr British Standard Machinery, 1955, advtg mngr LNC Indus. and NSW assoc. companies. Dir and gen. mngr Dean Forbes Advtg since 1961, now mng dir. Married, 2 children, resident Kingsford, NSW.

**BARRY, John Vincent.** Cine & TV equipment company managing director. Born Melb. Dutch Govt film unit during war, then Trans-Pacific Films, Melb. cameraman, Chas. E. Blanks. France cameraman 4yrs in London, 3 yrs Paris. Cine & TV equip. div. mngr Swift & Bleakley P/L. Mng'r PR & sales Supreme Sound Studios. Now mng dir Birns & Sawyer (Aust.) P/L, Aust. & SE Asia. Council member & publ. officer TV Society of Aust., NSW div. Married, resident Bellevue Hill, Sydney.

**BARRY, Keith Lambert.** Agency managing director. Born Bowen, Qld, 1928. Lever Bros rep. Qld, prod. mngr, Sydney; acct/exec. Lintas Pty Ltd. Now managing director, USP-Benson Qld. Married, resident Clayfield, Brisbane.

**BARTON, Richard Henry.** Proprietor, film and TV studio equipment manufacturers and suppliers. Born Sydney, NSW, Nov. 1, 1914. 38 yrs mfg & photographic engineering. Gen. engineering, foreman & mngr, machine shops to 1942; one yr Radio Physics div., CSIRO. Estab. own business, Richard H. Barton Photographic Engineers, 1943 now proprietor. Resident Chatswood, NSW.

**BATCHELOR, John.** TV station chief engineer. Born Adelaide 1930. Formerly engineer ABC television, Melbourne, engineer Phillips Electrical Industries, London. TV receivers design and production. Now chief engineer NWS. BE, FSASM. Resident Woodforde, Adelaide.

**BATYIE, Noel.** Media representative. Born Sydney, NSW. Former advtg copywriter-acct/exec; radio station announcer-mngr; station sales & representation; with Coudrey-Gotham, A. Smyth, O'Brien Pub.; stations 2WG, 2CA, 2UE, and 2UW. Now principal, Noel Battye Pty Ltd. War service AIF. Married, 3 sons, resident St. Ives, Sydney.

**BAUME, Sidney Erne.** Managing director, Baume, Chapman & Baume advertising agency, Sydney. Born Auckland (NZ) August 12, 1905. LLB (NZ), FAIM, FISM (Aust.). Married, resident Sydney.

**BAXTER, Roy W.** Radio-TV production unit, managing director. Born Canberra, ACT. Mng dir Pilgrim Productions Ltd. Married, resident North Ryde, NSW.

**BAZ, Alexander John.** TV station manager. Born Sydney, Sept. 12, 1913. With Newspaper News & Yaffa Syndicate, 1929-36; pictorial editor feature mngr, sales promotion mngr, Aust. Consolidated Press, 1936-55. Grad. Barnard-NBC Summer Inst. of Radio & Television, Columbia Univ., NY; mngr TCN since Jan., 1956. AIF, World War II, 4½ yrs Darwin, NG. Retired major. Married, 1 daughter, resident Balgowlah Heights, Sydney.

**BEAN, Alfred George.** Recording studio manager. Director Bruce Clark's Jingle Workshop. Married, resident Burwood, Vic.

**BEARD, Denys.** Radio station manager. Born Derbyshire, UK, March 2, 1923. Served Royal Navy 5½ years. Entered radio as cricket commentator-news reader. 4KQ studio mngr 13 yrs, 4BC service mngr 5½ yrs. Now mngr 4KZ Innisfail-Tully, N.Q. Resident Innisfail.

**BECKER, Leon Joseph.** Manager, TV film studios. Born Sydney, September 15, 1924. Announcer 2KA 1940-43, 2KM, 2CH. RAAF 4 yrs. Post-war joined 2UW, thence 2GB 1960 announcer-salesman. 2GB asst mngr 1954. Artransa asst mngr 1955, app. executive producer, Artransa Park Film Studios, 1956. Live program supr and talent dir ATN, 1962-63, appt Artransa mngr 1963. Married, resident Dee Why, Sydney.

**BECKER, Russell Anthony.** Television film distributor. Born Homebush, Sydney, July 20, 1928. Pro'tn asst 2CH, asst to sales mngr, AWA b'cstg dept, then 4BH continuity mngr. London, sales exec. Overseas Rediffusion Ltd, thence home, senior sales exec. Macquarie B'casting Service, Melb., Nichols-Cumming Advtg. Melb. (sen. acct-exec.). Joined ATN 1956; sales mngr 1957; station mngr 1959; gsm ATN and Artransa Park TV 1961; gen. mngr TVQ 1964-65. Now proprietor R. A. Becker & Co. TV film dist. Fellow Inst of Sales & Marketing execs (ISM), FISM. Married (two sons), resident Sydney, NSW.

**BEOLEY, Leonard William.** Radio station general manager. Born Sydney, January 15, 1917. Joined MGM Sydney as junior (1931) and travelled for motion picture ind. in NSW, Vic. and Qld, becoming MGM's asst Qld mgr. Joined 4KQ as sales manager. Now gen. mngr. Married, resident Kenmore, Brisbane.

**BELLET, Michael Francis.** Radio station manager. Born May 7, 1931, Rockhampton, Qld. 4KQ presentation, programming, announcing then 4AY — breakfast anncr studio manager and to sales. Now manager 4AM. Married, 2 daughters. resident Atherton, N. Qld.

**BENNETT, Cecil George.** Agency art director. Born Cairns, October 27, 1918. AMF 1941-46. Freelance artist Sydney and Bris. Art dir O'Brien Publ., Bris. from 1950 Married (2 sons), resident Bardon, Qld.

**BENNETT, Kenneth Sydney.** General manager Television Associates. Born Portsmouth, Eng., March 3, 1923. War Service Wireless Branch Royal Navy; wireless officer P&O; communications officer DCA 1947-50; PMG 1st class grad. Marconi School 1948; 2CA, 1951 anncr-copywr; sm 2CA 1954; MBS State rep. Adel. 1958. Personal asst to gm 5DN, 1960. Sales manager 5DN, 1962. MBS (SA) rep. Now gen. mngr, TV Assoc. Married (three children), resident Roseville, NSW.

**BENNETT, Lewis.** Radio station general manager. Born Cairns, Qld, Ed. Brisbane Grammar, Qld Uni. FACB pres. 1959-60. FACB snr v-p 1958-59; chrnm PR cmtee 1951-55; management cmtee 1953-55, Olympic Games B'casting cmtee chrnm 1955-56, Federal council 1956-64. 2UB, 1936, prod. mngr, 3KZ 1939, 5KA gen. mngr 1948. 3UZ gen. mngr since 1950. Clubs, Melb. Rotary, Kelvin, RACV, VRC, VATC, MVRG. Married, 1 daughter, resident Chadstone, Vic.

**BENT, Joan.** Agency partner. Born Lismore, NSW. Former advtg assistant, Nock & Kirby Ltd; in charge Farmer & Co's catalogue advtg; nine years advtg & sales promotion mngr, Buckingham; now partner Norman Bent Advtg. I.O.A. Art diploma, ESTC, AIPR. Married, resident Castle Hill, NSW.

**BENT, Norman.** Agency partner. Born Birkenhead, Eng. Former asst NSW sales promotion mngr GMH; advtg assistant, Anthony Hordern's; started own agency 1937; agency closed during war, re-opened 1947. 5 yrs AIF. Married, resident Castle Hill, NSW.

**BERRYMAN, W. Barry.** Company director. 6 yrs secy/mngr Sixteen Millimetre film library. Dir Permafilm Australia Pty Ltd. Single, resident Kogarah Bay, Sydney.

**BESLER, George Horace.** Agency managing director. Born Melbourne, Vic., Oct. 20, 1916. Seven years Myer Emporium, becoming base-ment advertising manager; director and acct/exec. Richardson-Cox Advertising from 1938; officer RAN and RN 1939-45. Reserve Lt.-Cmdr. Member Naval, Military and West Brighton Clubs. Married, 3 children, resident Lower Templestowe, Melb.

**BIDDLE, Rodney Jordan.** Television station mngr. Born Melbourne. Senior lecturer communications engineering RMIT. Chief engineer GTV9 1955, station mngr 1965. SMIREE. Squadron radar officer RAN, chrnm IREE, past pres. Television Society of Aust. Married, 4 children, resident North Balwyn, Victoria.

**BILCOCK, David John.** Production company chairman and producer-director. Born Croydon, Vic., Oct. 6, 1909. Qual. engineer. Formed film unit for Vic. Country Roads Board, and Owen Bros, Melb. Founded Cambridge Film & TV Prod. Pty Ltd 1949. Now chrmn, Senior Film Productions Pty Ltd, Melb.

**BILCOCK, David J. Jnr.** Film editor. Born Melb. Dec. 6, 1937. 3yrs with Cambridge Films in sound and editing. 18mths with Consol. Films as editor and sound eng. 18mths with Guild Television Service, London, in sound dept, then editing. Now with Senior Film Prods Pty Ltd, Melb. as supervising editor and assoc. dir.

**BIRCH, Stephen John.** Production mngr, T. Hilken Waite Pty Ltd, Brisbane. Born London, 1947. Prod. exp. Vogue International, London.

**BIRD, Eric Robert.** General manager of radio religious program prod. unit. Born Armidale, NSW, Feb. 25, 1928. Christian Broadcasting Association, 1955-64. Rejoined November 1966. Married, 4 children. Resident Sefton, Sydney.

**BISHOP, Noel Jack.** Radio station chief engineer. Born Brisbane December 16, 1915. 1932, techn 4GR, 1940 studio engineer 4BC, appt'd chief engineer 4BC 1946. Commonwealth Broadcasting Network chief engineer, 1967. AMIRE. Married (1 daughter), resident Annerley, Brisbane.

**BLANKET, Leonard.** Trade journal managing editor. Born and educated in London. Cub journalist London newspapers, Canada, USA. Sub-editor, Daily Express (London), reporter-sub-editor, News of the World (London). RAF 1940-46, ground-duties, UK, Middle East, India-Burma. Post-war Natal Mercury, Durban (Sth Africa). Various reporter, sub-editor, feature writer Sydney Daily Telegraph, Sunday Sun, Daily Mirror. Now managing editor B&T, B&T Year Book. Married (2 sons), resident Killara, Sydney.

**BLACKLEDGE, Garry Deans.** TV station Sydney manager. Born Jan. 17, 1927, Liverpool, UK. Ed. The Scots College, Sydney; announcer 2GZ (1948-50), prog. mngr 2CH (1950-52), Macquarie (1952-1956), ATN, producer (1956-1959). With Rediffusion set up first TV service in Africa 1959-1963. Became chief exec. Uganda Television service 1963. Now Sydney mngr GTV. Served infantry & intelligence, British Army 1945-48 with rank of captain. Married (2 children), resident Wahroonga, NSW.

**BLEAKLEY, David B.** Marketing director Swift & Bleakley and Swift photographic group of companies. Married, resident Wahroonga, Sydney.

**BLEAKLEY, John Harold.** Studied chemistry and economics (Syd. Uni.). Dir H. Bleakley Pty Ltd, H. Bleakley Trading Pty Ltd and Swift

and Bleakley Pty Ltd, marketing eqpt for MPI and TV. Also dir Swift & Co. Ltd. Races yacht Akala (Royal Sydney Yacht Squadron). Married, resident St Ives, Sydney.

**BONNER, Gordon Charles.** Television station sales manager. Born Essendon, Vic., Nov. 1930. 7EX control operator-annr, 1946, 7HT annr 1953-56. 7EX sales and specialty annr 1959-62. Appt TNT9 sales mngr, Feb. 1962. AISM, Rotary Club, Sth L'ton. Married, three children, resident Riverside, Tasmania.

**BONTIORNE, James Dean.** TV station assistant chief engineer. BE, M.Tech. Univ. of NSW. Born Maitland, NSW April 16, 1938. With PMG as cadet eng. and internal planning eng. 1955-1961, then ABC as planning and installation eng. Appt'd asst chief eng. TCN9, 1965. Married, resident Turrumurra, NSW.

**BOSISTO, Jon de Villiers.** Agency company secretary and director. Born Sydney, Oct. 29, 1935. AASA, ACIS. Joined Nichols-Cumming Advtg 1965 from McMullin, Heale & Co., chartered accountants. Married, resident Glen Iris, Vic.

**BOTTOMLEY, David Theodore.** Research organisation chairman. Born Somerset, Eng., Dec. 25, 1924. Research mngr, McCann-Erickson Advtg, London, 1950-51; USP, Melb., 1951-52; mng dir Aust. Sales Research Bureau, Melb. since 1953. Aust. rep. Roc International B.Sc. (Melb). B.Ed. with Hons (Melb.), Assoc. Royal Aust. Chemical Institute, FAIM, FAI (Aust.). Married, 4 children, resident Surrey Hills, Vic.

**BOWDEN, John Henry.** Trade association Federal director. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Fellow Advertising Institute of Aust., Aust. Inst. of Management, Assoc. Institute of Sales & Marketing Executives; Federal director, Australian Association of National Advertisers. Four years AIF (capt.). Married, two children, resident St Ives, Sydney.

**BRADLEY, Frank Freestun (Jhn).** Radio producer. Born London. Radio writer, actor, producer. Advtg mngr Allan & Co (Melb.), also Nicholson's Pty Ltd (Syd.). Program director AWA (4yrs). 10yrs as production mngr. Now prod. 2GB talks progs. First Aust. Army, 2nd AIF. Resident Greenwich, Sydney.

**BRADLEY, Leslie James.** Radio station manager. Born Melb, Vic., May 17, 1936. Personnel officer Electronic Ind. Ltd, Melb. Apptd 3CS news reporter, 1959; sales mngr 1960. Apptd station mngr 5RM, Nov., 1963. Theatrical prod. Member International Broadcasters' Society. Married, 3 children; resident Berri, SA.

**BRADLEY, Neville W.** Radio station manager. Born Melbourne, April 27, 1931. Entered radio as annr 3MA, May, 1951, then joined 3UL, transferred 3YB as chief annr then studio mngr. Apptd station mngr 5AU Broadcasters Pty Ltd, Sept. 24, 1962. Life governor Warrnambool Base Hospital and Port Fairy Hospital. Pres. Port Augusta Rotary Club. Married (2 sons and one daughter), resident Port Augusta, SA.

**BRADLEY, Peter Charles.** Radio station studio manager. Born Sydney 1926. Exp. with several commercial radio stations incl. prog. mngr 2GZ, b'fast annr 2KM, 4MB, 4RO and 4BU. Served with SIA-SWPA World War II. Now studio manager 2HD. Married, 3 children, resident Merewether, NSW.

**BRANDT, Allen.** Radio network exec. director. Born Bris., entered radio 1935. Specialised organising, compering, producing special projects, children's and variety shows. Asst mngr 4BH. Now in charge of 4IP planning. Four yrs AIF signals unit, Aust., New Guinea. Married, resident Ashgrove, Brisbane.

**BRADSTOCK, John W.** Agency director. Born Sydney, Sept., 1935. Dir. USP-Benson (NSW). Married, resident, Sylvania Waters.

**BRENNAN, John.** Radio station music director. Born Sydney, Aug. 26, 1931. Joined 2WG as feature annr 1950; feature annr and program mngr 2GZ, 1955. Disc Jockey with 2SM since 1956; studio mngr 1960-63, then program mngr. Now music dir. Married, resident Lindfield, Sydney.

**BRETT, Arthur Desmond.** Agency research director. Born Melb., Oct. 21, 1917. Joined Lintas 1933. Research mngr after World War II, apptd dir 1964. Hon. rsrch consult. to 4As (6 years). Member, Statistical Society, Economic Society, Market Research Society (Vic.) European Society of Opinion and Market Research. W. R. McFerran (advtg) award 1955. AIF 1940-45 fire control (radar) instructor. Married, resident Greenwich, Sydney.

**BRIDE, George Leonard Gerald.** Agency chairman & managing director. FIAS, FISM. Chairman, mng dir Aldwych Advtg. Married, resident Toorak, Victoria.

**BRINKWORTH, Cyril Kenneth.** Agency assoc. director. Born Toowoomba, 1923. Toowoomba Foundry 1938-42. AIF 1942-44. Toowoomba Foundry 1944-57; IBC advtg mngr 1957-58. Now assoc. dir USP-Benson (Qld). AISM. Married (1 child); resident Geebung Heights, Qld.

**BRITNELL, Paul.** TV station program manager (films). Born Melb., 1919. Associated with films, radio and TV ind. since 1935. Now prog. mngr ATV-0. Married, one son, resident Nunawading.

**BROWN, Alan Bertram.** Radio station director and general manager. Born Hobart, Tas., March 16, 1917. Breakfast annr, 7HT, 1938; chief annr 7HO, 1946; sales mngr 7HO since 1947, asst mngr until 1958 then mngr. Now dir and gen. mngr. AIF. Lieut. RAA, 1943. Married, resident Dodges Ferry, Tas.

**BROWN, Joe.** TV station representative. Born Perth, WA, 1932. Previously advtg rep. Syd. Daily Telegraph. A. L. Finn (Val Morgan & Sons), ATN. Now Sydney mngr Provincial Television Services (AMV, BCV, NRN, MTN). Married (4 children), resident Bondi, Sydney.

**BROWN, Kenneth William.** TV station sales manager. Born Sydney, Dec. 2, 1921. 1966, mngr AWA radio & TV prog. service. Joined ATN Apr., 1958, apptd sm 1959. Joined NBN Newcastle Sept., 1961, now sm, located in Sydney. Married, resident Turramurra, Sydney.

**BRUNSDON, Ross Victor.** Agency Associate Director. Born Drummoyne, NSW. Display advtg rep. Bris. Courier Mail 1954-8. Acc.-exec. O'Brien Publ. (Qld) 1959-64; assoc. dir 1965, now assoc. dir O'Brien Publ. (Vic.) Married, 3 daughters, 1 son, resident Melbourne.

**BRYNING, Mal.** Film unit producer/director. 6 years press and mag. photog., 3 yrs TV live prod., news and documentary film prod., GTV; supervising editor/dir, Fanfare Films; 2 years Senior Film Prod. prod.-dir award winning TV commercials.

**BUCHANAN, Norman Victor.** Agency general manager. Born Sydney, Oct. 13, 1923. Member IAA Brigade 2 yrs, then pilot RAAF Europe. Foundation member TAA, joined East-West Airlines 1951. Sales mngr EWA 1961-67. Now gen. mngr Peter Ryan Advtg. Member Syd. Club & Tamworth Club Ltd. Married, resident Quarterdeck, Kirribilli.

**BUCHANAN, Oswald Alexander.** Agency director. Born Gippsland, Vic., 1927. Copy and sales 4BC and 4BH; radio mngr Aust. Advtg Agency. Joined agency 1957. Now dir USP-Benson (Qld). Married (2 children), resident Everton Pk., Qld.

**BUMPSTEAD, R. Mac.** Trade magazine general sales manager. Born Vic. June 11, 1915. B&T general sales mgr 1965. Married, two children. Resident Dural, NSW.

**BUSBY, Bernard William.** Network sales mngr. Born Kalgoorlie, WA. Served four yrs 1st Aust. Armoured Div. 2nd AIF. Now sm Whitfords B'casting Network. Married, resident Doubleview, Perth.

**BUSHELLE, John Arthur.** Managing director, film production company, John Bushelle Pro-



ductions Pty Ltd. Born Sydney 1916. BA, LLB. Served with Aust. Army, New Guinea, Bougainville, 1942-46. Prod.-actor Aust. radio; England (1949) prod. and acting in radio, films, TV and stage including season at Stratford-on-Avon and several West End prod. Returned to Aust. 1955 as actor-prod.-dir., prod. and dir. films for TV, theatre advertising, documentaries, etc. Married, 2 children. Resident Newport, Sydney.

**BUZACOTT, A. H.** Radio station manager. Born Stanthorpe, Qld. Tech. 4BK-AK 1935-6. Tech. and later tech. in charge 4GR, 1936-48. Mngr 4ZR 1948-9. Mngr 4GY 1951 to date. Married, 4 children; resident Gympie, Qld.

## C

**CAIRNS, Keith Stewart.** TV station manager. Born Lismore, Vic, October 10, 1912. Melbourne Herald editorial staff; deputy chief of staff, 1945-49; chief of staff, The Sun, 1949-53; transferred to Sun administration. Joined Herald-Sun TV 1955. Married (3 children), resident East Ivanhoe, Melbourne.

**CAITHNESS Ian S.** Agency creative director, Hayes Publicity Service P/L. Previously dir. K. M. Campbell Advtg, Melb. Married, resident Mt Waverly, Vic.

**CALIGARI, Peter.** Radio station sales manager. Entered radio with 3CV, 1956. Transferred 3HA 1965 as sales mngr. Joined 3BA, 1966. Married, resident Ballarat, Vic.

**CAMERON, Colin McLaurin.** Radio station manager. Born Orange, NSW, June 16, 1936. Entered radio with 2GZ, then 2MG as announcer-copywriter, 4 yrs night anncr, asst. sales mngr and mngr Wellington studios, 2DU. Sales exec. 2UE, 1957-60. Appt. 4LG mngr 1960. 3UL mngr since 1961. Past-pres. Warragul Camera Club. Assoc. member AIM, AAIM, AWIA (Dip. Sales Management). Sec. Warragul Rotary Club. Married, two daughters, resident Drouin East, Victoria.

**CAMPBELL, Allan James, OBE, FISM, FRGS, FAI(Aust.).** Agency chairman and managing director. Formerly publ. mngr Qld Country Press. Hon. chairman of publ. and exec. member Red Cross Society (Qld), exec. chairman Warana Spring Festival Qld, vice-pres. RQSPC. Served Army/Air Force 1939-45. Resident Clayfield, Brisbane.

**CAMPBELL, Keith Meldrum.** Agency managing director. Managing director of K. M. Campbell Pty Ltd. Resident Melbourne, Vic.

**CAMPBELL, Kenneth Henry.** Agency chairman and managing director. Born Brisbane, Qld, Nov. 27, 1929. Joined Campbell Advtg 1946;

now chrmn, mng dir Australian Advertising Agency; 1965 4As Fed. exec. member and Qld State chrmn. Resident Clayfield, Brisbane.

**CAMPBELL, Percy Patrick.** Network production executive. Born Young, NSW. Joined 2GB on leaving school over 30 years ago and subseq. with Macquarie on network programs. Served with AIF (RAA). Married, resident Manly, Sydney.

**CAMPLIN, Ronald Barry.** Radio station managing director. Born Campsie, NSW, Dec. 18, 1932. Entered radio 2CH 1949; 2XL, 1951; 2MG, 1952; apptd to board, 1958. Married, 3 daughters, 1 son, resident Mudgee, NSW.

**CANT, Raymond George.** Radio station sales manager. Born Henley Beach (SA) May 11, 1913. Joined 5KA sales 1951, appointed sales manager 1956. War service with RAAF. Married (1 child), resident Ballara Park, Adelaide.

**CARLYON, Francis Norman.** TV station general manager. Born Melb. 4 years AIF 2/33 Bn., 7 Div. Hoyts Theatres 15 years. Film mngr GTV 5 years. GLV prog. mngr 1961-62, station mngr 1962-63, ATV-0 prog. mngr 2 years. Now gen. mngr TVQ. Married, 1 son, 1 daughter; resident Kenmore, Brisbane.

**CARR, Bernard Daniel.** Radio station program manager. Born Hobart, July 24, 1928. Joined 7HO at 14yrs, variously children's session organiser, gen. anncng, apptd publ. offer at 16yrs. Organised 7HO children's activities since 1945. 7HO Xmas Appeal since 1946, 7HO Carols by Candlelight since 1953; apptd anr anncr 1948, chief copywr 1951-3. Program mngr since 1954. Drama producer, writer, actor stage. TV. Academy of Arts Assoc. degree. Single; resident New Town, Hobart.

**CARRODUS, Peter Rutherford.** Radio station manager. Born Melb., Nov. 10, 1929. Associated with broadcasting since 1948. Now manager 2CA Canberra. Married (three children); resident Forrest, Canberra.

**CARSON, Donald.** Agency director. Born Brisbane, Dec. 19, 1932. With Cossey-Walke Advtg 10yrs, most depts. 1959 appt. asst manager Hawkins Advtg, Brisbane. August, 1960, appt. dir Bery Currie Hawkins (Qld). Now dir, Hawkins Advertising (Qld). AAI. Married (3 children), resident Holland Park, Brisbane.

**CARTER, Donald Lloyd.** TV station program manager. Born Sandringham, Vic., Oct. 17, 1927. 11 yrs Nat'l Cash Register Co., then to HSV 1956. Joined TVT6, May 1960, as Vic. rep. Appt. TVT asst mngr, March, 1964. Now prog. mngr. Appeared nat'l TV Hit Parade 2 1/2 yrs. Married (2 daughters, 1 son); resident Taroona, Hobart.

**CARY Edwin Garth.** Radio network sports editor. Born Sydney Feb. 28, 1928. Worked part-time in radio. In sport broadcasting, being associated with his father, Cliff Cary since 1944. Has broadcast all types of sport events. Apptd Marquarie Network sports editor July, 1966. Married (2 children), resident Bondi.

**CATON, Mervyn George.** Agency associate director. Born Bris. July 23, 1935. Joined O'Brien (Qld) Jan., 1952; prod. mngr 1957; acct-exec. 1958-60; head acct-exec. 1961. Now assoc. dir. Graduated Bris. Industrial High 1951. National Service 1954, LAI 1956. AAI (double hrs.) 1960, Advtg Inst. Played Qld State Age Tennis Titles and holds several Bris. premierships. Married, resident Strathpine, Qld.

**CAVE, Athol Leonard John.** Television station managing director. Born Tingha, NSW, Dec. 26, 1917. With AWA 1938 radio electric works, 7yrs receiver test rooms, transferred service dept 3yrs, then sales dept 4yrs. Apptd comm. mngr 2CH 1955, then to 4TO 1957. Mngr 2GF, 1959-1964. Now mngr dir. Northern Rivers Television Ltd. Holds supervision-mngmt and advanced mngmt certs., school of mngt, Syd. Lecturer sales mngmt and supervision at Syd. & Grafton Tech. Colleges. Married (1 son), resident Coffs Harbor, NSW.

**CHADWICK, Albert Edward, CMG, MSM.** Chairman, Gas and Fuel Corporation of Victoria, Commissioner, Overseas Telecommunications Commission (Australia), chairman since August, 1963. Dir recruiting RAAF 1940-45, Life Memb. Air Force Assn.: Born Nov. 15, 1897, Beechworth, Vic., engr Robert Bryce & Co. 1920-25, sales supt & lubricants manager Shell Co. of Aust. 1925-34, sales mngr Metrop Gas Co. Melb. 1935. 1 Sqdn AFC 1916-19, Fellow Inst. Sales & Business Mngmt. Ex-Capt. & dir Riversdale Golf Club. Married, resident Toorak, Vic.

**CHAMBERLAIN, Walter Robert.** Radio station chief engineer. Born May 31, 1915, Melbourne. Technician 3XY (1936-41); defence training, RAAF Instructor, Royal Melb. Tech. College, 1941-44; technician, International High Frequency Station, Shepparton (1944-45); 1945 3XY technician, app. chief eng. 1956. AMIRE. Single, resident Croxton, Melb.

**CHAMPION de CRESPIGNY, John Chauncy.** Agency associate director. Born Parkville, Vic., Aug. 25, 1908. Acct-exec., Goldberg Advtg, Melb., 1946-47; 1947-50 opened Melb. office V. H. Freeth Pty Ltd, 1949; chief exec. Hayes Publicity, 1950-57. Opened own agency. 1957, until merger with Moffatt agency 1955. FAIA. Member Advtg Club, Vic., Naval & Military Club (Melb.), RSL, Toorak Vic. Major, AIF, Middle East, Syria, Egypt, Pacific. POW Java and Burma-Siam Railway. ED. Amateur portrait painter. Married (3 children), resident Toorak, Vic.

**CHAPMAN, Maurice Dale.** Director, equipment co. Born Adelaide, September 7, 1910. Pre-World War II managed 5AD-PI-MU-SE. War service 1st Arm. Div. later DPR (42-45). Post-war managed 2CH. 1948 joined Magnecord (Chicago), later returned to form Magnecord

Aust. Director Barnes Chapman Co. (media representation) and Magnecord (recording equip.). Author two novels, rec. two Internat'l literary awards. Married (3 children), resident Neutral Bay, Sydney.

**CHARLEY, Philip Nivison.** Radio station manager. Born Sydney. Educated Shore, Sydney. 2CH (1945), thence 3BO, 2GF, 4TO, 2LM, announcing, copywriting, sales. Manager 4ZR, 1953-55, mngr 2QN since 1955. RAAF 1943-44. Married, 3 sons, 1 daughter, resident Denillquin, NSW.

**CHARLTON, Douglas Haig.** Radio station manager. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. Apptd mngr 8DN, 1960. War service RAAF (f/lt pilot), RAF Bomber Command, RAAF Transport Command. AMIRE, AMIET. Married, resident Darwin.

**CHEEL, Alfred George.** Production director. Born Footscray, Vic., Aug. 18, 1918. 31 yrs advtg exp. Catts Patterson, Richardson Cox Claude Mooney. Local director Foote, Cone & Belding, Melb. Fellow of Advtg Institute of Aust. FAI. Single; resident St Kilda, Vic.

**CHIEP, Raymond Edward.** Radio network, Qld sales manager. Former softgoods and corsetry rep. with Dalgety & Co. Ltd, and V. Mayes Pty Ltd. Joined MBS June 30, 1958, sales exec., now Bris. mngr MBS. Married (3 daughters), resident, Brisbane.

**CHIPPINDALL, William Giles.** Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange of Aust. Pty Ltd, Melbourne.

**CHRISTENSEN, Keith R.** TV station general manager. Born Townsville, Qld Oct. 10, 1926. AASA, AAIM. Acct with Samuel Allen & Sons from 1951, I/C accounting machine div. NCR (Nth Qld) 1961. Sales mngr-acct. TNQ 1962. Gen. mngr 1965. Married, 3 sons, resident Townsville, Qld.

**CHURCHWARD, Edison Clifton.** Radio station service manager. Born Adelaide, February 24, 1906. Architect draughtsman, then gm sales prom. dept. In radio since 1930, 5AD, 6ML to current 8IX-WB-MD-BY. Married (3 children), resident Dalkeith, Perth.

**CLAPPISON, Harley John.** TV station general manager. Born Melb., May 15, 1919. Ed. Melb. Grammar School. Fellow member Aust. Society of Accountants, Chartered Inst. of Secretaries. Formerly company secy, Ansett Transport Ind. Ltd. Now with ATV-0. War service 1939-1946. Married (3 children); resident Croydon, Melbourne.

**CLARK, Antony Dennis.** Agency account service director. Born Syd. June 29, 1929. 5 yrs Gordon & Gotch Advtg, 6 yrs asst advtg mngr H. G. Palmer Pty Ltd, joined HR-McCE, now acct service dir and company dir. Advanced

prof. training at McCann Erickson Int'l workshop, NY, 1961. Harvard advanced management prog., Uni. of Hawaii, 1966. New York staff of pres. of McCann-Erickson Int'l, 1967. Married, resident Strathfield, Sydney.

**CLARK, Harry.** Radio station sales manager. Born Newcastle. 16yrs Advtg dept (Newcastle Morning Herald, AIF World War II; joined 2KO sales staff 1956. Now 2KO advtg mngr. Married (two children), resident Merewether, NSW.

**CLARK, Stanley Robert Irving.** Network managing director. Born Melb., June 24, 1911. Prog. director 3DB-LK (1935-48, excl. war yrs), mngr 4BK-AK (1949-54), chief executive officer, MBS. Mng dir 2GB, Macquarie B'casting Service, 2CA, Broadcasting Associates (1955), Artransa, dir 2WL, 2LT, 2LF, World Broadcasting System (A'sia), Planned Music (Sydney & Melb.), 5DN, Artransa (South Africa) Pty Ltd, 3AW managing director Macquarie Broadcasting Holdings Ltd (1965). MBE military div. (1944). Married, resident Rose Bay, Sydney.

**CLARKE, Reginald Roy.** Assistant sales manager. Born Sydney, Dec., 1920. MAIA. Joined 2GB July, 1935. Served RAAF 1941-5. Resident Kingsford, NSW.

**CLARKE, Harry Powis.** Advertising agency managing director. Born London. Printing exec, W. E. Smith P/L; ad-mngr, Labor Daily P/L; proprietor, Universal Advtg; sales mngr, Country B'casting Services; exec, 2GB-MBS. Now mng dir, Russell Morris Advtg P/L, & Powis Clarke Pty Ltd. Dir, Lawson Hse Pty Ltd & Artservice Co. War service, RANVR-NAP. Married (2 sons), resident Burraneer Bay, Sydney.

**CLAY, Douglas Mark.** Agency managing director. Born Sydney, Sept. 10, 1921. Hartford Advtg (1937-41), Gellately Gerrard (1946-51) acc. exec. Joined NAS (Sydney) Pty Ltd 1951 acc. exec., director 1953, manag. director 1956. Chairman NAS (Australia) Pty Ltd. Lieut. RAA. Married, resident Roseville, Sydney.

**CLEMENGER, John Lloyd.** Agency director and TV manager. Born Jan. 30, 1930, Melb. 14 yrs in advtg, John Clemenger P/L. Now joint mngr dir. 2yrs overseas study. USA & UK. Bach. Commerce, Melb. Uni., diploma, School of TV, New York. Married, resident Malvern, Melbourne.

**CLEMENGER, Peter Geoffrey.** Advertising agency director. Born Nov. 23, 1927, Melb. 19yrs in advtg incl. 3yrs Leyshon Publ. & 16yrs John Clemenger P/L. Now joint mng dir John Clemenger Advtg. Organised in national Exhib. of Advtg (Melb.) Feb., 1953. Dep. pres. 4A's (Sthn zone), 1964-65. Married, resident Malvern, Vic.

**CLYNE, Edgar Murray.** Radio Network gm. Born Warracknabeal, Vic. December 23, 1907. Chf engr 3UL 1937-41, mgr-chf engr 1941-48. App. mgr 3SR 1948. ABS network gm 1966. Diploma in elec. engineering, AMIRE. Past pres. Warragul and Shepparton Rotary Clubs. Married, resident Murrumbena, Melb.

**COCK, Burgo F.** Radio network research officer. Born Oct. 24, 1923, Essex, Eng. Press media mngr, Stuart Advtg (London); radio media mngr, Goldberg Advtg, Sydney. Now research officer, MBS. 5 1/2yrs RNVN (lieut.). Married, resident Beverly Hills, NSW.

**COLES, Keith Raymond.** Media representative. Born Adel., June 24, 1914. Educated Uni. Adel., diplomas Law & Commerce. Articled law clerk 1933-37, then Advertiser Newspapers Ltd, 1937-45. Joined AMP Society 1945-52, Truth & Sportsman Ltd 1952-59. Now proprietor Keith Coles-Media. Served 2/9th Aust. Armoured Regt, 1941-43. Married (3 daughters), resident Westbourne Park, Adelaide.

**COLLETT, Arthur.** Agency managing director. Born West Perth, WA, Jan. 6, 1913. Educated Wesley College, Perth. With Canny Advtg Service Perth. Then partner S. Crownson-Cohen Advtg. Estab. Arthur Collett Advtg, 1946. Winner Mid-Century Advtg Exhibition, WA, 1950. 5yrs RAAF service. Married, 2 children, resident Attadale, WA.

**COLLETT, Gary Arthur.** Art director, T. Hicken Walte Pty Ltd, Brisbane. Born June 5, 1946. Commercial art training Bris. Central Tech. College. Press artist Qld Newspapers, 1963-64. Commercial artist Colorplate Platemakers, 1964-65; Ted Sheedy Design Studios, 1965-66.

**COLLINGS, Dahl.** Film director and designer. Born Adel., SA. International experience, Lond., New York. Dir Collings Prods Pty Ltd, Sydney. Married, resident Castlecrag, Sydney.

**COLLINGS, Eric Richard.** Radio station manager. Born Rockhampton, Qld, May 17, 1923. Educ. Bris. Boys' Grammar School. 4BK-AK 1939, program mngr, 4BK, 1946, later news-reader, continuity mngr, advtg mngr. Apptd mngr 2VM 1957. Mngr 3YB, apptd mgr 3SR 1966. AIF 1942, trans. RAAF 1944, trained as navigator. Married, resident Shepparton, Vic.

**COLLINGS, Geoffrey.** Film producer, writer, director. Born Bris., Qld. 1948-50 Australian N'tl Film Board. 1950-53 United Nations DPI New York. Film prod., London, New York, Australia, Japan, Korea, Philippines, Indonesia. Dir Collings Prods Pty Ltd, Sydney. Married, resident Castlecrag, Sydney.

**CONNAGHAN, Terence Charles.** Media director, Hansen Rubensohn-McCann Erickson Pty Ltd. Born Sydney, June 4, 1937. Joined Hansen Rubensohn November, 1954. Then prod. asst, acct-exec., copywriter. Joined Le Grand

Advtg Brisbane Aug., 1959. Returned HR-McCE April, 1961, as copywriter, later marketing planner. Appt account group exec., 1963; appt asst. media dir., Jan., 1965, and media dir., Sept., 1966. Married (4 children), resident French's Forest, Sydney.

**COOMBES, F. J. (Ben).** Radio consultant. Born Jan. 27, 1908, Newcastle, NSW. Chemist BHP until 1930; salesman, Perdiu Rubber Co.; asst sales mngr, advtg mngr Dunlop Co.; mngr, Klippel Bros (tie mnfr). Diplomas in metallurgy and analytical chemistry. Now promotion consultant MBS. Married (5 grandchildren), resident Sydney.

**COOPER, Frank E. Hope.** Agency executive. Born March 4, 1911. Sporting reporter-motoring editor The Argus & A Asian Ltd; advtg mngr Rootes Ltd; sm Filmads Pty Ltd, screen and TV film p'ctns. War service Royal Aust. Eng. 1939-46. Sales exec. Macquarie B'castg Service. Now accts administrator, and media exec., John Thompson Advtg. Married (three children), resident Melbourne.

**COPELAND, Arthur Edward.** Radio station assistant manager, chief announcer, news editor. Born Charleville, Qld, Sept. 26, 1938. Joined 4VL 1954 as schedule clerk, then copywriting and news ed.; studio mngr. Now asst mngr. Foundation member and publ. dir Apex Club president Charleville Apex 1963-4. Holds private pilot's licence. Single; resident Charleville, Qld.

**CORBETT, Barbara Eleanor.** Advertising agency creative director. Creative director, Neville Corbett Advertising Pty Ltd. Married, resident Northbridge, Sydney.

**CORBETT, Neville Joseph.** Advertising agency governing director. Born June 21, 1924, Townsville, Qld. 3yrs RAAF air-crew. Now gov. dir. Neville Corbett Advertising P/L. Married, resident Northbridge, Sydney.

**CORLEY, David.** Network sales manager. Born Ballarat, 1933. Ed. Melbourne Grammar School. Joined Vic. Broadcasting Network, 1960. Apptd net sales mngr 1964. Married, one son; resident East Brighton, Vic.

**CORNISH, Robert John.** Radio station studio manager. Born Kew, Vic., Oct. 12, 1934. Ed. Trinity Grammar. Anncr-copywriter 3SR; 3UL 4 yrs. Joined 3UZ Aug., 1955. Board of management advtg Club of Vic. & chairman, publ. committee, 1963-64. Married, 3 children, resident Box Hill, Victoria.

**COUDREY, Charles James.** Advertising agency director. Born December 13, 1902, Broken Hill, NSW. Own Adel agency 1929; dir, Unsted Jackson Haines, 1938; dir Gotham (A'sia) 1941. Retired as chairman and mng dir of Coudrey-Campbell-Ewald agency in 1967. Fellow Advtg Institute. Married, resident Vaucluse, Sydney.

**COURTENAY, Bryce.** Agency creative director. Born Aug. 14, 1933, Johannesburg, Sth Africa. Freelance writer and TV play. Came to Aust. 1958 from London. Joined Hansen Rubensohn-McCann Erickson as copywriter, later HR-McCE creative group head. Appt creative dir 1964. Director of company, 1967. Married, resident Vaucluse, Sydney.

**COVER, Frederick John Raymond.** Theatrical agent. Born Kent, Eng., Aug., 1905. Arrived Aust. 1924. Three years on sheep properties; eight years with Union Trustees, Brisbane, six years with Brisbane Theatre and radio appearances ABC; five years technical and acting commercial films, Syd.; three years freelance and film work; theatrical agent since 1948. Served AIF 1941-45. Married, resident Lane Cove, Sydney.

**COWAN, Arthur Stephen.** TV station association general manager, 1931-42. Crown Law Dept (WA), including secretary to Minister for Justice and royal commission secretary; 1942-46 Navy service; 1946-48 UNRRA China with year as director Hong Kong division. 1948-49 Public Service Inspector (WA); 1949-54 industrial advocate & asst secty WA Employers' Fedn; 1954-60 exec. officer, AFCSB; gen. mngr FACTS from Oct. 1, 1960. ACIS, AASA, magisterial qualifications (WA). Married, 1 son, 1 daughter. Resident Pymble, Sydney.

**COX, Ray Basil.** Agency director. Born Feb. 18, 1909, at Warracknabeal, Vic. Dir. Noel Paton Pty Ltd Melb., 1952-54. Dir. O'Brien Publ., Melb., 1954-58. Deputy mng dir, O'Brien Publ. (Vic.), 1958. Now mng dir, John Higgins Publ. Federal pres., member ed. board and gen. council, Advtg Inst. of Aust., Trustee Advertising Club. Assoc. Market Research Society. Pres. Vic. Div. AIA 1957-60. Chairman Vic Div. 4As, 1960-63. ALCM, LLCM, FAI, FISM, FIBA. Married, resident Chadstone, Melb.

**COX, Royston F.** Agency radio-TV manager. Born Sydney, 1913. Started in radio 1940 as anncr-copywriter. Copy chief at 3 major Sydney stations. Joined 2UE 1950, thence Country Press Advtg Ltd, 1956. Married, resident Turramurra, Sydney.

**CRAIGEN, John Colin.** Executive radio producer. Born York, UK, July 6, 1917. Trained repy theatre, joined BBC, 1936. War svce RAF Europe, Middle East, Pacific, as specialist radar offer. Post-war returned to BBC as prodr Nth American Svce. Joined AWA 1948. Married, resident Neutral Bay, Sydney.

**CRANE, James L.** Agency director. Joined Hayes Publ. Service Pty Ltd, 1965. Appt dir (account service) Oct., 1967. Married, resident Strathmore, Victoria.

**CRAWFORD, David James.** Radio network sales manager. Born Rose Bay, Sydney, April 13, 1919. Joined AWA 1933. Beam Wireless Service and accts to December, 1939. RAN 1939-46.



Post war to bcstg dept., Melb. i/c b'casting-recdng div. Apptd. 2CH sales mgr 1952. Now sales mgr AWA country stations. Past pres., Time Club. Married, resident Coogee, Sydney.

**CRAWFORD, Dorothy Muriel Turner.** Radio-TV program service director & executive producer. Anncr ABC 1939-43; talks presentation officer ABC 1943-44; Partner Crawford Prod. 1945. Now dir & exec. prod. of radio-TV prgms (Crawford Prod. P/L. Married, resident Toorak, Vic.

**CRAWFORD, Hector William.** TV-radio program production company managing director. Born August 14, 1913, Melb. Founder & dir. of Music for the People; conductor Aust. Symphony Orchestra; OBE, 1968. Now mng dir, Crawford Prod. P/L. Married (1 son, 1 daughter), resident Canterbury, Vic.

**CRAWFORD, Ian.** TV production unit technical director. Born Melb., Vic. Prod. radio drama, 1954. Apptd dir, Crawford Productions 1958. Now tech. dir and prods mng. Married (1 son, 1 daughter), resident Hawthorn, Vic.

**CRAWFORD, Robert Curteis.** Radio station manager. Born Elsternwick, Vic., May 19, 1911. Educated at Melb. Grammar. ABC anncr 1936-40. AIF 1940-45. Dept of Infmn SW Div. 1946-47. 3DB anncr 1947-48. Sales mgr Hector Crawford Prdctns, 1948-1949, mng 1950-53. Apptd 3DB studio mng 1953 and mng 1959. Married (3 sons), resident Hawthorn, Melb.

**CREASY, Max Bertram.** Agency managing director. Born Adelaide, SA, 1916. Eight years agency experience prior to commencing own business in 1953. Agency awarded Best Ad. of the Year Trophy 1953-54-56-59-60, sponsored by Advertising Institute. Married, resident Beaumont, SA.

**CROSS, Clive Ernest.** Agency TV manager. Born Melb., Vic., Oct. 11, 1912. 25yrs exp. film prod., Glinesound, MGM, Fox; now TV mng John Clemenger Advtg. Helped design, construct first Aust. sound-on-film recorder; co-designer first Aust.-built DC Interlock motor. Married, resident Bronte, Sydney.

**CRUTHERS, James Winter.** TV station managing director. Born Cottesloe, WA. Joined Daily News office staff, 1939, later on edit. staff after AIF and RAAF service. Editor-in-chief weekly publs, WA Newspapers Ltd, 1953. Appt. gen mng, TVW Limited, 1959. Mng dir, 1966.

**CUDLIPP, Richard A.** Agency director. Director and general manager George Patterson Pty Ltd, Melbourne.

**CUDLIPP, William Owen.** Agency director. Born Sydney, Feb. 28, 1934. Director USP-

Benson, NSW. Married, resident Sandringham, Vic.

**GULLINAN, Christopher Albert.** Radio station chief engineer. Born Daylesford, Vic., May 27, 1906. Senior member IREE; 1937-38 engineering dept. 3DB-LK; 1938-55 chief engineer 7EX. Foundation member Launceston division, IREE; three years chairman of this division. Now chief engineer 3CS. Married, 1 son, resident Colac, Vic.

**CUMBRAE-STEWART, Francis Ean.** Agency executive. Born March 16, 1925. 4yrs N. V. Nixon agency (Melb.); 8yrs Chapman-Hendrie Advtg. Now with Stewart Cowcher. Past vice-pres. Melb. Jnr Chamber of Commerce. Life member, Royal Vic. Institute for Blind. Assoc. Advtg Institute of Aust. RAN 1942-46. Married; resident Brighton, Vic.

**CUMMING, John James.** Agency managing director. Born Melb., Vic., Nov. 14, 1921. Joined Graveney Advtg, 1945. Founded Nichols-Cumming Advtg 1947. Commissioned officer AIF 1940-46. Now mng dir Marketing Advertising Public Relations Pty Ltd (member companies—Aust. Marketing Develop., Nichols-Cumming Advtg, Consol. PR). Married; resident Hawthorn, Vic.

**CUNNINGHAM, Robert Hugh.** Company managing director. Born Melb. June 25, 1909. Principal R. H. Cunningham Pty Ltd, importers and distributors of radio and TV electronic components. RAAF. Married, 2 children.

**CURRIE, John Charles.** Agency managing director. Born Jan. 26, 1931, Syd. With BCA since 1948. Exper. in London for one year. Mng dir Berry Currie Advertising (NSW) Pty Ltd. Chairman 4As NSW Division. Married (three children), resident St Ives, Sydney.

## D

**DALGLEISH Keith.** Radio & TV producer. Born NSW 1919. Magazine illustrator, art dir Women's Weekly, ad-mgr Waltons. TV & radio prod. Richardson Cox (Sydney). Templeton Studios (Toronto, Canada) on layout, visualisation and finished art. Joined JWT 1962 as radio & TV producer. Married, resident Woolahra, Sydney.

**DARGAVILLE, Barry James.** Media Representation Co., managing director. Mng dir Dargaville Associates Pty Ltd. Born Lismore, Nov. 7, 1931. Journ. Melb. Age; national development mng, Eric White Assoc.; foundation dir Aust. Hire Purchase conf.; foundation dir ARAB; PR consultant to Commonwealth Bank and leading cos. Now mng dir Dargaville Assoc. Pty Ltd. Married, 3 children, resident Lane Cove, Sydney.

**DAVEY, Graeme Herbert.** Television station chief engineer. Born Melb., Vic. Design engineer, Electronic Ind., 1953. Senior lecturer, Royal Melb. Inst. of Technology, 1955. Chief eng., TVW-7, 1958. Chief eng., CTC, 1960. Apptd chief eng. ATV-0, 1962. Fellowship graduate, Communications Engineering, RMIT. Assoc. member of Inst. of Radio Eng. of Aust. Member of Television Society of Aust. Married, resident North Balwyn, Melb.

**DAVIES, William Leslie Carrington.** TV station director and general manager. Educated Pulateny Grammar School, Adelaide; formerly general mngr 5KA Broadcasting Co. Ltd. Now dir/gen. mngr NWS and chairman 2BH. Married (1 daughter), resident Netherby, Adelaide.

**DAWSON, Robert Anthony.** Radio station sales manager. Born Wellington, NZ, 1932. Announcer 3UL 1950, 7BU 1959, chief anncr 7LA 1962. Now sales mngr. Married, 1 daughter, 2 sons; resident Trevallyn, Launceston.

**DAY, Frank Gordon.** Radio station accountant. Born Childers, Qld., Dec. 13, 1919. 34 yrs with Chandler Organisation. Apptd acct 4BH Nov 1962. 6yrs AIF England, M. East, New Guinea. Awarded Efficiency Medal. Member Aust. Socty of Accnts and PARB of Qld. Married, resident Bald Hills, Brisbane.

**DAY, Gary Spears.** Radio station chief executive. Born Melbourne, Feb. 20, 1935. Ed. Scotch College Melb. Began career in wholesale & mnfg elec. & radio org. Joined 3AK Nov. 1962 as sales rep. Appointed Sydney rep Jan. 1964, and 3AK chief executive April, 1965. Married, 2 children, resident Brighton, Vic.

**DEAR, A. J.** TV station chief engineer. Born Bruce rock, WA, Feb. 22, 1938. 6yrs signals and telecommunications dept WAGR, WA. Joined ABW2, 1961. BCV8, 1963. Apptd chief eng. BCV8, 1964. Married; resident Bendigo, Vic.

**DEAR, Terry.** Radio-TV compere. Born Melb. Vic., Oct. 4, 1913. Anncr 3KZ 1933-38; chief anncr, studio mngr 3AW 1938-41; prod. & asst gen. mngr 3AW, 1946-50; dir Aust. Amateur Hour from 1950 until conclusion 1958; compere Concentration, Channel 9 net.; compere Hold The Line, At Your Service, 2GB; senior news reader 2GB. Royal Aust. Corps Signals, 2nd AIF. Resident Fymble, Sydney.

**DELANEY, Thomas Joseph.** Radio station sales manager. Born Scotland, 1924. Served RAAF 1942-46. Radio 2HR, 1947. 2HD, 1948. Married, 4 children; resident Birmingham Gardens, NSW.

**DE LA RUE, David Charles.** Radio station managing director. Born Seymour, Vic., Dec. 15, 1916. Managing director of 3NE since 1955. Married, 1 daughter, resident Wangaratta, Vic.

**DENNING, Gordon James.** Radio station assistant sales manager. Born Melb., 1918. Joined Melb. Herald 1934 and transferred to 3DB 1946. AASA. War service RAAF, mentioned in dispatches. Married, 3 children; resident Balwyn, Vic.

**DERWIN, Clement John.** Radio station general manager. Born Newcastle, NSW, Sept. 21, 1920. Joined 2KO, 1935, then appointed mngr, Jan. 1957. Appointed chief exec., NBN, Newcastle, Nov., 1960. Gen. mngr, now general mngr 2KO. Army service, 1940-45. Married, resident Bar Beach, Newcastle.

**DE VERE, William.** Agency director. Born Sydney, Oct. 31, 1925. Several yrs retail advtg with Farmer & Co. before joining Weston Advtg in 1946. Married, resident Lindfield, Sydney.

**DEWHURST, John.** Agency director. Pre-war engaged in public accountancy in UK and Aust. Post-war, marketing and advtg in Aust., Sth America, USA and UK. Joined Fortune (Aust.) Pty Ltd 1954, now dir. Served 2nd AIF, Middle East and Sth Pacific, 1939-46. AASA, ACIS. Married, resident Thornleigh, Sydney.

**DIAMOND, William Adam Grant.** Radio station manager. Born June 21, 1904, Maryborough, Qld. Cream tester & butter grader, Qld country areas insurance inspec. IOA, 1928-32; musician 1932-34; 4MB 1934; 4BU 1936, appt manager of 2MW 1939. Diplomas agriculture, dairying. RAAF 1942-46. Married, resident Murwillumbah, NSW.

**DIAMOND, William C.** Agency executive. Born June 10, 1920. 17yrs in printing, appren. compositor Sydney printing house rising to dir. Spec. typography, layout, finished art. Joined Hansen Rubensohn as asnt exec. 1952; then creative dir; then asst mngr. Now asst to regional mngr HR-McCE Int. Baritone singer with leading roles in over 30 operas. 2½ yrs AIF. Married, resident Kyle Bay, Sydney.

**DICK, Nigel Alexander.** TV station general manager. Born Rotherham, Yorkshire, Eng. Started advertising career Daily Telegraph, Woman's Day, Sydney. Appointed sales exec. GTV Nov. 1956, sales mngr 1957. Apptd mngr 1962, gen. mngr 1965. Married, 3 children, resident Canterbury, Melbourne.

**DICKSON, Noel.** Radio-TV production unit managing director. Born Melb., Vic., Dec. 26, 1906. Former journalist and sub-editor. Entered radio as sales mngr Legionaire Sound Productions, 1937; Aust. mngr Frank Mason & Co. Ltd, London 1939. Apptd mngr dir Frank Mason & Co. (Aust.) Pty Ltd 1950; apptd mng dir ART 1955; member of executive of Outdoor Advtg Assoc. of Aust.; first pres. of Aust. Radio Producers' Assoc., 1949-53. Married, resident South Yarra, Vic.

**DIMOND, Peter.** Film production company proprietor and film consultant. Born Sydney, NSW. Began film prod. career 1933. Director, prod., cameraman documentaries, feature films, newsreels, TV commercials. With Embassy Pictures, C'wealth Film Unit, Supreme Sound Studios. TV mngr. USP-Benson (NSW) 1958-64. Directed Shell TV commercial award winners 1959, 1960 Aust. Film Festival and New Guinea Patrol, winner Florence Film Festival Grand Prix Gold Medal. Now has own prod. company Peter Dimond Films. Resident Paddington, NSW.

**DIXON, Nevill Floyd.** Radio Network managing director. Born Heidelberg, Vic. Mng dir VBN and all subsidiary companies. Dir BCV. 5yrs RAN. Studied commerce at Melb. University. Married, resident Toorak, Vic.

**DIXON, William Peter.** TV station sales manager. Born Kent, UK, Dec. 12, 1932. Former Theatre mngr Hoyts, and sales rep. 5AD. Apptd. sales manager NWS, 1967. Married, 2 children, resident Salisbury, SA.

**DODD, William Henry.** Radio station publicity manager. Born Windsor, Vic., Sep. 21, 1928. Former theatre and publicity mngr Hoyts; then publicity mngr 3AW; advtg-mngr Wangeratta Chronicle, now 3UZ publicity mngr. Member Huntingdale Golf Club. Married, 4 children, resident Carnegie, Melbourne.

**DOHERTY, John Stanislaus.** TV station assistant manager. Born Adelaide, Dec. 13, 1935. Ed. Rostrevor College, Adelaide. Formerly prod. mngr 5KA. Joined NWS, 1969. Apptd asst mngr. 1964. Married, resident West Beach, Adel.

**DONNELLY, Peter.** Agency governing director. Born Artarmon, NSW, June 10, 1929. Freelance art practice, 1951-54. Apptd art dir then sr acct-exec., J.T. Publ. P/L, 1954-58. Founded Graphic Advtg Pty Ltd 1958, now governing dir. Educated Pope Pius X College, Sydney, St Joseph's, Bris. Holds Diploma of Comm. Illustration, Certificate of Applied Art, Assoc. of ATM, Fellow AIA. Married (3 children), resident Kangaroo Point, Brisbane.

**DONOVAN, John Miskel.** Broadcasting Control Board member. Born Hobart, Tas., Oct. 20, 1908. With PMG's Dept, 1924-49, then B'casting Control Board since 1949. Married (one son, two daughters); resident Kew, Vic.

**DORRIAN, Philip Alexander.** BA, Sydney. Controller, management services division, Australian Broadcasting Commission since February, 1966. Born March 31, 1911, Sydney. Commissioner O'ceas Telecommunications Commission, 1959-65; chief finance officer C'wealth Treasury, Sydney, 1953-66; chrmn Tax Agents Registration Board 1963-65; dir Commonwealth Engineering Co. Ltd, NSW and Qld 1953-57; dir New Guinea Resources Prospecting Co., 1953-66. Single, resident Harbord, NSW.

**DRAPER, Stanley H.** Television station production & film manager. Born Eng., April 22, 1929. Corporate member British Kinematograph Society. Member SMPTE. RAF photographic branch 1947-49; assoc. with film industry Eng. 1950-54. Formerly chief film editor UKAEA Eng., 1954-59. Now prod. & film mngr TVT. Married (two children), resident Berriedale, Hobart.

**DRIVER, Roy Alfred.** Film producer and company managing director. Born Vic. 1910. Joined Herschells Films 1925. Chief cameraman Aust. Sound Films, prod. of Herald newsreel. Returned Herschells as chief cameraman and prod. mngr. 4yrs senior official war correspondent Dept of Information. Awarded Asiatic Pacific Star personally by Gen. MacArthur. MBKS London. Foundation pres. Motion Picture Technicians of Vic.; past vice-pres. Aust. Film Producers Assocn. Member Rotary Club, Melb., Green Room Club, CTA. Dir. New Guinea Estates, Great Ocean Road Trust, British Dominion Films Ltd, pres. Adult Deaf & Dumb Society. Married (1 son, 1 daughter), resident Nth Balwyn, Melb.

**DUCKMANTON, Talbot Sydney.** General manager, Australian Broadcasting Commission since 1965. Born Oct. 27, 1921, S. Yarra, Vic. Tas. mngr ABC 1953-57; controller of admin. 1957-59; asst gen. mngr 1959-64; deputy gen. mngr 1964. Colombo Plan Adviser to Pakistan Govt on TV 1960; UNESCO Adviser to Israel Govt on TV 1961 and to Tanganyikan Govt on TV 1963. Past pres. Sydney Legacy. RAAF 1941-45. Married (1 son, 3 daughters), resident Cheltenham, NSW.

**DUNCAN, Keith.** Radio station manager. Born April 23, 1929. Joined AWA, 1948; apptd salesman 4CA, then transferred to 4TO as sm, 1960. Then to 3BO Bendigo as mngr 1961; and 4TO as mngr, 1964. Married (1 son).

**DUNSTAN, John Kevin.** Agency media director. Born Hepburn Springs, Vic., Nov. 10, 1932. Advtg mngr Elliott Newspaper group 1950-55. Asst to advtg mngr and PR mngr Rootes (Aust.) Ltd 1955-59. Joined Nichols-Cumming Advtg 1959 as media exec., then apptd assoc. dir. Now media dir Hansen Rubensohn-McCann Erickson, Melb. Married, resident Blackburn Sth, Victoria.

**DUTCH, Maxwell Ernest.** Director, Maxwell E. Dutch Pty Ltd. Born Syd., May 21, 1933. Sales exec., CFRN TV Edmonton, Canada, 1960-61, and TCN Sydney, 1962. Repr. Fremantle Int. in film sales to Aust. TV stations 1963-66. Began own film dist. outlet, 1966. Represents TEN and ATV-0 in residual sales. Sales management and marketing courses Uni. of Toronto, Canada, 1957. Married, 2 children, resident Newport, Sydney.

**DUVAL, John Claude.** Agency director. Born Dec. 10, 1912, Sydney. Assoc. Paton Advtg Service, Nat. Cash Register Co; Unsted Jackson Haines P/L; Beharfelds, Stromberg Carlson. Now director John C. Duval Advtg Pty Ltd. Married, resident Clontarf, Sydney.

**DYER, Robert N. (Bob).** Managing director Bob Dyer Productions, and producer-star of own TV program. Born Nashville, Tennessee. USA. Vaudeville and radio, USA from 1930; two world tours, variety, cabaret, radio & TV; UK 1938-39; freelance variety entertainer; Tivoli Circuit, Aust. 1940-45. Resident Aust. since 1940. Married, resident Beauty Point, NSW.

**E**

**EADIE, Keith William.** Radio station announcer. Born Brisbane, Qld, May 29, 1920. Joined 4BH 1940; manager 4SB late 1941; joined 2GB 1944. Married, 2 sons, 1 daughter, resident Sydney.

**EATON, Sidney Max.** Advertising agency proprietor. Born Aug. 19, 1912, Perth. 18 yrs advtg mngr Foy & Gibson (WA) Ltd. Proprietor Max Eaton Advtg for past 11 yrs. Fellow FAI. Married, resident Perth, WA.

**EBRALL, Herbert.** Radio station manager-chief engineer, director. Born Eastbourne, Eng., July 20, 1909. Arrived Aust. 1910. Educated P.S., Perth Tech. College; from 1930 engineer, later sales staff several Aust. comm. stations; tech-in-charge, 7QT, appt mngr, 1948, then director, 1960. MIRE (Aust.); three tech. papers published in Proc. IREE (Aust.). Admitted to IREE in 1936. Married, 3 sons, resident Queenstown, Tasmania.

**EDMONDS, Eric.** Agency principal. Born Cobar, NSW, Feb. 12, 1911. Ad-mngr Selfridges, 1935; acct-exec. S. A. Maxwell & Staff, 1939; ad-mngr Gordon & Gotch, Bris. 1942; started own company, Edmonds Advertising, Brisbane, 1944. Formed proprietary company July, 1963. FAI (Aust.). B.Econ. Married, 3 children, resident Kenmore, Brisbane.

**EDWARDS, George.** Representative. Born Tweed Heads 1929. Sales exec. Nat. Cash Register Co. Sales exec. MBS 1953. Apptd sales prom. mngr EMI (Aust.) recording and film div. 1963. Appointed Sydney manager ATV-0 1965.

**EDWARDS, Maxwell James.** Radio station representative. Born Glen Innes, NSW, Nov. 16, 1916. Warehouse rep. and mngr 1934-50; 2UE sales exec. 1950-55. Media rep. and dir. Barnes Chapman Co. 1955-61. Now representing 2XL. 5 yrs AIF. Married, one son; resident Mosman, NSW.

**EGAN, John Parnell.** Agency senior account executive, matriculated St Joseph's College, 1948. Apptd advtg mngr ESCA Ltd, Bris. 1957, then ass. advtg mngr Shell Co. Qld, 1961. Joined O'Brien Publ., Bris., 1965. Grad. Hemmingway Robertson Institute in advtg and marketing. Completed LAI and AAI diplomas AIA (with honors). Made Fellow, 1964. Married, 3 children, resident Jindalee, Brisbane.

**ELLERAY, Ronald.** TV station secretary. Born June 17, 1921. Bundaberg. Acct-office mngr 4EK-AK from 1948-1959. Secretary and acct Brisbane TV Limited since 1959. Bachelor of Economics, Bachelor of Commerce—University of Qld, Diploma in Commerce; fellow—Chartered Institute of Secretaries, fellow—Aust. Society of Accountants. War service, wireless operator (air gunner) RAAF incl. 2½ yrs overseas. Also 61st Infantry Battalion. Married (1 daughter), resident Ashgrove, Brisbane.

**ELLENBY, Robert William.** Radio network sales manager. Born Adelaide, SA, June 18, 1924. Five yrs mech. draughtsman BHP, Whyalla, SA; joined 5KA, 1945; then 5DN as announcer until 1950. Travelled Eng. & Europe working two yrs Aust. House on migration publicity. Appt. chief announcer 3SR 1953. Salesman Argus network, 1954; now sales mngr Assoc. Broadcasting Services. AIA (Aust.). Married, resident Mount Waverley, Melb.

**ELMER, Max.** Radio station executive officer. Born Deloraine, Tasmania, November 27, 1921. Educated Launceston High. War service RAAF. Joined 3DB 1950. Apptd acct 1956. Apptd exec. officer August, 1963. Married, 1 child. Resident North Balwyn, Vic.

**EMERTON, Charles Sydney.** Radio station operations manager. Born West Wyalong, NSW, April 1, 1915. Mngr 2LT Lithgow 1945-54; 2MO Gunnedah 1955-1957; New England Network supervisor 1957-60. Apptd operations mngr 2UE 1960. Married, 2 children. Resident Enadine, Sydney.

**EMERY, Ossie.** TV film producer. Born Syd., NSW, Oct. 10, 1928. Primary training elec. eng., freelance photographer 1952-56; exp. doc. still and kine photography; dir Fullarton Artists film div. 1956-62. Now dir Pilgrim Films, Permafilm Aust. Has specialised in doc. work for religious and missionary orgs., produced films in Africa, India, Pakistan, East Asia, NG, and Pacific Islands, as well as local pdns. Married, resident Pennant Hills, Sydney.

**ENEMARK, John Roger.** Agency principal. Born Sydney, NSW, 1917. Over 30 yrs agency exp. Principal, Roger Enemark Advtg, Sydney. AIAA. Married, resident Rose Bay, Sydney.

**EULING, Ronald.** Radio station assistant manager. Born Syd., Dec. 19, 1920. Entered radio 1943 as anncr, then 2HR Maitland; joined 4BC 1946, 2GZ 1951, 2RE 1953. Joined 3NE 1954 as studio mngr, now asst mngr. Member Warraratta Lions Club, Yarrunga School mngmt c'ttee. Married (4 daughters, 1 son), resident Warraratta, Vic.

**EVA, Oswald Noel.** TV station program supervisor. Born Pittsworth, Qld, Dec. 24, 1917. Southern Theatres (Melb.) 1942-52, RKO Films (Melb.) 1952-55, Sixteen Millimetre (Melb.) 1955-57, HSV 1958-61, GMV 1961. Prog. super. 1964. Married, 3 children, resident Shepparton, Vic.



**EVANS, Arthur Ellis.** Television station managing director. Born Leicester, Eng., Dec. 5, 1914. Part-time announcer ABC; joined **TEX** as continuity writer; appt. mngr 1940; then director 1946. Three times Tas. State vice-pres. AFCBS; now mng dir TNT. Past pres. Launceston & Tas. Jnr Chamber of Commerce; Past pres Launceston Chamber of Commerce. Married, resident Launceston, Tas.

**EVANS, Eric Walter.** Radio station manager. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3NR 1938, then two years acting mngr; chief engineer 3TR, manager 1960. Married, 3 children. resident Sale, Vic.

**EVANS, Mervyn Thomas.** Radio station manager. Born Burnie, Tas. Educated Burnie High School. Launceston Business College. Began career Pindrubs, 1939; advtg-sales mngr 1946-54; sales & administration staff 7BU, 1954-55; mngr 7AD, 1955. Three years Army service. Married, 2 daughters, resident Devonport, Tas.

**EVANS, Murray.** Agency proprietor. Born Melbourne, Vic., May 10, 1917. Founded W. E. Smith Advtg; then acct/exec. J. Walter Thompson. Established own agency, 1952. FOA, FAIM, four years RAAF (P/lt-pilot). Married, resident Clifton Gardens, Sydney.

**EVANS, Rodney Harold.** Agency managing director. Born Leichhardt, NSW, June 30, 1919. Comm. advtg 1933. O'Brien Publicity; established Rodney H. Evans Advertising Pty Ltd, 1945. Now mng dir. Lt RAN. Married.

**EVERSEN, William Dick.** Radio station managing director. Entered comm. radio May, 1936, as first employee station 4LG. Anncr then studio mngr 4GR. Established first provincial Qld advtg agency at Toowoomba, Qld (later acquired by Edmonds-Fagg Advtg). Appt 4VL mngr 1957, dir 1960, mng dir 1962. Life member Charleville Show Society. Member local board QATB. Holds Broadcast Operator's proficiency certificate. Married, resident Charleville, Qld.

**EWART, Donald Malcolm.** TV station program producer. Born East Melb., Sept. 13, 1935. Anncr 2QN 1958, 3TR 1959. Initial staff member GLV October, 1961. Anncr-compere 1961-62. Continuity mngr 1963. Now prog. prod. WBQ. Single, resident Maryborough, Qld.

## F

**FAEN, Joseph.** Agency proprietor. Born Sydney, NSW, April 25, 1920. Advtg dept. Vesta Battery Co., 1936-39; process engraving dept., Truth & Daily Mirror, 1939-40; ad-mngr Comm. Steels & Forge Co., 1943-46; snr director A. N. White Advtg, 1946-56. Sydney Tech. College diplomas in marketing policies and techniques,

Industrial psychology, personnel & welfare. FAI (Aust.), AIM (Aust.). Married, resident Roseville, NSW.

**FAGG, William James.** Agency principal. Born Bris. 1926. Entered radio 1946 as anncr-copywriter, switching to the agency field in 1950. Manager Edmonds advtg, Toowoomba, Edmonds Fagg advtg from 1955. FAI (Aust.). Married, 2 children, resident Toowoomba.

**FARGUS, Brian Conway.** Agency advertising manager. Born Yorkshire, Eng., Mar. 25, 1915. Anncr 1ZB, Auckland, 1938-9; studio mngr, anncr/copywr. 4MB, 1946-46; anncr 4BC, 1946-51; prog. dir Radio Trinidad, 1951-6; radio mngr Gordon & Gotch Advtg, Bris., 1957-58. Now advtg mngr. Served Middle East, 1939-46, with 2nd NZ div. sigs. 2 NZEF, WO. 1 (RSM). Married; resident Bardonia, Brisbane.

**FARROW, Donald Howard.** Media group supervisor, Hansen-Rubensohn-McCann Erickson Pty Ltd. Born Melbourne. Joined Hansen-Rubensohn (Melbourne) September, 1960. Then production assistant, account executive. Transferred to Sydney office, Feb. 1966 as media planner. Appt. media group supervisor, August, 1967. Married, resident Mosman, Sydney.

**FAUPELL, Charles Leslie.** TV technical director. Born Eng., May 23, 1904. Brit. radio exp. 1923-32; TV research & development EMI Ltd, 1932-49; assoc. with war projects, radar, early guided missiles, military TV etc.; Pye Canada, 1949-51; Pye-Electronic TV, 1951-57. Member EMI team responsible for world's first TV service from BBC's Alexander Palace. Now tech. director, TV Engineering, Melb. 32 Brit. patents on TV electronics. Brit. IRE, SMIRE (Aust.), SMIRE (USA), past pres. TV Soc. of Aust. Married, resident Heathmont, Melbourne.

**FAULKNER Allan David.** Radio station general manager. Born Armidale, NSW, Feb. 2, 1910. 10 years chartered accountants office, 6 years mngr Scone branch, 25 years in radio, 19 years at 2KO. Now gen. mngr United Broadcasting Co. Pty Ltd (2UE & 2KO). Member FACB Federal council, pres. 1965-66. Married, 3 sons, resident Killara, NSW.

**FERGUSON, Brian.** TV station publicity and promotions mngr. Born September 1, 1931, Sydney. Ed. Church of England Grammar School. Media acct-exec. Goldberg Advtg, 1949-52. O'seas, 1952-55. Taubmans Paints, 1955. Leonard Advertising, 1956-7. Hugh Berry Co., 1957-1960. Fortune Advtg, 1961-64. Joined ATV-0 Melbourne 1964. Married (1 child). Resident North Balwyn, Vic.

**FERGUSON, Reginald John.** Radio station manager. Born Sydney, April 16, 1934. Joined 2DU 1952 as asst acct. Apptd acct/sporting editor 1954, company secretary 1956, and manager 1963. Educated Oakhill College, Sydney. Married, 1 son, 1 daughter, resident Dubbo, NSW.

**FINCH, Jack Lachlan.** Radio network Melb. sales manager. Born Sydney, NSW, May 6, 1919. Joined AWA 1933; broadcasting accts section, 1936; asst. mngr 4TO, 1946-49; 3BO, 1950; asst. acct. broadcasting dept. 1951-55; asst. sin AWA country stations 1955-57; sales mngr Melb. office 1957. Served RAAF 4½ years. President Time Club, 1961. Member FACB Quarter Century Club. Married, 1 son, 1 daughter, resident Blackburn, Melbourne.

**FINDLAY, Keith Algernon.** Radio network chairman of directors. Born Launceston, Tas., Nov. 18, 1917. Educated Scotch College, Launceston. With chartered accts, later mngr Findlays Pty. Ltd, Burnie, seven years; mngr Findlays, Launceston, 1945-54; chairman of directors, 7BU, 7AD, 7SD. Served with 16th Field Artillery. Vice-pres. Tas. Aero Club; pilot; member Rotary Club. Married, 3 children, resident Newstead, Launceston.

**FINDLAY, Norman Arthur.** Chairman and supervising director TLA. Chairman 7QT, gov dir Wills & Co. Pty Ltd. First AIF, 40th Batt., mentioned in despatches. Prominent in Launceston community work. Chairman, Launceston War Mem. Community Centre since its inception in 1945. Awarded OBE 1961. Resident East Launceston, Tasmania.

**FINLAYSON, John H.** Radio station manager. Born Melb., March 1929. Announcer 7BU, 7HT, 1952-3; sales mngr 2QN 1954-5; 2LF since 1956. Manager since 1963. Married, 2 sons; resident Young, NSW.

**FISHER, James Hubert Thomas.** TV station chief engineer. Born Adel., July 4, 1911. With PMG eng. branch 1930-54, Aust. B'casting Control Board, TV eng., 1954-55; now chief eng. HSV, since 1955. Master of Eng., Dip. Elec. Eng., Dip. Mech. Eng., AMIE (Aust.), MIRE (Aust.). Gen. pres. Professional Officers' Assoc., C'wlth Public Service 1949-53, pres., TV Society Aust. 1958-60. Married (1 daughter), resident Burwood, Melbourne.

**FITZPATRICK, Stanislaus John.** TV station general manager. Born Sydney, Feb. 15, 1933. Acct. Vanguard Insurance 1956-58. Media exec. Jackson Wain Pty Ltd, 1958-60. Media planning officer, Lintas Pty Ltd, 1960-63. Apptd gen. mngr DDQ 1963. Married (6 children); resident Toowoomba, Qld.

**FLETCHER, Brian Peter.** Sales manager. Born Sydney, May 28, 1934. Began advertising career with Ferris Industries sales promotion mngr till 1958. Acct. exec. McClelland Advtg. Joined Country Press 1960 as acct. exec., Artransa, 1963. Appt. sales mngr 1965. Married, resident Narraweena, Sydney.

**FOLIE, Max.** Television station managing director. Born July 11, 1909. Engineer 3YB 1932; 1933 designed, built & installed 3MA transmitter. Manager 3MA 1948-65. Now mng dir STV. AMIRE. Life gov. Mildura Base Hosp. Married (3 children), resident Mildura, Vic.

**FOLEY, Anthony Francis.** Radio station sales manager. Born Feb. 12, 1936. Joined 6KY-NA Feb., 1962, as sales exec. Appointed sales manager December, 1964. Married (2 children), resident Woodlands, WA.

**FORD, John Douglas.** Radio station studio manager. Born Victoria, BC, Canada, May 24, 1922. Anncr 7BU & ABC Hobart 1946; chief anncr 7HO 1946-47; anncr 3DB, Radio Aust., 3KZ 1947-52; chief anncr 3KZ 1952-55; radio mngr Carden Advtg, Melb., 1955-56; appt chief anncr 3XY 1956; appt news editor 3XY 1960. Joined 3UZ, special events editor 1962. 4yrs RAAF. Ed. Geelong Grammar School. Resident Burwood, Melb.

**FORD, Graham.** TV station production manager. Born December 9, 1935. Began commercial broadcasting with 2UE, then prod. dept with Macquarie. Studio operations ATN 5yrs, o'seas Assoc. Rediffusion and CTV TV Net., Canada. Now ATV-0 prod. mngr. Married (1 child), resident Toorak, Vic.

**FOSTER, Desmond Lionel.** Radio station mngr. Born Wellington, NZ, Jan. 14, 1924. Pre-war cadet journalist; post-war, journalist Daily Telegraph, Assoc. Newspapers; then sub-editor, chief sub-editor Sunday Sun; later prod. editor Woman; joined 2UE in charge of news, sport, spec. events, 1955; exec. off'cr 1957. asst mngr 1958. Mngr, 2GB, 1961. 4½ years' AIF service. Member Federal council FACB, 1967-68 president. Married, 2 sons, resident French's Forest, Sydney.

**FOWELL, Ronald Edward.** Radio station general manager. Born Launceston, Tas., March 25, 1937. Joined TLA 1955. Appt chief announcer 1959, studio mngr 1960, sales mngr 1961. Asst. to managing director Macquarie Broadcasting Holdings 1965. Appt general manager 3AV, 1966. Resident Toorak, Melbourne.

**FOWLER, John Murray.** TV station general manager. Born April, 1928. Joined 5AD 1947, apptd asst advtg mngr 1958, actg mngr Sept. 1960; mngr 5AD-PI-MU-SE Dec. 1960. Apptd gen. mngr ADS7 Aug. 1966. Ed. St Peters College, Adel. Chrmn Carols by Candlelight Committee 1960-66. Member Crippled Children's Assn Council 1960-66. Chrmn board of mgntment Somerton Crippled Children's Home 1965-66. Member mgntment committee Ashford House School for Cerebral Palsied Children 1965-66. Married (3 children), resident St Peters, Adel.

**FOX, Albert Edward Reginald.** TV station general manager. Born Portsmouth, England, Sept. 28, 1910. PMG's Dept., wireless branch, 3LO-3AR Melb., 1929-31. AWA Marine Dept., 1934-36. Mngr 2GF, 1937; 3BO, 1939; 2CH, 1940; Mngr AWA broadcasting and recording depts. 1950; asst gen. mngr AWA, 1956-63. Apptd gen. mngr TEN, Sydney, 1963. Dir United Telecasters Sydney Ltd. MIRE(Aust), FAIM. War service RAN, awarded VRD. Pres. AFCBS, 1951-52. Clubs: Australian, Imperial Service, Killara Golf. Married (2 sons, 2 daughters), resident Wahroonga, Sydney.

**FRANK, Ronald John.** TV station representation company manager. Born Sydney, June 26, 1929. Began in radio with 2GB 1945. Joined Macquarie sales 1950. Sales exec. with Artransa, 1958. Assistant sm, Nov., 1960, sales mngr Feb., '61. Now Sydney mngr TV Associates Pty Ltd. Married, 3 daughters, resident Beacon Hill, NSW.

**FRASER, Colin Lovat.** Agency TV and radio director. Born Auckland, NZ, Feb. 23, 1922. Ed. Caulfield Central School, Scotch College, Melb., St Peter's College, Adel. Reporter-special writer Sun-News Pictorial Melb. Herald, 1939-53; deputy chief of staff, Herald, 1953-55; asst to gen. mngr Herald 1956. Studied TV prod. USA. Europe. Program manager, acting manager HSV 1956-60; managing director Victorian Country Telecasters P/L 1960-65; now TV and radio director Geo. Patterson P/L, Melb. AIF, RAAF war crspt 1941-46. Married, 1 son, 2 daughters, resident Hawthorn, Melb.

**FRASER, William Keran.** Controller ABC news services. Born Townsville, Qld, June 11, 1912. Newspaper exp. prior joining ABC Dec., 1946. News editor, Qld 1949-1956; asst editor-in-chief (TV), 1956-59. Dir TV news 1959-1968. Now controller news services. Married, 3 children, resident Greenwich, Sydney.

**FRECKER, Winston N.** TV station production manager. Born Mosman, Sydney, July 19, 1920. Bank officer 1939-1947. TV student EMI Institutes London, 1948. TV division Canadian Broadcasting Corp. Toronto, Canada 1948-55. Joined ATN 1955. Granted TV Scholarship by USA Govt 1955. Mngr of Prog. Devpt, Artransa Park. ABC TV producer (Sydney). Now prod. mngr, TEN. AC II RAAF, Lieut AIF, Lieut USA Transportation Corp. Resident Bilgola Beach, Sydney.

**FREE, Leslie Robert.** TV station chief engineer. Born Quambatook, Vic. Jan. 25, 1926. Was EMI design engineer, TV studio equipment in UK until 1955; apptd asst. chief engineer and now chief engineer TCN. BSc, BE, AMIEE, AMIE(A). Married, resident Lindfield, NSW.

**FREEMAN, Kevin Thomas.** Radio station facilities officer. Born Lismore, NSW. Joined 2UE, 1932; prog. mngr 2UE, 1936-1942; 2GB 1942 as prog. mngr. Now 2GB facilities officer. Married (1 son), resident Hurstville, Sydney.

**FREEMAN, William Tasman.** Television station chief engineer. Born Lncstn, Tas., Dec. 20, 1925. Joined 7EX 1939 as control op., transmitter eng. Apptd chief eng. 1954. Joined TNT9 Jan. 1961, now chief eng. Married (two children); resident Launceston, Tas.

**FROST, Donald.** Trade journal editor. Born Sydney, NSW. 24yrs Consolidated Press, joined B&T 1953. Now editor B&T Weekly and B&T Year Book. Resident Maroubra, NSW.

**FRY, Robert Arthur.** TV station program manager. Born Sydnev. Oct. 5, 1934. 2CH and 2UE 4 years. Overseas 1954-55. Prog. dept TCN 1956-62. Joined DDQ June 1962 now prog. mngr. Married, resident Toowoomba, Qld.

**FULFORD, Harry.** Agency managing director. Member Manchester Publicity Assoc. (affiliated Advtg Assoc. of GB); staff officer, British Army to 1948. Mng dir Fulford Advtg Agency, Brisbane. Married 1 son, 1 daughter; resident Corinda, Brisbane.

**FULLARTON, Raymond.** Advertising manager. Born Lane Cove, NSW, March 25, 1922. Post-war career, 14yrs asst. advtg mngr California Productions; merchandising mngr Streets Ice Cream, one year; six years acct-exec. John Clemenger Advtg. Advertising mngr for Castrol Limited since 1959. Holds leaving cert. (Bariker College), intermediate chartered accountancy, LAI degree, AIF service. Single, resident Longueville, Sydney.

**FULLER-QUINN, Leo Alfred.** Agency director and creative director. Born Wellington, NZ, May 14, 1921. NZ Govt Film Studios; freelance artist 4yrs; agency art dir 2yrs; freelance consulting designer 3yrs. Now dir & creative dir NAS (Sydney) Pty Ltd. RAAF 5yrs, radio tech. and entertainments. Married, resident Vaucluse, Sydney.

**FURLONG, John Michael.** Agency director. Born Sydney, NSW, Jan. 15, 1924. 15 years advtg dept MGM; four years publicity mngr 2GB. 2yrs publicity mngr and sales exec. Artransa. Now dir, NAS (Sydney) Pty Ltd. Four years AIF. Married, resident Haberfield, Sydney.

**FURLONG, Ted.** Radio station managing director. Born Vic., 1914. 20yrs Vic. radio, last 17 yrs with 3BA. Mngr 6VA since Jan., 1958. Married; resident Albany, WA.

## G

**GALE, Jack.** Agency associate director. Associate dir., and media mngr George Patterson Pty Ltd, Melbourne.

**GALLOWAY, John Neil.** Agency director. 3 yrs Webb, Roberts, McClelland; 3yrs Traders Advtg; 3 yrs Masters Ltd, Singapore; 6 yrs mngr Fortune, Sth Australia; 3½ yrs Hong Kong as dir Fortune (Far East) Ltd. Now dir Fortune (Aust.) Pty Ltd and Fortune (Far East) Ltd. Married, resident Roseville, NSW.

**GAMBLE, William Ray.** Television and radio station general manager. Born Parkes, NSW, Feb. 18, 1928. Technician with AWA, 1946, then

with 2UW. Gen. mngr 2RG and MTN. Married, resident Griffith, NSW.

**GAMLIN, George.** Agency director. Born Bristol, England, May 3, 1920. Copy chief McCannells Ad. Service, Dublin. Copy super. Young & Rubicam Inc., Los Angeles. Copy chief Lennen & Newell Inc., Los Angeles. Assoc. creative dir BCJP, Melb. Company dir and creative dir BCJP, NSW. Joined Warwick Advtg (Vic.) 1964. Now dir Walker, Herbert & Gamlin P/L. Melb. Married.

**GARDINER, Desmond Lewis.** TV station representative. Born Melb., Jan. 1, 1929. With George Patterson Pty Ltd, Best & Co. Pty Ltd, then Melb. rep. News Limited Adel. & Assoc. Newspapers, Syd. First Vic. salesman for HSV since 1956. Now Melb. sales mngr TVQ. Married (3 sons), resident Beaumaris, Vic.

**GARDINER, Jack.** Film company director, manager, film director. Born Sydney, NSW, Feb. 8, 1921. Exp. photographer, film editor. Began Cinesound 1938—6yrs darkroom work, 4yrs special effects, film editor; left 1948 to edit films Always Another Dawn & Into The Struggle. Did special effects for Sons of Matthew; 2yrs film editor for Kinelab, then sales mngr; edited first all-Aust. color film Jeddah. Joined Kingcroft Prod. 1954. Formed Color Transcriptions Pty Ltd 1955. Married (2 sons, 1 daughter), resident Sydney.

**GARDNER, Oliver.** Agency director. Director in charge of television, George Patterson Pty Ltd, Melbourne.

**GARROTT, Eric Lindsay.** Supervising director 7LA and 7QT. Born 1910. Director Macquarie Broadcasting Service. Member Institute of Chartered Accountants. 2nd AIF. Married, 4 sons. Resident East Launceston, Tas.

**GAY, Henry George.** Radio station program manager. Born Melb., Nov. 16, 1932. Educated Camberwell Grammar School. Joined 3UZ, 1950 as office boy, then to record library as asst librarian 10yrs. Joined 3AK, 1961, now prog. mngr. Married, resident Doncaster East, Melb.

**GEEVES, Philip L.** Radio station program director. Born Sydney, NSW, April 26, 1917. Program director, 2CH. Served AIF in Middle East and South-West Pacific. Mentioned in despatches. Married, 2 children; resident Bexley, NSW.

**GERVAS, Stanley Albert.** Radio station manager. Born Kulin, WA, Dec. 13, 1919. Former studio mngr 6PM, 1940; announcer 2CH, 1944-47; production mngr 2CH, 1948-50; abroad 1950-52; copy writer 6IX, 1952-55; program mngr 6IX 1955; station manager 6IX, 1965. Married, resident Maylands, Perth.

**GIBB, Donald George.** Radio station sales manager. Born Port Fairy, Vic., Feb. 15, 1937. Ed. Ballarat Grammar School. Commercial trainee 5yrs. Joined BTW as sales rep., Jan., 1962. Joined ATV-0 Melb. July, 1964, as senior sales executive. Now Vic. sales mngr 3AK. Married (2 children), resident North Balwyn, Vic.

**GIBSON, Arthur Desmond.** Agency director. Born Melb. Vic., 1910. Pre-war Goldberg Advtg; dir N.V. Nixon & Co. Pty Ltd 1948-61. Now dir Rickards Advtg. FIA 5½yrs, AIF Mid East, New Guinea, Borneo. Commissioned 4yrs. Resident Toorak, Victoria.

**GIBSON, Grace.** Radio-TV production company governing director. Born El Paso, Texas, USA. Former managing director Radio Transcription Co. of America; mngr Artransa until 1941. Now governing director Grace Gibson Radio-TV Productions, Brit. Aust. Programs, Grace Gibson Distributors Pty Ltd. Married, resident Potts Point, Sydney.

**GIBSON, Keith.** Film laboratory managing director. Born Townsville, Qld, Oct. 1919. Pre-war Filmcraft. Formed KG Film Service 1952. Managing dir KG Film Service Pty Ltd, KG Service (Vic.) Pty Ltd, Gothic Productions Pty Ltd. Married (2 sons), resident Sydney.

**GIBSON, Ronald Chester.** Radio station studio manager. Born Tamworth, March 29, 1929. With 2MO and 2CK as eng./annncr, 2HR annncr, 2NX-NM as studio mngr/eng., 1955-61. Now studio mngr 2KO. Married (2 children), resident Dudley, Newcastle, NSW.

**GILBERT, William Semple.** Agency chairman and managing director. Born Eastwood, NSW, Dec. 29, 1913. Educated North Sydney Boys' High School. Advtg mngr James Hardie Trading Co., sr acct-exec. Gordon & Gotch Advtg, secy ANC Advtg Board, Coudrey-Campbell-Ewald Pty Ltd, now chairman and mngr dir. Fellow AIA. Chrmn Aust. Advtg Council since 1959. Married; resident Warrawee, Sydney.

**GILDER, Donald George.** Radio station representative. Formerly with Mooney-Webb Advtg, Melb.; sales exec. AWA broadcasting div., Melb.; sales mngr 2CH; vic. sm. C'wealth Broadcasting Corp. Now managing dir Gilder, McGregor and Assoc. Pty Ltd, radio station representatives. 7 yrs RAAF, four years fl./lt in UK. Past pres. Time Club, Melb. Married, resident Box Hill, Melbourne.

**GITTUS, Kenneth John.** TV station director of research and promotion. Born Hobart, May 1st, 1932. Chief copywriter and continuity mngr, 7HO (1959-61). Sales prom. mngr, GTV (1961-64). Asst mngr, Arthur Smyth and Son (1964-65). Joined HSV, 1966.

**GLASSER, Warren.** Agency TV-radio director. Formerly freelance Melb. radio scripter-prod. Now TV-radio dir, and assoc. dir Richard-



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 Eris. (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.

## H

**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, TTV 1960-61. Now business mngr TTV; mngr TTV & 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. 6mnths 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. 5yrs 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 Warrnambool, Vic., May 10, 1923. Lab. tech. 1937-42. AIF 1942-46. 5DN 1946. Apptd chief copywriter same year. Wrote record 1700 comedy routines. Written for Joe E. Brown, Spike Jones, Stan Freberg. Broadcasts weekly ad lib programs. Toured US studying radio and lecturing on Australiana Sept.-Oct., 1964. Married, 2 sons, resident 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



ysr 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. Accent 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. FAI. Pres. AIA (Qld div.) 1962-3. chmn 4As (Qld) 1962-64, member 4As Fed. Exec. 1962-4. Treas. Qld Motor Sporting Club, 1954; member Rotary. RAN and 1st Aust. Naval Beach Commando Unit (New Guinea, Moluccas, Borneo, China areas) 1943-46. Married (two sons, two daughters), resident Melbourne.

**KEMP, Sidney Joseph Albert.** Radio network managing director. Born Bexhill-on-Sea, Eng., Nov. 6, 1900. Advtg dept, Argus, 1926; sales promotion mngr, 1934; mngr 3SR, 1936; superintendent mngr 3SR-YB-UL, 1939. Appt. dir. & gen. mngr, Assoc. B'casting Services, 1957. Now mng dir & 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. FAI (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.

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**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 anncr, 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. Anncr 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.

**MACONACHIE, Robert William Keith.** Radio network company secretary. Born Jan 11, 1916. Joined WA Beasters Pty Ltd (6IX-WB-MD-BY) 1938, now company secretary. War service 1941-45. AASA. Married, resident Innaloo, Perth.

**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. Anncr 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 anncr-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 anncr, copywriter & programmer, 7EX, 6PM, 1938 as feature announcer — compere. RAAF 1940-45. With 6PM till 1947 thence 6PR, 6KY. Joined 3AW 1956 b'fast announcer and music program compere. Resident Sandringham, Vic.

**MANN, Eugene C. (Gene).** Radio network sales 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. mngr 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, VATC. 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' 3DB 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 cmtr. 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.

## N

**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 Croaydon, 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. 12, 1923. Entered radio as ventriloquist, then breakfast, day & evening anncr, 3KZ. Program supervisor, now sales prom. mngr 3KZ. Married, resident Clayton, Melbourne.

**O'REILLY, Dennis Hudson.** Radio station manager. Born Bega, NSW, Oct. 20, 1920. Holds higher elec. trades cert Syd. Tech. College. Served apprenticeship AWA. 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.

## P

**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. Annor/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. Annor 2KM 2CA, 2QN, 3SH, 7HO, 2GB. Chief annor—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 annor 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 annor 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;

## 420 Prager—Richards

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.

## S

**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 acctncy; 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). F.A.I. Capt. 7th, 9th Div. A.I.F., 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.A.C.B. 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. A.I.F. 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. Commun. 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. A.I.F. 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 broadcast transmitters. Trade cert. competency, WA, 1927; AMIRE, 1935; radio op. air survey. Married, resident Nedlands, Perth.

**TAYLOR, Kenneth Thomas.** Radio station manager. Born Grafton, NSW, May 29, 1921. 5yrs dept. mngr and buyer McDowells, radio freelance 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 2FM 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. chrmn 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. Annr 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

**T**HE 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.

## TABLE OF CONTENTS

### CLAUSE

1. DEFINITIONS,
2. GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCASTING MATERIAL,
3. STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER,
4. ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING,
- 4A. COMPOSITE ADVERTISING
5. ADVERTISING OF CONTROVERSIAL MATTER,
6. SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS,
7. PROCEDURE IN RESPECT OF RECORDED COMMERCIALS,
8. TECHNICAL STANDARDS FOR DISC RECORDING OF COMMERCIALS,
9. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS (Other Than Cartridge Tape Recordings),
10. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS ON CARTRIDGE TAPE RECORDING AND REPRODUCING EQUIPMENT,
11. TECHNICAL STANDARDS FOR TAPE RECORDING OF ENTERTAINMENT PROGRAMS AND FEATURES,
12. COMMERCIAL ANNOUNCEMENTS INCORPORATED IN ENTERTAINMENT PROGRAMS AND FEATURES RECORDED ON DISC OR TAPE,
13. ACCURATE INDICATION OF PLAYING TIME OF TRANSCRIBED PROGRAMS,
14. MEDICAL ADVERTISEMENTS AND TALKS FOR LIVE PRESENTATION,
15. DURATION AND WORDAGE OF COMMERCIALS,
16. PRESENTATION OF ADVERTISING COPY,
17. STANDARD SCHEDULE FORM.

## 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 15 inches (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:**

**I hereby certify that each of the above was broadcast on the date and time stated**

.....  
**For and on behalf of**  
**ADAM SMITH**  
**ADVERTISING AGENCY**  
**PTY. LTD.**

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:** Wordings 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.

**FOUNDATION GARMENTS**

**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.

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 15 minutes' 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 20 minutes;
- (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 15 minutes' 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 newtype 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 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

**T**ELEPHONE 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.

**T**HE 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 Corpn 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, Triefus (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 Writreads, 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 Co-op. 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 (advtg mngr).

**Products:** Petrols, oils and lubricants.

**Agency:** Kenyon Brand Riggs Ltd, Wellington.

**Repr.:** Throughout NZ.

**BALM PAINTS (NZ) LTD**, ICI Hse, Molesworth-st, Wellington. GPO Box 3646. Phone 70-609. Telegraph — Pigments, Wellington.

**Executives:** J. M. Robertson (gen mngr), R. K. Lambert (secy), J. Nicholson (advtg 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 Flebros 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 mngtr), D. J. Jull (tech. services mngtr), P. P. O'Brien (prod. mngtr), W. B. Henderson (factory mngtr, pharmaceutical), R. B. French (factory mngtr, biologicals), A. D. Mackie (factory mngtr, dried milk), E. Jessop (chief chemist), L. T. Maden (purchasing officer), J. A. Copping (advtg mngtr & 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 Jervis 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 mngtr), 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. mngtr), J. Merckens (secy), A. V. McClelland (sales mngtr), T. W. Lile (works mngtr).

**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. mngtr), L. M. Browning (secy), J. G. Sinclair (plant mngtr).

**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 mngr), F. A. McCarthy (advtg mngr), D. H. Hood (secty & office mngr).

**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. mngr), 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. mngr), V. Hindmarsh (commercial mngr).

**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. mngr), J. C. Andrews (works dir), D. G. Brash (secy), B. D. Gundesen (mngr, 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. mngr, 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 mngr), A. A. Whittaker (asst sales mngr).

**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. mngr), R. A. McKenzie (exec. dir), E. A. Clarke (buying controller), J. S. Clarke (branch con-



troller), B. L. Lyons (advtg 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. Leggatt, 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**



**R**ADIO 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	1966
	(million yen)	
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**



**B**ROADCASTING 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



**B**ROADCASTING 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**



**N**OW 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 organizations 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.



## Notes

## Notes

## Notes

# Notes



## Notes

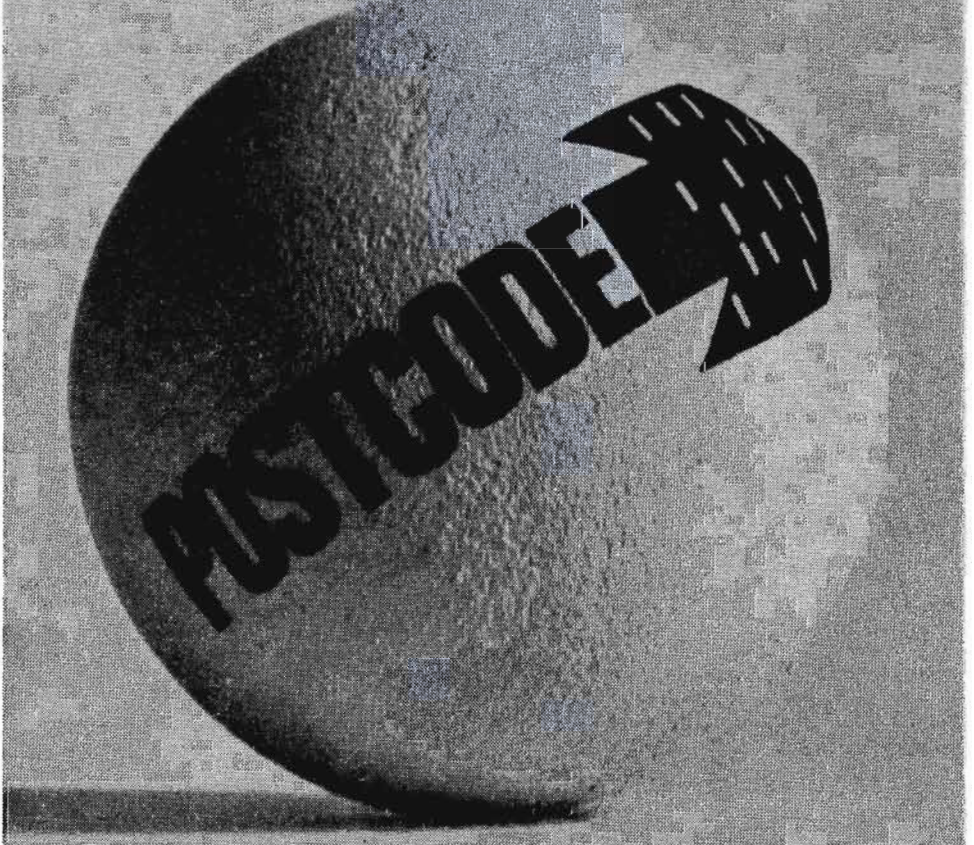
## Notes

## Notes

**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
<b>JAN</b>		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			
<b>FEB</b>		4	5	6	7	8	9
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	17	18	19	20	21	22	23
	24	25	26	27	28	29	
	30	31					
<b>MAR</b>		3	4	5	6	7	8
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	30						
<b>APR</b>		1	2	3	4	5	6
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	28	29	30				
<b>MAY</b>		5	6	7	8	9	10
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	30						
<b>JUNE</b>		2	3	4	5	6	7
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	29						
<b>JULY</b>		1	2	3	4	5	6
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	14	15	16	17	18	19	20
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	28	29	30	31			
<b>AUG</b>		4	5	6	7	8	9
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	31						
<b>SEPT</b>		1	2	3	4	5	6
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<b>OCT</b>		5	6	7	8	9	10
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