

1958

**Broadcasting & Television Year Book**

**1958**

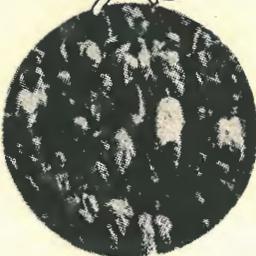
**The**  
**BROADCASTING**  
**and TELEVISION**  
**YEAR BOOK**

*Who, What, Where in . . .*  
**BROADCASTING**  
**TELEVISION**  
**ADVERTISING**

N  
384.50994  
BR0

**macquarie  
measures  
its  
markets  
in**



**milli**  **ons**

Nothing beats radio for wide-coverage, low-cost selling.

Nothing equals the flexibility of radio in taking a sales message (hard-hitting or gently persuasive) and concentrating it in a purely local sales campaign or on a national market of millions.

Over 30,000,000 people listen to Macquarie programmes each week. And 98% of all Australian's homes are equipped with one or more radios.

What does this add up to?

Audience for your sales message. Vast audience or concentrated audience—and at unrivalled low cost per impact.

Nothing sells better than radio—and the best radio is MBS.

**MBS**

**MACQUARIE  
BROADCASTING SERVICE**

**SYDNEY: 136 Phillip Street. Tel.: B 0360.**

**MELBOURNE: 382 Latrobe Street. Tel.: FJ 3671.**

**2GB 2CA 2LF 2LT 2MG 2MW 2NX/NM 2PK 2WL 3AW  
3CV 4BH 4BU 4GY 5DN 6IX/WB/MD/BY 7HO 7LA**



## **BASF MAGNETOPHON RECORDING TAPE**

BASF Magnetophon recording tape is in service with all the armed forces 24 hours a day. Most radio stations and recording studios, too, have standardised on BASF Magnetophon Type LGS.

**MAURICE CHAPMAN & CO. PTY. LTD.**

**31 Macquarie Place, Sydney.**

**BU 6401**

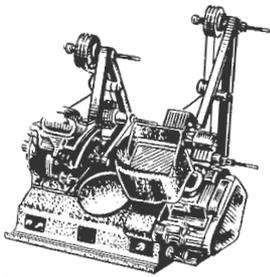
# Accidents will happen



... BUT NOT ON FILM — just another good reason why more and more advertisers are switching to film! Then action is rehearsed. Should an actor "Fluff" a line, trip over a chair, or simply have an accident like this, the scene can be re-shot — on the spot, without trouble or expense. No red faces, no product embarrassment. Play safe. Put your T.V. show on film — it's easy and economical on EASTMAN MOTION-PICTURE FILM.

For complete information write to: Motion Picture Film Department,  
KODAK (Australasia) PTY. LTD., 379-381 George Street, Sydney.

**MOVIOLA  
EDITING MACHINES**



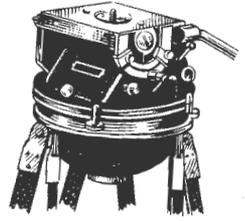
*The world's No.1 Editor.*

**MAGNASYNC  
SOUND SYSTEM**



*Recorders, dubbers  
& mixing consoles.*

**AKELEY UNIVERSAL  
GYRO TRIPODS**



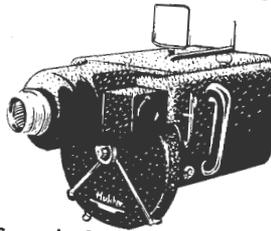
*Special features for  
the professional user.*

**ARRI  
PRINTING MACHINES**



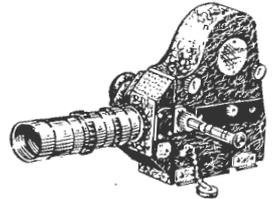
*Printing machines for all  
types of film production.*

**HULCHER 70mm. RAPID  
SEQUENCE CAMERAS**



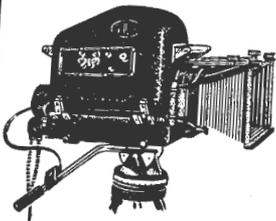
*Speeds from 1/25 - 1/2880  
per second. Reflex focussing.*

**FAIRCHILD 16mm.  
HIGHSPEED CAMERAS**



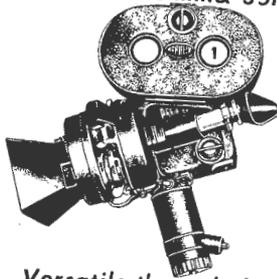
*For instrumentation,  
oscillographs &  
industrial trouble shooting.*

**ARRICORD 35mm.**



*Combined image  
& sound cameras.*

**ARRIFLEX 16mm. & 35mm.**

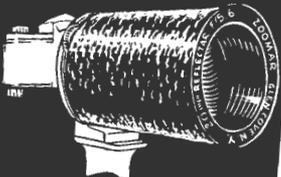


*Versatile through the  
lens focusing cameras.*

**AUSTRALIAN DISTRIBUTORS**

**#. Fleakley**  
**PHOTOGRAPHICS**  
**PTY. LTD.**

**ZOOMAR LENSES**



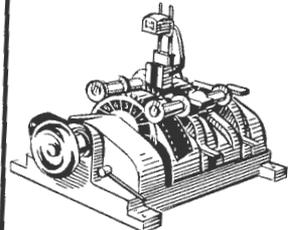
*Zoom Lenses  
Telephoto 20' to 150'*

**397 KENT ST.,  
SYDNEY**

**323 BOURKE ST.,  
MELBOURNE**

**84 FRANKLIN ST.,  
ADELAIDE**

**HOLLYWOOD  
EDITING EQUIPMENT**



*Full range meets  
any requirements.*

## MEMO

Call  
Grace Gibson  
at BW4661,  
Sydney re new  
radio & TV  
shows.

1958

# The BROADCASTING and TELEVISION YEAR BOOK

**T**HIS first edition of the Broadcasting and Television Year Book has been produced by the company and personnel responsible for the fortnightly appearance of *Broadcasting and Television*, now in its eighth year and which, as "B&T", 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 edited as carefully as is humanly possible, represents an attempt to condense into handbook form all the most-needed information required concerning the spectacularly-developing commercial and national air media and the industries serving them.

*Published by Greater Publications Pty Ltd, Derwent House, 136 Liverpool Street, Sydney, Australia. Postal address, Box 2608, GPO, Sydney. Phone MA8143. Victorian advertising representative: Stewart James, 43 Hardware Street, Melbourne. Phone MU1100, MU3305. UK representative: Publishing & Distributing Co Ltd, 167 Strand, London, W.C.2. Phone TEM 6534.*

**Managing Director: Eric Solomon**

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**Advertising manager: Alan Hill**

**Assistant: Donald Frost**

**Production manager: Cecily Perkins**

**(Copies, Australia, 37/6. Foreign, 42/6)**



# "THIS IS THE SPOT FOR A VILLAGE"

BATMAN  
1835

Melbourne's founder was right —  
and 3DB-LK is the station for  
spot advertising (and top sponsored  
shows, too!)

We will be happy to help ~~you~~ top  
this lush market of nearly two million people.

**HEAD OFFICE:**  
36 FLINDERS ST.,  
MELBOURNE.

Sales Manager:  
**DARYL BREWIN,**  
Phone MF5451

**SYDNEY REP.:**  
I. N. PHILLIPS,  
29 BLIGH ST.,  
SYDNEY.

Phone  
BO329

C29474  
16.4.58



POSTMASTER-GENERAL

It gives me considerable pleasure to write a foreword to this new Broadcasting and Television Year Book.

Broadcasting has made tremendous strides in recent years and television, although barely a year old in Australia, is rapidly becoming a major medium of entertainment and instruction in the areas in which it is transmitted.

Planned expansion of television stations will bring in tens of thousands of additional viewers.

Technical excellence of Australian radio and television transmissions is equal to the world's best.

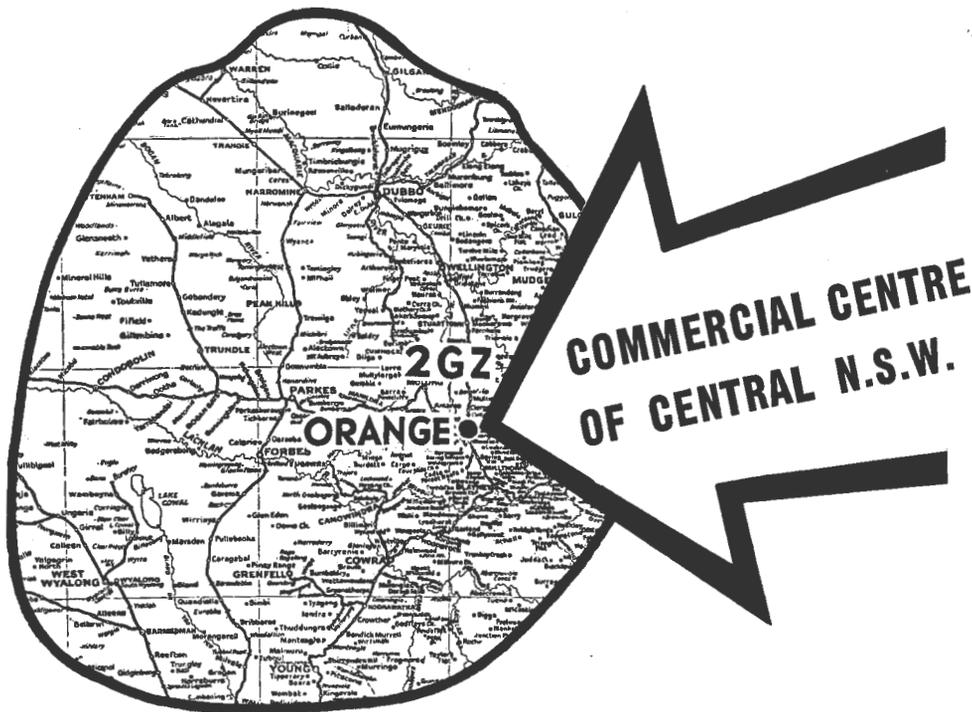
This book is the most comprehensive collection of radio and television data yet brought between two covers in Australia and should be of invaluable assistance to everybody connected in any way with this vitally important and expanding industry.

The accurate details assembled under the score or more chapter headings should answer practically any query likely to arise in the minds of the public, advertisers, broadcasters or telecasters.

I congratulate Greater Publications Pty. Ltd. and the editors of this Year Book on their enterprise and diligence in producing an outstanding publication.

A handwritten signature in cursive script, appearing to read 'C. W. Davidson'.

(C. W. DAVIDSON)  
Postmaster-General



## If Central N.S.W. is your target, you **MUST** think 2GZ, Orange

*When you buy time on GZ, you are in direct contact with nearly 193,000 people (1.1 M.V. area)—people living in a pastoral-rich area, who spend £50 million annually in retail stores.*

*These people believe in GZ, and have accepted it as a major force in their pattern of living. They have pride in their city and in their radio station. GZ is loyal to its listeners, and has in turn won listener-loyalty.*

*These are the vital factors that make GZ the dominant medium in central New South Wales.*

Sydney office: Country Broadcasting Services Ltd., Hosking House, Hosking Place.

Melbourne office: Hugh Anderson, Exhibition St. MF3674.

# 2GZ

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# LOCAL LISTENERS FOLLOW LOCAL NEWS



ON

**2AY**  
ALBURY

**2GN**  
GOULBURN

**2GF**  
GRAFTON

**3BO**  
BENDIGO

**4TO**  
TOWNSVILLE

**4CA**  
CAIRNS

**4WK**  
WARWICK

Each station's own journalists and district correspondents within a 100 mile radius cover all local news happenings. People don't hear news on these stations by accident — each station employs qualified professional journalists to do a thorough job of local news gathering and editing around the clock — the local news is broadcast on regular daily schedules. People *listen* to the news by *preference*. That's why Advertisers, too, prefer news sponsorship and preferred news spots. They know that a good commercial message in a solid news programme reaches a mature attentive and able-to-buy audience.

*Be In The News—Contact us for details and availabilities*

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**

**SYDNEY**

**MELBOURNE**

**BRISBANE**



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## **FAMILY STATION means RICH FAMILY MARKET!**

New 2SM sales successes are being recorded daily from hundreds of happy sponsors. The reason is simple! SM's programmes are planned to suit *every member* of the family, i.e., special children's programmes providing musical scholarships — selected music sessions for the housewife— classical music for music lovers—top pop disc jockey programmes for teenagers—weekday sessions for workers in industry and bright breakfast entertainment with big family appeal. 2SM reaches a rich family market that offers big business to advertisers.

*Sell more thru...*

**SYDNEY:**  
Australia House,  
46 Carrington  
Street. BX 1511.

**MELBOURNE  
REP.:**  
Oaten-Ward,  
379 Collins  
Street. MU 4725,  
MB 1146.

# **2SM**

**THE FAMILY STATION**

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# **Statistics**

- ***Advertising & market facts***
- ***Radio facts***
- ***Television facts***



**E**STIMATED population of Australian States and Territories at June 30, 1957.

**NSW, 3,622,906; VICTORIA, 2,673,498; QUEENSLAND, 1,396,740; SOUTH AUSTRALIA, 873,123; WESTERN AUSTRALIA, 691,882; TASMANIA, 327,895; NORTHERN TERRITORY, 19,170; ACT, 37,865.**

Total for **AUSTRALIA, 9,643,079.** ACT figure based on the June, 1957 population count of Canberra.

Breakdown of population of capital cities at June 30, 1956:

**SYDNEY, 1,935,880 (or 54.5pc of total population of State); MELBOURNE, 1,595,300 (62.6pc as at December 31, 1955); BRISBANE, 527,500 (38.5pc); ADELAIDE, 514,000 (60.6pc); PERTH, 369,000 (54.5pc); HOBART, 88,540 (31.1pc); DARWIN, 8,850 (48.4pc); CANBERRA, 32,440 (94.1pc).** Total population, capital cities, 5,082,510 (54.2pc of total pop.).

Following is a breakdown of principal Australian centres, excluding capital cities, and their populations.

**NEW SOUTH WALES (at June 30, 1957):** Newcastle Urban area, 189,570 (statistical division, Hunter & Manning-Central Coast); Municipality of Cessnock, 42,330; Wollongong Greater, 106,710 (South Coast); Broken Hill, 33,320 (Western); Blue Mountains, 23,390 (Central Tableland); Maitland, 22,530 (Hunter & Manning-Central Coast); Wagga Wagga, 20,400 (Sth Western Slope); Goulburn, 20,560 (Southern Coast); Orange, 18,930 (Central Tableland); Penrith, 20,820 (Cumberland); Lismore, 18,040 (Nth Coast); Albury, 17,950 (Sth Western Slope); Bathurst, 16,780 (Central Tableland); Municipality of Grafton, 15,200; Lithgow, 15,000 (Central Tableland); Tamworth, 14,480 (Nth Western Slope); Dubbo, 12,890 (Central Western Slope).

**VICTORIA (at December 31, 1956):** Geelong, 81,640 (statistical division, Central); Ballarat, 50,700 (Western); Bendigo, 38,940 (Northern); Mildura, 11,640 (Mallee); Warrnambool, 13,300 (Western); Shepparton, 11,930 (Northern); Wangaratta, 11,610 (North Eastern).

**QUEENSLAND (at June 30, 1956):** Toowoomba, 45,000 (statistical division, Downs); Rockhampton, 42,250 (Rockhampton); Townsville, 42,200 (Townsville); Ipswich, 40,860 (Moreton); Cairns, 22,000 (Cairns); Bundaberg, 20,800 (Maryborough); South Coast, 22,000 (Moreton); Maryborough, 18,580 (Maryborough); Mackay, 15,180 (Mackay); Redcliffe, 15,500 (Moreton).

**SOUTH AUSTRALIA: (1954 census)** Port Pirie, 14,223 (statistical division, Lower Northern); Mt. Gambier, 10,331 (Sth Eastern).

**WESTERN AUSTRALIA (at June 30, 1956):** Fremantle, 52,093 (statistical division, Swan); Kalgoorlie, 34,891 (Eastern Goldfield).

**TASMANIA: (1954 census)** Launceston, 49,303 (Launceston); Burnie, 11,193 (Nth Western); Devonport, 10,597 (Nth Eastern).

Following statistics show the estimated increased of population in Australian States and territories between June 1954 and June 1956.

Figures are based on the 1954 Census of Population and for 1956 on the Monthly Review of Business Statistics.

Area	1954 (June)		1956 (June)		pc increase 1956 over 1954
	thousand	pc of total	thousand	pc of total	
Queensland	1318	14.7	1371	14.6	plus 4.0
NSW	3424	38.1	3553	37.7	plus 3.8
Victoria	2452	27.3	2605	27.6	plus 6.2
Tasmania	309	3.4	320	3.4	plus 3.6
Sth Australia	797	8.9	849	9.0	plus 6.5
W. Australia	640	7.1	677	7.2	plus 5.8
N. Territory	16.5	0.2	18.3	0.2	plus 11.1
ACT	30.3	0.3	34.5	0.3	plus 13.7
Total Australia	8987	100.0	9428	100.0	plus 4.9

(Source: Commonwealth Statistician)

# Breakdown of spending

An analysis prepared for this Year Book by the Australian Association of Advertising Agencies, which represents nearly 70pc of all Australian agencies, shows the following:

**Members advertising expenditure for year ending June 1956,**

**Total, approximately £25.5million.**

This spending is made up of approximately

**Press 60pc (plus production costs of 7.3pc)**

**Radio 12pc (plus production costs of 3.4pc)**

**No figures were available for television**

Estimated combined expenditure of all Australian accredited advertising agencies for the same year would total

**Approximately £30million**

This excludes advertising prepared and placed by large retail stores which would increase the overall total by about  
**£5million**

A further £10million could well come from advertising placed directly by manufacturers.

Based on these figures, total Australian advertising expenditure per annum is of the order of

**£45million a year.**

## Average Budgets

Advertising budgets have been and still are confidential between advertising agencies and their clients.

However, a national advertiser on a modest scale would need a budget of at least £15,000-£20,000 a year.

There are a number who spend up to £50,000 a year in radio alone. A good few major companies have six figure total advertising budgets, while the top advertisers could well be in the £500,000 to £1million a year budget category.

An organisation with such manufacturing and distributing ramifications as Unilever, for instance, which is among the very leaders in the Australasian soap, detergent and food markets and using every medium, would be spending around £1,200,000 a year in all media.

## 12 Top Radio-TV Users

Based on information gathered by Broadcasting and Television for its periodical Radio-TV Sponsorship Guides, the following is a special estimate in alphabetical order of the 12 top Australian radio and TV users:

SPONSOR	RADIO (Weekly)	TV (Weekly)
Ampol	52 stations half hour	TCN $\frac{1}{2}$ hour
Cadburys	46 stations $\frac{1}{2}$ hour	TCN-HSV $\frac{1}{2}$
BALM	68 stations $\frac{1}{2}$ hour	ATN-GTV $\frac{1}{2}$
Caltex	43 stations one hour	ATN-GTV $1\frac{1}{2}$ hour
Carreras	14 stations $\frac{1}{2}$ hour	TCN-HSV $\frac{1}{2}$ , GTV $\frac{1}{4}$
Colgates	Three $\frac{1}{2}$ 's on 38 stations	Two ATN-GTV $\frac{1}{2}$ 's
GMH	50 stations one hour	TCN-HSV one hour
Johnson & Johnson	57 stations $\frac{1}{2}$ hour, 17 stations $\frac{1}{4}$	ATN-GTV $\frac{1}{2}$
Kitchens	53 stations one hour, 59 stations $\frac{1}{2}$ , two 54 station $\frac{1}{4}$ 's.	ATN-GTV $\frac{1}{2}$
Levers	65 stations $\frac{1}{2}$ , 32 stations $\frac{1}{4}$	ATN-GTV $\frac{1}{2}$ , TCN-HSV $\frac{1}{2}$
Nestles	55 stations $\frac{1}{2}$ hour	shared TCN-HSV $\frac{1}{2}$ , shared ATN-GTV $\frac{1}{2}$
Samuel Taylor	28 stations $\frac{1}{4}$ , 27 stations $\frac{1}{2}$	ATN-GTV and TCN-HSV $\frac{1}{2}$ hours.

The following table collates basic information from the 1954 census of population and 1953 census of retail establishments.

## FIGURES FOR SALES QUOTAS

POPULATION AT JUNE 30, 1954, SALES FOR YEAR ENDED JUNE 30, 1953

Area	Population		Occupied (1) Dwellings		Retail Sales		Food Sales		Clothing		Electrical		Hardware		Furniture		Chem. Goods		Motor Vehicle Groups (%)	
	'000	%	'000	%	£'000	%	£'000	%	£'000	%	£'000	%	£'000	%	£'000	%	£'000	%	£'000	%
Queensland ...	1,318	14.7	339	14.3	287,837	13.5	85,354	14.3	39,031	12.7	10,795	14.2	14,577	12.7	8,047	11.0	6,422	12.6	62,868	15.0
Metrop. ...	502	5.6	133	5.6	120,499	5.7	31,050	5.2	19,123	6.2	5,257	6.9	5,727	5.0	4,077	5.6	2,842	5.6	26,465	6.3
Country ...	(2) 816	9.1	206	8.7	167,338	7.8	54,304	9.1	19,908	6.5	5,538	7.3	8,850	7.7	3,970	5.4	3,580	7.0	36,403	8.7
New South Wales ...	3,424	38.1	913	38.4	824,694	38.7	237,534	39.7	120,588	39.3	28,821	37.9	46,441	40.6	26,700	36.5	21,278	41.7	149,963	35.8
Metrop. ...	1,863	20.7	517	21.7	470,411	22.1	131,367	21.9	76,457	24.9	17,872	23.5	24,631	21.5	16,490	22.5	13,020	25.5	76,538	18.3
Country ...	(2) 1,561	17.4	396	16.6	354,283	16.6	106,167	17.7	44,131	14.4	10,949	13.4	21,810	19.1	10,210	14.0	8,258	16.2	73,425	17.5
A.C.T. ...	30	0.3	7	0.3	5,682	0.3	1,733	0.3	774	0.3	208	0.3	378	0.3	(4) 155	0.2	177	0.3	680	0.2
Victoria ...	2,452	27.3	661	27.8	584,381	27.5	163,385	27.3	86,379	28.1	20,837	27.4	30,489	26.7	22,815	31.2	14,374	28.1	108,058	25.8
Metrop. ...	1,524	17.0	422	17.7	382,808	18.0	105,197	17.6	62,425	20.3	14,613	19.2	18,611	16.3	16,833	23.0	9,699	18.5	63,174	15.1
Country ...	(2) 928	10.3	239	10.0	201,573	9.5	58,188	9.7	23,954	7.8	6,224	8.2	11,878	10.4	5,982	8.1	4,675	9.6	44,884	10.7
Tasmania ...	309	3.4	79	3.3	68,851	3.2	19,366	3.2	11,128	3.6	2,277	3.0	3,168	2.8	2,437	3.3	1,458	2.9	13,704	3.3
Metrop. ...	95	1.1	25	1.0	27,188	1.3	6,689	1.1	5,245	1.7	969	1.3	1,005	0.9	1,131	1.5	558	1.1	5,757	1.4
Country ...	(2) 214	2.4	54	2.3	41,663	1.9	12,677	2.1	5,883	1.9	1,308	1.7	2,163	1.9	1,306	1.8	900	1.8	7,947	1.9
South Australia ...	797	8.9	215	9.0	189,025	8.9	47,812	8.0	28,492	9.3	7,008	9.2	9,758	8.5	7,652	10.5	4,068	8.0	45,262	10.8
Metrop. ...	484	5.4	134	5.6	128,177	6.0	29,680	5.0	21,576	7.0	5,271	6.9	6,316	5.5	6,354	8.7	2,846	5.6	29,736	7.1
Country ...	(2) 313	3.5	81	3.4	60,848	2.9	18,132	3.0	6,916	2.3	1,729	2.3	3,442	3.0	1,298	1.8	1,222	2.4	15,526	3.7
West. Australia ...	640	7.1	163	6.8	164,623	7.7	42,472	7.1	20,532	6.7	6,104	8.0	9,291	8.1	5,215	7.1	3,247	6.4	37,349	8.9
Metrop. ...	349	3.9	91	3.8	106,930	5.0	23,961	4.0	14,553	4.7	4,572	6.1	5,270	4.6	4,228	5.8	2,150	4.2	26,752	6.4
Country ...	(2) 291	3.2	72	3.0	57,693	2.7	18,511	3.1	5,979	1.9	1,532	1.9	4,021	3.5	987	1.3	1,097	2.2	10,597	2.5
N. Territory ...	16	0.2	3	0.1	3,611	0.2	1,211	0.2	353	0.1	99	0.1	215	0.2	(4) 16	0.0	35	0.1	616	0.1
Total Australia ...	8,987	100.0	2,380	100.0	2,128,704	100.0	598,867	100.0	307,277	100.0	76,141	100.0	114,317	100.0	73,116	100.0	51,059	100.0	418,500	100.0
Metrop. ...	4,817	53.6	1,322	55.5	1,236,013	58.1	327,944	54.8	199,379	64.9	48,554	63.8	61,560	53.9	49,113	67.2	31,115	60.9	228,422	54.6
Country* ...	(2) 4,170	46.4	1,058	44.5	892,691	41.9	270,923	45.2	107,898	35.1	27,587	36.2	52,757	46.1	24,003	32.8	19,944	39.1	190,078	45.4

(1) In addition to houses and flats, occupied dwellings include other dwellings, ranging from a single-roomed occupied shack to a multi-roomed hotel or institution.

(2) Sales of new motor vehicles represent 40.7% of total; second-hand vehicles 20.00%, petrol and parts 33.3% of Australian sales.

(3) Includes migratory.

(4) Excludes sales of floor coverings; they are included in "Total Australia".

\* Includes A.C.T.

Supplied by courtesy of Statistical Division, J. Walter Thompson Advertising Pty. Ltd.

## PRODUCTION OF HOME APPLIANCES

The rapid expansion of Australian industry and ever growing production of consumer goods, particularly more expensive items (once beyond the reach of many people, but now within the means of practically every family), point unerringly to the steady rise in Australia's standard of living.

Once classified as luxuries, washing machines, refrigerators and the like are now being mass produced and sold in hundreds of thousands each year.

Boom year, 1954-55, saw the production of 166,412 washing machines, 280,577 domestic refrigerators and 85,589 electric stoves.

Total production figures for three years from 1954-55 to 1956-57 are: Washing machines, 475,826; refrigerators, 720,709; combined electric bath and sink heaters, wash boilers and water systems, 372,795; and electric stoves, 276,290.

Following statistics show yearly, and from June, 1956, to June, 1957, monthly production figures for various electrical, kerosene and gas home appliances.

Period	Clothes Washing Machines (Domestic)		Domestic Refrigerators (Electric, Gas and Kerosene) (a)	Electric Stoves (Domestic)			Electric Bath Heaters	Electric Sink Heaters	Electric Wash Boilers	Electric Hot Water Systems	
	Washing by			Fixed Ranges (b)	Other Ranges (c)	Grill Boilers (d)				Storage	Non Storage
	Bowl Movement	Agitator									
Year: 1954-55	21380	144932	280577	47149	26691	11749	17886	17069	28381	60785	5717
1955-56	*23680	*141878	*247350	*47810	*27694	*16754	*17076	*17160	*27095	57594	9368
1956-57	22306	121650	192782	51486	32786	14171	14708	15835	21086	55004	8031
Month, 1956: June	1922	11964	13044	3771	1836	1102	1309	1357	1622	(e)	(e)
July	1842	9415	*14419	4494	*2313	1620	1390	1810	1925	*4816	715
August	2076	10425	*15929	4922	*3306	1430	1715	1743	2024	*4985	*575
September	1873	8705	*19292	4383	*3251	1487	1465	1480	1658	*4743	630
October	1997	8577	*26480	5399	3774	1772	1385	1384	2128	*5154	*820
November	1947	10346	*23744	5476	3952	869	1020	1415	1750	*4828	773
December	1298	8541	*18936	*4146	*2981	972	1132	1201	1515	*3763	463
1957: January	1548	7004	*16143	*2587	*2711	667	905	911	1360	*3388	393
February	1868	*11108	*13018	*3612	*3443	1171	1045	1029	1579	*4216	713
March	1676	12396	12957	*4348	*2666	1280	1067	949	1780	*4641	762
April	1922	10734	10567	*3964	*1815	938	895	1097	1613	*4379	693
May	2536	13330	11409	*4671	*1147	1170	1140	1841	2026	*5207	740
June	1723	11069	9888	3484	1427	795	1249	975	1728	4884	754

(a) Details by types not available for publication.

(b) Having at least one hot-plate and at least one oven separately heated, with a total rating in excess of 10 amperes, but not more than 15 kW.

(c) Having at least one hot-plate and at least one oven separately heated, with a total rating not exceeding 10 amperes.

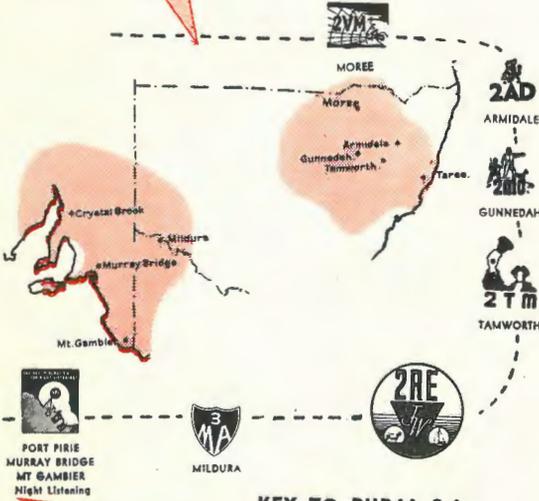
(d) Combining the function of a hot-plate and grill, but without a separately heated cooking compartment or oven.

(e) Not available monthly prior to July, 1956.

\* Revised.

(Source, Commonwealth Statistician.)

# ESSENTIAL SPHERES OF RADIO INFLUENCE



No radio campaign in N.S.W., South Australia or Victoria is complete without the inclusion of the excellent coverage provided by Country Radio and Television representations. The shaded areas of the map on the left indicate two essential spheres of radio influence. . . .

## NEW ENGLAND NETWORK

It can clearly be seen that New England Network Stations 2AD, 2MO, 2RE, 2TM and 2YM cover the rich northern and central districts of N.S.W. . . . a vast area populated by more than 500,000 people. The 10,000 retail establishments within the effective range of these stations have yearly retail sales totalling £115,000,000.

## KEY TO RURAL S.A. NIGHT LISTENING

South Australia has a higher rate of production per capita than any other Australian State . . . a proud claim . . . and even more so when it is realised that approximately 15 years ago it was considered the lowest. South Australia is of national importance in several industries, including Wine, Wool, Barley, Wheat, Meat and the Dairying industry alone was £18,100,000 for the year ended 30th June, 1956. Another noteworthy S.A. development is that of its secondary industry. 277,000 listeners, more than one-third of this rich State's population, fall within the immediate coverage areas of 5PI-5MU-5SE—key to rural S.A. night listening.

REPRESENTED IN SYDNEY BY



## 3MA MILDURA

Situated on the N.S.W./VICTORIAN border and covering portion of the Victorian Mallee Statistical Division and the Western Division of N.S.W., 3MA with a 2000 watts clear channel links with the coverage area of the key S.A. rural stations. Its immediate coverage takes in more than 36,000 people, with over 8,300 radio licences issued. Annual primary production alone in this area was in excess of £12,500,000.

# COUNTRY RADIO AND TELEVISION PTY. LTD.

MANAGER: R. R. (DICK) PARKER  
30 CARRINGTON STREET, SYDNEY. TELEPHONE: BX 3380.

# RADIO LICENCES — CITIES AND TOWNS

**B**ROADCAST listeners' licences, compiled by the Postmaster-General's Department, and in force in metropolitan and country areas within 50 miles of principal cities and towns as at June 30, 1957, showing the percentage of licences to population.

Number of licences were compiled from records of Post Offices within the areas mentioned. Population figures, supplied by the Commonwealth Statistician (Canberra), are for NSW, Queensland, Western Australia and Tasmania to June 30, 1956; Victoria, December 31, 1956; and South Australia, June 30, 1954.

## NEW SOUTH WALES

Locality	Popu- Licences lation	Pc of licences to Pop.
Metropolitan	454,727 1,935,880	23.48
Country	322,345 1,617,552	19.92
State	777,072 3,553,432	21.86
Sydney	499,591 2,178,547	22.93
Albury	17,210 94,493	18.21
Armidale	7,488 36,719	20.40
Bathurst	21,253 104,732	20.30
Bega	5,311 27,658	19.20
Bourke	469 4,076	11.5
Broken Hill	7,301 33,154	22.02
Canberra	13,098 82,399	15.9
Casino	20,171 107,056	18.84
Cessnock	82,732 357,922	23.11
Cobar	445 3,491	12.74
Cooma	5,031 28,855	17.53
Cootamundra	15,743 76,750	20.51
Corowa	19,981 104,842	19.05
Cowra	13,148 77,701	16.92
Cummock	14,827 80,643	18.38
Deniliquin	8,298 45,042	18.52
Dubbo	7,860 42,276	18.6
Glen Innes	6,939 34,391	20.17
Goulburn	13,339 102,608	13.0
Grafton	9,816 48,945	20.05
Griffith	6,296 39,023	16.13
Gunnedah	10,558 52,453	20.12
Inverell	7,760 39,478	19.65
Katoomba	256,982 1,070,461	24.00
Kempsey	9,434 52,102	18.10
Lawrence	15,979 75,589	21.13
Lismore	20,674 114,194	18.10
Lithgow	25,950 153,810	16.87
Lockinvar	76,567 349,472	21.90
Maitland (Bolwarra)	77,332 334,082	23.14
Manilla	11,612 53,954	21.52
Moree	1,891 16,444	11.59
Moss Vale	35,822 207,288	17.28
Mudgee	5,991 34,619	17.30
Murwillumbah	28,099 135,646	20.71
Muswellbrook	20,631 84,549	24.40
Narrabri	3,075 24,453	12.57
Newcastle	81,050 346,835	23.36
Orange	16,428 86,513	18.98
Parkes	6,364 46,447	13.70
Singleton	75,530 327,337	23.07

Tamworth	12,063	57,796	20.87
Taree	9,646	52,200	18.47
Wagga Wagga	14,182	81,342	17.43
Wollongong	493,444	2,094,868	23.55
Young	11,623	61,156	19.0

## VICTORIA

Locality	Popu- Licences lation	Pc of licences to Pop.
Metropolitan	359,460 1,649,000	21.80
Country	195,449 983,623	19.87
State	554,909 2,632,623	21.04
Melbourne	398,219 1,872,648	21.26
Ballarat	47,294 222,382	21.36
Bendigo	28,248 134,325	21.02
Colac	27,293 146,952	18.57
Geelong	385,846 1,783,288	21.63
Hamilton	13,980 57,385	24.36
Horsham	10,676 46,051	23.18
Lubeck	12,318 54,143	23.75
Maryborough	41,137 176,861	23.25
Mildura	6,739 35,678	18.88
Sale	19,863 96,415	20.6
Shepparton	23,199 111,053	20.89
Swan Hill	6,480 35,113	18.45
Wangaratta	19,650 112,027	17.54
Warragul	96,057 477,962	20.09
Warrnambool	13,140 65,470	20.07

## SOUTH AUSTRALIA

Locality	Popu- Licences lation	Pc of licences to Pop.
Metropolitan	150,847 526,000	28.67
Country	83,273 360,941	23.07
State	234,120 886,941	26.39
Adelaide	177,993 625,000	28.48
Crystal Brook	15,169 56,755	26.72
Mannum	24,003 84,646	28.35
Mount Gambier	9,290 27,705	33.53
Murray Bridge	25,100 91,598	27.40
Port Augusta	6,010 25,835	23.26
Port Lincoln	2,934 12,041	24.36
Renmark	5,388 23,027	23.39
Whyalla	11,398 40,127	28.40

● Continued overleaf

## RADIO LICENCES — CITIES AND TOWNS

(Continued)

### QUEENSLAND

Locality	Licences	Popu- lation to Pop.	Pc of licences
Metropolitan	133,596	527,500	25.32
Country	178,931	843,197	21.22
State	312,527	1,370,697	22.8
Brisbane	165,705	673,446	24.6
Atherton	14,050	71,530	19.64
Ayr	14,694	60,591	24.25
Bundaberg	15,832	61,796	25.61
Cairns	13,417	69,583	19.28
Charleville	1,251	7,117	17.57
Charters Towers	1,841	8,208	22.42
Clevedon	14,684	60,721	24.18
Dalby	20,133	84,837	23.73
Emerald	778	4,958	15.69
Gympie	18,490	82,692	22.36
Hughenden	460	2,744	16.76
Ipswich	177,382	704,847	26.16
Kingaroy	7,220	37,264	19.37
Longreach	969	4,966	19.51
Mackay	7,926	39,783	19.92
Maryborough	19,801	74,836	26.45
Oakey	23,399	102,260	22.88
Pialba	15,205	62,149	24.46
Rockhampton	14,193	60,446	23.48
Roma	2,332	9,916	23.51
Southport	21,832	134,143	16.27
Toowoomba	37,314	137,234	27.19
Townsville	13,679	59,353	23.04
Warwick	24,860	105,930	23.56

### WESTERN AUSTRALIA

Locality	Licences	Popu- lation to Pop.	Pc of licences
Metropolitan	97,321	368,596	26.40
Country	57,845	308,793	18.73
State	155,166	677,389	22.90
Perth	105,758	445,988	23.71
Albany	3,948	17,266	22.86
Bridgetown	8,537	42,258	20.20
Bunbury	10,057	49,629	20.26
Collie	11,879	51,716	22.96
Cue	254	1,128	22.51
Dardanup	11,534	51,665	22.32
Geraldton	2,549	14,364	17.74
Kalgoorlie	6,037	24,537	24.60
Katanning	3,649	18,066	20.19
Merredin	2,871	14,606	19.65
Moora	1,448	10,016	14.45
Narrogin	4,003	22,750	17.59
Northam	33,345	142,635	23.37
Wagin	4,738	23,306	20.32
Wongan Hills	1,737	16,267	10.67

### TASMANIA

Locality	Licences	Popu- lation to Pop.	Pc of licences
Metropolitan	26,607	99,540	26.72
Country	46,852	220,108	21.28
State	73,459	319,648	22.98
Hobart	34,335	143,243	23.96
Burnie	16,915	72,936	23.19
Devonport	28,839	132,112	21.82
Kelso	28,744	129,690	22.16
Launceston	24,399	111,528	21.87
Queenstown	2,470	10,974	22.50
Ulverstone	17,032	73,940	23.03
Scottsdale	18,002	86,172	20.89

Broadcast listeners' licences in force as at 31st October, 1957, showing by States the percentage of licences to population as at 30th June, 1957.

Locality	Licences	Population	Percent. of Licences to Pop.
New South Wales (incl. ACT)	777,985	3,660,771	21.25
Victoria	556,358	2,673,498	20.81
Queensland	315,000	1,396,740	22.55
South Australia (incl. NT)	233,519	892,293	26.17
Western Australia	155,621	691,882	22.49
Tasmania	73,921	327,895	22.54
Commonwealth	2,112,404	9,643,079	21.90

# RADIO FACTS

## STATION BREAKDOWN

AS at November 1, 1957, there were 108 commercial and 54 national broadcasting stations in the medium frequency band in Australia.

Majority of the 108 commercial stations are affiliated or belong to two national, two interstate or eight regional networks.

State	Number of commercial stations			Total
	Capital Cities	Country		
NSW .....	6	31		37
ACT .....	1	—		1
Victoria .....	6	14		20
Queensland .....	4	16		20
South Australia .....	3	5		8
West Australia .....	4	10		14
Tasmania .....	2	6		8
				Total 108

## INDUSTRY REVENUE SINCE 1941-42

Year	Stations operating	Showing profit	Revenue £	Expenditure £	Profit £
1941-42 .....	97	53	1,330,000	1,248,188	81,689
1942-43 .....	96	66	1,298,197	1,157,294	141,003
1943-44 .....	98	87	1,871,851	1,491,967	379,885
1944-45 .....	100	89	2,184,686	1,758,905	425,781
1945-46 .....	100	86	2,279,719	1,851,042	428,678
1946-47 .....	101	85	2,388,567	2,013,363	375,224
1947-48 .....	102	86	2,774,371	2,278,319	496,053
1948-49 .....	102	90	3,212,253	2,619,474	592,779
1949-50 .....	102	84	3,178,360	2,748,594	429,766
1950-51 .....	102	88	3,607,498	3,092,259	515,239
1951-52 .....	103	87	4,329,675	3,729,554	600,121
1952-53 .....	105	93	4,916,557	4,138,013	778,544
1953-54 .....	106	94	5,647,494	4,587,234	1,060,260
1954-55 .....	106	95	6,686,924	5,252,831	1,434,093
1955-56 .....	107	104	7,382,476	5,870,794	1,511,682

## STATION OWNERSHIP

Licensees	Number of Licences held				SA	WA	Tas	Total
	NSW (incl. ACT)	Vic	Qld					
Private & public companies .....	36	17	17	7	12	8	97	
Church Bodies .....	1						1	
(a) Newspapers .....	—	3	2	1	2		8	
Labor Party .....	1		1				2	

Total: 108

(a) Eight newspapers directly own and operate stations, while three other newspapers own and control stations through companies registered as the licensees. Newspapers also have shares in 29 other stations.

## APPLICATIONS FOR STATION LICENCES

Broadcasting Control Board had on hand in September 1957, applications for 1104 medium frequency, 152 frequency modulation and 156 commercial television operators' licences.

Majority of applications were made several years ago, some by people possibly no longer interested. Several of the broadcasting station applications were lodged up to 25 years ago.

None of the applications will be considered unless renewed in response to an invitation in the Government Gazette by the Minister, pursuant to section 82 of the Broadcasting & Television Act 1942-1956.

## GROWTH OF THE AUDIENCE

In 1924 there were four national stations only, with 1206 licensed listeners. 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 growth of the radio audience to 1957:

Year	National stations	Commercial stations	Licensed listeners
1926	8	9	128,060
1927	8	12	225,240
1929	8	12	301,199
1931	9	27	331,969
1933	12	48	469,477
1935	12	57	721,852
1937	20	80	940,068
1939	24	98	1,131,861
1941	27	96	1,293,266
1943	27	96	1,370,000
1945	29	100	1,415,229
1947	32	101	1,678,276
1949	37	102	1,762,675
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

## RECEIVER PRODUCTION

Radio receiver manufacturing industry is one of Australia's largest and most progressive.

In three years, from July 1954 to June 1957, it produced 214,011 car radios alone, clearly indicating the widespread popularity of car listening.

In the same period production of portables totalled 278,833; mantel, table and console models, 502,823; and radiograms, 286,910.

Combined total of all models for the three years: 1,282,577.

Figures, giving yearly production for all models from 1954, and monthly totals from June, 1956 to June, 1957:

Year:	Radios and Radiograms				
	Car	Portable	Radio Sets		Radiograms
			Mantel, Table and Console With Clock	Without Clock	
1954-55	*70,796	103,446	185,373		96,419
1955-56	*81,053	*91,780	*181,485		*103,694
1956-57	62,162	83,607	135,965		86,797
Month, 1956:					
June	3,602	4,742	16,767		9,269
July	*5,084	5,973	2,332	9,640	9,688
August	*6,002	5,428	1,246	12,552	8,892
September	*5,399	4,359	2,406	10,504	6,305
October	*4,660	7,923	1,060	14,952	*5,493
November	*6,589	9,509	786	*12,662	*6,051
December	*4,734	11,493	1,149	*8,889	*5,421
1957:					
January	*3,044	5,980	467	6,072	4,376
February	*5,763	5,833	2,326	7,944	7,490
March	*5,953	7,443	1,250	9,105	7,375
April	5,067	5,525	1,824	9,511	7,762
May	5,670	8,562	1,672	10,698	9,954
June	4,197	5,529	594	6,324	7,990

\* Revised.

## TELEVISION FACTS

**E**STIMATED first-year gross revenue of Australia's four commercial television stations in Sydney and Melbourne to September 30, 1957, was £1,400,000.

- This comprised estimated station time sales: £750,000 (including spot revenue of £300,000); and

- Estimated program sales: £650,000.

On above figures and current state of business, revenue for 1958 should touch £2million, while for 1959 it should be about £2,300,000.

Opening dates of commercial television stations were: TCN, September 16, 1956; HSV, November 4; ATN, December 2; and GTV, January 19, 1957.

Gross television industry revenue, when stations in other capitals go on the air, should not be far from current radio industry revenue within five years.

### OTHER CAPITALS

As the Year Book went to press, applications had been invited for commercial TV station licences for Brisbane, Adelaide, Perth and Hobart, which will be heard in public by the Broadcasting Control Board, beginning about the end of April, 1958.

Application forms (available from the Board, for address see Page 34) must be lodged for Brisbane and Adelaide stations by March 31, 1958, and for Perth and Hobart stations by June 30.

### 120-STATION PLAN

The Federal Government inaugurated television with two commercial stations and a national station in both Sydney and Melbourne, all of which are operating.

The Broadcasting Control Board has prepared a provisional frequency assignment plan envisaging a minimum of 120 TV stations throughout the country (see page 33).

Following are the ten channels available for television in Australia:

Channel 1, 49-56 megas; channel 2, 63-70 megas; channel 3, 85-92 megas (for use in inland areas only); channel 4, 132-139 megas and channel 5, 139-146 megas (both available from July 1, 1963); channel 6, 174-181 megas; channel 7, 181-188 megas; channel 8, 188-195 megas; channel 9, 195-202 megas; channel 10, 209-216 megas.

Present plans are for four services in each capital city and two in every town with a population exceeding 5000.

Channels will be shared by two or more stations sufficiently far apart to avoid interference.

### PRODUCTION INDUSTRY

There was no significant production of filmed television programs in Australia to the end of 1957, except simulcast programs kinescoped for TV, but companies operating in Sydney and Melbourne are producing first-class TV commercials, including animation.

For further details reference should be made to the TV production and commercial film unit section of this Year Book.

Large scale production of every type for TV, commercials and programs, will for a long time to come be concentrated in Sydney, where there are such major facilities available as Artransa's new and lavishly equipped £½m studios, Cinesound, Southern International and Pagewood studios.

There are also several efficient, highly regarded and technically up-to-date production units in Melbourne, such as Cambridge Film and TV Productions, Herschells and Hector Crawford Productions, which are producing high quality TV commercials and film documentaries.

Though Melbourne at present lacks large scale studios its producers hope ultimately to have in the southern capital the comparable range of studio facilities, as are available in Sydney.

### GOVERNMENT POLICY ON PROGRAM IMPORTS

In August 1955, before the six present stations were operating, the Federal Government told them it would allow them (commercials and the ABC), £60,000 a year per station, two thirds of it in dollars (entirely restricted to the TV stations), to buy TV programs abroad.

In August 1957, announced as due to an improvement in the country's overseas balances, the Government relaxed restrictions. Stations had been pressing hard for more money for new programs and agencies wanted to buy direct from abroad themselves.

There is now no financial restriction, dollars or sterling, to buy foreign TV programs, and anybody can apply for an import licence through the Commonwealth Bank. Government, however, has said it will not permit stockpiling of programs. At the time this Year Book went to press it had announced no decision on import of TV commercials for use here, payment-free or otherwise.

### BREAKDOWN OF PROGRAMMING

Broadcasting Control Board's breakdown of different types of commercial TV programs, televised during March, April and May of 1957:

Types of programs	Pc of program time	
	Melbourne stations	Sydney Stations
Drama .....	30.4	27.1
Comedy .....	5.2	4.8
Children's sessions .....	14.9	16.9
Sport .....	12.9	13.0
Variety-talent shows .....	10.7	7.7
News .....	6.6	6.0
Quiz-panel sessions .....	5.8	6.0
Documentaries .....	3.5	2.8
Women's programs .....	1.5	5.7
Religious matter .....	2.5	2.1
Music .....	2.3	4.0
Talks-interviews .....	1.4	2.2
Community service .....	1.8	1.1
Demonstrations .....	0.5	0.6
<b>TOTALS</b>	<b>100.0</b>	<b>100.0</b>

### GROWTH OF THE AUDIENCE

These statistics show the rate of increase in Sydney and Melbourne of television licences from January (when licensing began) to December, 1957.

#### Number of TV receiver licences

Date	Victoria	NSW	Total
Jan. 25 .....	12,474	4950	17,424
Feb. 22 .....	16,330	7434	23,764
Mar. 22 .....	20,113	10,425	30,538
Apr. 19 .....	22,501	12,409	34,910
May 17 .....	29,283	17,473	46,756
May 31 .....	33,308	21,527	54,835
Jun. 28 .....	41,021	27,541	68,562
Jul. 26 .....	51,057	34,381	85,438
Aug. 23 .....	58,459	40,739	99,198
Sep. 20 .....	65,177	47,084	112,261
Oct. 18 .....	71,790	53,181	(a) 124,989
Oct. 29 .....	74,651	56,150	(a) 130,819
Nov. 15 .....	77,566	59,302	(a) 136,887
Nov. 29 .....	81,745	64,708	146,472
Dec. 13 .....	85,133	68,616	153,768
Dec. 27 .....	86,700	70,496	157,219

(a) Including 19 licences issued to Tasmanian viewers.

### RECEIVER PRODUCTION

Following are TV receiver production figures from 1955-56 to 1956-57, giving a monthly breakdown from March to June, 1957; also a comparison of the number of table and console models produced, with listing in two categories, under 17inch and over 17inch.

Period	17 inch and under			Over 17 inch			Table	Total Console etc.	All Types
	Table	Console etc.	Total	Table	Console etc.	Total			
<b>Year:</b>									
1955-56									2636
1956-57	48,632	23,423	72,055	20,090	34,353	54,443	68,722	57,776	126,498 (a)
<b>Month:</b>									
1956:									
July									3100
August									4421
Sept.									6252
Oct.									9313
Nov.									12,882
Dec.									10,448
1957:									
Jan.									7333
Feb.									10,813
March	3386	3549	6935	1909	3504	5413	5295	7053	12,348
April	3687	2600	6287	2375	4599	6974	6062	7199	13,261
May	4482	2071	6553	5017	7219	12,236	9499	9290	18,789
June	3828	1970	5798	5501	6239	11,740	9329	8209	17,538 (b)

(a) NSW production total 78,327. (b) NSW production total 11,227.

**PROVISIONAL FREQUENCY ASSIGNMENT PLAN**

Provisional plan, drawn up by the Broadcasting Control Board, for the assignment of channels for Australian television services, commercial and national.

Area	Channel Nos.	(a)	Population		Main towns served,	
			(1954 Census)	Urban	Grade of service	Rural
Sydney	2, 7, 9, 10	100 H	2million	Syd. Met. area	Penrith, Palm Bch.	
Newcastle-Hunter River	6, 8	100 H	314,000	Newcastle	Gosford (S) to Muswellbrook (N)	
Blue Mount.	4	100 H	165,000	Katoomba	Lithgow	
Illawarra	1, 5	100 H	133,000	Wollongong	Moss Vale	
Central Tablelands	1, 5	100 V	113,000	Orange	Bathurst	
Richmond-Tweed	1, 5	100 H	93,000	Lismore	Kyogle	
Sth W'tern Slopes	2, 9	100 H	76,000	Cootamundra	Wagga	
Blue M'tains West	3	100 H	63,000	Lithgow	Bathurst	
E. Riverina	4, 6	100 H	62,000	Wagga	Leeton	
Macleay-Hastings	9, 10	100 H	54,000	Kempsey	Dorrigo	
Upper Namoi River	3, 5	100 H	50,000	Tamworth	Barraba	
ACT	7, 10	100 V	44,000	Canberra	Yass	
Sthn T'lands	6, 8	100 V	43,000	Goulburn	Bowral	
New England	6, 8	100 H	40,000	Glen Innes	Barraba	
Clarence	2, 7	100 H	39,000	Grafton	Coffs Harbour	
Manning River	1, 4	100 H	37,000	Taree	Pt Macquarie	
Central W. Slopes	7, 9	100 H	36,000	Dubbo	Gilgandra	
Murrumbidgee	7, 10	100 H	36,000	Griffith	Narrandera	
Broken Hill	4, 7	100 H	32,000	Broken Hill		
Bathurst	2, 10	1 V	20,000	Bathurst		
Gwydir River	2, 10	100 H	19,000	Moree	Warialda	
Armidale	1, 4	1 V	12,000	Armidale		
<b>VICTORIA</b>						
Melbourne	2, 7, 9, 10	100 H	1,600,000	Melb. Met. area	Casterton	
Ballarat	3, 8	100 H	207,000	Ballarat	Geelong	
Latrobe V.	4, 6	100 H	132,000	Morwell	Colac	
Bendigo	4, 6	100 H	130,000	Bendigo	Bairnsdale	
Geelong	1, 5	14 H	127,000	Geelong	Seymour	
Goulburn V.	1, 5	100 H	102,000	Shepparton	Werribee	
Upper Murray	3, 8	100 H	87,000	Albury	Beechworth	
W. District	2, 9	100 H	75,000	Hamilton	Beechworth	
Wimmera	7, 10	100 H	48,000	Horsham	St. Arnaud	
Mildura	3, 8	100 H	32,000	Mildura		
Murray Valley	2, 9	100 H	30,000	Swan Hill	Deniliquin	
Colac	7, 10	1 V	23,000	Colac		
<b>QUEENSLAND</b>						
Brisbane	2, 7, 9, 10	100 H	600,000	Bris. Met. area	Caloundra	
Darling Downs	6, 8	100 H	107,000	Toowoomba	Dalby	
Wide Bay	1, 4	100 H	77,000	Maryborough	Bundaberg	
Rockhampton	6, 8	100 H	65,000	Rockhampton	Gladstone	
Townsville	7, 9	100 H	61,000	Townsville		
Cairns	2, 6	100 H	56,000	Cairns		
Sth Downs, Nth New Eng.	3, 4	100 H	44,000	Warwick	Inglewood	
Mackay	2, 9	100 H	43,000	Mackay	Proserpine	
Bundaberg	7, 9	100 H	33,000	Bundaberg	Childers	
<b>SOUTH AUSTRALIA</b>						
Adelaide	2, 7, 9, 10	100 H	600,000	Adel. Met. area	Murray Bridge	
Spencer Gulf	4, 8	100 H	67,000	Pt. Pirie	Walleroo	
Sth East	1, 8	100 H	37,000	Mt. Gambier	Casterton	
Renmark	1, 5	100 H	22,000	Renmark	Waikerie	
<b>WESTERN AUSTRALIA</b>						
Perth	2, 7, 9, 10	100 H	400,000	Perth Met. area	Coates	
Bunbury	4, 8	100 H	39,000	Bunbury	Busselton	
Kalgoorlie	3, 8	100 H	24,000	Kalgoorlie	Coolgardie	
Albany	2, 7	100 H	17,000	Albany	Denmark	
Geraldton	2, 6	100 H	15,000	Geraldton	Mullewa	
<b>TASMANIA</b>						
Hobart	2, 4, 6, 8	100 H	120,000	Hobart Met. area	Geeveston	
Nth-E. Tas.	7, 10	100 H	85,000	Launceston	Georgetown	
Burnie-Devonport	5, 9	100 H	59,000	Burnie, D'port	Smithton	

(a) Power (kw) and Polarisation, Horizontal (H), Vertical (V).

# The Broadcasting Control Board

**T**HE Government's decision to introduce legislation to provide for the establishment of the Australian Broadcasting Control Board was announced September 28, 1948 and introduced in October, 1948.

The Australian Broadcasting Act 1948, which amended the Australian Broadcasting Act 1942-1946, was passed and received Royal Assent December 6, 1948.

Board was established under this Act on March 15, 1949.

The legislation, as subsequently amended and now cited as the *Broadcasting and Television Act 1942-1956*, prescribes certain powers and functions of the Board in regard to broadcasting and television, as set out in Division 2 of Part II of the Act. The principal powers and functions of the Board are as follows:

- 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.

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 to hold a public inquiry into applications for licences for commercial broadcasting and television stations.

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

Board consists of five members appointed by the Governor-General, two of whom are

part-time members. Present members are:

Full time: **R. G. Osborne**, BA, LLB, chairman, re-appointed for seven years from March 15, 1957; **R. B. Mair**, BEE, AMIRE (Aust.), SMIRE (Aust.), SMIRE (USA), appointed for five years from March 15, 1955; and **R. A. Yeo**, BSc, ACGI, DIC, appointed for five years from January 2, 1957.

Part time: **Dr. J. R. Darling**, OBE, MA, DCL, and **R. M. White**, MA, both appointed for five years from January 6, 1955.

Original Board, appointed in 1949, comprised three full time members only: L. B. Fanning, ISO, chairman for three years from March 15, and C. Ogilvy and R. G. Osborne, each appointed for seven years from the same date.

Ogilvy resigned July 31, 1951, while Fanning was granted leave of absence due to ill-health from December 3, 1951, until his term of office expired March 14, 1952. Osborne was appointed acting chairman and Mair a member from December 3, 1951, and both were re-appointed (Osborne as chairman) March 15, 1952; Osborne for five years, Mair for three.

Mair was re-appointed March 15, 1955.

Following an amendment to the Act in 1954, two part-time members were appointed, Dr. J. R. Darling and R. M. White.

The appointment of the part-time members was strongly urged by the Royal Commission on Television.

Control Board's head office is at 497-503 Collins-st, Melbourne, CI. Phone MB055. Telegrams, Conboard.

Board is represented in all States by the superintendents (radio) of the PMG's Department.

They are:

**NSW**, T. Armstrong, C/o Superintendent, Radio Branch, PMG's Department, Balls Head-rd, Waverton, North Sydney.

**Queensland**, P. H. Andrews (acting), C/o Superintendent, Radio Branch, GPO, Brisbane.

**Victoria**, J. E. de Cure (acting), C/o Superintendent, Radio Branch, 425 St. Kilda-rd, Melbourne.

**Western Australia**, E. L. Greig, C/o Superintendent, Radio Branch, GPO, Perth.

**South Australia**, P. B. Traynor (acting), C/o Superintendent, Radio Branch, GPO, Perth.

**Tasmania**, B. N. Hall (acting), C/o Senior Radio Inspector, Telegraph Service and Radio Branch, GPO, Hobart.

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Available to  
Australian & New Zealand  
Music Users

Popular Songs . . . .  
Production Numbers . . . .  
Rhythm and Blues . . . .  
Film Music . . . .  
Background and  
Theme Music . . . .  
Folk Songs . . . .  
Symphonic and  
Concert Works . . . .  
Sacred Music . . . .

*The Hits of Today are  
the Standards of Tomorrow.  
All contained in the  
APRA Repertoire.*

This Central Copyright Organisation is the clearing  
house most essential to:—

**BROADCASTERS**      ●      **TELECASTERS**  
**DANCE BANDS**      ●      **FILM INDUSTRY**

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**if you want  
to**

**promote  
or  
sell**

*by*

**radio**

**you'll SUCCEED —  
by using**

**2UE**

***the up-and-coming station***

# Radio stations

- **NSW (Sydney)**

**PHONE STC FIRST**  
**UB7331**

*Standard Telephones  
and Cables Pty. Ltd.*  
Sydney & Melbourne

**AN I.T. & T. ASSOCIATE**

S.T.C. — the Australian Unit of the world-wide I.T. & T. Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.

# Women



• Spend more money for  
 more things than any other member of the family.

The women of the house, both the young and the much younger, are always "up-to-their-neck" in merchandise of every description. This delightful situation is fully appreciated by 2UW, the Station that reaches more women every day than any other Sydney Station and, therefore, perhaps even more fully appreciated by the advertisers who **SELL** a woman when they **TELL** a woman on 2UW.



49 Market Street, Sydney. Phone: BM6701.

Melbourne: D. Gilder, 18 Queen Street ————— Phone: MU 2819

Brisbane: W. Stevens, Station 4BC ————— Phone: B0333.

**2CH**

**Licensee:** NSW World Council of Churches. Operated by Amalgamated Wireless (A'sia), AWA bldg, 47 York-st, Sydney. Phone BX3322. Telegrams, Expanse.

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

**Directors:** Sir Lionel Hooke.

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

**Network Affiliation:** AWA. **Interstate Representation:** Melbourne, AWA, 167 Queen-st; Brisbane, cnr Cordelia & Melbourne-sts. **O'seas:** London, 99 Aldwych, W.C.2, Chancery 3105; New York, Pan American Broadcasting Co., 370 Lexington-ave, Murray Hill 5-1300; Wellington, NZ, Anvil House, 138 Wakefield-st, C.1. Phone 43-191.

**2GB**

**Licensee:** Broadcasting Station 2GB Pty. Ltd., 136 Phillip-st, Sydney. Phone B0360. Telegrams Twogb.

**Transmitter Site:** Homebush. **Power:** 5kw. **Frequency:** 870kcs. **Operating Hours:** Mon.-Fri., 5.45am-11.15pm; Sat., 5.45am-12 mid.; Sun., 7am-11pm.

**Directors:** J. D. Patience (chairman), S. R. I. Clark (manag. director), H. W. Mackisack, C. Ogilvy, R. E. Denison, N. H. McIntyre, A. H. McLachlan, H. W. B. Chester.

**Executives:** B. C. Button (mngr), J. L. Darnton (sales mngr), L. N. Schultz (chief eng.), L. Ireland (program mngr).

**Network Affiliation:** Macquarie (key station). **Interstate Representation:** MBS, 382 Latrobe-st, Melbourne (FJ3671); Hume Broadcasters Ltd, 201 Tynte-st, North Adelaide (M8461); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (B2002); W.A. Broadcasters Pty Ltd, PO Box 21, Perth (BF2321); Commercial Broadcasters Pty Ltd, 82 Elizabeth-st, Hobart (Hobart 6008). **O'seas:** Fremantle Overseas Radio & Television Inc, 366 Madison-ave, New York, USA. (Murray Hill 7-4344).

**2KY**

**Licensee:** Labor Council of NSW, 32 Orwell-st, Pott's Point, Sydney. Phone FL3051-2-3.

**Transmitter Site:** Haslam's Creek, Lidcombe. **Power:** 5kw. **Frequency:** 1020kcs. **Operating Hours:** 5.45am-midnight daily.

**Directors:** N. Thom, MLC, R. A. King,

**AT YOUR SERVICE SINCE 1925**

# 2KY

"The brightest station on the air"

*We may not be seen  
but we are heard.*

**Orwell Street,  
Pott's Point.**

**FL 3051**

MLC, J. D. Kenny, MLC, R. Jackson, MLC, F. Bowen, M. McCarney, E. Wright.

**Executives:** H. E. Beaver (general mngr), L. R. Hood (sales mngr), J. H. Brown (chief engineer), F. Witt (program mngr).

**Network Affiliation:** Associated with 2HD.  
**Interstate Representation:** Stanford Allan Pty Ltd, 247 Collins-st, Melbourne (Central 4705).

## 2SM

**Licensee:** Broadcasting Station 2SM Pty Ltd, Australia Hse, 46 Carrington-st, Sydney. Phone BX1511. Telegrams, Twosm.

**Transmitter Site:** Pennant Hills. **Power:** 5kw. **Frequency:** 1270kcs. **Operating Hours:** Mon-Fri 5.30am-11pm; Sat 5.30am-midnight; Sun 8am-11pm.

**Directors:** Rev. R. B. Coughlan (chairman), T. G. Murray, MLC, M. L'Estrange, MBE, E. Lashmar, P. J. Egan, H. Morrissey, Rev. T. Muldoon, DD, Rev. M. R. Prendergast.

**Executives:** W. H. Stephenson (mngr), R. N. Ayling (sales mngr), O. Stubbs (chief engineer), D. M. Harnett (studio mngr).

**Interstate Representation:** Oaten-Ward Advertising, L&G Bldg, 379 Collins-st, Melbourne (MJ4725, MB1146).

## 2UE

**Licensee:** Radio 2UE Sydney Pty Ltd, 29 Bligh-st, Sydney. Phone B0329. Telegrams Twoue

**Transmitter Site:** Homebush. **Power:** 5kw.

**Frequency:** 950kcs. **Operating Hours:** 24 hour service.

**Directors:** C. V. Stevenson, M. H. Stevenson, S. P. P. Lamb (managing director), J. P. Lamb (alternate director), A. D. Faulkner (alternate director), J. Lamb, L. C. J. Richardson.

**Executives:** A. D. Faulkner (mngr), F. B. Haines (sales mngr), W. H. Robinson (chief engineer), K. Stone (program mngr).

**Network Affiliation:** Major. **Interstate Representation:** H. Anderson, 130 Exhibition-st, Melbourne (MF3674).

## 2UW

**Licensee:** Commonwealth Broadcasting Network, State Shopping Block, 49 Market-st, Sydney. Phone BM6701. Telegrams Twouw.

**Transmitter Site:** Homebush. **Power:** 5kw. **Frequency:** 1110kcs. **Operating Hours:** 24 hour service.

**Directors:** M. F. Albert, A. F. Albert.

**Executives:** L. C. Hynes (general mngr), F. E. Levy (assist. mngr), J. W. McKay (sales mngr), T. A. E. McNeill (chief engineer), V. Lisle (program mngr).

**Network Affiliation:** Commonwealth Broadcasting Net. **Interstate Representation:** D. G. Gilder, 18 Queen-st, Melbourne (MU2819); W. Stevens, c/- 4BC, 30-38 Wharf-st, Brisbane (B0333).

For details of ABC stations 2FC and 2BL, see special ABC section page 94.



**B**ROADCASTING  
... AND TELEVISION

**RATES AS THE  
NUMBER ONE  
TRADE PAPER**

**BECAUSE** it was the **FIRST** publication in its field to go in for the specialised, authoritative treatment, the how-to-use-advertising, the get-down-to-cases approach that to-day's advertising men and station executives want, and have a right to expect from their own trade paper.

**Consequently B&T, MOST-READ, MOST-USED AND MOST-QUOTED is the best advertising medium in Australia for commercial broadcasting and television stations.**



**REACHES**

**MORE HOMES**  
**MORE SPENDABLE INCOME**

*Than ALL other Newcastle stations!*

Any authority will show in fact, that 2KO reaches more people than ALL other Commercial Stations combined . . . and that's the major share of this market, 345,810 people, producing the following figures . . .

★ Retail Sales	.....	£67,573,000
★ Goods Produced	.....	£149,491,574
★ Wages (secondary industry only)	.....	£26,310,379
★ Coal Production	.....	£27,433,006
★ Wool (value season 30th June, 1956)	.....	£21,218,522



**Newcastle has the population . . . Prosperity . . . and Purchasing Power. 2KO can ensure that you get your share!**

**A UNIT OF THE MAJOR NETWORK**

**BROADCASTING 24 HOURS A DAY  
IN THE COMMONWEALTH'S  
FIFTH GREATEST MARKET!**

**NEWCASTLE : SALES DEPT. B3836**  
**SYDNEY : KINGSLEY LOCK BW9370**  
**MELBOURNE : HUGH ANDERSON MF3674**



# Radio stations

- **NSW (Country)**



**PHONE STC FIRST**  
**UB7331**

*Standard Telephones  
and Cables Pty. Ltd.*  
Sydney & Melbourne

**MIT&T  
ASSOCIATE**

S.T.C. — the Australian Unit of the world-wide  
I.T. & T. Organisation provides advanced manufacturing  
and installation services for all Television and Broad-  
casting studio and transmission equipment.



*Pipe dreams are all very well . . . BUT . . .*

**YOU'VE GOT TO GET AT 'EM, TO GET 'EM**

*But even the most ardent fisherman will tell you that you can't catch fish, sitting at home dreaming. That's how it goes in broadcasting, too!*

*Out here in the West, we've found we had to build studios in the four major towns—we had to send programme staff, announcers, technicians and salesmen out into our service area . . . But it's worth it . . . WE GET SALES!*



FULLY REPRESENTED BY  
MACQUARIE BROADCASTING SERVICE  
SYDNEY — MELBOURNE

**2BS**

**2DU**

## 2AD Armidale

**Licensee:** New England Broadcasters Pty Limited, Broadcast Hse, Rusden-st., Armidale. Phone Armidale 180. Telegrams Twoad.

**Transmitter Site:** Armidale. **Power:** 1.2kw. **Frequency:** 1130kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat 6am-10.30pm; Sun 8.30am-10pm.

**Directors:** R. L. Blake, E. Higginbotham, Dr. R. B. Austin, D. H. Drummond, MP, O. Bennett, V. Pringle.

**Executives:** R. V. Brislan (mngr), Hugh McCrindle (asst mngr), D. Charlton (chief engineer).

**Network Affiliation:** New England Net. **Interstate Representation:** Country Radio & Television, 30 Carrington-st, Sydney (BX3380); J. Havre, 65a Franklin-st, Melbourne (FJ3621).

## 2AY Albury

**Licensee:** Amalgamated Wireless (Asia) Ltd, AMP Bldg, Dean-st, Albury. Telephone Albury 289. Telegrams Twoay.

**Transmitter Site:** Thurgoona. **Power:** 2kw. **Frequency:** 1490kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat 6am-11.30pm; Sun 7am-11pm.

**Directors:** Sir Lionel Hooke.

**Executives:** A. R. Kidd (mngr), G. Bunton (sales mngr), J. James (chief eng.), B. Harper (program mngr).

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

## 2BE Bega

**Licensee:** J. A. Kerr. Box 77, Bega. Phones, Bega 663 (offices), Bega 192 (studios).

**Transmitter Site:** Bega. **Power:** 1kw. **Frequency:** 1480kcs. **District Covered:** Dairying, pastoral, fishing. **Operating Hours:** Mon-Sat. 7am-10pm; Sun. 8.30am-12.45pm, then 6-10pm.

**Executives:** J. A. Kerr (mngr, sales mngr, chief engineer), L. S. Porter (program mngr).

**Network Affiliation:** Macquarie co-op. **Interstate Representatives:** F. L. Wilson & Co, 30 Carrington-st, Sydney (BX 3358); Stanford Allan Pty Ltd, 247 Collins-st, Melbourne.

## 2BH Broken Hill

**Licensee:** News Ltd, Adelaide. Studios, Cummins-st, Broken Hill. Phone 740. Offices, Queensland Insurance Bldg, Argent-st, Broken Hill. PO box 432. Phone 451. Telegrams, Twobh.

**Transmitter Site:** Broken Hill. **Power:** 200 wts. **Frequency:** 660kcs. **District Covered:** Pas-

toral, mining. **Operating Hours:** Mon-Sat. 6.30am-11pm; Sun. 10am-1pm, then 5.30-10 pm.

**Directors:** Sir J. Stanley Murray, R. Beavis Taylor, R. R. Colin Hay.

**Executives:** J. W. Prider (mngr), R. Palmer (sales mngr), D. Martin (chief engineer), B. Ormsby (program mngr).

**Network Affiliation:** Macquarie. **I/State Repr.:** Station 5DN, 201-205 Tynte-st, North Adelaide (M8461); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115); Macquarie, 136 Phillip-st, Sydney (B0360).

## 2BS Bathurst

**Licensee:** Bathurst Broadcasters Pty Ltd, 109 George-st, Bathurst. Phone Bathurst 3322-3. Orange studios: 186 Summer-st, Orange. Phone Orange 4726. Telegrams Twobs Bathurst.

**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. 7.30am-11pm.

**Directors:** E. N. Williams (managing director), W. T. Grant.

**Executives:** E. N. Williams (mngr), sales mngrs M. J. Griffin (Bathurst) and M. I. McDonald (Orange), T. L. Croke (chief engineer), R. S. Lambert (program mngr).

**Network Affiliation:** Macquarie. **Interstate Representation:** See 2GB-Macquarie.

## 2CA Canberra

**Licensee:** Canberra Broadcasters Pty Ltd, Broadcasting Hse, Northbourne-ave, Canberra. Phone J1234. Telegrams Twoca.

**Transmitter Site:** Belconnen. **Power:** 2kw. **Frequency:** 1050kcs. **District Covered:** Federal Capital, pastoral. **Operating Hours:** 6am-11 pm daily.

**Directors:** C. Ogilvy, J. D. Patience, H. McIntyre.

**Executives:** G. Barlin (mngr and station eng.), P. R. Carrodus (assist. mngr).

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

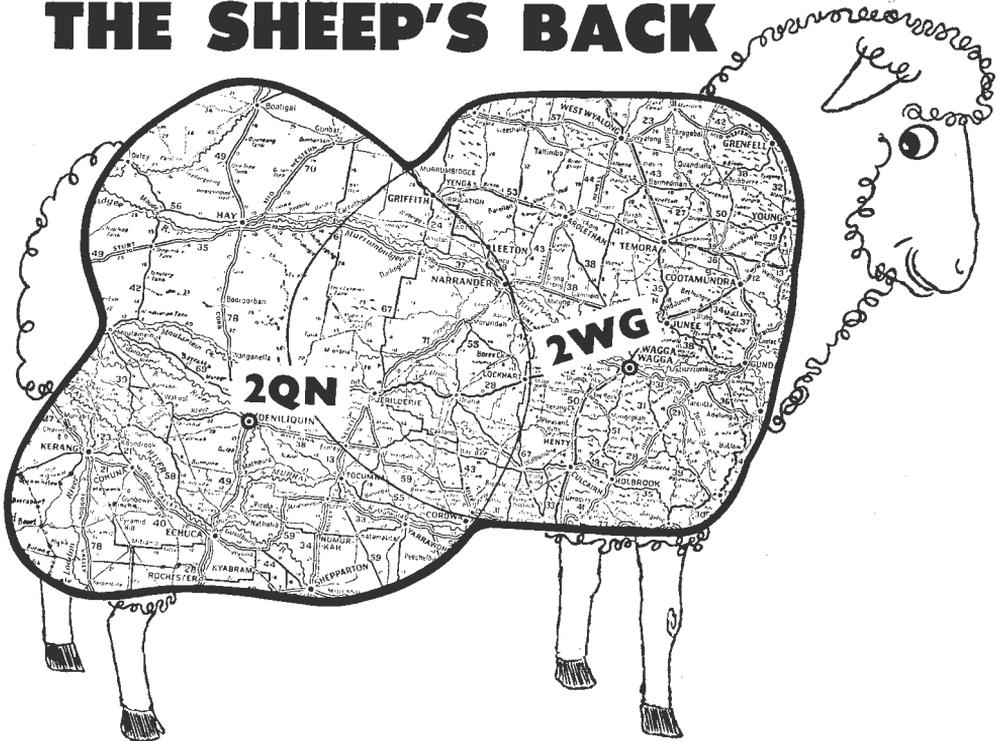
## 2DU Dubbo

**Licensee:** Western Broadcasters Ltd, PO Box 44, Dubbo; Lee-st, Wellington. Phone Dubbo 3214.

**Transmitter Site:** Eulomogo. **Power:** 2kw. **Frequency:** 1250kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri 5.45am-11.30pm; Sat 5.45am-12 mid.; Sun 6.45am-11.30pm.

**Executives:** W. T. Grant (managing director and general mngr), M. Wieland (chief eng.), J. E. Gibson (transcription mngr),

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R. L. Larkin (mng'r, Wellington branch studios), Lou Metti (publicity mng'r).

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

## 2GF Grafton

**Licensee:** Grafton Broadcasting Co Pty Ltd, Price-st, Grafton. Phone Grafton 946. Telegrams, Twogf.

**Transmitter Site:** Grafton. **Power:** 1-2kw. **Frequency:** 1210kcs. **District Covered:** Rural. **Operating Hours:** Mon-Sat, 6am-11pm; Sun, 7am-11pm.

**Directors:** Sir Lionel Hooke, A. E. R. Fox. **Executives:** F. R. Pearce (mng'r), S. T. O'Shea (sales mng'r), W. Rowe (chief eng.), E. J. Webster (program mng'r).

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

## 2GN Goulburn

**Licensee:** Goulburn Broadcasting Co Pty Ltd, 209 Auburn-st, Goulburn. Phone 2646. Telegrams, Twogn.

**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, A. E. R. Fox.

**Executives:** D. H. O'Reilly (mng'r), J. B. Powell (sales mng'r), G. Sangster (chief eng.), R. Williams (program mng'r).

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

## 2GZ Orange

**Licensee:** Country Broadcasting Services Ltd, Phone Orange 5474. Sydney office, Hosking Hse (BW1428). Telegrams, Twogz Sydney.

**Transmitter Site:** Amaroo. **Power:** 2kw. **Frequency:** 990kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Fri, 6am-11.30pm; Sat, 6am-12 mid.; Sun, 7am-11pm.

**Directors:** J. E. Ridley (chairman), R. C. Wilson, MLC, J. W. Allen, S. S. Ick-Hewins, G. O. Parnham, C. M. Williams.

**Executives:** A. Ridley (mng'r), W. R. Smith (sales mng'r), E. C. Crouch (chief eng.), G. Ratcliffe (service mng'r).

**Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674).

## 2HD Newcastle

**Licensee:** Airsdales Broadcasting Co Pty

Ltd, Maitland-rd, Sandgate. Phone MW9231-2. Telegrams, 2HD Newcastle.

**Transmitter Site:** Sandgate. **Power:** 2kw. **Frequency:** 1140kcs. **District Covered:** Industrial. **Operating Hours:** 5.30am-12 mid. daily.

**Directors:** F. W. Campbell, C. Oliver, R. A. King, J. Ormond, W. R. Colbourne, H. E. Beaver.

**Executives:** O. J. Story (general mng'r), P. O'Sullivan (chief eng.).

**Network Affiliation:** Macquarie. **Sydney Interstate Representation:** R. Haig-Muir, "Stanhill", 33 Queens-rd, Melbourne (BM3641); Eric Wood, 329-Adelaide-st, Brisbane (B7075).

## 2KA Katoomba

**Licensee:** Transcontinental Broadcasting Corporation Ltd, PO Wentworth Falls. Phone Wentworth 45. Sydney office, 283 Elizabeth-st, MA9248. Telegrams, Twoka Sydney.

**Transmitter Site:** Wentworth Falls. **Power:** 1-2kw. **Frequency:** 780kcs. **District Covered:** Residential, rural. **Operating Hours:** Mon-Sat, 6.30am-10.30pm.; Sun, 7.30am-10.30pm.

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Melb.: Hugh Anderson. MF 3674.

Brisb.: B'casters (Aust.). B 2002.

**Executives:** C. Bischoff (mng'r & chief eng), F. N. Matthews (sales mng'r).

**Network affiliation:** Macquarie Co-op.  
**Interstate Representation:** E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

## 2KM Kempsey

**Licensee:** Radio Kempsey Limited, PO Box 135, Kempsey. Phone 936. Telegrams, Twokm. Sydney office, 283 Elizabeth-st, MA9248.

**Transmitter Site:** Greenhills. **Power:** 1-2kw. **Frequency:** 980kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Sat, 6.30am-10.30pm; Sun, 8am-10pm.

**Executives:** L. B. Harte (mng'r & chief eng), F. N. Matthews (sales mng'r), J. Conry (program mng'r).

**Network Affiliation:** Macquarie. **Interstate Representation:** E. L. Jeffrey, 370 Little Collins-st, Melbourne. MU3115.

## 2KO Newcastle

**Licensee:** The Newcastle Broadcasting Co Pty Ltd, C.M.L. Bldg, 110 Hunter-st, Newcastle. Phone B3836. Telegrams, Twoko.

**Transmitter Site:** Sandgate. **Power:** 2kw.

**Frequency:** 1410kcs. **District Covered:** Industrial. **Operating Hours:** 24 hour service.

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

**Executives:** C. J. Derwin (mng'r), K. Greenhalgh (chief eng), M. Tapp (program mng'r).

**Network Affiliation:** Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); Kingsley Lock, Newcastle Broadcasting Co, City Mutual Bldg, cnr. Hunter & Bligh-sts, Sydney (BW9370).

## 2LF Young

**Licensee:** Young Broadcasters Pty Ltd, 24 Lovell-st, Young. Cowra Studio, Macquarie-st, Cowra. Phone Young 27 & 356; Cowra 999. Telegrams, Twolf.

**Transmitter Site:** Young. **Power:** 2kw. **Frequency:** 1340kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** 6am-11pm daily.

**Directors:** S. J. Moore (chairman), G. K. Barlin (managing director), B. C. Button, Dr. L. M. Jones, E. J. Taylor.

**Executives:** W. P. Marsden (mng'r), J. H.

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**CONTACT:**

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**SYDNEY:**

Bob McGready  
BL 3661

**BRISBANE:**

Eric Wood  
B 2735

Findlayson (sales mngr), R. Milne (chief engineer), C. Bell (program mngr).

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

## 2LM Lismore

**Licensee:** Richmond River Broadcasters Pty Ltd, Molesworth-st, Lismore. Phone Lismore, 2787-8. Telegrams, Twolm.

**Transmitter Site:** Goonellebah. **Power:** 1-2kw. **Frequency:** 900kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri. 6am-10.30pm; Sat. 6am-12mid; Sun. 8am-10.30pm.

**Directors:** C. M. Robertson, J. McIntosh, J. McClean, Dr. A. J. Opie, A. E. Brand.

**Executives:** L. T. Warrick (general mngr), P. Le Brun (station mngr), L. Magee (sales mngr), Hector Green (chief engineer), M. Kennedy (program mngr).

**Interstate Representation:** Country Broadcasting Services, Hosking Place, Sydney (BW 1428); Hugh Anderson, 130 Exhibition-st, Melbourne (MF 3674); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (B 2002).

## 2LT Lithgow

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

**Transmitter Site:** Bowenfells. **Power:** 500wts. **Frequency:** 1370kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 8am-10pm.

**Directors:** H. K. Nock, E. J. Taylor, S. Moore.

**Executives:** F. Harper (mngr & sales mngr), J. Griffith (chief engineer), A. Venn (program mngr.)

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

## 2MG Mudgee

**Licensee:** Mudgee Broadcasting Co Pty Ltd, Wellington-rd, Mudgee. Phone Mudgee 179-779. Telegrams Twomg.

**Transmitter Site:** Mudgee. **Power:** 500wts. **Frequency:** 1460kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon-Sat. 6.30am-10.30pm; Sun. 7.30am-10pm.

**Directors:** S. Moore (chairman), B. C. Button, F. J. Coombes, J. Urquhart (secretary).

**Executives:** R. B. Camplin (mngr), P. Paul-

ing (sales exec.), J. Sullivan (technician), D. Henshaw (program mngr).

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

## 2MO Gunnedah

**Licensee:** 2MO Gunnedah Pty Ltd, Marquis-st, Gunnedah. Phone Gunnedah 236, 276. PO Box 62.

**Transmitter Site:** Gunnedah. **Power:** 1kw. **Frequency:** 1080kcs. **District Covered:** Pastoral rural. **Operating Hours:** 6am-10.30pm daily.

**Directors:** E. Higginbotham (managing director), R. Heath (chairman), W. Baxter, W. McDonagh.

**Executives:** Brian Spithill (asst mngr), D. Charlton (chief engineer).

**Network Affiliation:** New England Network. **Interstate Representation:** See 2TM.

## 2MW Murwillumbah

**Licensee:** Tweed Radio Broadcasting Co Pty Ltd, Church Lane, Murwillumbah, PO box 53. Phone 888.

**Transmitter Site:** Tumbuleum. **Power:** 1-2kw. **Frequency:** 1440kcs. **District Covered:** rural. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 8am-10pm.

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

**Executives:** W. G. Diamond (mngr), A. J. Gibson (sales mngr), N. D. Carpenter (chief engineer), G. Atthow (program mngr).

**Network Affiliation:** Macquarie. **Interstate Representation:** 4BC, Wharf-st, Brisbane (B0333). For Sydney & Melbourne see 2GB.

## 2NM Muswellbrook

**Licensee:** Hunter Broadcasters Pty Limited, Bridge-st, Muswellbrook. Phone Muswellbrook 565.

**Transmitter Site:** Muswellbrook. **Power:** 500wts. **Frequency:** 1460kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Fri. 5.30am-11pm; Sat. 5.30am-11.30pm; Sun. 6am-11pm.

**Directors:** R. E. Smith, E. W. Robinson, O. H. Robinson, C. H. Dunlop, A. S. Mather, E. M. Morriss, E. G. A. Hallett, T. G. Taylor.

**Executives:** K. C. Robinson (mngr), N. Young (sales mngr), A. S. Mather (chief engineer), R. Gibson (program mngr).

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

## 2NX Bolwarra

Licensee: Hunter Broadcasters Pty Limited, 56 Hunter-st, Newcastle. Phone B 1573-4. Telegrams, Twonx.

Transmitter Site: Bolwarra. Power: 2kw. Frequency: 1360kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11pm; Sat. 5.30am-11.30pm; Sun. 6am-11pm.

Directors: R. E. Smith, E. W. Robinson, O. H. Robinson, C. H. Dunlop, A. S. Mather, E. M. Morriss, E. G. A. Hallett, T. G. Taylor.

Executives: K. C. Robinson (mngnr), H. Pickhover (sales mngnr), A. S. Mather (chief engineer), R. Gibson (program mngnr).

Network Affiliation, Melbourne Representation: See 2GB.

## 2NZ Inverell

Licensee: Northern Broadcasters Pty Limited. Phone Inverell 1102. Telegrams Twonz. Hosking Hse, 84½ Pitt-st, Sydney (BW 142S).

Transmitter Site: Long Plain. Power: 2kw. Frequency: 1190kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Sat. 6am-11pm; Sun. 7am-10.30pm.

Directors: J. E. Ridley (chairman), R. C. Wilson, MLC, J. W. Allen, S. S. Ick-Hewins, G. O. Parnham, C. M. Williams.

Executives: A. Ridley (general mngnr), J. W. Twyford (mngnr), W. R. Smith (sales mngnr), O. Bartle (chief engineer).

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

## 2PK Parkes

Licensee: Parkes Broadcasting Co Pty Ltd, 307 Clarinda-st, Parkes. Phone Parkes 480, 487, 537. Telegrams Twopekay.

Transmitter Site: Parkes. Power: 500wts. Frequency: 1400kcs (214metres). District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 6.30am-11pm; Sun. 7.45am-10pm.

Directors: F. W. Spicer, MLC (chairman & managing director), L. S. Snider, MLC, D. W. Watt, R. T. Johnson.

Executives: N. T. W. Spicer (mngnr), G. F. Carter (chief engineer).

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

## 2QN Deniliquin

Licensee: Southern Riverina Broadcasters, 28 George-st, Deniliquin. Phone Deniliquin 260, 501. Telegrams Twoqn.

Transmitter Site: Deniliquin. Power: 2kw. Frequency: 1520kcs. District Covered: Pastoral, rural, irrigation area. Operating Hours: Mon.-Sat. 6.30am-10.30pm; Sun. 8.30am-10.30pm.

Directors: E. V. Roberts, Mrs I. A. Roberts, Mrs W. J. Hucker, R. Haig-Muir.

Executives: P. N. Charley (mngnr & sales mngnr), F. Clissold (chief engineer), B. Chant (program mngnr).

Network Affiliation: Macquarie. Interstate Representation: Offices at 30 Carrington-st, Sydney (BX 3202); "Stanhill", 33 Queen-st, Melbourne.

## 2RE Taree

Licensee: Manning Valley Broadcasting Pty Ltd, Box 185, PO Taree. Phone 1100, 1101. Telegrams Twore.

Transmitter Site: Taree. Power: 2kw. Frequency: 1560kcs. District Covered: Rural (dairying, timber). Operating Hours: Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 7am-10.30pm.

Directors: F. Summerville (chairman), O. G. K. Sutherland, P. E. Lucock, MHR, L. J. Gleason, A. Chapman, E. Gordon, M. Victor.

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**MURWILLUMBAH**  
**THE 2-STATE STATION**

**Executives:** A. Thompson (mngnr), R. Bul-titude (program mngnr).

**Network Affiliation:** New England Net.  
**Interstate Representation:** R. Haig-Muir, Stanhill, 33 Queens-rd, Melbourne (BM 3641), Eric Wood, 329 Adelaide-st, Brisbane (B 7075); Country Radio & Television, 30 Carrington-st, Sydney (BX 3380).

## 2RG Griffith

**Licensee:** 2RG Broadcasters Pty Ltd, Ulong-st, Griffith. Phone Griffith 1245.

**Transmitter Site:** Widdelli. **Power:** 2kw. **Frequency:** 1070kcs. **District Covered:** Irrigation, pastoral, rural. **Operating Hours:** Mon.-Sat. 6.30am-10.30pm; Sun. 7.30am-10.30pm.

**Directors:** Dr. L. M. Jones (managing director), M. E. Farley, D. Taylor.

**Executives:** R. Gamble (mngnr & sales mngnr).

**Network Affiliation:** Macquarie. **Interstate Representation:** Noel Battye, 52 Phillip-st, Sydney (BU4598); Melbourne see 2GB entry.

## 2TM Tamworth

**Licensee:** Tamworth Radio Development Co Pty Ltd, 312 Peel-st, Tamworth. PO box 115. Phone B988. Telegrams Twotm.

**Transmitter Site:** Duri. **Power:** 2kw. **Frequency:** 1300kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 8am-10.30pm.

**Directors:** E. Higginbotham, T. Whitcomb, H. Joseph, O. Bennett, H. M. Sheffer.

**Executives:** E. Higginbotham (mngnr), D. Charlton (chief engineer), E. Keech (program mngnr).

**Network Affiliation:** New England Net. **Interstate Representation:** Country Radio & Television, 30 Carrington-st, Sydney (BX3380); J. Havre, 65a Franklin-st, Melbourne (FJ 3621); 4BC, Wharf-st, Brisbane (B0333).

## 2VM Moree

**Licensee:** Moree Broadcasting and Development Co, Heber-st, Moree. Phone M.ree 101.

**Transmitter Site:** Moree. **Power:** 500-2000wts. **Frequency:** 1530kcs. **District Covered:** Pastoral. **Operating Hours:** 6am-10.30pm daily.

**Directors:** E. Higginbotham (managing), H. Sullivan (chairman), H. Logan, W. Tate, Boland, F. Watson.

**Executives:** Eric Collings (mngnr), D. Charlton (chief engineer).

**Network Affiliation:** New England Net. **Interstate Representation:** See 2TM.

## 2WG Wagga

**Licensee:** Riverina Broadcasters, 12-18 Fitzmaurice-st, Wagga Wagga. Phone 2124. Telegrams Twogga.

**Transmitter Site:** Brucedale. **Power:** 2kw. **Frequency:** 1150kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 7am-10.30pm.

**Directors:** E. V. Roberts, Mrs I. A. Roberts, Mrs W. J. Hucker—all managing partners.

**Executives:** D. E. Holmes (mngnr), L. de Vere Wynne (sales mngnr), A. Williams (chief engineer).

**Network Affiliation:** Macquarie co-op. **Interstate Representation:** Riverina Broadcasters, 30 Carrington-st, Sydney (BX3202); R. Haig-Muir Pty Ltd, 33 Queens-rd, Melbourne (BM3641).

## 2WL Wollongong

**Licensee:** Wollongong Broadcasting Pty Ltd, Edward-st, Wollongong. Phone B2403-4. Telegrams Twowl.

**Transmitter Site:** Windang. **Power:** 2kw. **Frequency:** 1430kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.30pm; Sat. 6am-11.30pm; Sun. 7am-10.40pm.

**Executives:** R. Jackson (mngnr), B. Etheredge (sales mngnr), A. J. Yeldon (station engineer), B. Surtees (program mngnr).

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

## 2XL Cooma

**Licensee:** Cooma Broadcasters Pty Ltd, 134 Sharp-st, Cooma. Phone Cooma 218. PO box 58.

**Transmitter Site:** Cooma. **Power:** 1kw. **Frequency:** 920kcs. **District Covered:** Industrial (covering Snowy River project), pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-midnight; Sun. 6.30am-10.30pm.

**Directors:** L. P. Holgate (chairman), J. S. Scott (managing director), M. G. Hook, P.O. Mitchell.

**Executives:** J. S. Scott (mngnr), J. Allen (accountant, office mngnr), R. Tremain (program, studio mngnr).

**Interstate Representation:** Barnes Chapman Company, 31 Macquarie-place, Sydney (BU5995); Oaten-Ward, 379 Collins-st, Melbourne (MU 4725).

For NSW regional stations of the ABC see special ABC section page 94.

# HABIT STATION

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...all 'round Victoria



# 3XY

## MELBOURNE

**MELBOURNE:**  
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163 Spring St. FB3511.

**SYDNEY:** The Barnes Chapman Co  
Pty. Ltd. 10th Floor, Kyle House,  
31 Macquarie Place. BU5995

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**3AK**

**Licensee:** Melbourne Broadcasters Pty Ltd, 262 Flinders Lane, Melbourne, C.I. Phone MF3406. Studios & offices, 17 Grey-st, St. Kilda (LA1554).

**Transmitter Site:** Altona. **Power:** 500watts. **Frequency:** 1500kcs. **Operating Hours:** Feb. 16-April 15, Mon-Sun, 6am-6pm; April 16-Aug. 15, Mon-Sun, 7am-5pm; Aug. 16-Oct. 15, Mon-Sun, 7am-6pm; Oct. 16-Feb 15, Mon-Sun, 6am-7pm.

**Directors:** C. W. Derham (managing director).

**Executives:** W. Bowie (mng'r), A. Henry (chief engineer), P. Cavanagh (program mng'r).

**3AW**

**Licensee:** 3AW Broadcasting Co Pty Ltd, Phone FJ3671. Telegrams Threaw.

**Transmitter Site:** Heidelberg. **Power:** 5kw. **Frequency:** 1280kcs. **Operating Hours:** Mon.-Fri. 5am-11.30pm; Sat. 5am-1am (Sunday); Sun. 7am-11pm.

**Directors:** Sir Frank Tait (chairman), C. Ogilvy (deputy chairman), G. H. Allan, C. Kingston, J. D. Patience, D. Syme, O. Syme, E. C. Whitford.

**Executives:** M. F. E. Wright (general mng'r), J. R. Page (sales mng'r), J. W. Ryan (chief engineer), R. B. Quinn (program mng'r).

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

**3DB**

**Licensee:** The Herald & Weekly Times Ltd, 36 Flinders-st, Melbourne. Phone MF5451. Telegrams Threedb.

**Transmitter Site:** Heidelberg. **Power:** 5kw. **Frequency:** 291kcs. **Operating Hours:** Mon.-Sat. 5.45am-1am (Sunday); Sun. 7am-1am. In relay to 3LK.

**Directors:** H. D. Giddy (chairman), Sir Lloyd Dumas, E. T. H. Richardson, G. A. Caro, S. C. G. Macindoe, J. Williams.

**Executives:** D. T. Worrall (mng'r), F. C. Flowers (assist. mng'r & program mng'r), D. J. S. Brewin (sales mng'r), E. M. Hooper (chief engineer).

**Network Affiliation:** Major. **Interstate Representation:** I. E. Phillips, 29 Bligh-st, Sydney (B0329). **O'seas Representation:** Joshua B. Powers Inc, 345 Madison-Ave, New York; Towers of London (sales) Ltd, 84 Hallam-st, London; Max Thompson, 11 Nassau-rd, London; The Melbourne Herald, 110 Fleet-st, London.



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**CAMPAIGNS**  
**IN SYDNEY**  
**RING A. L. FINN BX6161**

**3KZ**

**Licensee:** 3KZ Broadcasting Company Pty Ltd, 64 Elizabeth-st, Melbourne. Phone MF6311. Telegrams Threekz.

**Transmitter Site:** Lower Henly; **Power:** 5kw. **Frequency:** 1180kcs. **Operating Hours:** Mon.-Fri. 6am-11.30pm; Sat. 6am-1am (Sunday); Sun. 8am-1.30pm.

**Directors** S. Morgan, W. V. Morgan, M. G. Sloman.

**Executives:** N. E. Balmer (mngtr), A. S. Banks (sales mngtr), D. A. Grace (chief engineer), K. O'Gorman (program mngtr).

**Interstate Representation:** A. L. Finn, 66 King-st, Sydney (BX6161).

**3UZ**

**Licensee:** Nilsen's Broadcasting Service Pty Ltd, 45 Bourke-st, Melbourne. Phone MF4141. Telegrams Threuz.

**Transmitter Site:** Heidelberg. **Power:** 5kw. **Frequency:** 930kcs. **Operating Hours:** Mon.-Fri. 5.30am-mid.; Sat. 5.30am-1am (Sunday); Sun. 7.30am-11.30pm.

**Directors:** O. J. Nilsen (chairman), O. V. A. Nilsen, E. L. Cottrell.

**Executives:** L. Bennett (general mngtr), W. Holmes (sales mngtr), V. Virgona (chief engineer), J. McMahon (program mngtr).

**Interstate Representation:** Noel Battye Pty Ltd, 52 Phillip-st, Sydney (BU4598).

**3XY**

**Licensee:** Efftee Broadcasters Pty Ltd, 163 Spring-st, Melbourne. Phone FB3511. Telegrams Threexy.

**Transmitter Site:** East Heidelberg. **Power:** 5kw. **Frequency:** 211 metres. **Operating Hours:** 24 hour service.

**Directors:** V. G. H. Harrison, J. C. Glass.

**Executives:** F. R. Mogg (general mngtr), A. C. Kurts (sales mngtr), W. A. Chamberlain (chief engineer), R. Woods (program director).

**Interstate Representation:** The Barnes Chapman Company Pty Ltd, Kyle Hse, Macquarie Place, Sydney (BU5995).

For details of ABC stations 3AR and 3LO see special ABC section page 94.

# **B**ROADCASTING ... AND TELEVISION

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**BECAUSE** it was the **FIRST** publication in its field to come to them in a streamlined magazine format containing the widest, most up-to-date, easiest-to-read condensed coverage of all the industry news that matters.

**BECAUSE** B&T was the **FIRST** to go in for the specialised, authoritative treatment, the how-to-use-advertising, the get-down-to-cases approach that today's advertising men and station executives want, and have a right to expect from their own trade paper.

**BECAUSE** only in B&T has this practical viewpoint been scientifically developed for its readers' needs, so that its material can be used for the promotion of the industry and improvement of its standards.

**Consequently B&T, MOST-READ, MOST-USED AND MOST-QUOTED is the best advertising medium in Australia for commercial broadcasting and television stations.**

# MASTER STRATEGY...



...FOR YOUR VICTORIAN CAMPAIGN

## VBN

- Western Victoria (3HA)
- N. East Victoria (3NE)
- Northern Victoria (3SH)
- Gippsland (3TR)

Right at this moment there are some outstanding "spots" available. Why not contact your nearest V.B.N. Representative for details of these special opportunities?



### VICTORIAN BROADCASTING NETWORK

Head Office: 239 Collins St., Melb. Cent. 4124

Sydney: V.B.N. Sales & Service (Mr. Fred Russell) 36 Grosvenor St. BU7220

# Radio stations

## ● *Victoria (Country)*

**PHONE STC FIRST**

**MY 1406**

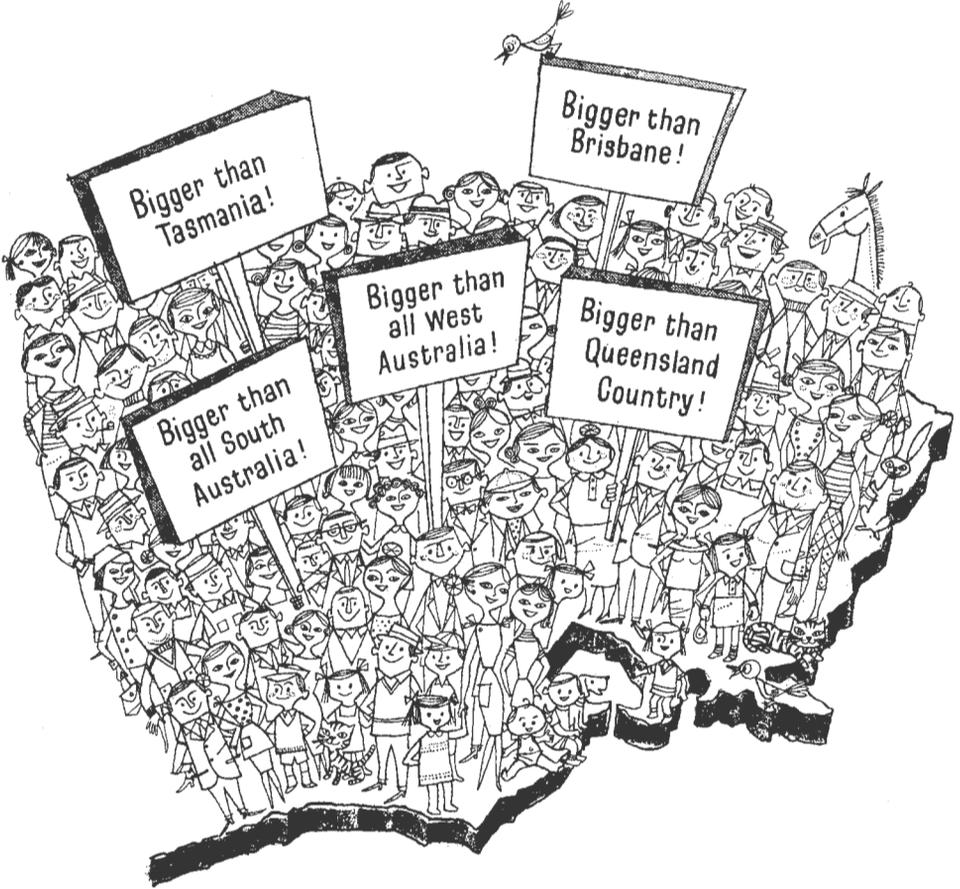
*Standard Telephones  
and Cables Pty. Ltd.*  
Sydney & Melbourne

**AN AT&T  
ASSOCIATE**

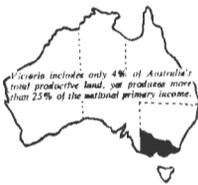
S.T.C. — the Australian Unit of the world-wide IT & T. Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.

# Country Victoria is Australia's 4th Market

Retail Sales for 1955/56 — £270,000,000



Country radio is the cheapest, most effective way to reach this vast, growing market. Today the advertising services offered by Country Broadcasting stations are the dominant sales-influencing factors in provincial and rural selling. Wise use of their facilities can put your sales message into every Country home in Victoria!



*Victoria includes only 4% of Australia's total productive land, yet produces more than 25% of the national primary income.*

Sell to the people who spend freely — The Victorian Rural Dwellers

## USE STATIONS

3BA- 3BO - 3CS - 3CV - 3GL - 3HA - 3MA  
3NE - 3SH - 3SR - 3TR - 3UL - 3YB

Inserted by the Victorian Country Broadcasters' Publicity Committee

### 3BA Ballarat

**Licensee:** Ballarat Broadcasters Pty Ltd, 56 Lydiard-st, North Ballarat. Phone B5068. Telegrams Threeba.

**Interstate Representation:** See 2GB.

**Transmitter Site:** Cardigan. **Power:** 1kw. **Frequency:** 1320kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 6am-12 mid.; Sun. 8am-11pm.

**Directors:** A. E. Flecknoe (chairman), J. H. Davey (managing director), K. J. Flecknoe, J. V. Robertson, C. P. A. Taylor.

**Executives:** E. J. W. Whykes (mngnr), K. R. Ridgway (chief engineer), T. N. Negri (program mngnr).

**Network Affiliation:** Macquarie Co-op

### 3BO Bendigo

**Licensee:** Amalgamated Wireless (Australia) Ltd, Beehive Chambers, Pall Mall, Bendigo. Phone Bendigo 1666. Telegrams Threebo.

**Transmitter Site:** Kangaroo Flat. **Power:** 1kw. **Frequency:** 960kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 6am-12mid.; Sun. 7am-11.30pm.

**Director:** Sir Lionel Hooke.

**Executives:** F. A. McManus (mngnr), E. J. Pattison (sales mngnr), W. Moore (chief engineer), Des Nicholas (program supervisor).

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

### 3CS Colac

**Licensee:** Colac Broadcasting Company Pty Ltd, 241 Murray-st, Colac. Phone Colac 62.

**Transmitter Site:** Cororooke-rd, West Colac. **Power:** 1kw. **Frequency:** 1130kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Sat. 6am-10.30pm; Sun. 8.30am-12.30pm.

**Directors:** O. M. Williams, N. M. Wallace, C. S. Faulkner.

**Executives:** C. S. Faulkner (mngnr), E. W. Franks (sales mngnr), C. A. Cullinan (chief engineer), C. Woodland (program mngnr).

**Interstate Representation:** D. N. Scott, O'Brien Hse, 56 Young-st, Sydney (BU 2763); E. L. Jeffrey, Phoenix Chambers, 374 Little Collins-st, Melbourne (MU 3115).

### 3CV Carisbrook

**Licensee:** Central Victoria Broadcasters Pty Ltd, 64 Burke-st, Maryborough, Vic. Phone Maryborough 650-1. Telegrams Threecv.

**Transmitter Site:** Carisbrook. **Power:** 1kw. **Frequency:** 1440kcs. **District Covered:** Indus-

trial, rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 8.30am-10.30pm.

**Directors:** Sir Frank Tait (chairman), G. H. Allan, Sir George Lansell, J. D. Patience, D. Syme.

**Executives:** M. F. E. Wright (general mngnr), K. J. Parker (mngnr), R. Wade-Ferrell (sales mngnr), W. Harper (snr technician), A. Burrage (studio mngnr).

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

### 3GL Geelong

**Licensee:** Geelong Broadcasters Pty Ltd, 4 James-st, Geelong. Phone 5516.

**Transmitter Site:** Geelong. **Power:** 1kw. **Frequency:** 1350kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** 6am-11pm daily.

**Directors:** W. G. Jones (chairman), R. A. Cook, E. E. Wilson, J. A. McKenzie.

**Executives:** J. A. McKenzie (mngnr), W. Gray (sales mngnr & program mngnr), J. C. Matthews (chief engineer).

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

### 3HA Hamilton

**Licensee:** Western Province Radio Pty Ltd, 37 Grey-st, Hamilton. Phone Hamilton 3167. Telegrams Threeha.

**Transmitter Site:** Mt. Bainbridge. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Pastoral. **Operating Hours:** Mon.-Sat. 6am-11.30pm; Sun. 8am-11pm.

**Executives:** D. R. James (mngnr), R. J. Baeck (sales mngnr); J. Sydow (chief engineer), G. Charlesworth (program mngnr).

**Network Affiliation:** VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (Central 4124); Fred Russell, 36 Grosvenor-st, Sydney (BU 7220).

### 3LK Lubeck

**Licensee:** The Herald & Weekly Times Ltd, 36 Flinders-st, Melbourne. Phone MF5451. Telegrams Threedb.

**Transmitter Site:** Lubeck. **Power:** 2kw. **Frequency:** 275 metres. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon.-Fri. 5.45am-11.30pm; Sat. 5.45am-12.30am (Sunday); Sun. 7am-11.30pm. In relay with 3DB.

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

**3MA Mildura**

Licensee: Sunraysia Broadcasters Pty Ltd, T&G Bldg, Mildura. Box 539, Mildura. Phone 25.

Transmitter Site: Mildura. Power: 2kw. Frequency: 1470kcs. District Covered: Horticultural & Pastoral. Operating Hours: Mon-Sat. 6.30am-10.30pm; Sun. 8.45am-10.30pm.

Directors: Mrs R. D. Elliott, C. D. Lanyon, K. Massey.

Executive: M. Folie (mngtr).

Network Affiliation: Macquarie. Interstate Representation: Country Radio & Television, 30 Carrington-st, Sydney (BX3380); J. D. Thom, 395 Collins-st, Melbourne (MB1792).

**3NE Wangaratta**

Licensee: Wangaratta Broadcasting Co Pty Ltd, Templeton-st, Wangaratta. Phone Wangaratta 1122-3. Telegrams Threene.

Transmitter Site: Bowser. Power: 1-2kw. Frequency: 1600kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Sat. 6am-11pm; Sun. 7am-11pm.

Directors: T. J. Nolan (chairman), D. C. De La Rue (managing director), W. B. Richardson, R. M. Clayton, T. W. Campbell.

Executives: D. C. De La Rue (mngtr), N. C.

Thomson (sales mngtr), K. T. Gleeson (chief engineer), R. W. Carmichael (program mngtr).

Network Affiliation: VBN. Interstate Representation: VBN, 239 Collins-st, Melbourne (Central 4124), Fred Russell, 36 Grosvenor-st, Sydney (BU 7220).

**3SH Swan Hill**

Licensee: Central Murray Broadcasters Pty Ltd, 749 Campbell-st, Swan Hill. Phone Swan Hill 226. Telegrams Threesh.

Transmitter Site: Murray Valley Highway. Power: 2kw. Frequency: 1330kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Sat. 6am-11pm; Sun. 8am-11pm.

Directors: D. F. Syme (managing director), N. F. Dixon, M. A. Dodd.

Executives: H. Lithgow (mngtr), R. J. Baeck (sales mngtr), W. H. Murden (chief engineer), C. Weymouth (program mngtr).

Network Affiliation: VBN. Interstate Representation: VBN, 239 Collins-st, Melbourne (Central 4124); Fred Russell, 36 Grosvenor-st, Sydney (BU 7220).

**3SR Shepparton**

Licensee: Associated Broadcasting Services Ltd, Wyndham-st, Shepparton. Melbourne office, 365 Elizabeth-st (FY0211).

**Coverage ——— 25 MILLION Acres!**

**(446,000 People!)**

**with A Yearly Retail  
Turnover of  
Over**

**£103.5 Million!**

**3CV**

**64 Burke St.,  
MARYBOROUGH VIC.**

**SYDNEY REPRESENTATIVES:**

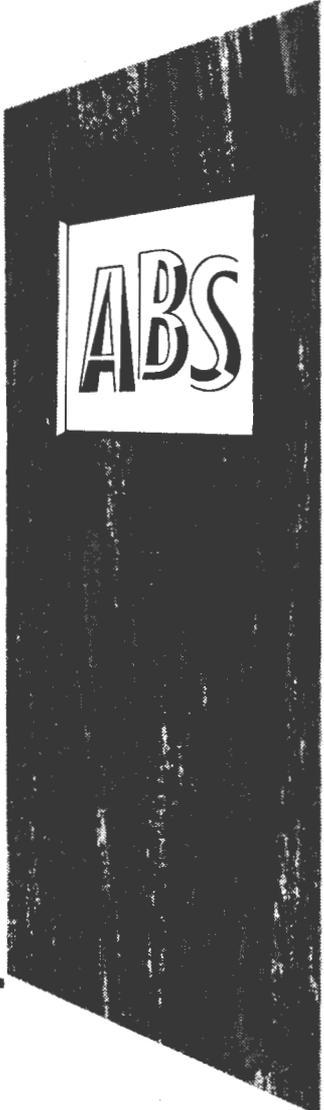
Macquarie Broadcasting Service Pty. Ltd.,  
136-138 Phillip St., Sydney.  
Telephone: B 0360.

**MELBOURNE REPRESENTATIVES:**

3AW Broadcasting Co. Pty. Ltd.,  
382 Latrobe St., Melbourne, C.I.,  
Telephone: FJ 3671

# Open this door and you're **IN**

to three of the richest markets in rural Victoria!



**ABS**

**3SR  
3YB  
3UL**

**3SR Shepparton**  
2000 watts.

**3YB Warrnambool**  
1000 watts.

**3UL Warragul**  
2000 watts (day)  
1000 watts (night).

You'd almost think these 300,000 people chose their homes just to be near ABS's popular stations. If you had your choice you'd put three stations precisely where SR, YB and UL are located — and you'd get coverage that clicks every time, because the three ABS stations regularly steer 300,000 prosperous customers into 3696 retail outlets in the three Victorian provincial areas that no good time buyer would dream of missing.

## **ASSOCIATED BROADCASTING SERVICES LTD.**

365 Elizabeth Street, Melbourne. FY 0211

66 Pitt Street, Sydney. BW 1218

**Transmitter Site:** Shepparton. **Power:** 2kw. **Frequency:** 1260kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 5.45am-11pm; Sat. 5.45am-12 mid; Sun. 8am-11pm.

**Directors:** Sir William Bridgeford (chairman), E. K. Smart, L. E. Friend, R. V. Philpott, S. J. A. Kemp.

**Executives:** E. M. Clyne (mngnr), J. B. Walker (sales mngnr), R. Jenks (chief engineer), K. L. Austin (program mngnr).

**Network Affiliation:** Associated with 3YB, 3UL. **Interstate Representation:** V. M. Dinnyeny, 66 Pitt-st, Sydney (BW1218).

### 3TR Sale

**Licensee:** Broadcast Entertainments Pty Ltd, Stawell-st, Sale. Phone Sale 107-463. Telegrams Threetr.

**Transmitter Site:** Myrtlebank. **Power:** 2kw. **Frequency:** 1240kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.30pm; Sat. 5.30am-midnight; Sun. 8am-11pm.

**Directors:** D. F. Syme, N F. Dixon, M. A. Dodd.

**Executives:** G. C. Lewis (mngnr), R. J. Baeck (sales mngnr), E. W. Evans (chief engineer).

**Network Affiliation:** VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (Central 4124); Fred Russell, 36 Grosvenor-st, Sydney (BU 7220).

### 3UL Warragul

**Licensee:** Associated Broadcasting Services Ltd, Victoria-st, Warragul. Melbourne office, 365 Elizabeth-st (FY0211).

**Transmitter Site:** Warragul. **Power:** 1.2kw. **Frequency:** 880kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-11pm.

**Directors:** Sir William Bridgeford (chairman), E. K. Smart, L. E. Friend, R. V. Philpott, S. J. A. Kemp.

**Executives:** R. A. Williams (mngnr), J. R. Jennings (sales mngnr), A. K. McLennan (chief engineer), V. Haycroft (program mngnr).

**Network Affiliation:** Associated with 3SR, 3YB. **Interstate Representation:** V. M. Dinnyeny, 66 Pitt-st, Sydney (BW1218).

### 3YB Warrnambool

**Licensee:** Associated Broadcasting Services Ltd, Cnr Liebig & Lava-sts, Warrnambool. Melbourne office, 365 Elizabeth-st (FY0211).

**Transmitter Site:** Bushfield. **Power:** 1kw. **Frequency:** 1210kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-11pm.

**Directors:** Sir William Bridgeford (chairman), E. K. Smart, L. E. Friend, R. V. Philpott, S. J. A. Kemp.

**Executives:** K. P. G. Iloyd (mngnr), O. V. Henry (sales mngnr), H. S. Fuller (chief engineer), N. Bradley (program mngnr).

**Network Affiliation:** Associated with 3SR, 3UL. **Interstate Representation:** V. M. Dinnyeny, 66 Pitt-st, Sydney (BW1218).

For Victorian regional stations of the ABC see special ABC section page 94.

# Radio stations

- *Queensland (Brisbane)*

**PHONE STC FIRST**

**FA 2531**

*Standard Telephones  
and Cables Pty. Ltd.*  
Sydney & Melbourne

**IT&T**  
ASSOCIATE

S.T.C. — the Australian Unit of the world-wide IT & T. Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.

# Station 4BH

# FIRST IN AUSTRALIA

WITH THE NEW  
DIRECTIONAL  
ANTENNA ARRAY

The dramatic advantage of the first Australian installation of the newly developed U.S. directional antenna array has virtually given 4BH 5 kilowatt power and coverage from 2 kilowatt transmission strength.

As a result of this unequalled penetration of all Brisbane as well as adjacent well-populated areas, and programming second to none, advertisers may use the City's most listen-to Station confident that they virtually have Australia's **third** largest market "in the palm of their hand".



## 4BH

A CHANDLER  
STATION

Member Station of MBS

**4BC**

**Licensee:** Commonwealth Broadcasting Corp (Qld) Ltd, CBC Hse, cnr Wharf & Adelaide-sts, Brisbane. Phone B0333. Telegrams Fourbc.

**Transmitter Site:** Indooroopilly. **Power:** 2kw. **Frequency:** 1120kc. **District Covered:** Industrial, rural. **Operating Hours:** 24hr service. Relays to 4SB.

**Directors:** M. F. Albert, A. F. Albert, C. Bowly, E. P. Griffin.

**Executives:** M. E. Baker (mngnr), K. A. Archer (sales mngnr), N. J. Bishop (chief engineer), T. C. McGregor (program mngnr).

**Network Affiliation:** Queensland Network key station. **Interstate Representation:** R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Phoenix Chambers, 374 Little Collins-st, Melbourne (MU3115).

**4BH**

**Licensee:** Broadcasters (Aust) Pty Ltd, 43 Adelaide-st, Brisbane. Phone B2002. Telegrams, Fourbh.

**Transmitter Site:** Landers Pocket. **Power:** 2kw. **Frequency:** 1390kcs. **District Covered:** Industrial. **Operating Hours:** Mon.-Sat. 5am-11pm; Sun. 6am-11pm.

**Directors:** Sir John Chandler (chairman), V. F. Mitchell (managing director), F. B. Chandler.

**Executives:** C. R. Carson (mngnr & sales mngnr), G. B. Lovejoy (assist. sales mngnr), N. Llewelyn (program mngnr), A. Brandt (studio mngnr), A. Judge (chief engineer), K. G. Logan (secretary).

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

**4BK**

**Licensee:** Brisbane Broadcasting Pty, 288-298 Queen-st, Brisbane. Phone FA1381. Telegrams Fourbk.

**Transmitter Site:** Fig Tree Pocket, Bris. **Power:** 2kw. **Frequency:** 1290kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5am-11pm; Sat. 5am-12 mid; Sun. 6am-10.30pm. Relays to 4AK.

**Executives:** Reg Goss (mngnr), B. Klemm (advtg-sales dept. mngnr), E. F. Allen (chief engineer), D. Magoffin (program mngnr).

**Network Affiliation:** Major. **Interstate Representation:** I. W. Phillips, 29 Bligh-st, Sydney (B0329); Hugh Anderson, Poster Hse, 130 Exhibition-st, Melbourne (MF3674). **O'ceas Representation** London, George Webb, Ludgate Hse, 107-110 Fleet-st, E.C.4.

**RADIOS**  
**BESTSELLER**

"HOW TO WIN  
FRIENDS  
AND INFLUENCE  
PEOPLE"

**4KO  
BRISBANE**

**ADVERTISE ON 4KQ BRISBANE**

TO WIN FRIENDS AND TO INFLUENCE PEOPLE TO BUY YOUR PRODUCTS. TURN OVER A 'NEW LEAF' AND 'BOOK' SPACE NOW.

FOR ADVERTISING RATES APPLY:



**NOEL BATTYE**  
52 Phillip St.

**R. HAIG-MUIR**  
"Stanhill"  
33 Queens Rd.

**SYDNEY**  
BU 4598

**MELBOURNE**  
Windsor 1665

**4KQ**

**Licensee:** Australian Labor Party, Qld branch, 231 Elizabeth-st, Brisbane, GPO box 398-F. Telegrams Fourkq.

**Transmitter Site:** Tingalpa. **Power:** 1 to 2kw. **Frequency:** 690kcs. **District Covered:** Industrial. **Operating Hours:** Mon-Fri. 5.30am-11pm; Sat. 5.30am-12 mid; Sun. 7am-11.30pm.

**Directors:** R. J. J. Bukowski, J. M. Schmella.

**Executives:** L. H. Andrews (gm), L. W. Beioley (sales mngr), R. Watson (chief engineer), G. C. Hardman (program mngr).

**Network Affiliation:** 2KY, 2HD. **Interstate Representation:** Noel Battye, 52 Phillips-st, Sydney (BU4598); R. Haig-Muir, Stanhill, 33 Queens-rd, Melbourne (Windsor 1665).

For details of ABC stations 4QG and 4QR see special ABC section page 94.

# Radio stations

- **Queensland (Country)**

**PHONE STC FIRST**  
**FA 2531**

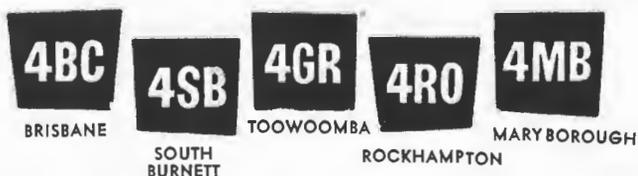
*Standard Telephones  
and Cables Pty. Ltd.*  
Sydney & Melbourne

**AN I&T  
ASSOCIATE**

S.T.C. — the Australian Unit of the world-wide IT & T Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.



**OF QUEENSLAND'S POPULATION  
IS WITHIN THE PRIMARY  
COVERAGE AREAS OF THE  
QUEENSLAND NETWORK STATIONS**



**BRISBANE:** Bill Stevens, 4BC Studios, C.B.C. House, Cnr. Wharf & Adelaide Sts.  
B 0333

**SYDNEY:** Bob Highfield, 65 York Street. BX 2737

**MELBOURNE:** "Jeff" Jeffrey, 3rd Floor, Phoenix Chambers, 374 Little Collins St.  
MU 3115

## 4AK Darling Downs

**Licensee:** Brisbane Broadcasting Pty, 288-298 Queen-st, Brisbane. Phone FA1381. Telegrams Fourbk.

**Transmitter Site:** Oakey. **Power:** 2kw. **Frequency:** 1200kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** In relay with 4BC.

**Executives:** R. Goss (mngnr), B. Klemm (advtg-sales dept. mngnr), P. L. Grant (chief engineer), D. Magoffin (program mngnr).

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

**Transmitter Site:** White Rock. **Power:** 1-2kw. **Frequency:** 1010kcs. **District Covered:** Rural. **Operating Hours:** Mon-Sat. 6am-11pm; Sun. 7am-11pm.

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

**Executives:** J. Davies (mngnr), K. Duncan (sales mngnr), K. Nutt (chief engineer), K. Smith (program mngnr).

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

## 4GR Toowoomba

**Licensee:** Gold Radio Service Pty Ltd, 453 Ruthven-st, Toowoomba, P.O. Box 111. Phone 88, 426.

**Transmitter Site:** Drayton. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** 5.30am-11pm daily.

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

**Executives:** E. E. Gold (mngnr), D. E. Gold (assist. mngnr), A. Bidgood (chief engineer), R. Stevenson (program mngnr).

**Network Affiliation:** Queensland & Macquarie Networks. **Interstate Representation:** R. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Box 1914R, Melbourne (MU3115); W. Stevens, c/- 4BC, Wharf-st, Brisbane (B0333).

## 4AY Ayr

**Licensee:** Ayr Broadcasters Pty Ltd, 386 Flinders-st, Townsville. Phone 4191-2-3. 176 Queen-st, Ayr. Phone 219, 228. Telegrams Fouray.

**Transmitter Site:** Ayr. **Power:** 1-2kw. **Frequency:** 960kcs. **District Covered:** Rural, farming. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

**Directors:** J. F. Gleeson, J. P. Gleeson, M. M. Gleeson.

**Executives:** G. T. Schmid (assist. mngnr), F. L. Nathan (sales mngnr), chief engineers J. Cost (Townsville), R. Savill (Ayr).

**Interstate Representation:** E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115); R. W. Highfield, 65 York-st, Sydney (BX2737); W. R. Stevens, c/- 4BC, Wharf-st, Brisbane (B0333).

## 4GY Gympie

**Licensee:** Gympie Broadcasting Co Ltd, 98 Mary-st, Gympie. Phone 334, 669.

**Transmitter Site:** Monkland. **Power:** 500-2000wts. **Frequency:** 1350kcs. **District Covered:** Rural (dairying, fruitgrowing, timber). **Operating Hours:** Mon-Sat. 6am-10pm; Sun. 8am-10pm.

**Director:** S. L. Fittell (managing director).

**Executive:** A. H. Buzacott (mngnr).

**Network Affiliation:** Macquarie. **Interstate Representation:** 4BC, Wharf-st, Brisbane (B0333); for Sydney & Melbourne see 2GB.

## 4BU Bundaberg

**Licensee:** Bundaberg Broadcasters Pty Ltd, 55 Woongarra-st, Bundaberg. Phone 505. Telegrams Fourbu.

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

**Directors:** A. J. Christensen (chairman), G. L. Marsh, N. G. McCormack.

**Executives:** N. G. McCormack (mngnr), H. Clayton (chief engineer).

**Network and Interstate Affiliation:** See Macquarie-2GB.

## 4IP Ipswich

**Licensee:** Ipswich Broadcasting Co Pty Ltd, Brisbane-st, Ipswich. Phone Ipswich 267. Telegrams Fourip.

**Transmitter Site:** Balaclava-st. **Power:** 1kw. **Frequency:** 1010kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Sat. 6am-10.30pm; Sun. 8am-10.30pm.

## 4CA Cairns

**Licensee:** Amalgamated Wireless (A'asia) Ltd, Shields-st, Cairns. Phone Cairns 3168. Telegrams Fourca.



Gives the most comprehensive  
coverage of the great wealth  
of  
**NORTH QUEENSLAND**

●

**97,120**

*people reside within the .5mv/m  
Primary service area of 4AY...*

The FULL story obtainable from our

**REPRESENTATIVES**

Bill Stevens .....	Brisbane B 0333
Bob Highfield .....	Sydney BX 2737
"Jeff" Jeffrey .....	Melbourne MU 3115

**2000 watts**  
**Day**



**1000 watts**  
**Night**

**Directors:** W. J. Johnson, Mrs M. A. B. Johnson, W. S. Parkinson (chairman), G. S. Stephenson.

**Executives:** W. J. Johnson (mngr), K. Fairweather (chief engineer).

**Interstate Representation:** Barnes Chapman Co, Kyle Hse, Macquarie Place, Sydney (BU5995); John Havre, 65a Franklin-st, Melbourne (FJ3621).

#### 4LG Longreach

**Licensee:** Central Queensland Broadcasting Corp Pty Ltd, Estate Hse, 104 Eagle-st, PO Box 20, Longreach. Phone 224, 158. Telegrams Fourlg.

**Transmitter Site:** Cramsie. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Pastoral, rural, industrial. **Operating Hours:** Mon.-Fri. 6.30am-1.30pm, then 6pm-11pm; Sat. 6.30am-10pm; Sun. 8.30am-9.30pm.

**Directors:** E. B. Connor, Mirion E. Connor.

**Executives:** Royston Marcus (general mngr), J. Dickson (sales mngr), N. L. Andrews (chief engineer), F. Carstairs (program mngr).

**Network Affiliation:** Macquarie.

**Interstate Representation:** A. L. Finn Pty Ltd, 60 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 33 Queens-rd, Melbourne (BM3641); W. R. Stevens, C/- 4BC, Wharf-st, Brisbane (B0333).

#### 4MB Maryborough

**Licensee:** Maryborough Broadcasting Co Pty Ltd, 361 Kent-st, Maryborough. Phone 214, 252. Telegrams Fourmb.

**Transmitter Site:** Riverview. **Power:** 2kw. **Frequency:** 1160kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 6am-10.30pm; Sun. 8am-10.30pm.

**Executives:** A. P. Wynne (mngr), G. W. Robertson (sales mngr), R. J. Beatson (chief engineer).

**Network Affiliation:** Queensland Net. **Interstate Representation:** W. R. Stevens, C/- 4BC, Wharf-st, Brisbane (B0333); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

#### 4MK Mackay

**Licensee:** Mackay Broadcasting Service Pty Ltd, 38 Gordon-st, Mackay. Phone 761, 333. Telegrams Fourmk.

**Transmitter Site:** Bassett, Nth Mackay. **Power:** 2kw. **Frequency:** 1380kcs. **District Covered:** Sugar, rural. **Operating Hours:** Mon.-Sat. 6am-10.30pm; Sun. 8am-10pm.

**Directors:** H. J. Manning (managing director), J. H. Williams.

**Executives:** E. Maitland Low (mngr and sales mngr), Lloyd O. Williams (chief engineer).

**Interstate Representation:** A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161); R. Haig-Muir, 33 Queens-rd, Melbourne (BM3641); 4BC, Wharf-st, Brisbane (B0333).

#### 4RO Rockhampton

**Licensee:** Rockhampton Broadcasting Co Pty Ltd, Rheuben Hse, East-st, Rockhampton Phone 2541-2. Telegrams Fourro.

**Transmitter Site:** Pink Lily. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Primary, mineral. **Operating Hours:** Mon.-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

**Executives:** E. J. Rheuben (mngr), H. Hopgood (sales mngr), E. C. Semfel (chief engineer), W. E. Crane (program mngr).

**Network Affiliation:** In association with 4BC, 4GR, 4MB. **Interstate Representation:** R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115); 4BC, Adelaide & Wharf-sts, Brisbane (B0333).

#### 4SB Kingaroy

**Licensee:** South Burnett Broadcasting Co Ltd, Alford-st, Kingaroy. Phone Kingaroy 202. Telegrams Foursb.

**Transmitter Site:** Woooloolin. **Power:** 2kw. **Frequency:** 1060kcs. **District Covered:** 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.

**Executives:** G. Parker (mngr and sales mngr), C. Tie (chief engineer).

**Network Affiliation:** Queensland Network. **Interstate Representation:** R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

#### 4TO Townsville

**Licensee:** Amalgamated Wireless (A/sia) Ltd, Stanley-st, Townsville. Phone Townsville 4165. Telegrams Fourto.

**Transmitter Site:** Cluden. **Power:** 1.2kw. **Frequency:** 780kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** Mon.-Sat. 6am-11.30pm; Sun. 7am-11pm.

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

**Executives:** J. P. Banney (mngr), N. Clib-

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33 Queens Road, Melbourne

**BILL STEVENS**

4BC, Brisbane

born (sales mngr), G. Erickson (chief engineer), W. Burnett (program mngr).

Network Affiliation: AWA. Interstate Representation: See 2CH.

## 4VL Charleville

Licensee: The Charleville Broadcasting Co Ltd, PO Box 29, Charleville. Phones 221, 444. Telegrams Fourvl.

Transmitter Site: Charleville. Power: 1kw. Frequency: 920kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Sat. 6.30am-10.30pm; Sun. 7.30am-10pm.

Directors: J. R. Lanagan (managing director), C. H. Curtis (vice-chairman), A. C. Little, C. E. Watt, D. S. Boyce, T. J. Butler, R. B. Lynch, J. F. Stephenson, L. W. Hassler.

Executives: W. D. Everson (mngr), J. Taylor (sales mngr), F. W. Davidson (chief engineer), I. Elstob (program mngr).

Interstate Representation: W. R. Stevens, C/- 4BC, Brisbane (B0333); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

## 4WK Warwick

Licensee: Warwick Broadcasting Co Pty Ltd, Palmerin-st, Warwick. Phone Warwick 8. Telegrams Fourwk.

Transmitter Site: Warwick. Power: 1.2kw. Frequency: 880kcs. District Covered: Rural. Operating Hours: Mon-Sat. 6.30am-10.30pm; Sun. 8am-10.30pm.

Director: Sir Lionel Hooke.

Executives: W. O. Kinane (mngr), W. McNab (sales mngr), G. Lang (chief engineer), W. F. Wynn (program mngr).

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

## 4ZR Roma

Licensee: Maranoa Broadcasting Co Ltd, McDowell-st, Roma, PO Box 22. Phone 80, 585. Telegrams Fourzr.

Transmitter Site: Bungooran. Power: 1.2kw. Frequency: 1480kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Sat. 6.30am-10.30pm; Sun. 8am-10.30pm.

Directors: W. M. Ewan (chairman), E. E. Gold (managing director), A. Dean, A. Shilliday, A. Caris, R. V. Johnson, E. A. Thomas.

Executives: G. H. Hodges (mngr), C. Taylor (chief engineer).

Network Affiliations: Associated with 4BC, 4GR, 4RO, 4MB, 4SB. Interstate Representation: W. R. Stevens, 4BC, Wharf-st, Brisbane (B0333); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Little Collins-st, Melbourne (MU3115).

For Queensland regional stations of the ABC see special ABC section page 94.

# Radio stations

## ● *South Australia*



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**W 641**

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and Cables Pty. Ltd.*  
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**AN IT&T  
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FIRST ON THE ^ SCENE!!**



Over the years 5KA Personalities and Programmes have earned and maintained the reputation of being "first on the local scene".

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That is why more than 450 individual South Australian clients advertise and RENEW with "their" Network — 5KA - 5AU - 5RM . . . the Stations that are "first on the local scene".

**5KA      5AU      5RM**

**MELBOURNE**  
E. L. JEFFREY  
370 Little Collins Street  
MU 3115

**SYDNEY**  
A. L. FINN  
66 King Street  
BX 6161

**BRISBANE**  
ERIC WOOD  
329 Adelaide Street  
B 7075

## 5AD Adelaide

**Licensee:** Advertiser Newspapers Ltd, Box 392, GPO, Adelaide. Phone LA0421. Telegrams Fivead.

**Transmitter Site:** Cavan. **Power:** 2kw. **Frequency:** 1310kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** Mon-Fri. 5.30am-11.15pm; Sat. 5.30am-12 mid; Sun. 8am-10.45pm. Relays to 5PI-MU-SE.

**Directors:** Sir Lloyd Dumas (chairman), Sir Lavington Bonython (vice-chairman), J. Bonython, K. A. Wills, Sir Arthur Rymill, J. F. Williams.

**Executives:** K. A. Macdonald (mng'r), V. A. Jacques (sales mng'r), D. M. Gooding (chief engineer), R. W. Sullivan (program director).

**Network Affiliation:** Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); I. W. Phillips, 29 Bligh-st, Sydney (B0329). **O'seas Representation:** Harold Maughan, Ludgate Hse, 110 Fleet-st, London, EC4; Joshua B. Powers Inc, 345 Madison Avenue, New York, 17, NY.

## 5DN Adelaide

**Licensee:** Hume Broadcasters Limited, 201-205 Tynte-st, North Adelaide. Phone M8461. Telegrams Firstation.

**Transmitter Site:** Dry Creek. **Power:** 2kw. **Frequency:** 970kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Fri. 5.30am-11.15pm; Sat. 5.30am-12 mid; Sun. 8am-10.45pm.

**Directors:** N. S. Young (chairman), J. D. Patience, R. Murdoch, R. B. Taylor, B. C. Button.

**Executives:** J. S. Larkin (general mng'r), F. E. Anderson (sales mng'r), S. G. Barber (chief engineer), M. A. Thomas (program mng'r).

**Network Affiliation:** Macquarie. **Interstate & O'seas Representation:** See Macquarie.

## 5KA Adelaide

**Licensee:** 5KA Broadcasting Co Ltd, 43 Franklin-st, Adelaide. Phone LA5511. Telegrams Fiveka.

**Transmitter Site:** Cavan. **Power:** 2kw. **Frequency:** 1200kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24hour service. Relays to 5AU-5RM.

**Directors:** Rev. A. E. Vogt (chairman), Rev. G. N. White, S. B. Denton, D. Waterhouse, OBE, J. F. Walsh, MP.

**Executives:** W. L. C. Davies (general mng'r), R. G. Cant (sales mng'r), R. L. Paech (chief engineer), J. S. Fox (program mng'r).

**Interstate Representation:** A. L. Finn & Co, 66 King-st, Sydney (BX6161); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

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## 5AD, 5PI, 5MU, 5SE

THE ADVERTISER

BROADCASTING NETWORK

**5AU Port Augusta**

**Licensee:** Pt. Augusta Broadcasting Co Ltd, Port Augusta, SA. Phone Pt. Augusta 141. (All enquiries to be sent to 5KA.)

**Transmitter Site:** Pt. Augusta. **Power:** 500wts. **Frequency:** 1400kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Sun-Fri. 5.45am-11pm; Sat. 5.45am-12 mid. In relay with 5KA.

**Directors:** Rev. A. E. Vogt (chairman), Rev. G. N. White, S. B. Denton, D. Waterhouse, OBE, J. F. Walsh, MP.

**Executives:** W. L. C. Davies (general mngr), B. Hannaford (resident engineer). All executive matters handled by 5KA.

**Interstate Representation:** See 5KA.

**5MU Murray Bridge**

**Licensee:** Murray Bridge Broadcasting Co Ltd, C/- 5AD, Box 392, GPO, Adelaide. Phone LA0421. Telegrams Fivead.

**Transmitter Site:** Murray Bridge. **Power:** 500wts. **Frequency:** 1460kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon-Fri. 5.45am-11.15pm; Sat. 5.45am-12 mid; Sun. 8am-10.45pm. 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. Phone LA0421.

**Transmitter Site:** Crystal Brook. **Power:**

2kw. **Frequency:** 1040kcs. **District Covered:** Industrial, pastoral, rural.

**Operating Hours, Directors, Executives, Interstate & O'seas Representation:** See 5AD. **Network Affiliation:** Major.

**5RM Murray Valley**

**Licensee:** River Murray Broadcasters Ltd, Box 118, GPO, Berri, SA. Phone Berri 80. All enquiries to 5KA.

**Transmitter Site:** Berri. **Power:** 2kw. **Frequency:** 800kcs. **District Covered:** Pastoral, rural. **Operating Hours:** In relay with 5KA.

**Directors:** Rev. A. E. Vogt (chairman), Rev. G. N. White, H. Stone, E. Sims, D. Waterhouse, OBE, S. B. Denton.

**Executives:** W. L. C. Davies (mngr), H. Lloyd (resident engineer).

**Interstate Representation:** See 5KA.

**5SE Mt. Gambier**

**Licensee:** South Eastern Broadcasting Co Ltd. Address and Phone number same as 5AD.

**Transmitter Site:** Mt. Gambier. **Power:** 500wts. **Frequency:** 1370kcs. **District Covered:** Pastoral, rural.

**Operating Hours, Directors, Executives, Interstate & O'seas Representation:** See 5AD.

**Network Affiliation:** Major.

For South Australian stations of the ABC see special ABC section page 94.

# Radio stations

## • *Western Australia*

**PHONE STC FIRST**

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*Standard Telephones  
and Cables Pty. Ltd.*  
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## 6IX Perth

**Licensee:** W.A. Broadcasters Pty Ltd, Lyric Hse, 223 Murray-st, Perth. Phone BF2321. Telegrams Sixix.

**Transmitter Site:** Perth. **Power:** 500wts. **Frequency:** 1080kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Sat. 5.45am-11pm; Sun. 7am-10.30pm. Relays to 6WB, MD, BY.

**Directors:** Sir Ross McDonald, KB, QC (chairman), R. A. Long, J. E. Macartney, F. C. Kingston, S. C. Kingston.

**Executives:** B. Samuel (general mngr), J. T. Hunn (personal assist. to manager), H. T. Simmons (chief engineer), S. A. Gervas (program mngr).

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

## 6KY Perth

**Licensee:** People's Printing and Publishing Co, 17-19 James-st, Perth. Box 906, GPO, Perth. Phone BF1636. Telegrams Sixky.

**Transmitter Site:** Inglewood. **Power:** 500wts. **Frequency:** 1210kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Fri. 6am-11pm; Sat. 6am-2am (Sunday); Sun. 7.30am-10.30pm. Relays to 6NA.

**Executives:** R. J. Mercer (mngr), J. A. Ashton (sales mngr), F. Clarke (chief engineer), J. Laurie (program mngr).

**Interstate Representation:** Noel Battye, 52 Phillip-st, Sydney (BU4598); R. Haig-Muir, 33 Queens-rd, Melbourne (BM3641).

## 6PM Perth

**Licensee:** 6PM Broadcasters Pty Ltd, 115 St. George's Terrace, Perth. Phone BA2201. Telegrams Whitnet.

**Transmitter Site:** Coffee Point. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Industrial, rural. **Operating Hours:** Effective from Jan. 1, 1958. Mon-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-10.30pm. Relays to 6AM, KG, GE.

**Managing Director:** F. R. Whitford.

**Executives:** J. H. Tozer (sales mngr), H. A. Taylor (chief engineer), J. Anstey (program mngr).

**Network Affiliation:** Whitfords Broadcasting Net. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

## 6PR Perth

**Licensee:** Nicholsons Ltd, 340 Hay-st, Perth. Phone BF3044. Telegrams Sixpr.

**Transmitter Site:** Melville. **Power:** 500wts. **Frequency:** 341 metres, 880kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** Mon-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 7am-10.30pm. Relays to 6TZ, 6CI.

**Directors:** H. P. Downing, E. F. Downing, J. L. Paton, E. M. Barker, H. M. Edwards.

**Executives:** R. McC. Russell (mngr), A. G. Barker (sales mngr), W. Broughall (program mngr).

**Network Affiliation:** Major. **Interstate Representation:** VBN, 36 Grosvenor-st, Sydney (BU7220); 239 Collins-st, Melbourne (Cen. 4124).

## 6AM Northam

**Licensee:** 6AM Broadcasters Pty Ltd, 115 St. George's Terrace, Perth. Phone BA2201. Telegrams Whitnet.

**Transmitter Site:** Northam. **Power:** 2kw. **Frequency:** 980kcs. **District Covered:** Rural, pastoral. **Operating Hours:** Mon-Fri. 6.30am-10.30pm; Sat. 6.30am-11pm; Sun. 8am-1.30pm, then 5-10pm. In relay with 6PM.

**Directors, Executives, Network Affiliation & Interstate Representation:** See 6PM.

## 6BY Bridgetown

**Licensee:** W.A. Broadcasters Pty Ltd, Yornup, WA. Phone Yornup 45. Telegrams Sixby.

**Transmitter Site:** Yornup. **Power:** 2kw. **Frequency:** 900kcs. **District Covered:** Light industrial, pastoral, rural. **Operating Hours:** Mon-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 9am-10.30pm. In relay with 6IX.

**Directors, Executives, Network Affiliation, Interstate Representation:** See 6IX.

## 6CI Collie

**Licensee:** Nicholsons Ltd, 340 Hay-st, Perth. Phone BF3044. Telegrams Sixpr.

**Transmitter Site:** Collie. **Power:** 2kw. **Frequency:** 224 metres, 1130kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Fri. 6am-2.15pm, then 5pm-10.15pm; Sat. 6am-11am, then 1-10.30pm; Sun. 7am-1pm, then 5-10.30pm. In relay with 6PR.

**Directors, Executives, Network Affiliation, Interstate Representation:** See 6PR.

## 6GE Geraldton

Licensee: Great Northern Broadcasters Ltd, Eleanor-st, Geraldton. Phone Geraldton 130. Telegrams Sixge.

Transmitter Site: Bluff Point. Power: 2kw. Frequency: 1010kcs. District Covered: Pastoral, rural, crayfishing. Operating Hours: Mon-Sat. 7am-1.30pm, then 5.30-10.30pm; Sun. 11am-10pm. In relay with 6PM.

Director: L. W. Shephard.

Executives: L. J. Harris (mngr and program mngr), J. H. Tozer (sales mngr), H. A. Taylor (chief engineer).

Network Affiliation: Whitford Broadcasting Network (6PM-AM). Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

## 6KG Kalgoorlie

Licensee: Goldfields Broadcasters (1933) Pty Ltd, Hannan-st, Kalgoorlie. Phone Kal. 464. Telegrams Sixkg.

Transmitter Site: Parkeston. Power: 2kw. Frequency: 860kcs. District Covered: Rural. mining. Operating Hours: Mon-Fri. 7am-1pm, then 5-10.30pm; Sat. 7am-3.30pm, then 5-10.30pm; Sun. 11am-2.30pm, then 5-10pm. In relay with 6PM.

Managing Director: F. R. Whitford.

Executives: W. J. Attwill (mngr & program mngr), J. H. Tozer (sales mngr), H. A. Taylor (chief engineer).

Network Affiliation: Whitfords Broadcasting Net. Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

## 6MD Merredin

Licensee: W.A. Broadcasters Pty Ltd. Phone Merredin 109. Telegrams Sixmd.

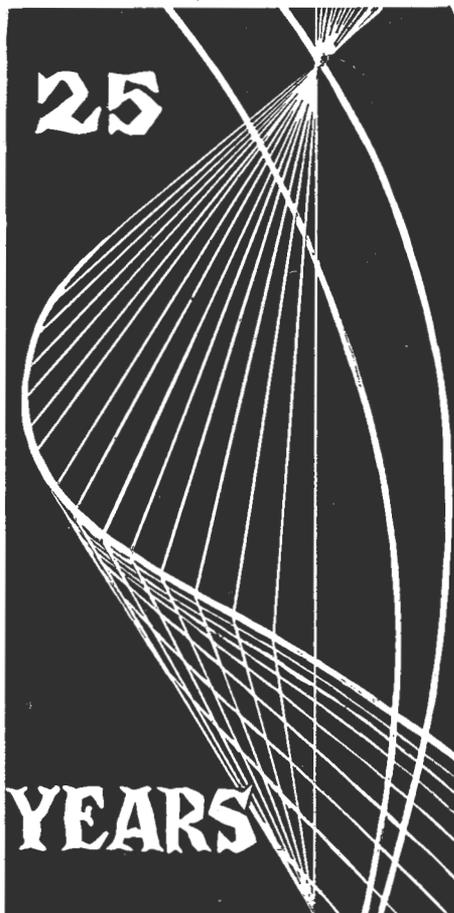
Transmitter Site: Merredin. Power: 2kw. Frequency: 1100kcs. District Covered: Light industrial, pastoral, rural. Operating Hours: Mon-Fri. 7am-2pm, then 5-10.30pm; Sat. 7am-11pm; Sun. 9am-12.30pm, then 5-10.30pm. In relay with 6IX.

Directors, Executives, Network Affiliation, Interstate Representation: See 6IX.

## 6NA Narrogin

Licensee: People's Printing & Publishing Co, 17-19 James-st, Perth. Phone BF1636. Telegrams Sixky.

Transmitter Site: Inglewood. Power: 2kw.



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of radio activity by  
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clock; a lot of know-  
how under the hat.

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PERTH**

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**6AM  
NORTHAM**

100 miles from nearest opposition. Thoroughly servicing the richest agricultural areas.

**6KG  
KALGOORLIE**

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**6GE  
GERALDTON**

200 miles from opposition. Covering the vast northern agricultural, pastoral, crayfishing, fishing, lead, oil, tomato and banana growing areas.

*For information see:*

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56 Young Street, Sydney.

**E. L. JEFFREY,**

374 Little Collins St., Melbourne.

**WHITFORD  
BROADCASTING NETWORK**

115 St. George's Terrace, Perth

Frequency: 920kcs. District Covered: Pastoral, rural.

Operating Hours, Directors, Executives, Network Affiliation, Interstate Representation: See 6KY.

**6TZ Bunbury**

Licensee: Nicholson's Ltd, 340 Hay-st, Perth. Phone BF3044. Telegrams Sixpr.

Transmitter Site: Waterloo. Power: 2kw. Frequency: 313 metres, 960kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 6am-10.15pm; Sat. 6am-10.30pm; Sun. 7-10.30pm. In relay with 6PR.

Directors, Executives, Network Affiliation, Interstate Representation: See 6PR.

**6VA Albany**

Licensee: Albany Broadcasters Ltd, 165-167 York-st, Albany. Phone 1073, 1104. Telegrams Sixva.

Transmitter Site: Albany. Power: 2kw. Frequency: 780kcs. District Covered: Industrial, rural. Operating Hours: Mon. to Fri. 7.30am-1pm, then 5.30-10pm; Sat. 7.30am-1pm, then 2.30-10pm; Sun. 11am-2pm, then 5.30-10pm.

Directors: R. R. Holmes, G. Manley, D. Robinson, C. Bleechmore, R. J. Dumas.

Executives: Ted Furlong (mgr), G. K. Wild (tech. in charge).

Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

**6WB Katanning**

Licensee: W.A. Broadcasters Pty Ltd, Katanning, WA. Phone Katanning 144. Telegrams Sixwb.

Transmitter Site: Katanning. Power: 2kw. Frequency: 1070kcs. District Covered: Pastoral. Operating Hours: Mon.-Fri. 6am-2pm, then 5-10.30pm; Sat. 6am-11pm; Sun. 9am-12.30pm, then 5-10.30pm. In relay with 6IX.

Directors, Executives, Network Affiliation, Interstate Representation: See 6IX.

For Western Australian stations of the ABC see special ABC section, page 94.

# Radio stations

- *Tasmania*



**PHONE STC FIRST**

**B 2231**

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**MACQUARIE**

**7HO**

**7LA**

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IN TASMANIA !**

**7HO Hobart**

**Licensee:** Commercial Broadcasters Pty Ltd, 80-84 Elizabeth-st, Hobart, GPO box 671F. Phone B7731. Telegrams Sevenho.

**Transmitter Site:** Mt. Nelson. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-midnight; Sun. 6am-11pm.

**Directors:** G. F. Davies, L. Nettlefold, S. Sims.

**Executives:** E. G. McRae (mngtr), A. B. Brown (asst. mngtr), W. S. Morrison (chief engineer), B. D. Carr (program mngtr).

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

**7HT Hobart**

**Licensee:** Metropolitan Broadcasters Pty Ltd, 141 Elizabeth-st, Hobart, GPO Box 572F. Phone B5083. Telegrams Sevenht.

**Transmitter Site:** Droughty Point, Derwent River Shore. **Power:** 2kw. **Frequency:** 1080kcs. **District Covered:** Industrial, fruitgrowing, rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-10.30pm.

**Directors:** B. A. McCann (chairman), L. E. Benjamin, L. C. McCann, R. J. Morris.

**Executives:** R. M. Vertigan (mngtr), A. R. Waters (sales mngtr), F. B. Klein (chief engineer), M. McCann (program mngtr).

**Network Affiliation:** Major. **Interstate Representation:** A. L. Finn, 60 King-st, Sydney (BX6161); Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674).

**7AD Devonport**

**Licensee:** Northern Tasmania Broadcasters Pty Ltd, 50 Rooke-st, Devonport, PO Box 18. Phone Devonport 437. Telegrams Sevenad.

**Transmitter Site:** Don Heads. **Power:** 500wts. **Frequency:** 900kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 7am-11pm; Sun. 10am-10.30pm.

**Directors:** K. A. Findlay, D. P. Findlay, B. A. Findlay, F. M. Findlay, T. Lord.

**Executives:** M. T. Evans (mngtr), R. Moors (sales mngtr), L. Moorehouse (chief engineer), A. Maney (program mngtr).

**Interstate Representation:** A. L. Finn, 60 King-st, Sydney (BU6161); R. Haig-Muir, Stanhill, 33 Queens-rd, Melbourne (BM3641).

**7BU Burnie**

**Licensee:** Burnie Broadcasting Service Pty Ltd, 57 Wilson-st, Burnie, PO Box 120.

Phone Burnie 125. Telegrams Sevenbu.

**Transmitter Site:** Cooee. **Power:** 500wts. **Frequency:** 560kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 6.30am-10.30pm; Sat. 6.30am-10am, then 5-10.30pm; Sun. 9am-1pm, then 5.30-10.30pm.

**Directors:** K. A. Findlay, D. P. Findlay, B. A. Findlay, F. M. Findlay, T. Lord.

**Executives:** T. Lord (mngtr), C. Nunn (sales mngtr), C. H. Trethewey (chief engineer), R. E. Ling (program mngtr).

**Interstate Representation:** A. L. Finn, 60 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 33 Queens-rd, Melbourne (BM3641).

**7EX Launceston**

**Licensee:** 7EX Pty Ltd, 74 Charles-st, Launceston. Phone B1777-8. Telegrams Sevenex.

**Transmitter Site:** St. Leonards. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 6.30am-11pm; Sun. 8.30am-10.30pm.

**Executives:** A. E. Evans (mngtr), D. R. Cossins (sales mngtr), T. Freeman (chief engineer).

**Network Affiliation:** Major. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (BU2673); Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674).

**7LA Launceston**

**Licensee:** Findlay & Wills Broadcasters Pty Ltd, Broadcast Hse, Quadrant. Phone B1551, B1552. Telegrams Sevenla.

**Transmitter Site:** West Tamar. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Industrial, rural. **Operating Hours:** 6.30am-11pm daily.

**Directors:** N. A. Findlay, E. L. Garrott, Sir Lionel Hooke, J. F. Wilson.

**Executives:** R. E. Ward (mngtr), B. Bardell (sales mngtr), R. B. McLean (chief engineer), H. R. Parish (assist. mngtr).

**Network Affiliation:** Macquarie. **Interstate Representation:** Sydney and Melbourne, see Macquarie.

**7QT Queenstown**

**Licensee:** West Coast Broadcasters Pty Ltd, PO Box 315, Queenstown. Phone 124.

**Transmitter Site:** South Queenstown. **Power:** 500wts. **Frequency:** 720kcs. **District Covered:** Mining, pastoral. **Operating Hours:**

Mon.-Fri. 7am-1pm, then 4.30pm-10.30pm; Sat. 7-9am, then 12noon-10.30pm; Sun. 5-10.30pm.

**Directors:** N. A. Findlay, A. E. Garrott, B. A. McCann, E. L. Garrott, H. Ebrall.

**Executives:** H. Ebrall (mng'r & chief engineer), V. Finn (sales mng'r), P. Haigh (program mng'r).

**Interstate Representation:** R. Haig-Muir Stanhill, 33 Queens-rd, Melbourne (BM3641); A. L. Finn, 60 King-st, Sydney (BX6161).

## 7SD Scottsdale

**Licensee:** North East Tasmanian Radio Broadcasters Pty Ltd, King-st, Scottsdale, PO Box 109. Telephone Scottsdale 32. Telegrams Sevends.

**Transmitter Site:** North Scottsdale. **Power:** 500wts. **Frequency:** 1450kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 7am-1pm, then 4.30-10.15pm; Sat. 7-9am, then 4.30-10.15pm; Sun. 10am-1pm, then 5-10.15 pm.

**Directors:** K. A. Findlay, D. P. Findlay, B. A. Findlay, F. M. Findlay.

**Executives:** B. Scetrine (mng'r & chief engineer), D. Rainsford (sales mng'r), T. Allen (program mng'r).

**Network Affiliation:** Tas. Coastal Net. **Interstate Representation:** A. L. Finn, 60 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 33 Queens-rd, Melbourne (BM3641).

For Tasmanian stations of the ABC see special ABC section, page 94.

# Radio networks

- *National*
- *Interstate*
- *Regional*



**when you  
think of**

**NATIONAL COVERAGE**

*Think of*

**major**

**THE MAJOR BROADCASTING NETWORK**

**2UE . 2KO . 3DB . 3LK . 4BK  
4AK . 5AD . 5MU . 5SE . 5PI  
6PR . 6TZ . 6CI . 7HT . 7EX**

## NATIONAL

**MACQUARIE BROADCASTING SERVICES**, 136 Phillip-st, Sydney. Phone B0360.

**Executives:** Clive Ogilvy (chairman), S. R. I. Clark (manag. dir.), F. J. Coombes (dir. of sales), J. L. Darnton (sales mngr), J. O. Cooté (NSW sales mngr), R. Heath (Vic. sales mngr), I. K. McKay (prod. mngr), P. P. Campbell (prod. exec.), D. R. Armstrong (secretary), A. O'Keefe (program mngr), L. Warburton (publicity mngr).

**Member Stations:** 2GB, 2CA, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3CV, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA.

**Co-operating:** 2AD, 2AY, 2BE, 2BH, 2BS, 2DU, 2GF, 2GN, 2KA, 2MO, 2QN, 2RG, 2TM, 2WG, 2KM, 2VM, 3BA, 3BO, 3GL, 3MA, 3SR, 3UL, 3YB, 4CA, 4GR, 4LG, 4MB, 4MK, 4RO, 4TO, 4VL, 4WK, 4ZR, 6AM, 6GE, 6KG, 7AD, 7BU, 7SD, 7QT.

**I/State Repr.:** Branch office, 382 Latrobe-st, Melbourne (FJ3671). Key stations all other states. **O'seas:** See 2GB.

Network, formed in 1938 under supervision of the late Sir Hugh Denison, offers complete national coverage. One of its original main objects was to provide a centralised and complete service for advertisers from conception and production of programs to final rendering of accounts.

Structure of the Network was greatly strengthened when it became a co-operative unit. Today member stations are shareholders and actively direct the policy of the company.

### MAJOR BROADCASTING NETWORK.

29 Bligh-st, Sydney. Phone B0329.

**Member Stations:** 2UE, 2KO, 3DB-LK, 4BK-AK, 5AD-PI-MU-SE, 6PR-TZ-CI, 7EX, 7HT.

**I/State Repr.:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674). Member stations all other states.

Network, formed in 1930, offers national coverage. Its stations, in capital cities and regional centres, are long-established and highly-rated.

## INTERSTATE

**AMALGAMATED WIRELESS (AUSTRAL-ASIA) LIMITED**, 47 York-st, Sydney. Box 2516, GPO, Sydney. Phone B0233.

**Executives:** Sir Lionel A. Hooke (manag.

dir.), A. E. R. Fox (assist. general mngr), R. K. Harris (country bcasting service supt), 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 CORPORATION PTY LTD**, 49 Market-st Sydney, Phone BM6701; Cnr Wharf & Adelaide-sts, Brisbane, Phone B0333.

**Executives:** M. F. Albert (chairman), A. F. Albert (vice-chairman), L. C. Hynes (general mngr, also general mngr, 2UW), M. E. Baker (4BC), A. P. Wynne (4MB), E. J. Rheuben (4RO), E. E. Gold (4GR).

**Member Stations:** 4BC-SB, 4MB, 4RO, 4GR, 2UW.

**I/State Repr.:** W. R. Stevens, c/o Wharf & Adelaide-st, Brisbane (B0333); R. W. Highfield, Asbestos Hse, York-st, Sydney (BX2737); E. L. Jeffrey (all stations excepting 2UW), 370 Little Collins-st, Melbourne (MU3115); 2UW, D. Gilder, 18 Queen-st, Melbourne (MU2819).

Network established March, 1937.

Stations offer Sydney, Brisbane and Queensland regional coverage.

Although all the stations are under the 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

**ASSOCIATED BROADCASTING SERVICES LTD**, 365 Elizabeth-st, Melbourne. Phone FY0211.

**Executives:** S. J. A. Kemp (general mngr), R. Ellenby (sales, mngr).

**Member Stations:** 3SR, 3YB, 3UL.

**I/State Repr.:** Vic Dinneney, 66 Pitt-st, Sydney (BW1218).

Associated Broadcasting Services was formed as a public company early 1957 to purchase the interests of the Argus Broadcasting Service from the Argus & Australasian Ltd.

Argus had operated the network since 1936.

Stations offer Victorian regional coverage.

**ADVERTISER NETWORK**, Box 392, GPO, Adelaide. Phone LA0421.

**Executive:** K. A. Macdonald (mngnr).

**Member Stations:** 5AD, 5PI, 5MU, 5SE.

**I/State Repr.:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); I. W. Phillips, 29 Bligh-st, Sydney (B0329), also J. T. Taylor, Major Network, Hosking Hse, Penfold Place, Sydney (BW8780). **O'seas:** Harold Maughan, Ludgate Hse, 110 Fleet-st, London, EC4; Joshua B. Powers Inc, 345 Madison-Ave, New York 17, NY.

Network offers Adelaide and SA rural coverage.

**NEW ENGLAND NETWORK**, C/o Tamworth Radio Development Co Ltd, 312 Peel-st, Tamworth. Phone Tamworth B988.

**Executives:** E. Higginbotham (manag. dir.), S. Emerton (Network supervisor), D. Charlton (chief engineer), R. V. Brislan (2AD), A. Thompson (2RE), E. Keech (2TM), E. Collings (2VM), B. F. Watson (Net. secretary).

**I/State Repr.:** 4BH, 43 Adelaide-st, Brisbane (all stations except 2RE), Phone B2002; 2RE, E. Wood, 329 Adelaide-st, Brisbane (UW1387); Country Radio & Television Pty Ltd, 30 Carrington-st, Sydney (BX3380); John Havre, 56a Franklin-st, Melbourne (all stations except 2RE), FJ3621; 2RE, R. Haig Muir, 33 Queen-st, Melbourne (BM3641).

Network, formed by holding company, Broadcast Amalgamated, in 1954, offers NSW regional coverage.

**NICHOLSON'S LTD**, 340 Hay-st, Perth Phone BF3044. Telegrams Sixpr, Perth.

**Directors:** H. P. Downing, E. F. Downing, J. L. Paton, E. M. Barker, H. M. Edwards.

**Executives:** R. McC. Russell (mngnr), A. G. Barker (sales mngnr), W. Broughall (program mngnr).

**Member Stations:** 6PR, 6TZ, 6CI.

**I/State Repr.:** Victorian Broadcasting Network, 239 Collins-st, Melbourne (Cent. 4124); Fred Russell, 36 Grosvenor-st, Sydney (BU7220).

Stations offer Perth and WA regional coverage.

**TASMANIAN COASTAL NETWORK**, Box 120, PO, Burnie. Phone Burnie 125.

**Executives:** Tas Lord (mngnr & mngnr, 7BU), D. Charlton (mngnr, 7AD), B. Scettrine (mngnr, 7SD).

**Member Stations:** 7BU, 7AD, 7SD.

**I/State Repr.:** A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, 33 Queen-st, Melbourne (BM3641).

Network offers Tasmanian regional coverage.

**VICTORIAN BROADCASTING NETWORK**, 239 Collins-st, Melbourne. Phone Cent. 4124. Telegrams Radiocentre.

**Member Stations:** 3HA, 3TR, 3SH, 3NE.

**Executives:** David F. Syme (founder & manag. dir.), Nevill Dixon (general mngnr), Bob Baeck (sales mngnr), David de la Rue (manag. dir & mngnr, 3NE), Donald P. James (mngnr, 3HA), Harry Lithgow (mngnr, 3SH), Gordon Lewis (mngnr, 3TR).

**I/State Repr.:** Fred Russell, 36 Grosvenor-st, Sydney (BU7220). **Country Repr.:** Cec Corley, 239 Collins-st, Melb. (Cent. 4124).

Network stations are strategically placed to cover all four corners of Victoria and, between them, the greater part of the state.

VBN was established in 1931 with 3HA, adding 3TR in 1936, 3SH in 1937, and 3NE in 1954.

**WA BROADCASTERS PTY LTD**, Lyric Hse, 223 Murray-st, Perth. Phone BF2321.

**Executive:** B. Samuel (general mngnr).

**Member Stations:** 6IX, 6WB, 6MD, 6BY.

**I/State Repr.:** Macquarie. **O'seas:** See Macquarie.

Network offers Perth and WA rural coverage.

**WHITFORD BROADCASTING NETWORK**, 115 St George's Terrace, Perth. Phone BA2201.

**Executives:** F. R. Whitford (manag. dir.), H. A. Taylor (chief engineer), J. H. Tozer (sales mngnr), L. J. Harris (mngnr, 6GE), W. J. Attwill (mngnr, 6KG).

**Member Stations:** 6PM, 6AM, 6KG, 6GE.

**I/State Repr.:** D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

Network offers Perth and WA regional coverage.

# Radio representatives

- *And of overseas radio  
and TV organisations*



**SYDNEY**

**BARNES CHAPMAN COMPANY PTY LTD**, 31 Macquarie Place, Sydney. BU5995, BU6401. (3XY, 4IP, 2XL, ARC Recording Div.). M. D. Chapman, M. J. Jones (dirs).

**BATTYE, NOEL PTY LTD**, 52 Phillip-st. Sydney. BU4598. (3UZ, 4KQ, 6KY-NA, 2RG, 2HD, Grace Gibson Radio & TV Prod. Noel Battye, Dillah Battye (dirs).

**COUNTRY BROADCASTING SERVICES**, Hosking Hse, Penfold Place, Sydney. BW1428. Telegrams Twogz Sydney. (2GZ, 2NZ, 2LM). A. Ridley (gen mngr), W. R. Smith (sales).

**COUNTRY RADIO & TELEVISION PTY LTD**, 30 Carrington-st, Sydney. BX3380. Telegrams TwoTM Sydney. (2TM, 2AD, 2MO, 2RE, 2VM, 5PI-MU-SE, 3MA). R. R. Parker (mngr).

**DINNENY, VIC**, 66 Pitt-st, Sydney, BW1218 (Associated Broadcasting Service, 3SR, 3YB 3UL).

**FINN, A. L. PTY LTD**, 66 King-st, Sydney. BX6161. Telegrams Leofinn Sydney. (3KZ, 4LG, 4MK, 5KA-AU-RM, 7HT, 7BU, 7SD, 7QT, Hector Crawford Radio & TV Prod.). A. L. Finn (gov. dir.), P. Halse (radio mngr), B. E. McGuinness (program sales).

**HIGHFIELD, R. W.**, Asbestos Hse, 65 York-st, Sydney. BX2737. Telegrams Sydrep Sydney. (4BC-SB, 4GR, 4MB, 4RO, 4SB, 4AY, 4VL, 4ZR).

**LOCK, KINGSLEY**, CML Bldg, 60 Hunter-st, Sydney. BW9370. (2KO).

**MACQUARIE BROADCASTING SERVICE**, 136 Phillip-st, Sydney. Phone B0360. (2CA, 2LF, 2LT, 2MG, 2MW 2NX-NM, 2PK, 2WL, 3AW, 3CV, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 2DU, 2BS, 3BA, 2BH). S. R. I. Clark (managing dir), F. J. Coombes (dir. of sales).

**PHILLIPS, I. W.**, 5th floor, 29 Bligh-st, Sydney. B0329. (3DB-LK, 4BK-AK, 5AD-PI-MU-SE).

**RUSSELL FRED**, 36 Grosvenor-st, Sydney. BU7220. (Victorian Broadcasting Network. 3HA-TR-SH-NE and Nicholson's Ltd, 6PR-TZ-CT).

**SCOTT, D. N.**, O'Brien Hse, 56 Young-st, Sydney. BU2763. Telegrams Donscott, Sydney. (7EX, 6PM-AM-KG-GE, 6VA, 3CS.)

**MELBOURNE**

**ALLAN, STANFORD**, 247 Collins-st, Melbourne. Cent. 4705. (2KY, 2BE.)

**ANDERSON, HUGH**, 130 Exhibition-st. Melbourne. MF3674. (2UE, 2GZ, 2KO, 2LM, 2NZ, 3GL, 4BK-AK, 5AD-PI-MU-SE, 7EX, 7HT.)

**GILDER, D. G.**, 18 Queen-st, Melbourne. Telegrams Twouw Melbourne. MU2819. (2UW.)

**HAIG-MUIR PTY LTD**, 33 Queens-rd, Melbourne. BM3641-2-3. Telegrams Haig-Muir Melb. (2HD, 2QN, 2RE, 2WG, 4KQ, 4LG, 4MK, 6KY-NA, 7BU, 7AD, 7QT, 7SD, Grace Gibson Radio & TV Prod. R. F. Haig-Muir (manag. dir).

**HAVRE, JOHN**, 65a Franklin-st, Melbourne. FJ3621. (4IP, 2TM, 2VM, 2AD 2MO.)

**JEFFREY, E. L.** 3rd floor, Phoenix Chambers, 374 Little Collins-st, Melbourne. MU3115. Telegrams Selo Melbourne. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4ZR, 4VL, 2KM, 2KA, 2BH, 3CS, 5KA-AU-RM, 6PM-AM-KG-GE, 6VA.) E. L. Jeffrey (principal).

**MACQUARIE BROADCASTING SERVICE**, 382 Latrobe-st, Melbourne. Phone FJ3671. (2GB, 2CA, 2DU, 2BS, 2RG, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3CV, 3BA, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA). Roy Heath (Melb. mngr).

**OATEN WARD**, L&G Bldgs, 379 Collins-st, Melbourne. MU4725. (2SM, 2XL.)

**THOM, J. D.**, 395 Collins-st, Melbourne. MB1792. (3MA.)

**BRISBANE**

**STEPHENS, W. R.**, 30-38 Wharf-st, Brisbane. B0333. (2UW, 4AY, 4GR, 4LG, 4MB, 4VL, 4ZR.)

**WOOD, ERIC**, 329 Adelaide-st, Brisbane. B7075. (2HD, 2RE.)

**OVERSEAS RADIO-TV REPS**

**British Broadcasting Corporation, London**, W.I. Australasian representative, James F. Mudie, MBE, National Building, 250 Pitt-st, Sydney (B0657, BM 3894). Program assistant, Walter H. Eastman.

**National Broadcasting Co Inc, New York, USA**. Repr. by Amalgamated Wireless of Aust. Ltd, 47 York-st, Sydney (B0233). NBC Films Division (TV programs) repr. by AWA radio and TV program service.

**NBC Monitor radio program**. Repr. by Macquarie Broadcasting Service, 136 Phillip-st, Sydney, B0360, and interstate network stations.

**United Press Associations (New York)**, Caltex House, Kent-st, Sydney, Box 5336, GPO, Sydney. Phone BU4134-5. South Pacific hq. Bureau manager Eric Riel. Radio station (Wahroonga), phone JW 2137. Radio & TV newsreel services. UPMT (United Press Movietone).

**Voice of America, Washington, USA**. Repr. by US Information Service, 46-48 Margaret-st, Sydney (BX 7071, cables, Amconsul, Sydney).

# **Australian Broadcasting Commission**



**T**HE Commonwealth Government took the first steps that ultimately led to the establishment of the Australian Broadcasting Commission as long ago as 1929.

The Government entered into a three-year contract with the Australian Broadcasting Company to supply programs for what were known as Australia's A class stations.

The company was made up of motion picture, theatrical and music publishing interests.

Stuart F. Doyle was the company's chairman; Sir Benjamin Fuller its vice-chairman and these two, with Frank Albert, made up the company's directorate.

C. F. Marsden was the company's supervising manager.

The Postmaster General's Department provided the technical facilities for the company's broadcasts.

At the end of the Government's first contract with the company 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.

Important developments in the ABC since World War II have included:

The establishment of an independent news service from June 1, 1947; and the establishment early in 1946 of the Sydney Symphony Orchestra with the aid of subsidies from the NSW State Government and the Sydney City Council.

This arrangement led to the formation of full-time symphony orchestras in the other States financed on the same basis by grants from State Governments and local government authorities.

Broadcasting of the proceedings of the Commonwealth Parliament began in July, 1946 following the passing of the Parliamentary Proceedings Broadcasting Act (1946).

The act established a joint Parliamentary committee which determines the transmitters from which the broadcasts are given, the hours of transmission and which House is to be broadcast on a particular day.

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.

The ABC's television service began with the opening of station ABN (Channel 2) Sydney on November 5, 1956.

The Melbourne station ABV (Channel 2) began two weeks later.

Radio Australia, the Australian shortwave service to other countries began early in the war.

Its objective was to provide news and explain the Australian viewpoint.

During most of the war the service was controlled by the Department of Information but in 1951 the Commonwealth Government decided that its programs should be taken over by the ABC.

Radio Australia broadcasts 23 news bulletins daily to Asia and the Pacific, North America, the British Isles and Europe and Africa.

Languages in which Radio Australia broadcasts are given include Indonesian, Mandarin, Thai and French.

The ABC celebrated its silver anniversary on July 1, 1957.

## 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, 10kw), 2FC (610kcs, 10kw).  
Regional.

2BA Far South Coast, Bega (810kcs, 10kw); 2CO Riverina & NE Victoria, Albury (670kcs, 10kw); 2CR Western Districts, Orange (550kcs, 10kw); 2LG Lithgow (1570 kcs, 200w); 2ML Murwillumbah (560kcs, 200w); 2NA Newcastle (1510kcs, 2kw); 2NB Broken Hill (760kcs, 1kw); 2NC Newcastle (1230kcs, 10kw); 2NR Northern Rivers, Grafton (700kcs, 10kw); 2TR Taree (720kcs, 200w); 2KP Mid North Coast, Kempsey (680kcs, 10kw); 2NU North-Western, Tamworth (650kcs, 10kw); 2GL Northern Tablelands, Glen Innes (820kcs, 10kw).

### VICTORIA:

(Melbourne.)

3AR (620kcs, 10kw), 3LO (770kcs, 10kw).  
Regional.

3GI Gippsland, Sale (830kcs, 7kw); 3WV Western Victoria, Horsham (580kcs, 10kw); 3WL Warrnambool (1570kcs, 200w).

### QUEENSLAND

(Brisbane.)

4QG (790kcs, 10kw), 4QR (590kcs, 10kw).  
Regional.

4AT Far North, Atherton (600kcs, 500w); 4QA Pioneer District, Mackay (720kcs, 2kw); 4GM Gympie (1570kcs, 200w); 4QB Wide Bay, Maryborough (910kcs, 2kw); 4QL West-

ern Queensland, Longreach (540kcs, 10kw);  
4QN Northern Queensland, Townsville  
(630kcs, 7kw); 4QS Darling Downs, Too-  
woomba (750kcs, 10kw); 4RK Central  
Queensland, Rockhampton (840kcs, 10kw);  
4QY Far North, Cairns (940kcs, 2kw); 4SO  
Southport (1590kcs, 200w).

#### SOUTH AUSTRALIA:

(Adelaide.)

5AN (890kcs, 2kw); 5CL (730kcs, 5kw).

Regional.

5CK Lower North Station, 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  
Renmark (1590kcs, 2kw).

#### WESTERN AUSTRALIA:

(Perth.)

6WF (690kcs, 5kw), 6WN (810kcs, 10kw).

Regional.

6GF Goldfields, Kalgoorlie (720kcs, 2kw);  
6GN Geraldton (830kcs, 2kw); 6WA Wagin  
(560kcs, 50kw); 6NM Northam (600kcs,  
200w); 6AL Albany (650kcs, 400w).

#### TASMANIA:

(Hobart.)

7ZL (600kcs, 2kw), 7ZR (940kcs, 2kw).

Regional.

7NT North Tasmania, Launceston (710kcs,  
10kw); 7QN West Coast, Queenstown  
(540kcs, 200w).

#### NORTHERN TERRITORY:

5AL Alice Springs (1530kcs, 200w), 5DR  
Darwin (1500kcs, 200w).

#### PAPUA:

9PA Port Moresby (1250kcs, 500w).

#### SHORT WAVE SERVICES

VLG, VLH, VLR (all Lyndhurst, Vic,  
LG-LH, 10kw, LR, 5kw), VLI (Sydney, NSW,  
2kw), VLM, VLQ (Brisbane, Qld, 10kw),  
VLT (Port Moresby, Papua, 2kw), VLW-VLX  
(Perth, WA, LW 2kw, LX 10kw).

(Note: Frequencies on which these short  
wave stations transmit are varied as required  
for best results.)

#### EXPERIMENTAL FREQUENCY MODULATION SERVICES

(See special FM Section page 156)

## AUSTRALIAN BROADCASTING COMMISSION

Now building its television activities on 25 years  
national broadcasting experience.

The A.B.C. is the world's biggest concert organization: 750  
public concerts featuring famous international musicians  
during 1957.

**A.B.C. Symphony concerts alone have 50,000 regular  
subscribers.**

*Bringing Australia the best in . . .*

*Music, News, Talks, Drama, Variety and Sports*

## A.B.C. RADIO & TV

## TELEVISION STATIONS

**ABN Sydney**

Opened: Nov. 5, 1956.

**Transmitter & Studios:** Pacific Highway, Gore Hill. JF0433. Marconi transmitter (through AWA), with studio equip. from EMI, Fernseh (through Pyrox), and Marconi (through AWA).

Station opened using a temporary 20ft x 30ft studio, from which much live production including half hour dramas originated. Gore Hill when completed will include two 80ft x 60ft studios.

**Equipment:** Includes six image orthicon cameras, flying spot telecine facilities. Facilities available for continuous 16mm tele-recording. OB van has three lightweight cameras and two UHF links.

**Operating Hours:** Mon.-Fri., 3.30-4.15pm, then 5-5.30pm, then 7-10.30pm; Sat., 2-5pm, then 5-5.30pm, then 7-10.30pm; Sun., 2-5pm, then 7-10.30pm; Sun., 11am-12.15pm (twice monthly for church services), 5-6pm then 7-10pm.

**Technical Facilities:** Channel 2 (63-70 megs, 64.25 megs vision and 69.75 megs sound). 100kw vision ERP, 20kw sound ERP.

**Antenna:** 820ft above sea level.

**ABV Melbourne**

Opened: Nov. 19, 1956.

**Transmitter:** Marconi (through AWA), located Barnes' Lookout, Mt Dandenong.

**Studios:** Ripponlea. LF8100, LF8106. LF8108. Similar accommodation to ABN planned.

**Equipment:** Six image orthicon cameras; flying spot telecine equip. capable of tele-casting 16mm and 35mm films, with provision for transmitting sound from either optical track or 16mm magnetic sound track; OB van with three lightweight cameras and two UHF links; facilities for continuous tele-recording on 16mm film.

There is a 175ft tower at Ripponlea, designed to carry studio output to the transmitter by radio link, and receive OB telecasts.

**Operating Hours:** Mon.-Fri., 3.30-4.15pm, then 5-5.30pm, then 7-10pm; Sat., 2-5pm then then 7-10pm; Sun., 11am-12.15pm (twice monthly for church services), 5-6pm then 7-10pm.

**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.

**COMMISSIONERS AND EXECUTIVES**

Present Commissioners of the ABC are: **Sir Richard Boyer, KBE, MA** (chairman), **E. R. Dawes** (vice chairman), **Sir John Medley Kt. DCL, LLD, MA**, **Hon. Dame Enid Lyons, GBE, A. G. Lowndes, MSc, Mrs. E. F. Byth, OBE, BA, H. B. Halvorsen, FCA** (Aust.).

**Executives:**

General manager, **Charles Moses, CBE**.  
Assistant general manager, **A. N. Finlay, MC**.

Controller of programs, **Dr. Keith Barry**.  
Controller of administration, **T. S. Duckmanton**.

Editor-in-chief, ABC News, **W. S. Hamilton**.

Director of music, **Herbert Cannon**.

Director of light entertainment, **David Porter**.

Director of drama and features, **Neil Hutchison**.

Director of talks, **Alan Carmichael**.

Assistant controller of programs, **C. Semmler**.

Director of rural broadcasts, **John Douglas**.

Director of youth education, **C. R. Bull**.

Controller of technical services, **Lloyd Hadfield**.

Director of finance, **R. G. Gifford**.

Technical supervisor, **S. Darling**.

Federal sporting supervisor, **B. F. Kerr**.

Federal concert manager, **R. G. Lamb**.

Federal supervisor of religious broadcasts,

**Dr. J. Munro**.

Editor, ABC Weekly, **J. G. Paton**.

Federal supervisor of publicity, **Charles**

**Buttrose**.

Supervisor of the children's hour, **J.**

**Appleton**.

ABC State managers: Victoria, **J. R. E. Chapple**; Queensland, **D. E. Felsman**; South Australia, **C. Wicks**; Western Australia, **E. K. Sholl**; Tasmania, **F. W. Reed**; Papua and New Guinea, **D. R. Channell**.

Home and interstate offices and overseas representatives:

**SYDNEY**, Broadcast House, 264 Pitt-st. Cables and telegrams ABCOM. Box 487 GPO. Sydney. Telephone B0657. **News Department:** Woolworth's Building, Kellett-st, King's Cross. Cables & telegrams Broadnews. Telephone FA7701.

**MELBOURNE** (HQ), Majella, 473 St. Kilda-rd. Telephone BM3311. Telegrams Broadcast, Melbourne. **News Dept.:** Broadnews, Melbourne.

**BRISBANE**, Penney's Building (HQ), 167 Adelaide-st. Telephone B0561. Telegrams Broadcast Brisbane.

**ADELAIDE** (HQ), Hindmarsh Square. Telephone W1611. Telegrams Broadcast Adelaide.

**PERTH** (HQ), St. George's Terrace. Telephone BF1811. Telegrams Broadcast Perth.

**HOBART (HQ)**, City Mutual Life Building, 26 Elizabeth-st. Telephone B7821. Telegrams Broadcast Hobart.

**LONDON**, T. W. Bearup (representative), Australian Broadcasting Commission, 54 Portland Place, W.1. Cables Austcast, London.

**NEW YORK**, Miss Nell Fleming (representative), Australian Broadcasting Commission, Room 3320, 630 Fifth Avenue, New York 20. Cables Austcast New York.

**SOUTH-EAST ASIA**, C. V. J. Mason (representative), Australian Broadcasting Commission, Commercial Union Insurance Building, 3rd floor, Telegraph-st, Singapore 1. Cables, Austcast Singapore.

### PAST COMMISSION MEMBERS

The original members of the Commission were: Charles (now Sir Charles) Lloyd Jones (chairman), Herbert Brookes (vice chairman), R. B. Orchard, Dr. R. S. Wallace and Mrs. Elizabeth M. R. Couchman.

Charles Lloyd Jones resigned from the chairmanship as from June 30, 1934 and was succeeded by W. J. Cleary.

The original term of appointment of the members of the Commission was three years and this period expired on May 25, 1935.

Orchard and Mrs. Couchman were re-appointed but Dr. Wallace did not seek re-appointment. J. W. Kitto, OBE, was appointed for three years in his place. On December 31, 1939 Brookes, Orchard and Kitto retired.

E. C. Rigby was appointed vice-chairman. R. J. F. (now Sir Richard) Boyer and Sinclair J. McGibbon were appointed in their place.

The terms of Rigby, Mrs. Couchman and McGibbon expired on June 30, 1942 and their places were taken by P. G. J. Foley of Perth (who became vice chairman), Mrs. Ernestine Hill, of Adelaide, and J. D. G.

(now Sir John) Medley of Melbourne.

Cleary and Boyer were reappointed for further periods. Mrs. Hill resigned as from September 30, 1943 and Foley died on November 7, 1943.

Cleary resigned as chairman as from March 31, 1945 and was succeeded by Boyer.

E. R. Dawes of Adelaide succeeded Foley as vice chairman on December 6, 1944 and Mrs. I. M. Kent of Perth was appointed in place of Mrs. Hill.

J. S. Hanlan, of Sydney, was appointed to the Commission on April 1, 1945.

Following an amendment to the Broadcasting Act (1942-48) the constitution of the commission was altered to include departmental representatives from the Treasury and the Postmaster-General's Department.

In accordance with this amendment P. W. Nette, First Assistant Secretary, Department of the Treasury and P. E. R. Vanthoff, MVO, Deputy Director of Posts and Telegraphs, were appointed Commissioners from March 15, 1949.

J. S. Hanlan died on September 13, 1949 and C. W. Anderson succeeded him on October 25, 1949. With the appointments of Nette and Vanthoff the number of Commissioners was increased from five to seven.

Mrs. Kent's term of office expired in December, 1950, and she was succeeded by Dame Enid Lyons, GBE.

Anderson ceased to be a member on April 30, 1952 and J. C. Stewart was appointed in his place on June 3, 1952.

Nette also ceased to be a member on June 7, 1952 and M. W. O'Donnell was appointed Treasury representative in December, 1952.

Following enactment of the Broadcasting and Television Act (1956) another change was made in the Constitution of the Commission.

Representatives of the Postmaster-General's Department and the Department of the Treasury were replaced by private citizens — H. B. Halvorsen and A. G. Lowndes.

The term of office of J. C. Stewart expired on June 30, 1956. Mrs. E. F. Byth succeeded him.

**B**ROADCASTING  
... AND TELEVISION

**MOST-READ, MOST-USED  
AND MOST-QUOTED**

*The only trade paper serving the multi-million pound interlocked broadcasting, television and advertising industries that is especially pin-pointed to advertising agencies and national advertisers.*

# Radio production units

● *Transcription distributors*

● *Recording facilities*

● *Miscellaneous services*





# Radio & Television PROGRAMME SERVICE

for

## *COMPLETE RECORDING SERVICE!*

AWA Radio & Television Programme Service provides the most comprehensive range of programme features and facilities.

### **TELEVISION PROGRAMMES**

Representatives in Australia and New Zealand for N.B.C. television films.

### **RADIO PROGRAMMES**

Australia's No. 1. source of recorded programmes.  
Producers of every type of radio feature

### **COMMERCIAL RECORDING**

Studios in Sydney and Melbourne provide the most modern technical facilities for custom-built recordings.

Australia's National Wireless Organisation.  
**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**  
167 QUEEN STREET, MELBOURNE.  
47 YORK STREET, SYDNEY.

**S**INCE the recording of the first experimental radio program by Columbia (now EMI) in 1930, the Australian transcription industry has made giant strides, and today the yearly value of transcribed radio programs is between £750,000-£1million.

Studios and recording equipment now in use by Australian program recording companies — showing immense technical advances on the improvised facilities of the early 1930s — are valued at £250,000. Overall, the industry is recording about 135 quarter hours per week.

Possibly the best known pioneer of the Australian program production industry, and one of radio's greatest and best loved dramatists and personalities was the late George Edwards, who teamed with Columbia to record under the now famous title of Columbia-George Edwards Productions.

In 1950, the first association was formed to look after and protect the interests of recording companies. It was the Radio Recording Producers Association.

Although extremely helpful in stabilising prices and solving other worries, the Association lacked full support and later became dormant.

Then in 1956, top industry executives, headed in Sydney by R. V. Southey (EMI) and in Melbourne by Noel Dickson (ART), formed the now powerful industry organisation the Australian Radio Producers Association.

Its members, representing almost the entire Australian program production industry, are: EMI (Australia) Pty Ltd, Australasian Radio (& Television) Productions, Australian Record Company (program division), Amalgamated Wireless (Aust.), Grace Gibson Radio & TV Productions, Ron R. Beck Productions, Hector Crawford Productions, Hepworth Productions, Donovan Joyce Productions, Artransa and Fidelity Radio.

President is Noel Dickson, vice president, R. V. Southey, and secretary, J. Graham (Holt, Graham and Newman—solicitors).

Association hq is in Melbourne, 178 Collins-st (MF1051).

Apart from the home front, Australian transcription industry derives an important portion of its yearly income from program sales to English speaking countries throughout the world, including New Zealand, England, USA, Canada, Ceylon, and South Africa.

The high esteem in which Australian programs are held overseas, speaks clearly of the high technical standard of local productions and the outstanding ability of local artists, producers and technicians.

**AIR PROGRAMS, AUST,** 141 William-st, Sydney (FA 5410). Program producers and distributors.

**Directors:** Walter J. Hucker (man. dir.), Wendy J. Hucker.

Uses outside studios, but is completely equipped with own original and duplicating tape recording facilities.

**AMALGAMATED WIRELESS (A/SIA) LTD:** Recording dept, 47 York-st, Sydney. (B 0233). Cables, Expanse, Sydney. Producers of transcriptions and records.

**Executives:** A. E. R. Fox (assist. gen. mngr), K. Brown (mngr).

**Studios:** One Melb. and three Sydney studios, equipped with 12 tape recorders and portables and six disc recorders. All other production facilities. Also mechanical pressing equipment.

**Repr.:** AWA Melbourne, Brisbane, New Zealand, and London; Pan American Broadcasting Co, New York, USA; RCA-Victor, Canada.

**ARTRANSA PTY LTD:** 136 Phillip-st, Sydney, (B 0360).

**Executives:** R. T. Lord (mngr), J. Bradley (radio prod. mngr), S. Baker (radio sales mngr), C. Pym (sales exec.).

**Studios:** Both studios have Emitape recorders, disc recording machines, extensive sound effects library.

**Repr:** L. Fillmore, Artransa Pty Ltd, 566

**the finest  
recorded  
feature  
programmes**

**and top-selling  
commercial discs**

**FIDELITY**

**RADIO PTY. LTD.**

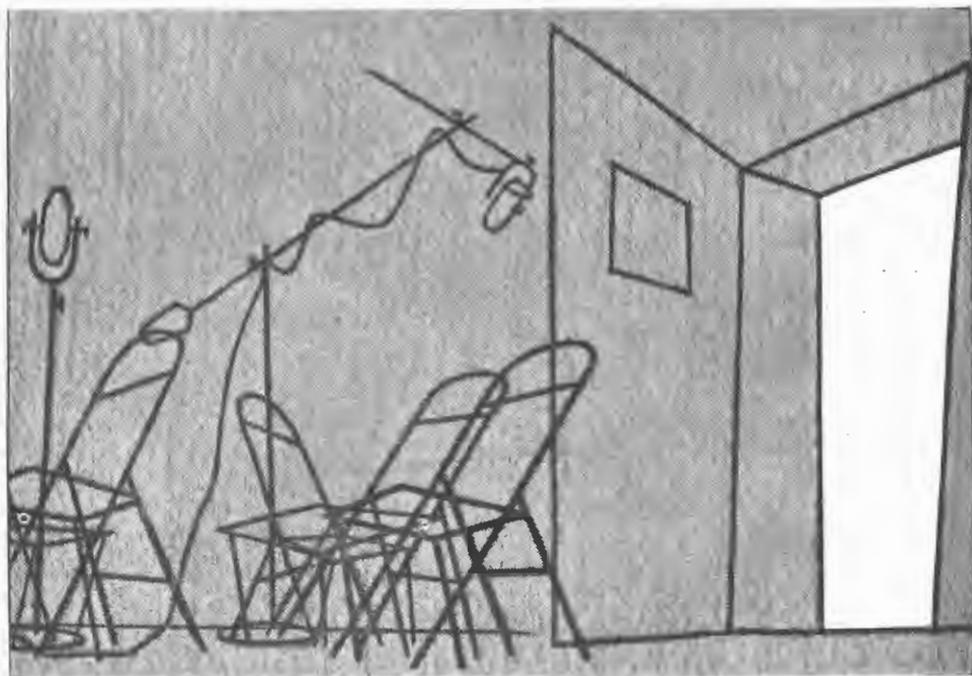
49 Market Street, Sydney.

Phone: MA 1040

18 Queen Street, Melbourne.

Phone: MU 2819

# A SOUND ARGUMENT—



## or why was the studio bare?

Choose one of the three answers:—(a) The picture was taken at night, (b) Someone didn't turn up, or (c) We were recording a ghost sequence.

First correct answer opened wins a prize—a studio booking for spots or feature, with a skilled and happy band of control operators and recording engineers who certainly know their business. Let's face it—they've been recording the lion's share of Australia's transcribed programmes and commercials for many years.

*Here's the sell*—maybe we'll have to wangle and re-shuffle a bit (our studios aren't often bare) but we'll fit you in somehow. Anyway, it's worth trying. No disappointment necessary.

P.S.—Our Programme Division is always a-bustle with schemes—never bare of ideas. Why don't you come up and intrigue with us sometime?

# ARC

29 Bligh Street, Sydney. Phone BW5741  
Australian Record Company Limited

Lumsdale-st, Melbourne (MU 4204); Paul Talbot, Fremantle Overseas Radio & TV Inc, 366 Madison Ave, New York, USA; John Walker, Artransa Pty Ltd, Box 10676 P.O., Johannesburg, South Africa; Fremantle Overseas Radio & TV, 59 Elbury-st, London, UK.

**AUSTRALIAN PRODUCTION UNIT,** 504 Little Collins-st, Melbourne. (MB 1139). Radio and TV feature and commercial producers.

**Directors:** R. M. Roberts.

**Executives:** Bill Roberts (prod. mngr), Gordon Leed (sales mngr), Barbara McIntosh and John Cooper (staff prods).

**AUSTRALIAN RECORD COMPANY (PROGRAM DIVISION),** 29 Bligh-st, Sydney. (BW 5741). Discosound, Sydney. Producers of radio features and commercials.

**Executives:** G. Grimsdale (exec. prod.), B. Westwood (prod.).

**Studios:** Two studios, fitted complete with consoles and amplifier equipment, with more than 16 different types of microphones. Technical units designed by ARC chief engineer, Eric Cleburne. Tape facilities are covered by EMI BTR type professional

machines, with rack mounted and portable recorders. Four speed Nuttal disc recorders. Nuttal recording lathes supported by Presto recorders.

**AUSTRALASIAN RADIO & TELEVISION PRODUCTIONS PTY LTD.** Head office, 352 Collins-st, Melbourne (MY 1188), Studio 504 Spencer-st, West Melbourne (FY 3649), Sydney office, 283 Elizabeth-st (BM 3007). Cable addresses: (Head office) Display, (Studio) Fanfare, (Sydney office) Fanfare. Feature program producers.

**Directors:** Noel Dickson (chairman and man. dir.), P. M. Daniell, J. Joyce (secy).

**Staff:** Roly Barlee (Melb. mngr & chief prod.), George Richards (Sydney mngr).

**Studios:** Equipment includes a Grampian amplifier and recording head, two tape recorders, and 44VX microphones. Cutting equipment includes new American Capps anti-noise modulation sapphire cutter.

**Repr.:** Frank Mason & Co (Aust) Pty Ltd, 62 Rundle-st, Adelaide; W. R. Stevens, 30 Wharf-st, Brisbane (for Qld country stations); Frank Mason & Co Ltd, 33 Norfolk-st, Strand, London; Harry G. Goodman Productions, 19 East 53rd St, at Madison Ave, New York, USA; All Canada Radio Facilities Ltd, 80 Richmond-st West, Toronto, Canada; Artransa Pty Ltd, Belray Bldg, Fox & Troye Sts, Johannesburg, South Africa.

*Whatever You Have to Sell . . .*

**We have the  
RADIO PROGRAMME  
to SELL it!**

Let us help you select the programme which will appeal directly to the potential buyers of your product. You may have ideas of just what that should be — if so, let us hear them. If you'd like **our** ideas, just ask us. We'll co-operate to the utmost to provide you with a programme of compelling interest.

● **SERIALS** ● **DRAMA** ● **MUSICAL FEATURES**

. . . all maintain the same high standard which over the years has achieved for Hector Crawford Productions the appreciation of a world-wide audience.

**INTERSTATE REPRESENTATIVES:**

See Page 106 of Radio Producers' Section of this volume.

**HECTOR CRAWFORD PRODUCTIONS  
PTY. LTD.**

40 Little Collins St., Melbourne. MF 4911.

**BECK, RON R., PTY LTD**, 69-71 Reservoir-st, Sydney (MA2955). Ronbeck, Sydney. Radio and TV program producers.

**Distributors:** J. Maddocks Cohen (chairman), R. R. Beck (man. dir.), B. W. M. Beck.

**Executives:** J. E. Tregonning (gen. mngr), Rosemary Sheekey (prod. dir.), B. Beck (mngr), L. Thomas (chief engr), R. J. Graham (secy).

**Studios:** One small studio, but specialises in OB production. Has £35,000 worth of OB equipment, including two vans, PA system, recorders, microphones, panel equipment. Top Australian OB producer.

**BRITISH AUSTRALIAN PROGRAMMES PTY LTD** (associated with Grace Gibson Radio & TV Productions), City Mutual Bldg, 60 Hunter-st, Sydney (BW 4661). Radio commercial producers.

**Directors:** Grace Gibson (govng dir.), R. R. Parr, Betty Barnard (secy), Wm. Robson.

**Executives:** J. M. Woodward (mngr and chief sound engr).

**Studios:** Same as Grace Gibson Radio & TV Productions.

**Repr.:** R. Haig-Muir, Haig-Muir Pty Ltd, Stanhill, 33 Queens-rd, Melbourne, Vic (BM 3641); Eric Wood, Box W1918 GPO,

Brisbane, Qld (B 2735); Noel Battye, Battye Pty Ltd, Phillip-st, Sydney, NSW (Sydney sales rep., BU-4598); Charles Michelson, 45 West 45th St, New York, USA.

**BROADCAST EXCHANGE OF AUSTRALIA PTY LTD**, 32 Market-st, Melbourne (BU 6171) **Beadisc**. Radio feature and commercial producers.

**Directors:** Hugh Anderson, W. G. Chip-pindall, P. D. George.

**Executives:** H. V. Barrow (gen. mngr), Monty Maizels (prod. mngr).

**CHRISTIAN BROADCASTING ASSOCIATION**, 12-14 Pine Ave, Five Dock, NSW (WF 8612). Religious program producers.

**Directors:** Rev. Vernon Turner, Eric Bird.

**Studios:** Two recording studios, fully equipped with Byer tape and disc recorders. 30 channel mixing central control desk, complete musical and sound effects library, including a Christie theatre organ and recording quality piano.

(Continued page 106)

The Most  
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Volume on Australia's  
Motion Picture Industry

THE **Film** Weekly

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1957-58 Edition Now Available

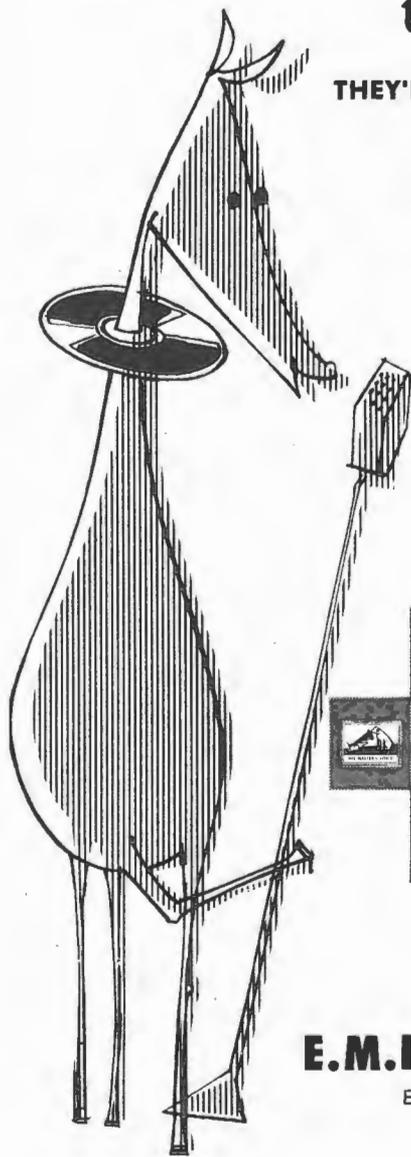
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SYDNEY.

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it's just plain horse sense

to choose **E.M.I.**

THEY'RE LEADERS IN THE RECORDING FIELD



**1st** in transcribed programmes

**1st** in the use of magnetic tape

**1st** in daytime serials

**1st** in children's serials

**1st** with self-contained daytime half-hour women's programmes

**1st** with the new 5-minute sessionettes



E.M.I.'s recording studios are the most modern this side of the equator. In 20 years E.M.I. have produced over 23,000 quarter hours of transcribed programmes, setting the pace in production standards—successful with listeners, successful with sponsors. It's just plain horse sense to let E.M.I. handle your programme—they're always in first place!

**E.M.I. (AUSTRALIA) LIMITED**

EMITRON HOUSE, 301 CASTLEREAGH STREET  
SYDNEY. BA 2501

OVERSEAS ENQUIRIES  
ADDRESSED TO:

E.M.I. (Australia) Limited  
301 Castlereagh Street, Sydney  
Phone BA 2501



**COMMERCIAL RADIO PRODUCTIONS,** 11 Harvest Terrace, Perth, WA (BA 4040, WM 4321). Advertising specialists, producers of radio and film sound.

**Directors:** Guy Drew (gen. mngr).  
Will open a Sydney branch office.

**CRAWFORD, HECTOR, PRODUCTIONS LTD,** 40 Little Collins-st, Melbourne (MF4911). Cables, Crawfordisc. Program producers.

**Directors:** Hector Crawford (man. dir). Dorothy Crawford, John Ormiston Reid, A. Leo Finn.

**Rep.:** A. L. Finn, 66 King-st, Sydney, NSW (BX 6161); Eric Wood, Anday Agency & Distributing Centre, Moorvale Cres, Indooroopilly, Qld (UW 1387); L. S. Wise Ltd, 196 Gilles-st, Adelaide, SA (W 5818); J. A. Mercer, Ad-Craft Advertising Service, 8 Esplanade, Perth, WA (BF2402); All Canada Radio Facilities Ltd, Victory Bldg, 80 Richmond-st, Toronto, Ontario, Canada; Artransa Pty Ltd, Belray Bldg, Fox & Troye Sts, Johannesburg, South Africa (22-9410), International Library Service, Carlton Hse, Lower Regent-st, 19 don, UK; Harry S. Goodman Productions, 19 East 53rd-st, Madison Ave, New York, USA.

**Studios:** Two studios, one for film and drama production, the other for TV production. Larger studio would accommodate symphony orchestra and full chorus.

**EMI (AUSTRALIA) LIMITED,** Emitron House, 301 Castlereagh-st, Sydney (BA 2501). Cables Emitron Sydney. Program producers.

**Directors:** John M. Burnett (chairman and man. dir.), Joseph F. Lockwood, Leonard J. Brown, Richard G. C. Parry-Okeden, Vivian J. Chalwin, George A. C. Kiernan and Joseph W. R. Hughes.

**Executives:** Norval W. Scott (secy), R. V. Southey (recdg dir.).

**Studios:** Three recording studios, each with own control room fitted with special consoles equipped with six turntables and eight microphone channels.

Largest studio is used for orchestral and instrumental recordings, second for dramatic and serial presentations and third for recording talks, commercials or auditioning.

**Repr.:** EMI (Aust) Pty Ltd, 167 Flinders Lane, Melbourne, Vic (MF 2211); EMI (Aust) Ltd, PO Box 90, Salisbury, SA (LX 9 ext. 6181); Electronic & Musical Industries, Hayes, Middlesex, UK (parent co.).

**FIDELITY RADIO PTY LTD,** 464 George-st, Sydney (MA 1040). Cables, Fidrad. Producers of programs, commercials and fidelity recordings.

**Executives:** Coral H. Wood (gen. mngr), Alfred G. C. Ward (sales mngr).

**Studios:** Uses 2UW theatre, equipped with all disc and tape recording equipment.

**Repr.:** Don Gilder, c/- 2UW, 18 Queen-st, Melbourne (MU2819); Harry S. Goodman Productions, 19 East 53rd-st, at Madison Ave, New York, USA.

**GRACE GIBSON RADIO & TV PRODUCTIONS PTY LTD,** City Mutual Bldg, 60 Hunter-st, Sydney (BW 4661). Gragibson, Sydney. Radio program producers, TV film distributors.

**Directors:** Grace Gibson (govng dir.), R. R. M'D. Parr, Betty Barnard (secy & mngr), Wm. Robson (acct.).

**Studios:** Equipped with four American Magnecord tape recorders, Nuttal high precision recording lathes, full sound effects and recorded music library, control panel in duplicate to allow for operation of up to eight turntables and four microphones.

**Repr.:** R. Haig Muir, 33 Queens-rd, Melb. (BM3641); Eric Wood, box W1918, GPO, Bris. (B2735); Noel Battye (sales rep), 51 Phillip-st, Sydney (BU 4598). **O'seas:** Charles Michelson, 45 West 45th-st, New York, USA.

**HEPWORTH PRODUCTIONS,** 37 Bathurst-st, Sydney (BM 2893). Program producers.  
**Director:** R. C. Hepworth.

**DONOVAN JOYCE PRODUCTIONS PTY LTD,** Caltex Hse, 167-187 Kent-st, Sydney (BU 4667). Cables, Rejoice, Sydney. Program producers.

**Directors:** Donovan Joyce, Nance Joyce.  
Usually deals direct with stations and networks in Australia and abroad.

**MBS RECORDING DEPARTMENT,** 136 Phillip-st, Sydney (B 0360).

**Executives:** L. N. Schultz (tech. services dir.), K. Freeman (facils. mngr).

**Studios:** Two large recdg studios, four Emitape machines, four disc recorders, complete sound effects library including electronic gunshot machine.

**Repr.:** See 2GB-Macquarie.

**MOONEY-WEBB TV & RADIO UNIT PTY LTD** (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd), 349 Collins-st, Melbourne (MU 8731).

**Directors:** E. J. Webb, I. Gorman.  
**Executives:** Danny Webb (prod.).

**PEACH, ROBERT PRODUCTIONS PTY LTD**, 65 Palmerston Crescent, Sth Melbourne (box 1338L, GPO Melb.). Phone MX4162.

**Director:** Robert Peach (mng. dir).

**Studios:** Each with special acoustic treatment, and equipped with tape and disc recording facilities, projection equipment, an electronic unit capable of producing 85 different gunfire sounds, echo chambers, audition facilities, and a mobile recording unit.

**SELLERS LANE STEVENS PTY LTD**, Bulls Chambers, 28 Martin Place, Sydney (BW 3285, BW 3006). Telegrams, Voice, Sydney.

**Directors:** Oswald Powell Sellers (chairman), Reginald Ewart Lane (man. dir.), Alfred Keith Courtney Stevens (gen. mgr).

**2UE RECORDING DEPARTMENT**, 7th Floor, Hosking House, Penfold Place, Sydney (B 0329).

**Executives:** Jack Pettett (mgr).

**Studios:** Extensive tape and disc recording facils, multiple tape dubbing, full sound effects and music library, Hammond organ and Solovox.

Concentrates on production of commercials.

**Repr.:** See Major Network.

**3DB TRANSCRIPTIONS**, 36 Flinders-st, Melbourne (MF 5451). Cables Threedb, Melbourne. Program and commercial producers.  
**Repr.:** See 3DB.

In addition to the above list of specialist radio production units, almost every commercial radio station is in the position to offer its clients facilities for recording of programs and radio commercials and would undoubtedly be only too pleased to give advice on any recording problem.

### MISCELLANEOUS SERVICES

**KEY FEATURES**, 5 Teloopa-st, Wollstonecraft, NSW (JF 5186).

**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.

**OLGA DEANE**, Flat 7, Baradine, King-st, Randwick, NSW. Phone FX3551.

Unique service to sporting, theatrical, radio, television and social personalities. Compiles and illustrates press, scrap and memory books.

# **B**ROADCASTING ... AND TELEVISION

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AND MOST-QUOTED**

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# Record companies and labels

## ● *Production statistics*



**T**HE substantial increase in the production of gramophone records in Australia, from 5,471,988 in 1952-53 to 9,392,076 in 1956-57, indicates the Australian record industry's sound future and financial position, and also the general public's growing interest in music.

Two principal reasons for the industry's increased business are:

- Sound radio promotion, and
- The development of new recording

techniques, foremost being long playing discs.

Figures for 1955-56 and 1956-57 show a sudden drop of over one million in the production of 78rpm discs, and an increase of nearly a million in both the production of 45 and 33-1/3rpm records.

Following are production figures, showing total yearly output of records from 1952 to 1956-57, and monthly figures from June 1956 to June 1957. Shown also are total monthly figures (1956-57) for all three speeds, 45, 33-1/3 and 78rpm.

	Record players	Record changers	Gramophone records		
			Total		
1952-53	—	—	5,471,988		
1953-54	—	—	6,880,000		
1954-55	—	—	7,344,300		
1955-56	—	—	78rpm	45rpm	33-1/3rpm
			5,321,675	1,276,265	1,517,543
1956-57	21,405	81,238	4,250,723	2,682,352	2,459,001
Month, 1956: June	—	—	355,571	153,502	150,084
July	1087	5836	366,828	172,349	167,169
Aug.	933	6297	432,765	216,256	168,335
Sept.	1266	5516	387,369	176,523	168,324
Oct.	1588	6492	419,583	152,098	317,441
Nov.	1863	5690	415,272	288,807	280,683
Dec.	1676	3461	273,309	168,545	185,298
1957: Jan.	9970	4211	369,901	200,263	184,884
Feb.	624	6739	338,583	295,446	222,421
Mar.	1544	9191	365,606	328,194	214,191
April	2355	8970	306,201	247,846	180,636
May	2231	10,865	343,820	271,994	200,847
June	5268	7970	231,486	164,031	168,772

**BELL RECORDS PTY LTD**, 81 York-st, Sydney. Phone BX2235-6. Telegrams Ding-dong Sydney.

**Directors:** J. A. Laing-Peach (mng dir), J. E. Madgwick (also secy), R. L. Walker (also PRO).

**Labels:** Bell.

**I/State Repr.:** Agents all States. O'seas: Bell Records Inc, 630 5th Avenue, New York, USA.

**CARINIA CO**, Daking Hse, Rawson Place, Sydney. Phone MA3234, BA3193.

**Executive:** M. Kulakowski (mnggr).

**Labels:** Elite Special, Baidophon, Carinia.

**I/State Repr.:** Agents all States.

**CORONET RECORDS PTY LTD**, 335-7 Dowling-st, Darlinghurst, Sydney. GPO box 4630. Phone FA9259. Telegrams Coronet Sydney.

**Labels:** Coronet, Fidelity, Rodeo, Pacific.

**Agency:** George Patterson Advertising.

**I/State Repr.:** Coronet Records, 12 Swan-st, Richmond, Vic; L. S. Wise Ltd, 196 Gilles-st, Adelaide, SA; Cooke Bros (Qld) Pty Ltd, Coronet Hse, 15 Mary-st, Brisbane; Athol M. Hill, 842 Hay-st, Perth.

**CRESTA AGENCIES PTY LTD**, 537 George-st, Sydney. Phone BM2616, BM6175. Telegrams Crestagency.

**Executive:** E. Cigna (mnggr).

Agents for Cora, CGD and Fonit labels.

**EMI (AUSTRALIA) LTD**, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2501.

**Executives:** R. V. Southey (recording studio mnggr), K. East (sales mangr), J. Harrington (wholesale record div., mnggr), R. Wills (artists & repertoire mnggr).

**Labels:** HMV, Columbia, Capitol, Parlophone, MGM, Regal-Zonophone, Decca, London, Vogue, Felsted.

**I/State Repr.:** 167 Flinders Lane, Melbourne Cent. 2471; 265 Rundle-st, East Adelaide (W4747); Brambles Warehouse, National Park-st, Newcastle West (B3893).

**EUROPA RECORD COMPANY**, 4th floor, Adams Chambers, 484 George-st, Sydney. Phone BM2635, MU3316.

**Executive:** P. Zappia (mnggr).

**Label:** Durium.

**FESTIVAL RECORDS PTY LTD**, 223-229 Harris-st, Pyrmont, NSW. Phone MW4021. Telegrams Festival Sydney.

**Directors:** D. G. Hull, J. O. Bovill, G. R. Brook, A. T. Barkl (also general mngr).

**Executives:** R. H. Chatto (secretary), C. H. Beavis (prod. mngr), K. Taylor (artist & repertoire mngr), J. Argent (general sales mngr).

**Labels:** Festival (original recordings by Decca Records Inc, New York), Coral, Brunswick, Metronome, Vox.

**I/State Repr.:** James Balfour & Co Ltd, 13 Market-st, Sydney (BX4929); Edgar V. Hudson Ltd, 316 Adelaide-st, Brisbane (FA2531); A. P. Sykes, 204 Flinders Lane, Melbourne (MF3671); Clarkson Ltd, 135 Rundle-st, Adelaide (W2911), Leroya Industries Ltd, 672 Hay-st, Perth (BA4054); Amsco Agencies, 24 Wellington-st, Launceston (B1787). **O'seas:** G. A. Wooller & Co Ltd, Chancery Lane, Auckland (459-70).

**INTER RECORD CO**, 256 Lygon-st, Carlton, Victoria. Phone FJ5278, MF8883.

**Labels:** Coro, CGD, Fonit.

**I/State Repr.:** Cresta Agency, 537 George-st, Sydney (BM2616).

**MINSTREL RECORDS COMPANY**, 304 Bronte-rd, Charing Cross, Sydney. Phone FW7522. Telegrams Minstrel.

**Directors:** A. D'Ambra, P. Malamo.

**Labels:** Cetra, Vis, Minstrel.

**I/State Repr.:** All States. **O'seas:** NZ, Singapore.

**PHILIPS ELECTRICAL INDUSTRIES PTY LTD**, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta.

**Executive:** Leslie G. Gould (mngr, record div.).

**Labels:** Philips, Polydor, Deutsche Grammophon.

**Agency:** Hansen Rubensohn.

**I/State Repr.:** Branches, 148 Edward-st, Brisbane (B2666-7); 590 Bourke-st, Melbourne (MU6091); 119 Grenfell-st, Adelaide (W2241); 381 Murray-st, Perth (BA3131-2).

**PLANET RECORDS (AUST)**, Avenue B, Eastern Market Blgs, Melbourne. Phone MF4767. Telegrams Planrex Melbourne.

**Directors:** M. Herman, R. K. Crawford.

**Executives:** D. Robinson (PRO), J. McDonald (sales mngr).

**Labels:** Planet, Constellation, Galaxy, Jazz Inc.

**I/State Repr.:** J. McCulloch (Tas), J. Scammell (SA), Athol Hill (WA), Planet Distributors NSW). **O'seas:** Phillip Warren (NZ), Oriole Company (England).

**RADIO ASSOCIATED SERVICES PTY LTD**, 590 George-st, Sydney. Phone BM3652, MA4209.

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'Phones FJ3651, FJ3652.

**Directors:** Rex Shaw (manag. dir), Roger Ford, Jean Ford.

**Executives:** Rex Shaw (musical director), Harry Dyer (chief technician).

**Labels:** Prestophone, Olympic.

**O'seas Repr.:** NZ, England, Canada.

**RADIO CORPORATION PTY LTD**, 126 Grant-st, Stn Melbourne. Phone MXY220.

**Labels:** Nixa, Hifirecord, Clef, Mercury, Verve, Cook, Vanguard, Emarcy, Wing, Urania.

**Agencies:** United Service Publicity, Ansell & Associates.

**I/State Repr.:** Branches, 121 Crown-st, Sydney (FA0531); 18 Little Edward-st, Spring Hill, Brisbane (6658/B0450); 101 Flinders-st, Adelaide (W5741). Electronic Industries, 68 Railway Pde, West Perth (BA9686).

**RECORDING SOCIETY OF AUSTRALIA LTD, THE**, Box 572, GPO, Sydney.

**Executives:** Prof. A. P. Elkin (pres.), G. G. Allen (secretary), J. A. Priddice (treasurer). **Label:** Brolga.

Non-profit making organisation. Records music and dialogue, also publishes monthly magazine Brolga Review.

**RCA OF AUSTRALIA PTY LTD**, 221 Elizabeth-st, Sydney. Phone MA2277. Telegrams, Ircapp Sydney.

**Directors:** R. E. Tolnay (manag. dir.), K. F. Fiddin (exec. dir.).

**Executives:** C. Pickford (mngr, record div.), G. Richmond (mngr, records factory), H. F. Bendell (secretary), J. Turner (acctnt).

**Label:** RCA.

Also mfrs high fidelity equip.

**Agency:** Lyle Davis Advertising.

**I/State Repr.:** RCA offices all States. **O'seas:** Radio Corp. of America.

**SCALA TRADING CO**, 18a Canberra-st, Lane Cove, NSW. Phone JB4766. Telegrams Tamylon, Sydney.

**Directors:** G. A. Roseth (mngr), G. Polgar. **Labels:** Argo, Spotlight, Austroton, Harmona, Qualiton.

**WATTLE RECORDINGS**, 131 Cathedral-st, Sydney. Phone FA7989.

**Executive:** Peter Hamilton (manag. dir.).

**Label:** Wattle.

**W&G DISTRIBUTING CO PTY LTD**, 185 A'Beckett-st, Melbourne. Phone FJ3651.

**Executives:** H. Bone (catalogue & sales mngr), K. Chard (Sydney mngr).

**Labels:** Magnasound, W&G, Swaggie, Theatreland, Diaphon.

**I/State Repr.:** 30-40 Gibbens-st, Camperdown, NSW (LA3265).

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316 Adelaide Street,  
BRISBANE. Q'LAND

**South Australia:**  
Clarkson Limited,  
135 Rundle Street,  
ADELAIDE. S.A.

**Tasmania:**  
Amsco Agencies,  
24 Wellington Street,  
LAUNCESTON. TASMANIA.

**Victoria:**  
A. P. Sykes Pty. Ltd.,  
204 Flinders Lane,  
MELBOURNE. VIC.

**West Australia:**  
Leroya Industries Pty. Ltd.,  
808 Hay Street,  
PERTH. W.A.

**NEW ZEALAND:**  
G. A. Wooller & Co. Ltd.,  
Box 2167, G.P.O.,  
AUCKLAND. N.Z.

**Manufactured by**

**Festival Records Pty. Ltd., 223 Harris St., Pyrmont, Sydney. MW 4021**

# **Receiver manufacturers (Radio & television)**



**ADMIRAL OF AUSTRALIA (PTY) LIM-  
ITED**, Gow-st, Bankstown, NSW. Phone  
UY5343. Telegrams Larimda Sydney. J. B.  
Clarkson (mng dir.), K. Kerr (sales mngr).  
Admiral radio-TV receivers, refrigerators.  
Agency: O'Brien Publicity.

**AIRZONE (1931) PTY LTD**, 292 Parra-  
matta-rd, Auburn, NSW. Phone YX3077.  
TV receivers.

**AMALGAMATED WIRELESS (AUSTRALIA)  
LIMITED**, 47 York-st, Sydney (GPO  
box 2516). Phone B0233. Telegrams Ex-  
pance.  
Radiola radio-TV receivers.

**AUSTRALIAN ELECTRICAL INDUS-  
TRIES PTY LTD**, 93-95 Clarence-st, Sydney  
(GPO box 2517) Phone B0251. Telegrams  
Austric Sydney.  
Radio-TV receivers, other electrical  
products  
Agencies: Hansen-Rubensohn, Lyle Davis  
Advertising.

**BLAND RADIO LTD**, Coromandel Place,  
Adelaide. Phone W3231-1 Telegrams Bland-  
radio Adelaide. F. P. Pickham (mng dir.).  
Operatic radio-TV receivers, radiograms,  
amplifiers, H.F. transceivers, Operatic Play-  
mate portables & car radios.  
Agency: Alan Martin Advertising Service.

**BRITISH GENERAL ELECTRIC CO.  
PTY LTD**, 104 Clarence-st, Sydney. Phone  
B0277. Telegrams Britishgeneral. W. W.  
Gunn (NSW mngr). J. Gibson (advtg mngr).  
Radio-TV receivers, other electrical  
appliances.  
Agency: Bartlett, Murphy & MacKenzie.

**CLASSIC RADIO & TELEVISION PTY  
LTD**, 80-90 Waverley-rd, East Malvern, Vic.  
Phone UL1221. Telegrams Classgram. Neil  
Petch (mng dir.), H. Ibbotson (general  
mngr).  
Classic radio-TV receivers.  
Agency: Alexandra Advertising.

**EDISWAN-EKCO (AUST) PTY LIMITED**,  
Nelson-rd, Yennora, NSW. Phone YU8615,  
YU8153. Telegrams Ekcoswan, Sydney. C.  
L. Caiger (general mngr).  
AEI/Ekco TV receivers, Ediswan cathode  
ray tubes.

**ELECTRA RADIO MFG CO. PTY LTD**,  
143 Beattie-st, Balmain, NSW. Phone WB  
2453, WB3398.  
Radio-TV receivers.

**ELECTROSOUND PTY LTD**, 6 Nelson-  
st, Annandale, NSW. Phone LA5169-5160.  
Telegrams Electrosound. F. Morgan (general  
mngr), P. May (sales mngr).  
Electrosound, Electrosound-Saba radio-TV  
receivers.  
Agency: Anivitti Advertising.

**EMI (AUSTRALIA) LTD**, Emitron-Hse,  
301 Castlereagh-st, Sydney. Phone BA2501.  
Telegrams, Emitron Sydney. J. M. Burnett  
(chairman & mng dir.).  
HMV radio-TV receivers.  
Agency: Goldberg Advertising.

**FERRIS BROS PTY LIMITED**, 752 Pitt-  
water-rd, Brookvale, NSW. Phone XF0221.  
Telegrams Caradio. G. I. Ferris (chairman,  
mng dir.), D. K. Redman (NSW sales mngr).  
Ferris car radios and TV receivers.  
Agency: Murray & Ogle.

**HEALING, A. G. LTD**, 167 Franklin-st,  
Melbourne. Phone FY0281. Telegrams  
Healing.  
Healing radio-TV receivers.  
Agency: Orr Skate & Associates.

**KELVINATOR AUSTRALIA LTD**, 136  
Euston-rd, Alexandria, NSW. Phone LA  
4301, LA4657, LA5818.  
Kelvinator radio-TV receivers.

**KGH PTY LIMITED**, Harris Hse, New-  
land-st, Bondi Jctn, NSW. Phone FW4844-  
5-6-7. Telegrams Kaygeaitch Sydney. K. G.  
Harris (mng dir.), F. W. Anderson (general  
mngr).  
Titan radio-TV receivers, car radios, radio-  
grams, talkophones, farm radios.  
Agency: McCarthy-MacVeigh.

**KIRBY, JAMES N., SALES PTY LTD**,  
75-81 Salisbury-rd, Camperdown, NSW.  
Phone LA0455. Telegrams, Micrometer.  
Crosley radio-TV receivers.  
Agencies: Hugh Berry, L. B. Rennie &  
Associates, Coudrey-Gotham.

**KREISLER AUSTRALASIA PTY LIM-  
ITED**, 43 Alice-st, Newtown, NSW. Phone

LA3763. Telegrams, Kreisler Sydney. L. E. A. Walcot (general mngr).  
Kreisler radio-TV receivers.  
Agency: Jackson, Wain & Co.

**PHILIPS ELECTRICAL INDUSTRIES PTY LTD**, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta. F. N. Leddy (gov. dir.).

Philips radio-TV receivers, other electrical appliances.

Agency: Hansen Rubensohn.

**PYROX LIMITED**, 14-36 Queensbury-st, Melbourne. Phone FJ9121. Telegrams Pyrox Sydney. Agents for Blaupunkt TV receivers.

**RADIO CORPORATION PTY LTD**, 126 Grant-st, Sth Melbourne. Phone MXY220. Telegrams Schuh. C. Zahara (NSW general mngr).

Astor radio-TV receivers, home appliances.

Agencies: United Service Publicity, Ansell & Associates.

**SIMPSON DISTRIBUTORS PTY LTD**, 41 Pirie-st, Adelaide Phone W3041.  
Bush-Simpson TV receivers.

**STANDARD TELEPHONES & CABLES PTY LTD**, 252-274 Botany-rd, Alexandria, NSW. Phone MX0444. Telegrams Relay Sydney. T. N. Bore (mng dir.), A. H. Cameron (general mngr).

Mfrs. STC radio-TV receivers, refrigerators and other home appliances.

Agency: George Patterson Advertising.

**STROMBERG CARLSON (AUSTRALASIA) PTY LTD**, 118-124 Bourke-rd, Alexandria, NSW: Phone MX2251. Telegrams Strom. A. H. Freedman (mng dir.).

Stromberg Carlson radio & TV receivers.

**TECNICO LIMITED**, Carrington-rd, Marrickville, NSW. Phone LL0411. Telegrams Tecnico Sydney. P. M. Threlfall (mng dir.), C. G. Cusack (sales mngr).

Pye-Tecnico radio-TV receivers, other electrical appliances.

Agency: McClelland Advertising.

**THOM & SMITH PTY LTD** (division of Pope Products Ltd), 919-929 Botany-rd, Mascot, NSW (PO box 26, Mascot). Phone MU4711. Telegrams Teaness. F. W. P. Thom (dir. & gen. mngr).

Motorola TV receivers, domestic & car radios.

Agency: L. J. Macnamara Advertising, Adelaide.

**THORN ELECTRICAL INDUSTRIES (AUST) PTY LTD**, 18-22 St. Francis-st, Melbourne. Phone FB3422. Telegrams Eclampo Melbourne. E. L. Crawley (mngr).

Atlas TV receivers.

Agency: N. V. Nixon & Co.

**VELCO SOUND SYSTEMS PTY LTD**, 520 Bridge-rd, Richmond, Vic. Phone JB2511. Telegrams Soundsystems. R. A. Durand (mngr).

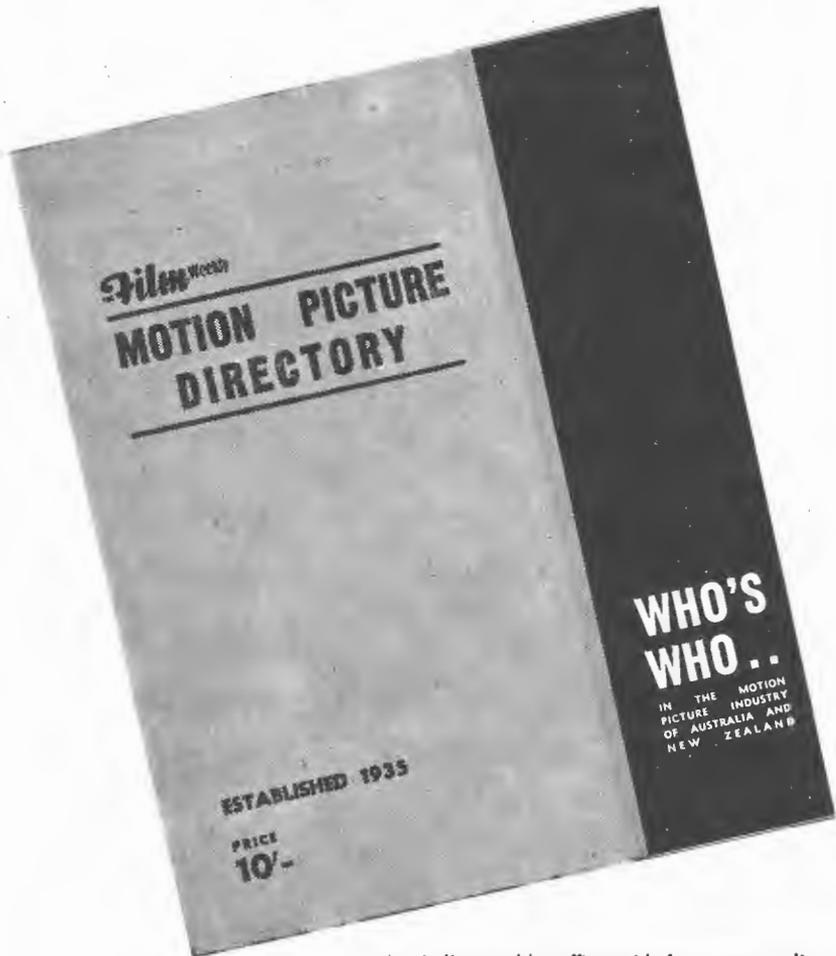
Velco combined radio-21 inch TV receivers.

**ZENITH RADIO COMPANY PTY LTD**, 131-133 Palmer-st, Sydney. Phone FL3047-8. Jose Alberti (general mngr), F. T. Newman (sales mngr).

Calstan radio-TV receivers, radiograms, amplifiers, electronic & test equipment.

I/State Repr: LW & LF Tyquin, 11 Pitt-st, Adelaide (LA4075); McKinnon Nicholls Pty Ltd, 468 Collins-st, Melb. (MB1501); J. R. Ullman, 255 Hay-st, Perth (BA2116); N. C. Tritton, 240 Queen-st, Bris. (B7791).

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## AMPLIFIERS

Series G51160—"Pre".  
Series G51161—"A".  
Series G51162—"B".  
1G51525—Monitor  
3G55300—OB, AC operated,  
portable.  
1G56830—OB, Dry Battery oper-  
ated, fully portable in leather  
brief case.  
2G8024—Splitting.  
G58250—Limiting.  
G58263—Pre-dual channel.  
G59382—Speaker.

## CONSOLETTES

2G52107—8 inputs.  
P58260—14 inputs.  
1P59058—Auxiliary Mixer.

## EQUALISER

Q58268—OB line Equaliser.

## JACK STRIPS

S6068—12 pair, single row.  
1S6068—24 pair, double row.  
P58508—18 way, Tip, Ring and  
Sleeve.

## POWER SUPPLY UNITS

7H8024—General purpose LT and  
HT.  
G52108—For Consolette 2G52107.  
H58261—For Consolette P58260.

## VU METER PANELS

P57599, + 4 VU to + 24 VU with  
11 stud attenuator.  
1P57599, + 4 VU to + 40 VU  
with 19 stud attenuator.

## LINE INDICATOR PANEL

5R51218—12 drop shutters.

## MAINS SWITCHING PANEL

M51212—240V main switching unit  
and indicating voltmeter.

## METER PANEL

4M8036 — for checking HT, and  
valve currents.

## ATTENUATOR PANEL

600 ohms input—choice of 3 out-  
puts 600/200/50 ohms.  
Twin input and output jacks. 60db  
attenuation in steps of 1db.

## REMOTE CONTROL

### EQUIPMENT

P55710—Dial operated.  
P56740—Push-button operated:

## BROADCAST MONITOR RECEIVER

2C55837 — Crystal controlled —  
visual indication percentage  
modulation and carrier level.  
Also + 6dbm (600 ohms) output.

## SWITCH AND FUSE

### PANELS

8P51217—8 LT AC & HT DC cir-  
cuits.  
4P51493—4 240V circuits.  
6P51493—6 240V circuits.

## BLANK PANEL ASSEMBLIES

1Z51434—1½ inch.  
2Z51434—3½ inch.  
3Z51434—5½ inch.  
4Z51434—7 inch.  
5Z51434—8½ inch.  
6Z51434—10½ inch.

## CABINET RACKS

9Z50983—7 ft. 6 ins.  
11Z50983—7 ft.

## TRANSCRIPTION PICK-UPS

E58500 — Low-impedance with  
equaliser.  
1E58500 — Low-impedance less  
equaliser.  
2E58500 — High-impedance less  
equaliser.

## TRANSCRIPTION TURNTABLES

Commonwealth Electronics.  
Model 16A—16 inch.  
Model 12A—12 inch.  
Model 12B—12 inch.  
Model 12B1—12 inch.

## MICROPHONES

AKG D10—Dynamic, Omni-direc-  
tional.  
AKG D11—Dynamic, Cardioid.  
AKG D12—Dynamic, Cardioid.  
AKG D20—Dynamic, Cardioid.  
AKG D25—Dynamic, Cardioid, TV  
Mount.

AKG D36 — Dynamic, Remotely  
Controlled Variable Pattern.  
AKG D45 — Dynamic, Remotely  
Controlled Variable Pattern, TV  
Mount.

AKG DYN 60K STUDIO—Dynamic,  
Omni-directional.  
AKG DYN 60K—Dynamic, Omni-  
directional.

AKG DYN 60G—Dynamic, Close  
talking.  
AKG C12—Condenser, Remotely  
Controlled Variable Pattern.

## MICROPHONE STANDS

R1363—Desk.  
480551—Desk boom.

## LOUDSPEAKER UNITS

R59383 — Medium quality, floor  
model, with recess for amplifier.  
1R59383 — Medium quality, floor  
model.  
R59384 — Medium quality, wall  
mounting model, symmetrical  
front.

1R59384 — Medium quality, wall  
mounting model, symmetrical  
front.

R59385—High quality, floor model,  
with recess for amplifier.

1R59385 — High quality, floor  
model.  
R59386—3rd quality, wall mount-  
ing model.

## PATCH CORDS

S3848—3ft. with double plug.  
1S3848—6ft. with double plug.  
2B58509—3ft. with TRS plug.

## ATTENUATORS

2R57673—600 ohms.  
Ladder—19 steps 2db.  
3R57673—200 ohms.  
Ladder—19 steps 2db.

## TRANSFORMERS—

### STUDIO QUALITY

5TW6117—50/200 ohms to 600 ohms  
CT.  
5TW6257—200 ohms to 50 ohms.  
3TW6258—600 ohms CT to 600  
ohms CT.  
3TW6254—600 ohms CT to 100,000  
ohms CT.  
6TW6257—200 ohms to 200 ohms.  
4TW14012—50/200 ohms to 80,000  
ohms.  
3TW14164—50 ohms to 93,000 ohms.  
5TW8206—Bridging to 80,000 ohms.  
1TW51716—14,000 ohms to 200  
ohms.  
1XD51768—200/50 to 80,000 ohms.  
1XD51999—Bridging to 80,000 ohms.  
3XD51890—600/150 to 80,000 ohms.  
1XZ56280—150/30 ohms to 200,000  
ohms.

## STYLI—SAPPHIRE

30753—.001 inch—long playing.  
34361—.0023 inch—transcription.  
30752—.0027 inch—Standard.

## TRANSMITTING

### EQUIPMENT

2½ KW B/C Transmitter—BTM 2.  
5/10 KW B/C Transmitter—BTM  
10/5.  
2½ KW Aerial Coupling Unit —  
J56905.  
10KW Aerial Coupling Unit —  
J56909.  
Mast Lighting Filter 240V —  
Q56907.  
Six-wire line equipment — Series  
R55961.

## TESTING EQUIPMENT

A51926 — Amplitude Modulation  
Monitor.  
A51932 — Noise and Distortion  
Meter.  
A57321—Low-distortion Oscillator.  
R8030—Gain Measuring Attenuator  
A56010—Volthmyst.

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All types broadcast, transmission, studio and recording equip.

(Interstate, o'seas repr. see Services to TV Stations.)

**AUROVOX MAGNETAPE CO**, 98 Beresford-rd, Homebush, NSW. Phone, UM 5007. H. E. du Cros (mngtr).

All types sound recording tapes, also 16mm and 35mm sound film.

**BALFOUR, JAMES & CO. PTY LTD**, 13 Market-st, Sydney. Phone, BX5861, BX3777, BX2851, BX4929. Telegrams, Balfour, Sydney. S. V. G. Cohen (mngtr).

National distributors (except Vic.) Elcon tape recorders.

**CHAPMAN, MAURICE & COMPANY PTY LTD**, Kyle Hse, 31 Macquarie Place, Sydney. Phone BU3615, BU6401, BU5995. Maurice D. Chapman (dir.).

BASF Magnetophon recording tape, BASF perforated magnetic tape, Agfa raw film.

**DEECO CONSTRUCTIONS PTY LIMITED**, 45 Day-st, Lidcombe North, NSW. Phone YX1496. A. L. Dixon, J. E. Dixon (dirs.), R. M. Canvin (general mngtr).

Radio-TV masts, communications equip.

**ELMEC**, 60 Ferris-st, Annandale, NSW. Phone LM4095. D. K. House (mngtr).

Elmec tape recording heads.

**EMI (AUSTRALIA) PTY LTD**, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2501. Telegrams, Emitron, Sydney.

EMI BTR2a console recorder; TR909 (console, transportable, rack mounting types); TR51 transportable with three heads; L2B lightweight battery operated portable. All designed for broadcasting & studio use. Also Emitape in three grades, standard 88, sensitive 77, and long playing 99.

**FALK, FRED A. & CO PTY LTD**, 28 King-st, Rockdale, NSW. Phone, LX 4783. Telegrams, Gramofalk, Sydney.

Dual recordchangers and players, Platter-racks (record storage stands), portable gramophones.

**HEROFON ENGINEERING**, 510 King-st. Newtown, NSW. Phone LA4703.

Filmag sound unit.

**MAGNECORD AUSTRALASIA PTY LTD**, Kyle Hse, 31 Macquarie Place, Sydney. Phone BU3615, BU6401. Maurice D. Chapman (dir.).

Magnecord magnetic recording equipment, magnetic stripping equip.

**MAGNETIC SOUND INDUSTRIES (AUST.)** (div. of P. R. Clark Holdings Pty Ltd), 387 George-st, Sydney. Phone BX4440, BX4587.

Distributors, Elcon, AWA, Tecnicorder, Tanberg, Aesis equipment.

**NOVA ELECTRICAL PTY LTD**, 311 Sussex-st, Sydney. Phone BM6138, BM2350.

Novatape tape recorders & equipment, heads, special amplifiers for domestic & professional use, amplifying systems, mixers & control desks. Tradenames, Novatape, Studio, Sonic Midget.

**PHILIPS ELECTRICAL INDUSTRIES PTY LTD**, 69 Clarence-st, Sydney. Phone BX1661. R. Riggs (Sydney mngtr).

All types broadcast, transmission, studio and recording equip.

(Interstate, o'seas repr.: See Services to TV Stations.)

**RECORDING PRODUCTS**, 155 Booth-st, Annandale, NSW. Phone MW2193. S. L. Lane (mngtr).

Audex Royal recording blanks, play-back and master discs. AWA sole Aust. distributor.

**SKILFAST PTY LTD**, 5 Bermill-st, Rockdale, NSW. Phone LX5655. Telegrams, Skilfast. F. E. Watmough (mngtr).

Radio-TV masts.

**STANDARD TELEPHONES & CABLES PTY LIMITED**, 252-274 Botany-rd, Alexandria. Phone MX0444. Telegrams Relay Sydney. A. H. Cameron (general mngtr).

Radio transmission equip.

I/State Repr.: Branch, 588 Bourke-st, Melbourne (MY1406); M. J. Bateman Pty Ltd, 12 Milligan-st, Perth; Edgar V. Hudson Pty Ltd, 316 Adelaide-st, Brisbane; Cornell Limited, 122 Pirie-st, Adelaide; Unbehaun & Johnstone Ltd, 58 Gawler Place, Adelaide; W. & G. Genders Pty Ltd, Launceston, Devonport, Hobart & Burnie, Tas. O'seas: International Telephone & Telegraph Corporation, London & USA.

**TALENT RECORDING CO.**, 232-234 Railway-pde, Kogarah, NSW. Phone LW1000. B. Shepherd (mngtr).

Radio & tape recorder repairers.

**TECNICO LIMITED**, Carrington-rd, Marrickville, NSW. Phone LL0411. Telegrams Tecnico Sydney. P. M. Threlfall (manag. dir.). C. G. Cusack (sales mngtr).

Tecnicorder tape recorders.

**UNITED RADIO DISTRIBUTORS PTY LTD**, 175 Phillip-st, Sydney. Phone BL3954.

Distributors of Ferrograph magnetic tape recorders, amplifiers and Goodman's loudspeakers.

**MELBOURNE**

**BYER INDUSTRIES PTY LTD**, 8 Dorcas st, South Melbourne. Phone MX5171. Telegrams, Byerind. H. Vial (mng'r).

Byer recording equipment.

**GRAY, SIMON PTY LTD**, 28 Elizabeth-st, Melbourne, C.I. Phone MF8211. MF8166.

Grampian BBC type disc recording equip., RA4A recording amplifiers, BI/AGU cutting heads, Neumann condenser microphones, amplifiers and pickups. Sole Aust. distributor for Reeves Equipment Corp. New York (TV equip); Fonofilm Industri, Copenhagen (Ortofon recording and playback equipment); and Harcroft Products, England (sapphire recording cutters).

**PYROX LIMITED**, Cnr Queensberry & Drummond-sts, Melbourne, N3, GPO box 492h. Phone FJ9121, FJ9125. Telegrams Pyrox. G. W. Sharwood (general mng'r).

Pyrox Magictape taperecorders.

**ROLA CO (AUST) PTY LTD**, Head office and factory, The Boulevard, Richmond, Victoria. Phone JB3921. Factory, Harris-

field, Vic. Sydney administrative offices, 116 Clarence-st, Sydney. Phone BX3996.

Managing director, A. L. C. Webb; associate directors, K. Blair (sales dir.), E. Adams (dir. of prod.), F. Levi (dir. engineering div.). Regional assoc. dir. for NSW, J. B. Harbort. Electronic division sales representative (NSW), C. W. Smith.

Manufacturers of sound equip. (speakers & loud speakers) and television receiver components.

**VELCO SOUND SYSTEMS PTY LTD**, 520 Bridge-rd, Richmond, Vic. Phone JB2511. Telegrams Soundsystems. R. A. Durand (mng'r).

Elcon TR6 tape recorders, TR6R radio-corders (combined radio receivers-tape recorders).

**PERTH**

**ELECTRONICS (AUST.) PTY LTD**, Perth, WA. Phone F4862, M2061. Telegrams, Tapeit.

Tapewriter recording equipment.

See also Services to Television Stations page 147.

# masts & aerials

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**Broadcasting — Radar — Television**

**DEECO CONSTRUCTIONS Pty. Ltd.**

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# Television stations

- *Sydney — Melbourne*





this is  
**ATN**



**WE** could write a book about ATN, but it all boils down to this:  
ATN has the biggest, best-equipped studios in Australia . . . the greatest number of locally produced programmes . . . the finest selection of TV films.

For local Sydney buying — or national network — you can't look past ATN — CHANNEL 7 — SYDNEY. At the ATN Television Centre, Epping. Phone WL 0111.

## ATN Channel 7 Sydney

Opened: Dec. 2, 1956.

**Licensee:** Amalgamated Television Services Pty Limited, Head office, 76 Elizabeth-st, Sydney. Offices also at Sydney Morning Herald Bldg, Wattle & Jones-sts, Ultimo (B 0944). Studios, ATN Television Centre, Epping (WL 0111).

**Interests represented:** Sydney Sun, Sydney Morning Herald, 2GB, 2UW, Macquarie, Artransa, AWA, Email, G.B.S. Falkiner, Sir Norman Nock, E. W. Salkeld, Washington H. Soul Pattinson, T. G. Murray, Mrs. C. Murray, W. H. Paling, ARC, Australian United Investment Co, Gearin O'Riordan Ltd, Anglo-Australian Corp, Beale & Co Ltd, C. N. McKay, H. V. McKay, Mrs. H. M. Stevenson.

**Directors:** Mr. Justice A. V. Maxwell (chairman), R. A. Henderson (exec-chairman, also managing director, Sydney Morning Herald & Associated Newspapers), A. H. McLachlan and P. H. Palmer (representing SMH & Assoc. Newspapers), Sir Lionel Hooke (AWA managing director), J. D. Patience (chairman, 2GB and Artransa), S. R. I. Clark (managing director, Macquarie), A. F. Albert (chairman, Commonwealth Broadcasting Corp.), E. G. F. Horne (representing Email).

**Transmitter and site:** Marconi, Pacific Highway, Gore Hill (about 5 miles from city).

**Facilities:** Two large studios, administrative and maintenance depts. all air-cond. Studio A, 90 x 70ft, equipped with revolving and elevated stage; B, 70 x 50ft Kinescope recording, negative processing, direct positive processing facilities. Automatic console-operated incandescent lighting both studios. Studios located on 30 acre site at Mobbs Lane, Epping, about 12 miles from city.

**Equipment:** Air-cond. Marconi remote b'cast unit, with three camera chains, two microwave links and own generator. Three studio cameras plus usual studio equip., including crane dolly and two pedestals. Telecine equip., taking in two Vidicon chains, two Multiplexers, two slide projectors, one Gray four-stage Opaque projector, four Bell & Howell 16mm TV projectors.

**Technical facilities:** Channel 7 (181-188 mgs). Vision 182.25 mgs. Sound 187.75 mgs. 100kw ERP 20kw audio.

**Antenna:** 820ft above sea level.

**Executives:** J. H. Oswin (general mngr), M. H. Stevenson (chief engineer), M. W. Davies (assist. chief engineer), L. A. Mauger (station mngr), R. A. Becker (sales mngr), B. Wright (program & prod. mngr), R. V. Best (ops/mngr), A. J. Glover (news, special events director), R. S. Pedder (chief acctn), W. G. Wells (film supervisor).

**Operating hours:** Mon. & Wed., 2-11pm; Tues. & Thurs., 4.30-11pm; Fri., 4-11pm; Sat., 10.30am-midnight; Sun., 2.30-11.15pm.

**Interstate repr.:** Harry Hughes, c/- GTV, 22-46 Bendigo-st, Richmond (JB 4121).

## TCN Channel 9 Sydney

Opened: Sept. 16, 1956.

**Licensee:** Television Corporation Ltd, 168 Castlereagh-st, Sydney (B 0666).

**Interests represented:** Consolidated Press Ltd, Associated Newspapers (UK), Philips Electrical Industries, 2SM, Paramount Film Service Ltd, 2KY, Tivoli Circuit (Aust), Church of England Property Trust, Diocese of Sydney.

**Directors:** D. F. H. Packer (chairman, also managing director, Consolidated Press), Robert L. Graham (representing Paramount Film Service), R. A. King (2KY), F. N. Leddy (managing director, Philips), D. N. Martin (Tivoli Circuit), D. F. S. McLean and G. F. Sanger (Assoc. Newspapers, UK), Maj-Gen. Rev. C. A. Osborne, Rev. Father M. R. Prendergast, R. C. Packer.

**Transmitter and site:** Philips, located Artarmon-rd, Willoughby, about 4½-miles from city.

**Studios:** Located with transmitter on 3½ acre site.

**Facilities:** Two studios, each 35ft x 50ft, both designed for future enlargement if necessary.

**Equipment:** Includes remote broadcast unit, with provision for three image orthicon cameras, equipped with two microwave links each with 50 mile range. Studio equip. includes six image orthicon cameras and one vidicon camera. Telecine comprises two 35mm and two 16mm film scanners, one slide scanner, 16mm kinerecorder, plus 16mm magnetic sound recorders capable of being synchronised with kinerecorder or 16mm film scanners. (Video equip. Fernseh German; audio, Philips).

**Technical facilities:** Channel 9 (195-202 mgs). Vision 196.25 mgs. Sound 201.75 mgs). 100kw ERP visual, 20kw ERP sound (FM).

**Antenna:** Philips three-stage helical, 820ft above sea level.

**Executives:** K. G. Hall (executive director), Alex Baz (mngr), John Briton (chief engineer), Ian Faircloth (sales mngr), Bruce Gynge (program director), Les Free (assist. chief engineer), Philip Rutledge (publicity manager).

**Operating hours:** Sun., 4-10.30pm; Mon., 10 am-5.24pm (music only) then 5.24-10.45pm (normal programs); Tues., 10am-1pm (music) then 1-10.45pm (normal programs); Wed., 10am-5.24pm (music) then 5.24-10.45pm (normal programs); Thurs., 10am-1pm (music) then 1-10.45pm (normal programs); Fri., 10am-5.24pm (music) then 5.24-11.15pm (normal programs); Sat., 9.30am-11pm.

**Interstate Repr.:** W. J. Lynch, c/- HSV, Dorcas & Wells-sts, Melbourne (MX 4731).

**O'seas:** Charles Michelson Inc., 45 West 45th-st, New York 36, NY (Plaza 7-0695); W. Strutton, Consolidated Press, 107 Fleet-st, London.

## GTV Channel 9 Melbourne

**Opened:** Jan. 19, 1957.

**Licensee:** General Television Corporation Pty Ltd, Studios and offices, 22-46 Bendigo-st, Richmond. Phone JB 4121.

**Interests represented:** Electronic Industries Ltd, David Syme & Co Ltd, Hoyts Theatres Ltd, Greater Union Theatres, Nilsen's Broadcasting Service Ltd, 3KZ Broadcasting Co Pty Ltd, Efftee Broadcasters Pty Ltd, J. C. Williamson Theatres Ltd, Cinesound Productions.

**Directors:** H. P. Abrahams, H. A. M. Campbell, A. J. Moir, O. J. Nilsen, N. B. Rydge, Sir Frank Tait, E. Turnbull, Sir Arthur Warner.

**Transmitter and site:** Siemens-Halske, located Mt. Dandenong (approx. 20 miles from city).

**Facilities:** Two studios, 5000 sq ft and 2000 sq ft respectively, large carpentry and scenery workshops, extensive storage area for properties, and dressing areas for artists. Studios are fitted with Pye equipment.

**Equipment:** Includes eight cameras, three assigned to OB unit; duplicate machines for 35mm and 16mm motion picture film, and 35mm slides and opaques; duplicate General Precision Laboratories 16mm cameras with variable density sound recording and Stencil Hoffman synchronised magnetic tape; Mole Richardson studio lighting, rear projection equip. and two screens; Pye OB unit with portable diesel generator; Raytheon microwave relay link, duplicate Raytheon microwave links, Siemens & Halske transmitter.

**Technical facilities:** Channel 9 (195-202 mgs, Vision, 196.25 mgs, Sound, 201.75 mgs). 100kw ERP visual, 20kw ERP sound.

**Antenna:** 2290ft above sea level.

**Operating hours:** Mon, Tues, Wed, Fri, 5.15-10.45pm; Thurs, 1-2pm then 5.15-11.15pm; Sat, 7.30-9.30am then 2-11.30pm; Sun, 4.45-10.30pm.

**Interstate Repr.:** Peter Richardson, c/- ATN, Television Centre, Epping (WL 0111). **O'seas:** K. S. Hibberd, 83 New Bond-st. London, W.1.

## HSV Channel 7 Melbourne

**Opened:** Nov. 4, 1956.

**Licensee:** Herald-Sun TV Pty Ltd, Studios and offices, cnr Dorcas & Wells-sts, South Melbourne. Phone MX 4731. Telegrams Hertel.

**Interests represented:** Company formed by the Herald & Weekly Times Ltd. To help meet initial capital requirements Herald & Weekly Times subscribed 637,500 £1 shares and the London Daily Mail 112,500.

**Directors:** H. D. Giddy, Sir John Williams, G. A. Caro, P. F. Jones, J. C. Waters.

**Transmitter and site:** Marconi, located Mt. Dandenong.

**Studios:** Cnr. Dorcas & Wells-sts, S. Melbourne. Total area, approx. 15,000 sq ft.

**Facilities:** No. 1 studio, 60ft x 50ft; No. 2, 40ft x 30ft.

**Equipment:** Marconi, with some American units. Seven cameras, including remote broadcast unit.

**Technical Facilities:** Channel 7 (181-188 mgs). Vision 182.25 mgs. Sound 187.75 mgs. 100kw ERP visual.

**Antenna:** Self-supporting tower, 324ft. Antenna 16 stack high gain.

**Executives:** Keith Cairns (mngr), Colin Fraser (production), J. H. T. Fisher (chief engineer), Lyle Lloyd (assist. chief engineer), E. Trenchard-Smith (ad/mngr).

**Operating hours:** Mon, Tues, Thurs, 5.15-11pm; Wed, 2.30-4pm then 5.15-10.45pm; Fri, 5.15-10.45pm; Sat, 2.15-10.30pm; Sun, 5-11.15pm.

**Interstate Repr.:** W. J. Powers, Herald-Sun Television, Warwick Bldgs, 15 Hamilton-st, Sydney (BU 5451). **O'seas:** Charles Michelson, Inc, 45 West 45th-st, New York 36, NY. (Plaza 7-0695).

For selling and two-city program sponsorship purposes, ATN has links with GTV, while TCN is associated with HSV.

For ABC-TV stations ABN and ABV, see special ABC section page 94.

# The pick of the programmes + the means to publicize them

HSV 7 Melbourne's top television station, offers top-line overseas and local TV shows, plus the means of promoting and popularising them through The Herald and The Sun — Australia's largest selling daily newspapers — and Listener In-TV. Write or telephone MX4731 in Melbourne, or BU5451 in Sydney for full information on how you can profit now by using HSV 7.

## STUDIOS:

*The corner of Dorcas and Wells Streets, South Melbourne. Telephone MX4731.*

## HERALD-SUN TV Pty. Ltd.:

*Registered Office — 44-74 Flinders Street, Melbourne, C.1 Victoria.*



# FOCUS ON QUALITY



***For Better Motion Pictures . . .  
..and have CAMBRIDGE make it next time***

**Our many clients include:—**

McKenzie & Holland (Aust.) Pty. Ltd.  
Chamberlain Industries Pty. Ltd.  
4 Major Oil Companies.  
Drug Houses of Aust. Ltd.  
Soil Conservation Authority (Vic.)  
Gas & Fuel Corporation.  
State Savings Bank of Vic.  
Nicholas Pty. Ltd. (Aspro).  
The Victoria Ltd.  
Fler Co. & Staff Pty. Ltd.  
Ford Motor Co. of Aust. Pty. Ltd.

Ramset Fasteners (Aust.) Pty. Ltd.  
Rootes (Aust.) Ltd.  
Group Laboratories.  
Laminex Pty. Ltd.  
Hendersons Federal Spring Works Ltd.  
Brockhoff's Biscuits Pty. Ltd.  
W. & A. Gilbey Ltd.  
John Crundall Knitting Mills Pty. Ltd.  
AMCAL.  
C. E. Miller & Co. Pty. Ltd.  
Broken Hill Pty. Co. Ltd.

**FACILITIES:**

• *Individual 35mm and 16mm Animation tables* • *Complete 35mm and 16mm production equipment* • *Spacious sound stage acoustically treated* • *Fully blimped 35mm & 16mm cameras for lip sync sequences* • *17.5mm sprocketed magnetic film recorder and Byer 66 tape recorders* • *Self contained art department* • *Preview theatre — available for hire* — *35mm and 16mm projectors plus simulated television viewing* • *Complete facilities for still photography.*



# CAMBRIDGE

**FILM & T.V. PRODUCTIONS PTY. LTD.**

**221 Pelham Street, Carlton, N.3. FJ 2204, FJ 4678.**

# **TV production and film units**

- *Sydney — Melbourne*
- *Casting agencies*





## **ANIMATION**

*Animation by Rowl Greenhalgh Productions— as appearing frequently on all Australian TV stations, and the “Tune Cartoon” series currently being telecast internationally.*



## **LIVE ACTION**

*Live action film commercials — economical production methods mean low-cost top-quality TV commercials. Also theatre film ads., documentaries and sales films.*



## **LIVE TALENT**

*Live talent of international calibre, suitable for use in programmes or integrated live commercials or film commercials.*



# **INTERNATIONAL TELEVISION**

S E R V I C E S P T Y . L T D .

*28 MARTIN PLACE, SYDNEY — BW 3006.*

*Sales representatives: Sydney—*

*Sellers, Lane Stevens Pty. Ltd.*

*Country Radio & Television Pty. Ltd.*

*In Melbourne . . . John Havre. MB 5540.*

## SYDNEY

**AIR PROGRAMS, AUST:** Offices, 141 William-st, Sydney (FA5410).

**Directors:** Walter J. Hucker (man. dir.), Wendy J. Hucker.  
Uses outside facilities.

**Repr:** USA, Bill Wilson, Hollywood, Calif.

Unit has produced one TV quarter hour series and is concentrating on program production.

### AMBASSADOR FILM PRODUCTION

**CO:** Studios and offices, Room 11, 2nd Floor, Royal Arcade, Pitt-st, Sydney (MA5837).

**Directors:** Mrs. Ilse Franks (man. dir.), Rolf Bauman.

Specialists, TV commercials and educational films, using mechanical miniature stages and mobile character puppets.

Hires stages and prepares any size puppets to order.

**ARTRANSA PTY LTD,** Head office, 136 Phillip-st, Sydney (B0360). Studios, Artransa Park, French's Forest, NSW (JY9311).

**Directors:** J. D. Patience (chairman), S. R. I. Clark (man. dir.), H. W. Chester, H. Mackisack, R. T. Lord (also manager).

**Staff:** G. M. F. Walch (gen. sales mngr), L. Becker (exec. prod.), D. L. Hall (sales mngr), Miss E. Thompson (o'seas service exec), D. Daggett (prod. exec), E. Ezard, J. Gray, T. Banks and D. Eastman (all film dirs.), R. Wood, (photog. dir.), J. Appleton (sound recdg. dir.), G. Hilder (facils. dir.), E. Porter (animation dir.), W. Copland (chief cutter), W. Mearns (chief electrn), R. Hannam (studio acct).

**Studios:** Two sound stages (70ft x 50ft), house and special effects studio for handling small sets, stop motion prod. and titling. Depts. for animation, stills, make-up and wardrobe, canteen, film library and vault.

**Equipment & Facilities:** Complete range 35 and 16mm prod. equipment, including Mitchell, Arriflex, Auricon and Cine Special cameras; Reeves Magnastriper, Magnasync and Westrex Sound, Oxberry optical printer.

**Repr:** L. Fillmore, Artransa Pty Ltd, 566 Lumsdale-st, Melbourne (MU4204); Paul Talbot, Fremantle Overseas Radio & TV Inc, 366 Madison Ave, New York, USA; John Walker, Artransa Pty Ltd, Box 10676 PO, Johannesburg, South Africa; Lane Blackwell, 59 Ebury-st, London, SW1, UK.

**AVONDALE STUDIOS PTY LTD,** Studios and offices, Henderson-st, Turrella, NSW (LX8246).

**Directors:** J. A. S. Bruce, P. H. Budden, J. Campbell.

**Staff:** Arthur Browne (sound engr.), Arthur Hansen (cameraman) and Tex Foote (electrician).

**Equipment & Facilities:** Complete lighting, Western Electric sound, preview theatre, post synchronising and mixing facils., editing dept., portable generating plant, and camera equipment.

**Studios:** Sound stage 40ft x 100ft x 22ft.

**BLANKS, CHARLES E. PTY LTD:** Head office and studios, 28-30 Foveaux-st, Sydney. (MA 8305).

**Directors:** Charles E. Blanks (man. dir.), Clarence R. Blanks, Charles E. Blanks Jr., Mrs S. Tabakoff, John F. Hogan (secy.), O. Smeed, J. T. Reedie.

**Staff:** G. S. Whitehead (sales mngr), cameraman John Walker.

**Studios:** 100ftx30ft, recording and sound units and theatre. Produces TV films, slides and cinema films.

**Repr:** Charles E. Blanks Pty Ltd, National Bank Bldg, Collins-st, Melbourne (MF8830); Charles E. Blanks Pty Ltd, Bulolo Chmbrs, 9 McLachlan-st, Valley, Brisbane (L1926); Charles E. Blanks Pty Ltd, Watt-st, Newcastle (B1888); Monks & Blanks Pty Ltd, 261-263 Halifax-st, Adelaide (W2549); Charles E. Blanks Pty Ltd, 1074 Hay-st, Perth (BA2197); Charles E. Blanks Pty Ltd, 60 St. John-st, Launceston (B1529).

**CASTLEREAGH FILMS:** 149 Castlereagh-st, Sydney. (BM2830).

**Directors:** T. P. Deamer.

**Equipment & Facilities:** City 35 and 16mm theatre, seating 40. Same facils. as Peter Hamilton Productions.

Has produced cinema films for NSW Railways and Electricity Commission (color).

**CHARLES CHAUVEL ENTERPRISES:** 27 The Rampart, Castlcrag. (XL1807) Chautel.

**Directors:** Charles and Elsa Chauvel.

**Staff:** Harry Closter (tech. supt.).

**Equipment:** Arriflex 16 and 35mm cameras, Leevers-Rich sound equipment, two four-wheel drive Landrovers for exterior work.

Produced Jedda, Forty Thousand Horsemen, Sons of Mathew and others. Also BBC TV series. Unit specialises in outdoor filming, with processing done by Kinelab.

**CHRISTIAN TELEVISION ASSOCIATION:** 12-14 Pine Ave., Five Dock (WF8612).

**Directors:** Dr A. W. Morton, Dr Malcolm McKay.

**Equipment & Facilities:** Using outside facilities.

Unit has produced material for Sydney religious programs.

**CINESOUND PRODUCTIONS PTY LTD.** Studios and offices, 541 Darling-st, Rozelle, NSW. (WB3141).

**Directors:** Norman B. Rydge (chairman and man. dir.), N. M. Barrell, John Evans, John Goulston, C. W. Rundle.

**Staff:** K. H. Moreman (secy), A. J. Helgeson (gen. mngr), Richard Allport (dir.), Bede Whiteman (dir.), Lloyd Shiels (chief cameraman), S. Whiteley (TV & newsreel editor), Arthur Smith (sound engineer).

**Studios:** (40ftx50ft and 60ftx40ft). Equipped with two sound stages and three theatrettes for 16 and 35mm screenings.

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

Cinesound, claimed one of the world's longest-established newsreel production companies, produces weekly theatrical newsreel, five TV newsreels and a week-end news magazine for TCN. Also TV commercials, cinema advertising films, feature films and documentaries.

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

**Director:** R. M. Bacon.

Company is newly formed and not yet in

production. Main function will be production of TV and cinema commercials, ranging in length from 10 secs upward.

**DONOVAN JOYCE PRODUCTIONS PTY LTD:** Offices, Caltex House, 167-187 Kent-st, Sydney (BU4667). Cables, Rejoice, Sydney.

**Directors:** Donovan Joyce, Nance Joyce.  
**Staff:** Donovan Joyce (man. dir. and dir. of prod.), Nance Joyce (project editor), Joy Ninnes (casting dir.).

Uses outside facilities.

Unit wholesales to radio and TV stations and networks direct and generally does not deal with advertisers. Sells to all foreign English-speaking markets, including government instrumentalities.

**FORTUNE FILM & TV PRODUCTIONS PTY LTD:** 141 York-st, Sydney (BX5491), and 30 Queens-rd, Melbourne (BM2504).

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

**Staff:** R. D. Hansen (prod.-dir.), G. E. Paxman (assist. prod.), J. E. Hansen (editor), L. J. English (Sydney TV prod.), B. Hawkins (Melb. TV prod.).

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

Clients include Lincoln Electrics, Comm-

**Ring FA 5447 or FA 2897**

**For Special Services to Advertising Agencies  
on all Television Production**

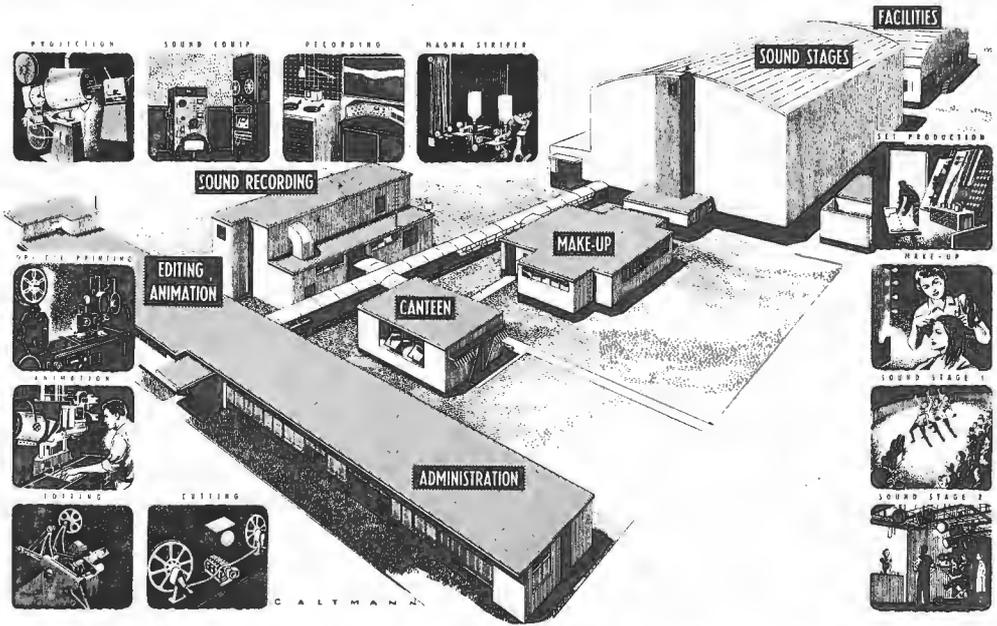
35mm and 16mm

- Camera
- Sound
- Lighting
- Studio
- Processing
- Editing
- Optical Effects
- Special Titling

**SUPREME SOUND STUDIOS**

11-15 YOUNG ST., PADDINGTON, N.S.W.  
PRODUCERS OF FILMS FOR SCREEN AND TV

# Here are complete film facilities



## AT ARTRANSA PARK STUDIOS YOU WILL FIND:

- ★ 2 Sound Stages (75 x 50 each) and soundproof Control Rooms.
- ★ B.N.C., Standard Mitchell and Arriflex 35mm. Camera Units.
- ★ Full 16mm. Camera Units.
- ★ Complete location production facilities.
- ★ Sound recording 35, 17½, and 16mm., ¼" tape and disc.
- ★ Full projection and Theatre facilities.
- ★ Editing and cutting in 35, 17½, and 16mm.
- ★ Special Effects Department, including Oxberry Optical Printer.
- ★ A large animation and Graphics Department.
- ★ Set design and construction workshops.
- ★ Wardrobe, make-up, dressing-rooms, canteen, couriers.
- ★ Temperature controlled film vaults and library storage.
- ★ Camera and darkroom for stills in black-and-white or colour.
- ★ Administration and office facilities.

*Artransa*

Studios: "Artransa Park",  
French's Forest,  
Sydney, N.S.W.  
(JY9311).  
Telegrams: "Artransa, Sydney".

Head Office: 132-8 Phillip Street,  
Sydney, N.S.W. (B0360).  
Melbourne Office: Room 10, 2nd Floor  
566 Lonsdale Street.  
Phone: MU4204.

with Railways, Elect. Commn, Ansett Airways, Chamber of Mfrs. Several Fortune films have been shown on Sydney and Melb TV.

**GREENHALGH PRODUCTIONS PTY LTD**, 338-342 King-st, Mascot, Sydney (MU4328). Studios, Pagewood Studios, Wentworth-ave, Pagewood, NSW (FJ6214).

**Directors:** R. Greenhalgh (art director), J. Kennedy (camera technician), J. C. Warren.

**Staff:** Includes five animators, background artist and layout man.

**Equipment & Facilities:** Bolex H16, Arriflex 35mm, special animation camera tables.

**Repr.:** International Television Services, 233 Castlereagh-st, Sydney (MA6148).

Concentrates on animation. Has produced TV commercials for GMH, Persil, Kolynos, Coca-Cola, Kraft, Milo, Bushell's and many others.

**HALLIDAY PRODUCTIONS** (an associate of Australian Instructional Films Pty Ltd); Studios and offices, 6 Underwood-st, Sydney (BU6557). Cables Austfilm.

**Directors:** Lex Halliday, Jean Halliday.

**Staff:** Philip J. Pike (chief cameraman), Noel Robinson (script-research), Donald B. Stranger (sound).

**Equipment & Facilities:** Full range 16 and 35mm equipment, synchronous sound and

non-synchronous tape recording in studios or in the field; puppets and animation; theatre for 16 and 35mm screenings.

Halliday Productions specialises in Eastman color theatre commercials (productions for Surf, Sebel furniture and Birdseye) and TV commercials (Lux, Surf, Astor, Dulux and others).

Australian Instructional Films produces industrial, documentary, sales and educational films (Stamina, Qantas, Crusader, Vacuum Oil).

**HAMILTON, PETER, PRODUCTIONS**, 131 Cathedral-st, Sydney (FA7989).

**Director:** Peter Hamilton.

**Studios:** One studio (14x20), animation and titling and editing rooms.

**Equipment & Facilities:** Cameras include 16mm reflex Bolex with 100mm zoom lens, 35mm Askania Eymo and Debie single system, battery-operated portable tape recorder, Ferrograph recorder and synchronous sprocketed recorder.

Has produced animated TV spot for Broadway Tailors.

**INTERNATIONAL TELEVISION SERVICES PTY LTD**, 28 Martin Place, Sydney (BW3006, BW3285). Independent producer of animation, TV commercials, film advertising and documentaries. Represents Greenhalgh animation studios.

## Television and Film Production facilities



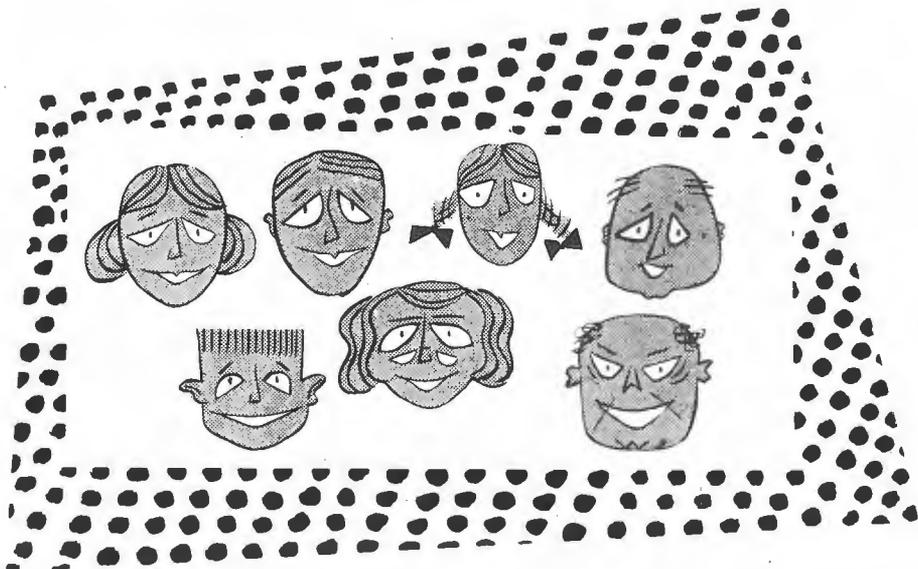
*Avondale  
Studios  
Pty. Ltd.*

- Commercial : Industrial : Documentary.
- 35mm or 16mm: Black & White, or Colour.
- Studio and Sound Stage Space.
- Production Cameras.
- Studio and Location Magnetic Recording.
- Western Electric Licenced.
- Double Head Projection.
- Raw Stock Supply : Processing Services.
- Cutting and Editing : Release Prints.
- Standard and Microgroove Disc Recording.

*Henderson St., Jurella, N.S.W.*

Tel. LX 8246-7-8 — Telegrams & Cables "Avonfilm", Sydney.

## planning a film audience?



## then plan a TV + CINEMA release!

**SPECIAL PROPORTIONATE RATES NOW AVAILABLE . . .  
BASED ON FOOTAGE SCREENED**

**ALL YOUR TV FILM COMMERCIALS** from 30 feet to 200 feet can be played two ways . . . on TV and simultaneously on the popular *motion-picture theatre* screen before an assured Australia-wide audience of up to 3,000,000 viewers weekly.

This gives your TV film commercials enormous flexibility . . . now they can become TV + CINEMA commercials, in each case one film-ad doing two jobs.

Your choice of theatre screens can be made from over 1,000 prominent theatres on the Featured Theatres Ads. circuit throughout Australia, at economical proportionate rates based on footage screened.

*Place your Film Production in the hands of Australia's foremost production unit, with men who have been intimately associated with*

*the planning and production of many major national advertising campaigns . . .*

## **David Koffel Film & Television Productions**

Theatre Advertising Division: **Featured Theatre Ads.**  
**Australia-Wide Screen Advertising**

**Hexham House, 106-108 Goulburn Street, Sydney. (Near Elizabeth Street.)**

**Telephones: MA 1428, MA 1643, MA 1673**

Victorian Reps.: Filmads Pty. Ltd., 145 Collins Street, Melbourne.

**Directors:** Dr F. Louat, QC (chairman), R. E. Lane (man. dir.), and John Watson. Uses outside facilities as required.

**Staff:** W. F. Larkins (service manager), C. Hudson (film director).

**Repr.:** Sydney selling agents: Sellers-Lane-Stevens (BW3006 and BW3285), Country Radio & Television (BX3380); Melbourne, John Havre, 65a Franklin-st, (FJ3621).

Has made TV commercials and theatre advtg films for GMH, Prestige, Cadburys, Ardath, Craven A, Turf, Persil, Lux and many others. Has handled such movies as Smiley, Long John Silver, The Shiralee and Robbery Under Arms.

**KINGCROFT PRODUCTIONS PTY LTD:** Offices and studios, 94 Oxford-st, Sydney (FA2770).

**Directors:** J. Kingsford Smith, A. B. Gange.

**Staff:** John Kingsford Smith (prod.dir.), Jack Gardiner (dir.photog.-editing), Peter Menzies (camera-cutting).

**Equipment & Facilities:** Eight late model 16 and 35mm cameras, Magnasyc recorder, 16 and 35mm projectors, complete lighting, Bell & Howell continuous printing machine, 35mm optical printer, animation and tilting jigs.

**Studio:** One (40x24ft.)

TV done through Nichols-Cumming & Staff Advertising.

**KOFFEL, DAVID, FILM & TV PRODUCTIONS.** Studios & offices, 300 Pitt-st, Sydney. Phones MA1643, MA1673, MA1428. Melbourne repr. Filmads Pty Ltd, cnr Cambridge & Station-sts, Melbourne (WX3860).

Managing director, David Koffel.

Staff includes two cameramen, four art directors, four scriptwriters & research personnel.

Company operating since 1939.

Special research dept set up to follow all latest trends in film prod. & presentation.

**Equipment & Facilities:** 16mm Bell & Howell & Bolex cameras, magnetic tape recorders (synchronous), 35mm Debie sound cameras, complete lighting and titling bench & camera.

**LITCHFIELD TELEVISION PTY LTD:** C/- Artransa Pty Ltd, Artransa Park, French's Forest, NSW (JY9311). Cables Tellitch Sydney.

**Directors:** Ainslie Roland (Roly) Litchfield, Elsa Alma Litchfield.

**Staff:** A. R. Litchfield (man. dir.).

**Equipment & Facilities:** Through Artransa.

# 25 Years of

35mm

•

16mm  
TV

•

b&w - color

Technical Perfection and  
Production Experience  
guarantee all our  
Commercial, Industrial  
and Documentary Films.



## SOLARCHROME

Color Productions Pty. Ltd.  
St. John's Road, Glebe, N.S.W. Phone: MW 3759.

Producing 35mm cinema films (color and b&w), TV commercials and full length documentaries in 16mm color.

Clients include GMH, Dunlop Rubber, W. D. & H. O. Wills, Masonite, United Distillers, Prestige, Cadbury-Fry-Pascal.

**PARTNER PTY LTD**, Kembla Bldg, Margaret-st, Sydney (BX4739).

**Directors:** Henry D. Mendelson (man. dir.), Norman Waters.

**Staff:** H. D. Mendelson (creative dir.), N. Waters (radio-TV dir.), Mrs. R. Wichello (accounts).

An independent TV production unit, Partner specialises in production of live TV programs and commercials, also radio.

**PERIER PRODUCTIONS PTY LTD & PERIER FILMS PTY LTD**. Studio and offices, 24 Jamison-st, Sydney (BU6527).

**Directors:** R. E. Perier (man. dir. and cameraman), S. E. Murdoch (dir. scripter and prod. supvsr.), Miss M. Crowley (ed. & bus. mgr.).

**Equipment & Facilities:** Cine-Kodak cameras, 35mm and 5x4 still cameras.

Perier Productions specialises in 35mm color transparencies, strip and film slide prod; Perier Films specialises in 16mm film prod., from TV commercials to half hour documentaries and full length features.

**SOLARCHROME COLOR PRODUCTIONS PTY LTD**, St. Johns-rd, Glebe, NSW. Phone MW3759.

**Directors:** N. R. Bletcher, A. E. Higgins.

**Studios:** Large studios incorporating a workshop, costume department, storage areas.

**Equipment & Facilities:** Complete studio equipment including four 35mm and two 16mm cameras and lighting.

Has already produced over 100 TV commercials.

**SOUTHERN CROSS FILMS PTY LTD**. Offices, studio, Lot 34, Boronia-rd, Seaforth, NSW (XJ2747, LU4778).

**Directors:** Douglas Hardy (tech, and creative dir.), G. Cattle (also chart. acctt.)

**Equipment & Facilities:** 35 and 16mm cameras, complete editing facils., mobile lighting, optical (single system and tape) recording.

**Studios:** One (50ftx20ft).

Formed 1945, has produced BBC TV series, will produce Wally and the Major series for Aust. TV and children's films.

**SOUTHERN INTERNATIONAL STUDIOS**, Ebley-st, Bondi Junction, Sydney (FW1112-3). Cables, Cinestudio.

## TV Slides

Accuracy

Legibility

*... and the speediest  
service within the  
TV Industry*

## WHITFORDS THEATRE ADS.

102 Sussex St., Sydney - BX 2255

David John Whitford,  
Chief Executive Officer

personal  
contact  
makes  
good  
film  
at  
VISATONE

## A COMPLETE SERVICE


**35 MM**
**16 MM**

- Commercial
- Industrial
- Documentary

## Litchfield Television Pty. Ltd.

Artransa Park,  
French's Forest.  
N.S.W.

Phone: JY 9311  
Cables: "Tellitch"  
Sydney.

**THANK YOU!**  
England, America, Norway



Thank you for your kind remarks.

Color footage required by Verity Films, Raphael Wolff, Svekon Film, was shot to highest world standards.

As with discerning local sponsors, they chose . . .

AUSTRALIAN INSTRUCTIONAL FILMS  
PTY. LTD. AND HALLIDAY (TV)  
PRODUCTIONS  
6 Underwood St., Sydney Cables: "Austfilm"

**Directors:** Chips Rafferty, Lee Robinson, Reginald Lynam.

**Staff:** George Hughes (studio mngr), J. Cavill (sery), Keith Loone (cameraman), Don Connolly (sound).

**Equipment & Facilities:** Mitchell and Ariflex cameras, Stencil-Hoffman recording system, Westrex editor, mobile generating plants, complete lighting, production vehicles, sound stages, theatrettes, dubbing theatres, cutting rooms, stills division.

Produces all types of feature films, documentaries, TV commercials and programs.

**SUPREME SOUND STUDIOS**, 11-15 Young-st, Paddington, NSW. Phone FA5447, FA2897. Proprietor, M. R. Murphy; chief cameraman John Leake.

**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 and Bell & Howell cameras.

Company is concentrating in prod. of TV commercials and documentary films.

**TELECRAFT STUDIOS**, office for **TELECRAFT PRODUCTIONS AND TELESCOPE PRODUCTIONS**, 181 Blues Point-rd, North Sydney (XB3592).

**Directors:** (Telecraft Studios) Peter Dabbs (man. dir.); Telecraft Productions, Peter Dabbs, Alice Dabbs, Ralph Crago; Telescope Productions, Peter Dabbs, Robert Kennedy.

**Equipment & Facilities:** Studios equipped with 16 and 35mm equipment, available for hire with technical staff.

Both production units are engaged in production of TV and theatre films and commercials.

**TWENTIETH CENTURY FOX FILM CORP. (AUST) PTY LTD** (Movietone News Division), 43 Missenden-rd, Camperdown. Phone LA3228. Telegrams, Movietone Sydney.

Managing editor, H. Lawrenson.

Supplies a weekly news film to ATN-GTV.

**VISATONE TELEVISION PTY LTD.** Offices and studio, 20 Hill-st, North Sydney (XB8042, XB6292).

**Directors:** Ken G. Sledge (man. dir.), Peter A. Balson, R. N. Tucker. All hold same positions on board of Visatone (Aust) Pty Ltd.

**Staff:** Jim Pearson (film dir.), Jack Fletcher (chief cameraman), L. Dore (art dir., animation).

**Equipment & Facilities:** Fully equipped to produce all types of TV and film material.  
**Studios:** One (50ftx30ft.).

Since foundation in 1956 has made TV commercials for Lever Bros, Nestles, BALM, Samuel Taylor, Email, Philips, AEI, and others. Also Eastman color theatre films.

**VIDEO FILM CORPORATION (AUST) PTY LTD**, 159 Bunnerong-rd, Pagewood, NSW. Phone FJ 1536, FJ 6668-6669.

**Directors:** T. J. Purcell (chairman) R. V. Spike (man. dir.), G. B. Thomas (barrister), F. E. Parnell.

**Executives:** Ralph D. Hogg (gen. mngr). Specialising in documentary, industrial, commercial TV films.

**Equipment and facilities:** Cameras include three Auricon 16mm, Eclair Cameiflex 16mm & 35mm, and Aquaflex underwater photographic unit. Modulite sound system, Magnasync recording unit, full editing and lighting facilities.

**Studios:** Company has 20 acre site at Eastwood on which it will erect studios. Clients include Bridgeland Brown (woolbrokers), Central Woolclassing, Seetcovers, Road Safety Council.

Producing TV program What do you Think?

**WHITFORDS THEATRE ADS PTY LTD**. Studios and offices, 102 Sussex-st, Sydney (BX2255).

**Directors:** A. Whitford (chairman), David John Whitford (chief exec officer), A. J. Williams, G. A. McPhee, T. R. Miners, H. M. Rich.

**Staff:** J. R. Schofield (secy), A. R. J. Fellows (sales mngr), J. D. Brown (prod. mngr and cameraman).

**Equipment & Facilities:** Whitford's is equipped with all latest facilities for production of all types of slides.

Clients include Consolidated Press, Jantzen, AWA, Atlantic, Vacuum Oil, BALM, Max Factor, TCN and ATN.

## MELBOURNE

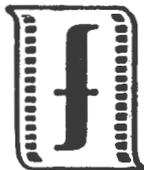
**AUSTRALIAN PRODUCTION UNIT**, 504 Little Collins-st, Melbourne (MB1139).

**Director:** R. M. Roberts.

**Staff:** Bill Roberts (prod. mngr), Gordon Leed (sales mngr), Barbara McIntosh and John Cooper (staff prods.).

Producers of radio and TV features and commercials. Clients include Queens Bridge Motor & Engineering, Loves Pty Ltd and James McEwan & Co.

**AUSTRALASIAN RADIO & TELEVISION (PRODUCTIONS) PTY LTD** (operating in conjunction with Herschells' Films Pty Ltd, Agnes-st, Jolimont, Vic.). Head office: 352 Collins-st, Melbourne (MY1188). Sydney office: 283 Elizabeth-st (BM3007). Studios,



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COVERAGE  
FOR  
TELEVISION  
COMMERCIALS .  
GIVE THEM  
CINEMA  
DISTRIBUTION**

***filmads***  
PROPRIETARY LIMITED

**Special rates  
all states  
for shorter films**

**FILMADS,**  
T. & G. Buildings,  
147 Collins Street,  
Melbourne.

PHONE: MF 4857

**N.S.W. Representative:  
David Koffel.**

504 Spencer-st, Melbourne (FJ3784) and 31 Agnes-st, East Melbourne.

**Directors:** Noel Dickson (chairman, man. dir.), P. M. Daniell (partner, Kent, Brierley & Fisher, accountants), and J. Joyce (secretary, Frank Mason & Co, Aust).

**Staff:** Complete team under Canadian producer Myke Dyer.

**Studios:** Complete sound stages with camera and lighting equipment.

**Equipment & Facilities:** Cameras: 35mm Bell & Howell; Cineflex; 1000ft 35mm de Vry; de Brie in sound blimp; 16mm Paillard-Bolex; two cartoon cameras; 16mm sprocketed tape recorder; 16 and 35mm film sound recorders; electric sound painter for direct sound onto prints.

Has produced commercials for Cadbury-Fry-Pascall, Sheaffer Pens, Tom Piper and other clients.

**CAMBRIDGE FILM & TV PRODUCTIONS PTY LTD**, 221 Pelham-st., Carlton, Vic (FJ2204).

**Directors:** W. V. Morgan (chairman), Val Morgan Jnr., E. V. Gleeson, D. Bilcock, N. Duncan, H. Jobbins.

**Staff:** D. J. Bilcock (prod-dir.), D. S. Sheriff (secy.), G. Kischkowski (office mngr.), L. Heitman (head cameraman); S. Sisen (animation).

**Equipment & Facilities:** Fully equipped animation dept., 16 and 35mm preview theatrette available for hire, 16 and 35mm projectors and simulated TV viewing.

**Repr.:** Val Morgan & Sons, 64 Elizabeth-st, Melbourne (MF6431) and Filmads Pty Ltd, 145 Collins-st, Melbourne (MF4857).

**CINE SERVICE PTY LTD**, Studios, offices and laboratories, 368 Post Office Place, Melbourne. (MU1373).

**Directors:** Vernon F. Wagstaff (man. dir.).

**Staff:** Includes Geoffrey G. Thompson (production supervisor).

Produces and processes all types 16 and 35mm films and commercials, specialises in duplication of Kodachrome sound films.

At present equipping complete floor for TV commercial production. (See also Films Advisory Bureau).

**CRAWFORD, HECTOR, PRODUCTIONS PTY LTD**. Head office, 38-40 Little Collins-st, Melbourne (MF4911). Subsidiary company Crawford TV Workshop. Cables, Crawfordisc.

**Directors:** Hector Crawford (man. dir.), Dorothy Crawford, John Ormiston Reid, A. Leo Finn.

**Repr.:** NSW, A. L. Finn, 66 King-st, Sydney, BX6161; Qld, Eric Wood, Anday

## Choosing a TELEVISION Programme is a Major Decision!

It's wise to seek expert advice on the selection of the feature to carry your sales message on this powerful new medium. In offering you our services, we offer also the advantage of our practical overseas experience in T.V. production, and our extensive knowledge of the entertainment field in all its phases, enabling us to create and produce television programmes of world standard.

### THE CRAWFORD T.V. WORKSHOP

... Australia's largest, most modern experimental Television Studio, is readily available

to sponsors and advertising agencies for the T.V. testing of products and commercials.

#### INTERSTATE REPRESENTATIVES:

See Page 138 of Television Producers' Section of this Volume.

### HECTOR CRAWFORD PRODUCTIONS PTY. LTD.

40 Little Collins Street, Melbourne

'Phone: MF 4911

Cables: Crawfordisc.

# ONE Source —

## All Producers Services

# HERSCHELL'S



<b>PRODUCTION</b>	<b>NEG. &amp; POS. PROCESSING</b>
<b>SCRIPT</b>	<b>35mm. 16mm. PRINTING</b>
<b>16 mm. SOUND 35 mm. RECORDING</b>	<b>16mm. REDUCTION PRINTING</b>
<b>ANIMATION</b>	<b>ELECTRIC PRINT OF SOUND TRACKS</b>
<b>PUPPETS</b>	<b>EQUIPMENT</b>

Sound Readers — Synchronisers — Rewinders — Viewers — Projectors — Screens — 16mm. and 35mm. Theatrette.

- COMPLETE PRODUCTION SERVICES • COLOR & B & W
- PRINTING & PROCESSING

## HERSCHELLS FILMS PTY. LTD.

31 AGNES STREET, EAST MELBOURNE

PHONE MF 1956 - 3 LINES — CABLES PATHECINE, MELBOURNE

LONDON OFFICE - SACKVILLE HOUSE - 40 PICCADILLY, LONDON

Agency & Distributing Centre, Moordale Cres, Indooroopilly, UW1387; SA, L. S. Wise Ltd, 196 Gilles-st, Adelaide, W5818; WA, J. A. Mercer, Ad-Craft Advertising Service, 8 Esplanade, Perth, BF2404; Canada, All-Canada Radio Facilities Ltd, Victory Bldg, 80 Richmond-st, Toronto, Ontario; South Africa, Artransa Pty Ltd, Belray Bldg, Fox & Troye-sts, Johannesburg; Britain, International Library Service, Carlton House, Lower Regent-st, London; USA, Harry S. Goodman Productions, 19 East 53rd-st, at Madison Ave, New York.

**FILMADS PTY LTD**, 145 Collins-st, Melbourne (MF4857). Teleg. address, Filmads, Melbourne.

**Director:** A. N. Colquhoun.

**Staff:** H. E. Jobbins (gen. mgr), F. E. H. Cooper (sales mgr), Miss N. Feehan (secy).

**Equipment & Facilities:** Comprehensive range of modern equipment.

**Repr:** NSW, Featured Theatre Ads (David Koffel), Sydney; Qld, Campbell Screen Publicity, Brisbane; SA, Filmads (SA) Ltd., Adelaide; WA, Filmads (WA) Ltd., Perth; Tasmania, Tasmanian Publicity. **O'seas:** Pearl & Dean (Overseas) Ltd, London and members in 52 countries of the International Screen Advertising Services.

Producers and distributors of advertising films.

**FILMS ADVISORY BUREAU (TV PRODUCTIONS)**, 368 Post Office Place, Melbourne (MU1373).

**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, it is also a production unit.

Clients of both the Bureau and Cine Service include RAAF, RAN, Dept of Army, British Farm Equipment, C. C. Wakefield, Dunlop Rubber, ICI, Lewis Berger, International Harvesters.

**HERSCHELLS FILMS PTY LTD** (production division), 31 Agnes-st, East Melbourne. Phones MF1956-7-8.

**Directors:** Roy A. Driver (managing dir.), F. F. Knight (chairman), A. L. King.

**Executives:** F. W. Thomas (secretary), F. Baez (cinematographer), B. Kavanagh (film editor), G. Lumsden (laboratory supervisor), Peter R. Lord (sound engineer).

Producers of TV commercials, documentaries, cinema advertising films, puppet & cartoon TV films and film strips. Also handles micro-filming of records.

**Equipment & facilities:** 35-16mm sprocketed tape and film recording, com-

# CINE SERVICE PTY. LTD.

**Producers of**

**F I L M S**

TV Commercials

Documentary

Educational

Industrial

- 35 MM
- 16 MM

- Colour
- B & W

*Full laboratory service*

**CINE SERVICE PTY. LTD.**

368 Post Office Place, Melbourne. MU 1373

plete production equip., including 16 and 35mm cameras, lighting and editing machines. Own studios and 50-seat theatre for 16 and 35mm film screenings.

**MOONEY-WEBB TV & RADIO UNIT PTY LTD** (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 349 Collins-st, Melbourne (MU8731).

**Directors:** E. J. Webb, I. Gorman.  
**Executives:** Danny Webb (prod.).

**MORGAN, VAL, & SONS PTY LTD**, 64 Elizabeth-st, Melbourne (MF6431).

**Directors:** W. V. Morgan (man. dir.), S. Morgan, V. C. Morgan, E. V. Gleeson, H. G. Holt.

**Equipment & Facilities:** Complete facilities for production TV and theatre slides, recorded announcements, all TV and theatre films, including animation. Own theatre.

**Repr.:** SA, K. B. Hicks, manager, Val Morgan & Sons Pty Ltd, 348 King William-st, Adelaide (W1481); WA, Cyril Cornish Theatre Ads, 288 Hay-st, Perth (B2727); NSW, A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161).

Mainly engaged in theatre screen advertising, company publishes Morgan Street Directory and is associated with GTV.

**OWEN BROS ANIMATED FILMS PTY LTD**, Offices, studios and photographic dept, 64 Elizabeth-st, Melbourne (MF8303).

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

**Staff:** James Owen (mngtr and acct), I. N. Lamb (secy).

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

Backed by 15 years in animation production, unit produces animated slides, telops, filmstrips, and artwork for TV and theatre.

**ZWART, HANK.** Golden TV Productions, 3 Herlihy's-rd, Lower Templestowe, Vic.

**Directors:** Hank Zwart, Hendrika Gootdes.

**Staff:** Hank Zwart (art dir. & animator), Hendrika Gootdes (camera & lighting), Hendrik Zwart, sr. (woodcarver, sets & puppets).

**Equipment & Facilities:** Studio fully equipped with 35mm and 16mm cameras, truck table for full cartoon animation. All work handled by own staff.

**Repr.:** Sydney, Sellers, Lane Stevens, Bulls Chambers, 28. Martin Place (BW3285, BW3006).

Specialises in TV and theatre advertising, puppet films, cartoons, live action.

## CASTING AGENCIES

**CENTRAL CASTING OFFICE**, 17 Castle-reagh-st, Sydney. Phone BW5097, BW5452. John Cover, James Joyce.

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

**LEW AND LESLIE GRADE AGENCY PTY LTD**, Tivoli Theatre, Castlereagh-st, Sydney. Phone BA4831. Jack Neary (mngtr).

**I/State Repr.:** Kelvin McWhinnie, Tivoli Theatre, Bourke-st, Melbourne (MF2111); **O'seas:** Lew & Leslie Grade, Regent-st, London; Eddie Elkort, New York.

**TELECAST AGENCY**, Suite 111, 29 Blyth-st, Sydney. Phone BW4111. Nora Burnett (director).

**O'seas Repr.:** Gordon Harbord, 53 St. Mar-Strand, London, WC2.

**VAUDE-VIDEO DRAMATIC AGENCY**, 154 Castlereagh-st, Sydney. MA4623. John Llewellyn (mngtr), V. Blundell (deputy mngtr).

*15 Years Experience in*

# ANIMATION

*for* EDUCATION and INDUSTRIAL FILMS  
*And Now* TELEVISION



## OWEN

## BROTHERS

*Animated Films* PTY LTD

64 ELIZABETH ST. MELB.

*Phone MF8303*

**We act as  
AGENTS for  
Overseas Producers  
wanting to place  
their product on  
TV in Australia.**



***We also have  
product —  
available for the  
TV Markets of  
the World.***

***Let's hear  
from YOU***

**TRANS AUSTRALIA  
TELEVISION PTY. LTD.**

106b King Street,  
Sydney, Australia.

#### TV FILM DISTRIBUTORS

**BLAKE FILMS**, 126 King-st, Sydney. Phone BW3206, BW1757 Telegrams Blakefilms.  
Directors: S. J. Blake.  
Executives: Miss R. E. Saxelby (secretary).  
Distributor feature and short length films.  
Interstate Repr.: Ray Films, Melbourne.  
O'seas: W. Buchheim, Paris, France.

**FILM ENTERPRISES PTY LTD**, 16 Barrack-st, Sydney. Phone BX1158.  
Directors: R. Pivott (managing dir.), 6 Wattle-st, Killara (JX1418).  
Aust. distributor for British Lion, Independent Film Distributors Ltd; and Aust. repr. Lion International Films (London).

**HOLLYWOOD TELEVISION SERVICE** (div., Republic Pictures International Corp.), 43 Brisbane-st, Sydney. Phone BA4621. Telegrams Repubfilm. A'sian repr.: W. C. Heidenreich.  
Production, distribution feature & short length films.

**NATIONAL FILMS OF NSW (REG)**, City Tattersalls Chambers, 198-200 Pitt-st, Sydney. Phone BM3080.  
Executives: G. D. Taylor (general mngr).  
Distributor specialised TV films.

**LONDON FILMS AUSTRALASIA PTY LTD**, 499 Kent-st, Sydney. Phone BM2081. Telegrams, Londofilm, Sydney.  
Directors: Sir David Cunynghame, V. Korda, J. A. L. Gunn, M. McFadden, R. R. Mooney.  
Executives: R. R. Mooney (gen. mngr), E. J. E. Post (secretary).  
Distributor feature films.  
Interstate Repr.: Universal Pictures (all States); O'seas: London Films International Ltd.

**RAY TV PTY LTD**, 149 Castlereagh-st, Sydney. Phone BM6625. Telegrams Ray-films.

Directors: H. Sizer (chairman), R. Rushmer (managing dir.), H. Jobbins (general sales mngr), H. Simmons.

Suppliers all types TV feature films and shorts.

Interstate Repr.: Ray TV (Vic) Pty Ltd, 147 Collins-st, Melbourne. (MF4857-8).

**SCREEN GEMS**, 251a Pitt-st, Sydney. Phone BM6511. Telegrams, Columfilms.  
Aust. repr.: F. D. Calvin.

Suppliers filmed TV programs, feature films.

O'seas Repr.: Screen Gems, Inc. (parent company), 711 Fifth Ave, New York (22), USA (Plaza 1-4432). Ralph M. Cohn (vice-pres.), James W. Dodd (foreign coordinator).

**TRANS-AUSTRALIA TELEVISION PTY LTD**, 106b King-st, Sydney. Phone BW 2375-6. Telegrams, Infilidis, Sydney.

**Directors:** Errol S. Heath (managing dir.), R. A. Peterson (secretary).  
Distributor TV features and shorts.

### TV ANTENNA MNFRS

**AERIAL MANUFACTURERS PTY LTD**, 20 Tebbutt-st, Leichhardt, NSW. Phone LM6759. J. W. Maple, W. B. Oliver (dirs).  
TV aerials, all types mountings and fittings.

**ANTIFERENCE (AUSTRALASIA) PTY LIMITED**, 131 Regent-st, Sydney. Phone MX1104, MX1197. D. O'Neill (sales mng'r).  
Antiference TV aerials and accessories, NSW dist. Telcon cables.  
**Agency:** O'Brien Publicity.  
**I/State Repr.:** Nilsen's Industries (Aust.) Pty Ltd, 265 Chapel-st, Prahran, Vic.

**BETTA CHROME FURNITURE PTY LTD**, 167 Botany-rd, Waterloo, NSW. Phone MX3551-2-3. Telegrams, Bettachrome Sydney. J. L. Guest (mng dir.), K. H. R. Stephens (general mng'r).  
Hi-Mu indoor & outdoor aerials & fittings.  
**I/State Repr.:** J. T. Bristow & Co, 50 Erskine-st, Nth Melbourne.

**CHANNEL MASTER PTY LIMITED**, 752 Pittwater-rd, Brookvale, NSW. Phone XF0221. Telegrams Channelmaster. G. I. Ferris (chairman & mng dir.).  
Channel Master TV antennae & accessories.

**Agency:** Murray & Ogle.  
**I/State Repr.:** Distributors all States.

**HILLS TELEVISION SERVICE** (div., Hills Hoists Ltd), 295-305 Princess Highway, St. Peters, Sydney. Phone LA5515. B. O'Leary (mng dir.), E. J. Delaney (NSW mng'r), R. Sledge (Vic. Mng'r).  
Mfrs Hills TV Antennae, electronic equip installation & set service.

**I/State Repr.:** Head office, 586-596 South-rd, Edwardstown, SA.

**DICKSON PRIMER TELEVISION SERVICES PTY LTD**, 73 Day-st, Sydney (GPO

box 3880). Phone BX5791. Telegrams, Primercoy Sydney. G. H. Ward (dir.), P. Kirkham (chief engineer).

Telepower antennae, & accessories. TV installations & servicing.

**I/State Repr.:** Branches, 83 Whiteman-st, Sth Melb. (MX2070); room 17, 41 Market-st, Wollongong (B1065); room 8, 62 Scott-st, Newcastle (B1353); 157 Malop-st, Geelong (X4821).

**MAPLE LEAF TELEVISION PTY LTD**, 20 Tebbutt-st, Leichhardt, NSW. Phone LM6759. J. W. Maple, W. B. Oliver (dirs).  
TV aerial installations, TV receiver service.

**TRANSMISSION LINES PTY LTD**, 213 Canning-st, Carlton, Victoria. Phone FJ5546.  
TV antennae.

**WATERFORD, R. J. & SON PTY LTD**, 2a Mimosa-st, Bexley, NSW. Phone LW3011, LW3633. R. J. Waterford, R. F. Waterford (dirs.).  
Matchmaster TV antennae & accessories.  
**I/State Repr.:** Jasper Coote Pty Ltd, Melbourne.

**For Quality . . .**

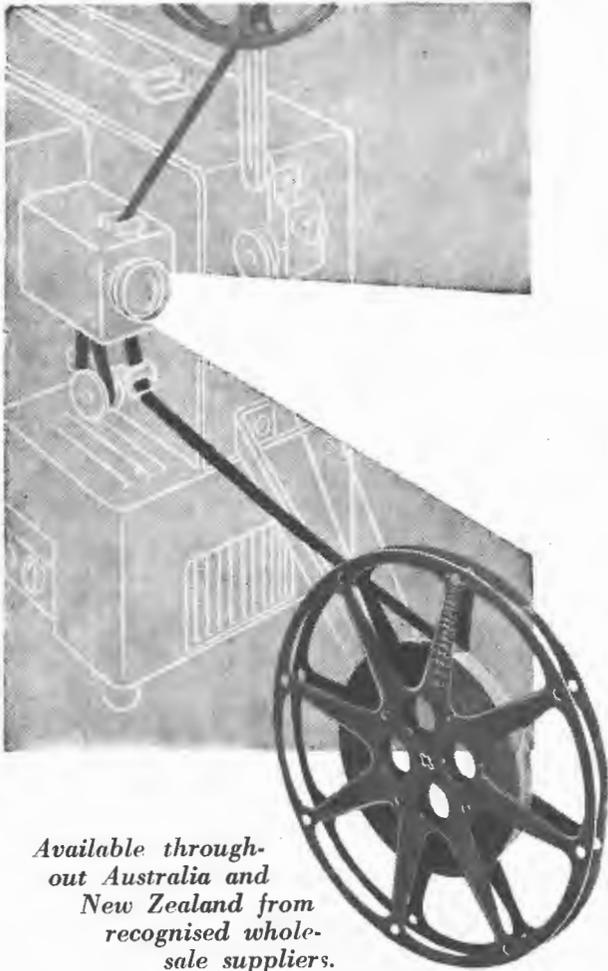


### **SYDNEY:**

149 Castlereagh Street.  
BM 6625.

### **MELBOURNE:**

147 Collins Street.  
MF 4857.



*Available throughout  
Australia and  
New Zealand from  
recognised whole-  
sale suppliers.*

# MASPRO

## 16 mm

### SPOOLS & CANISTERS

**Protect  
Valuable  
FILM  
with Constant  
Balance and  
"Trueness"**

**The choice of leading film distributors, libraries,  
laboratories, government departments  
—and now TV!**

Now MASPRO provides a full range of 16 mm. spools and canisters, wholly manufactured in Australia. They accord with the latest specifications of the American Standards Association and are approved by the Standards Association of Australia. This means that MASPRO spools are made of high-grade spring steel; won't warp, won't buckle . . . absence of sharp edges protects film from damage . . . accurate footage calibration on both sides . . . simpler threading because of more accessible slots . . . perfect balance for true, smooth running . . . easier handling.

MASPRO cans will please you, too . . . not only the handsome design, but their film-protecting ruggedness that's safe in store or in transit.

## **MASPRO INDUSTRIES PTY. LTD.**

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

Cables "Massproduction". Telephone: LA4351 (3 lines)

# Services to TV stations

- **Cameras, photographic and projection equipment (pages 147-148)**
- **Film processing laboratories (pages 148-150)**
- **Raw film (pages 150-151)**
- **Studio lighting (pages 151-152)**
- **Recording equipment (pages 153-154)**
- **Lenses and optical needs (pages 154-155)**
- **Transmission lines and equipment (page 155)**
- **Costume hire (page 155)**

PHONE  FIRST

*Standard Telephones and Cables Pty. Ltd.*  
Sydney & Melbourne

 S.T.C. — the Australian Unit of the world-wide IT & T Organisation provides advanced manufacturing and installation services for: all Television and Broadcasting studio and transmission equipment.

N.S.W. UB7331, Vic. MY1406, Q'land FA2531, South Aust. W6411,  
West Aust. BA2951, Tas. B2231.

AUSTRALIA'S LEADING TV STATIONS

CHOOSE *Bell & Howell* \*



When dependability and reliability  
are vital — men who know  
prefer BELL & HOWELL — the  
time-proven projection equipment.

\* *Bell & Howell*

## TELEVISION VIDICON FILM-CHAIN PROJECTOR

DESIGN 614 CBVM

\* G. B. Bell & Howell FILMOSOUND  
Model 631 Sound Projector

\* G. B. Bell & Howell Model 630  
Optical-Magnetic Sound Projector

\* Bell & Howell Model 302  
Optical-Magnetic Sound Projector

SOLE  
DISTRIBUTOR

**SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.**

SYDNEY

MELBOURNE

BRISBANE

ADELAIDE

PERTH

## CAMERAS, PHOTOGRAPHIC AND PROJECTION EQUIPMENT

**AMALGAMATED WIRELESS (A'SIA) LTD**, Sydney, Melbourne, Brisbane, Perth, Wellington (NZ). (See entry under Recording Equipment).

**H. BLEAKLEY PHOTOGRAPHICS PTY LTD**, Bleakley Hse, 397-399 Kent-st, Sydney. Phone BX5761. Telegrams, Bleacoy.

**Directors:** H. Bleakley (chairman), J. H. Bleakley (managing director), D. B. Bleakley (also sales director), G. M. Bleakley.

**Branches:** 323 Bourke-st, Melbourne, MF2038 (branch mngr. P. Blashki); 84 Franklin-st, Adelaide, LA2847 (branch mngr, F. A. White); 621 Wickham-st, The Valley, Brisbane, L4646 (branch mngr, R. Brock); 61 Stirling-st, Perth, BA4989 (branch mngr, L. Gunzburg).

All type TV & film production equip., including Arriflex 16-35mm cameras, printing developing, editing machines, lighting, magnetic & optical sound systems, processing chemicals. Also telephoto, zoom and anamorphic lenses & accessories for animation and specialised photography, industrial motion analysis cameras, Auricon, Magnasync, Zoomer & Hollywood Film Company equip.

**CINEMA ENGINEERING LTD**, 460 Sydney-rd, Balgowlah, Sydney (XJ5147).

**Directors:** Fred Rich, R. W. Richer.

All types of TV film equipment, including editing machines, cameras and projectors.

**CINEOPTICS AUSTRALIA PTY LTD**, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW. Phone JF5121-2-3. Telegrams Cinop Sydney.

**T. D. Watson, Margery Hardie, I. F. E. Watson** (directors), **N. R. M. Mitchell** (general sales mngr), **E. Holden** (service & tech. dept mngr).

National distributors of Paillard Bolex motion picture equipment.

**FRAZER ENGINEERING COMPANY**, 447-449 Harris-st, Ultimo, Sydney. Phone MW1080.

Manufacturers of R. W. Sharp 16-35mm heavy duty film splicers and gang synchronisers.

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

**HAMILTON & BAKER**, Sydney. (See entry under Studio Lighting.)

**HANIMEX PTY LTD**, 14 King-st, Sydney. Phone BX7281. Melbourne branch, 326 Flinders Lane (MU3713); Brisbane, 76 Ann-st (B4398); Adelaide, 3 Francis-st (W2706). Co-managing directors, **J. Howie, J. Hannes**.

Sydney sales mngr, **J. Cashmore**; Melbourne mngr, **R. Goodman**.

Suppliers of Siemens 2000 optical & magnetic sound projector systems, Siemens splicers, and AK16 16mm cameras.

**HERSCHELLS FILMS PTY LTD**, 31 Agnes-st, East Melbourne. Phones JA5088-9, JA6134.

**Directors:** Roy A. Driver (managing director), F. F. Knight (chairman), A. L. King.

**Secretary:** F. W. Thomas.

Aust. agents for Debie 16mm incan descent and arc projectors, and Debie and Vinten camera and laboratory equip, Griffen automatic splicing machines for safety film.

Distributors of Waterworth and Aldis film strip projectors, Pyrox magictape recorders.

**MASPRO INDUSTRIES PTY LTD**, 23-29 Addison-rd, Marrickville, NSW. Phone LA4351. Sydney office mngr, **F. J. Wyatt**.

**I/State Repr.:** Geo. A. Fox & Co, 320 Park st, 5th Melbourne (MX5279); Lou J. Murray & Co, City Mutual Bldg, 307-309 Queen-st, Brisbane (FA1182); Donald Bolton, Hayward Bldg, Charles-st, Adelaide (W2261); Donald Bolton, 11 Fourth-Ave, Applecross, Perth (MJ1496); The Reliance Trading Co, 105 Macquarie-st, Hobart (B3996).

Suppliers of 16mm spools and containers.

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

**PHILIPS ELECTRICAL INDUSTRIES PTY LTD**, 69 Clarence-st, Sydney. Phone BX1661. Sydney manager, **R. Riggs**.

**Branches:** 590 Bourke-st, Melbourne (MU 6091). Melb. mngr, **H. O. Morrison**.

Suppliers all types of TV equipment including cameras, sound, mammoth projectors (for screening a 12ft x 9ft TV picture) and complete range of TV test equip.

**PRECISION ENGINEERING CO. PTY LTD**, 2-6 Neild-Ave, Paddington, Sydney. Phone FA8061. Telegrams Pecolim.

Cinevoc 16mm projectors (Prefect & Premier models), and allied projection equipment.

**PYROX LTD**, Melbourne and Sydney. (See entry under Recording Equipment.)

**SIXTEEN MILLIMETRE AUSTRALIA PTY LTD**, 49 Market-st, Sydney. Phone B0663.

**Branches:** 178 Flinders-st, Melbourne (MF2931).

Sole Aust. distributor for Rank Precision Industries, London, Bell & Howell Company of Chicago, and Ferrania cine film. Also handles equip. of Moviola Manufacturing Co, Hollywood, USA, Hollywood Film Company, and Neumade Products Corp., New York.

Supplier all types of TV studio equip., including cameras, optical and magnetic sound projectors, printers, automatic splicers, exposure meters & lenses.

Staff includes Lloyd Ravenscroft, mngr, studio equipment dept—special dept set up to cater for needs of TV stations, production units and processing laboratories, as well as to distribute Ferrania 16-35mm film.



### • STUDIO SPOTLIGHTS AND ACCESSORIES

250 W to 2 Kw.  
(Fresnal and Plano Condensers)

### • BASE LIGHTING UNITS

Include Scoops, Quad Boxes, Strip Lights, Gator Clamps, "C" Clamps, Cross Bars, Grid Pipes and Fittings, Gobo Flags and Leads, etc.

### • DIMMERS

1 Kw to 3 Kw Dimmer Units.

### • CAMERA EYELIGHT FITTINGS

and Panning Handles to specifications.

**Hamilton & Baker**  
9 WILMOT STREET, SYDNEY

Phone: BM 6441

G.P.O. Box 2346

**TELEVISION ENGINEERING PTY LTD**, in association with Electronic Industries Ltd, and Pye Ltd, England. Head office: Jago-st, Richmond, Melbourne. Phone JB5247, JB5269.

**Technical director:** C. L. Faudell.

All types TV operational & training equipment. Agent for Pye, High Definition Films, General Precision Laboratory, Raytheon, Stancil-Hoffman.

Supplied studio, film & lighting equip., mobile units & links to GTV; mobile units & link equip., ABV-ABN; Kinescope, sound recording & link equip., HSV.

**VIDEO FILM CORPORATION (AUST) PTY LTD**, 159 Bunnerong-rd, Pagewood, NSW. Phone FJ 1536, FJ 6668-6669.

**R. V. Spike** (man. dir), **Ralph D. Hogg** (gen. mngr).

Sole Australian suppliers of 16mm and 35mm Eclair Cameiflex and Aquaflex (underwater) camera equipment.

**HENRY H. YORK & CO PTY LTD**, Sydney, Melbourne, Brisbane, Adelaide, Perth. (See entry under Raw Film.)

**WESTREX AUSTRALIA PTY LTD**, Broughton Hse, 181 Clarence-st, Sydney. Phone BX5051. Telegrams Westrex Sydney.

**Managing director:** W. E. Kollmyer.

**Executives:** S. Elliott (sales & service mngr), F. S. McKay (secretary), E. L. Wiseman (chief engineer), H. L. Sigal (merchandise mngr).

**Branches:** Mitchell Hse, 358 Lonsdale-st, Melbourne (MU6044), district mngr, J Reilly; 70a Stanley-st, South Brisbane (J1521), district sales mngr, J. F. Eyre; 62 Rundle-st, Adelaide (W6267), district mngr, E. J. Risely; 447 Murray-st, Perth (B7725), district mngr, W. G. Wylks; 38 Elizabeth-st, Hobart (B4357), R. M. Barker.

Suppliers of a complete range of sound, projection and studio equip., including Westrex 16-35mm recording equip., Mitchell & Wall cameras, Fonda film processing facilities.

### FILM PROCESSING LABORATORIES

**ASSOCIATED FILM PRINTERS**, 43-47 Prospect Street, Moore Park, NSW. Phone FA4131.

**Directors:** J. Evans, P. H. Budden.

**Manager:** T. Wildie.

Processors and printers of 16mm and 8mm film, manufacturers of 16mm film equipment.

(Continued page 150)

# TELEVISION ENGINEERING PTY. LTD.

*Sole Agents*



**Pye Ltd., Cambridge.** World famous for TV Studios Cameras, Film Equipment, Outside Broadcast Mobile Units, Transmitters and Industrial TV.



**Raytheon Manufacturing Company Inc.,** Microwave Vision and Sound Links for studio to transmitter and outside broadcasting applications.



**General Precision Laboratory Inc.,** Kinescope Recorders, 16mm. and 35mm. Maurer direct optical sound, Stencil-Hoffman double system magnetic sound.

*We supply the entire engineering service for TV station planning, installation, training and maintenance.*

**Contractors to—GTV 9, ABN 2, ABV 2, HSV 7**

**TELEVISION ENGINEERING PTY. LTD.**

**Jago Street, Richmond, Victoria**

**Telephones: JB 5247 & JB 5269**

*A Division of Electronic Industries Ltd.*

**AUTOMATIC FILM LABORATORIES PTY LTD**, 513-515 Dowling-st, Moore Park, NSW. Phone FA4131.

**Directors:** N. Barrell, J. Evans, J. Goulston.

**Executives:** D. V. Dove (general mgr), K. H. Moremon (secretary), P. Markham (lab. superintendent).

Film processing laboratory.

**CINE SERVICE PTY LTD**. Office, studios & laboratories, 368 Post Office Place, Melbourne. Phone MU1373.

**Managing director:** Vernon F. Wagstaff, production supervisor, G. G. Thompson.

Processes all types of 35-16mm films and commercials, specialising in duplication of Kodachrome sound films.

**COMMONWEALTH-FILMCRAFT LABORATORIES PTY LTD**, 35-45 Missenden-rd, Camperdown. Phone LA3208.

**Directors:** J. S. Bruce, P. H. Budden, C. C. Carter, G. R. Vaughan.

**Joint general mgrs:** P. H. Budden, T. A. Greaves.

Film processing laboratory.

**KINELAB PTY LTD**, Cutting rooms, 484 George-st, Sydney (BM2635). Offices, recording studios and processing laboratory, 2 Cadogan-st, Sydenham (LA5034).

**Directors:** C. L. King (managing dir.), O. D. Bissett, T. Jackson, D. F. H. Packer, H. M. Sheffer, J. R. Kitto, P. S. Yates.

Staff of 30 includes H. O. Harrington (secretary), R. L. Kellett (chief engineer), R. Knight (laboratory supervisor).

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

**HARVIN FILM LABORATORIES**, Laboratory, 283-285 Enmore-rd, Marrickville, Sydney. Phone LA7040. Showrooms, 15 Park-st, Sydney. Phone BF6911.

**Manager:** V. B. Toy.

Reverse processing, 16mm. Also supplies Gavaert raw film.

**SUPREME SOUND STUDIOS**, 11-15 Young-st, Paddington. Phones FA5447, FA2897.

**Proprietor:** M. R. Murphy.

Service includes 16-35mm negative & positive developing, contact printing, reduction printing, enlarging, optical effects, animation & stop motion. Cutting equip. includes editolas & moviolas, 16-35mm Bell & Howell foot splicers, synchronisers, and edge-numbering 16-17½-35mm.

**SOUND SERVICE CO PTY LTD**, 6 Alameda-st, Parkdale, SII. Victoria. Phone XY1700.

**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, (BU 6557).

## RAW FILM

**EMI (AUSTRALIA) PTY LTD**, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2701. Telegrams Emitron Sydney.

EMI standard sprocketed 35 & 17½mm cine film coated with magnetic oxide.

**R. GUNZ (PHOTOGRAPHIC) PTY LTD**, 24 Wentworth-ave, Sydney (MA9781).

**Sydney mgr:** J. Savage.

**Branches:** 107 Collins-st, Melbourne (MF-5473), Melb. repr., R. Johnson.

Supplier of raw film stock, made and imported from long-estab. German company, Dr. C. Schleussner Fotowerke GmbH. Film is specially designed for TV use.

**HARVIN FILM LABORATORIES**, Sydney. (See entry under Film Laboratories.)

**KODAK (AUSTRALASIA) PTY LTD**, Kodak Hse, 379-381 George-st, Sydney (B0235); 250 Collins-st, Melbourne (central 8144). Branches in all States.

**Directors:** E. J. Rouse (chairman), H. F. Foote (works dir.), J. E. Page (finance dir.), R. J. Mitchell (sales dir.).

Sydney mgr, R. Dudley; NSW sales mgr, K. B. Allen; C. Borthwick (TV division); Vic. mgr, A. Wonson.

Suppliers of Eastman 16mm and 35mm television and motion picture film, and studio lighting equipment.

## STUDIO LIGHTING

**ROTEX AGENCIES PTY LTD**, 299 Castlereagh-st, Sydney. Phone MA6351. Sydney managing director, D. Pagan.

Branches: 187 Flinders Lane, Melbourne (MU4982), Melb. mngr, L. Wilson.

Sole Australian agent for Ferrania raw film. (Wholesale distributors, Sixteen Millimetre Aust. Pty Ltd. See entry, Cameras, Photographic and Projection Equipment section.)

**HENRY H. YORK & COMPANY PTY LTD**, 62 Clarence-st, Sydney. Phone BU-1207. Telegrams Yorkuse Sydney.

Branches: 17 Brereton-st, West End, Brisbane (J2581); 573-583 Lonsdale-st, Melbourne (MU8673); 456 Port-rd, Hindmarsh, SA; 108 Beaufort-st, Perth.

O'seas Repr.: Agfa A.G. fuer Photofabrikan, Verkauf Ausland, Leverkusen-Bayerwerk, Western Germany.

Suppliers Agfa Magnetron recording tapes, type FSP (standard & 1p); Agfa MF3 sprocketed magnetic TV & movie film, 8-16-17.5-35mm; Albrecht automatic film splicing units (KA2); Agfa automatic magnetic striping machines for 8-16-35mm cine & TV films; Agfacolor negative, positive & reversal films.

Advertising agency: Rodney H. Evans, 149 Castlereaghst, Sydney (BM6728).

**BARTON, R. H., PHOTOGRAPHIC LIGHTING PRODUCTS**, 5-7 Prospect-st, Erskineville. Phone LA1224, R. H. Barton (proprietor).

Manufacturers of all types of TV studio photographic lighting equipment and facilities. Has supplied equip. to ATN, TCN, Artransa, Pagewood Studios, Avondale Studios, ATEL, Visatone, Fox-Movietone, Dept. of Interior Films, NSW Dept of Technical Education.

**HAMILTON & BAKER**, 9 Wilmot-st, Sydney. Phone BM6441. Telegrams Lumax Sydney.

General mngr: R. C. Bucci.

All types of stage & film-TV studio lighting equip., including spots & floods, dimmers and stands, dollies for floor lamps, sound and projection equip.

Manufacturer of cinematograph products, including changeovers, re-winders and film measurers, and Triunal Effects machines.

Supplied lighting for TCN.

# BARTON

## Television and Film Studio

### LIGHTING EQUIPMENT

. . . from 100 watts to 5000 watts — now completely manufactured in Australia, with all accessories available.

*Write for the new Lighting Catalogue, available from the distributors—*

# Kodak



**KODAK (Australasia) PTY. LTD. . . . BRANCHES IN ALL STATES**

**KODAK AUST PTY LTD**, Sydney and Melbourne. (See entry under Raw Film.)

**LOWRY & HENNESSY**, Sydney. (See entry under Lenses, Optical Needs.)

**NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD**, Film Hse, 251a Pitt-st, Sydney. Phone B0663.

General mngr, A. L. Graham; general sales mngr, R. C. Smith.

**Branches:** Brisbane, 164 Melbourne-st, Sth Bris. (J5831-2), mngr, J. A. Welch; Adelaide, 315 King William-st (LA3742), mngr., J. P. Wright; Melbourne, Gaumont-Kalee Theatre Supply Co, 178a Flinders-st, (MF-2935-6), mngr, M. Lightfoot.

Australian agent for Gaumont-Kalee products, including sound systems & projectors, Hewitt studio lighting, Bell & Howell cameras and studio equip, and magnetic film & magnetic tape recorders.

**TELEVISION ENGINEERING**, Melbourne. (See entry under Cameras, Photographic and Projection Equipment.)

**THORN ELECTRICAL INDUSTRIES (AUST) PTY LTD**, 18-22 St. Francis-st, Melbourne. Phone FB3422. Telegrams Eleclampo Melbourne.

E. L. Crawley (mngr), A. F. Swain (secretary), H. L. Moore (works mngr), E. C. Dunn (chief engineer).

Manufacturers of Atlas and Ekco incandescent lamps and fluorescent tubes.

**RCA OF AUSTRALIA PTY LTD**, 221 Elizabeth-st, Sydney. Phone MA2277. Telegrams, Ircapp.

K. F. Fidden (managing director), E. Walther (chief engineer), H. Bendell (secretary).

**Branches:** 173 Ann Street, Brisbane (B7884), J. Mantle, Bris. rep; 266-270 Queen-st, Melbourne (MU3522), T. Minear; 623 Wellington-st, Perth (BA5016), N. Robinson; Featherstone Place, Adelaide (C4797), L. C. Jones.

Suppliers of sound recorders, RCA high fidelity sound reproduction equip., PA systems, projectors, Magnaro and Hylite arclamps, Row lighting dimmers, spots, Angenieux lenses.

YOU CAN RELY ON  
**ferrania**

*The Dependable  
Film!*

FERRANIA  
PANCHROMATIC  
REVERSAL  
FILM

Sole Cine  
Distributor ...

TYPE  
28

Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHNEIDER
	17	40	32	48	28

*Good Resolving Power ✓*

TYPE  
32

Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHNEIDER
	21	100	80	125	32

*Fineness of Grain / High Sensitivity ✓*

TYPE  
37

Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHNEIDER
	25	250	200	300	38

**SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.**  
SYDNEY MELBOURNE BRISBANE ADELAIDE PERTH

Agents in Australia for Ferrania: Rotex Agencies Pty. Ltd., Sydney.

## RECORDING EQUIPMENT

**AMALGAMATED WIRELESS (A'SIA)**, 47 York-st, Sydney. Phone B0233.

**Branches:** Cnr Cordelia & Melbourne-sts, South Brisbane (J1631), branch mngr, J. Young; 167 Queen-st, Melbourne (MU9161), branch mngr, H. E. Rowe; 544 Murray-st, Perth (BA5945), branch mngr, S. A. B. Cooper; Anvil Hse, Wakefield-st, Wellington C.1, NZ (t3-191), branch mngr, E. E. Pernase.

All types of radio-TV studio and transmission equip., including microphones, aerials, transmitters, sound recording equip., Marconi and RCA cameras.

**MAURICE CHAPMAN & COMPANY PTY LTD** and **MAGNECORD AUSTRALASIA PTY LTD**, Klye Hse, 31 Macquarie Place, Sydney. Phone BU5995. Telegrams Chappy Sydney.

**Director:** Maurice D. Chapman.

**Maurice Chapman & Co:** Suppliers of BASF Magnetophon recording tape, BASF perforated magnetic tape and Agfa raw film.

**Magnecord:** Suppliers of microphones, loudspeakers, amplifiers, magnetic recording and striping equip., pre-amplifiers, and measuring equip.

**EMI (AUSTRALIA) PTY LTD**, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2501. Telegrams Emitron Sydney.

**Directors:** J. M. Burnett (chairman & managing director), J. F. Lockwood, L. J. Brown, R. G. C. Parry-Okeden, V. U. Chalwin, G. A. C. Kiernan, J. W. R. Hughes.

**Branches:** 167 Flinders Lane, Melbourne, MF2211 (branch mngr, R. H. Miniken); 265 Rundle-st, Adelaide, W4741 (branch mngr, A. E. Harley).

**O'seas Repr.:** EMI Middlesex, UK.

All types TV studio and transmission equip., including cameras, monitors, film scanners, micro-wave links & recording machines.

**Agency:** Goldberg Advertising.

**NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD**, Sydney, Melbourne, Brisbane, Adelaide. (See entry under Studio Lighting).

**PYROX LIMITED**, cnr Queensberry & Drummond-sts, Melbourne N3. Phone FJ-9121. Telegrams Pyrox. (Cont. overleaf)

## Motion Picture & Television Technical Services

# Kinelab

**30 Experienced Technicians**  
**14,000 sq. ft. of modern rush & bulk**  
**Processing Plant — every facility**  
**for producers & distributors of**  
**Theatrical, Television & Industrial Films**

**KINELAB PTY LIMITED**  
**484 George St., Sydney.**  
**'Phone: BM 2635.**

**BULK LABORATORY**  
**2 Cadogan St., Sydenham.**  
**LA 5034; after hours WY 1040.**

**Branches:** 69-71 Edward-st, Pymont, Sydney (MW4192).

All types local & overseas television equipment including Bauer 16-35mm projectors, Pyrox Magictape tape recorders, Pyrox-Victor 16mm sound projectors. Aust. agent for Fernseh GmbH, Germany and Siemens & Halske A.G., Germany.

**RCA OF AUSTRALIA PTY LTD**, Sydney, Melbourne, Brisbane, Adelaide, Perth. (See entry under Studio Lighting.)

**STANDARD TELEPHONES AND CABLES PTY LIMITED**, 252-274 Botanyrd, Alexandria. Phone MX0444. Telegrams Relay Sydney.

T. N. Bore (managing dir.), A. H. Cameron (general mngr), E. R. Reddel (secretary), C. A. Rutter (dir. of manufacture), Lt/Gen. Sir Vernon Sturdee (dir.).

Suppliers of radio and telephone communications, industrial rectifiers and high frequency heating equip.

**HENRY H. YORK & CO PTY LTD**, Sydney, Melbourne, Brisbane, Adelaide, Perth. (See entry under Raw Film.)

**WESTREX AUSTRALIA PTY LTD**, Sydney, Melbourne, Adelaide, Brisbane, Perth, Hobart. (See entry under Cameras, Photographic Equipment.)

#### LENSES, OPTICAL NEEDS

**LOWRY & HENNESSY PTY LTD**, 55a Erskine-st, Sydney. Phone BX1584. Joint mngrs, S. W. Lowry, P. W. Hennessy.

Suppliers all types of television optical needs (including TV & film camera needs), film cameras, lighting and microphone booms.

**AUSTRALIAN OPTICAL CO. LTD**, Equip. & engineering division, head office, 239 Broadway, Sydney. Phone MW4484, and at Austral Hse, 37 Buckingham-st, Sydney. Phone MX2002. Instrument division, Capitol Hse, 109 Swanston-st, Melbourne, C.I. Phone MF6131. Telegrams, Austroptic Sydney & Melbourne.

Branches all other States.

**Directors:** K. Little (chairman), R. M. Ashby (mngr), W. Ashby & D. J. Thomas (assist. mngrs), G. F. Russell.

Melb. sales mngr, N. J. Neilson; tech. supt, W. C. Gallager.

Manufacturers, L.D.C. Triton 35mm pro-

## It's the **CUSTOM** to **CALL H. H. ELLISON** when

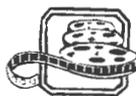
— **Clearing through Customs  
or Shipping**



*The Television and Motion Picture Industries'*

*most experienced Shippers and*

*Customs Brokers*



**H. H. ELLISON & Co. Pty. Ltd.**

11 LOFTUS ST., SYDNEY. BU 1343

• Cables:

"ELISO" SYDNEY

jection lenses, L.D.C. 35mm optical systems for sound reproduction (three standard types), L.D.C. Apex 16mm projection lenses and optical systems for sound reproduction, Austral sound heads, microscope objectives for sound reproduction three standard condensers, mirrors. Optical systems made to order.

**LORD, F., MANUFACTURING PTY LTD**, 33 Higginbotham-rd, Gladesville, NSW. Phone WY1880.

Manufacturers of 16-35mm lenses, mirrors, filters. Lens resurfacing, repolishing, re-cementing, re-blooming, removal of fungus, damaged blooming.

**WATERWORTH & BESSELL**, Park-st, Hobart, Tasmania. GPO Box 113D. Phone B2986.

Manufacturers of Waterworth strip film projectors and cameras and projector lenses.

### TRANSMISSION LINES AND EQUIPMENT

**AUSTRAL STANDARD CABLES PTY LIMITED**, PO box 10, Footscray West, W 12, Victoria. Phone MW9241-5. Telegrams Auscables. Also at 360 Collins-st, Melbourne (MU8681). L. E. Anderson (general mngr).

TV lead-in cables, high frequency cables, equipment wires, coaxial cables, multi-channel carrier cables.

**ELECTRIC POWER TRANSMISSION PTY LTD**, 563 Parramatta-rd, Leichhardt, NSW. Phone LM1441, LM4815. Telegrams Transelectric. Dr. E. Oriolo (mng dir.).

Transmission lines, construction of steel masts.

**I/State Repr.:** Branches, 9 Lachlan-st, Valley, Qld (L4551-2), 171 Fitzroy-st, St. Kilda, Vic. (LA5857).

**METTERS LTD**, Admin., Grenfell-st, Adelaide, factory & offices, 101 Henley Beach-rd, Mile End, SA. Phone LU6241. Telegrams Mettersmil, Adelaide. N. H. B. Keyser (mng dir.).

Radio-TV masts.

**I/State Repr.:** Branches, 154 Elizabeth-st, Sydney (B0958); 847-851 Hay-st, Perth (BA9461); Cnr Adelaide & Creek-sts, Brisbane (FA1151). **O'seas:** Metters of London,

Elbury Chambers, 74 High-st, Rickmansworth, Herts, Eng.

**TRANSMISSION LINES PTY LTD**, 213 Canning-st, Carlton, Victoria. Phone FJ5546. Telegrams Translines Melbourne. J. J. Beynon (general mngr), R. E. Ramsay (Vic mngr).

Electrical transmission & distribution equip and materials. Electrical-mechanical engineers & contractors.

### COSTUME HIRE

#### SYDNEY

**BELLS & BOWS** (general): 75 The Boulevard, Strathfield. (UM6900).

**BUTTON HOLE THEATRE SUPPLIES** (general): 100 Palmer-st, East Sydney. (FA6394).

**CANN'S FROCK SALON** (wedding & evening frocks); 105 Liverpool-st, Sydney. (MA7435).

**CHARMAINE** (children's): 4 Loftus-st, Dulwich Hill (LM7937).

**JENN'S** (children's): 112 Darlinghurst-rd, Kings Cross (FL2951).

**MICHAU** (wigs): Manchester Unity Bldg, Castlereagh-st, Sydney. (MA3958).

**MOTLEY:** 12 Comber-st, Paddington. (FA3589).

**SHAW'S DRESS SUIT HIRING SERVICE:** 91 Phillip-st, Sydney. (BW9107).

**EDITH SMITH** (dress suits): 147a King-st, Sydney (BW3292).

**J. C. WILLIAMSON THEATRES** (general): 51 Castlereagh-st, Sydney. (BW4451).

#### MELBOURNE

**ALEX PAIN & CO:** 142 Russell-st, Melbourne. (MF4096).

## FREQUENCY MODULATION

**F**M in Australia is on an experimental basis only, although FM broadcasting has been operating since 1947.

The public inquiry into the possible manner of introduction of VHF-FM broadcasting, held during August-September 1957 in Sydney and Melbourne by the Broadcasting Control Board, is dealt with separately.

Commercial broadcasters are divided on the possible commercial benefits of an FM broadcasting licence, claiming that FM masts and transmission equipment costs are very high, and that it would be difficult to establish an FM station's popularity where listeners can already receive an AM station.

FM advocates, on the other hand, claim that the VHF-FM band is the only solution to the present impasse in the expansion of Australian radio broadcasting services, because there are no more AM channels in the Eastern States to allocate to new stations even though there is a dire need.

As against the present allocation of 107 channels for broadcasting in the medium frequency (AM) band, use of VHF-FM would provide about 75 more channels for broadcasting.

FM also offers greatly improved reception quality, particularly for music, plus complete freedom from static and atmospheric interference, which could be an important point in helping to popularise FM listening among high-fidelity enthusiasts, especially in Queensland, where the static level is high.

There are four experimental FM stations in operation by the Wireless Branch of the PMG's Dept., Sydney, Melbourne, Adelaide and Brisbane, and they operate from about 11am-11pm daily, generally broadcasting national station music programs.

Each experimental FM station has a very sparse audience but it is known that several hundred imported German receivers are in the hands of interested listeners.

Frequencies and operating power of the four stations are as follows: Sydney, 92.1megs, 2kw; Melbourne, 91.1megs, 2kw; Brisbane, 91.1megs, 1kw; Adelaide, 97.3megs, 3kw. Their radiated power (ERP) is in excess of these figures by use of high-gain antennas.

In addition to these stations, a private experimental licence for FM transmission, the only one granted, has been given to electronics engineer, Ray Allsop, of Sydney, frequency, 102.1megs.

He plans to build his station in the Blue Mountains area.

**T**HE Australian Broadcasting Control Board's public inquiry (Sydney, August 19-21; Melbourne, September 9-11, 1957) into the possible manner of introduction of

VHF/FM broadcasting proved the scene of hot controversy.

Sydney witnesses, which included top radio executives, advertising, press and private interests were unanimous in urging the introduction of FM for city and country areas.

However, at the Melbourne inquiry, the Australian Federation of Commercial Broadcasting Stations, and four out of five Melbourne stations which gave evidence, voted strongly against it.

Main theme of arguments against FM was that its immediate introduction would be ill-timed in the light of the development of TV and economic strain on communities absorbing it.

Hearing narrowed down the alternatives to FM to the reallocation of existing AM frequencies and expansion of channel sharing.

Advertising interests emphasised that in the eyes of advertisers and their advertising agents the new system would only be as attractive as its audience; that advertisers would not be interested in FM until its value as an advertising medium could be assessed on a cost-per-1000 listeners reached basis.

Appearances were: **Sydney:** Sir Richard Boyer (chairman) and Charles Moses (general manager, ABC); S. R. I. Clark (managing director 2GB-Macquarie) and L. N. Schultz (technical director, 2GB); George Barlin (manager, Canberra Broadcasters); E. W. MacAlpine (director and assist. managing director, Consolidated Press); W. Selby-Adams (telecommunications officer, Truth & Sportsman); Ray Allsop (electronics consultant); Rev. V. K. Turner (Christian Broadcasting Association); John Bowden (general secretary) and Harry Allen (chairman, NSW executive, AANA); and John Humphrey (federal director, 4As). **Melbourne:** J. Campbell (PMG's Dept); J. E. Ridley and Arthur Cowan (president and executive officer respectively of the AFCBS); J. P. Salvado (engineer, Electronic Industries); E. H. Horner (electronics and allied div., Chamber of Manufactures); D. Worrall (3DB-LK); L. Bennett (general manager 3UZ, also representing 3XY and 3KZ); C. Derham (Melbourne Broadcasters, 3AK); R. Haig-Muir (Haig-Muir Pty Ltd); L. G. Mather, retired manager of 2WL.

Witnesses who indicated at the inquiry that their organisations sought FM licences were: Sydney: Truth and Sportsman and Consolidated Press (newspaper groups), Christian Broadcasting Association (religious group), ABC, Melbourne: Melbourne Broadcasters (3AK), Electronic Industries Ltd (manufacturing group).

Many broadcasting industry witnesses have had FM licence applications before the Broadcasting Control Board for several years.

# **Advertising agencies**

- ***New South Wales (pages 158-170)***
- ***Victoria (pages 170-177)***
- ***Queensland (pages 177-179)***
- ***South Australia (pages 180-181)***
- ***Western Australia (pages 181-182)***
- ***Tasmania (page 182)***



## NEW SOUTH WALES

**ALDWYCH ADVERTISING (NSW) PTY LTD**, 118a Hereford-st, Glebe. Phones MW1414, MW2192, MW4727. Telegrams Aldwych Sydney. Head office Melbourne.

**Directors:** G. L. Bride, F. M. Small (manag. dir., Sydney company).

**Executives:** P. Knibbs, D. Garner (acctnt/execs), R. Bateman (prod. mngr.), Miss N. Conway (media).

**Accreditations:** ANC, several others pending.

**Main Radio-TV Clients:** Dunlop Rubber of Aust., Bruce Small Pty Ltd.

**I/State Rep.:** See Melbourne entry.

**AUSTRALIAN TELEVISION & RADIO ADVERTISING AGENCY**, 76 Clarence-st, Sydney. Phone BX2661.

**Director:** B. W. Davidson (manag. dir.).

**Executive:** Miss L. Robertson, mngr (advertising).

**Accreditations:** AFCBS.

**Main Radio-TV Clients:** Daffodil Margarine, Masterfoods, Meadow-Lea Margarine, White Cloud Shortening, Pow Wow Pop Corn, Viermol.

**ANIVITTI ADVERTISING PTY LTD**, 74 Castlereagh-st, Sydney. Phone BW1268.

**Directors:** C. F. Anivitti, D. Anivitti, W. Schofield.

**Executives:** G. Goodge, B. Creaser, C. Cruickshank (acctnt/execs).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** Moffat-Virtue Ltd, Seetcovers Ltd, The Snowzone Co, Deposit & Investment Ltd, Crows Nest Tyre Co.

**BARTLETT, MURPHY & MACKENZIE PTY LTD**, 26 O'Connell-st, Sydney. Phone BL1167-8-9. Telegrams Bartletads.

**Directors:** L. V. Bartlett, C. C. Murphy, R. M. MacKenzie.

**I/State Repr.:** United Service Publicity, 420 St. Kilda-rd, Melbourne (BM4211). **O'seas:** C. J. Lytle (Advertising), London.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Bayer Pharma Ltd, Gowing Bros Ltd, Marrickville Margarine Co, Mercantile Mutual Insurance, National Brush Co, Nut Foods Ltd, Stack & Co.

**BAUME, S. E., & COMPANY PTY LTD**, 334 George-st, Sydney. Phone BL4181. Telegrams Sebaumco.

**Director:** S. E. Baume (manag. dir.).

**Executives:** J. Head (TV mngr), C. Williams (secretary & media mngr), T. Walsh (director & acctnt/exec), M. Kay (art director).

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** British Australian Paper Ltd, Paterson, Laing & Bruce Ltd, Peerless Products, British Paints, Tooheys Ltd.

**BECKET-THOMSON ADVERTISING PTY LTD**, Shell Hse, Carrington-st, Sydney. Phone BX3354. Head office Melbourne.

**Directors:** A. W. Thomson (manag. dir.), H. R. Thomson, L. B. Becket.

**Executive:** C. S. Fairbairn (Sydney mngr).

**I/State, O'seas Representation:** Sec Melbourne entry.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** B. Seppelt & Sons.

**BENT, NORMAN, ADVERTISING**, 50 Miller-st, North Sydney. Phone XB2912, XB2921, XB7406.

**Directors:** Norman Bent, Joan Bent (partners).

**Executives:** Joan Bent (mngr radio-TV & fashion depts), M. J. Hunn, G. de Groen (acctnt/execs).

**O'seas Repr.:** Richard T. Brandt Inc, Cleveland, Ohio, USA.

**Accreditations:** ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Buckingham's Ltd, City Car Parks Pty Ltd.

**BEST & CO PTY LTD**, 82 Elizabeth-st, Sydney. Phone BW8281. Head office Melbourne.

**Directors:** E. W. Best (managing director).

**Accreditations:** ANC, ANPA.

**BERRY COMPANY, THE HUGH, PTY LTD**, 75-77 Pitt-st, Sydney. Phone BU5551. Telegrams Unsullied.

**Branches:** Melbourne.

**Directors:** H. G. Berry (chairman), W. C. Currie (manag. dir.).

**Executives:** N. R. Marr (radio mngr), J. Madden (media mngr), R. Y. Hillman (TV mngr) B. Ferguson (assist. TV mngr).

**Accreditations:** ANPA, ANC, ABC, AFCBS, PPAB, NPA of NZ, TAB.

**Main Radio-TV Clients:** BALM Paints, W. D. & H. O. Wills, Kodak (A/sia) Pty Ltd.

**CANNY, PARAMOR, & CANNY PTY LTD**, 24-26 Kent-st, Sydney. Phone BU7101. Telegrams Cannyads Sydney.

**Branches:** Melbourne.

**Directors:** F. F. Canny, B. D. Canny, J. W. Paramor (joint man. dirs.), N. Chaston, W. Knight, L. R. Macnicol.

**Executives:** Miss N. Chaston (radio dir.), W. Knight (press dir.), L. R. Macnicol (outdoor dir.), R. Banks (prod. mngr), R. Christian (technical TV mngr), Miss P. Smith (radio-TV media), Miss J. Garbett

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(research officer), A. Hutton (accountant), A. Sneddon (secretary).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Australian Fixed Trusts, Australian Gas Light Co, Consolidated Beverage Co, Masonite Corp., Penfolds Wines, Sargents, Simpson Distributors, Vincent Chemical Co, Waltons-Sears, Winns Ltd.

**CAPPER, RITA ADVERTISING**, 94-96 Cooper-st, Surry Hills, Sydney. Phone BA2586.

**Principal:** Rita Capper.  
**Accreditations:** ANPA.

(Late Sydney entry, Chessell & McCredie, see page 182).

**CHRISTIE & ASSOCIATES**, 17 East Circular Quay. Phone BU7308-9.

**Executives:** D. W. L. Christie (principal), W. A. Eagle (production, media), D. O'Donnell (acctnt/exec), K. Hill (art dir.).

**Accreditations:** ANPA, ANC, AFCBS, TAB, PPAB.

**Main Radio-TV Clients:** Reynolds Bros.

**CLEMENGER, JOHN PTY LTD**, 379-381 Kent-st, Sydney. Phone BX6261. Telegrams Clemenger Sydney. Head office Melbourne.

**Executives:** J. K. Carr (mngtr), C. E. Cross

(TV dir.), L. R. Llewellynn, R. Fullarton, O. Sands (acctnt-exec), J. Gilders (media mngtr), J. Walshaw (prod. mngtr), R. Waldurk (secretary).

**Accreditations:** AFCBS, ANPA, ANC, ABC.

**Main Radio-TV Clients:** Westinghouse Appliances, Fyrside Heaters, Coleman Space Heaters, Crystal Shirts and Pyjamas, 4711 Eau de Cologne, London Baby Carriages Pty Ltd, Spred Satin Paints, Tanox Paints, Luna Park, Kia-Ora Canned Foods & Cordials, E. J. Dwyer Pty Ltd, Marchants Soft Drinks, Parsons Bros Food Specialities, Club Razor Blades, Coral Starch, Carmichael Stoves, Parkinson Stoves, Standard Cars.

**COUNTRY PRESS LTD**, Newspaper Hse, 44 Pitt-st, Sydney. Phone BU5754. Telegrams Copress.

**Directors:** E. W. Robinson, J. W. Parker, J. A. Bradley, H. Joseph, A. T. Shakespeare.

**Executives:** E. L. Sommerlad (gen. mngtr), G. J. Doorley (assist. mngtr), E. B. Webster (secretary), S. W. Bates (media mngtr), R. F. Cox (radio mngtr), R. Morris (art dir.), J. H. B. Thompson (acctnt/exec), M. J. Bannister (prod. mngtr), E. F. Massingham (checking dept mngtr), Miss M. A. Coogan (mngtr, press clipping services).

**Accreditations:** AFCBS, TAB, ANPA, PPAB.

**Main Radio-TV Clients:** Rural Bank of NSW, Aust. Country Party, East-West Airlines, NSW Road Safety Committee, NSW Dairy Produce Sales Promotion Committee, NSW Produce Co, K. G. Murray Publishing, E. A. Clarke Pty Ltd.

**COUDREY-GOTHAM PTY LTD**, 42-44 Pitt-st, Sydney. Phone BU1866. Telegrams Sagittarius.

**I/State Representation:** Associate offices in Melbourne, Brisbane, Adelaide. **O'seas:** Associate houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan.

**Directors:** C. J. Coudrey (manag. dir.), W. D. Coudrey, W. S. Gilbert.

**Executives:** A. H. Pettett (radio-TV mngtr), W. G. Hill (media mngtr), G. Moore (art dir.), J. E. Roy, Mrs. S. Holburn (acctnt/execs), R. Tyler (prod. mngtr).

**Accreditations:** AFCBS, ANPA, ANC, APPA, TAB.

**Main Radio-TV Clients:** Duralex Paints, Dr Williams Medicine Co, Figure Control Corset Co, Hunter Valley Co-op Dairy Co, NZ Govt Tourist Bureau, Smith & Nephew, Speedo Knitting Mills, Tucker & Co, C. C. Wakefield & Co.

**CRATCHLEY ADVERTISING AGENCY PTY LTD**, 12 Bridge-st, Sydney. Phone BX4748.

**Directors:** S. A. Cratchley (manag. dir.), H. Pearl, D. T. Cratchley.



# HAWKINS ADVERTISING PTY. LTD.

- counsel
- service
- management

## XB6106

Mc Manus St, North Sydney

**Executives:** Miss E. Windeyer (media), J. E. Foster (accounts), D. T. Cratchley (production).

**O'seas Representation:** E. W. Player Ltd, 32 Fleet-st, London, E.C.4.

**Accreditations:** ANPA, ANC, AFCBS, TAB.

**Main Radio-TV Clients:** Streets Ice Cream, Kwit Detergents, Shield Rum, Paddle Pops, Vanderfield & Reid Ltd, 158 Polish, A.M.L. & F., Allan H. Tuckey Ltd.

**DAMPIER ADVERTISING PTY LTD**, 424-426 George-st, Sydney, Box 7044, G.P.O. Phone BL4587-8. Telegrams Buccaneer.

**Branches:** Adelaide.

**Director:** R. Jenkins (manag. dir.).

**Executives:** Peter Watts (prod. mgr.),

Miss M. Anderson (radio-TV mgr.).

**Repr.:** N. C. S. Mount, Perth, associate house, NZ.

**Accreditations:** ANC, ANPA, PPAB.

**Main Clients:** Wesco (Aust.) Pty Ltd, Henry Lane Pty Ltd, Town Talk Ties Pty Ltd, R. M. Williams Ltd (SA), Henry Brooks Pty Ltd, British Tractors, Carr & Elliott Services Pty Ltd, Peters Consolidated Milk Industries Ltd.

**DAVIS, LYLE, ADVERTISING PTY LTD**, Gowings Bldgs, Market & George-sts, Sydney. Phone BM6121. Telegrams Lyledavis Sydney.

**I/State Representation:** Briggs & James Pty Ltd, 153 Latrobe-st, Melbourne.

**Directors:** Lyle Davis, P. G. Thorpe, W. N. Tilbrook.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, NPA of NZ.

**Main Radio-TV Clients:** Stirling Henry Ltd, Jeldi Manufacturing, Casben Productions, Australian Wine Board, K. G. Murray Publishing.

**DUVAL, JOHN C., ADVERTISING**, 61 Market-st, Sydney. Phone BM2858.

**Directors:** John C. Duval, R. L. Duval.

**Executives:** K. D. Johnson (copy), G. L. Davies (acct/exec), Miss R. J. Turkington (media mgr.).

**Accreditations:** ANC, ANPA, AFCBS, TAB.

**Main Radio-TV Clients:** Bayer McDonald & Day Pty Ltd, French Knit Pty Ltd, Industrial Public Relations Service of Aust. Pty Ltd, Prouds Pty Ltd.

**ENEMARK, ROGER, ADVERTISING AGENCY**, 128 Pitt-st, Sydney. Phone BL3792.

**Director:** Roger Enemark (principal).

**Accreditations:** AFCBS, TAB, ANPA, ANC, PPAB.

**Main Radio-TV Clients:** Optical Prescriptions Spectacle Makers, Dyomee Manufacturing.

**EVANS, MURRAY, ADVERTISING**, 52-54 Phillip-st, Sydney. Phone BU2919, BU1944, BU4641.

**Proprietor:** Murray Evans.

**Executives:** A. L. McIntyre (acct-exec). Betty Evans (media mgr), W. Clark (prod. mgr), H. Apte (art dir.), Mrs F. Evans (office mgr), Miss C. Jones (acct).

**I/State Repr.:** Castle Jackson Advertising, 100 Collins-st, Melbourne (MF5058). **O'seas:** Newson Stenberg Advertising, Auckland, NZ.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Caldwells Wines, University Motor Auctions, Bingo Jellies & Custard Powder, O. R. Cormack (automotive products), Pace Mowers.

**EVANS, RODNEY H., ADVERTISING PTY LTD**, 149 Castlereagh-st, Sydney. Phone BM6728.

**Directors:** Rodney H. Evans (mng dir), W. Pitt, K. C. Heasman (also media mgr).

**Executives:** L. C. Jones (prod. mgr), J. D. Jeffrey, F. Merchant, R. Robertson (acct execs).

**I/State Repr.:** Rickards Advertising, 160 Russell-st, Melbourne (FB3461); Edmonds Advertising Service, 115 Queen-st, Brisbane (B5516); Johnston Jones Advertising, 293 Queen-st, Brisbane (B2978); Successful Advertising Company, T&G Bldg, 13 Barrack-st, Perth (BF3582). **O'seas:** Newson Stenberg Advertising, Auckland, NZ; C. Dupuy, Paris; C. T. Lytle, London; Smits Advertising Bureau, Amsterdam; Cockfield Brown, Montreal; Fuller & Ross & Smith, Cleveland.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB, Country Press, ABC. Affiliated with International Advertising Association, New York.

**Main Radio-TV Clients:** Amalgamated Wireless (A'sia), TV receiver division, Apollo Therapeutic Salon, Blainey's Pty Ltd, Brolite Pty Ltd, H. J. Cooney Pty Ltd, Dalgety & Co Ltd, Fesq & Co, Knitmaster Pty Ltd, Metters Ltd, Merica, Morley Johnson, Elma Sewing Machines Sisalkraft, G. C. Singleton & Co, Sovereign Appliances, AGFA Cameras.

**FAEN, J., ADVERTISING**, Daking Hse, Rawson Place, Sydney. Phone MA8029.

**Directors:** J. Faen (manag. dir), R. Faen.

**Executives:** R. Faen (accounts), J. MacKay (secretary), E. Hart (production).

**Accreditations:** ANC, ANPA, AFCBS, TAB.

**Main Radio-TV Clients:** Scottish Tailoring Co, B. J. Ball Ltd.

**FORTUNE (AUST.) PTY LTD**, Wentworth Bldg, Elizabeth-st, Sydney. Phone BA2946, BA2167, BA4558. Telegrams, Fort-aust.

**Branches:** Melbourne, Brisbane, Adelaide, Perth, New Zealand,

**O'seas Representation:** Fortune Advertising (NZ) Ltd, Empire Bldg, Willis-st, Wellington, NZ; Schurgin Associates, 2338 Dime Bldg, Detroit, USA; C. J. Lytle (Advertising) Ltd, 2-4 Dean-st, London.

**Directors:** C. K. Landell-Jones (manag. dir.), M. H. Landell-Jones.

**Executives:** R. D. Hansen (film prod.), J. Dewhurst (secretary), C. Luxford (acctnt), L. F. Sims (Melbourne mngr), D. de V. Hunt (Perth mngr), J. N. Galloway (Adelaide mngr), A. Skirving (Brisbane mngr), C. S. Lindsay (NZ mngr), W. N. Fleet (media mngr), T. Emmanuel (prod. mngr), G. Bradd (product. exec), J. T. Bryden-Brown (acctnt/exec), L. J. English (acctnt/exec in charge of TV), D. Adams, A. J. Sutton, E. A. Colley (acctnt/execs), G. E. Paxman (films & TV), R. McGready (TV prod. mngr).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Atlantic Union Oil Company, British United Dairies, Lewis Berger & Sons Nathan & Wyeth, Ansett-ANA, Nu-Look Clothing, Phaumco, The Big Show, Dick Hyde's Motor Pool.

**New Zealand Branch:** Empire Building, Willis-st, Wellington, New Zealand. Phone 45-692. C. S. Lindsay (NZ mngr), N. Arnott art dir.), D. Neilson, P. Skyring (acc. execs).

**Main NZ Clients:** Atlantic Union Oil, Lewis Berger & Sons, Alex Harvey & Sons, Remy Martin VSOP, Simca, Daimler and Borgward cars.

**FREETH, VINCENT H.**, 21 Pier-st, Sydney. Phone MA6816. Telegrams, Alfredo.

**Directors:** C. F. Sykes, J. E. Turner, W. H. Bentley.

**Executives:** K. R. Ringham, H. B. Slater (acctnt/execs), Miss R. Lamb (media mngr), T. L. Varnay (prod. mngr), C. C. Robertson (secretary).

**Accreditations:** ANC, AFCBS, PPAB, ANPA, TAB, ABC.

**Main Radio-TV Clients:** Life Savers, Coty (England) Ltd, Exide Batteries of Aust., Mums Products, Waugh & Josephson Ltd.

**GELLATLEY, H. R., ADVERTISING**, 387 Kent-st, Sydney. Phone BX6444-5-6.

**Director:** H. R. Gellatley.

**Executives:** C. M. Brown (radio-TV mngr & acctnt/exec), V. C. P. Violet (acctnt/exec).

**Accreditations:** ANC, ANPA, AFCBS, PPAB.

**Main Clients:** Associated Tobacco Manufacturing, Champion Mowers, Cornelius Furs, Christies Pty Ltd, Chevron Mercers, Mutual Trading Co.

**GOLDBERG ADVERTISING (AUSTRALIA) PTY LTD**, 188 George-st, Sydney. Phone BU4281. Telegrams Goldads.

**I/State Representation:** Frank Goldberg Pty Limited, Stanhill, Louise-st, Melbourne.

**O'seas:** Goldberg Advertising (Aust.) Pty Ltd, 5 Suffolk-st, Pall Mall, London; The Goldberg Advertising Agency Ltd, Wellington, NZ; Goldberg Advertising (Auckland) Ltd. Associate houses throughout the world.

**Directors:** A. Goldberg, H. Woolf (managing), E. J. Quick, W. J. Brooks, H. MacLeod, E. Boxall, N. A. Richardson.

**Executives:** E. J. Quick (general mngr), W. J. Brooks (secretary), H. MacLeod (production mngr), E. Boxall (creative dir.), A. Richardson (chief acctnt/exec), I. Buckman (media mngr).

**Accreditations:** ANPA, ANC, AFCBS, NSW Country Press, Qld Country Press, Vic Country Press, APPA, TAB.

**Main Clients:** Andrew's Laboratories, ANZ Distributing Co, Burroughs Wellcome & Co, Ceylon Tourist Bureau, EMI, Aust. Liberal Party, Max Factor & Co, Mayfair Distributors, Nestles Food Specialities, Tooth & Co, Trilby Footwear.

**GRAVES MAYES PTY LTD**, 420 Elizabeth-st, Sydney. Phone MX4021.

**Branches:** Melbourne.

**Directors:** R. H. Graves, G. D. Mayes, A. C. Rowe, R. Boardman, R. M. Cameron.

**Executives:** As above with B. Clinch (acctnt/exec).

**Accreditations:** ANC, ANPA, APPA, TAB, ABC.

**Main Radio-TV Clients:** Anderson Seeds, Hills Hoists, NSW Co-op. Building Society.

**GORDON & GOTCH (A'SIA) LTD**, 2 Barrack-st, Sydney. Phone BX2521. Telegrams Gotch Sydney.

**Branches:** Melbourne, Brisbane, Adelaide, Perth.

**Executives:** D. K. Robinson (advvtg-mngr), W. D. Carter, R. A. McCartney (acctnt/execs), H. F. Prior (prod. mngr), G. Waddington (art dir.).

**O'seas Repr.:** Branches London, Canada; representatives, S. Africa, USA.

**Accreditations:** ANPA, ANC, PPAB, AFCBS, NPA of NZ.

**Main Radio-TV Client:** W. H. Paling & Co. Ltd.

**GROSVENOR ADVERTISING PTY LTD** (Arthur Smyth Holdings Pty Ltd), Kembala Bldg, 58 Margaret-st, Sydney. Phone BX4838. Telegrams Groads.

**Directors:** E. L. Gadsby, P. F. Smyth.

**Executives:** E. L. Gadsby (mngr & acctnt/exec), J. Milasi (acctnt/exec), I. Harris (media mngr), G. Foster (prod. mngr).

**Accreditations:** ANPA, AFCBS, ANC, PPAB, ABC, TAB.

**Main Radio-TV Clients:** Austin Motor Co (Aust) Pty Ltd, Peter Lloyd Limited, Larke Rubadco, Phone BU 6091.

**HANSEN RUBENSOHN PTY LTD,** Caltex Hse, 167-187 Kent-st, Sydney. Telegrams Rubadco. Phone BU 6091.

**Executives:** S. Rubensohn (governing dir.), J. Bristow (manag. dir.), W. A. Lockley (mngtr), A. J. Whitmore (art dir.), C. R. W. Scruby (TV-radio dir.), Don Coop (group account director), W. Diamond (chief acct-exec), Miss J. Young (radio mngtr), Miss J. Kerr (media mngtr), Miss O. Davis (sec.).

**Accreditations:** AFCBS, ANC, ANPA, PPAB, TAB.

**Main Radio-TV Clients:** AEI, Bristol-Myers, Caltex Oil, Sydney Council, Newcastle Council, NSW Electricity Commission, Fison's Chemicals, R. M. Hardy, Health Dept., J. R. Love & Co, Metropolitan Water Board, Nestle's, Nile Textiles, Philips, Samuel Taylor, Sterling Pharmaceuticals, Sun-gravure, Victa Mowers, World Agencies.

**HAWKINS ADVERTISING PTY LTD,** McManus-st, North Sydney. Phone XB6106. Telegrams Hawkads.

**Directors:** E. R. G. Hawkins, G. L. Hawkins, E. I. N. McCredie.

**Executives:** J. Ahad (secretary & assoc. dir.), N. Browne (art dir. & assoc. dir.), Miss

J. Barnett (copy chief), Miss P. Holdsworth (media mngtr), Miss J. Miles (radio-TV mngtr), B. Cooper, D. Evans, E. Marty (acct-execs), Miss M. Keane (prod. mngtr), N. Carey.

**I/State Representation:** Chapman-Hendrie Advertising, 262 Queen-st, Melbourne (MU9601-2-3-4); Vinnicombe Advertising Pty Ltd, 326 Elizabeth-st, Brisbane (B0115). **O'seas:** Wardlaw Advertising, 76 Albert-st, Auckland (Phone 40-380).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Peek Freaan (A'sia), Cottee's Passiona Ltd, Harry Peck (A'sia), National Hosiery Mills, Bernard Jones (A'sia), Matley's.

**HEPWORTH ADVERTISING AGENCY,** 37 Bathurst-st, Sydney. Phone BM2893.

**Directors:** R. C. Hepworth.

**Accreditations:** AFCBS.

**Main Radio-TV Clients:** Grocery lines, clothing manufacturers, retail stores.

**IPS ADVERTISING,** 2nd floor, Caltex Hse, 167 Kent-st, Sydney. Telegrams Pressnews. Phone BU 4911.

**Director:** H. K. Wood.

**Accreditations:** AFCBS.

**JACKSON, WAIN & COMPANY PTY LIMITED,** 40 Miller-st, North Sydney. Phone XB5881. Telegrams Jacksonwain.

**Branches:** Melbourne.

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**Directors:** J. W. Jackson, H. M. Wain, H. L. Cousins, J. H. L. Browne, R. A. Irish, F. E. Grace, J. Mack, G. H. Brown, L. J. Bishop (also Melb. mngr), R. D. Hodgson (sec.).

**Executives:** E. R. Dwyer (prod. mngr), R. Fordred (art mngr), T. G. Reece, K. Cousins (acctnt/execs).

**Accreditations:** TAB, NPA of NZ, NPA of Aust, AFCBS, ANC, PPAB.

**Main Radio-TV Clients:** Qantas Empire Airways, Rothmans of Pall Mall, Warner-Lambert Ltd, Kriesler, Eric Anderson Radio Television, Smalls Pty Ltd.

**JARDINE, PATERSON & COMPANY,** 62 Margaret-st, Sydney. Phones, BX6935-6-7.

**Managing Partners:** W. L. Jardine, F. Paterson.

**Executives:** J. G. Paterson, G. M. Keene (junior partners).

**I/State Repr.:** W. John Haysom Company, 64 Elizabeth-st, Melbourne (MF8554). **O'seas:** Young & Rubicam, Inc, 285 Madison-ave, New York, USA; Young & Rubicam Ltd, Roxburgh-Hse, Regent-st, London, W.I. (Hyd 6757).

**Accreditations:** ANPA, ANC, AFCBS, PPAB, NPA of NZ, TAB.

**Main Radio-TV Clients:** Stamina Clothing Co, Orient Steam Navigation Co, Wearproof Hosiery, P. & O.S.N. Co.

**JOEL, ASHER, ADVERTISING PTY LTD,** 12 Bridge-st, Sydney. Phone BU7183-4, BU7130. Telegrams Ageold.

**Directors:** Asher A. Joel (manag. dir.), D. Joel.

**Executives:** J. Joel (gen. mngr).

**Accreditations:** ANC, ANPA, ABC, TAB.

**Main Clients:** NSW Milk Board, Optical Prescriptions, Watson Victor, Andrew Thom Ltd, Potter & Birks, Ready Mixed Concrete, Willard Batteries.

**KAY, JOHN, & ASSOCIATES,** 24 Bond-st, Sydney. Phone BU5998, BU3293.

**Executives:** John Kay (prin.), A. T. Campbell (radio-TV mngr).

**Accreditations:** AFCBS.

**LAWRENCE, W. B., ADVERTISING SERVICE PTY LTD,** Savoy Hse, Bligh-st, Sydney. Phone BW5881. Telegrams Warble, Sydney.

**Directors:** W. B. Lawrence (manag. dir.), J. B. Greer, V. A. Mahoney, T. Wood, F. Sutton.

**Accreditations:** ANPA, ANC, TAB, AFCBS, PPAB.

**Main Clients:** Anthony Squires, Biber Fuels, California Productions Ltd, E. E. Whitmont & Sons, Magnetic Sound Industries, Farren-Price, Vegetable Oils, White Wings.

**LEONARD, F. P., ADVERTISING,** 156 Castlereagh-st, Sydney. Phone MA6374. Telegrams Leonadvert.

**Proprietor:** F. P. Leonard.

**Executives:** Peter Thomson, G. Bock (acctnt/execs), Anne MacDonald (acctnt).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** R. H. Armstrong & Co, Batlow Packing House Co-op Ltd, Elliotts Rural Laboratories, Ford Sherington Ltd, H. H. Halls Ltd.

**LINTAS PTY LTD,** Unilever-Hse, 1 Macquarie-st, Sydney. GPO Box 3922. Phone B0551.

**Directors:** R. D. Chandler (manag. dir.), I. F. Rose (also acctnt dir), R. Ermann (also acctnt dir), L. G. Llewellyn (also acctnt & secretary), H. S. Weekes (also prod. dir), K. A. Fowles (radio dir), A. J. Walker (media dir.), A. D. Brett (also research dir.).

**Executives:** T. B. Wallace (acctnt dir.), N. K. Mills (acctnt dir.).

**Accreditations:** ANPA, ANC, AFCBS, PPAB.

**Main Radio-TV Clients:** Lever Bros, J. Kitchen & Sons, World Brands, Rexona, Hoover (Aust), J. Drysdale & Sons.

**MADISON ADVERTISING SERVICE PTY LTD,** 48 Alfred-st, Milson's Point. NB7895, XB3093. Telegrams Madisads.

**Director:** R. W. B. McDuie (manag. dir.).

**Executives:** G. J. Hemmings (prod. mngr), Miss W. Arnott (secretary).

**Accreditations:** ANC, AFCBS, TAB.

**Main Radio-TV Clients:** Chemical Holdings (Kruschen).

**MARSH ADVERTISING,** 44 Margaret-st, Sydney. Phone BX1245.

**Accreditations:** ANC, TAB, AFCBS, ANPA.

**Main Clients:** A. W. Anderson Pty Ltd, Bardsley's Pty Ltd, Colda Refrigeration Co Ltd, Hardie Rubber Co Ltd, Australian Optical Co Ltd, McDowells Ltd.

**MAXWELL, S. A., & STAFF PTY LTD,** 70-72 King-st, Sydney. Phone BX2421-2, BX2297. Telegrams Maxstaff.

**Directors:** S. A. Maxwell (manag. dir.), W. V. Maxwell, J. O. Dexter, G. H. Allcock.

**Executives:** J. W. Davis (radio-TV mngr), E. J. Horscroft (prod. & service mngr).

**I/State Repr.:** Associate houses all States. **O'seas:** Erwoods Ltd, London; Woodward Advertising Ltd, NZ.

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** McDowells Ltd, Rice Marketing Board, Leeton Co-op. Cannery, Ricegrowers Co-op Mills Ltd, Innoxia (England), NSW Trotting Board.

**MAYNARD, R. S., ADVERTISING,** 39 Park-st, Sydney. Phone MA3721, MA2816. Telegrams Maynardad.

**Branches:** Brisbane.

**Directors:** J. A. Maynard, C. A. McMillan.

**Accreditations:** ANPA, ANC, AFCBS, TAB, PPAB, NPA of NZ.

**Main Clients:** Aust. Mutual Provident Society, Buzacott (Aust), Colloidal Detergents, Commercial Banking Co of Sydney, Hotel Imperial, Lloyd Triestino Line.

**MCCLELLAND ADVERTISING COMPANY PTY LTD,** 53 Elizabeth Bay-rd, Elizabeth Bay, Sydney. Phone FL3041. Telegrams WTAD.

**Directors:** W. T. McClelland (chairman), D. M. Clay (manag. dir), J. M. B. Green (also secretary), E. T. Kennedy, N. Adams.

**Executives:** T. M. R. Kain, R. Aitken, D. Connor (acctnt/execs), Geoff Jackson (radio-TV mngr), F. R. Howes (prod. mngr), J. Chesney (art dir.), R. Higgins (acctnt).

**O'seas Repr.:** Grant Advertising, Inc. (hq Chicago and 35 offices throughout the world), Kenyon Brand & Riggs Limited, NZ.

**Main Radio-TV Clients:** W. K. Buckley Ltd, Burroughs Wellcome & Co, Fostars Shoes, The Knox (Canberra) Drug Co, Tecnico Ltd, National Chemical Products, Greens Products Limited, Festival Records.

**Accreditations:** ANPA, ANC, AFCBS, TAB, PPAB.

**MCCARTHY-MACVEIGH ADVERTISING PTY LIMITED,** 310 George-st, Sydney. Phone BL1374, BL5506. Telegrams MacMac.

**Directors:** V. C. McCarthy (chairman), D. V. & D. P. McCarthy (joint manag. dirs.).

**Executives:** Miss B. McCarthy (artist), T. Hamilton (acctnt/exec).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Yeomans Pty Ltd, Priors Pty Ltd.

**MERCHANDISING, ADVERTISING CONSULTANTS (MAC Advertising),** 411 Kent-st, Sydney. Phone BX2385.

**Partners:** Rex McGowan, Ivor McIvor.

**Accreditations:** AFCBS.

**MILLER, JOHN, ADVERTISING,** 545 Pacific Highway, Crows Nest, NSW, Phone JF4097.

**Directors:** John Miller (principal).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Launderoll Pty Ltd, Stromberg-Carlson (A'sia), Major Eight Retailers, Illawarra Appliance Stores.

**MILWYN ASSOCIATES PTY LTD,** Bull Chambers, 28 Martin Place, Sydney. Phone BW2770, BW8736. Telegrams Milwyn Sydney.

**Directors:** E. M. Spink (manag. dir.), D. M. Cumes (also general mngr).

**Executives:** A. G. Swavley (prod. mngr), M. Menkveld (media), M. Greenaway (acctnts).

**O'seas Repr.:** Affiliated office UK, USA.

**Accreditations:** ANPA, ANC, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** Bushells Ltd, J. A. D. Gibson & Co, John Woods & Co, Dustflo, Martin-Howard, Strong-Lite Aluminium, Lane's Pty Ltd.

**MURRAY & OGLE PTY LTD,** 510 Pacific Highway, St. Leonards, NSW. Phone JF5175.

**Directors:** K. V. Murray, B. F. Ogle.

**Accreditations:** ANPA, ANC, AFCBS, TAB.

**NICHOLS-CUMMING ADVERTISING (NSW) PTY LTD,** 143 Castlereagh-st, Sydney. Phone BM6681. Telegrams Nichan. Head office Melbourne.

**Directors:** J. J. Cumming, V. N. Hunt Assoc. Director: H. V. Bryant.

**Executives:** H. V. Bryant (radio-TV unit director), Miss G. Allan (acctnt-exec).

**Accreditations:** ABC, TAB, AFCBS, PPAB, ANC, CAB.

**Main Clients:** AWA, A. F. Agnew & Co, Bristol Myers, Geigy (A'sia) Pty Ltd, Hestia Brassiere Co, Singer Sewing Machine Co, Textra Shirts.

**NIXON, N. V., & CO PTY LTD,** 508 Pacific Highway, St. Leonards, NSW. Phone JF3011. Telegrams Nixonads. Head office Melbourne.

**Directors:** R. A. South, C. W. Judd.

**Executives:** B. Gapes (radio-TV mngr), C. J. Newton (media mngr).

**Accreditations:** ANC, ANPA, AFCBS, TAB.

**Main Radio-TV Clients:** Ampol Petroleum, Television Engineering.

**NOBLE - BARTLETT ADVERTISING,** C.M.L. Bldg, 14 Martin Place, Sydney. Phone BL3711-2. Telegrams Nilbar. Head office Brisbane.

**Directors:** W. H. Noble, A. T. Bartlett, Richard Steele (also Sydney mngr).

**Executives:** F. T. Kelly (assist. mngr), J. Poole (prod. mngr).

**Accreditations:** ANC, ANPA, AFCBS, PPAB.

**Main Radio-TV Clients:** Northern Drug & Chemical Co, A.S.T. (A'sia).

**O'BRIEN PUBLICITY PTY LIMITED**, O'Brien Hse, 56 Young-st, Sydney. Phone BU1355. Telegrams Gofer.

**Branches:** Melbourne, Brisbane.

**Directors:** E. H. O'Brien (gov. dir.), R. J. Murphy, F. G. Grant, J. J. Mullins.

**Executives:** F. Ryan (media mngr), J. Beveridge, R. Gordon, G. Phillips, Miss M. Pochee (acct/execs), S. White (TV dir.), P. Hill (prod. mngr), L. Excell (acct), R. Blundell (art).

**1/State Repr.:** Arthur A. Collett Advertising, AMP Bldg, William-st, Perth, BA6584; Alan A. Martin & Son, 13 Grenfell-st, Adelaide.

**O'seas:** Assoc. houses Auckland, Wellington, London, New York, Chicago, San Francisco, Los Angeles, Singapore, Hong Kong.

**Accreditations:** ANPA, ANC, AFCBS, PPAB, NPA of NZ, TAB.

**Main Radio-TV Clients:** Admiral of Aust, ICI, L. J. Hooker Ltd, Holbrooks (Asia), Swift Australian Co, British Farm Equipment, Silovac Electrical Products, Wrigley's, Cahills Restaurants, Gartrell White, F. Cinzano et Cia, Mark Foys, Rex Investments Ltd.

**OVERSEAS ADVERTISING PTY LTD**, 36 Grosvenor-st, Sydney. Phone BU1142.

**Director:** W. O. Richards (manag. dir.). Not accredited.

**PATON, NOEL, (NSW) PTY LTD**, 60 Hunter-st, Sydney. Phone BW4141. Telegrams Advertect. Head office Melbourne.

**Directors:** G. B. Massingham (director in charge, NSW division).

**Executives:** R. Logan, A. Macaulay (acct-exec).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**PATTERSON, GEORGE, PTY LTD**, 252 Georg-st, Sydney. Phone BU6361. Telegrams Pressager.

**Branches:** Melbourne. Associate houses in all other States.

**O'seas:** George Patterson Pty Ltd, 33 Lower Regent-st, London, SW1; J. Ilott Ltd, Wellington, New Zealand.

**Directors:** G. H. Patterson (chairman), L. W. Farnsworth (manag. dir.), Sir John Ilott, A. D. Hannam, M. I. Anderson, D. L. Hall.

**Executives:** Mrs S. Tree (copy dir.), J. Hopwood, D. L. Wrathall (art dir.), H. R. Wearing (media dir.), A. R. Whitman (research dir.), R. D. Nethercote, G. E. Seagrove, B. Harris, A. C. S. Parker, A. Walker, M. N. Black (acct/execs), N. L. Merchant (radio prod. mngr), Miss M. Terry (radio-TV media mngr).

**Accreditations:** NPA, PPAB, AFCBS, TAB, NPANZ.

**Main Radio-TV Clients:** William Arnott Pty Ltd, Colgate-Palmolive, Commonwealth Bank of Aust., Gibb & Beeman, Gillette, Hospital Contribution Fund of NSW & Medical Benefits Fund of Aust, Miles Laboratories, Reckitt & Colman, STC, Taubmans Industries.

**PERCEVAL, J. B., PTY LIMITED**, Assembly Hall, 44 Margaret-st, Sydney. Phone BX1904. Telegrams Servicity.

**Director:** J. B. Perceval (manag. dir.).

**Executives:** W. Hook, B. Scribner (contact execs), Miss N. Dudgeon.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

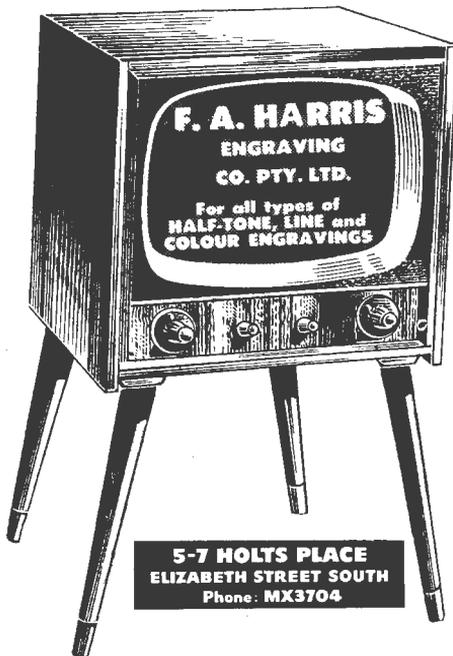
**Main Radio Client:** William Arnott Pty Limited.

**POWELL, R. & K., ADVERTISING AGENCY PTY LIMITED**, 5 Phillip-st, Sydney. Phone BU4693-4.

**Directors:** R. Powell, P. H. Truelove, R. S. Keesing.

**O'seas Repr.:** Charles Haines Advertising Ltd, NZ; P. N. Barrett Pty Ltd, Capetown, S. Africa; Albert Frank-Guenther Law Inc, New York, USA.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB, NPA of NZ.



**Main Radio-TV Client:** Bank of New South Wales.

**RENNIE, L. B., & PARTNERS PTY LTD,** 230 Elizabeth-st, Sydney. Phone MA9151.

**Directors:** L. B. Rennie (manag. dir.), J. O. Amos, K. T. Baker, A. T. Jackson (also acct/execs), A. Rennie.

**Executives:** N. M. Harding (secretary), R. Dickinson (prod.).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Clients:** Acelec Pty Ltd, All Purpose Engineers, Austral Engineering Supplies, Austral Pharmacal Co, Babcock & Wilcox of Aust, Dow Chemical International Ltd, E. Esdaile & Sons, James N. Kirby Organisation.

**RODGERS, WILLIAM H., & ASSOCIATES PTY LIMITED,** Scot Chambers, Penfold Place, Sydney. Phone BW8508, BW9913, BW1253.

**Directors:** W. H. Rodgers (manag. dir.), B. M. Kenny, A. Miller (also acct mngtr).

**Executives:** T. Tate (acct & media mngtr), A. Ross (acct mngtr), B. Marshall (prod. mngtr).

**Accreditations:** ANPA, ANC, AFCBS, TAB.

**Main Radio-TV Clients:** Auto Auctions,

Hamiltons Ewell Vineyards, Pacific Motor Auctions, R. M. O'Keefe & Co, Schweppes (Aust.), Waks Bros, Stromberg-Carlson Distributors.

**ROSEBERY, ARTHUR L., ADVERTISING,** 48-50 Macquarie-st, Parramatta. Phone YL7012, YL7014.

**Director:** Arthur L. Rosebery (principal).  
**Accreditations:** ANPA, AFCBS, TAB, PPAB, ANC.

**Main Clients:** Adnam & Pockley Pty Ltd, Ayerst Laboratories, Beryman & Company, Carpet Manufacturers Ltd, Commonwealth Engineering, Harvey's Dept Stores.

**ROSS ADVERTISING SERVICE,** 45 Philip-st, Sydney. Phone BU7146.

**Director:** L. P. Ross.  
**Executives:** Miss F. Ross (acct & media).  
**Accreditations:** AFCBS, ANPA, ABC.

**RUSSELL, LEWIS AND ASSOCIATES,** Butler Airways Hse, Blackburn & Elizabeth-sts, Sydney. Phone MA6771. Telegrams Rulads Sydney.

**Directors:** L. M. Lewis, R. B. Russell.  
**Accreditations:** TAB, ANC, AFCBS.

**Main Radio-TV Clients:** Grace Bros, Butler Air Transport Ltd, American Vogue Pty Ltd, Automobiles Pty Ltd.

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**RUSSELL-MORRIS ADVERTISING PTY LTD**, 49 Clarence-st, Sydney. Phone BX1756, BX1080. Telegrams Rusmorads.

**Directors:** H. P. Clarke (manag. dir.), W. P. Clarke (also acnts/exec), C. P. Clarke (also media exec).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, Overseas acc: Sth African Broadcasting Corp.

**Main Radio-TV Clients:** British Medicinals, Prouds Pty Ltd, Frank R. Wolstenholme Pty Ltd, Frank G. O'Brien Pty Ltd, Pierre Couve Pty Ltd, Marshall Batteries, Clae Marine Engines Pty Ltd.

**SANDS RUSSACK PTY LIMITED**, 231-233 Commonwealth-st, Sydney. Phone MA6577-8-9.

**Directors:** H. L. Russack, O. W. Beck.

**Executives:** B. G. Baker (prod. mngr), Margaret R. Currie (media mngr), Gwendoline I. Phillipott (acct), J. A. White (art dir).

**O'seas Repr.:** Rider Advertising, NZ.

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Clients:** Albert Turner Pty Ltd (men's wear), E. G. Baker & Co, Braemar Engineering, Bourne Plastic Applications, Davis Gelatine (Aust.), Electronic Development Co, Maspro Industries, Reondo Products Pty Ltd.

**SHIELD ADVERTISING SERVICE**, 10 O'Connell-st, Sydney. Phone BW5101.

**Directors:** J. N. Shield, W. Mundell (also mngr).

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** American & World Star Enterprises, ABBCO Amalgamated Transport, Byrne & Davidson Pty Ltd, Conkey & Sons Ltd, G. Gramp & Sons, Lea & Perrins (Aust), The Producers' Co-op Distributing Society, Peter Barry Holdings Pty Ltd.

**SHORTRIDGE ADVERTISING PTY LTD**, 60 Hunter-st, Sydney. Phone BW7806, BW2198.

**Directors:** C. W. Shortridge, N. H. McIntyre.

**Executives:** R. J. Burnham (acct/exec), D. G. Troost (media/acnts).

**I/State Repr.:** Carden Advertising, 251 William-st, Melbourne (MU9091).

**O'seas:** Notley Advertising Limited, London.

**Accreditations:** ANC, ANPA, AFCBS, TAB, PPAB.

**Main Radio-TV Clients:** Blundell, Spence & Co (Aust), South Australian Celery Growers, Victorian Sprout Growers, Chemical Holdings Pty Ltd, Utah Associates (Aust).

**SLATTER, E. C., & POULTER PTY LTD**, 400 Sussex-st, Sydney. Phone BA4631.

**Directors:** E. C. Slatter (manag. dir.), S. T. Poulter.

**Executives:** J. Simpson (media mngr), J. P. Quayle (secretary), N. M. Hughes (art dir.), R. A. Stone (prod. mngr).

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** Wormald Brothers Industries Ltd, Marvo-Linn Pty Ltd, Domino Chemical Works Pty Ltd, Norman G. Booth Pty Ltd, Brookhouse Holdings Pty Ltd, Australian Mercantile Land & Finance Co Ltd.

**SMYTH, ARTHUR, & SONS PTY LTD** (Arthur Smyth Holdings Pty Ltd), 375 Kent-st, Sydney. Phone BX7433. Telegrams Smythads.

**Branches:** Melbourne.

**Directors:** Miss J. Hicks, P. F. Smyth.

**Executives:** I. M. Heydon (mngr & acct/exec), B. C. Ogilvie, F. C. Duck, H. F. Cashmore, R. J. Williamson, Neil A. Bray (acct/execs), E. W. Rogers (acct), G. E. Pollack (media mngr), R. D. Jackson (prod. mngr), K. E. Taylor (art dir.), Miss J. Hicks (secretary).

**Accreditations:** ANPA, AFCBS, ANC, PPAB, NPA of NZ, ABC, TAB.

**Main Radio-TV Clients:** Nuffield (Aust) Pty Ltd, Clifford Love & Co Ltd, King Gee Clothing Co Pty Ltd, Marco Productions

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**Proprietor:** John Shadwell.

**Executives:** Ian MacRae (mngnr), John Shadwell (copy).

**Accreditations:** AFCBS, ANC, ANPA.

**Main Radio-TV Clients:** W. C. Douglass Ltd, Sleepmakers Pty Ltd, Zixo Liquid Bleach, United Starr-Bowkett Building Society, Hotel Metropole Ltd, Walters Pty Ltd, Barnes Darling Furniture.

**THOMPSON & ASSOCIATES PTY LTD**, 69 Macquarie-st, Sydney. Phone BU4067.

**Directors:** V. E. Thompson (manag. dir.), J. C. Sambrook, E. J. Kelly, C. H. Bassett.

**Executives:** Miss N. J. Muir (secretary), Miss D. Frost (media mngnr), H. Cameron (acct/exec), S. Over (prod. mngnr).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Sanitarium Health Foods Co, Voice of Prophecy, Total Oil Products Aust, Yardley of London (Aust), Chemical Holdings, Alex Hale, James Sandy.

**THOMSON, DON, ADVERTISING PTY LTD**, 6-8 Paul-st, Milson's Point, Sydney. Phone XB6016.

**Directors:** T. W. D. Thomson, Coralie M. Thomson.

**Executives:** M. R. Pope, R. W. Russell (acct/execs).

**Accreditations:** ANC, AFCBS, ANPA, TAB, PPAB.

**Main Radio-TV Clients:** W. A. Flick & Co, Barretts, Buildex House & Garden Centre, Motor Cycle Clubs, Careers Exhibition, Timbrol Ltd, Nu-Comfort Pty Ltd.

**THOMPSON, J. WALTER, AUSTRALIA PTY LTD**, 65 York-st, Sydney. Phone BX2701. Telegrams Thomertwal.

**Branches:** Melbourne.

**Directors:** L. R. Coleman, T. R. Carruthers, E. J. Maloney, E. L. Jarvis, A. N. Weekes, R. Walker, L. J. Sharman, R. E. Alcock.

**Executives:** J. W. Evans, H. Von Adlerstein, P. Jacklin, S. Macoboy (all of radio-TV division).

**O'seas Repr.:** Head office, JWT, 420 Lexington-ave, New York, USA, and branches throughout the world.

**Accreditations:** ANPA, ANC, PPAB, AFCBS, TAB.

**Main Clients:** Addis Aust., Bonnington & Co, Cheseborough-Ponds, Coca-Cola Export Corp., Consolidated Press, Eveready (Aust), Horlicks, Jantzen, Kellogg (Aust), Kraft Foods, Lever Bros, Kelvinator, Philip Morris (Aust), Reckitt and Colman Ltd., Scott & Bowne, Shell Co of Aust, Wrigley's, Felt & Textiles of Aust.

**TRADERS ADVERTISING SERVICE**, 74 Pitt-st, Sydney. Phone BL2011. Telegrams Selos.

**Branches:** Melbourne.

**Executives:** K. L. West (mngnr), J. Barnes (radio-TV mngnr).

**Accreditations:** ANC, ANPA, AFCBS, TAB, PPAB.

**Main Clients:** Atlas World Tours, Bushells, Debiens Motor Auctions, W. A. Flick & Co, Leeton Co-operative Canneries, Security Units, Sydney Flour, Wholesale Appliance Distributors, William Butler Tobacco Co.

**WARWICK ADVERTISING SERVICE (NSW) PTY LTD**, 60 Hunter-st, Sydney. Phone BW4141. Telegrams Advertect.

**Head office** Melbourne.

**Directors:** G. B. Massingham (director in charge, NSW division).

**Executives:** R. Logan A. Macaulay (acct-execs).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, NPA of NZ.

**WELCH, ROGER, ADVERTISING**, 3f Carrington-st, Sydney. Phone BX3382.

**Executives:** Roger Welch, I. Knudsen.

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Clients:** Aust. Metropolitan Life Assur. Co., Incorporated Agencies, National Mutual Life Assoc. of A'sia, Modern Magazines Pty Ltd, Wyn Products.

**WESTON COMPANY PTY LIMITED, THE**, Chamber of Commerce Bldg, 36 Grosvenor-st, Sydney. Phone BU1142. Telegrams Publicity Sydney.

**Directors:** W. O. Richards (manag. dir.), J. W. Maund, F. Bennett.

**Executives:** D. P. Young, J. R. Goddard, W. O. De Vere, R. N. C. Campbell (acct/-execs), S. A. Robertson (media mngnr), F. W. Still (radio-TV mngnr), G. Garthside & C. E. Paterson (prod.).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** James Barnes Pty Ltd, Beckers Pty Ltd, Inglis (Pty) Ltd, David Jones Ltd, McWilliam's Wines, Pain Mfg Pty Ltd, Scott & Bowne (A'sia), Tillock & Co, Washington H. Soul Pattinson & Co.

**WHITE, A. N., PTY LTD**, 66 King-st, Sydney. Phone BX2477. Telegrams Adwhite Sydney.

**Directors:** W. A. McDermott (manag. dir.), M. J. Dunne (also secretary), G. K. Coles.

**Executives:** A. B. Hutcherson, B. Adshead, R. Hawley, I. Farrell, B. Bailey, I. Howitt, E. Eggins, A. T. Kelly (media), R. E. Atkin (prod.).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Clients:** Associated Beauty Aids, Canadian Pacific Railways Co, W. & J. Coote & Sons, Menley & James (Aust), Medical Benefits Fund of Aust, Reckitt & Colman (Aust), Helena Rubinstein.

**WILLMOTT'S ADVERTISING AGENCY PTY LTD**, 36 Grosvenor-st, Sydney, Phone BU5891. Telegrams Wilad Sydney.

**Directors:** R. Willmott, C. F. Horley, F. E. Weekes (also acct/exec),

**Executives:** D. L. Stevens (secretary, public officer), I. Stewart (acct/exec), J. Bragg (prod. mgr), J. Page (media mgr).

**O'seas Repr.:** Associate houses throughout world.

**Accreditations:** ANC, ANPA, NPA of NZ, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** Johnson & Johnson, James Stedman Henderson Sweets, Electronic Industries, Vick Products.

## VICTORIA

**ALEXANDRA ADVERTISING**, 10th floor, 422 Collins-st, Melbourne. Phone MU2266, MU3421, MU2257.

**Director:** G. G. Alexandra (managing director).

**Executives:** R. Jerard (prod. mgr), Miss G. Moran (media), Miss R. Dobson (contact).

**Accreditations:** ANC, TAB, AFCBS.

**Main Radio-TV Clients:** Classic Radio & TV Pty Ltd, Lewton Appliances, Simon Just, Edward Loves Pty Ltd, Modern General Electrics, Portmans Pty Ltd, Nicholsons.

**ALDWYCH ADVERTISING PTY LTD**, 450 St-Kilda-rd, Melbourne. Phone BM3281. Telegrams Aldwych.

**Branches:** Sydney, Adelaide.

**Directors:** G. L. Bride (manag. dir.).

**Executives:** F. Luxton (creative), L. Glick (media), T. Beattie, W. Harvey, K. Carey (acct/execs), W. Holmes (production), W. Murphy (secretary), P. Yates (SA mgr), F. Small (NSW mgr).

**Accreditations:** ANC, ANPA, AFCBS, TAB, PPAB.

**Main Radio-TV Clients:** Dunlop, Godfrey Phillips, Yakka, Varleys, Actil, Denzil Don, Aust Knitting Mills.

**ANSELL & ASSOCIATES**, Ampol Hse, cnr Elizabeth & Grattan-sts, Melbourne. Phone FY3934-5.

**Directors:** R. D. Ansell, B. McDonald, L. F. Klenke (all partners).

**Executives:** Mrs E. Parry (media mgr), C. Deague (prod. exec), K. Paynter (acct/exec), Mrs M. Weynton (acnts).

**I/State Repr.:** Willmott Advertising, 36

Grosvenor-st, Sydney (BU5891); Ring Stacey Associates Ltd, 142 North Terrace, Adelaide.

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** W. & A. Gilbey (Bond 7 Whisky, Gilt Edge Whisky & Gilbey's Gin), Servex Electric Co, Astor.

**BAYNE MACKAY ADVERTISING PTY LTD**, 405 Collins-st, Melbourne, C. I. Phone MB1111, MB2820.

**Directors:** Bayne Mackay (gov. dir.), Jean Mackay (secretary & dir.).

**Executives:** L. D. Edwards (mgr & acct/exec), K. R. Tomkins (snr acct/exec), K. G. Patterson (acct/exec & TV consultant).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** Beaurepaire Tyre Service, Olympic Tyre & Rubber Co, The Leviathan Ltd, Malcolm Reid & Co (Vic), Eric Weber & Co, Maryvale Motors, Eclipse Motors, Barastoc Products.

**BECKET - THOMSON ADVERTISING PTY LTD**, Stanhill, 34 Queens-rd, SC2, Melbourne. Phone BM2581.

**Branches:** Sydney.

**Directors:** A. W. Thomson (manag. dir.), H. R. Thomson.

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** R. White Pty Ltd (shoes), Seppelt & Sons Ltd.

**BELL ADVERTISING LTD**, 435a Collins-st, Melbourne. Phones MU1387, MB5480.

**Directors:** B. V. Bell (mgr), R. C. Hing (art director).

**Executive:** J. E. Dovey (acct/exec).

**Accreditations:** ANC ANPA, PPAB, ABC, TAB.

**Main Radio-TV Clients:** Readers Book Club, World Travel Service Pty Ltd, Wiltshire File Co, Simplan Distributing Co.

**BERRY COMPANY, THE HUGH, PTY LTD**, Kodak Hse, 252 Collins-st, Melbourne. Phone Cen. 4961-5-8. Telegrams Unsullied. Head office Sydney.

**Directors, I/State, O'seas Repr.:** See Sydney entry.

**Executives:** K. G. Simpson (Melb. mgr), I. F. Drysdale (snr acct/exec), C. L. Smith (prod. mgr), C. G. Catterson (media mgr).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio & TV Clients:** See Sydney entry.

**BEST & CO PTY LTD**, 422 Collins-st, Melbourne. Phone MU5771.

**Branches:** Sydney.

**Directors:** E. W. Best (managing director).

**Accreditations:** ANC, ANPA, TAB, AFCBS.

**Main Clients:** Ernest Beaurepaire Pty Ltd, British Australian Paper Co, Byer Industries, ICI, Overseas Corporation (Aust) Ltd, Sterling Clothing Co, United Distillers Pty Ltd.

**BRIGGS & JAMES PTY LTD.** 153 Latrobe-st, Melbourne. Phone FB1511. Telegrams Brigade.

**Directors:** A. J. Briggs, R. H. James (Joint manag. dirs.).

**I/State Repr.:** Lyle Davis Advtg, Gowings Bldg, Market & George-sts, Sydney (BM6121); Merchandising Publicity, 25 Chester-st, The Valley, Brisbane (L3515).

**Accreditations:** ANPA, ANC, AFCBS, PPAB.

**Main Radio-TV Clients:** Nicholas Pty Ltd, Gas & Fuel Corp. of Vic, Aust. Gypsum Products, Herald & Weekly Times Ltd, Hilton Hosiery Ltd, Marigny Laboratories, Manchester Unity, Kelso Manufacturing, Rowntrees & Co, Spartan Paints.

**CAMPBELL, K. M. PTY LTD,** 123 William-st, Melbourne, C.I. Phone MB1901-2. Telegrams, Melcam Melbourne.

**Directors:** K. M. Campbell (managing director), M. E. Campbell.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** E.S. & A. Bank,

Groves McVitty & Co Pty Ltd, La Mode Industries Pty Ltd, Melbourne Spirits Depot Pty Ltd, Table Talk Biscuits Pty Ltd, James Hardie & Co Pty Ltd.

**CANNY, PARAMOR, & CANNY PTY LTD,** 454 St Kilda-rd, Melbourne, S.C.2. Phone BM1246. Telegrams Cannyads Melbourne. Head office Sydney.

**Directors:** F. F. Canny, B. D. Canny, J. W. Paramor (joint managing directors), A. T. Young, H. A. Lawrence.

**Executives:** A. T. Young (press), H. A. Lawrence (radio), D. Eager (art), R. C. Winn (production), Miss M. Phipps (accountant).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** See Sydney entry.

**CARDEN ADVERTISING PTY LTD,** 251 William-st, Melbourne, C.I. Phone MU9091-MU1963. Telegrams Carvert.

**Directors:** B. G. Carden, E. R. Blunden. Associate Directors: W. R. Warden, G. Taylor, W. H. Stockdale.

**Executives:** E. R. Blunden (mngr), N. A. Ratford (secretary), G. Taylor, C. G. Tapson, K. W. Stanway, N. J. Dunbar, Joy Jobbins (acct/execs), W. R. Warden (PR-merchandising), W. H. Stockdale (art dir.), R. C.

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Kilpatrick (traffic), B. W. Hassall (prod. mngr), K. G. Bentley (research), C. R. Attwood (media mngr).

**Interstate Representation:** Shortridge Advertising, 60 Hunter-st, Sydney (BW7806); Webb-Roberts McClelland Advertising, 9 Peel-st, Adelaide (LA2511); Australian Advertising Agency, Penneys Building, Adelaide-st, Brisbane.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, ANPA, of NZ.

**Main Radio-TV Clients:** Brockhoffs Biscuits, British Petroleum Co, COR, DHA (Vic), Sandas, Henderson's Federal Spring Works.

**CARTER, R. G., ADVERTISING SERVICE**, 528 Collins-st, Melbourne. Phone WB2750.

**Director:** R. G. Carter (principal).

**Executives:** J. Crane (manager), L. E. Carter (acct/exec).

**Accreditations:** ANC, ANPA, PPAB, TAB, ABC, AFCBS.

**Main Clients:** A. J. Anderson Industries, AWA, Campbell's Motors, Carlisle Industries, W. E. Prentice (real estate), Reliance Furniture, STC (Vic. only), Sultons Pty Ltd.

**CASTLE JACKSON ADVERTISING PTY LTD**, 100 Collins-st, Melbourne, C.1. Phone MF5058.

**Directors:** D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.

**Executives:** B. Broberg (art dir.), Miss Jean Taylor (radio-TV), A. J. Connell (acct-exec), R. E. Abbott (prod. mngr).

**I/State Repr.:** Murray Evans Advertising, 52 Phillip-st, Sydney (BU4641).

**Accreditations:** AFCBS, ANC, ANPA, TAB, PPAB.

**Main Radio-TV Clients:** John Crundall, Robert Harper & Co Ltd, Finlay Bros Pty Ltd, John W. Stamp Pty Ltd, Federal Hotels Ltd, Spotless Dry Cleaners, J. C. Hutton Pty Ltd.

**CHAPMAN-HENDRIE ADVERTISING**, 262 Queen-st, Melbourne. Phone MU9601. Telegrams Adchap.

**Director:** John F. Hendrie (principal).

**Executives:** E. Cumbrae-Stewart (snr acct/exec), R. Tinsley (production exec), Miss E. Barnes (media mngr).

**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** Oxford Polish Co, Holeproof Ltd, Business Equipment.

**JOHN CLEMENGER PTY LTD**, 473 Bourke-st, Melbourne, C.1. Phone MU9611. Telegrams Clemenger, Melbourne.

**Branches:** Sydney.

**Directors:** John Clemenger (governing dir.), Marie E. Clemenger.

**Executives:** Peter G. Clemenger (press mngr), D. J. Brennan (radio mngr), J. L. Clemenger (TV mngr), A. E. Charlton (feature program mngr), G. H. Rodsted (press prod. mngr), R. B. Walduck (media mngr), Geoff Dale (sen. acc exec), D. H. Warren, N. K. Allerton (acct/execs).

**O'seas Repr.:** Peter A. Menzies Advertising, Glasgow, Scotland.

**Accreditations:** ANC, ANPA, AFCBS, TAB, PPAB.

**Main Clients:** Glazebrooks Paints Australia, Kia-Ora Industries Ltd, Housing Commission of Vic, Parkinson Stove Co, A. G. Spalding & Bros, Stenmark Pty Ltd, Standard Cars.

**COUNTRY PRESS CO-OPERATIVE COMPANY LTD**, 169 Exhibition-st, Melbourne. Phone FB1879.

**Directors:** J. V. S. Ward, S. R. McPherson, M. K. Armstrong, P. B. Hiscock, G. C. Adams.

**Executive:** K. B. Laurie (secretary & mngr). **Accreditations:** PPAB.

**CROFT, REX, ADVERTISING**, 4 The Boulevard, Ivanhoe, Melbourne. Phone JX1662.

**Director:** Rex Croft (proprietor).

**Executives:** Miss Vogt (media), R. Beynon (prod.).

**Accreditations:** TAB, ANC, ANPA, PPAB.

**Main Clients:** Frederick L. Cook & Williams, R. N. Everard, Daniel Harvey Ltd, James & Fox, Myerson's.

**DINGWALL & ASSOCIATES PTY LTD**, 71 Queens-rd, Melbourne, SC3. Phones LA2222, I A6911.

**Directors:** A. W. Dingwall (also acct-exec), G. T. Niere (media mngr).

**Executives:** B. J. McCarthy (prod. mngr).

**Accreditations:** AFCBS, ANC, ANPA, TAB.

**Main Radio-TV Clients:** Marlee Carpets, Orchestrelle, Tower Motors, S. Simpson & Sons, H. Hanna & Co.

**EVERARD ADVERTISING PTY LTD**, 420 St. Kilda-rd, Melbourne. Phone BM-1880, BM2451.

**Directors:** Richard J. Evarard (managing director).

**Accreditations:** ANC, AFCBS.

**Main Radio-TV Clients:** Grants Pty Ltd.

**FORTUNE (AUST) PTY LTD**, 30 Queens-rd, Melbourne. Phone BM2504. Telegrams Fortaust. Head office Sydney.

**Executives:** L. F. Sims (Melb. mngr), A. J. Handbury, W. B. Bradshaw, L. D. Cripps, C. G. Bentley, R. B. Duncan, D. Theodore (acct/execs), B. Hawkins (TV producer).

**Directors, Accreditations:** See Sydney entry.  
**Main Radio-TV Clients:** Ansett Airways, ASEA Electrics, Lewis Berger & Sons, Vic., Donyflake Food Corp, Stephen Thomas, Paramount Prams, International Harvester, Nathan & Wyeth (Vic.), Petroleum Information Bureau, Robert Bosch.

**GORDON & GOTCH (A'SIA) LTD**, 511 Little Collins-st, Melbourne, C1. Phone MU7411. Head office Sydney.

**Directors:** G. Sutherland Smith, S. W. Byrne, H. C. Fahle, W. E. Jackson, T. F. McMullen.

**O'seas Repr.:** London, Canada, USA, Sth Africa.

**Accreditations:** ANPA, ANC, PPAB, AFCBS, TAB.

**Main Clients:** Amalgamated Press, ANZ Bank, J. & H. Marks, D. & W. Murray Ltd, Jas. F. McKenzie & Co.

**HAYES PUBLICITY SERVICE**, 197 King-st, Melbourne. Phone MU6687-8, MU1499, MU1603, MU4360. Telegrams Hapus.

**Proprietor:** George Hayes.

**Executives:** Miss P. Power (media mngr), K. Enslow (acctnt), R. H. Wallace, G. P. Hayes (acctnt-execs), Gordon Massey.

**I/State Repr:** Coudrey-Gotham Advertising, 42-44 Pitt-st, Sydney (BU1866).

**O'seas:** Pritchard Wood & Partners, London.

**Accreditations:** ANPA, ANC, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Leggett Rubber Industries Pty Ltd, Liberal & Country Party (Vic. division), Millidge Bros, Savings Bank of Vic., H. W. Woods Pty Ltd.

**HAYSOM, COMPANY, W. JOHN, PTY LTD**, 64 Elizabeth-st, Melbourne. Phone MF8554-5-6. Telegrams Johnhaysom, Melbourne.

**Directors:** W. John Haysom, Mabel V. Haysom.

**Executives:** H. S. Preece (acctnt/exec), I. Renzow (art director), Ida McAuley (secretary), J. B. Wykes (media mngr).

**Interstate Representation:** A. N. White Advertising, ACA Bldg, 66 King-st, Sydney (BX2477).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Sankey's Sacred Songs, The Church Hour, Fisher's Wax, Zev Brushes, Newman's Chocolates & Candies, Victorian Tuberculosis Association.

**HUGHES, ROBERT, ADVERTISING PTY LTD**, 7 Latrobe Court, 151 Latrobe-st, Melbourne, C.1. Phone FB1713-4-5.

**Directors:** R. L. Hughes, N. E. Satchwell.

**Accreditations:** ANC, ANPA, AFCBS, TAB, PPAB.

**Main Radio-TV Clients:** Belworth Hosiery Mills Pty Ltd, Cleanser Limited, Laxettes, Lane Medicine Co, Rhu Pills, Simpsons Manufacturing, Taraxale Brewing Co.

**IRVINE ADVERTISING**, 235 Toorak-rd, South Yarra, Vic. Phone BJ4241.

**Director:** Malcolm Irvine.

**Accreditations:** AFCBS, ANC, ANPA, PPAB.

**Main Radio-TV Clients:** Swallow's Biscuits, Swallow Haywood, The Diners' Club, Nema Medical & Tableting, Industrial Public Relations Service of Aust.

**JACKSON, WAIN & CO PTY LTD**, 171 Fitzroy-st, St. Kilda, Vic. Phone LA5331. Head office Sydney.

**Directors:** J. W. Jackson, H. M. Wain, L. J. Bishop.

**Executives:** L. J. Bishop (Melbourne mngr), P. E. Funston (senior acctnt-exec). I/state, O'seas Repr.: See Sydney entry.

**Accreditations:** TAB, NPA of NZ, NPA, AFCBS, PPAB, ANC.

**JENNINGS-LEE ADVERTISING PTY LTD**, Century Bldg, 125 Swanson-st, Melbourne, C.1. Phone Central 4312.

**Directors:** R. Jennings, V. Lee.

**Executives:** Miss V. Lee (exec-director), J. P. Thompson (mngr), R. Lingard (media mngr).

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**REGENT PUBLICITY PTY. LTD.**

79 Hardware St., Melbourne  
 Phone: MU 9421 or MU 9422

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Floor Coverings, Apex Permanent Building Society, Greta Miers School of Charm, Pantas, Leviathan Ltd, Fredelle Knitwear.

**LEBA ADVERTISING**, 5 Ashleigh-rd, Armadale, SE3, Victoria. Phone UY4619. Telegrams Lebadvtr.

**Not accredited.**

**LUCAS, C. H., ADVERTISING**, 57 Elizabeth-st, Melbourne, C.I. Phone MB5081.

**Director:** C. H. Lucas (principal). **Associate Directors:** L. H. Tripp, D. Neish.

**Executives:** W. F. Bishop (acctnt/exec), Miss B. Norris (media mngr), B. Digby (prod. mngr).

**Accreditations:** AFCBS, TAB, ANC, ANPA, PPAB.

**Main Radio-TV Clients:** Hardie Rubber Co, Patterson's Shoes, Willis & Sons, J. W. Handley, Footwear Retailers' Assoc. of Vic., Belling & Lee (Aust), Anderson & Ritchie Pty Ltd.

**MAHLOOK, R. E., ADVERTISING SERVICE**, 31 Queen-st, Melbourne. Phone MB5161-2.

**Principal:** R. E. Mahlook.

**Executives:** V. T. Frawley (acctnt-exec), E. Reade (radio-TV mngr), L. Segal (prod. mngr).

**Accreditations:** ANPA, ANC, AFCBS.

**Main Radio-TV Clients:** Suttons Motors, Centreline Sports Trousers, Major Eight Electrical Stores.

**McFERRAN ADVERTISING PTY LTD**, 90 Queen-st, Melbourne. Phone MB2188-9, MU1928. Telegrams McFerranad.

**Directors:** W. R. McFerran, A. R. McFerran, A. F. McFerran.

**I/State Representation:** R. S. Maynard Advertising, 39 Park-st, Sydney (MA3721), and AMP Bldg, Edward-st, Brisbane (B6579); Clem Taylor Advertising, 106 North Terrace, Adelaide (LA4121); Arthur Collett Advertising, 194 St. George's Terrace, Perth.

**O'seas Representation:** Scott-Turner & Associates, 17-18 Dover-st, London, W.1.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, NPA of NZ, ABC.

**Main Radio-TV Clients:** Rosella Preserving & Manufacturing Co, F. J. Trousers, Solway Clothing Co, Flash Wash, Warrnambool Woollen Mill Co.

**McMAHON ADVERTISING**, 4 Seach-st, Caulfield, Victoria. Phone XM2142.

**Accreditations:** AFCBS.

**MERCANTILE EXCHANGE ADVERTISING AGENCY, THE**, 380 Collins-st, Melbourne. Phone MU2944.

**Managing Proprietor:** T. C. Gardner.

**Accreditations:** ANPA, ANC, PPAB, NPA of NZ.

**Main Clients:** Arnold & Co, Australian Estates Co, Australian Wheat Board, BHP, Consolidated Finance Co, Melbourne Racing Club.

**MOFFATT, T., ADVERTISING SERVICES**, Gallagher Place, Melbourne C.I. Phone MB5040, MB5049.

**Principal:** Thomas Moffatt.

**Executives:** T. Moffatt, B. Barry, R. West (acctnt-execs).

**Accreditations:** ANC, ANPA, AFCBS.

**Main Radio-TV Clients:** Wm White & Sons, S. Smith & Sons (Aust) Pty Ltd.

**MOONEY, CLAUDE, ADVERTISING PTY LTD**, 422 Collins-st, Melbourne, C.I. Phone MU8088. Telegrams Claudad.

**Directors:** Claude C. Mooney (governing dir.), Norman E. Currey (manag. dir.).

**Executives:** J. Wardrop (art dir.), N. K. Strack (media mngr), J. H. Coalston (radio-TV mngr), B. Mooney (prod. mngr).

**O'seas Representation:** F. C. Pritchard Wood & Partners Ltd, 25 Savile Row, London, W.1.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Clients:** Cadbury-Fry-Pascall, Group Laboratories, Philip Morris, H. C. Sleight.

**MOONEY-WEBB PTY LTD** (associated with Webb Publicity Pty Ltd, retail advertising service), 349 Collins-st, Melbourne. Phone MU8731-2.

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

**Executives:** K. Lovett, D. Knight (acctnt/execs), R. Trevaskis (media), P. Eaton (acctnt).

**Accreditations:** ANC, ANPA, AFCBS, TAB.

**Main Clients:** Alexander's Clothing Stores, Apex Motors, Ballarat Brewing Co, Beau Monde, Carnegie Trust, Economic Vacuum Cleaners, Edments Ltd, Preservene Pty Ltd.

**MOULTON, ALEXANDER, ADVERTISING**, 27a Royal Arcade, Melbourne. Phone Cent 2291-5845-4017.

**Accreditations:** ANPA, ANC, AFCBS.

**Main Clients:** Andrew Gaddes Pty Ltd, G. J. Coles & Co, Klein & Cowen, Lyall Robertson Pty Ltd, Leonard Chemicals Pty Ltd, Lou Low Pty Ltd, Loy Bros Pty Ltd, Fashion Spex, Samos French Modes, Victor Scott, E. J. Vines.

**NICHOLS-CUMMING & STAFF ADVERTISING PTY LTD**, 432 St. Kilda-rd, Melbourne. Phone BM1601. Telegrams Nichans.

**Branches:** Sydney.

**Directors:** J. J. Cumming, V. N. Hunt, H. V. Bryant.

**Executives:** J. D. Wilkinson, G. Allan, K. Burt (acctnt/execs), K. J. Hillyer, L. Winter (media mngrs), E. Cosway (prod. dir.), J. Dean (copy chief).

**Accreditations:** AFCBS, ANC, ANPA, NPA of NZ, PPAB, TAB.

**Main Radio-TV Clients:** Group Laboratories, Electrolux, Singer Sewing Machine Co, Laminex, Crestknit Industries, Peters Ice Cream (Vic), AWA.

**NIXON, N. V., & CO PTY, 33 Queensrd, Melbourne, SC2. Phone BM2461. Telegrams Nixonads Melbourne.**

**Branches:** Sydney.

**Directors:** N. V. Nixon (manag. dir.), A. D. Gibson, L. B. Gole, R. A. South, C. W. Judd.

**Executives:** W. J. Bond (media), J. Samson (acctnt/exec).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Black & Decker, A. W. Allens.

**O'BRIEN PUBLICITY PTY LTD, 422 Collins-st, Melbourne, C.I. Phone MU5941. Telegrams Gofer Melbourne. Head office Sydney.**

**Directors:** J. J. Mullins, R. B. Cox.

**I/State Representation:** O'Brien Publicity, 56 Young-st, Sydney (BU1355), and Empire Hse, cnr Wharf & Queen-sts, Brisbane (B9359).

**Accreditations:** ANC, ANPA, AFCBS, PPAB, NPA of NZ, TAB.

**Main Radio-TV Clients:** ICIANZ Ltd, Raleigh Preserving Co, W. A. Sheaffer Pen Co, Trufood of Aust.

**ORR, SKATE & ASSOCIATES PTY LTD, Gilbert Court, 100 Collins-st, Melbourne, C.I. Phone MF1181. Telegrams Osads.**

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

**Executives:** B. Duthie (acctnt), D. Angus (art dir.), K. Warren (media mngr), J. J. Malady, O. R. Millar (acctnt/execs), J. Firth (prod. mngr).

**Accreditations:** ANPA, ANC, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** S. Smith & Sons (Yalumba Wines), A. G. Healing, Ansett Transport Industries Ltd.

**PATON ADVERTISING SERVICE, THE, PTY LTD, 16-18 Albert-rd, South Melbourne. Phone MX5721. Telegrams Patonads.**

**Directors:** I. M. Paton (chairman), J. McCahon (manag. dir.), K. M. Doe, L. A. Reason, E. G. Holt. Associate Directors: R. Vawser, J. Sharp.

**Executives:** R. M. Lowrey (secretary), K. J. King, Mrs E. Steel, N. Y. McLean, G. E. Hodgson (acctnt/execs), R. Calwell (art), N.

Collard (media), J. Jewell (prod.), K. Lindner (printing), R. Oatt (radio-TV).

**O'seas Representation:** J. Inglis Wright Ltd (NZ), The Buchen Company (Chicago, US), Gotham-Vladimir Advertising, Inc (New York, US).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, NPA of NZ, TAB.

**Main Radio-TV Clients:** Vacuum Oil, Patersons Pty Ltd, MacRobertsons, Carlton United Breweries, ANZ Bank, Purina Grain Foods Group, Laycock Son & Co.

**PATON, NOEL, (VIC) PTY LTD, 14 Queens-rd, Melbourne, SC2. Phone BM3333. Telegrams, Advertect Melbourne.**

**Branches:** Sydney.

**Directors:** N. Paton (managing director), J. B. Walker. Associate director, P. Free-land.

**Executives:** B. Holdsworth (secretary), L. Scrase (media mngr).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** Anderson Hosiery Mills, Arnold Fences Pty Ltd, Belmoral Textile Mills, Sidney Cooke Ltd, Courtauld & Co (Aust) Pty Ltd, Freighters Ltd, Morton & Sons, Tom Piper Ltd, TAA.

**PATTERSON, GEORGE, PTY LTD, 59 William-st, Melbourne. Phone MB2431. Telegrams Pressager, Melbourne. Head office Sydney.**

**Directors:** H. Harte (manag. dir.), R. R. Walker (deputy), O. Gardner, R. A. Cudlipp.

**Executives:** A. B. Kinnear (TV mngr), A. Rielly (radio mngr), J. F. Gale (media mngr).

**Main Radio-TV Clients:** GMH, Cadbury-Fry-Pascall, Carreras Ltd, DHA, Prestige Limited, Kiwi Polish Co, Independent Silk Mills, Vic. Electricity Commission, George Wardrop Ltd.

**Accreditations:** PPAB, AFCBS, TAB, NPA of NZ, NPA.

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

**PENGILLY ADVERTISING SERVICE, 14 Lansdowne-st, East Melbourne. Phone JA5693-4. Telegrams Penads.**

**Director:** J. R. Pengilly.

**Executives:** H. Marks (mngr), D. Schlipalius (prod.), J. Biggins (media).

**Accreditations:** ANC, ANPA, AFCBS, PPAB.

**Main Radio-TV Clients:** Colonial Gas Assoc. Ltd, Clensel Products Pty Ltd, O. J. Nilsen & Co Pty Ltd.

**PETT, VERNON, PUBLICITY COMPANY, Scottish Hse, 90 William-st, Melbourne. Phone MU1898, MU1879.**

**Director:** Vernon Pett.

**Accreditations:** AFCBS.

**Main Radio Clients:** Riley Williams Pty Ltd, Bambi Shmith Model College, Rhodes Motor Co, Freeman's Dances, F. S. Falkiner & Sons, 420 Frocks, Thomson Roadliners.

**PHILIP, JOHN, ADVERTISING, 40** Little Laroche-st, Melbourne. Phone FJ2894.

**Directors:** John Philip, Mrs. G. J. Philip.  
**Accreditations:** ANC, ANPA, AFCBS, PPAB, TAB.

**Main Radio-TV Clients:** H. Beecham & Co, Electrical Development Assoc., Hardy Bros, Koala Shoes, Sharp, Stevenson & Hare.

**POWELL ADVERTISING SERVICE PTY LTD, 247 Collins-st, Melbourne, C.I. Phones Cent. 1247, Cent. 1513.**

**Directors:** Royden Powell (chairman), D. Powell (managing director), G. Jeffrey.

**Accreditations:** AFCBS, TAB, ANC, ANPA, PPAB.

**Main Radio-TV Clients:** Clark Matting & Rubber Ltd, W. A. Blake Pty Ltd, Peerless Emulsion Products Pty Ltd, Henry George Justice Party.

**REGENT PUBLICITY PTY LTD, 145** Victoria Parade, Fitzroy, Melbourne. Phone MU9421-2, JA5563.

**Branch:** Hobart, Tasmania.

**Directors:** F. A. W. Nichols, J. M. Newell.  
**Executives:** C. N. Crockett (acctnt/exec), K. R. Falconer (copy chief), F. O'Neill (art dir.), Miss Z. Lofthouse (media), A. Johnson (prod.).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Clients:** M. A. & C. J. Ansett, American Tafon Co, Atlas Auto Auctions, Cohen Bros Home Furnishers, G. J. Coles & Co, DHA (Vic), Lexington Tobacco Co, Swing Corp, Toppa Ice Cream, Tip Top Paints (Aust), Tip Top Paints (Tas).

**RICHARDSON-COX PTY LTD, 130** Exhibition-st, Melbourne (phone MF4618-9), and at 52 Powlett-st, East Melbourne (JA6651-2-3).

**Branches:** Sydney, Adelaide, Perth.

**Directors:** B. R. Richardson (manag. dir.), I. K. Buttrose (finance dir.), G. H. Beseler.  
**Accreditations:** ANPA, ANC, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** The Myer Emporium, Sun News-Pictorial, Neptune Oil, Sydney Snow, Cox Bros, Robur Tea, Foy & Gibson, Nut Foods.

**RICKARDS ADVERTISING SERVICE PTY LTD, 160 Russell-st, Melbourne. Phone FB3461. Telegrams Ricads.**

**Directors:** F. S. B. Rickards, L. J. Samuels, H. A. Howden, M. V. Anderson.

**Executives:** H. Marks (copy chief), C. Bennetts, R. Kardash, C. D. Shave, B. Watts,

S. Warner (acctnt/execs), R. Manning (prod. mgr), R. Hunt (acctnt), M. Sutton (radio).  
**I/State Repr.:** Sydney, Brisbane, Adelaide, Perth.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Peters Ice Cream (Vic), Peters Ice Cream (Tas), Electrix (Vic), O-So-Lite Products, Phoenix Biscuit Co, Colorgravure Publications, Commodities Pty Ltd.

**RIST, J., ADVERTISING, 430 Bourke-st,** Melbourne. Phone MU6144.

**Accreditations:** ANC, ANPA, TAB, AFCBS.

**Main Clients:** Briscoe & Co Ltd, SA Brush Co Ltd, Effront Yeast Pty Ltd, Nugget Polish Pty Ltd, F. J. Palmers (Vic) Pty Ltd, Warburton Franki (Melb.) Ltd.

**STEVENSON ADVERTISING SERVICE PTY LTD, 175-177 Collins-st, Melbourne, C.I. Phone MF1665. Telegrams Stevengord.**

**Directors:** A. V. G. Stevenson, L. A. Stevenson, L. S. Simpson.

**Executives:** E. Edward Underwood (mgr), I. McDonald, H. Dutsch (acctnt/execs).

**O'ceas Representation:** D. H. Brocklesby Ltd, 14 Clifford-st, London, W.1.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, AA (London), TAB.

**Main Radio-TV Clients:** Cenovis Health Services, Earle's Radio & Television, Pan American Cars, Coles & Garrard Pty Ltd.

**SMYTH, ARTHUR, & SONS PTY LTD** (Arthur Smyth Holdings Pty Ltd), 2 Coates Lane East, Melbourne, C.I. Phone MF3993. Telegrams Smythads Melbourne. Head office Sydney.

**Directors:** Miss J. Hicks, P. F. Smyth.  
**Executives:** W. W. Falconer-Green (mgr), H. C. Bennett, L. Solomon, F. V. Williamson, G. Young (acctnt/execs), M. G. Pearce (acctnt), D. F. Quillen (media mgr), W. Ward (art dir.), E. Hinds (prod. mgr).

**Accreditations:** ANPA, AFCBS, ANC, PPAB, NPA of NZ, ABC, TAB.

**Main Radio-TV Clients:** The Olympic Tyre & Rubber Co, Patons & Baldwins Aust Ltd, Kellow-Falkiner Pty Ltd, Lane's Motors Pty Ltd, Industrial Acceptance Corp. Ltd.

**THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 7 Commercial-rd, Melbourne S.C.2. Phone BM3601. Telegrams Thomertwal. Head office Sydney.**

**Directors:** L. R. Coleman, T. R. Carruthers, E. J. Moloney, E. L. Jarvis, A. N. Weekes, R. Walker, L. J. Sharman, R. E. Alcock.

**Executives:** E. L. Jarvis (mgr), R. E. Alcock (copy dir.), L. Clay (art dir.), K. R. Majewski (media), S. M. Thompson (production), A. R. Caughley (personnel).

**O'scas Representation:** Head office, JWT, 420 Lexington-ave, New York, USA.

**Accreditations:** ANPA, ANC, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Addis Aust., Bonnington & Co., Chesebrough-Ponds Inc, Coca-Cola Export Corp., Eveready (Aust), Horlicks, Jantzen Aust, Kellogg (Aust), Lever Bros, Kelvinator, Shell Co of Aust, Wrigley's, Scott & Bowne.

#### TRADERS ADVERTISING SERVICE

(Incorporating Griffiths-Hse Advertising, Melbourne), 145 Collins-st, Melbourne. Phone MF4485. Head office Sydney.

**Executives:** E. W. Mitchell (Melb. mngr), D. Sporle (prod.), Miss Jan Harrison (media).

**Accreditations:** ANC, ANPA, AFCBS, TAB, PPAB.

**Main Clients:** Atlas World Tours, Bristol Paint & Chemical Co, British United Dairies, Hoadley's Chocolates.

**UNITED SERVICE PUBLICITY PTY LTD**, 420 St. Kilda-rd, Melbourne. Phone BM2411. Telegrams Salesrise, Melb.

**Directors:** J. F. Barnes (chairman), G. C. Hayler and A. N. Kemsley (manag. dirs.), C. D. Morris, H. R. Wilson (gen. mngr), K. W. Judd, J. P. Goulstone, C. F. Richardson, C. D. Uren.

**Executives:** L. J. Preston (secretary), R. G. Nott (acct), J. C. Tosh and L. G. I. Moore (assoc. dirs.), J. R. Poynter (press media mngr), B. D. Clendinnen (radio media mngr), M. H. Ingamells (radio-TV mngr), D. T. Bottomley (research mngr), and R. J. Kerin, A. P. Stevens, L. V. Keane, A. N. Seacombe, L. Males, V. C. Pollock, J. B. Cooper, M. Cannon, M. D. Hurrell (all acct/execs).

**I/State Representation:** Bartlett, Murphy & MacKenzie, 26 O'Connell-st, Sydney (BL1167); Le Grand Advertising, 293 Queen-st, Brisbane (B8375); Austin Brown Advertising, 350 King William-st, Adelaide (W6044-5); H. W. Norwood Advertising, 375 Hay-st, Perth (B3931).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** Australian Paper Manufacturers, Biro (Swan & Gollin), British Nylon Spinners (Aust), Cyclone Company of Aust, DHA, Frigidaire & Household Appliances (division of GMH), GMH, General Milk Co, Group Laboratories, H. J. Heinz, Kayser, Julius Marlow, Melb. & Met. Board of Works, Radio Corporation, Aust Road Safety Council, Shell, T&G Mutual Life Society, United Distillers, Yarra Falls.

**WALKER, R. Y., ADVERTISING**, 409 St. Kilda-rd, Melbourne. Phone BM3024-5.

**Directors:** R. Y. Walker, J. Walker.

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB.

**Main Clients:** Albany Cigarettes, Commercial Publications, Standard-Vacuum Refining Co, Valencia Shoes, Hansen & Yuncken Pty Ltd.

**WALLENS & COMPANY PTY LTD**, ANZ Bank Chambers, 224 Queen-st, Melbourne. Phone FB2942.

**Directors:** J. N. S. Wallens (governing dir.), N. J. Wallens (dir. & secretary), R. Timms.

**Executives:** R. L. Kingsbury (mngr & acct/exec), Miss P. Ryan (assist. secretary).

**Accreditations:** AFCBS, TAB, ANC.

**Main Radio-TV Clients:** Felt & Textiles, Aust, Smith & Walton (Aust), SA Rubber Mills.

**WARWICK ADVERTISING SERVICE (VIC) PTY LTD**, 14 Queens-rd, Melbourne. SC2. Phone BM3333. Telegrams, Advertect Melbourne.

**Branches:** Sydney.

**Directors:** N. Paion (managing director), J. B. Walker, Associate directors, R. Herbert, W. Cohn.

**Executives:** B. Holdsworth (secretary), G. Massey (radio mngr), I. Scrase (media mngr).

**Accreditations:** ANC, ANPA, PPAB, Ecks, Ford Motor Co, Heaths Motors, AFCBS.

**Main Radio-TV Clients:** Bayford Motors, Marveer Co, Melford Motors, Riverside Motors.

## QUEENSLAND

**AUSTRALIAN ADVERTISING AGENCY PTY LTD**, 5th Floor, Penney's Bldg, Queen-st, Brisbane, B3106-7, B1797.

**Directors:** A. J. Campbell (manag. dir.), K. H. Campbell.

**Executives:** A. W. Hammond (acct, secretary), P. E. McCarthy (acct/exec), D. D. McTaggart (acct/exec).

**Accreditations:** ANPA, AFCBS, NPA of NZ, PPAB, TAB.

**Main Radio-TV Clients:** Acme Rubber, Australian Products, Thomas Brown & Sons Ltd, Cistern Manufacturing Co, Condon & Co, DHA (Qld), Mathers Pty Ltd, Penneys Ltd, Public Curator, Relyans & Lanhams, Waldrons, Warburton Franki (Bris.), Allan & Stark Ltd, Jack & Jill Salon.

**COMMERCIAL & INDUSTRIAL ADVERTISING**, S. A. Best Bldg, 21 Gipps-st, Valley, Brisbane. Phone L4716.

**Director:** Robert T. Smith (principal)

**Accreditations:** AFCBS, Brisbane Metropolitan Newspapers.

**COSSEY-WAITE ADVERTISING**, 4th floor, Regent Bldg, 167 Queen-st, Brisbane. Phone B2411. Telegrams Coswayad Brisbane.

**Directors:** Peter Cossey, T. H. Waite (joint mngrs).

**Executives:** Guy Crittenden (radio-TV mngr), J. R. Keegan (media mngr), E. W. Fleming, D. Carson, D. Jones (acct/execs), A. Kenyon (traffic mngr), R. A. Smolicz (art dir.).

**Accreditations:** ABC, ANC, ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** Peters Arctic Delicacy Co, Bris., SEA of Qld, Medical Benefits Fund of Aust, Electrix (Qld), Simpson Bros, Andrew Barton & Co, Garrows, Brisbane, J. Jackson & Sons, Metropolitan Motors, E. Sachs & Co.

**DUTHIE ADVERTISING**, Dunstan Hse, Elizabeth-st, Brisbane. Phone FA2595. Telegrams Duthie-Brisbane.

**Director:** J. J. Stanley Duthie (principal).

**I/State Representation:** Webb, Roberts, McClelland, Midway Bldg, 9 Peel-st, Adelaide (LA2511); Hayes Publicity Service, 197 King-st, Melbourne (MU6687).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Clients:** Atlas Batteries, Beaver Furs, Cassells, Chandlers Ltd, Crowes Pty Ltd, Derco, Dutton Park Motors, Karen Lea Frocks, Macy's, McIntosh Motors, Qld Home Furnishers, Reynolds Bros, Worths Car Sales.

**EDMONDS ADVERTISING SERVICE**, 115 Queen-st, Brisbane. Phone B5516, B4267. Telegrams Edmondad, Brisbane.

**Director:** Eric Edmonds (principal).

**Executives:** G. Baird (acct/exec), A. Spann (art mngr).

**Accreditations:** AFCBS, ANC, ANPA, PPAB.

**Main Clients:** Brisbane Motor Cycle Engineers, Crammond Radio Manufacturers, Queensland Carpets, South Brisbane Furnishing Co.

**FORSTER ADVERTISING CO**, 294 Edward-st, Brisbane. Box 1004, G.P.O. Phone FA1377. Telegrams Teldirect.

**Director:** Brig. John Craven.

Not accredited.

**FULFORD ADVERTISING PTY LTD**, S. A. Best Bldg, 21 Gipps-st, Valley, Brisbane. Phone LA4716.

**Director:** Harry Fulford (manag. dir.).

**Accreditations:** PPAB.

**GORDON & GOTCH (A'SIA) LTD**, 262 Adelaide-st, Brisbane. Phone FA2681. Head office Sydney.

**Directors:** G. Sutherland Smith, S. W. Byrne, H. C. Fahle, W. E. Jackson, T. F. McMullen.

**O'seas Repr.:** London, Canada, USA, Sth Africa.

**Accreditations:** ANC, ANPA, AFCBS, PPAB.

**Main Clients:** Canberra Hotel, Corrie & Co, Darling Downs Co-Operative Bacon Assn, Foley Bros, Mayfairs, Rowes Cafe, Westco Motors.

**JOHNSTON JONES ADVERTISING**: 293 Queen-st, Brisbane. Phone B2978-9. Telegrams Jonesad.

**Directors:** R. S. Adams, R. L. Ellacott, D. N. Ross.

**Executives:** W. R. Nicholas (art dir.), G. T. Harland, E. Tighe (acct/exec), P. Berthelsen (prod.).

**Accreditations:** ANPA, ANC, AFCBS, PPAB.

**Main Radio-TV Clients:** Qld Brewery Ltd, Allan E. Stark Ltd, Vogue Salon, Hutton & F. Jones, G. J. Grice Ltd, W. H. Paling & Co Ltd, Sleepmakers (Qld), A.M.L. & F. Co Ltd.

**J. T. PUBLICITY PTY LTD**, Cameracraft Bldg, 20 Ivory-st, Valley, Brisbane. Phone L3931-2.

**Directors:** J. T. Wanless, K. Wanless.

**Executives:** P. Donnelly (art dir.), V. Richardson (secretary).

**Accreditations:** ANPA, ANC, PPAB, AFCBS.

**Main Radio-TV Clients:** Anderson Pty Ltd, Sydney Motors Pty Ltd, Airlite Blinds Manufacturing Co.

**LE GRAND ADVERTISING**, 293 Queen-st, Brisbane. Phone B8375, B6406.

**Director:** J. Le Grand (principal).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Clients:** Aust Guarantee Corp., Aust Home Furnishers, Commercial Bank of Aust, Commonwealth Broadcasting Corp., Electrical Repair Co, Massey Sports Depot, Nut Foods, SEA of Qld, SEC of Qld.

**LITTLETON-HARVEY ADVERTISING**, 2nd floor, AMP Bldg, Edward-st, Brisbane. Phone B4616, B4891. Telegrams Leychess Brisbane.

**Directors:** E. G. Littleton (also radio dir. & TV exec.), J. F. Hope (also press & miscellaneous media dir.).

**Executives:** W. Wheatley (accnts), M. J. Bird (schedules exec).

**Accreditations:** AFCBS, ANPA, PPAB, TAB.

**Main Radio-TV Clients:** Listex Laboratories, F. W. Nissen Pty, State Govt Insurance Office, Drapetex, Australian Agencies, Home Finders, King & King Ltd, A. N. Robinson, Qld division Aust Liberal Party, G. H. Stewart & Co, Thorleys Pest-Rid Co, Tickle Industries.

**MAYNARD, R. S., ADVERTISING, AMP Bldg, Edward-st, Brisbane. Phone B6579, B6768. Telegrams Maynardad.**

**Branches:** Sydney.

**Directors:** C. A. McMillan (manag. partner, Brisbane), J. A. Maynard (manag. partner, Sydney).

**Accreditations:** ANC, ANPA, PPAB, AFCBS, TAB, NPA of NZ.

**Main Clients:** Robur Tea, UK Motors, Dominion Motors (Qld), Aust Country Party (Qld), Hudson's Radio Supplies, Unit Trusts Ltd, David Webster & Sons.

**MERCHANDISING PUBLICITY PTY LTD, 25 Chester-st, Valley, Brisbane. Phone L3515-6.**

**Directors:** K. W. Lawrence, Mrs Suzanne Cameron, N. T. Buzacott.

**I/State Representation:** Briggs & James Pty Ltd, 153 Latrobe-st, Melbourne (FB1511); Ring Stacey Associates Limited, 142 North Terrace, Adelaide.

**Accreditations:** ANC, AFCBS, ANPA, PPAB.

**Main Clients:** Arlette Frock Salon, Aust Paper Manufacturers, Brisbane Milk Board, Durex Pty Ltd, Farsley Motors, Industrial Sales & Service, Qld Meat Board, Taubmans (Qld).

**NOBLE BARTLETT ADVERTISING, Penney's Bldg, Adelaide-st, Brisbane. Phone B3624.**

**Branches:** Sydney.

**Directors:** W. H. Noble, A. T. Bartlett, R. S. Steele.

**Executives:** J. W. Miller (radio mngr), A. H. Yardley (art dir.), R. H. Drabsch, R. B. Bowly, M. J. Lynch, T. H. Raynor, J. M. Strathen (acctnt/execs), E. D. Walters (acctnt), Charles Herk (prod. mngr), K. W. Yardley (media mngr).

**Accreditations:** ANPA, AFCBS, TAB, ANC.

**Main Radio-TV Clients:** Arnott Morrow Pty Ltd, BCC Stores Pty Ltd, Brett & Co, Josephson & Sons, Lowes Home Furnishers,

Maxam Food Products, North Qld Tobacco Growers' Assn., Rothwells, Stewarts Hotels, Trittons, Trans World Airlines.

**O'BRIEN PUBLICITY PTY LTD, Empire Chambers, cnr Wharf & Queen-sts, Brisbane. Phone B9359. Telegrams Gofer Brisbane. Head office Sydney.**

**Directors:** A. R. Kelly, R. M. Caro.

**Executives:** G. C. Turner (media-radio-TV mngr).

**I/State Repr.:** O'Brien Publicity, 56 Young-st, Sydney (BU1355), and 422 Collins-st, Melbourne (MU5941).

**Accreditations:** ANC, ANPA, AFCBS, PPAB, NPA of NZ.

**Main Radio-TV Clients:** Alfred Grant Pty Ltd, Music Masters Radio Co, Boston Silks, Handasyde Motors Pty Ltd, Silsao Manufacturing Co Ltd, Swift Aust Co, R. M. Gow, Carter Smith & Co, Francis Bros, J. F. McKenzie, June Dally-Watkins, S. Queensland Egg Marketing Board, Madad Pty Ltd, Ira L. & A. C. Berk.

**POHLMAN & ASSOCIATES ADVERTISING, 50 James-st, Maryborough, Qld. Telegrams Pohlmanad.**

**Director:** R. Pohlman (principal).

**Executive:** R. F. Brown (media mngr).

**Accreditations:** PPAB.

**Main Radio-TV Clients:** Kingston's Pharmacy, Wide Bay Pharmacy, Fairlie & Sons Pty Ltd.

**VINNICOMBE ADVERTISING PTY LTD, 318-326 Elizabeth-st, Brisbane. Phone B0115. Telegrams Vinads.**

**Directors:** Herbert Vinnicombe (chairman), Harold Vinnicombe (manag. dir.).

**Executives:** P. Heathwood (acctnt/exec), O. Buchanan (radio).

**I/State Representatives:** Canny, Paramor & Canny, 24-26 Kent-st, Sydney (BU7101); Best & Company, 422 Collins-st, Melbourne (MU7643).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** Woulfe & Son, Packard Bell, Bernard Jones (Aust), Trevor Henderson.

**EDMONDS-FAGG ADVERTISING, 2nd floor, CML Bldg, 158 Margaret-st, Toowoomba. Phone Toowoomba 918.**

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

**Executives:** D. J. Thomson (acctnt/exec).  
**Accreditations:** AFCBS.

## SOUTH AUSTRALIA

**ALDWYCH ADVERTISING (SA) LTD**, 40 Pirie-st, Adelaide. Phone W 5566. Telegrams Aldwych Adelaide. Head office Melbourne.

**Director:** G. L. G. Bride.

**Executive:** F. T. Yates (mngr).

**I/State Repr.:** Associate houses all States.

**Accreditations:** ANC, ANPA, AFCBS, ABC.

**Main Clients:** Angove's Ltd, Aust. Cotton Textile Industries, Bank of Adelaide, Bruce Small, Freeman Motors, Overseas Corporation.

**BERWEN PAINE ADVERTISING LTD**, 4 Hutt-st, Adelaide. Phone W6616-7.

**Directors:** A. B. Paine (managing director), J. L. Paine.

**Executives:** M. H. Wilde (acctnt-exec), R. Norris-Green (copywriter), R. V. P. Feehan (art dir.), Mrs. A. M. Wilde (media mngr)

**Accreditations:** AFCBS, ANC, ANPA, TAB, PPAB.

**Main Clients:** Angas Engineering Co, Archer & Holland, Buyers Ltd, British Agencies Ltd, British Motor Cycle Sales Ltd, British Motor Industries, Dependable Motors Ltd, Godfrey's Ltd, Ready Mixed Concrete (SA) Ltd, Structures Ltd.

**BROWN, AUSTIN, ADVERTISING**, 350 King William-st, Adelaide, SA. Phone W6044.

**Directors:** L. Austin Brown.

**Accreditations:** AFCBS, TAB, ANPA, ANC.

**Main Radio-TV Clients:** B. Seppelt & Sons Ltd, Newday Furniture, Charles Moore & Co, Super Elliott, Budgen Jewellers, Peerless Dry Cleaners, Adelaide Motors.

**CREASY & BLEANEY ADVERTISING SERVICE**, 85 Gouger-st, Adelaide. Phone LA4904, LA4442.

**Directors:** M. B. Creasy, R. G. Bleaney.

**Executives:** G. W. M. White (acctnt/exec).

**Accreditations:** TAB, ANPA, AFCBS, ANC, PPAB, ABC.

**Main Radio-TV Clients:** Castalloy Ltd, J. Todd & Sons, Wendts Ltd, Proline Sales Ltd, Flavels (SA) Ltd.

**FORTUNE (AUST) PTY LTD**, 82 Flinders-st, Adelaide. Phone W2640. Telegrams Fortaust. Head office Sydney.

**Executives:** J. N. Galloway (Adel. mngr), L. I. Dayman, W. J. Wood (acctnt/execs).

**Main Radio-TV Clients:** Apac Industries Ltd, Lewis Berger & Sons (SA), Pinnock Manufacturing Co, S. O. Beilby, L. N. Short, Ansett Airways (SA).

**Directors, Accreditations:** See Sydney entry.

**KING, HAROLD, ADVERTISING SERVICE**, 128 Grenfell-st, Adelaide. Phone W4601.

**Directors:** H. H. G. King (manag. dir.), Marjorie G. King.

**Executives:** C. H. Sims (radio mngr), R. Marvell (media & prod. mngr).

**Accreditations:** ANC, PPAB, AFCBS.

**Main Clients:** Adelaide Tent & Verandah Blind Co, Berri Co-operative Winery, Central Crash Repairs, Metters Ltd, Oliver J. Nilsen & Co, Lanyon & Sons, Doug Miels Tyre Service.

**MACNAMARA, L. J., ADVERTISING SERVICE PTY LTD**, 206 Hutt-st, Adelaide. Phone W6921. Telegrams Maceljay.

**Director:** L. J. Macnamara (governing).

**Executive:** G. S. McDougall (in charge radio-TV).

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Clients:** Alfred Martin Industries, Australian Joinery, B.E.A. Distributors, Champions Ltd, Industrial Engineers & Springmakers, Motor Radiators, Newton McLaren Ltd, Prissy Pringle, Pope Products, SA Gas Company.

**MARTIN, ALAN A. & SON**, 46 Morphett-st, Adelaide. Phone LA1361.

**Directors:** A. A. Martin (mngr), J. R. Martin (acctnt/exec).

**Executives:** G. L. Love, M. George (acctnt/execs), E. Lumbers (radio mngr), F. Klix (art director).

**Accreditations:** ANPA, ANC, AFCBS, APPA.

**Main Clients:** Allan's Ltd, Adams & Co Ltd, Australian Floor Surfacing Co, Bland Radio Ltd, Industrial Sales and Service, Nut Foods Pty Ltd, Ryan's Emporium, SA Savings Bank, Wormald Bros (SA).

**McCALLUM RICHARDSON ADVERTISING LIMITED**, 144 Gawler Place, Adelaide. Phone W1960.

**Directors:** D. Richardson, R. G. McCallum.

**Accreditations:** ANC, ANPA, PPAB, AFCBS.

**Main Radio-TV Clients:** Crompton Bunyip Soaps Ltd, Sven Kallin Motors Ltd, Dressler & Co, Concrete Industries, McDonald & Whitrod, SA Salvage Co, Renlita Products, Pesticides Ltd, Macy Parquin Frock Salon.

**MONAHAN, HUNTLEY & COMPANY LIMITED**, 14 Grenfell-st, Adelaide. Phone LA1368-9.

**Directors:** D. J. Monahan, G. H. Huntley.

**Executives:** L. Whaite (asst art dir.), C. T. S. Staggs (prod. mngr), Mrs. B. D. Jones (secretary), Miss P. P. Barrey (media).

**Accreditations:** AFCBS, TAB, ANC, ANPA, APPA, ABC.

**Main Clients:** Acland Tractors & Equipment Ltd, Acme Industries, Angus & Coote, Australian Labor Party, Black's Shoes Ltd, British Paint Co, Crystal Trading Co, Electric Products (SA), United Motors Ltd.

**RING STACY ASSOCIATES LIMITED**, Anchor Hse, 142 North Terrace, Adelaide. Ring LA1861.

**Directors:** E. D. Ring, A. E. Stacy.

**Executives:** J. L. Smee (sec.), M. F. Page (copy chief), T. S. Bryce (media exec.), R. D. Luck (art dir.).

**State Repr.:** Associate houses, Melbourne, Sydney, Brisbane, Perth. **O'seas:** Associate house, New Zealand.

**Accreditations:** AFCBS, TAB, ABC, ANC, ANPA, PPAB, NPA of NZ.

**Main Clients:** Alaska Ice Cream & Produce Co Ltd, Alma Shoes Ltd, Aust Guarantee Corp., Eclipse Motors, Industrial Products Ltd, Ranleigh Ware Ltd, SA Brewing Co, Traders Finance Corp, W. Woodroffe Ltd.

**SA COUNTRY NEWSPAPERS LIMITED**, 130 Franklin-st, Adelaide. Phone LA2626.

**Directors:** W. K. Robinson, L. M. W. Judell, E. G. Sprigg.

**Executive:** J. F. Power (mgr).

**Accreditations:** Vic. Provincial Press, NSW Country Press.

**TAYLOR, CLEM, ADVERTISING SERVICE LIMITED**, Cresco Hse, 106 North Terrace, Adelaide. Phone LA4121. Telegrams Clemtaylor.

**Directors:** Clem R. Taylor (governing dir.), W. R. Taylor (mgr and research chief), C. Roantree (chief acct/exec.), R. B. Malin (radio-TV mgr), H. L. Jenks (art director).

**Executives:** L. R. Bambridge (prod. mgr), K. J. Cocks, J. S. Dick (acct/execs), P. E. Gregory (acct).

**I/State Representation:** George Patterson Pty Ltd, 252 George-st, Sydney (BU6361); George Patterson Pty Ltd, 59 William-st, Melbourne (MB2431); Edmonds Advertising Service, 115 Queen-st, Brisbane (B5516); Arthur Collett Advertising, 194 St. George's Terrace, Perth.

**Accreditations:** ANPA, ANC, TAB, AFCBS, PPAB.

**Main Radio-TV Clients:** SA Brewing Co, Arnott Motteram Ltd, Clarkeson Ltd, Jeffs Bros., Unbehaun & Johnstone Ltd.

**WEBB-ROBERTS McCLELLAND PTY LTD**, Midway Bldg, 9 Peel-st, Adelaide. Phone LA2511. Telegrams Armack.

**Directors:** M. McClelland, R. Griffiths, A. Bainton.

**Executives:** J. Van der Linden (secretary), r. Austin (media mgr), M. Howard (copy dir.), G. Chenoweth (prod. mgr).

**Accreditations:** ANPA, ANC, AFCBS, PPAB, ABC, OAA, TAB.

**Main Radio-TV Clients:** J. R. Alexander & Sons Ltd, Cooper & Sons Ltd, Barossa Canneries, Electricity Trust of SA, F. H. Faulding & Co, Laubman & Pank, Thomas Hardy & Sons.

**WILSON ADVERTISING SERVICE LIMITED**, 24 Waymouth-st, Adelaide. Phone LA3021-2. Telegrams, Wilsonad Adelaide.

**Directors:** L. A. Wilson (governing director), A. G. Walker (mgr), Miss P. S. Hammond (secretary), Mrs. E. M. D. Wilson.

**Accreditations:** AFCBS, ANC, ABC, PPAB, ANPA.

**Main Radio Clients:** Adelaide Wheel & Rim Works, E. Anders & Sons Ltd, Badenochs Transport Ltd, Bronsons Dry Cleaners, Cawthorne's Ltd, David Brown (A'sia) Ltd, Geo. Bolton & Co Ltd, Cook Son & Co Ltd, Duncan & Co, Futures Ltd, Hooper Furnishers Ltd, Myer Emporium, McMahon Rubber Co, N.S.C. Chemists, National of California (SA) Ltd, James Smith Ltd, Harold Wright & Co, Wise Engine Service Ltd, Thos Sheppard & Sons Ltd.

## WESTERN AUSTRALIA

**AD-CRAFT SERVICE**, Atlas Building, 8 Esplanade, Perth. Phone BF2596-7.

**Senior Partner:** J. A. Mercer.

**Executives:** V. P. Pocklington (assist. mgr, snr acct/exec), P. I. Williams, M. Chiswell, K. Gloster (acct/execs), E. McGregor (accs).

**Accreditations:** ANC, ANPA, AFCBS, PPAB, PNPA, TAB.

**Main Clients:** Barnett Bros Ltd, City Motors Pty Ltd, Domestic Appliances Pty Ltd, Chas Moore & Co, Philips Electrical Industries, Peters Ice Cream (WA), Sepelts & Sons Ltd (WA), Walsh's Ltd.

**COLLETT, ARTHUR, ADVERTISING**, Yorkshire Hse, 194 St. George's Terrace, Perth. Phone BA6584. Telegrams Colads.

**Director:** A. Collett (also mgr).

**Executives:** W. Warnock (assist. mgr).

**Accreditations:** AFCBS, ANPA, ANC, PNPA.

**Main Radio-TV Clients:** Musgroves Ltd, Browne's Dairy, Chamberlain Industries.

**DAWSON, WALTER J., ADVERTISING & SALES PROMOTION**, 490 Hay-st, Perth. Phone BF2790.

**Accreditations:** ANPA, PPAB, AFCBS.

**EATON, MAX ADVERTISING**, 1st floor, Shell Hse, 205 St George's Terrace, Perth. Phone B2902.

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

**Accreditations:** ANPA, PPAB, AFCBS.

**FINNEY AND MARTIN**, 338 William-st, Perth. Phone BA6523.

**Executives:** J. V. Finney, Phillis N. Martin (partners), D. E. Langoulant (prod. mngr.).

**Accreditations:** AFCBS, PNPA, WA Provincial Press.

**Main Clients:** Alroh Engineering, Bell Bros, Better Housekeeping Pty Ltd, Black Swan Restaurant, Grenville Distributors, Metters Ltd, Radio Service Co, Values Pty Ltd, Wright Bros.

**FORTUNE (AUST) PTY LTD**, 19 Mount-st, Perth. Phone BA9121. Head office Sydney.

**Directors, Accreditations:** See Sydney entry.

**Executives:** D. de V. Hunt (Perth mngr), P. G. Fiddon (acct/exec).

**Main Radio-TV Clients:** Lewis Berger & Sons (WA), David Gray, McRobertson-Miller Airlines Stramit Boards, Johnstons.

**GORDON & GOTCH (A'SIA) LTD**, 134-144 Perry-st, Perth, WA. Phone BW1041. Telegrams, Gotch Perth. Head office Sydney.

**Executives:** R. J. McDonald (mngr), K. Martin (art dir.), J. Retailber (media).

**I/state, O'sea Repr.:** See Sydney entry.  
**Accreditations:** ANPA, PPAB, AFCBS, TAB.

**Main Radio-TV Clients:** H. L. Brisbane & Wunderlich Ltd, R. G. Evans, Ron Shaw & Co Ltd, Warrick Howard (Aust) Ltd.

**N. C. S. MOUNT & SON**, 97 St. George's Terrace, Perth. Phone BA6508.

**Directors:** N. C. S. Mount, R. N. Mount (partners).

**Executives:** E. I. Cross (acct/exec).  
**Accreditations:** AFCBS, PNPA.

**H. W. NORWOOD ADVERTISING**, 375 Hay-st, Perth. Phone BA3931.

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

**Main Radio-TV Clients:** Wesfarmers, Tutt Bryant Pty Ltd, Alex Kelly Shoe Stores.

**RICHARDSON-COX PTY LTD**, 125 St. George's Terrace, Perth. Phone BA 3216. Head office Melb.

**Directors:** B. R. Richardson (managing dir.).

**Accreditations:** AFCBS, TAB, ANPA, ANC, PPAB.

**SMITH, IAN H. & PARTNERS**, 18 Irwin-st, Perth. Phone BF 3634.

**Executives:** James W. Ray (mngr).  
**Accreditations:** PNPA, AFCBS.

**SUCCESSFUL ADVERTISING COMPANY**, T&G Bldg, 13 Barrack-st, Perth. Phone BF3582.

**Director:** D. R. Webster (manag. dir.).

**Executives:** Mrs D. R. Webster (art dir.), Miss L. Gendall (secretary).

**Accreditations:** ANC, ANPA, AFCBS.

**Main Radio-TV Clients:** Midland Contracting Co, Midland Brick Co, Vox Adeon Pty Ltd, Blakes Pty Ltd.

**WILLIAMS, A. J., ADVERTISING SERVICE**, 12 Howard-st, Perth. Phone BA5214, BF2428. Telegrams Adwill Perth.

**Executives:** A. J. Williams (mngr), W. P. Mansfield (assist. mngr & acct/exec), L. M. Bassett (acct/exec).

**Accreditations:** ANC, ANPA, AFCBS, PPAB.

**Main Radio-TV Clients:** Westralian Soaps, Mills & Ware Biscuits, Plaistowe & Co, Rural & Industries Bank.

**WOOD, CLIFFORD G., ADVERTISING AGENCY**, National Hse, 49 William-st, Perth. Phone BA7593.

**Directors:** Clifford G. Wood, Mary E. Wood.

**Accreditations:** PNPA, AFCBS.

**Main Radio-TV Clients:** John R. Saunders, Parker & Co, Central Boot Specialists, Steel Furniture, Silk Fair Dress Fabrics, D. T. Abrahams Pty Ltd.

## TASMANIA

**HUTCHISON ADVERTISING**, Collins Hse, 109 Collins-st, Hobart, GPO box J2000. Phone B5750.

**Directors:** F. A. Hutchison, G. Stocks.

**Non Accredited.**

**Main Radio-TV Clients:** Tasmanian Ice Cream Co (Toppa), W. Cripps Pty Ltd, W. Coogan & Co, Port Huon Fruitgrowers Co-op Assoc, Cuthbertson's & Citizen's Shoe Stores.

**REGENT PUBLICITY PTY LTD**, 25 Murray-st, Hobart, Tasmania. Phone Hobart B6465. Head office Melbourne.

**Joint managing directors:** F. A. W. Nichols, J. M. Newell.

**Executives:** R. Simer (Tas. mngr), L. Abrahams (acct-exec), Miss Z. M. Lofthouse (media mngr).

**Accreditations, main clients, see Melbourne entry.**

**GARNER, PETER, ADVERTISING PTY LTD**, 70 St. John-st, Launceston. Phone B4327. Telegrams Garnerad.

**Non Accredited.**

## LATE SYDNEY ENTRY

**CHESELL & McCREDIE PTY LTD**, 136 Pitt-st, Sydney. Phone BL 1526. R. G. McCredie, G. N. Chessell (joint mng dirs), Adrian O'Donnell (radio-TV mngr), Miss J. Cowie (media mngr).

**Accreditations:** ANPA, ANC, PPAB, AFCBS, TAB.

# **National, interstate and large-scale State advertisers**



**ADDIS (AUSTRALIA) PTY LIMITED**, 135-139 Church-st, Ryde, NSW, Box 8, P.O., Ryde. Phone WY0225. Telegrams Sidda. Branches, 318 King-st, Melbourne.

**Directors:** H. C. Nankervis (chairman & manag. dir.), A. R. Dobb (secretary), R. H. Chown.

**Executives:** C. South (sales mngr), O. Venn Brown (prod. mngr).

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

**Agency:** J. Walter Thompson.

**O'scas Repr:** Addis Ltd, England.

**ALEXANDER, J. R. & SONS LIMITED**, 4 Manfull-st, Edwardstown, SA. Phone UM3434.

**Directors:** B. G. Griff, A. Lane, M. McMahon, J. Skinner.

**Executives:** J. Skinner (manag. dir.), G. L. Polglase (mngr), W. L. Curran (secretary).

**Products:** Suprem boot, floor polishes.

**Agency:** Webb, Roberts & McClelland.

**I/State Repr.:** Simpson Manufacturing Co. Ltd, Vic.; Williams & Wood Ltd, WA; Golin & Co. Ltd, Qld; Cleansers Ltd, NSW.

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 47 York-st, Sydney, GPO Box 2516. Phone B0233. Telegrams, Expanse.

**Products:** Broadcasting station & studio equipment, communication transmitters & receivers, mobile radio equipment, marine transmitters & receivers, direction finders, automatic alarm apparatus, radar, air navigation beacons, distance-measuring equipment, instrument-landing systems, eardrop stations, phone terminal equip., microwave links, radio program recordings, gramophone records, defence communication equip. Transmitting & receiving radio valves, bcst & TV receivers.

**I/State Repr.:** Branch, 163-173 Queen-st, Melbourne (MU9161).

**O'scas:** Anvil House, 138 Wakefield-st, PO Box 830, Wellington; General Bldgs, 99 Aldwych, W.C.2, London, England.

**AMPOL PETROLEUM LIMITED**, Buchanan-st, Balmain, NSW, Box 5342, GPO, Sydney. Phone WB0233. Telegrams, Ampolco, Sydney.

**Directors:** Manag. Dir, W. G. Walkley; chairman, L. J. Thompson; deputy chairman, P. J. Adams.

**Executives:** W. M. Leonard (general mngr), Allan T. Purdey (secretary).

**Products:** Petroleum.

**Agency:** N. V. Nixon.

**I/State Repr.:** Branches, Elder-rd, Birkenhead, SA; 197 Adelaide-terrace, Perth; 326 Elizabeth-st, Hobart; Ampol (Alba) Petroleum Pty Ltd, 340 Flinders-st, Melb; Ampol Pet-

roleum (Qld) Pty Ltd, Kingsford Smith Drive, Meeandah, Qld.

**O'scas:** Stevinson Hardy & Co. Ltd, 155 Fenchurch-st, London, E.C.3.

**ANSELL RUBBER CO. PTY LTD, THE**, River-st, Richmond, E.I., Vic. Phone JB4131. Telegrams Ruballoon, Melbourne.

**Directors:** H. N. Ansell, E. L. Ansell.

**Executive:** G. More (gen. mngr).

**Products:** Domestic & utility rubber gloves, hot water bags, children's & ladies' overshoes, rubber mats.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Pope Products Ltd, 39 Mentmore-ave, Rosebery, NSW; 44 Grenfell-st, Adelaide; 147 Bathurst-st, Hobart; P. Falk & Co. Ltd, 317-319 Murray-st, Perth; Kenneth Mitchell Agencies Pty Ltd, 100 Alfred-st, Valley, Brisbane.

**ANSETT TRANSPORT INDUSTRIES LIMITED**, 465 Swanston-st, Melbourne. Phone FJ0233. Telegrams, Ansett.

**Subsidiaries:** Ansett Airways Pty Ltd, Pioneer Tourist Coaches Pty Ltd, Ansett Hotels Pty Ltd, Ansair Pty Ltd, Ansett Road Express Pty Ltd, Ansett Travel Service, Australian National Airways Pty Ltd.

**Directors:** R. M. Ansett (chairman & mngr dir.), T. L. Simpson, R. Moore, Air Marshall Sir George Jones.

**Executives:** R. R. Walker (asst to mngr dir.), R. L. Cooper (secretary), K. B. Osborne (advtg mngr).

**Services:** Air & road transport, hotel operations, bus body building, road freight.

**Agencies:** Orr, Skate & Assocs; Fortune; Chapman-Hendrie; Canny, Paramor & Canny; Dormer Beck, NZ.

**I/State Repr.:** Branches all States.

**ARNOTT, MORROW PTY LTD**, 83-107 Coronation Drive, Brisbane. Phone B2584. Telegrams Ambris, Brisbane.

**Executive:** R. E. Douglas (sales mngr).

**Products:** Arnott's biscuits.

**Agency:** Noble-Bartlett Advtg.

**ARNOTT, MOTTERAM LIMITED**, 279 Grote-st, Adelaide. Phone LA3176-7-8-9.

**Directors:** P. Motteram, G. H. Arnott (joint manag. dirs.), W. Motteram, H. D. Arnott, L. R. Arnott, J. P. Motteram.

**Products:** Biscuits.

**Agency:** Clem Taylor Advtg.

**ARNOTT, WILLIAM PTY LTD**, George-st, Homebush, NSW. Phone UM0421. Telegrams Saobis.

**Products:** Biscuits.

**Agencies:** J. B. Perceval, George Patterson.

**I/State Repr.:** Branches all States.

**ARROW SHIRTS PTY LTD**, 23 Goodwood-st, Richmond, E.I., Vic. Phone JB2151.

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

**Products:** Arrow shirts, sport shirts, Aramias, Arastrides.

**Agency:** Paton Advtg Service.

**I/State Repr.:** Colonial Sales Corp. Pty Ltd, all states.

**ASSOCIATED PULP AND PAPER MILLS LIMITED**, 360 Collins-st, Melbourne, C.I., Vic. Phone MY5911. Telegrams Aspulpaco, Melb.

**Subsidiaries:** Papermakers Ltd, Ballarat Paper Mills Pty Ltd, Papyrus Pty Ltd.

**Directors:** W. D. Brookes (chairman), H. B. Somerset (manag. dir.), M. L. Baillieu, H. Hey, E. Cohen, W. A. Stewart.

**Executives:** R. L. Stock (secretary), E. E. Jones (sales mngr).

**Products:** Printing & writing papers, art & chrome papers, special wrappings, vegetable parchment, greaseproof, glassine, coated boards.

**Agency:** K. M. Campbell Pty Ltd, Melb.

**I/State Repr:** Branches, 25 O'Connell-st, Sydney; 30 Albert-st, Brisbane; 45 King William-st, Adelaide; **O'seas:** Robert Bryce & Co. Ltd, PO Box 1804, Wellington, C.I., also at Auckland, Christchurch, Dunedin, NZ.

**ATLANTIC UNION OIL COMPANY PTY LIMITED**, 66 Pitt-st, Sydney, NSW. Phone B0152. Telegrams Atlantic, Sydney.

**Directors:** W. B. Phillips (manag. dir.), W. W. Ryan, D. F. McKinlay, J. J. O'Connor.

**Executives:** V. E. Smythe (secretary), J. G. Lee (Aust. advtg mngr), G. H. Morris (purchasing mngr), A. Dixon (ops), G. A. Johnstone (sales, retail & primary), G. J. Lynch (sales, industrial & transport).

**Products:** Petroleum.

**I/State Repr.:** Branches, Vic., Qld, SA. **O'seas:** affiliated companies throughout world.

**AUDIPHONE CO. (NSW) PTY LTD, THE**, (incl. Audiphone Utilities Pty Ltd), 140 Castlereagh-st, Sydney. Phone BW7387, MA4924.

**Directors:** C. Phillips (mng dir.), J. W. Douglass, C. Rich.

**Executives:** P. Button (sales mngr).

**Products:** Hearing aids.

**Agency:** Goldberg Advtg.

**I/State Repr.:** Branches all States.

**AUSTRALIAN COTTON TEXTILE INDUSTRIES LTD**, Actil-ave, Woodville, SA. Phone M6101. Telegrams Actil, Adelaide.

**Director:** A. G. Hargreaves (manag. dir.).

**Executive:** H. W. Price (advtg mngr).

**Products:** Actil sheets, pillow cases, Terry nursery squares, Actil-shrunk FASCO fabric.

**Agency:** Aldwych Advtg.

**AUSTRALIAN ELECTRICAL INDUSTRIES PTY LIMITED**, 93-95 Clarence-st, Sydney. Phone B0251. Telegrams Austric.

**Directors:** Sir Jack Stevens, KBE (chairman), Sir Ivor Cox, F. J. E. Tearle, R. W. C. Campbell (gen. mngr, admin.), H. H. George (gen. mngr, engineering), S. E. Barratt, C. E. Crome, A. S. V. Smith, J. L. Taylor, H. C. Van Valzah, Sir Thomas White, KBE.

**Executives:** D. M. White (secretary).

**Products:** Heavy elec. plant & turbines, elec. & diesel elec. traction equip., switchgear & tmission equip., elec. lamps, lighting equip., motors, Hotpoint appliances, radio & TV receivers, valves, wires & cables, electronic apparatus, electro medical equip.

**Agencies:** Hansen Rubensohn & Lyle Davis Advtg.

**I/State Repr.:** Branches, Vic., Qld, SA, Tas.

**AUSTRALIAN GAS LIGHT COMPANY, THE**, 477-487 Pitt-st, Sydney. Phone B0955. Telegrams Gas, Sydney.

**Directors:** C. G. Crane (chairman), A. T. Anderson (deputy chairman), R. G. Parry Okeden, G. G. G. Russell, F. W. Hill, P. A. Cullen.

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

**Products:** Gas by-products.

**Agency:** Canny, Paramor & Canny Advtg, Sydney.

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

**AUSTRALIAN NATIONAL AIRWAYS PTY LTD** (subsidiary of Ansett Transport Industries), 289 William-st, Melbourne. Phone MY5711.

**Directors:** P. W. Haddy (chairman), P. E. Trevella, J. D. Bates, T. J. Parker, G. I. Holyman.

**Executives:** F. Kay (chief exec., gen. mngr), G. H. Archibald (ops mngr), J. O. Declerck (finance mngr & secretary), I. G. Webster (traffic & sales mngr).

**Service:** Airline operators.

**Agency:** Fortune.

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

**AUSTRAL SWISS TEXTILES PTY LTD**, 40 Campbell-st, Sydney. Phone MA5561. Telegrams Janilaine.

**Directors:** A. Daniel, J. T. Lansky.

**Products:** Knitted Jerseys.

**I/State Repr.:** All States. **O'seas:** Auckland, NZ.

**AUTOMATIC FIRE SPRINKLERS PTY LTD** (Independent Industrial Investments Pty Ltd), 618 Botany-rd, Alexandria Phone MU2476. Telegrams, Autosprink.

**Directors:** W. B. Chisholm (gen. mngr), E. A. Coghlin, N. F. Stevens, D. W. Roberts.

**Executives:** N. F. Wescombe (sales & advtg mngr).

**Service:** Fire protection engineers.

**Agency:** N. V. Nixon.

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

**BALL, B. J. LTD**, 414-418 Kent-st, Sydney. Phone BX6693. Telegrams, Paperball.

**Directors:** W. A. Ball (chairman, mng dir.), K. F. Mathews (sales dir.), R. H. Lane, H. J. Unwin, W. C. A. Starling, E. W. Wood (machinery & equip. sales mngtr), J. Gordon.

**Executives:** J. Hurt (sales mngtr, paper dept.), N. Graham (sales mngtr, Mander-Kidd Inks), P. S. Grant (sales mngtr, Service products), E. Dach (sales mngtr, Sculpturecraft), J. T. Adams (advtrg mngtr).

**Products:** Writing & printing papers & boards, wrapping & packaging papers, stationery, ropes & twines, printing inks, printing machinery & equip., netting, Sculpturecraft moulding clay.

**Agencies:** J. Faen, Hugh Berry Co.

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

**BALM PAINTS PTY LTD**, Williamstown-rd, Port Melbourne (PO Box 40, Pt Melbourne). Phone MJ1451. Telegrams Pigments.

**Director:** N. G. Wilson (manag. dir.).

**Products:** Dulux Super-Enamel, Hi-Gloss, Super-Matt, Super-Latex paints, automotive lacquers.

**Agency:** Hugh Berry Co.

**I/State Repr.:** Branches, Cabarita-rd, Concord, NSW (UF042); Lipson-st, Port Adelaide, SA (J1131); Tennyson Memorial Ave, Yee-roongpilly, Qld (JW1091); Jones-st, Sth Fremantle, WA (L3548).

**BANK OF NEW SOUTH WALES**, 341 George-st, Sydney. Phone B0244. Telegrams Wales, Sydney.

**Directors:** Sir Leslie J. Morshead, KBE (pres.), J. Cadwallader, Hon. R. C. Wilson, MLC, D. B. Lewington, S. G. Rowe, V. C. Fairfax, J. W. Dunlop.

**Executives:** H. C. C. Marshall (gen. mngtr), R. J. Abercrombie (asst gen. mngtr).

**Service:** Banking.

**Agency:** R. & K. Powell Advtrg, Sydney.

**I/State Repr.:** Branches all states. **O'seas:** Agents throughout world.

**BERGER, LEWIS & SONS (AUST.) PTY LTD**, Rhodes, NSW. Phone UF044. Telegrams, Bergers.

**Directors:** L. J. Pearson (mng dir.), F. J. Rowe (chairman), A. C. McLelland (comm. dir.), C. J. Callaby (op. dir.), E. B. Young (tech. dir.).

**Products:** Bergermaster, Kem-Cote, Kem-Tone, BP Prepared Paint, Paveol, Silverglo, Surtimp Liquid Stainers, Kem-Clad Industrial Enamel.

**Agency:** Fortune.

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

**BERLEI LTD**, 39 Regent-st, Sydney. Phone MX5061. Telegrams, Berlei, Sydney.

**Directors:** J. G. Hurley, H. W. Arthy (joint mng dirs.).

**Executives:** D. R. Walter (gen. sales mngtr), Miss H. Trantum (advtrg supervisor).

**Products:** Foundation garments.

**Agency:** Hawkins Advtrg, Warwick Advtrg.

**BLACK LANCE LTD**, 86 Greville-st, Prahran, Vic. Phone LA1507.

**Director:** R. J. Hughes.

**Products:** Black Lance knitwear & swim-suits.

**Agency:** Noel Paton Pty Ltd.

**I/State Repr.:** Branches all states.

**BOND'S-WEAR PTY LIMITED**, 100 Mallett-st, Camperdown, NSW. Phone LA2701-9. Telegrams Gabondo, Sydney.

**Directors:** W. H. Slade (chairman), A. C. Cameron, L. T. Fielding, J. V. Ratcliffe, W. R. Slade.

**Executives:** N. J. Barraclough (gen. mngtr), A. V. Ho-d (secretary), R. F. Stephenson (Aust. sales mngtr).

**Products:** Underwear, half hose, distributors for Dri-Glo Towels, Fiesta Hosiery.

**Agencies:** Hawkins Advtrg (towels only), J. Walter Thompson.

**BONNINGTON & COY PTY LTD**, 179 Harris-st, Pyrmont, NSW. Phone MW1790.

**Directors:** L. Bonnington (manag. dir.), G. C. Bonnington (works mngtr), C. Bonnington (NZ).

**Products:** Proprietary medicines, throat jubes, poultry food.

**Agency:** J. Walter Thompson.

**I/State Repr.:** All states.

**BOOTS PURE DRUG CO. (AUSTRALIA) PTY LTD**, 376 Eastern Valley Way, Roseville, NSW. Phone JY1212. Telegrams Boots-drug.

**Directors:** F. M. Needham (manag. dir.), F. A. Osborne (Aust. sales mngtr), G. K. Suter (Vic. mngtr).

**Products:** Wholesale chemists & druggists.

**Agencies:** A. N. White Pty Ltd, J. Faen Advtrg, Sydney.

**I/State Repr.:** Branches, 29-Stewart-st, Richmond, Vic., E.1. (JB1141); 22 Henley Beach-rd, Mile End, SA (LU8151); 116-124 Wickham-st., Valley, Qld (L1903); 11 Malcolm-st, Perth, WA (BA6562). **O'Seas:** Boots Pure Drug Co., Station-st, Nottingham, Eng.

**BRISTOL MYERS CO PTY LTD**, 223 Pacific Highway, North Sydney, NSW, PO box 171NS. Phone XB1051. Telegrams Mytoldo.

**Directors:** J. S. Burke, Dr. B. Oxenham, D. B. Oxenham.

**Executives:** Dr. B. Oxenham (manag. dir.), J. S. Burke (comptroller), A. R. Martin (secretary).

**Products:** Proprietary medicines, toilet goods, cosmetics.

**Agencies:** Hansen Rubensohn, Nichols Cumming Pty Ltd.

**I/State Repr.:** Branches all states. **O'seas:** Bristol Myers Co., Delaware, USA.

**BRITISH CELANESE LTD**, C/- Snow, Gunning & Evans Pty Ltd, 232 Flinders Lane, Melb. Phones Central 5853, Central 2245. Telegrams Snogunev.

**Products:** British Celanese fabric.

**I/State Repr.:** Snow, Gunning & Evans Pty Ltd, all states. **O'seas:** British Celanese (O'seas) Ltd, HQ, London.

**BRITISH GENERAL ELECTRIC CO. PTY LTD**, 104 Clarence-st, Sydney. Phone B0277. Telegrams Britishgeneral.

**Directors:** T. E. Morgan (chmn & manag dir.), A. P. Curtis, C. Drabble, R. J. Darton, Sir John Butters, L. Gamage, D. G. Acworth.

**Executive:** W. W. Gunn (NSW mngr).

**Products:** BGE, GEC & Osram electrical appliances.

**Agency:** Bartlett, Murphy & MacKenzie Pty Ltd.

**I/State Repr.:** Branches, all states. **O'seas:** General Electric Co. Ltd, London.

**BRITISH MEDICINALS PTY LTD**, 87-91 Clarence-st, Sydney. Phone, BX6021. Telegrams, Britmed.

**Directors:** W. J. Rogers (gov. dir.), M. Gibson, J. Dexter, G. Goodhew (mng dir.), Mrs. McKillop.

**Products:** Ford Pills, Dr. MacKenzie's Menthoids, Curlypet & Curlypet Shampoo, Youth-O-Form, Dr. Noble's Nuxides, Dr. Brodie's Kanatox, Presser Salt, Dormagen, Modertenson, Turvunga.

**Agency:** Russell Morris Advtg.

**I/State Repr.:** All States.

**BRITISH MOTOR CORPORATION (AUSTRALIA) PTY LTD, THE**, (Nuffield (Aust.) Pty Ltd, The Austin Motor Company (Aust.) Pty Ltd, Fisher & Ludlow (Aust.) Pty Ltd), Joynton-ave, Zetland, NSW. Phone FF0321. Telegrams Britcorp.

**Directors:** Sir Leonard Lord (chairman), G. W. Harriman (deputy chairman), G. A. Lloyd (manag. dir.).

**Executives:** A. W. Woodgate (gen. sales mngr, Austin), P. F. V. Wright (gen. sales

mngr, Nuffield), I. W. Milbank (advtg mngr), H. L. Sainsbury (chief acct & secretary).

**Products:** Automobiles.

**Agency:** Arthur Smyth & Sons.

**BRITISH NYLON SPINNERS (AUSTRALIA) PTY LTD**, 90 Queen-st, Melbourne, SC2. Phone MU6516. Telegrams Britnylon, Melbourne.

**Directors:** J. R. Burt (chairman), J. L. Birrell (comm. dir.), T. Howie (construction dir.), F. P. Johns, J. G. Holmes (prod. dir.).

**Services:** Nylon filament yarns, nylon staple fibre.

**Agency:** United Service Publicity, Melbourne.

**I/State Repr.:** Branch, 387 Kent-st, Sydney. **O'seas:** British Nylon Spinners Ltd, Pontypool, Monmouthshire, UK.

**BRITISH STANDARD MACHINERY CO. LTD**, 520-530 Gardener's-rd, Mascot, NSW, PO box 62, Mascot. Phone MU2411. Telegrams Britishstandard.

**Directors:** J. N. Gammell (chairman), A. H. Girling (manag. dir.), J. P. Walsh (sales dir.), W. H. Reardon, H. R. Cassidy (secretary), J. H. Shoolbred.

**Executives:** L. J. Brownhall (sales mngr), R. E. Miller (acctnt), C. C. Kisky (service mngr), M. P. Pritchard (chief engineer), R. Quinn (supply mngr), K. H. Read (advtg mngr), J. Jenno (spare parts mngr).

**Products:** Earthmoving, logging, road construction equip., crawler tractors, materials handling equipment, gen. engineering.

**Agency:** N. V. Nixon.

**I/State Repr.:** Branches all states. **O'seas:** repr. throughout world.

**BROWN, E. T., LIMITED** (Brownbuilt Steel Equipment Co., Reg'd), 14-24 Alexandra Parade, Clifton Hill, N.8, Vic. Phone JW2115. Telegrams Steelequip, Melb.

**Directors:** J. H. Roxenburgh (chairman), F. P. John, J. D. Davies, P. J. Newton (gen. mangr), W. E. Hodgson.

**Executives:** J. C. E. Morris (secretary).

**Products:** Steel shelving, lockers & office equipment.

**Agency:** Aldwych Advtg.

**I/State Repr.:** Branches in NSW, Qld & SA.

**BUSHELLS LIMITED**, 121-127 Harrington-st, Sydney, NSW. Phone BU1583. Tea, coffee and coffee essence packers and distributors.

**Agencies:** Traders, Milwyn (Sydney).

**CADBURY-FRY-PASCALL PTY LTD**, Claremont, Tas. GPO Box 636A, Hobart, Tas.

**Directors:** J. P. D. Lloyd (chairman), H. V.

McKernan (vice-chairman), R. A. Smith, V. G. Burley.

**Products:** Chocolate, food drinks, confectionery.

**Agency:** George Patterson.

**Branches:** All states. **O'seas:** Cadbury-Fry-Pascall, UK.

**CALICO PRINTERS' ASSOCIATION LTD, THE**, 89 York-st, Sydney. Phone BX4030. Telegrams, Cepeafab.

**Executives:** K. A. Pittman (gen. mngr).

**Product:** Grafton Anti-Shrink, Potter's, Cepea, Calpreta textiles.

**Agencies:** J. Walter Thompson (Grafton, Cepea), Goldberg (Potter's), N. V. Nixon (Calpreta).

**I/State Repr.:** Branches, Vic., WA, Qld. **O'seas:** Parent company, Manchester, Eng.; repr. throughout world.

**CALTEX OIL (AUSTRALIA) PTY LIMITED**, 167-187 Kent-st, Sydney, NSW. Phone B0555. Telegrams Caltex.

**Executives:** H. R. Faulkner (manag. dir.), C. G. Holdaway (gen. mngr), J. H. T. Dowsett (mngr, advtg & sales prom.).

**Products:** Caltex Gasolines, RPM Motor Oils, Super Power Kerosine, Marfak Chassis Lubricants.

**Agency:** Hansen Rubensohn.

**I/State Repr.:** Branches, Townsville (mngr, R. M. Boyd), Brisbane (G. J. Keir), Newcastle (R. B. Turner), Sydney (A. H. Fisher), Melbourne (A. S. Cameron), Hobart (H. M. Bateman), Adelaide (J. H. McLaughlan), Perth (K. W. D. Kelly). **O'seas:** California-Texas Oil Co. Ltd, 380 Madison-ave, New York, 17, USA.

**CAMPBELL BROTHERS LIMITED**, Campbell-st, Bowen Hills, N.7., Qld. Phone L3331. Telegrams Campbells, Brisbane.

**Directors:** A. E. Sharp (chairman), M. C. Campbell, K. C. Campbell, L. J. McCray, E. D. Summerson.

**Executives:** L. G. R. Smith (secretary), J. R. King (gen. mngr), R. H. Patterson (asst gen. mngr), D. L. Whitehouse (field sales mngr).

**Products:** Household, industrial soaps, soluble silicates & detergents, commercial acids & alkalis, refractories & insulating materials.

**Agency:** Noble-Bartlett, Brisbane.

**CARBIDE TIMBROL LTD (EVEREADY DIVISION)**, Harcourt Parade, Rosebery, NSW. Phone MU044. Telegrams Eveready, Sydney.

**Directors:** T. A. Anderson (mng dir.), O. R. Armstrong, T. F. W. Jackson (gen. mngr).

**Executives:** G. K. Herring (gen. sales mngr), D. W. Rowed (gen. works mngr),

D. A. Jackson (advtg & sales prom. mngr), W. S. Hamilton (secretary).

**Products:** Eveready flashlights & batteries. **Agencies:** J. Walter Thompson, Hansen Rubensohn.

**I/State Repr.:** Branches, Bris., Melb., Adelaide, Perth. **O'seas:** Union Carbide International Company, New York, USA.

**CARLTON & UNITED BREWERIES LTD**, 16 Bouverie-st, Carlton, N.3., Vic. Phone FJ0431. Telegrams Carlubrew.

**Executives:** R. F. G. Fogarty (gen. mngr). **Products:** Beers & stouts; Fosters Lager; Abbots Lager, Double Stout & Invalid Stout; Victoria Bitter; Melbourne Bitter.

**Agency:** Paton Advtg Service.

**CARR FASTENER COMPANY OF AUSTRALIA LIMITED**, Tapley's Hill-rd, Royal Park, Alberton, 1, SA. Phone J1108. Telegrams Carrfast.

**Directors:** F. A. Pattenden (manag. dir.), E. A. Marrett (gen. mngr).

**Executives:** R. W. Martin (secretary), A. J. White (radio components, TV sales & service), D. G. Pollard (gen. sales & service), A. Knowles (chief engineer).

**Products:** Fasteners for radio & TV components & other products.

**Agency:** L. J. MacNamara Advtg, Adelaide.

**I/State Repr.:** Branches, 62 Wellington Parade, East Melb., 7 West-st, Petersham, NSW.

**CASBEN PRODUCTIONS LIMITED**, 80-84 Waterloo-rd, Greenacre, NSW. Phone UL1711. Beachwear, swimsuits.

**CASTALLOY LIMITED**, 314 Waymouth st, Adelaide. Phone LA3438. Telegrams Castalloy, Adelaide.

**Directors:** E. H. Scovell (chairman), L. H. Green, F. H. Phipps (manag. dir.), D. C. Cole (factory mngr), F. C. Melbourne, J. B. Goodes (secretary).

**Executives:** D. B. Watkinson (sales mngr), J. R. Badenoch (chief engineer).

**Products:** Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy foundries.

**Agency:** Creasy & Bleaney.

**I/State Repr.:** Cook-King: F. W. Green & Co. Pty Ltd, Perth, Sydney, Melb.; A. T. Graham, Brisbane. CSA Transmission Lines Pty Ltd, Melb.; Rablec Pty Ltd, Perth; Thew & McCann, Sydney; K. H. Dore & Sons, Brisbane. **O'seas:** B. R. Homersham Ltd, Christchurch, NZ; Carl F. Radke, Hendra, Qld, for Papua & NG.

**CATERPILLAR OF AUSTRALIA PTY LTD**, 265 Exhibition-st, Melbourne. Phone FB1351. Telegrams Caterpillar.

**Managing Director:** Mark A. Clements.

**Products:** Caterpillar earthmoving, agricultural, construction equipment.

**Agency:** George Patterson Pty Ltd.

**CENTRAL AGENCY (AUSTRALIA) LTD**, 48-58 Druitt-st, Sydney. Phone BX7171. Telegrams, Spool.

**Executives:** J. Kenneth Hill (gen. mngr), J. A. Fraser (advtg & sales mngr).

**Products:** Domestic, industrial & handi-craft sewing threads.

**Agency:** Best & Co.

**I/State Repr.:** Branches, Brisbane, Melb. **O'seas:** Head office, Glasgow, Scotland, offices throughout world.

**CHRYSLER AUSTRALIA LIMITED**, Maple-ave, Keswick, SA. Telegrams Chryslerco, Adelaide.

**Directors:** R. S. Thomson (chairman), W. D. Ferguson (manag. dir.), E. Phillips QC, Nicholas Kelley Jnr.

**Executives:** S. H. Richardson (treasurer), W. E. Harris (secretary), W. R. Greig (gen. sales mngr).

**Products:** Motor vehicles, aircraft assemblies.

**Agency:** Webb, Roberts, McClelland Pty Ltd.

**I/State Repr.:** All states.

**CLARKS AUSTRALIA LIMITED**, 99-109 Gray-st, Adelaide. Phone LA4311. Telegrams Clarksaut, Adelaide.

**Directors:** C. F. B. Wyborn (chairman), F. W. Harrison (manag. dir.), J. F. Astley, C. L. Bonython, L. T. Ewens, C. R. Rischbieth, E. W. Williamson, K. C. Wilson.

**Products:** Children's, teenagers' footwear.

**Agency:** Ring Stacy Assocs Ltd.

**I/State Repr.:** Branch, 310-312 Pitt-st, Sydney (mngr, A. M. Coates). **Agents:** Hugh Urquhart Pty Ltd, Vic.; S. Dann, Qld; C. & J. Colmer, WA; Adnam & Pockley Pty Ltd, NSW Country areas.

**CLIFFORD LOVE & CO. LTD**, 75-79 Clarence-st, Sydney. Phone BX1001. Telegrams Unkltoaby.

**Directors:** C. J. D. Love (chairman), C. W. Love, H. John, J. Todhunter, H. R. Osborne, J. M. Burrell.

**Executives:** P. W. A. Kelso (interstate sales mngr, advtg mngr), G. C. Sharp (NSW sales mngr), H. G. Henderson (Vic. mngr), E. A. Collett (acct), D. V. Williams (Qld mngr).

**Products:** Groceries, Uncle Tobys Oats, Wades Cornflour, Clements Cornflour, Brown & Polsons Cornflour, Lilywhite starch, Uncle Toby custard powder.

**Agency:** Arthur Smyth & Sons Ltd.

**I/State Repr.:** Branches: Melb, Bris.

**COCA-COLA EXPORT CORPORATION, THE**, (Inc. in USA Liability Limited). 186 Willoughby-rd, Crow's Nest, NSW. Phone JF1311. Telegrams CocaCola, Sydney.

**Executives:** J. R. Ennis (A/sian regional mngr), J. F. Stevens (asst regional mngr).

**Product:** Coca-Cola soft drink.

**Agency:** J. Walter Thompson.

**I/State Repr.:** All states. **O'seas:** Coca-Cola Export Corp., 515 Madison-ave, New York 22, NY, USA.

**COLGATE-PALMOLIVE PTY LTD**, 22 Colgate-ave, Balmain, NSW. Phone WB0211. Telegrams, Palmolive, Sydney.

**Directors:** J. Langley (manag. dir.), W. Sumner (tech. dir.), W. Bradford (gen. sales mngr), L. Yeomans (secretary-treasurer).

**Executives:** P. Fuller (comptroller), K. Begley (advtg mngr).

**Product:** Toilet articles.

**Agency:** George Patterson.

**I/State Repr.:** Branches all states. **O'seas:** Branches throughout world.

**COMMITTEE OF DIRECTION OF FRUIT MARKETING, THE**, (Inc. Queensland Tropical Fruit Products). Northgate-rd, Northgate, Qld. Phone MY5151. Telegrams Growcan.

**Directors:** J. S. Fullerton (chairman), B. Flewell-Smith, A. G. Dunlop, V. J. Battersby, H. I. Summerville, W. N. Buchanan.

**Executives:** J. F. S. Brown (canneries mngr) N. E. Thygesen (secretary-accnt).

**Products:** Golden Circle canned fruit.

**Agencies:** Merchandising Publicity & Australian Advertising Agency (screen only).

**I/State Repr.:** All states except Tas. **O'seas:** O'seas Farmers Co-operative Federation Ltd, Fenchurch-st, London, Eng.

**COMMONWEALTH OIL REFINERIES LTD, THE**, 131 Queen-st, Melbourne, C.I. Phone MY5311. Telegrams Comor.

**Directors:** L. Darling, R. Weir, W. H. Tucker, H. B. Oliphant, A. E. Mason, N. R. Sneddon (manag. dir.), A. C. Jennings (marketing dir.).

**Executives:** J. B. Champion (asst gen. mngr, marketing), J. S. Fox (asst gen. mngr, admin.).

**Products:** COR, Energol, BP Super petroleum.

**Agency:** Carden Advtg Pty Ltd.

**I/State Repr.:** Branches, all states. **O'seas:** Brit. Petroleum Co., Eng.

**CONDOR LAMPS AUSTRALASIA PTY LTD**, 53 Clarence-st, Sydney. Phone BX2006. Telegrams Condorlite.

**Product:** Filament & fluorescent lamps & components.

**Agency:** Thompson & Associates.

**Interstate Repr.:** Condor Lamps A/sia Pty Ltd, 592 Bourke-st, Melbourne, Vic.

**COTTEE'S LIMITED**, 237 Marion-st, Leichhardt, NSW. Phone LM2426. Telegrams Cottee's.

**Director:** H. W. Cottee, E. N. Cottee, E. T. Wrighter (gen. mngr).

**Products:** Jams, jellies, cordials, peanut products.

**Agency:** Hawkins Advtg Pty Ltd, Sydney.  
**I/State Repr.:** Branches, 160 Whitehorse-rd, Blackburn, Vic.; Evans-rd, Rocklea East, Qld.

**COTY (ENGLAND) LIMITED**, 35-41 Hutchinson-st, Surry Hills, NSW. Phones FA6717-8, FA6082. Telegrams Paricoty.  
**Executive:** A. J. Weeks (Aust. mngr).  
**Products:** Cosmetics.  
**Agency:** Vincent H. Freeth, Sydney.

**DUNLOP RUBBER AUSTRALIA LIMITED**, 108 Flinders-st, Melbourne, C.I. Phone MF0371. Telegrams Pneumatic.  
**Directors:** Sir Daniel McVey (chairman), Sir Robert Knox (vice chairman), H. Daniell, D. A. Storey, M. L. Baillieu.  
**Executives:** R. A. Blackwood (gen. mngr), R. H. Simkin (asst gen. mngr), E. E. Dunshea (gen. secretary), D. H. Priestly (controller of manufacture).  
**Products:** Tyres, batteries, motor accessories, industrial products, flooring, footwear, waterproof coats, Dunlopillo latex foam cushions, sporting goods, plastic tubing & sheeting, general rubber goods.  
**Agency:** Aldwych Advtg.

**I/State Repr.:** Branches, Wentworth-ave, Sydney; Centenary Place, Brisbane; 153 Flinders-st, Adelaide; 424 Murray-st, Perth; 27 Argyle-st, Hobart; 18 Paterson-st, Launceston. **O'seas:** Dunlop companies throughout world.

**EDINBURGH LABORATORIES (AUST.) PTY LTD**, 103 York-st, Sydney. Phone BX4336-7. Telegrams, Lantigen.  
**Directors:** A. W. Uther (chairman), N. L. Manning (mng dir.).  
**Executives:** R. C. Sack (gen. mngr), G. Noble (sales mngr).  
**Products:** Lantigen B, C & E; Edinburgh cough mixture & tonic; Edinol; Delagar bath pearls.  
**Agency:** Jackson Wain.

**I/State Repr.:** Branches, Adelaide, Melb., Brisbane; Claydon & Carpenter Pty Ltd, Perth. **O'seas:** Head office, Lantigen (Eng.) Ltd, Bagshot, Surrey, Eng.

**EMAIL LIMITED** (Westinghouse Rosebery Pty Ltd, Airzone Pty Ltd), Joynton-ave, Waterloo, NSW. Phone MX0411. Telegrams Email, Sydney.  
**Directors:** E. G. F. Horne (Aust. chairman), Sir Lionel Hooke, J. W. G. Henderson, J. M. MacFarlane, W. Ian Potter.  
**Executives:** R. M. Davies (gen. mngr merch.), H. Mills (gen. mngr finance), D. E. Williams (gen. mngr comm.), W. A. Elder (secretary), C. Millingen (sales mngr, radio-TV div.).  
**Products:** Westinghouse and Airzone TV & radio receivers (sales & service).  
**Agencies:** Coudrey Gotham, McClelland,

John Clemenger.

**I/State Repr.:** Westinghouse: Vealls Electrical & Radio Pty Ltd, 490 Elizabeth-st, Melb. Airzone: Brooks Robinson Pty Ltd, 58 Elizabeth-st, Melb.

**EXIDE BATTERIES OF AUSTRALIA PTY LTD**, 44 Bridge-st, Sydney. Phone BU3535. Telegrams Exide, Sydney; Chloridic, Sydney.

**Executives:** Gilbert Graham (gen. mngr), G. W. Graham (asst gen. mngr), H. Binks (secretary), G. M. King (gen. sales mngr), A. A. Warner (advtg mngr).

**Products:** Batteries.  
**Agency:** Vincent H. Freeth Ltd.  
**I/State Repr.:** Brooklands Accessories (NSW) Pty Ltd, Sydney; A. P. Sutherland, Melb; Exide Battery Service (Q) Pty Ltd, Qld; City Supplies Ltd, Adelaide; Medhurst & Sons Pty Ltd, Hobart & Launceston; M. J. Bateman Pty Ltd, Perth.

**FAULDING, F. H. & CO. LTD**, 13 James Place, Adelaide, SA. Phone LA0121. Telegrams, Fauldingco.

**Director:** A. F. Scammell (manag. dir.).  
**Products:** Solyptol antiseptic, soap & baby powder; Barrier Cream; Gard; milk emulsion; Ascotin; antibiotics & ethical products.  
**Agency:** Webb-Roberts McClelland.

**I/State Repr.:** Branches, 98 Castlereagh-st, Redfern, NSW (MX2271); 123-129 Lonsdale-st, Melb. (FB045); 126-132 Barry-pde, Brisbane (B3051); 313 Murray-st, Perth (BA9111).

**FELT & TEXTILES OF AUSTRALIA LTD**, Bank House, Bank Place, Melbourne, C.I, Vic. Phone MY1337. Telegrams Feltex.

**Directors:** R. J. Webster, H. W. Rowden (mng dir.), L. A. Lochrin (dir., NSW), G. Packer, W. Scott, F. H. Wright, A. Spowers, Sir Frank Berryman.

**Executives:** H. P. Weber (asst gen. mngr), R. B. Wainwright (finance div.), L. B. Jacobs (research & development div.), R. I. Oehr (secretary).

**Products:** Floorcoverings, woollen materials, plastics, bedding, footwear, men's & boys' clothing.

**Agencies:** J. Walter Thompson Aust., Orr, Skate & Assocs, Wallens & Co.

**I/State Repr.:** Branch at Feltex House, 261 George-st, Sydney, NSW. **O'seas:** Felt & Textiles of NZ Ltd, 201 Lambton Quay, Wellington, NZ; Felt & Textiles of Sth Africa Ltd, 98 Gale-st, Durban, Sth Africa; Bradfelt Ltd, The Old House, Harlow, Essex, Eng.; Bradfelt Inc., 33 West 42nd-st, New York, NY, USA.

**FERRIS BROS PTY LIMITED**, 752 Pittwater-rd, Brookvale, NSW. Phone XF0221. Telegrams Caradio.

**Directors:** G. I. Ferris (chairman & manag.

dir.), W. M. Ferris (tech. dir.), B. M. Dixon.

**Executives:** H. W. Jones (asst mngr & secretary), F. B. Allison (radio engineer), J. L. Ferris (mech. engineer), G. P. Muir (NSW sales mngr), E. Hankey (works acct), A. E. Brewer & N. Franklin (purchasing & planning).

**Products:** Ferris car radios & TV receivers.

**Agency:** Murray & Ogle Pty Ltd.

**I/State Repr.:** E. W. Cornelius Pty Ltd, Vic.; A. Earle, Qld. Distributors all states. **O'seas:** Turnbull & Jones Ltd, NZ.

**FORD SHERINGTON LIMITED**, 119 Kippax-st, Sydney, NSW. Phone BA2101. Telegrams Globegoods, Sydney.

**Directors:** R. Moore (chairman), W. G. Sherington (mng dir.), Dr. M. S. Allan, A. Platt.

**Executives:** J. C. Neal (secretary), W. J. Mitchell (prod. mngr), F. H. Sherington (comm. mngr).

**Products:** Globite, Fordite, Regal, Peerless Travel Goods.

**Agency:** F. P. Leonard Advtg, Sydney.

**I/State Repr.:** Branches, Bris., Melb., Adelaide, Perth, Townsville, Launceston. **O'seas:** W. A. Sparrow & Co. Ltd, London, Eng.; Ford Sherington Pty Ltd, Port Elizabeth, Sth Africa.

**FRANCESCO CINZANO & CIA. (AUSTRALIA) PTY LIMITED**, Birmingham-st, Alexandria, NSW. Phone MU3588. Telegrams Cinzano, Sydney.

**Directors:** R. Moore (chairman), J. Fitzgerald, A. Despas (gen. mngr).

**Products:** Cinzano Vermouth, Liqueurs & bitters, Santa Vittoria wines & Gran Liquore, Pippermint Get creme de menthe.

**Agency:** O'Brien Publicity.

**F.R.S. SPRINGS LIMITED**, 174 Parramatta-rd, Camperdown, NSW. Phone LA6037. Telegrams Fris.

**Directors:** J. H. Roxburgh (chairman), E. M. Sandy, F. E. Headlam, E. S. Playfair.

**Executives:** E. Y. Barnes (gen. mngr), A. F. Love (NSW mngr), L. H. Johnson (secretary), R. C. McCann (sales & advtg mngr).

**Products:** Cozee Innerspring mattress, Restonic spiral & Frisco mesh-top spring bases, FRS mattress support, Holdfast spring washers, upholstery, tension, torsion & compression springs, spring seating.

**Agency:** Don Thomson Advtg.

**I/State Repr.:** Branch, Vic; A. D. Parkinson, Perth; Geo. G. Clarke Ltd, Brisbane.

**GENERAL MOTORS-HOLDEN'S LTD**, Salmon-st, Port Melbourne, Vic. Phone MJY331. Telegrams Genmotaust.

**Director:** E. C. Daum (mng dir.).

**Products:** Holden, Chevrolet, Vauxhall, Bedford, Pontiac cars, commercials, trucks, utilities, Frigidaire refrigerators, parts & accessories, diesel equip., bearings.

**Agencies:** George Patterson, & United Service Publicity.

**I/State Repr.:** Branches, all states. **O'seas:** General Motors O'seas Operations, New York, USA, & throughout world.

**GILLETTE (AUSTRALIA) PTY LIMITED**, 287-301 Victoria-rd, Rydalmere, NSW. Phone YW1245. Telegrams Gilrazor, Sydney.

**Directors:** G. H. Patterson, F. J. Guthrie (manag. dir.), F. V. Webster (deputy manag. dir.), T. Tanner.

**Products:** Gillette razors, blades & shaving brushes, Toni, Creamy Prom, Adorn Home Perms, White Rain Lotion Shampoo.

**Agencies:** George Patterson, Hugh Berry Co. Advtg.

**I/State Repr.:** Branches, Melb., Bris., Adelaide, Perth. **O'seas:** Companies throughout the world.

**GLAZEBROOKS PAINTS AUSTRALIA PTY LTD**, 269-297 Williamstown-rd, Port Melbourne, Vic. Phone MJ1531. Telegrams Permoglaze, Melb.

**Directors:** Sir George Wales (chairman), E. H. Clark (vice-chairman), E. Cohen, E. C. Coverdale, E. L. Jones, V. W. L. Jones, J. M. Keddie, D. W. Griffiths, C. L. Knight.

**Executives:** R. L. Rowe (comp. secy), P. M. Keen (nat. advtg mngr), K. H. Beach (gen. works mngr).

**Products:** Tanox Super Gloss Paint, Permoglaze Enamels, Spred Satin Rubber Latex Paint.

**Agency:** John Clemenger Pty Ltd.

**GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LTD, THE**, Grand-ave, Granville, NSW. Phone YL0322. Telegrams Goodyear.

**Directors:** H. C. Steiner (vice-chairman & manag. dir.), L. V. Winslow (sales dir.), F. D. Blackstock (finance dir.), L. T. Ostergren (prod. dir.).

**Executives:** J. P. Miles (sales mngr), T. H. McConnell (tyre, tube sales mngr), V. G. Barnden (industrial prod. sales mngr), L. E. Cutting (retread, repair mats sales mngr), J. Godwin (aviation prod. sales mngr), A. R. Page (battery sales mngr), J. A. C. Thompson (advtg dept mngr).

**Products:** Goodyear tyres, tubes, batteries, retread materials, accessories, aviation and industrial products.

**Agency:** George Patterson Pty Ltd.

**I/State Repr.:** Branches, all states. **O'seas:** Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

**GROUP LABORATORIES (AUST.) PTY LTD**, Chesterville-rd, Moorabbin, S20, Vic. Phone XL3701. Telegrams Grouplabs, Melb.

**Directors:** S. A. F. Pond (chairman), L. C. Deane (manag. dir.), G. D. Latimer (marketing), J. V. B. Silvester (sales).

**Executives:** L. E. Jamieson (admin.), C. W. M. White (prod.).

**Products:** Brylcreem, Eno's Fruit Salts, Silvikrin, Macleans Toothpaste, Beecham's Pills, Ashtons & Parsons Infants' Powders.

**Agencies:** J. Walter Thompson, Nicholls-Cumming & Staff Advtg, Claude Mooney Advtg, United Service Publicity.

**I/State Repr.:** Branches, Sydney, Bris., Adelaide, Perth. **O'seas:** Beecham Group Ltd,

**HARE, JAMES, & CO. PTY LTD**, 117 Maling-rd, Canterbury, Vic. Phone WF1181-3  
Telegrams Jameshare, Melb.

**Directors:** J. G. Hare (chairman), G. A. Hare (manag. dir.), W. R. Metcalfe (sales mngr).

**Products:** Goya, Steadiflow, Ashe Laboratories, J. C. & J. Field Pty Ltd.

**Agency:** Aldwych Advtg.

**I/State Repr.:** Branches, 107 Elizabeth-st, Sydney (BW1603); 207 Adelaide-st, Brisbane (B4188); 66 Rundle-st, Adelaide (W2051); 450a Fitzgerald-st, Perth (BA5284); 152a Collins-st, Hobart (B3511). **O'seas:** James Hare & Co. Pty Ltd, 92 Newcavendish-st, London, W.1, Eng.

**HEINZ, H. J., COMPANY PTY LIMITED**, Princes Highway, Dandenong, Vic. Phone Dandenong 1257. Telegrams Heinzco, Dandenong.

**Directors:** J. A. W. Ross (manag. dir.), H. G. Dennett (deputy manag. dir.), W. N. Owen (sales & advtg dir.), W. W. Watt (comptroller), L. S. Crowe (mfg dir.), K. B. Wood (secretary), F. V. Kellow (mngr, advtg, sales prom. & PR), J. L. Ryan (sales, Aust.), R. W. Spicer (mngr, quality control & research).

**Products:** Food lines.

**Agency:** United Service Publicity.

**I/State Repr.:** Branches, 99 Devonshire-st, Sydney; 307 Queen-st, Brisbane; 27 Eliza-st, Adelaide; 21 Phillimore-st, Fremantle, WA. **O'seas:** H. J. Heinz Co., PO Box 57, Pittsburgh 30, Penn., USA; Leamington, Ontario, Canada; Harlesden, London, NW.10, Eng.; Seville, Spain.

**HENDERSONS FEDERAL SPRING WORKS LTD**, Alfred-st, North Melbourne, N.1, Vic. Phone FY2411.

**Directors:** Val G. F. Henderson (chairman), F. C. Henderson, D. G. Henderson, J. G. Henderson.

**Products:** Springs, forgings, engineering, caravan parts, mattresses, seats, shock absorbers.

**Agency:** Carden Advtg.

**HERCO PTY LIMITED**, 81-87 Ryedale-rd, West Ryde, NSW. Phone WY3209. Telegrams Herchem, Sydney.

**Directors:** A. Laurence, S. Herczog (gov. dir.).

**Executives:** B. B. Nestel (mngr), M. S. Tanner (sales mngr).

**Products:** Herco toilet preparations.

**I/State Repr.:** T. G. Cullum Pty Ltd, Qld; Schaffer & Co. (Vic.) Pty Ltd, Vic.; Allied Sales Pty Ltd, NSW; DHA (WA) Pty Ltd, Perth; DHA (Tas) Pty Ltd, Tas; Graham Sinclair, Adelaide. **O'seas:** SA Transoceanic Company, Johannesburg, Sth Africa.

**Agency:** Goldberg Advtg.

**HERRING, G. (AUSTRALIA) PTY LTD**, Gibbes-st, Willoughby, NSW. Phone JY3111. Telegrams, Willscour.

**Director:** M. Ney.

**Executives:** J. T. Armitage (gen. mngr), G. C. Cannon (field supervisor).

**Products:** Beutron buttons.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Branch, Melb.; agent, Brisbane. **O'seas:** Factories, Hong Kong, NZ.

**HILTON HOSIERY LIMITED**, 291-5 Albion-st, Vic. P.O. Box 28, Brunswick West. Phone FM5252. Telegrams Hiltonco Melb.

**HOLBROOKS (AUSTRALASIA) PTY LIMITED**, Dank-st, Waterloo, NSW. Phone MX1421. Telegrams Vinegar, Sydney.

**Directors:** S. P. Rowe (chairman), F. S. Bradhurst (manag. dir.), D. Stewart, J. Green, J. Edwards, T. M. Higgins.

**Executives:** S. C. Heighway (secretary), H. G. Hale (works mngr).

**Products:** Holbrooks Worcestershire sauce, vinegar, pickles.

**Agency:** O'Brien Publicity.

**HOOVER (AUSTRALIA) PTY LIMITED**, Cnr Rothsay-ave & Belmore-st, Meadowbank. Phone WY0301. Telegrams Hooverall.

**Directors:** J. S. Drysdale (chairman), P. C. Boon (manag. dir.), S. Roberts, J. W. Young, P. Raphael (prod. dir.).

**Executives:** J. Halifax (works mngr), S. Hill (secretary), J. A. Dale (sales mngr), J. Carlton (advtg mngr), W. Cortis (tech. service mngr).

**Products:** Hoover cleaners, washing machines, polishers, steam irons & FHP motors.

**Agency:** Lintas Pty Ltd.

**I/State Repr.:** Branches, all states. **O'seas:** Branches throughout world.

**HORLICKS PTY LTD**, 66 King-st, Sydney, NSW, GPO Box No. 3609. Phone BX1571. Telegrams Horlick, Sydney.

**HUDNUT, RICHARD, PTY LTD**, 508-528 Riley-st, Surry Hills, NSW. Phone MX2355. Telegrams Quickpill.

**Directors:** E. H. Bobst, A. E. Driscoll, P. R. van der Stricht, W. B. Howard (manag. dir.), E. T. Simpson, H. W. Kay (secretary).

**Executives:** H. Gilet (sales mngr), B. Pledge (advtg mngr), L. A. Wood (office mngr), J. Eades (plant supt.).

**Products:** Richard Hudnut Hair Beauty Preparations, Gemey and Three Flowers Cosmetics.

**Agency:** Jackson, Wain & Co. Pty Ltd.  
**I/State Repr.:** Branches, all states. **O'seas:**  
 Richard Hudnut, Morris Plains, New Jersey,  
 USA.

**IMPERIAL CHEMICAL INDUSTRIES  
 OF AUSTRALIA AND NEW ZEALAND  
 LIMITED**, 380 Collins-st, Melbourne, C.1,  
 Vic. Phone MY1321.

**Products:** Ammunition, explosives, metals,  
 slide fasteners, synthetic ammonia, gen.  
 industrial & agricultural chemicals, pharma-  
 ceutical & veterinary prods, alkalis, water  
 treatment chemicals, salt, dyestuffs, coated  
 fabrics, plastic film, fibres, plastic.

**I/State Repr.:** Branches, 251 George-st,  
 Sydney, PO Box 3582S; 363 Adelaide-st.  
 Bris.; 171 St. George's Terrace, Perth; 19  
 Paterson-st, Launceston; 187 Victoria Square,  
 SA. **O'seas:** Companies throughout world.

**INTERNATIONAL CORRESPONDENCE  
 SCHOOLS (AUSTRALASIA) PTY LIM-  
 ITED**, 140 Elizabeth-st, Sydney, NSW. Phone  
 MA6566. Telegrams Intertext.

**Directors:** W. R. Gresham (gen. mngr),  
 G. R. Wray (registrar, advtg mngr), R. J.  
 Holliday, J. Alexander (manag. dir.).

**Service:** Mail correspondence courses.

**Agency:** Willmott's Ltd.

**I/State Repr.:** Branches, all states, Aust.  
 & NZ. **O'seas:** ICS Ltd, Kingsway, London,  
 Eng.; ICS World Limited Inc., PA, USA.

**INTERNATIONAL HARVESTER COM-  
 PANY OF AUSTRALIA PTY LTD**, 171-205  
 City-rd, South Melbourne, S.C.4, GPO Box  
 4305, Melbourne. Phone MX5131. Tele-  
 grams, Harvester, Melbourne.

**Products:** McCormick International Trac-  
 tors & Farm Equip., International Trucks,  
 Defender Refrigerators.

**I/State Repr.:** Branches, all states.

**INTERNATIONAL TOBACCO COM-  
 PANY OF AUSTRALIA PTY LTD**, 631-645  
 Swanston-st, Carlton, N.3., Vic. Phone FJ5178.  
 Telegrams Interbacco, Melbourne.

**Products:** Du Maurier, Peter Jackson, City  
 Club, Albany cigarettes.

**Agencies:** Du Maurier—Charles W. Hobson  
 Ltd, London, Paton Advtg, Melb.; Peter  
 Jackson—W. S. Crawford Ltd, London; City  
 Club—Notley Advtg, London; Albany—T.  
 Booth Waddicor & Partners Ltd, London,  
 R. Y. Walker Advt, Melb.

**JAMES STEDMAN HENDERSON'S  
 SWEETS LTD**, Sweetacres, Rothschild-ave,  
 Rosebery, NSW. Phone, FF2381. Telegrams  
 Sweetacres.

**Directors:** R. Moore (chairman), R. C.  
 Williamson (gen. mngr), F. N. Stedman, R.  
 G. Costin, F. W. Court.

**Executives:** J. A. Williams (sales mngr),  
 B. C. Barr (advtg mngr).

**Products:** Confectionery & chocolates.

**Agency:** Willmott's Advtg.

**I/State Repr.:** Nestle's Food Specialities,  
 all States. **O'seas:** Factory, Auckland, NZ.

**JANTZEN (AUSTRALIA) LIMITED**,  
 Parramatta-rd, Lidcombe, NSW. Phone  
 YX2041. Telegrams, Jantzen, Sydney.

**Directors:** W. Scott (chairman), J. N.  
 Walker (manag. dir.), C. Francis, N. Routley.

**Executives:** E. B. Cheetham (secretary), E.  
 A. Belschner (merchandise mngr), B. S.  
 Cuttle (sales mngr), R. W. Bunt (advtg  
 mngr).

**Products:** Jantzen swimwear, sunclothes,  
 knitwear, slacks, skirts.

**Agency:** J. Walter Thompson.

**JASOL CHEMICAL PRODUCTS LTD**, 33  
 Pirie-st, Adelaide, SA. Phone W6144. Tele-  
 grams Losaj.

**Directors:** F. E. G. Edwards (manag. dir.),  
 J. A. Lawton (prod. mngr), H. Whitehead  
 (sales mngr).

**Products:** Antiseptics, disinfectants, liquid  
 soaps & cleaners & insecticides.

**Agency:** L. J. Macnamara Advtg Service.

**JENYNYS PATENT CORSET PTY LTD,  
 THE**, 309-315 George-st, Brisbane, Qld.  
 Phone B2246. Telegrams Corsets, Brisbane.

**Directors:** H. C. Jenyns (manag. dir.), K.  
 J. Bain (secretary), R. G. Jenyns, S. B. Scott.

**Executive:** G. M. Mitchell (sales mngr).

**Products:** Surgical & fashion foundation  
 garments.

**Agency:** Johnston Jones.

**I/State Repr.:** N. G. McIntyre, 321 Pitt-st,  
 Sydney; W. G. Downing, 250 Flinders Lane,  
 Melb. (Vic. & Tas.); R. S. B. Francis, 55 King  
 William-st, Adelaide; J. V. Gracey & Co.,  
 Wellington Bldgs, William-st, Perth.

**JOHNSON & JOHNSON PTY LIMITED**,  
 200 York-st North, Sydney, NSW, Box 3331,  
 GPO. Phone BU2501. Telegrams Zoplast,  
 Sydney.

**Directors:** W. H. Northam (manag. dir.),  
 W. J. Allman, R. B. Crawford C. H. Mars-  
 den, R. W. Mayhew, R. A. Walters, A. J.  
 White.

**Products:** Johnson's Baby products, Tek  
 tooth brushes, Band-Aid Adhesive Bandages,  
 personal products, surgical dressings.

**Agencies:** Willmott Advtg, O'Brien Pub-  
 licity.

**I/State Repr.:** Branches, all states.

**JOHNSON, S. C., & SON PTY LIMITED**,  
 Queen-st, Rosebery, NSW. Phone FF2321.

**Directors:** G. O. Potter (manag. dir.), H.  
 W. Weathersbee, H. C. E. Wilton, H. T.  
 Armitage.

**Executives:** M. W. Young (sales mngr),  
 D. Cartledge (financial secretary).

**Product:** Johnson's Wax.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Branches all states. **O'seas:**  
 Agencies throughout world.

**KAYSER PROPRIETARY LIMITED**, 238 Flinders Lane, Melbourne. Phone Central 6410. Telegrams Kayser.

**Products:** Hosiery, lingerie, gloves, bras.  
**Agency:** United Service Publicity.

**K.B.C. LIMITED**, 32-42 Woodlands Terrace, Woodlands Park, SA. Phone UM 3651-2-3. Telegrams Bocomolds.

**Director:** D. F. Cooper (manag. dir., gen. mngr).

**Products:** KBC Power Tools and accessories, mixers and bean cutters.  
**Agency:** Ring Stacy Associates.

**KELLOGG (AUST.) PTY LTD**, Stephen-rd, Botany, NSW. Phone MU9541. Telegrams, Kellogg, Sydney.

**Executives:** R. J. Dawson (manag. dir.), R. W. Whitfield (gen. sales mngr), R. L. Jones (advtg mngr), K. D. Slip (sales & advtg staff asst).

**Products:** Ready-to-eat cereals.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Branches in all states except Tas. **O'seas:** Agents throughout world.

**KELVINATOR AUSTRALIA LIMITED**, Anzac Highway, Keswick, SA. Phone LF1661. Telegrams Kelvinator, Adelaide.

**Director:** A. B. Barker (manag. dir.).

**Executives:** R. F. Pascoe (treasurer), R. E. Huxham (sales mngr).

**Products:** Kelvinator refrigerators, home freezers, air conditioners, radio & TV receivers.

**Agency:** J. Walter Thompson.

**KIA-ORA INDUSTRIES LIMITED**, 201 High-st, Prahran, S.I. Vic. Phone LA1451. Telegrams Chillie, Melbourne.

**Directors:** J. L. Dixon (chairman), E. F. Fauser (manag. dir.), H. Holmes, K. R. Green, L. Richardson.

**Executives:** R. A. Hayes (acctng controller), J. Kaalund (gen. plant mngr), R. H. Gamble (gen. advtg mngr), J. G. Spall (sales mngr, s'thern div.), L. Till (sales mngr, n'thern div.).

**Products:** Fruit juice cordials, canned foods, paper products.

**Agency:** John Clemenger.

**KITCHEN, J., & SONS PTY LTD**, 1-18 Macquarie-st, Sydney. Phone B0551.

**Director:** W. D. Phillips (manag. dir.).

**Executives:** G. H. Green (advtg mngr), R. N. Stockwell (gen. sales mngr).

**Products:** Detergents, toilet soaps; Persil, Surf, Velvet, Pears, Solvol.

**Agency:** Lintas Pty Ltd.

**I/State Repr.:** Branches all states.

**KODAK (AUSTRALASIA) PTY LTD**, 379-381 George-st, Sydney. Phone B0235. Telegrams Kodak, Sydney.

**Directors:** E. J. Rouse (chairman), H. F. Foote (works dir.), J. E. Page (finance dir.), R. J. Mitchell (sales dir.).

**Products:** Photographic sensitised materials and equip.

**Agency:** The Hugh Berry Co.

**I/State Repr.:** Branches 252 Collins-st, Melb (Cen. 8144), and all other states. **O'seas:** Assoc. houses throughout world.

**KRAFT FOODS LIMITED**, Salmon-st, Port Melbourne, Vic. Phone MJY111. Telegrams, Kraftco, Melbourne.

**Directors:** H. G. Osborne (chairman, manag. dir.), E. O. Pelling (vice-chairman), T. W. Easton (prod. dir.), J. E. Sexty (sales dir.), G. R. Hunter (NSW div. mngr).

**Executives:** W. Dickson (gen. prod. mngr), Dr. K. Farrer (research mngr), W. H. Fry (personnel officer), E. W. Hill (factory mngr), J. McCulloch (export mngr), I. McK. Milne (comptroller, secretary), G. Nicholls (advtg mngr).

**Products:** Cheese products, Bonox, Vegemite, hot packs, ice cream mix, mayonnaise, meat & fish pastes, confectionery.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Brisb.; Adelaide (Wm Begg & Sons); Darwin; Newcastle, Sydney, Hobart, Perth, Launceston. **O'seas:** Agencies throughout world.

**KRIESLER AUSTRALASIA PTY LIMITED**, 43 Alice-st, Newtown, NSW, PO Box 108, Newtown. Phone LA3763. Telegrams Kriesler, Sydney.

**Directors:** P. G. Tuit (chairman), L. E. A. Walcot (dir. & gen. mngr), R. Weingott (merch. dir.), J. G. Robinson (asst gen. mngr, admin.), W. Bailey (asst gen. mngr, factory), R. L. Ainsworth (assoc. dir. & gen. sales mngr).

**Agency:** Jackson, Wain & Co Pty Ltd.

**Products:** Radio and TV receivers.

**I/State Repr.:** Distributors, all states.

**LA MODE INDUSTRIES PTY LTD**, 13-43 Victoria-st, Fitzroy, Vic. Phone JA5064.

**Directors:** W. S. Reid (chairman), J. T. Teague (manag. dir.), N. O'Donoghue, D. Bell, J. Wrigley (secretary); L. McMurtrie, H. Essery, N. Taylor, K. Grastle, G. Braden, E. James (assoc. dirs).

**Products:** Corsetry, lingerie, menswear, knitwear.

**Agency:** K. M. Campbell Pty Ltd.

**I/State Repr.:** Branches, 71 York-st, Sydney; 14 Stephens Place, Adelaide; 72 Eagle-st, Brisbane; 59 King-st, Perth; 109 Collins-st, Hobart.

**LAXETTES PTY LTD**, 121 Cremorne-st, Richmond, E.I. Vic. Phone JB2571-2.

**Executives:** J. D. Lobb (manag. dir.), N. E. Moore (mngr).

**Product:** Laxettes.

**Agency:** Robert Hughes Advtg.

**LEVER BROTHERS PTY LIMITED**, 1 Macquarie-st, Sydney. Phone B0551.

**Executives:** T. G. Davies (manag. dir.), M. C. A. Adams (gen. sales mngr), N. M. Snashall (advtg mngr).

**Products:** Soaps & detergents.

**Agencies:** Lintas Pty Ltd, J. Walter Thompson.

**I/State Repr.:** Branches, Melb., Bris., Adelaide, North Fremantle.

**LINGUAPHONE INSTITUTE PTY LTD**, Fleming Place, Melbourne. Phone MU9337. Telegrams Thorough.

**Directors:** J. A. Lothian (gen. mngr, manag. dir.), L. A. Lothian, T. C. Lothian.

**Products:** Language gramophone records.

**O'seas Repr.:** 33 Mercer-st, Wellington, NZ.

**LNC INDUSTRIES LTD**, 177-185 William-st, Sydney. Phone FA7001-3. Telegrams Larkeneve, Rovercar, Volcar.

**Subsidiaries:** Grenville Motors Ltd, Lanock Motors Ltd, Larke Neave Investments Pty Ltd, LNC Trading Co. Ltd, Devon Securities Ltd, Clegg's Motors Pty Ltd.

**Directors:** P. J. Larke, E. R. Lane (manag. dir.), W. R. Locke (manag. dir.), G. R. Allman, E. M. Robson (chairman), D. M. Clarke (secretary).

**Executives:** A. H. Russell (supt of branches), R. H. Greenwood & D. I. Donaldson (sales mngrs), D. M. Barrie (advtg mngr).

**Products:** Motor vehicle distributors: Rover cars & Land-Rover vehicles, Volkswagen cars & comm. vehicles, Perkins Diesel Engines.

**Agency:** Jackson, Wain & Co Pty Ltd.

**O'seas Repr.:** Tozer Kemsley & Millbourn Ltd, 84 Fenchurch-st, London, E.C.3, Eng.

**LUSTRE HOSIERY LIMITED**, Boundary-st, Sydney, GPO Box 3912. Phone FA7023. Telegrams Lustreco.

**Directors:** R. N. Cadwallader (chairman of dirs.), K. O. Humphreys (deputy chairman of dirs.), A. L. Young (manag. dir.), J. M. Forsyth, J. Harding, E. B. Cheetham (financial mngr, secretary), E. C. Harrold (mill supt).

**Products:** Lingerie & hosiery.

**Agency:** George Patterson Pty Ltd, Sydney.

**I/State Repr.:** Branches, 138-142 Edward-st, Brisbane (B6010); 317 Flinders Lane, Melb. (MU8441); Adamstown, NSW (LUJ032); T & G Bldg, 52 Patterson-st, Launceston (B3243); 265 Wakefield-st, Wellington, NZ, Telegrams Trelusco. Agents, G. & R. Wills & Co Ltd, Gawler Place, Adelaide, SA, & 573 Wellington-st, Perth, WA.

**MacROBERTSON'S PTY LIMITED**, Argyle-st, Fitzroy, Vic. Phone JA3171. Telegrams, Old Gold, Melbourne.

**Directors:** N. N. Robertson (chairman & manag. dir.), E. F. Robertson, L. C. Atkinson, G. R. Brewer, H. Taylor.

**Executives:** C. W. A. Tuppen (gen. mngr).

J. M. Kirkpatrick (secretary), L. J. Sylvester (gen. sales mngr).

**Products:** Chocolates & confectionery; Old Gold, Snack, Columbines, Cherry Ripe.

**I/State Repr.:** Branches, Chippendale, Bris., Adelaide, Perth, Hobart. **O'seas:** Frame & Co., London; John McIntosh & Sons Ltd, Norwich, England.

**MARIGNY LABORATORIES PTY LTD**, 177 Collins-st, Melbourne. Phone MF3861-2. Telegrams Marigny, Melbourne.

**Directors:** J. F. Wren, C. H. Facer.

**Executives:** R. J. Moore (gen. mngr).

**Products:** Ladies' hairdressing supplies.

**Agency:** Briggs & James.

**MARKWELL BROTHERS PTY LTD**, 11-15 Victoria Place, South Brisbane. Phone J2571-2-3. Telegrams Markbris.

**Directors:** F. J. Markwell, R. L. Markwell.

**Executives:** J. D. Goodrick (sales mngr).

**Service:** Distributors: Maico, Matchless, Francis Barnett, NSU & Victoria Motor Cycles & Scooters, Alvis & Maico Cars.

**Agency:** General Publicity.

**MASSE BATTERIES PTY LTD**, 398-400 Pacific Highway, Crows Nest, NSW. Phone JF4111. Telegrams Masbat, Sydney.

**Executives:** G. W. Graham (mngr), H. Binks (company secretary), E. Calver (gen. sales mngr), J. E. Davis (mngr, industrial div.), E. J. Dennis (acctnt), A. A. Warner (advtg mngr).

**Products:** Masse automotive, radio & home-lighting batteries & electrical accessories. Aust. repr, Nife & Britannia Batteries & NSW repr, Tudor Accumulator Co., London, England.

**MAURI BROTHERS & THOMSON LTD**, 61 York-st, Sydney. Phone BX2601. Telegrams, Pinnacle.

**Directors:** D. Junor (chairman, mng dir.), F. L. Henriques, D. Robertson, W. Murray Jones.

**Executives:** C. L. London, R. M. Taylor, K. Middleditch, M. Roos (gen, mngrs), H. K. Wood (advtg mngr).

**Products:** Vinegars, yeast, cork, machinery, extract of malt & bread improvers.

**Agency:** IPS Advtg.

**I/State Repr.:** Branches all States. **O'seas:** Branch, NZ; C. Peto Bennett, Meyer Liquid Ltd, 20-22 Bedford-rd, London, W.C.1; Park Benziger Export Corp., 75 West-st, New York, 6, USA.

**McWILLIAMS WINES PTY LTD**, Bulwarra & Pymont Bridge-rds, Pymont, NSW. Phone MW2801.

**MENZ, W., & CO. LIMITED**, 29 Roper-st, Adelaide. Phone W5211. Telegrams Menz-andco, Adelaide.

**Directors:** H. V. Menz (chairman), W. O. Menz, W. J. Menz (gen mngr), A. V. Adamson, L. T. Grummet (secretary).

**Executive:** H. W. J. Axford (distrib. mngr).

**Products:** Biscuits, chocolate, confectionery.  
**Agency:** Alan A. Martin & Son.

**I/State Repr.:** S. Hoffnung & Co. Ltd, Brisbane; S. Hoffnung & Co. Ltd., Scanlens Food & Confectionery Co. Pty Ltd, Sydney; E. A. Walker Pty Ltd, H. G. Watson Pty Ltd, Melbourne; E. S. Lazarus & Co. Ltd, Perth; F. R. Bye Pty Ltd, Launceston, F. G. Rich & Co. Pty Ltd, Hobart, Tas.

**MILNE & CO. PTY LTD**, 26 Anderson-st, Southwark, SA. Phone LU8131. Telegrams Milnanco.

**Directors:** A. M. Russell (manag. dir.), H. C. Hucks, F. G. Brooks, L. J. Griffin, D. M. Brook.

**Executive:** R. K. Kent (secretary).

**Products:** Milne's whisky, gin, brandy, rum and gin squash; Gilt Edge whisky.

**Agency:** Ring Stacy Assocs Pty Ltd.

**I/State Repr.:** Curcier Adet & Co. Pty Ltd, Vic.; Tucker & Co. Pty Ltd, NSW; Thos. Brown & Sons Ltd, Qld; Lionel Samson & Sons Pty Ltd, WA.

**MOULDED PRODUCTS (A/SIA) LIMITED**, 165 Cremorne-st, Richmond, E.1, Vic. Phone JB1551. Telegrams Duperite, Melbourne.

**Directors:** J. Ogilvy (chairman), H. Fitzgerald Walsh, F. L. Fitzpatrick, H. K. Gilchrist, J. Fraser Hope, P. J. Derham, G. Jennings, J. W. Kelly.

**Executives:** R. Walker (sales mngr, consumer div.), P. J. Derham (sales mngr, industrial div.), J. A. MacDonald (secretary), R. A. Stuart (advtg mngr).

**Products:** Nylex brand plastics.

**I/State Repr.:** Branches, 588 Bourke-st, Melbourne; 137 Clarence-st, Sydney; National Park-st, Newcastle, NSW; 35 Charlotte-st, Brisbane; Sturt-st, Townsville, Qld; 110 Pirie-st, Adelaide; Scarborough Beach-rd, Perth; 38 Charles-st, Launceston; 29a Barrack-st, Hobart.

**MUIR & NEIL PTY LTD**, 479 Kent-st, Sydney, NSW. Phone MA2406. 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:** The Hugh Berry Co. Pty Ltd.

**I/State Repr.:** Branch, 46 Cliff-st, South Yarra, S.E.1, Melbourne. O'seas: Branch, 105-107 Wellesley-st West, Auckland, C.1, NZ.

**MUMS PRODUCTS PTY LTD**, 625 Dowl- ing-st, Sydney. GPO Box 3764. Phone FA1135. Telegrams Mumsjelly, Sydney.

**Directors:** R. S. Myles (manag. dir.), A. L. Blythe, G. B. Oliver.

**Executive:** J. A. Harvey (secretary).

**Products:** Mums fruit jelly crystals, cus- tard powder, baking powder.

**Agency:** Vincent H. Freeth Pty Ltd.

**NAIRN, MICHAEL, & CO. (AUST.) PTY LTD**, Newtown-st, Auburn, NSW. Phone YX1261. Telegrams Nairn, Sydney.

**Directors:** W. V. Armstrong, V. G. Watson, M. A. Spencer-Nairn, Sir Michael G. Nairn, H. T. A. Doran, L. S. Maddrell.

**Executives:** J. R. Dougall (secretary), G. J. Crookes (works mngr), A. M. Burgess (merch. mngr), J. A. Wild (admin. mngr).

**Products:** Linoleum, adhesives & polishes.  
**Agency:** Vincent H. Freeth Pty Ltd.

**I/State Repr.:** Branches, all States. O'seas: Michael Nairn & Co. Ltd, Kirkaldy, Scot- land.

**NATIONAL OF CALIFORNIA PTY LTD**, 299 Prince's Highway, Carlton, NSW. Phone LW4001 Telegrams, Natcal, Sydney. Sydney.

**Directors:** B. T. Sheil (mng dir.), C. L. Bonython, W. G. Tate, C. B. Lean, G. F. Joseph (NZ dir.).

**Products:** Venetian blinds & pelmets.

**Agency:** Hugh Berry Co.

**I/State Repr.:** Assoc. companies, Adelaide Brisbane. O'seas: Assoc. companies, Auck- land, Wellington, Dunedin, NZ.

**NATIONAL CHEMICAL PRODUCTS PTY LIMITED**, 247 Liverpool-st, East Sydney, NSW. Phone FA1181-3. Telegrams Hapre, Sydney.

**Directors:** M. Liebesman, H. H. Pryer (manag. dir.), B. B. Pryer, I. Wolff.

**Executive:** R. W. Gleeson (sales mngr).

**Products:** Napro hair cosmetics.

**Agency:** McClelland Advtg.

**I/State Repr.:** Agents, all states and NZ.

**NESTLE'S FOOD SPECIALITIES (AUST.) LIMITED**, 17 Foveaux-st, Sydney. Phone B0935. Telegrams, Nestfood.

**Advtg mngr,** R. A. Wilson.

**Products:** Nescafe, Milo, Ideal Milk, Choco- late, Maggi Soups, Sunshine Full Cream Powdered Milk, Lactogen.

**Agencies:** Hansen Rubensohn Pty Ltd, Goldberg Advtg.

**I/State Repr.:** Branches, all states.

**NICHOLAS PROPRIETARY LIMITED**, 699 Warrigal-rd, Chadstone, S.E.10, Vic. Phone UM7291. Telegrams Aspro, Melbourne.

**Directors:** G. R. Nicholas, H. J. Nicholas and M. A. Nicholas (joint gov. dirs.), H. M. Lightfoot (chairman), C. E. Kerville (manag. dir.), R. R. Balfe, F. J. Howells, A. J. Norris, G. C. Pitman, R. G. Smith.

**Executives:** W. T. Richards (advtg mngr), C. B. Bray (Aspro sales mngr), G. D. Houston (ethical sales mngr), W. P. Palmer (agricul- tural & vet. sales mngr), A. L. Vassie (sales admin. mngr), B. S. Andrews (office mngr).

**Products:** Pharmaceuticals.

**Agency:** Briggs & James.

**NILE TEXTILES LIMITED**, 125 York-st, Sydney. Phone BX6041. Telegrams Hankchief, Sydney.

**Subsidiaries:** Nile Industries Pty Ltd, Nile Distributors Pty Ltd, Nile Weaving Mills Pty Ltd.

**Directors:** A. D. Aboud (chairman), N. Aboud (manag. dir.), D. M. Aboud, J. G. Aboud, A. J. Buckingham, J. I. Armstrong.

**Executive:** K. M. Lust (secretary).

**Products:** Nile handkerchiefs, underwear, sheets & pillow cases, towels, blankets, rugs.

**Agency:** Hansen Rubensohn & Co.

**I/State Repr.:** Branches, Melb., Bris., Perth, Adelaide; Agents, A. N. Bennett, Tas., J. W. Tuckfield & Co., Nth Qld.

**NUT FOODS PTY LTD**, Edinburgh-st, Marrickville, NSW. Phone LA3721. Telegrams Nutfoods, Marrickville.

**Directors:** Orwell Phillips, R. C. Crebbin (manag. dir.), O. E. Phillips, W. Linton, W. J. Colman, H. A. Allen (gen. mngr).

**Products:** Eta food lines.

**Agency:** Barlett, Murphy & MacKenzie Pty Ltd.

**I/State Repr.:** Branches, all states.

**OXFORD POLISH CO. PTY LTD**, 10 Bute-st, Footscray, Vic. Phone MW6091. Telegrams Oxppl. (Now a subsidiary of Nugget Polish Co.)

**Directors:** L. D. Hunter, Snr (manag. dir.), L. D. Hunter, Jnr, A. Hunter, C. T. Thomas (gen. mngr), G. W. Ison (secretary), B. A. Hunter, M. L. Hunter.

**Products:** Pine-o-Cleen, Oxford White Cleaner, Oxford Floor Polish.

**Agency:** Chapman Hendrie Advtg.

**I/State Repr.:** Branches, all states.

**PADDLE BROS PTY LTD**, 4 Reid-st, North Fitzroy, N.7., Vic. Phones JW1195, JW5371. Telegrams Padshoe, Melb.

**Director:** L. E. Paddle (manag. dir.).

**Executives:** H. G. Paddle (sales mngr), R. T. Fairclough (gen. mngr).

**Products:** Pre Moccs, Baby Moccs, Minor Moccs, Stitchdown, Jaunties, Party Patents, Pad-a-bouts shoes.

**Agency:** N. V. Nixon & Co.

**PAIN MFG PTY LTD**, 74 Pacific Highway, Waitara; Sefton-rd, Thornleigh, NSW. Phone JW1085. Telegrams Pamanco.

**Executives:** R. T. W. Pain (manag. dir.), I. C. Iverson (sales dir.).

**Products:** Mello-Lite aluminium awnings & venetians, Shademaster Goldseal Coilstock.

**Agency:** Weston Advtg.

**I/State Repr.:** Blind Supplies Pty Ltd, 84 Lutwyche-rd, Windsor, Qld; Venetian Supplies Pty Ltd, 944 North-rd, East Bentleigh, Vic.; Industrial Supplies & Consulting Service Pty Ltd, Welshpool-rd, Welshpool, WA; National (SA) Ltd, 51 Elizabeth-st, Adelaide, SA. **O'seas:** Kidston & Parker, 10 Old Jewry,

London, E.C.2, Eng.; A. Clouet & Co., 133 Wallich-st, Singapore; Campbell Beaumont (NZ) Ltd, 284 Queen-st, Auckland, NZ.

**PATERSON, LAING & BRUCE LTD**, 2 Wynyard-st, Sydney. Phone B0266. Telegrams Manifold.

**Directors:** E. A. Head (mng dir.), T. White.

**Executives:** V. Hutchin (sales mngr).

**Products:** Sally Forth fashion wear, Patalaine knitwear & lingerie, Romney & Leedall knitwear, John Halifax sports coats.

**Agency:** S. E. Baume & Co.

**I/State Repr.:** Warehouse, Melb., offices all States. **O'seas:** Office, London, Eng.

**PAULS ICE CREAM & MILK LTD**, Montague-rd & Hope-st, South Brisbane. Phone J1351. Telegrams Paulscream.

**Directors:** J. H. Bryant (chairman), E. Stokes (manag. dir.), E. E. Biggs, C. J. Macdermott, L. P. Taylor, R. E. Wilson, D. I. Shew.

**Executives:** O. C. H. Smith (secretary), H. V. Ross (accountant).

**Products:** Ice cream, frozen confections, pasteurised milk & cream, frozen milk, skim milk powder, crumpets, Continental spread.

**Agency:** Merchandising Publicity.

**PELACO LTD**, 23 Goodwood-st, Richmond, E.I., Vic. Phone JB2151.

**Directors:** K. S. Elliott (manag. dir.).

**Products:** Whitemaster, Tonemaster, Sportmaster, Luvisca, Wearlon, Nylotwile, Wrinkl-Shed & Juniors shirts; Sleepsuits & Permabelt pyjamas; Breeks shorts; Pelaco Chief hankies.

**Agency:** Paton Advtg Service.

**PHILIPS ELECTRICAL INDUSTRIES PTY LTD**, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta.

**Director:** F. N. Leddy (gov. dir.).

**Products:** Radio-TV receivers, electrical appliances, records.

**Agency:** Hansen Rubensohn.

**I/State Repr.:** Branches, 148 Edward-st, Brisbane (B2666-7); 590 Bourke-st, Melb. (MU6091); 119 Grenfell-st, Adelaide (W2241); 391-5 Murray-st, Perth (BA3131-2). **O'seas:** Philips Offices throughout world.

**PHILIP MORRIS (AUST.) LTD**, Chester-ville-rd, Moorabbin, Vic. Phone XL3621. Telegrams Philmor, Melb.

**Directors:** Sir Norman A. Martin (chairman), C. J. Altson (vice-chairman), O. Parker McComas, G. C. Dawson, J. F. Cullman, G. Harris, R. J. Leahy (manag. dir.), S. M. Wreford, E. J. Baster (sales dir.), J. R. Fawke (secretary).

**Products:** Philip Morris cigarettes.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Branches, sales office, warehouses, all states.

**PHOENIX BISCUIT CO. PTY LTD**, Grosvenor-st, Abbotsford, Vic. Phone JB 2166-7-8. Telegrams Phoebisco, Melb.

**Director:** J. W. Condon (manag. dir.).  
**Products:** Phoenix biscuits, Success cakes & sponges.

**Agency:** Rickards Advtg.

**PICK-ME-UP CONDIMENT COMPANY LIMITED**, 60 Alice-st, Newtown, NSW. Phone LA2726. Telegrams Pickmeup, Sydney.

**Directors:** R. Moore (chairman), A. A. Stewart, W. G. Cooper, A. Moss.

**Executives:** J. Postlethwaite (gen. mngr), J. H. G. Roffey (secretary), D. S. May (sales mngr), H. J. Morton (factory mngr).

**Products:** Canned foods, preserves, condiments.

**Agency:** Thompson & Assocs.

**I/State Repr.:** Branches, Brisbane: Newcastle, Lismore, NSW. Agents: Robert Harper & Co. Ltd, Albert-st, Brisbane; Van Distributors Pty Ltd, 865 Nepean Highway, Moorabbin, Vic.; Amalgamated Distributors P/Ltd, 213 Angas-st, Adelaide; Edgar Chrystal & Co., 7 Basement, T. & G. Bldgs. St. George's Terrace, Perth, WA.

**POTTER & MOORE (AUSTRALIA) PTY LTD**, 11 Nepean Highway, Mentone, S.11, Vic. Phone XF2291. Telegrams, Narcissus, Melbourne.

**Directors:** H. I. Fader (chairman, manag. dir.), W. C. Thomas, E. S. Bradley, J. A. D. Paul, A. J. McIntyre, A. J. E. Madden.

**Executives:** J. C. Barnes (gen. mngr), T. B. Angus (Aust. sales mngr), G. W. Gibb (NSW mngr), T. A. Hammond (Qld mngr), R. N. Phillips (SA mngr), M. J. Howard (WA mngr).

**Products:** Perfumes, toiletries, cosmetics. Aust. repr., Potter & Moore Ltd, London, UK; Carter Products Inc., New York, USA; Dae Health Laboratories Ltd, London, UK; Hazel Bishop International Ltd, New York, USA; John H. Breck Inc., Massachusetts, USA.

**Agencies:** Aldwych Advtg, J. Walter Thompson, Jackson Wain, N. V. Nixon, Goldberg.

**I/State Repr.:** Branches, Sydney, Brisbane, Adelaide, Perth. **O'seas:** Indonesia, Philippines, Singapore, Hong Kong, Thailand.

**PRESTIGE LIMITED**, 257 Donald-st, East Brunswick, N.11, Vic. Phone FM5373. Telegrams Prestige.

**Directors:** G. G. Foletta, H. C. Foletta, E. A. Foletta, Sir Alexander Fitzgerald, F. H. Foster, J. R. Bishop.

**Executive:** J. B. Hatrick (chief gen. mngr).

**Products:** Prestige hosiery, lingerie, fabrics.

**Agency:** George Patterson Pty Ltd.

**I/State Repr.:** H. G. Foletta & Co Pty Ltd, 38 Oxley-st, St. Leonards, NSW. Phone JF2321.

**PRUDENTIAL ASSURANCE COMPANY LIMITED, THE**, 39-49 Martin Place, Sydney, NSW. Phone BW2885. Telegrams Prudasco, Sydney.

**Executives:** S. C. Canfield (gen. mngr for Aust & NZ), L. W. Offord (Actuary for Aust & NZ), F. D. Foskey (Fire, Accident & Marine mngr, Aust & NZ), E. D. Smout (agency mngr, Aust & NZ), G. H. Heath (secretary, Aust & NZ), R. B. Levey asst actuary, Aust & NZ), W. R. Tattersall (Fire, Accident & Marine agency mngr, Aust & NZ).

**Service:** Life assurance, fire, accident & marine insurances.

**Agency:** Coudrey-Gotham Pty Ltd.

**I/State Repr.:** Branches throughout Aust. & NZ. **O'seas:** Head office, Holborn Bars, London, England.

**RADIO CORPORATION PTY LTD**, 126 Grant-st, South Melbourne. Phone MXY220. Telegrams Schuh.

**Executives:** R. H. Harris (gen. sales mngr), E. H. Macarow (advtg mngr).

**Products:** Astor radio, TV, refrigerators, washing machines, clothes dryers, room conditioners.

**Agencies:** United Service Publicity, Ansell & Assocs.

**I/State Repr.:** Branches & agents, all states.

**RALEIGH PRESERVING CO. LTD**, 501 Albion-st, Brunswick, N.12, Vic. Phone FM5224. Telegrams Raleighpres, Melb.

**Directors:** J. P. Dyason, snr, A. P. Dyason (manag. dir.), W. J. Dyason, T. J. Pitney, P. A. J. White, F. G. Woodward.

**RALEIGH WARE LIMITED**, 12-20 Penny Place, Adelaide, GPO Box 858G. Phone W5781. Telegrams Ranleigh.

**Directors:** A. R. Curtis, F. R. Curtis (manag. dir.), N. R. Stokes (sales dir.).

**Products:** Ranleigh stainless trays, ash trays, traymobiles & desksets.

**Agencies:** The Hugh Berry Co., Melbourne & Sydney, Ring Stacy Assocs, SA.

**I/State Repr.:** All states. **O'seas:** Christchurch, Dunedin, Auckland & Wellington, NZ; Cape Town & Johannesburg, Sth Africa; Colombo, Ceylon; Calcutta, India; Singapore.

**RECKITT & COLMAN (AUSTRALIA) LTD**, 770 Bourke-st, Redfern, NSW. Phone MX2501. Telegrams Reckitts, Sydney.

**Directors:** J. Edwards, T. M. Higgins, K. W. Howitt, J. E. Biddlecombe.

**Products:** Household, pharmaceutical, food products.

**Agencies:** J. Walter Thompson, George Patterson, A. N. White.

**I/State Repr.:** Branches, all states. **O'seas:** Head office, Hull, England.

**REMINGTON RAND (AUSTRALIA) PTY LIMITED**, 80 Parramatta-rd, Lidcombe, NSW. Phone YX2157-8-9. Telegrams, Remrand, Sydney.

**Executives:** J. J. Collins (gen mngr), M. G. Goldfinch (nat. sales mngr), G. N. Chapman (prod. mngr), F. A. Epton (acctnt).

**Products:** Electrical shavers.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Branches, 57 Swanston-st, Melb.; Gays Arcade, Rundle-st, Adelaide; 548 Queen-st, Brisbane. Agent: Atkins (WA) Ltd, 894 Hay-st, Perth. **O'seas:** Remington Rand, Div. of Sperry Rand Corp., 315 Fourth-ave, New York, 10, NY, USA.

**RHEEM AUSTRALIA PTY LIMITED**, Alan-st, Rydalmere, NSW. Phone YW040. Telegrams Rheemco.

**Executives:** A. Burton Taylor (gen. mngr), L. Arnold (asst gen. mngr), D. Esplin (gen. sales mngr), T. H. H. Williams (advvtg mngr).

**Products:** Rheem decorated steel containers, hot water systems, home appliances.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Branches, Bulimba, Qld; Footscray, Vic; Fremantle, WA; Wingfield, SA. **O'seas:** USA.

**ROCKE TOMPSITT & CO. LIMITED**, 292-298 Flinders-st, Melbourne, C.I., GPO Box 499 H. Phone MU7551. Telegrams Rock-sitt, Melb.

**Directors:** S. J. A. Fripp (manag. dir.), L. Fripp.

**Executives:** F. B. Fricke (secretary), E. J. Prout (merch. mngr), E. J. Hughes (factory mngr), R. Fripp (warehouse mngr).

**Products:** Golcryst-Yeaston Plus, Grant's Asthma Powder, Nazol, Insectibane, Egyptian Henna.

**Agency:** George Patterson Pty Ltd.

**I/State Repr.:** R. D. Benjamin, 30 James-st, Perth; R. M. Creighton, Lloyd Wright Laboratories Pty Ltd, 88 Pitt-st, Sydney; Percy J. A. Lawrence, MLC Bldg, Victoria Square, Adelaide.

**ROOTES (AUSTRALIA) LIMITED**, Salmon-st, Port Melbourne, Vic., PO Box 39, Port Melbourne. Phone MJY441. Telegrams Rootesmoti.

**Products:** Motor vehicles.

**I/State Repr.:** All states. **O'seas:** Throughout world.

**ROSELLA PRESERVING & MANUFACTURING COMPANY LIMITED, THE**, Cremorne Gardens, 64 Balmain-st, Richmond, Vic. Phone JB2171. Telegrams Cremorne.

**Directors:** E. A. Cato (chairman), T. L. Stafford (manag. dir.), J. Turnbull (gen. mngr), J. H. Brandreth (secretary), H. G. Jessep (tech. & prod. mngr).

**Executives:** W. H. Lloyd (sales supt), J. S. Stafford (advvtg mngr).

**Products:** Rosella jams, sauces, soups, pickles.

**Agency:** McFerran Advvtg, Melbourne.

**ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED**, 30 FerndeU-st, Sth Granville, NSW. Phone YU7117. Telegrams Rothcigs.

**Directors:** R. A. Irish, J. W. Hughes, Sir Kenneth Coles, W. A. Gunn, C. Ogilvy.

**Executives:** D. N. Engela (gen. mngr), C. H. Sheil (finance mngr), J. Craggs (secretary), A. G. Wilson (advvtg mngr).

**Products:** Rothmans King Size cigarettes.

**Agency:** Jackson, Wain & Co.

**I/State Repr.:** Branches in Melb., Brisbane, Adelaide, Cruickshank Bros., Perth. **O'seas:** Rothmans Ltd, London, Eng.

**RURAL BANK OF NSW**, 52-56 Martin Place, Sydney, GPO Box 41. Phone B0366.

**Commissioners:** C. R. McKerihan (president), J. C. Fletcher, B. S. Smith.

**Executives:** C. H. Prosser (chief inspector), S. M. Norton (chief supt), S. O. McKenna (secretary), F. W. Turner (supt, works & housing).

**Service:** Trading bank.

**Agency:** Country Press Ltd.

**I/State Repr.:** Branches & Commonwealth Trading Bank. **O'seas:** C'wealth Trading Bank, England.

**S.A. BRUSH CO. LTD**, Botting-st, Albert Park, SA. Phone M6451. Telegrams, Brush, Adelaide.

**Directors:** F. D. Hay & W. K. Walker (joint manag. dirs).

**Products:** Brushware, plastic wall tiles.

**Agency:** J. Rist.

**I/State Repr.:** Branches, 168 Wharf-st, Brisbane; 235 Clarence-st, Sydney; 343 Little Collins-st, Melbourne; 332 Murray-st, Perth.

**SARGOOD GARDINER LIMITED**, 61-73 Flinders Lane, Melb. Phone MF4011. Telegrams Sargard.

**Director:** D. H. Sargood (manag. dir.).

**Executives:** B. H. Sargood (Melb. warehouse mngr), W. S. W. Tracy (Sydney warehouse mngr).

**Products:** Top Dog men's & boys' wear, Dawn knitwear, blouses & lingerie.

**Agency:** Best & Co.

**I/State Repr.:** Branch, 83-87 York-st, Sydney (BX4701).

**SCOTT & BOWNE (AUSTRALASIA) LIMITED**, 483 Riley-st, Sydney. Phone FA3090. Telegrams Emulsion, Sydney.

**Executives:** F. A. Mackell (gen. mngr), K. W. Perriam (acctnt), J. Dart (prod. mngr), A. I. Davril (sales mngr), M. P. Booth (advvtg mngr).

**Products:** Pharmaceuticals.

**Agencies:** Weston Co., J. Walter Thompson.

**I/State Repr.:** W. Thomson, 343 Waverley-

ld, East Malvern, Vic.; W. T. Matthew Ltd, Adelaide; Williams & Wood, Perth; T. G. Callum Pty Ltd, Brisbane; Qld Druggists Ltd, Brisbane. O'seas: Head office, 50 Upper Brook-st, London, W.1, England.

**SCOTT'S DETERGENTS (A'SIA) PTY LTD**, 65-73 Princess-ave., Rosebery, NSW. Phone FF4321-2-3. Telegrams Kwit, Sydney.

**Directors:** L. H. Lenthen, S. S. Lenthen, M. J. Monro.

**Executives:** F. G. Barnaby (acctnt).

**Products:** Kwit detergents, industrial soaps. & disinfectants.

**Agency:** Cratchley Advtg.

**I/State Repr.:** R. Whitworth-Marketing, 334 Queen-st, Brisbane; A. Milner & Co. Ltd, 31 Queen-st, Melbourne; Colin Washington, Flat 65, McInnes Court, Anzac Highway, Camden Park, Plympton, SA; L. Kessell, 2 Gray Terrace, Rosewater, SA; Hamer & Co., 10 Irwin-st, Perth.

**SEBELS (AUSTRALIA) LIMITED**, 96 Canterbury-rd, Bankstown, NSW. Phone UY2813, UY3895, UY5335. Telegrams Sebel-sales.

**Directors:** H. Sebel (manag. dir.), G. J. M. Best, C. S. Cullen, A. W. Uther.

**Executives:** E. Coleman (secretary), V. Krout (prod. mngr), A. W. Mair (sales mngr).

**Products:** Sebel furniture, Mobo toys.

**Agency:** Goldberg Advtg.

**I/State Repr.:** Sebel Sales Ltd, 34 Queens-rd, Melbourne, Vic., & 208 Wharf-st, Brisbane; R. G. Evans, 9 Lindes Lane, Adelaide; Seatings Pty Ltd, Welshpool, Perth; Nu-Steel Furniture, 45 Forster-st, Launceston. O'seas: Head office in England.

**B. SEPPelt & SONS LIMITED**, Gresham-st, Adelaide, SA Phone LA1865. Telegrams Seppelt, Adelaide.

**Directors:** U. W. Seppelt (chairman of dirs), J. G. Seppelt, X. A. Seppelt, I. H. Seppelt (gen. mngr), R. L. Seppelt (secretary), J. R. Seppelt (sales mangr), H. M. Seppelt (works mngr), K. J. Seppelt (prod. mngr), Miss C. B. Seppelt.

**Products:** Para (port), Solero (sherry), table wines (Moyston, Chalambar, Arawatta), Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegar, cordials, canned citrus juice.

**Agencies:** Becket-Thomson, Melbourne & Sydney; Ad-Craft Advtg, Fremantle; Austin Brown, Adelaide; Noble Bartlett, Brisbane.

**I/State Repr.:** Branches, all states, Traders Pty Ltd, Hobart, John McKenzie & Co., Launceston, Tas. O'seas: B. Seppelt & Sons Ltd, 88 Cannon-st, London; H. R. McCrae, Box 88, Lower Hutt, NZ; Gooderham & Worts Ltd, Toronto, Canada.

**SHELL COMPANY OF AUSTRALIA LIMITED, THE**, Shell Corner, 163 William-st, Melbourne. Phone MY200. Telegrams Shell.

**Subsidiaries:** Shell Refining (Aust.) Pty Ltd (refiners of petroleum); Shell Chemical (Aust.) Pty Ltd (marketers of petroleum chemicals).

**Directors:** J. R. C. Taylor (chairman), L. Luxton (mng dir.), G. W. Ramsden, R. A. Paul, C. W. Harland.

**Executives:** L. N. Gordge (gen. sales mngr), J. A. Blanch (PR mngr), S. Chidgey (sales prom & advtg mngr).

**Products:** Petroleum and allied products.

**Agencies:** United Service Publicity (product advtg), J. Walter Thompson (PR advtg).

**I/State Repr.:** Branches all States. O'seas: throughout world.

**SIMPSON DISTRIBUTORS LIMITED**, 41 Pirie-st, Adelaide. Phone W3041. Telegrams Simpsonia.

**Executive:** N. C. Flood (gen. mngr).

**Products:** Electric washing machines, ranges, sink heaters & washboilers, clothes airers & automatic dryers; gas cookers, wash boiler, clothes airer; fuel stove; metal window frames; general tinware & hardware.

**Agency:** Canny, Paramor & Canny.

**SINGER SEWING MACHINE COMPANY**, 388 George-st, Sydney, NSW. Phone BL3851. Telegrams Singerco.

**Executives:** W. J. Garty (regional dir.), N. R. Charles (gen. mngr, family trade dept), W. Powder (gen. mngr, mfg trade dept).

**Products:** Sewing machines, electric motors & parts.

**Agency:** Nichols-Cumming.

**O'seas Repr.:** Singer Sewing Machine Co., 149 Broadway, New York, USA.

**SISALKRAFT DISTRIBUTORS PTY LTD**, Arthur-st, Homebush, NSW. Phone UM5231. Telegrams Sisal, Sydney.

**Directors:** A. M. Glen (chairman), S. P. Higgin, Hon. O. McL. Falkiner, MLC, Sir Graham Waddell, KBE, W. N. Stevenson, A. B. Stevenson, B. E. Nicholas, D. K. Nicholas (manag. dir.).

**Product:** Bitumen laminated re-inforced paper.

**Agency:** Rodney H. Evans Advtg.

**I/State Repr.:** Branches in Adelaide, Brisbane, Perth; Agents: Wm Crosby & Co. (Tas.) Pty Ltd, Hobart, Tas.; Sisalkraft Distributors Co. Pty Ltd, Melbourne. O'seas: Sime, Darby & Co Ltd, Singapore; Tomasetti & Sons Pty Ltd, Indonesia; Sisalkraft Distributors Ltd, NZ.

**SLAZENGERS (AUST.) PTY LTD**, Bowden-st, Alexandria, NSW. Phone MX1511.

**Directors:** D. Blacklock (mng dir.).

**Executives:** N. G. Morris (sales mngr), J. Needham (advtg mngr).

**Products:** Slazenger tennis, golf, cricket, hockey, baseball, fishing equipment.

**Agency:** Barilett, Murphy & MacKenzie.

**I/State Repr.:** All States. **O'seas:** Head office, London, Eng.

**SLEIGH, H. C. LTD**, 170 Queen-st, Melbourne. Phone MY5211. Telegrams Sleigh Melbourne.

**Directors:** H. M. H. Sleigh (chairman, mng dir.), C. R. Sprangwood (gen mngr), F. P. Derham, T. F. McMullen, C. Biggers, A. E. Wenden.

**Products:** Golden Fleece, Purr Pull petroleum products.

**Agency:** Claude Mooney.

**I/State Repr.:** Branches all States.

**SMALL, H. & CO. PTY LTD**, Bridge-rd, Stanmore, NSW. Phone LA3366. Telegrams Colicor.

**Directors:** H. C. Small, C. H. White (gen. Executives: G. L. McClure (advtg mngr).

**Products:** Cocoa, bulk chocolate and chocolate tablets.

**Agency:** Jackson Wain.

**I/State Repr.:** Branches, 104 Wellington-st, Melb. & Brisbane; agents, R. V. Dearnaley, Qld; Allen Sales Pty Ltd, Vic.; E. Lazarus & Co., WA; E. Weidenhofer, Tas; also agent SA. **O'seas:** Agent, Burns Philp & Co., Pacific Islands.

**SMITH & NEPHEW (AUST.) PTY LTD**, 800 Princes Highway, Tempe, NSW. Phone LL5241. Telegrams Emergency, Sydney.

**Directors:** F. M. Medhurst, O. V. Fyfe (manag. dir.), H. Morgan, F. E. Trigg.

**Products:** Elastoplast, Nivea Creme, surgical dressings.

**Agencies:** George Patterson Pty Ltd, Courdey-Gotham Pty Ltd.

**I/State Repr.:** DHA, all states; Salmond & Spraggon (Aust.) Pty Ltd, NSW & Vic.

**SMITH KLINE & FRENCH LABORATORIES (AUSTRALIA) LTD**, Denison & Spring-sts, North Sydney, NSW. Phone XB4041. Telegrams Eskayef.

**Directors:** E. H. Kidger (manag. dir. & gen. mngr), R. K. Wyburn (asst gen. mngr).

**Executive:** T. B. Lake (advtg mngr).

**Products:** Pharmaceuticals - Benzedrex, Benzedrine, Dexedrine, Drinamyl, Iodex.

**Agency:** A. N. White Pty Ltd.

**O'seas Repr.:** Smith Kline & French Laboratories, USA, UK, Sth Africa.

**STANDARD CARS PTY LTD**, 559 Elizabeth-st, Melbourne. Phone FJ0221. Telegrams, Brimo, Melbourne.

**Executives:** C. C. Crosby (gov. dir.), J. D.

Glover (gen. mngr), R. Boucher (Vic. mngr), J. H. Laird (NSW mngr).

**Products:** Automobiles.

**Agency:** John Clemenger.

**I/State Repr.:** Branch, 164-172 William-st. Sydney (FA0333). T'grams, Stanauto, Syd.

**STERLING PHARMACEUTICALS PTY LIMITED**, 431 Glebe-rd, Glebe, NSW. Phone MW2655. Telegrams Sterlab, Sydney.

**Directors:** N. F. Leggatt (manag. dir.), J. Hill, Jnr (USA), K. P. Symes (finance), W. R. Kerr (prod.) W. E. Timmony (sales), J. A. Parkinson (advtg).

**Executives:** J. Driscoll (secretary).

**Products:** Pharmaceuticals - Nyal family medicines, Andrews Liver Salt, Winthrop Ethical products, Cook-Waite dental anaesthetics.

**Agencies:** Hansen-Rubensohn Pty Ltd, George Patterson Pty Ltd.

**SWIFT AUSTRALIAN COMPANY (PTY) LIMITED**, 245-267 Stanley-st, South Brisbane, S.I., GPO Box 658K, Brisbane. Phone J1463. Telegrams Swiftworks.

**TAUBMANS INDUSTRIES LIMITED**, 40 Miller-st, North Sydney, NSW. Phone XB044. Telegrams Taubind, Sydney.

**Directors:** E. G. F. Horne, R. Simmat (manag. dir.), W. T. Branscombe, F. A. Bignell (alternate, E. A. Gardner), N. E. Lack (asst manag. dir.), L. W. Coveney (tech. dir.), G. S. Reichenbach.

**Executives:** J. L. Kemp (mngr, advtg & sales prom.).

**Products:** Paints, varnishes, surface coatings.

**Agencies:** J. Walter Thompson & George Patterson Pty Ltd.

**I/State Repr.:** All states & NZ.

**TAYLOR, SAMUEL, PTY LTD**, 426 Cleveland-st, Sydney. Phone MX1495. Telegrams Samtaylor.

**Directors:** C. R. M. Graham (mng dir.).

**Products:** Mortein, Trix Detergent, Y-Cough cough mixture, Dustmaster & Universal brooms, Pressure Pak products.

**Agency:** Hansen Rubensohn.

**I/State Repr.:** All States.

**TECNICO LIMITED**, Carrington-rd, Marriickville. Phone LL0411. Telegrams Tecnico.

**Directors:** J. N. Kirby (chairman), P. M. Threlfall (manag. dir.), C. O. Stanley, G. A. Wooller, E. T. Price, R. V. Bridekirk, F. W. Davey.

**Executives:** I. G. Carseldine (secretary), G. G. Cusack (sales mngr).

**Products:** Pye-Tecnico vacuum cleaners, floor polishers, grass cutters, TV receivers, radios, record players.

**Agency:** McClelland Advtg.

**I/State Repr.:** Branches, Melbourne, Brisbane & Townsville. **O'seas:** Branches, London, New York.

**THOMAS, C. J. and SON PTY LTD** (known as Coleman-Thomas), Cato-st, Auburn, E.3, Vic. Phone BY2511.

**Directors:** A. C. Thomas (chairman, manag. dir.), T. M. Male (gen. mngr), E. E. Thomas, M. E. Thomas (company secretary).

**Products:** Coleman portable lights, stoves, oil central heating equipment.

**Agency:** Moffatt Advtg.

**I/State Repr.:** Branch, 477 Kent-st, Sydney. Agents: Townsville, Brisbane, Hobart, Adelaide, Perth.

**TOLLEY, A. E. & F., LTD**, 82 Waymouth-st, Adelaide, GPO Box 285D. Phone LA1401-2-3. Telegrams Tolley, Adelaide.

**Directors:** S. E. Tolley (chairman), R. E. Tolley, L. J. Tolley, J. W. Blair, A. F. Hocking (manag. dir.).

**Products:** Tolleys Dry Gin, Old Tom Gin, Imperial Navy Rum, Carmencita Rum, Whisky, Wine Liqueur Cocktails, Wines, Blue Ribbon Brandy.

**Agency:** L. J. Macnamara Advtg Service.

**TOM PIPER LTD**, Williamstown-rd, Garden City, Vic. Phones MJ1331, MJ1322.

**Directors:** A. W. Spooner (chairman), N. H. Spooner (manag. dir.), A. E. Jamieson, E. J. Tarry, M. Roberts, W. A. Hall.

**Products:** Tom Piper canned meats, puddings, fruits, sauce, cordials.

**Agency:** Noel Paton.

**I/State Repr.:** Branches, all states.

**TOOTAL BROADHURST LEE CO. LTD**, 45 Market-st, Sydney. Phone MA5225. Telegrams Tootal.

**Directors:** T. A. Fairclough (chairman), N. Illingworth (vice-chairman), G. A. H. Mayall, R. M. Conwell, F. G. L. Whiteley, A. G. Bardsley, J. L. Bolland, F. R. B. Lockwood, D. M. Vammalle (gen. mngr).

**Executives:** J. Sutcliffe (sales & advtg mngr).

**Products:** Textiles.

**Agency:** George Patterson.

**I/State Repr.:** Branches 240 Queen-st, Brisbane; 202 Flinders Lane, Melb.; MLC Bldg, Victoria Square, Adelaide; agent, Bessell-Browne Pty Ltd, 16 Queen-st, Perth; factory, Devonport, Tas. **O'seas:** Head office, Manchester, Eng.; repr. throughout world.

**TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION)**, 339 Swanston-st, Melbourne, C.1, Vic. Phone FB023. Telegrams Transair.

**Director:** W. D. McDonald (chairman).

**Executive:** J. P. Ryland (gen. mngr).

**Service:** National airline.

**Agency:** Noel Paton, Vic.

**I/State Repr.:** Branches, all states. **O'seas:** TAA repr., London, New York, Amsterdam; IATA airline throughout world.

**TUCKER & CO. PTY LIMITED**, 335 Kent-st, Sydney. Phone BX2323. Telegrams Corekcut, Sydney.

**Directors:** O. W. Gustafson (manag. dir.), T. T. Halstead (secretary, sales dir.), B. C. Hirst (company exec.).

**Products:** Chateau Tanunda Brandy, Capstan Old Navy Rum, Tuckers Old Liqueur Whisky, Teachers Highland Cream Whisky, Old Tudor Whisky, Milnes Whisky, Romanoff Vodka, Bols VO Genever & Liqueurs, Bollinger Champagne, Fosters Export Lager, Victoria Bitter Ale.

**Agency:** Coudrey Gotham.

**TURNER MANUFACTURING CO. PTY LTD**, 400 Whitehorse-rd, Nunawading, Vic. Phone WU2611. Telegrams Turnco, Melbourne.

**Directors:** R. W. A. Dickson (chairman), R. W. Turner (mngr), E. T. Lees (tech.), D. H. Sherlock (sales), P. M. Grace (secretary), J. J. Wilson (assoc.), F. W. Pearce (assoc.).

**Executives:** N. A. Graham (Aust. sales supervisor, laundry div.), K. C. Ingham (Aust. sales supervisor, hardware div.), J. G. Pater-son (advtg mngr).

**Products:** Washing machines, cabinet & builders' hardware, screwdrivers.

**Agency:** O'Brien Publicity.

**I/State Repr.:** Branches, Sydney, Brisbane, Adelaide; Agents: D. E. Withers & Co., Perth, WA; J. N. Murdoch & Co., Hobart, Tas. **O'seas:** Branches, Grt Britain, NZ, Sth Africa, USA, Canada.

**UNITED DISTILLERS PTY LTD, THE**, Byrne-st, South Melbourne, Vic. Phone MB4651. Telegrams Unistill, Melbourne.

**Directors:** G. G. Coulter (chairman), L. J. Thompson (deputy chairman), J. T. Monahan (gen. mngr), V. T. Gladstones, F. G. Herman, T. Fogarty, E. L. Callaway, H. W. Hawkeswood.

**Executives:** J. H. Jowett (mngr), E. C. Torbitt (secretary), B. L. West (sales mngr), S. E. Meredith (advtg mngr), G. W. Hannah (chief engineer), F. Fuller (distillery mngr & chief chemist).

**Products:** Corio 5 Star Whisky, Vickers Gin.

**Agency:** United Service Publicity.

**I/State Repr.:** Branches, Sydney, Brisbane. **O'seas:** John E. Fells & Sons Ltd, London, Eng.

**VACUUM OIL COMPANY PTY LTD**, 29 Market-st, Melbourne, C.1, Vic. Phone MY230.

**Executives:** A. W. Judd (advtg mngr, Aust. & Pacific Is.).

**Products:** Mobilgas, Mobiloil, Mobil-Laurel Kerosene.

**Agency:** Paton Advtg Service.

**I/State Repr.:** Branches, all states.

**VICTORIAN INDUSTRIAL SALES AND SERVICE PTY LTD**, Cnr Kavanagh & Power-sts, South Melbourne. Phone MB5141. MB5141. Telegrams Vicisas, Melb.

Represented in all states.

**VINCENT CHEMICAL COMPANY PTY LIMITED**, 76-78 Liverpool-st, Sydney. Phones MA6814, MA6601. Telegrams Vinchem.

**Executives:** K. C. Probert (manag. dir.), J. C. Hudson (secretary), R. N. Probert (sales mgr), J. R. Kilgour (advtg mgr).

**Product:** Vincent's APC Powders & Tablets.

**Agency:** Canny, Paramor & Canny Pty Ltd.

**O'seas Repr.:** Throughout world.

**WAKEFIELD, C. C., & COMPANY LTD**, Wakefield House, Miller-st & Bulwarra-rd, Pyrmont, NSW. Phone MW0555. Telegrams Cheery, Sydney.

**Executives:** A. W. Freeman (A'sia gen. mgr), H. J. Lewarne (asst A'sia gen mgr), A. J. Peberdy (asst A'sia gen. mgr).

**Products:** Castrol Motor Oil.

**Agency:** Coudrey-Gotham.

**I/State Repr.:** All Aust. states. **O'seas:** Branches & assoc. companies throughout world.

**WILLS, W.D. & H.O. AUSTRALIA LTD**, 511 Kent-st, Sydney. Phone BM2801.

**WHITE MANUFACTURING CO. (AUST.) PTY LTD**, 45 Flinders Lane, Melb. Phone MF5947. Telegrams Syblesta, Melbourne.

**Director:** G. McIntosh (manag. dir.).

**Products:** Adelyn fractional fitting garments.

**Agency:** Canny, Paramor & Canny Pty Ltd.

**WORLD AGENCIES PTY LIMITED**, Terranora Bldgs, 29 Reiby Place, Sydney. Phone BU3126-7. Telegrams Worldage.

**Directors:** W. Rubensohn (manag. dir.) R. H. Tobias, Mrs R. Austin.

**Executives:** T. M. Atkins (gen. mgr), E. L. Grimwade (Vic. mgr), P. R. Kitto (SA mgr), J. G. McLellan (Qld mgr).

**Products:** Proprietary pharmaceutical; agents, distributors of pharmaceutical, grocery, hardware products, Malgic Adrenaline Cream, Rhu Pills, Bethal, Hardy's Remedy, Staisweet, Tynees, Sanatogen, Benger's Food, Tampax, Scrubb's Ammonia.

Schumann's, Eichorn's. Sole Aust. distributors, Ad-Stik Plastic Signs.

**Agencies:** Hansen-Rubensohn & McClelland Advtg.

**I/State Repr.:** Branches in Vic, SA, Qld. **Agents:** Geoff Martin & Son, WA. **O'seas:** B. W. Newman, Harcourt-rd, Bexleyheath, Kent, UK; Sharland & Co. Ltd, Dixon-st, Wellington, NZ.

**WORMALD BROTHERS INDUSTRIES LIMITED**, 208 Young-st, Waterloo, NSW. Phone MX1071. Telegrams Sprinkler, Sydney.

**Directors:** G. G. Russell (chairman), L. J. Grist (deputy chairman), D. H. B. Adams, C. G. Crane, L. G. I. Bode.

**Executives:** D. Coburn (gen. mgr, eastern div.), H. W. Marryatt (gen. mgr, southern div.).

**Products:** Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva smoke detector systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel rolling shutters & grilles & fire doors; Kirsch venetian blinds & curtain rodding; Advance conveyors & gluing & folding machines; Ransburg electrostatic sprav painting process; Kawneer Architectural Aluminium.

**Agency:** E. C. Slatter & Poulter Pty Ltd.

**I/State Repr.:** Wormald Bros. (NSW) Pty Ltd, Steelbilt Pty Ltd, Metalbilt (NSW) Pty Ltd Kawneer (Aust.) Pty Ltd, Advance Machinery Pty Ltd, Ransburg Electrostatic Coating Processes Pty Ltd, NSW; Wormald Bros., Steelbilt, Metalbilt, Kirsch Co. (Vic.) Pty Ltd, Vic.; Wormald Bros. in Qld, SA, WA, Tas. **O'seas:** Wormald Bros. (NZ) Pty Ltd, NZ.

**WRIGLEY'S (AUSTRALASIA) PTY LIMITED**, Crewe Place, Rosebery, NSW, GPO Box 486. Phone FF1231-4. Telegrams Spearmint, Sydney.

**Executives:** G. Ekblade (manag. dir.), L. G. Walley (mgr).

**Products:** PK, Arrowmint, Juicy Fruit sugar-coated chewing gum, Spearmint & Doublemint stick chewing gum.

**Agency:** J. Walter Thompson.

**WRIGHT, LAYMAN & UMNEY** (Aust. distrib), Commonwealth Dominion Agencies Pty Ltd), Forrester-st, Kingsgrove, NSW. Phone LY0261. Telegrams, Comdomin.

**Executives:** R. G. Catts (gen mgr), J. Harrington (sales mgr).

**Products:** Wright's Coal Tar Soap.

**Agency:** Warwick advtg.

**I/State Repr.:** Branches all States. **O'seas:** Head office, London, Eng., repr. throughout world.

The Australasian Radio and TV Media Authority

# BROADCASTING ... AND TELEVISION

ADVERTISERS • ADVERTISING • STATIONS • PRODUCTION • EQUIPMENT

## IS THE FIRST CHOICE OF ADVERTISING AND RADIO EXECUTIVES

**BECAUSE** it was the FIRST publication in its field to come to them in a streamlined magazine format containing the widest, most up-to-date, easiest-to-read condensed coverage of all the industry news that matters.

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Published fortnightly by Greater Publications Pty. Ltd., Derwent House, 136 Liverpool Street, Sydney. Postal address: Box 2608, G.P.O., Sydney. MA 8143. ANNUAL SUBSCRIPTION RATES: Australia £3, Empire countries £3/10/-, other countries £4, payable in advance, all postage paid. Single copy 2/6.

# **Industry associations and clubs**



**ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA**, 238 Pitt-st, Sydney. Phone MA4613, MA3580.

**Officers:** Hal Lashwood (pres.), Hal Alexander (general secy), Bob Alexander (assist. secy).

Vic. branch, 229 Collins-st, Melbourne (Cent. 1759).

**ADVERTISING INSTITUTE OF AUSTRALIA:** E. A. Lewis (federal secy & registrar), Vic. Employers' Association, 342-348 Flinders-st, Melbourne. Phone MB1657.

**Federal pres.,** J. A. Maynard, 39 Park-st, Sydney.

**Divisional secretaries:** A. C. Browne, Commonwealth Bank of Aust, Box 2719, GPO, Sydney; R. Trenchard-Smith, Dormer Beck Advertising, 12 O'Connell-st, Auckland, NZ; B. P. Collins, Brisbane Telegraph, Queen-st, Bris., Qld.; K. Cock, Clem Taylor Advtg, Cresco Hse, Nth Terrace, Adelaide, SA; D. C. Hensher, Box 702E, GPO, Melb.; Vic.; F. A. Speldewinde, Richardson-Cox Advtg, Newspaper Hse Arcade, St. George's Terrace, Perth, WA.

**ASSOCIATION OF AUSTRALIAN RECORD MANUFACTURERS**, 365 George-st, Sydney, Box 1565, GPO, Sydney. Phone MA8437.

**Officers:** J. M. Burnett (president), D. Fegan (vice-pres.), J. Sturman (secy), L. Gould (treasurer).

**Members:** Amalgamated Wireless (A'sia) Ltd, Aust. Record Co, Carinia Co, EMI, Electronic Industries, Festival Records, Minstrel Record Co, Philips Electrical Industries, Planet Records, RCA of Aust., Spotlight Records, W&G Record Processing Co.

**AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES**, 3rd floor, Wingello Hse, Angel Place, Sydney (Box 2397, GPO, Sydney). Phone BL3865. Telegrams Advertising, Sydney.

**Permanent Executive:** John R. Humphrey (federal dir.).

**1958 Executive:** Pres., L. W. Farnsworth (NSW); deputy presidents, L. J. Samuels (Vic.), J. J. S. Duthie (Qld); hon. treasurer, W. J. Brooks (NSW); members, J. R. H. Evans (NSW), L. A. Glick (Vic.), J. J. Mullins (Vic.), L. J. Macnamara (SA).

**Interstate Repr.:** J. A. C. Andrew, 18 Queen-st, Melbourne, C.I (MB2095); G. S. Hutton & Macfarlane, 400 Queen-st, Brisbane (B1533); P. Carmen, Webb-Roberts Mc-

Clelland Pty Ltd, 9 Peel-st, Adelaide (LA2511); H. W. Norwood, H. W. Norwood Advtg, 375 Hay-st, Perth (BA3931).

**AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS**, 44 Pitt-st, Sydney. Phone BU3522.

**Permanent executives:** J. H. Bowden (gen. secy) and J. L. Crawford (exec. officer), Sydney, and H. J. Cassell (secy, Vic. branch).

**1958 Executive:** Federal pres., H. A. Allen (Nut Foods); vice-presidents, NSW, L. G. Walley (Wrigley's); Vic., F. V. Kellow (H. J. Heinz); Qld, R. Douglas (Arnott Morrow Biscuits); SA, J. Seppelt (J. Seppelt & Sons); members, G. Green (J. Kitchen & Sons), Bruce Flight (Rootes Group), W. T. Richards (Nicholas). Hon. treasurer, J. Doig (Commonwealth Bank).

**Interstate Repr.:** H. J. Cassell (Vic. secy), 20 Queen-st, Melbourne (MU5154); J. H. Greening (Qld secy), c/o Atlantic Union Oil Co, 293 Queen-st, Brisbane (B1487); D. S. Taylor (SA secy), 79 Grenfell-st, Adelaide (W6302).

Established after a meeting of 13 advertisers in 1928, AANA is now a powerful trade organisation with a membership of over 200 national and major advertisers.

**AUSTRALIAN FEDERATION OF COMMERCIAL BROADCASTING STATIONS**, hq, 2nd floor, AWA Bldg, 47 York-st, Sydney (GPO Box 7024). Phone BX1738.

**Permanent Executives:** A. S. Cowan (exec. officer), Max Baker (general secy).

**1958 Executive:** Pres., B. C. Button (2GB); snr vice-pres., L. C. Hynes (2UW). **Management Committee:** B. C. Button, L. C. Hynes, C. R. Carson (4BH), W. L. C. Davies (5KA), A. E. R. Fox (2CH), E. G. McRae (7HO), J. E. Ridley (2GZ-2NZ), D. T. Worrall (3DB). State vice-pres., L. C. Hynes (NSW), D. T. Worrall (Vic.), M. Baker (4BC, Qld), W. L. C. Davies (SA), R. Russell (6PR, WA), and R. E. Ward (7LA, Tas.); country vice-pres., E. J. W. Whykes (3BA).

**Interstate Offices:** 374 Collins-st, Melbourne (MU5532), R. Dooley (Vic. secy); T&G Bldg, Queen-st, Brisbane (B4509), E. P. Griffin (Qld secy); Murray Hse, Grenfell-st, Adelaide (W5930), G. T. Clark (SA secy); London Assurance Hse, 12 Howard-st, Perth, GPO Box 226 (B6183), A. C. Kirby (WA secy); Tas, c/o 7HO, 80-84 Elizabeth-st, Hobart (B7731), Tas. secy E. G. McRae.

Federation's first annual convention was held in 1930, when only 27 commercial stations were in existence. M. D. Duffy (then of 3KZ) was elected 1931-32 president. Within six years 44 new commercial stations joined the AFCBS, with membership reaching 100 by 1940 and 108 by 1957.

**AUSTRALIAN FILM PRODUCERS' ASSOCIATION:** T. E. Ferguson (secy), c/o R. N. Tucker & Co, 249 George-st, Sydney. Phone BU1855.

**1957-58 Executive:** R. T. Lord (pres.), J. Bruce (vice-pres.).

Members include (Sydney): Aust. TV Enterprises, Avondale Studios, Artransa, Cine-sound, Pagewood Studios, Supreme Sound, Charles E. Blanks, Featured Theatre Ads, Aust. International Films, Visatone, Perier Films, Power Horner. (Melbourne): Herschells Films, Films Advisory Bureau, Cine Service, Cambridge Film & TV.

**AUSTRALIAN RADIO PRODUCERS' ASSOCIATION,** hq 178 Collins-st, Melbourne. Phone MF1051-2.

Noel Dickson (pres., also managing director of ART), R. V. Southey (vice-pres., also recording div. mngr, EMI), and J. Graham (secretary).

Established in 1956 to stabilise program prices and protect the interests of its 11 members, who represent almost the entire Australian program production industry.

**AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD,** 66 Pitt-st, Sydney (GPO Box 4007, Sydney), Phone BW8493. Telegrams APRA, Sydney.

**Directors:** E. Lashmar (chairman), A. F. Albert, R. E. Bare, G. S. Cooper, E. M. Dodd, L. Evans, B. Grant, F. Hutchens, H. Saunders.

**Executives:** T. S. Woodbridge (general mngr), G. H. Pride (secy), V. D. Mileski (staff mngr).

**I/State Repr.:** Griffin, Ralph & de Plater, T&G Bldg, Queen-st, Brisbane; Evan Saw, Saw, Wheatley & Co, Colonial Mutual Life Bldg, St George's Terrace, Perth; P. Frost, 16 Hastings Avenue, Blackburn, Vic.; R. Sullivan, 14 Olive Grove, Hazelwood Park, SA; M. Tapp, Freemans Musical Centre, 16 Hunter-st, Newcastle, NSW. **O'ceas:** A. E. Rolfe, Dominion Bldg, Wakefield-st, Wellington, NZ; Munro, Warren, Leys & Kernode, Central Chambers, Suva, Fiji (PO Box 149, Suva).

**CONTACT CLUB LIMITED,** Sydney. Hon. Secy., Phone BM3791.

**Executive to March, 1958:** Pres., D. H. Coop; vice-pres., K. Stevens, D. Jackson; hon. secy, B. Holt; members, G. Doorley, J. R. Noakes, R. Rusk, Miss J. Vinnicombe,

Mrs A. Mitchell, C. Benjamin, P. Retter (retired).

A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

**COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA,** Wingello Hse, Sydney, GPO Box 2397. Phone BL3865.

Permanent officers: John Humphrey (hon. secy), John Bowden (assist. hon. secy).

**TELEVISION ADVERTISING BOARD:** Ian Faircloth (secy), c/o Consolidated Press, 168-174 Castlereagh-st, Sydney. Phone MA 6145.

**1958 Executive:** R. A. Becker (ATN, chairman), Ian Faircloth (TCN), E. Trenchard Smith (HSV), Nigel A. Dick (GTV).

**Member Stations:** ATN, GTV, HSV, TCN. Formed early 1957 to accredit agencies, to negotiate on an industry basis with other organisations including the 4As and AANA, and to promote the sale of television time.

**TELEVISION SOCIETY OF AUSTRALIA,** c/o C. L. Faudell (pres.), Television Engineering Pty Ltd, Jago-st, Richmond, Victoria. Phone JB5247, JB5269.

**Officers:** J. H. T. Fisher (vice-pres.), F. A. Kempson (secy), C. G. Elworthy (treasurer), and councillors, J. G. Bett, M. Bruch, G. Davies, M. H. Hooper, D. E. Howson, V. F. Kenna, J. D. Wilkinson, Mrs Joy Wren.

**Sydney Officers:** R. H. Mondel (chairman, NSW Dept. of Tech. Education), L. D. Hadfield (vice-chairman), G. G. Hastings (secy), R. S. Hartnell (treasurer).

**TIME CLUB, THE;** G. S. Fawcett (pres.), 45 Bourke-st, Melbourne. Phone MF4141.

**1958 Executive:** R. Page (vice-pres.); members, H. Anderson, A. Banks, H. V. Barrow, D. G. Gilder, R. Heath, W. Holmes.

R. Ellenby (public relations officer), 365 Elizabeth-st, Melbourne (FY0211); Hugh Anderson (hon. auditor), MF6311; G. Andrew (secy-treasurer), Nilsen's Broadcasting Service, 45 Bourke-st, Melbourne (MF4141).

Members include representatives of all Melbourne commercial radio stations, radio program production units and media representation firms.

**21 CLUB OF AUSTRALIA:** Hon. secy, P. Halse, c/o A. L. Finn & Co, 66 King-st, Sydney, BX6161.

1958 Executive: Keith Stevens (pres.), Kingsley Locke (vice-pres.), Halse, Alf Britton (hon. treas.), David Crawford (publicity officer), Francis Levy (hon. auditor), and exec. committeemen, Jim McKay, John Darnton, Leo Finn.

Formed to promote greater use of radio advertising by entertaining various advertising personnel at Club luncheons. Membership comprises anyone in commercial radio.

**VICTORIAN COUNTRY BROADCASTERS' PUBLICITY COMMITTEE, 365**

Elizabeth-st, Melbourne, C.1. PO Box 244B, Melbourne. Phone FY0211.

**Officers:** S. J. A. Kemp (chairman, also gen. mngr, Victorian Broadcasting Services Ltd), N. F. Dixon (vice-chairman, also gen. mngr, Victorian Broadcasting Network), R. W. Ellenby (secretary, also of ABS), E. J. W. Whykes (3BA), J. L. Finch (3BO), C. S. Faulkner (3CS), M. F. E. Wright (3CV), J. A. MacKenzie (3GL), C. D. Lanyon (3MA), D. C. De La Rue (3NE).

Committee was established in 1956 to publicise the story of country radio in Victoria, and of the State's rural wealth and vast potential.

## Radio-TV survey and market research organisations

**ANDERSON ANALYSIS, THE**, 29 Bligh-st, Sydney Phone BW7832.

**Directors:** George H. Anderson (governing dir.), K. R. Sievers (sales & service dir.), M. B. Toynton (survey & reports dir.).

**Service:** Measurement of radio listening, TV viewing, newspaper & magazine readership.

**I/State Repr.:** Branches all States.

**ASHBY RESEARCH SERVICE**, 19 Bridge-st, Sydney. Phone BU3161-2, BU1851. Miss Sylvia Ashby (dir.).

**Service:** Radio-TV audience measurement, media surveys, market research. Own consumer panel (est. 12 years).

**MANUFACTURERS RESEARCH SERVICE** (division of Canny, Paramor and Canny Pty Ltd), 24-26 Kent-st, Sydney. Phone BU7101. Telegrams Cannyards Sydney. J. W. Paramor (dir. in charge).

**Service:** Market research (consumer, retailer levels).

**McNAIR SURVEY PTY LTD, THE**, 40 Miller-st, Nth Sydney. Phone XB1770, XB1779. Telegrams Ipores, Sydney.

**Directors:** William A. McNair (managing director), Gwen Nelson (assoc. dir.).

**Executives:** Ian W. McNair (office mgr).  
**Service:** Marketing research, media research, business consultants.

**Agency:** Shortridge Advertising.

**O'seas Repr.:** International Research Associates Inc, New York, and associated companies throughout the world.

**MARKET ANALYSIS (A'SIA)**, 169 Pacific Highway, Nth Sydney. Phone XB4130. Telegrams Markstat, North Sydney. B. E. Thomson (mgr).

**Service:** Market research consultants, consumer and market surveys, specialists in data collection, processing and analysis.

**MARKET & CONSUMER RESEARCH PTY LTD**, 910 Australia Hse, 52 Carrington-st, Sydney. Phone BX3129. Telegrams

Marconsearch Sydney. J. Stuart-Lucy (mng dir.).

**Service:** Market research for all sections of industry.

**NEAVE & CAMPBELL PTY LTD**, 53 Walker-st, North Sydney. Phone XB6077. Miss P. Neave (mng dir.).

**Service:** Outside field work, market & consumer research.

**NIELSEN, A. C. LTD**, 53 Fisher-st, Petersham, NSW. Phone LM1467-8-9. Telegrams Nielindex. J. R. Dickson (mng dir.).

**Service:** Nielsen Aust. food & drug indices. Grocery & pharmacy retail auditor technique.

**O'seas Repr.:** Nielsen Surveys, USA.

**OPINION RESEARCH CENTRE, THE** (market & PR research associate of the Aust. Gallup Poll), 26 Flinders-st, Melbourne. Phone MF5635. Roy Morgan (mgr)

Consumer, dealer, TV viewing surveys.

**Repr.:** Affiliated with Market Research Associates and Gallup Polls throughout the world.

**PRODUCT INVESTIGATIONS PTY LTD**, 252 George-st, Sydney. Phone BU4949. A. R. Whitman (research dir.).

**Service:** Consumer, dealer surveys & consumer panel.

**RESEARCH DEPARTMENT, LINTAS PTY LTD**, 1 Macquarie-st, Sydney. Phone B0551. Telegrams Lintas Sydney. A. D. Brett (dir.).

**Service:** Consumer market surveys, media research (radio-TV ratings service, advertising readership ratings), psychological research, product testing, retail store research.

Staff includes three economists and two psychologists. Investigating staff totals 85.

**STUART-LUCY, J. & CO**, 52 Carrington-st, Sydney. Phone BX3204. Telegrams Stuartlucy, Sydney. J. Lucy (mgr).

**Service:** Statistical & publication work. TV impact measurement.

## Radio and television listener-viewer and trade publications

**ABC WEEKLY** (published by the Australian Broadcasting Commission), National Bldg, 250 Pitt-st, Sydney (Box 3906, GPO, Sydney). Phone B 0657.

John G. Paton (editor).

Weekly listener-viewer magazine, priced at 9d and circulated in NSW and Queensland. Carries ABC program news and comment and commercial and ABC radio & TV program schedules.

**AGE RADIO-TV SUPPLEMENT** (published by David Syme & Co Ltd), 233 Collins-st, Melbourne. Phone MU9731.

Sir Harold Campbell (editor).

Published each Thursday as a tabloid supplement with The Age newspaper, and circulated mainly in Melbourne and Victorian country centres.

**BROADCASTING AND TELEVISION** (Greater Publications Pty Ltd), Derwent Hse, 136 Liverpool-st, Sydney (Box 2608, GPO, Sydney). Phone MA 8143.

Directors: Eric Solomon (managing dir).

Executives: Leonard Blanket (editor), Alan Hill (advtg & sales mngr), Cecily Perkins (production mngr), Bettina Dalglish (subscription and circulation mngr).

National trade magazine published fortnightly. Subscription rates: £3 per year (in Australia); £3 10s (Empire countries); £4 (other countries); or 2s 6d per single copy.

**DAILY TELEGRAPH TV GUIDE** (published Saturdays by Consolidated Press Ltd), 168-174 Castlereagh-st, Sydney. Phone B0666.

Weekly supplement of the Daily Telegraph newspaper (city editions only) giving each week's TV program schedules, and general information on radio-TV programs, personalities and artists.

**ELECTRICAL WEEKLY** (Mingay Publishing Co Pty Ltd), 75 Ultimo-rd, Sydney. Phone MA 6295.

O. F. Mingay (editor).

National weekly magazine, dealing with radio, TV and electrical goods, and circulated in the retail appliance field. Subscription, £2 10s a year, or 3s 6d per single copy.

**LISTENER IN-TV, THE** (published by Sun News-Pictorial), 26 Flinders-st, Melbourne. Phone MF 0211.

P. Dunstone (editor).

Weekly listener-viewer tabloid priced 6d per copy and circulated in Melbourne and Victorian country centres.

**RTN-RADIO TELEVISION NEWS** (published by Newspaper News Pty Ltd), Warwick Bldg, 15 Hamilton-st, Sydney. Phone BU 1221.

J. W. Robinson (editor).

National tabloid trade journal, published fortnightly, and priced at 2s 6d per copy.

**SYDNEY MORNING HERALD TV GUIDE** (published Mondays by John Fairfax & Sons), Jones-st, Broadway, Sydney. Phone B0944.

Weekly supplement of the Sydney Morning Herald newspaper (city editions only), giving each week's TV program schedules, and general information on radio-TV programs, personalities and artists.

**TELEVISION PREVIEW** (TV Preview Publishing Co), 133 Pymont-st, Pymont, NSW. Phone MW2389.

T. Seewell (editor).

Weekly TV viewers' magazine, priced at 1s and circulated in Sydney and near NSW country areas.

**TEMPO & TELEVISION**, 350 George-st, Sydney. Phone BL 2442.

Frank Johnson (editor).

National monthly magazine, priced at 1s, and covering all fields of entertainment.

**TV-RADIO WEEK** (published by Southdown Press Pty Ltd), 247 Collins-st, Melbourne, and 232 Stanley-st, West Melb. Phone FY 1306.

Bruce Skeggs (editor).

Weekly magazine priced at 1s and giving each week's radio-TV program schedules for Melbourne and Victorian country radio program schedules, and general information on radio-TV programs, personalities and artists.

# Who's Who in ● ● ●

- *Broadcasting*
- *Television*
- *Advertising*
- *Production*
- *Radio-TV entertainment*
- *And associated fields*



**ADAMS, Harvey.** Actor, producer, scriptwriter. Born Warrington, Lancs., England. Career includes 40 years stage, films and radio in many character parts. Usual roles, doctors, barristers, judges and police. Bachelor, resident Sydney.

**ADAMS, Noel.** Agency director and account executive. Born Sydney, September 14, 1920. F.A.I. warrant officer, Army Education Service, 1941-45. Advertising manager, Tecnico Ltd (3 yrs). Pre-war announcer-copywriter and sales rep (in turn), AWA broadcasting dept. Radio director, Hawkins Advtg (3yrs), account executive, McClelland Advtg (Syrs) now dir. Married, resident Rose Bay, Sydney.

**AITKEN, Raymond Reginald Scott.** Agency account executive. Born Sydney, May 1, 1928. Began advtg career 1945 with AWA. Radiola advertising dept. Production manager then account exec., Raymond Publicity, Sydney. Joined McClelland Advtg, Sydney, as copywriter, latterly account executive. Married, resident, Narraweena, Sydney.

**ALEXANDER, Hal.** Gen. Secy, Actors & Announcers Equity Assn. of Aust. Born Newcastle (NSW). 1902. Former stage and radio performer. Appeared for JCW, Tivoli, Fullers, Hoyts, Greater Union, nearly all Sydney & Melb. commel stations and ABC. Many Ernest C. Rolls theatre productions. Apptd Actors Equity gen. sec. 1939. Married, resident Sydney (city).

**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 short wave speech to UK and USA (1925) and London broadcasting to Australia via 2BL. A dominant figure in Aust. sound transmission. Established manufacture of sound projection equip. in Aust. (Raycophone Ltd) and holds patents for certain sound on film recording techniques. Former member, Broadcasting Control Board. Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Past pres. IRE (Aust.), F5MPTE and MIRE (USA), MIRE (UK), Lieut. Comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

**ANDERSON, George Herbert.** Radio survey 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, country vp AFCBS; sales mngr MBS; mngr 2GB, 1944. Founder, gov.-dir., Anderson Analysis radio listening, TV viewing, press readership. AIF, 1915-19; 1938-43 lieut. col. 9th Field Reg.; G3 (Air) G2 Intell. LO. hq 2 Aust. Corps. Married, resident Turramurra, Sydney.

**ANDERSON, Frank Edward.** Assistant radio station manager. Born Adelaide, SA, February 1, 1904. Sales manager (5yrs), printing and publishing co before joining 5DN Adelaide (March 1942) as announcer. App. sales manager 5DN March 1943, assistant manager, 1947. Married, resident, Locksleys, Adelaide.

**ANDREWS, Leslie Harry.** Radio station general manager. Born Brisbane, December 28, 1898. Manager and general manager of film companies (Paramount, First National, Selznick and MGM) before entering radio nine years ago in present capacity as general manager. 4HQ Brisbane. First to produce on closed circuit a two-hour vaudeville show throughout Queensland. Married, resident Cooparoo, Brisbane.

**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. Current with 2UE. Married (two children), resident, Coogee, Sydney.

**ANGLES, Cyril Joseph.** Racing and sport commentator. Born Sydney, October, 1906. One of best-known names in Australian sport broadcasting, particularly racing, boxing, wrestling. One time stable boy, trainer, bookmaker's clerk, bookmaker, owner and trainer of greyhounds. A radio commentator 26 years. Currently with 2UW but well-known previously on 2GB, 2UE. Married, three daughters, one grandson. Resident East Lindfield, Sydney. Assignments have included Walter Lindrum playing billiards to US gridiron football, plus 20,000 horse, trotting and greyhound races (72 in one week). Among firsts claimed; Sydney trot description, dead-heat coinciding with photo finish camera, hole by hole golf descriptions. Defendant with 2UW in test case in which Vic. Park Race Club opposed broadcasting of races. Won case with costs, and Privy Council dismissed race club's application.

**ANSTEY, John Reece,** radio station program manager. Born Fremantle (WA), November 18, 1918. Wartime with Army Amenities as i/c entertainment for troops on leave in Perth, 1940-45. Character roles with National Theatre, Festival of Perth and amateur clubs. Mus. director-pianist for Sir Ben Fuller and Perth Tivoli and comp. 18 musicomedies. Program manager, 6PM-AM past 8 years. Married, resident, Doubleview, Perth.

**ARCHER, Kenneth Alan.** Radio station sales manager. Born Brisbane, Jan. 17, 1928. Science master, Brisb. Church of England Grammar School, 1947-53, 4BC sales representative, October, 1954, app. sales manager, December 5, 1956. Test and State cricketer. Queensland XI 1946-56, Australian XI 1949-52, Qld XI capt. 1951-56. State baseball player, 1945-52. Married (one daughter), resident, Annerley, Brisbane.

**ARMSTRONG, David Reed.** Radio network secretary. Born Stanthorpe (Q), December 6, 1898. 2 years AFC 1914-18, RAAF 1939-45 (f/lt). Advtg mngr Nestles 1934-36. Joined 2GB-2UE (BSA), Sept. 1, 1936. Asst. mgr 2UE 1937, asst. mgr 2GB 1938. Melb. mgr, Macquarie 1939 and after war service 1945-46, thence to Sydney and app secretary of Macquarie Nov. 1949. Served as vice-president, AFCBS, member of copyright and industrial committees. Married, resident Middle Cove, Sydney.

**ARONSTEN, Maxwell Joseph.** Radio-station service manager. Born Wellington, NZ, July 3, 1905. Educated St. Joseph's Coll. B'ne and studied last year pharmacy. Joined RAAF (w/op. aircrew) 1941 and disch. after serious bone op. Advtg manager, W. H. Paling & Co., 1936-39 thence to 2GZ program mgr, Sydney studios. Studio mgr 2CH, 3XY. Program mgr 2GB, 1947-56, then service mgr. Acting mgr 4BH 1957. Wife Joan (nee Hall) author children's books and radio writer. Married (three children), resident Oatley, Sydney.

**ASHTON, John Alexander.** Radio station sales manager. Born December 7, 1914, Perth, WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep. (5 years), now sales manager 6KY-NA. Married, resident South Perth.

**ASHTON, Queenie.** Actress. Born London. Singer, dancer, dramatic actress. BBC, films. In Aust. musical comedy, drama, stage and radio (ABC & commel), films and TV dramas. Macquarie Award 1950. Married, resident Rose 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; joined J. Walter Thompson Advtg 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. 1951. Married, resident Miranda, Sydney.

**APPLETON, Frederick John.** Sound recording director. Born Melb., Jan. 30, 1924. Former sound recordist Brit. film studios, 1946-49; ABC broadcast technician, Syd., 1949-56; BBC TV and Ealing Studios, London, 1954-55; ABC TV Syd., 1955. Established Artransa sound dept. 1956. RAF 1940-46. Married, 1 son, resident Sans Souci, NSW.

**ATKINSON, Robert Henry.** Radio station manager. Born Perth, WA, July 31, 1913. Several yrs radio journalist. Entered radio 6GE, 1939; 14 yrs mngr, then to open 6VA; now mngr. Married, 1 son, 1 daughter, resident Albany, WA.

**ATTWILL, William John.** Radio station manager. Born February 2, 1929, Perth (WA). Joined 6GE after studying accountancy. Announcer, copywriter, salesman, assistant manager, thence 6KG 1946 aged 27 as station manager. Single, resident Kalgoorlie (WA).

**AUSTIN, Kenneth Lindsay.** Radio station studio manager. Born Dandenong (Vic.), November 20, 1923. Joined 3UL age 17 salesman-brkfst anncr. War service 9th Div. Middle East, N. Guinea, Borneo, 2 i/c Army bcstg station 9AP Borneo. Post war night anncr 3UL, thence chf anncr 3SR, later 2GZ thence 3SR as studio mgr. Exec. member local RSL. Married (2 children) resident Shepparton, Vic.

**AYLING, Russell Newbury.** Radio station sales manager. Born Wollongong, NSW, March 26, 1918. Entered radio 1936, announcer-technician 2DU. Four years AIF thence 2WG, announcer, then sales mgr (1947). Joined 2SM, app. sales mgr September 1956. Married, resident Ermington, Sydney.

**BACHMANN, Geza.** Violinist. Born April 2, 1918, Budapest, Hungary. Master diploma (violin) Franz Liszt Conservatorium of Music, Budapest. Eugen Hubay prizewinner, 1938. Former leader State Opera House Orchestra, Budapest. Arrived Australia 1949. Radio work with ABC and commercial stations. Toured NZ with Gladys Moncrieff, 1953, led Aust. Nat. Opera Orch. 1953. First violinist Sydney Symphony Orch. 1954-56 and founded Geza Bachmann Trio. Royal Command performer with ABC Variety Show, Canberra, 1954. TV appearances. Married, resident Sans Souci, Sydney.

**BAECK, Robert Joseph.** Radio network sales manager. Born Melb., Vic., Feb. 9, 1926. Began radio career 3KZ; thence 2MG; announcer 2HD, 1945; sales director 1953-56. Sales mngr VBN since Jan., 1957. Started Newcastle Carols by Candlelight; arranged Newcastle Royal tour coverage; covered all floods, Maitland area, in past five yrs. Married, resident Ringwood, Vic.

**BAILACHE, Keith.** Television station office manager. Born Brighton (Vic.). Five years RAAF (f/lt). Joined Electronic Industries Ltd, appointed office manager GTV February 1956. Married, resident Camberwell, Vic.

**BAKER, Max.** Trade assoc. general secretary. Born Broken Hill, NSW, April 18, 1925. 1943-48 with RAN cadet midshipman-lieut.; 1948-51 industrial dept. BHP Co. Ltd., Newcastle; 1951 general secretary, AFCBS. ACIS; AASA. Married, 1 son, 1 daughter, resident Strathfield, Sydney.

**BAKER, Philippa.** Actress. Born Australia, 1932. Actg exp. with commercial radio and ABC, 16-30 age group. Film commercials Cine-sound and Avondale and sound dubbing. Stage exp. includes two tours for Arts Council, and work with Genesian, Independent, Elizabethan, Shavian and Sydney Rep. Theatres. Agent, Central Castg. Single, resident Bronte, Sydney.

**BAKER, Maxfield Edmund William.** Radio station manager. Born Wonthaggi (Vic.), Jan. 22, 1915. Joined 4BC (announcer) after RAAF service, thence service mgr, asst mgr, mgr. Married (3 sons, 1 daughter), resident St Lucia, Brisbane.

**BALMER, Norman Edward.** Radio station manager. Born Melbourne. Early advtg experience Vacuum Oil Co. After drama appearances with ABC and elsewhere joined 3KZ breakfast announcer, 1932, became program manager. App. manager 1955. Married (three children), resident Balwyn, Melbourne.

**BANKS, Arthur S.** Radio station sales manager. Born Melbourne. Started business life with Robt. Reid Ltd, Flinders Lane, thence 10 years Tasmania with softgoods agencies. Joined 3KZ in 1936 sales rep and subsg. appointed sales manager. Married, resident St Kilda-rd. Melb.

**BANKS, Norman Tyrell.** Radio editor in chief and feature commentator. Born Hampton (Vic.) October 12, 1905. Trained for Anglican priesthood. MBE for services to broadcasting. Studio manager 3KZ 21 years, quiz show compere, sports commentator. With radio networks in USA (1935-6). Past five years with 3AW, compere, feature commentator, editor in chief. Began Melbourne all-day radio appeals and Carols by Candlelight. Married, resident Armadale, Vic.

**BANKS, Richard Stephen.** Agency production manager. Born Melbourne, May 29, 1912. Production manager, George Patterson Pty Ltd, Melb., printing consultant. 4yrs RAAF. Married, resident Narrabeen, Sydney.

**BANNEY, John.** Radio station manager. Born Grafton (NSW) May 24, 1899. Joined AWA marine section at age 21, 15 years w/op. interstate and overseas ships. Manager 3BO 1935 thence to AWA Melbourne. Later 2CH control room, in 1942 app. manager 4TO. Married, resident North Ward, Townsville.

**BARBER, Samuel George.** Radio station chief engineer. Born Norwood (SA), April 13, 1913. Elect. maint. staff Chrysler Corp 1933-39, eng. in chge 5RM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN inc. present 2kw plant plus studio and assoc. equipment inc. remote control. IRE (SA) delegate on Royal Flying Doctor Service. Married, resident Brighton, Adelaide.

**BARBOUR, Lyndall.** Actress. Born Cairo, Egypt. BA (Sydney). Macquarie Awards (lead) 1949, supporting roles 1946, 1948. Critics award (stage) 1956. Single, resident Sydney.

**BARDELL, Brian.** Radio station sales manager. Born Melbourne May 9, 1924. 1941 program dept. and announcing 3DB, 1942 same 3UZ. 3½ yrs RAAF alrcrew. 45-46 3UZ, 1946-48 university, 1948-51 3HA announcer, 1951-52 3CS, 1952-55 3TR. Studio mgr and chief anncr 7LA, app sales mgr 1955. Married (two children) resident Ravenswood, Launceston.

**BARE, Rudolph Emil.** Music publishing co. director. Born Budapest, Hungary, 1907. Music publisher in Hungary & Italy; joined Allan & Co., 1939. Now director D. Davis & Co., Aust Performing Right Assoc., mngr Allan & Co. Married, resident Burwood, Vic.

**BARKER, Aubrey Gerald.** Radio station assistant manager. Born India, July 12, 1929. Anncr, sales staff 6KG, acting mngr 1950; chief anncr 6PR. Member Royal tour team, WA. Asst mngr 6PR since 1955. Married, resident Cottesloe, Perth.

**BARLIN, George Kenneth.** Radio station manager. Born Lansdowne (NSW) February 18, 1916. MIRE. Apprenticed 2CA 1933, asst. mgr-chief eng. 1941, manager 1945. Managing director 2LF 1950, country stations supervisor, Broadcasting Associates, 1954. Tech. superintendent, 2WL, 1957. All positions held at present. Married, resident Turner, Canberra.

**BARNARD, Betty Yvonne.** Program production co. director and manager. Macquarie Net (Syd. & Melb.), then manager, British-Aust. Programs (1942-43) scriptwriting and general sales. Artransa (1944) sales etc. Joined Grace Gibson Radio Productions 1945, secretarial, sales and publicity. Married, resident Maroubra, Sydney.

**BARNES, Deryck Stanley.** Actor. Born Essendon (Vic.) December 14, 1919. 20 yrs stage, radio, screen, leading man, character, juvenile. AIF 1941-46, infantry D. of I. Married, resident Cremorne, Sydney.

**BARNES, John.** Advertising agency radio-TV manager, radio disc jockey and compere. 2UW, 2CH, John Clemenger Advtg, Traders Advtg, Sydney. Married, resident Elizabeth Bay, Sydney.

**BARRETT, Raymond Charles.** Actor. Born Brisbane. Variety, radio, stage, TV, straight and character roles. Hobbies, golf, tennis, yachting. Married (1 daughter), resident Darling Point, Sydney. Agency, Telecast.

**BARRIE, John Alfred.** Actor-writer. Born January 29, 1928, Manchester, UK. First stage role aged 10, professional, 1947. Forces 1944-47. Rep experience in UK—mime plays at Fortune Theatre (Lond.), films (Dancing Years, Happiest Days of Your Life, Boys in Brown) ballet, Stoll and Scala theatres. Now stage and radio acting and writing also for TV. Single, resident Brisbane.

**BARROW, Henry Victor.** Radio program production unit general manager. Born Melb., Vic. General mngr, Beas' Exchange of Aust. Pty Ltd. Married, resident Chadstone, Melb.

**BARRY, Bruce Alaric.** Radio artist and entertainer. Born Gympie (Qld), October 24, 1934. Radio experience (Macquarie, 4GY, 2MW, 4BH). Acts with ABC (Brisb.), and sings hotels, nightclubs. Single, resident Wynnum, Brisbane.

**BARRY, Keith Lewis.** Controller of Programs, ABC. Born Parramatta (NSW), September 11, 1896. Former editor, Music in Australia, music critic, Syd. Daily Telegraph. Lect. in music, Syd. Univ. Extn Bd, Busby scholar in music, Syd. Univ. Contributor, Sydney Bulletin and overseas journals. Organist-choirmaster, Sydney churches. Author, Music & the Listener. Member, Aust. Nat. Commission for UNESCO and Aust. repr. UNESCO Radio Commission (Paris). MB, Ch.M. (Syd. Univ.). Capt. 4th Dorset Regt (later RFC). Married, resident Wollstonecraft, Sydney.

**BARTON, Richard Henry.** Proprietor, photographic equipment suppliers. Born Sydney, NSW, Nov. 1, 1914. 28 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. Married, resident Strathfield, NSW.

**BATTYE, Noel.** Media representative. Born Sydney, NSW, Oct. 3, 1915. 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. Principal, Noel Battye Pty Ltd. Married, 3 sons, resident St. Ives, Sydney.

**BAUME, Frederick Ehrenfried (Eric).** Radio-TV commentator, broadcaster, journalist. Born Auckland (NZ) May 29, 1900. With NZ and Sydney newspapers as editorial executive up to 1929. Manag. editor, The Referee (1929-31), editor, Sunday Sun (1931-39), war correspondent, Europe, 1939-45, European editor (London) Truth newspaper, deputy editor in chief (Sydney) 1949-52. Commentator, 2GB 1953, ATN, 1957. Author 12 books. FRGS. Married, resident, Kirribilli, Sydney.

**BAUME, Sidney Erne.** Managing director, S. E. Baume advertising agency, Sydney. Born Auckland (NZ) August 12, 1905, and brother of commentator Eric Baume. LLB (NZ), FAIM, FISM (Aust.). Married, resident Collaroy, Sydney.

**BAZ, Alexander John.** TV station manager. Born Redfern, NSW, Sep. 12, 1913. With Newspaper News & Yaffa Syndicate, 1929-36; pictorial editor feature mngr, sales promotion mngr, Consolidated Press, 1936-55; mngr TCN since 1955. AIF, world War II, 4½ yrs, Darwin, NG. Discharged major. Married, 1 daughter. Resident South Coogee, Sydney.

**BEATTIE, Timothy Henry.** Agency account executive. Born St Arnaud, Vic. November 21, 1930. 5yrs Carden Advtg (acc. exec.), 1yr Moulded Products (asst advtg mgr), 2½yrs Aldwych Advtg (acc. exec.). LISM. Married, resident Camberwell, Melbourne.

**BEAVER, Herbert Edward.** Radio station manager. Born March 23, 1897. Manager, Reynolds and De Tisne theatrical producers, Brisbane, 1923-25. Manager 2KY since 1925. Member magicians' clubs throughout world. Married, resident Manly, Sydney.

**BECKER, Leon Joseph.** Executive producer, TV film studios. Born Sydney, September 15, 1924. Announcer 2KA 1940-43, 2KM, 2CH, RAAF 4yrs. Post-war joined 2UW, thence 2GB 1950 announcer-salesman. 2GB asst mngr 1954. Artransa asst mngr 1955, app. executive producer, Artransa Park Film Studios, 1956. Married (3 children), resident Cammeray, Sydney.

**BECKER, Russell Anthony.** TV station sales manager. Born Homebush, Sydney, July 20, 1928. Prod'n asst 2CH, asst to sales mgr, AWA b'cstg dept, then became 4BH continuity mgr. London, sales exec., Overseas Rediffusion Ltd, thence home, senior sales exec. Macquarie B'cstg Service, Melb., Nichols Cumming Advtg, Melb. (sen. acc. exec.). Joined ATN June 1, '56. Married (two sons), resident West Ryde, Sydney.

**BECKET, Lachlan Baker.** Agency director. Born July 29, 1924, Gosford (NSW). Joined Becket-Thomson Advertising after World War II with exp. all phases agency work and became a director. 3yrs RAAF, director Lions Club, Mosman. Married (3 children), resident Mosman, Sydney.

**BEDNALL, Colin Blore.** TV station general manager and secretary. Born South Aust. Manag. editor and director, Brisbane Courier Mail. Originated Queensland Radio News Service network. Manag. director Melb. Argus. 1954-55, member, Royal Commission on Television (1953). App. general manager (GTV Channel 9, Melbourne), February, 1956. OBE for services as war correspondent. First Brit. corresp. to fly with Americans in operations over Europe. Air gunner with USAAF. Married (3 children), resident Melbourne.

**BEIOLEY, Leonard William.** Radio station sales manager. Born Sydney, July 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 mgr nine yrs ago. Unmarried, resident Ascot, Brisbane.

**BELL, Graeme Emerson.** Bandleader. Born September 7, 1914, Melbourne. Onetime clerk, 6yrs classical piano study, profess. musn since 1943. First Aust. jazz band to tour Europe (1947-48), second tour 1950-52 (Czechos., Germany, Belg., Holl., France, UK, Eire, Ceylon). Third tour, Korea, Japan. Royal perf. Princess Eliz. Royal Festival Hall, London, July '51. Recording artist, Parlophone and 15 other labels. Married, curr. res. Kings Cross, Sydney.

**BENNETT, Lewis.** Radio station general manager. Born Sept. 20, 1910. Prod. mgr ZUE 1936, studio mgr 2TM ('37), prod. mgr 3KZ ('39), general mgr 5KA ('48). Joined 3UZ as gm. Vic. vice-pres., AFCBS (1953-55), chmn PR cttee (1951-55), member management cttee (1953-55), dep. chmn Vic. Red Cross citiz. cttee (1951-55), chmn, Royal Tour bestg cttee (1954), chmn, Olympic Games bestg cttee (1955-56). Married, resident E. Malvern, Melbourne.

**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's; now partner Norman Bent Advtg. LOA, Art diploma, ESTC. Married, resident Mosman, 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. Married, resident Mosman, NSW.

**BERGERSEN, Colin Rae.** Musician-entertainer. Born Palmerston North, NZ, March 4, 1914. With brass bands, orch. NZ radio, Sydney-Brisb. as vocalist-mus. Led such orch. as Palais Royal (Adel.), Ciro's Night club (Melb.), Trocadero (Syd.). Conducted for Tommy Trinder and toured with Gracie Fields (Aust. and Morotal). Star Harry Wren's Meet the People and has been featuring multi-inst. vocal imp. act. War svce Armoured Corps 2yrs ldg AE orch. Morotal, Labuan, Borneo. Married (2 sons), resident Kingsgrove, Sydney.

**BERRELL, Lloyd Dudley.** Actor. Born Wellington, NZ, February 13, 1926. One of Australia's best-known and most accomplished dramatic

actors. Radio and stage leading roles throughout Aust. Macquarie award winner, also star in several films made in Aust., lead role in Summer of 17th Doll in Aust. Married, resident Sydney.

**BESELER, George Horace.** Agency director and account executive. Born Melbourne, Vic., Oct. 20, 1916. Seven years Myer Emporium, becoming basement advertising manager, director and acct/exec., Richardson-Cox Advertising from 1938; officer RAN and RN 1939-45. Married, 3 children, resident Lower Templestowe, Melb.

**BETT, John Gordon.** Radio-TV newspaper supplement editor. Born Yarran, Vic., June 9, 1910. Lifetime exp. radio-TV; 10 years managing editor Radio Times. Started the radio-TV supp. each Thursday's edition The Melbourne Age, 1948. Married, resident Brighton Beach, Melb.

**BEVERIDGE, Joseph William.** Agency account executive. Born Sydney, November 10, 1915. 1931-40 Shell Co (ad-publ. offer). War svce RAAF (1940-45) transf. to reserve as sqldr. Post-war ad-PR mgr ANA (NSW-Qld), ad-mgr Nestles Food Specialities, acc. executive O'Brien Publicity. AAI, FPR. Aircraft design and constr. (ESTC), Royal Ac. Mus. (piano). Licensed pilot from 1931 until recently. Married (2 sons), resident Castlecrag, Sydney.

**BIDDLE, Rodney Jordan.** TV station chief engineer. Born Melbourne (Vic.). Senior lect. communications engineering, Royal Melb. Tech. College. App. chief eng. GTV (Channel 9, Melb.) Oct. 1955. SMIRE. Sqdn radar officer, RAN. Married (four ch.), resident, Nth Balwyn, Melb.

**BILCOCK, David John.** TV-film production company producer & director. Born Croydon, Vic., Oct. 5 1909. Qual. engineer. Film prod. Formed film unit for Vic. Country Rds Bd. Prod., Owen Bros., Melb. Founded Cambridge Film & TV Prod. Pty Ltd, 1949, now prod. & dir. Married, resident Croydon, Melbourne.

**BISHOP, Noel Jack.** Radio station chief engineer. Born Brisbane December 16, 1915, 1932, techn 4GR, 1940 studio engineer 4BC, apptd ch. engineer 4BC 1946. AMIRE. Married (1 daughter) and resident Annerley, Brisbane.

**BLACKLOCK, Wendy.** Actress. Born Sydney. Exp. includes English rep., Aust. tour for JCW, two Phillip-st Theatre revues. Weekly ATN-GTV TV panel show Pantomime Quiz, Radio, comm and ABC. Single, resident Potts Point, Sydney. Agency: Telecast.

**BLANKET, Leonard.** Radio trade journal 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. Editor B&T since 1951 and of B&T Year Book. Married (2 sons), resident Coogee, Sydney.

**BLEAKLEY, David Rothwell.** Photographics co. sales director. Born Sydney April 3, 1927. Photographic eqpt sales since 1948, advtg since 1953. Specialising in motion picture eqpt since 1954. Sales dir. H. Bleakley Photographics Pty Ltd and director H. Bleakley & Co (1910) Pty Ltd and H. Bleakley Trading Co. Overseas study of film prod., US, UK, Germany, Japan. Married, resident Wahroonga, Sydney.

**BLEAKLEY, John Harold.** Managing director, photographic equipment co. Born March 9, 1914. Studied chemistry (Sydney Univ. of Tech.) and economics (Syd. Uni.). Eight world tours as man. dir. H. Bleakley Photographics Pty Ltd, H. Bleakley (1910) Pty Ltd and H. Bleakley Trading Pty Ltd marketing eqpt for movie and TV field in many countries. Races yacht Gynea (Royal Sydney Yacht Squadron). Married, resident St. Ives, Sydney.

**BLEANEY, Ronald George Frank.** Advertising executive. Born London, 1914. Five years layout artist Webb Roberts McClelland Advtg. Adelaide. Went into partnership with M. B. Creasey, June 1953. Prepared layouts and finished artwork for Advertiser Best Ad of the Year competition, won by C&B, 1953-54-56. Married, resident Wayville, Adelaide.

**BLUTHAL, John.** Actor. Born Poland 1929. Melb. Uni. Dramatic School, David Herman Yiddish Theatre, Melb. UK variety and panto. (4 yrs). Aust; comedies, dramas and musicals, TV plays and advtg films. Plays, Square Ring (Princess), Seagull, Amphitryon 38 (Union), Mother Goose, Jack & Jill, Anniversary Show (Melb. Tiv), Bus Stop, Sabrina Fair (Independent), Zip Goes a Million, Colored Rhapsody, Allan Jones Show (Tiv.), Rainmaker (Elizabethn). Married, resident Ashfield, Sydney.

**BOCK, Geoffrey Charles.** Agency account executive. Born Sydney, NSW, April 19, 1932. With Goldberg Advtg. Vincent H. Freeth, Johnson & Phillips Ltd. Now acct/exec. F. P. Leonard Advtg. Single, resident Bondi, Sydney.

**BORG, Johnny Angel.** Jazz singer. Born November 30, 1927, Malta (grew up in Cairo). Speaks and sings in French, Italian, Maltese, Arabic, English. Arrived Aust. 1949 as electrician. First appeared 2UW Amateur Hour 1951 then night clubs, Hellzapoppin, Tommy Trinder Show, Boy Friend. Married, resident Matraville, Sydney.

**BOWDEN, John Henry.** Trade association general secretary. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Assoc. fellow, Aust. Inst. of Management. General secretary, Australian Association of National Advertisers. Four years AIF (capt.). Married, two children, resident Lindfield, Sydney.

**BOYER, Sir Richard James Fildes.** ABC chairman. Born Taree, NSW, August 24, 1891. KBE 1956. MA (Syd. Uni.), 1915-18. Lieut. AIF 26th & 1st Battns Gallipoli, France. App. ABC chairman 1945. Vice-pres. Elizabeth Theatre Trust; pres. New Settlers' League, NSW. Led Aust. delegations, Pacific Relations Conf., Montreal 1942; Pacific Relations Conf., Hot Springs, USA, 1945; UNESCO Conf., New Delhi, Nov., 1956. Pastoralist, Charleville, Qld, since 1920. Joined ABC 1940. Married, resident Wahroonga, Sydney.

**BRADLEY, Frank Freestun (Jim).** Radio producer. Born London. Radio writer, actor, producer (10yrs). Advtg mgr Allan & Co (Melb.), also Nicholson's Pty Ltd (Syd.). Program director AWA (4yrs). In 3rd yr as production mgr and exec. producer, Artransa radio division. Single, resident Elizabeth Bay, Sydney.

**BRANDON, Barbara.** Actress-producer. Born Sydney, NSW, 1908. With JCW, then London West End theatres; Melb. radio acting exp.; now tutor Hector Crawford School of Radio-TV Acting. Entertained troops, France, Holland, Belgium, 1944. Married, resident East Kew, Melb.

**BRANDT, Allen.** Radio station studio manager. Born Brisbane, Qld, July 19, 1920. Boasting since age of 14. Spec. breakfast programs, also arranging, comping audience participation, children's & variety shows. Now studio mgr 4BH & prod. for Monitor. Four yrs AIF signals unit Aust., NG. Married, resident Ashgrove, Brisbane.

**BRENNAN, Kevin Martin.** Actor. Born Randwick, Sydney, September 12, 1920. Radio, stage, films, TV. Films incl. Eureka Stockade, Robert Newton Treasure Island series, plus work with major radio production companies, hour dramas, comedies and soap operas. Toured for JCW last year. Plays inc. Worm's Eye View and All for Mary. Macquarie radio award (comedy). 4½ yrs Army. Single, resident Randwick, Sydney.

**BRETT, Arthur Desmond.** Advertising research director. Born Melbourne, October 21, 1917. Joined Lintas Advtg at age 15. Research mgr after World War II, apptd director, 1954. Hon rscr consult. to 4As (5yrs). Member, Statistical Society, Economic Society, Market Research Soc. (Vic.), Inst. Managm., European Soc. of Opinion and Market Rsch. W. R. McFerran (advtg) award 1955 (outstanding contribution to advtg progress). War service, AIF 1940-45, fire control (radar) instr. Married, resident Greenwich, Sydney.

**BREWIN, Denzil John Slane (Darrel).** Radio station sales manager. Born Allahabad, India, November 17, 1901. Trained as engineer (Leeds, UK), then bank clerk. Arr. Aust. 1922 thence orchardist, clerk, schoolteacher, taxi driver, salesman and sales manager. Joined 3DB 1934 (salesman), sales mgr 1937. Repr. Vic. in Rugby football. Front row fwd with an Aust. XV against All Blacks (1929). AIF, Middle East, Syria, Islands (demob. captain). Married, resident Tally Ho, Melbourne.

**BRIDGES, Nancye.** Variety musical act with sister Bebe (Bridges Sisters). Born Wanganui (NZ), LCTL, ACTL (Lond.). Musical specialty act featg. lge US marimba, violin, harp, piano. ABC & comml radio and in NZ plus TV. Broadcast & televised with BBC. 10 yrs Tiv. circ. Single, resident Rose Bay, Sydney.

**BRITON, John Noel.** TV station chief engineer. Born Sydney, December 25, 1907. Chief, division of radiophysics, CSIRO (1943-46), works mgr-tech. director EMI (Aust.) 1938-55. App. chief engineer TCN (Channel 9 Sydney) 1955. BSc., BE (1st Class Hons., Sydney Univ.), AMIEE (Lond.), MIE (Aust.), FIRE (Aust.), ASMPTE (USA). Married, resident Wahroonga, Sydney.

**BROOKS, Lola Edna.** Actress. Born Sydney, NSW, Feb. 7, 1933. Radio, stage, television, and commercial films exp. Specialises in straight and character juvenile roles. Married, resident Neutral Bay, Sydney.

**BROUGHALL, William.** Radio station program manager. Born July 22, 1917. Educated Wesley College, Melb. Journalism, radio since 1937. Editorial staff Sun, Melb.; Sun, Syd.; Sunday Times, Perth. Polit. espdt Radio Aust., Canberra, 1951-53; ABC News Melb.; has been assoc. with 3SR, 3UL, 2WG, 2GZ, 2NZ, 3XY. Now 6PR program mgr. RAAF aircrew, 1940-45; 2nd armoured Brig., CMF, 1949-51. Married, resident Sth Perth, WA.

**BROWN, Colin Marshall.** Agency account executive, radio-TV manager. Acct/exec., and radio-TV mgr, Gellatley Advtg, Sydney. Married, resident Bellevue Hill, Sydney.

**BROWN, Alan Bertram.** Radio station sales manager. Born Hobart, Tas., March 16, 1917. Breakfast anncr, 7HT, 1938; chief anncr 7HO, 1946; sales mngr 7HO since 1947. AIF, Lieut. RAA, 1943. Married, resident Hobart, Tas.

**BROWN, Burlton Albert (Joe).** Race commentator. Born November 15, 1919, Dandenong. Started race career as asst judge to Hobart Turf Club. Joined ABC in Tas. as racecaster, 1945. Apptd Melbourne racecaster, ABC, 1947. Married (2 daughters), resident Olinda, Melb.

**BROWN, Kenneth William.** Radio-TV program service manager. Born Sydney, December 2, 1921. 1956, manager AWA radio & TV program service. Prior to that assist mgr, 2CH. Married, resident Cronulla, Sydney.

**BRYANT, Hedley Venning.** Agency PR director. Born Temora (NSW) June 20, 1913. Follg war svce Army Small Ships, started current affairs session on ABC. Apptd PR officer, AWA, 1948. Founded Consolidated Public Relations Sydney (1955). Director, Con.PR, Nichols-Cumming & Staff Advtg (NSW). Married, resident Lindley Pt, Lane Cove, Sydney.

**BULLEN, Leonard.** Actor. Born Ramsgate (Kent), 1916. Many years prof. stage and radio. Ldg man and character roles inc. with many visiting overseas players. Married, resident Drummoyne, Sydney.

**BURGESS, Douglas.** Multi-instrumental entertainer, compere, comedian. Born Sydney, October 10, 1920. Plays trumpet, sax, clarinet, violin, bassoon, oboe and novelty instr. Wartime, RAN, HMAS Shropshire and HMAS Australia, Japan, Philippines. Variety, radio, TV and nightclubs. Married, resident Kingsgrove.

**BURGOYNE, Marcella.** Actress. Born Brighton, Melbourne, July 14, 1934. Matriculation, 1yr Melb. Conservatorium in dramatic arts. Radio, stage, panto, advertising films, TV. Major stage productions ldg. Melbourne and Sydney theatres, modelling, fashion parade comperring, sales promotions. Many radio serials and transcriptions for major production companies. Miss Victoria finalist 1955. Single, resident Brighton, Melb.

**BURT, Kerod Antill.** Agency account executive. Born Albany, NSW, August 12, 1920. PA to R. G. Casey (1948-50), then country traveller and medical detaller. Commercial Consultants (PR) as Brisbane mgr (1955). Nichols Cumming Advtg. Single, resident Caulfield, Melbourne.

**BUSH, Eric Charles.** Agency radio production manager and TV producer. Born Auckland, NZ, February 24, 1909. Specialty dancer with JCW; singer-compere Tivoli Theatres; deputy director, Colgate Palmolive Radio Unit; variety producer 2GB-Macquarie; produced all Jack Davey shows for 11 years, currently with JWT. NSW ballroom dancing chmpn 1925-26, All-Aust. dancing chmpn 1925-26; R&R surf champion 1925-26. Married (2 daughters), resident Miranda, Sydney.

**BUSHELLE, John Arthur.** Actor-producer. Born Sydney, 1916. BA, LLB. Served with Aust. Army New Guinea, Bougainville, 1942-46. Amateur wth Syd. Uni. Dramatic Soc., thence England (1949). Over 400 bcdts for BBC; also played West End in Detective Story (1950), Alec Guinness's Hamlet (1951). Stratf.-on-Avon (1954-55). Played Col. Purdy in Teahouse. Returned Aust. 1955; currently producing & acting in Aust. radio. Married, Resident Newport, Sydney.

**BUTLER, J. David Blake.** Actor. Born UK and trained RADA (London). 5yrs English theatre. 5yrs Sydney radio and stage, character roles, Elizabeth Thire (Hamlet, Relapse). Agent: Telecast.

**BUTTON, Bert Cecil.** Radio station manager and director. Born October 5, 1907, London. Salesman, sales promotion, program manager, 2CH sales manager. Asst mgr, 2GB, Oct. 1946, later station manager, 2GB and manager, Macquarie Broadcasting Service. Manager 2GE, director, 5DN, 2CA, 2LF, 2MG. Has been senior vice-pres., AFCBS, member AFCBS mgemnt cmtee, 1958 pres. life member, St George Amat. Athletic Club. RAAF. Married, resident Sans Souci, Sydney.

**BUTTROSE, Ian Kenneth.** Agency finance director. Born Robertson, SA, June 28, 1918. Director Richardson-Cox Advtg Melb. Member AASA. Served five years AIF in Middle East and New Guinea. Married, resident North Balwyn, Vic.

**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.

**CAMPBELL, Kenneth Henry.** Agency manager. Born Brisbane, Qld., Nov. 27, 1929. Joined Campbell Advtg, 1945; later appt mngr. Resident Clayfield, Brisbane.

**CAMPBELL, Percy Patrick.** Network production executive. Born Young, NSW. Joined 2GB on leaving school 26 years ago and subseq. with Macquarie on network programs. Served with AIF (RAA). Married, resident Manly, Sydney.

**CAMPLIN, Ronald Barry.** Radio station manager. Born Campsie, NSW, Dec. 18, 1932. Entered radio as panel operator with 2CH eight years ago; then announcer 2XL, 1951; 2MG, 1952; asst mngr, 1954; mngr, 1956. One of Aust's youngest radio station mngrs. Married, 1 daughter, resident Mudgee, NSW.

**CANNY, Brian Denis.** Agency joint managing director. Born Perth (WA), July 5, 1905. Before entering advertising was WA mgr of National Cash Register Co. and Qld and national sales promotion mgr. Barrister and solicitor (WA). Joint md, Canny Paramor and Canny Advtg, with brother Fergus and John Paramor. Married, resident St Ives, Sydney.

**CANNY, Fergus Frederick.** Agency joint managing director. Born Perth (WA), August 3, 1907. Joined advtg dept., The West Australian (1925). Founded Canny Advtg., Perth, 1929. Est. Fergus Canny Advtg., Sydney (now Sydney and Melbourne). Joint md, Canny Paramor and Canny Advtg with brother Brian and John Paramor. Married (3 sons), resident Rose Bay, Sydney.

**CANT, Raymond George.** Radio station sales manager. Born Henley Beach (SA) May 11, 1913. Joined 5KA sales 1931, appointed sales manager 1956 War service with RAAF. Married (1 child), resident Ballara Park, Adelaide.

**CAREY, Kevin A.** Agency account executive. Born Melbourne, June 20, 1929. Started in advtg with Paton Advtg Svce, becmg asst acc. exec., thence to Claude Mooney as acc. exec., thence to Arthur Smyth Advtg on such natnl acts as Hanro Knitting Mills. Joined Aldwych as acc. exec. Married, resident E. Camberwell, Melbourne.

**CARR, John Keith.** Agency branch manager. Born Mosman, NSW. Account executive, George Patterson Advtg., 1934-47. Apptd Sydney manager, John Clemenger Advtg., 1948. AIF 1940-44, Middle East and New Guinea. Resident Mosman, Sydney.

**CARR GLYN, Neva Mary Josephine.** Actress. Born Melbourne, May 10, 1911, family links with Nigel Reginald Carr Glyn, Bt. Ballet dancer age 13 with Fullers Thtrts, at 15 principal girl in panto, Aust., NZ and Sth Africa. UK 1931, played Aldwych, Strand Theatres for Firth Shepherd Productions, London Films, etc. Leading woman to Sir John Martin Harvey (David Garrick), Estella (Great Expectations). Opposite Godfrey Tearle (Living Dangerously), Strand Theatre, Macquarie Awards 1950-51. Resident Mona Vale, Sydney.

**CARSELDINE, Lionel Garth.** Radio station accountant. Born Brisbane, May 31, 1921. With 4BC 1839, rejoined 1953 as accountant. Associate of Chartered Accountants (Aust). Married (2 children), resident Bald Hills, Brisbane.

**CARSON, Charles R.** Radio station manager & sales manager. Staff supervisor. Chandlers Beasting Service, Qld, 1934. Mngr, sales mngr 4BH since 1936. ATCL. Married, resident St Lucia, Brisbane.

**CARSON, Donald.** Agency senior account executive. Born Brisbane, December 19, 1932. With Cossey-Waite Advtg 8½yrs, most depts. Now acct exec. and on board of mgntment. AAI, councillor Junior Chamb. of Cmnce. Single, resident Nundah, Brisbane.

**CARY, Edwin Clifton (Clif).** Network sports editor. Born Sydney, March 29, 1905. From newspapers to radio (2UW) 1938. 2UE-ASB sports editor 1940-52 and during World War II copy chief, station censor, publicity mgr and head of station sales promotion. Macquarie-2GB sports editor August, 1952. Covered 1946-47 and 1950-51 Tests in Aust. for London Sunday Express. 1948-52 prod. 120 page racing monthly, Turf Digest and Raceform. Books, Test Cricket & Records and Cricket Controversy (Werner Laurie, London). Heard through Macquarie on SABC, Radio Ceylon and NBC Monitor. Married, resident Cremorne, Sydney.

**CAVE, Athol Leonard John.** Radio station commercial manager. Born Tingha, NSW, Dec. 26, 1917. Eight years technical staff, AWA Radio Electric Works; eight years merchandising electronic equip.; three years with 2CH, as commercial manager. Holds certificates from dept. of management, Sydney Tech. College; lecturer Sydney Tech. College; member Aust. Institute of Management. Resident, Watson's Bay, Sydney.

**CAYLEY, Frank.** Feature service director. Born Sydney, NSW, Feb. 23, 1910. Former journalist; entered advtg with J. Walter Thompson early 1930's. With Goldberg Advtg prior to World War II, during which he served overseas. Formed own company, Key Features, 1946; specialises in radio & radio copy. Leading Aust. bridge player and bridge writer; triple Aust. champion; once captain NSW team. Married, 1 son, 2 daughters, resident Wollstonecraft, NSW.

**CECIL, Lawrence Henry.** Senior radio producer. Born Parkes (NSW), September 24, 1895. In first Stratford-on-Avon players to leave UK Played Mark Anthony, Orlando, Sir Toby Belch at Shubert Theatre, New York. Directed first radio play on WEAf (later the NBC) and first actor to play Hamlet on radio. 10yrs production mgr ABC, 8yrs Macquarie Network, 7yrs Grace

Gibson Radio and TV Productions. Capt. World War I (MC) and wounded World Wars I and II. In 1933 introduced all the radio techniques as used today. Married (1 daughter), resident Double Bay, Sydney.

**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.

**CHANDLER, Richard Douglas.** Agency managing director. Born Sydney, January 16, 1915. Joined Lintas Advertising in 1931—became managing director February, 1950. 2nd NZEF (Artillery). President, 4As, 1954, vice-chairman, Audit Bureau of Circ., 1956. Married, resident Mosman, Sydney.

**CHANDLER, Sir John Beals.** Radio station chairman of directors. Born Norfolk, Eng., Feb. 21, 1887. Founder, chairman, Beasters Pty Ltd & subsid. Estab. 1st Bris. comm'l station, 1930. ICB. Lord Mayor, Bris., 1940-52. MLA 1943-47. Married, resident St Lucia, Brisbane.

**CHANNELL, Douglas Ronald.** Manager ABC station 9PA Port Moresby. Radio-TV feature compere. Born London December 7, 1907. 20yrs with ABC, compere live artist Hit Parade, TV Find The Link, Toastmaster in Sydney during Royal visit, MC Royal Ball, Canberra. War service AIF, commanded A Co. 2/1 Infantry Batt. Middle East, Greece, Crete and wounded in action. Promoted capt. in field and awarded MC (Crete 1941). While POW (4 yrs) was court-martialled by Germans charged with "insulting German Army". Married (2 children).

**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 Cremorne Pt, Sydney.

**CHARLEY, Philip Nivison.** Radio station manager. Born Sydney, January 26, 1925. 2CH (1945), thence 3BO, 2GF, 4TO, 2LM, announcing, copywriting, sales. Manager 4ZR, 2QN. RAAF 1943-44. Married, resident Deniliquin, NSW.

**CHARLTON, Douglas Haig.** Network chief engineer. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. War service RAAF (f/lt pilot), RAF Bomber Command, RAAF Transport Command. AMIRE, AMIET. Married, resident Durl, NSW.

**CHASTON, Neta Amelia Margaret.** Agency radio director. Born Adelaide, February 19, 1908. Previously assistant and actg mgr 7HT. For some years past with Canny Paramor and Canny Advtg. Married, resident Edgecliff, Sydney.

**CHAUVEL, Charles Edward.** TV, film-writer-producer-director. 30 yrs film prod.-dir., Aust., USA, Eng. Author several books. Film writer-prod.-dir. Now producing series TV features, Aust. Walkabout, for BBC, ABC. Married, resident Castlerag, Sydney.

**CHESNEY, John William.** Agency art director. Freelanced post war (3yrs). Studio mgr Johnston Jones Advtg., Brisb. (5yrs). Art director, McClelland Advtg., Sydney, 1956. 5yrs AIF. Married, resident Bondi, Sydney.

**CHIPPINDALL, Sir Giles Tatlock.** Director-General, Posts & Telegraphs. Born Melbourne, May 20, 1893. Joined PMG's Dept., 1908. Many high Commonwealth Govt. posts (non-radio) before, during and immediately after war, inc. chairman, Aust. Shipping Board, and Cwth Disposals Commission. App. present post 1949, also member and vice-chairman other important Commonwealth Government commissions. Knight Bachelor (1955), CBE (1950). Fellow, Aust. Inst. of Mngement. Married, resident, Mt Macedon, Vic.

**CHRISTENSEN, Margaret.** Radio actress. Born Adelaide. Well known for work in radio plays, serials, also several films (inc. Smiley). Plays drama, comedy, variety and handles disc jockey assignments. Won o'ceas Trinity Coll. scholarship for dramatic art, ATCL, LTCL. Macquarie Award winner 1952. Resident Fairlight, Sydney. Agency; Telecast.

**CHURCHWARD, Edison Clifton.** Assistant radio station manager. Born Adelaide, February 24, 1906. Architect draughtsman, then GM sales prom. dept. In radio since 1930, 5AD, 6ML to current 6IX-WB-MD-BY. Married (3 children), resident Dalkeith, Perth.

**CLARK, Russell Sorrell.** Agency radio dept. manager. [Born Carcoar, NSW, Sept. 3, 1909. Magazine editor; war corres. for Toronto Star, Canada, and Daily Mail, London; author of nine books; scriptwriter; foreign corres; admnrg. radio dept. Jardine Patterson & Co. Married, resident Linley Point, Lane Cove, NSW.

**CLARK, Stanley Robert Irving.** Network managing director. Born Melbourne, June 24, 1911. Program director 3DB-LK (1935-48, excl. war yrs), manager 4BK-AK (1949-54), chief executive officer, MBS. Managing director 2GB, Macquarie Broadcasting Service, Artransa, Broadcasting Associates (1955), director ATN (1957). MBE military div. (1944). Married, resident Rose Bay, Sydney.

**CLARKE, Francis Gilbert.** Radio station chief engineer. Born London, August 10, 1900. AMIRE. RAAF Sigs 4yrs latterly 1/c Sigs Office. First-Class PMG operator's cert. Joined 6KY as techn. Apptd chf engr January, 1954. Worked with 6IX chf engr on installation 6KY-6IX dual transmitting site. Married, resident Mt Yokine, WA.

**CLARKE, Marie.** Actress. Born Brisbane, February 2, 1923. Radio and stage work. Star of When a Girl Marries. UK (3yrs), BBC and York Repty starring in Miranda and Light of Heart. Single, resident Kogarah, Sydney.

**CLAY, Douglas Mark.** Agency managing director. Born Sydney, September 10, 1921. Hartford Advtg (1937-41), Gellatly Gerrard (1946-51) acc. exec. Joined McClelland Advtg 1951 acc. exec., director 1953, manag. director 1956. Lieut. R.A.A. Married, resident Lane Cove, Sydney.

**CLIMPSON, Roger.** Actor. Born Peterborough (Northants), England. Won schlrshp to RADA London for two yrs. 1 West End show, Man & Superman (with John Clements) and Kay Hammond, 6mths rep at Peterborough thence to Aust. 5yrs in radio. Diploma in acting from RADA. Married (1 son), resident Carlingbah, Sydney.

**CLYNE, Edgar Murray.** Radio station manager. Born Warracknabeal, Vic, December 23, 1907. Chf engr 3UL 1937-41, mgr-chf engr 1941-48. App. mgr SSR 1948. Diploma in elect. engnrg. AMIRE. Past pres. Warragul and Shepparton Rotary Clubs. Married, resident Shepparton, Vic.

**COLLETT, Arthur.** Agency managing director. Born West Perth, WA, Jan. 6, 1913. Educated Wesley College, Perth. With Canny Paramor & Canny Advtg, then partner S. Crownson-Cohen Advtg. Estab. Arthur Collett Advtg, 1946. Winner Mid-Century Advtg Exhibition, WA, 1950. Five yrs RAAF service. Married, 1 child, resident Perth, WA.

**COLOCOTT, Eileen.** Actress. Born Liverpool, England, Feb. 3, 1932. English and West Australian stage exp. Specialises character and juvenile roles, also dialects and accents. Has played in films. Single, resident Perth, WA.

**CONABERE, Sydney.** Actor. Born Melbourne, Vic., July 8, 1921. Freelance, now playing regularly in Melbourne radio & TV. Specialises character-comedy roles. Married, resident Gardenvale, Melbourne.

**CONDON, James Thomas.** Actor (leading man, stage, radio-TV). Born Fremantle, WA. Played every type of part for 10yrs Australia and UK. F/lt RAAF (547 Squadron). Married (3 children), resident Middle Cove, Sydney. Agency, Telecast.

**CONNOLLY, Gerry (Gerald Morewood Warrington).** Radio breakfast session announcer and musician. Born Sydney March 6, 1908. Stage band drummer thence JCW as light comedian. 4BC 1937 thence 2UW 1954. 1957 to 2SM as breakfast anncr. 3yrs Army service with Jim Davidson's concert party. Married (1 daughter), resident Lane Cove, Sydney.

**CONNORS, Lily (Kathleen).** Born Cessnock, NSW, August 18, 1932. Starred stage shows Aust.-USA. Own 1hr TV show KFITV Hollywood. Aust. radio MBS Bunkhouse Show now top star, Dick Sawyer Prodcnts. Married, resident Bondi, Sydney.

**COOP, Donald Hill.** Agency executive. Born November 22, 1921, Williamstown, Vic. With advtg agencies since 1937. 5yrs war service. Director, Nichols Cumming Advtg. Now group dir. in charge several top acnts, Hansen Rubensohn Advtg. Married, resident Wahroonga, Sydney.

**COSSEY, Peter.** Agency director. Born March 14, 1916, Brisbane. Cossey Advertising Service, 1936-50. Cossey-Waite Advertising, 1950. FIA, FISM, AAIM. Past presdt., Commando Assn. Lieut. AIF (New Guinea). Commanded independent units and held small ship master's ticket. Married (4 children), resident Clayfield, Brisbane.

**COSSINS, Robert Douglas.** Radio station sales manager. Born Marsala, Sicily, August 16, 1910. Came to Aust. as jackeroo, 1927. 3AK (prt time anncng) 1937, joined 7EX as anncr 1938. Repertory work in Melb. and Tasmania. Presdt and vice-pres. various Launceston social, musical and theatrical orgs. RAAF 5yrs aerodrome defence offer (f/lt). Married, resident Launceston.

**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 as Brisbane rep.; radio appearances

ABC; five years technical and acting commercial films, Syd.; three years post war freelance and film work; theatrical agent since 1948. Served AIF 1941-45. Married, resident Rose Bay, Sydney.

**COWAN, Arthur Stephen.** Trade assoc. executive officer. Born Kalgoorlie, WA, April 23, 1915. 1931-42 Crown Law Dept. (WA) including Secretary to Minister for Justice and Secretary of Royal Commission on Company Legislation. 1942-46 Navy service; two years UNRRA Shanghai & Hong Kong; one year director Hong Kong division. 1949-54 industrial advocate & assistant secretary WA Employees' Federation; from 1954 executive officer AFCBS. ACIS, AASA, qualified as stipendiary magistrate WA. Married, 1 son, 1 daughter, resident Pymble, Sydney.

**COX, Royston F.** Agency radio-TV manager. Born Sydney, 1913. Started in radio 1940 as annncr-copywriter. Copy chief at 3 major Sydney stations. Joined 2UE 1950, thence Country Press 1956. Married, resident Turramurra, Sydney.

**CRACKNELL, Ruth Winifred.** Actress. Born W. Maitland, NSW. Star and featured player with ABC and comml radio. Stage plays inc. King Lear, The Duenna, Arms and the Man, Love of Four Colonels, Measure for Measure. Married, resident Chatswood, Sydney. Agent, Central Castg.

**CRAIGEN, John Colin.** Executive radio producer. Born York, UK, July 6, 1917. Trained repy theatre, joined BBC as proder 1936. War svce RAF aircrew Europe, Middle East, Pacific, latterly as specialist radar offer. Post-war returned to BBC 1946 as proder Nth American Svce. Trained for TV at BBC school. Joined AWA 1948. Married, resident Darling Point, Sydney.

**CRATCHLEY, Stanley Albert.** Agency managing director. Born UK September 8, 1907. Acct. exec. Russell Morris Advtg., Vincent H. Freeth, Gordon & Gotch. Started own agency, April, 1952. FAI. Married, resident St. Ives, Sydney.

**CRAVEN, Howard Edward Henry.** Compere, actor, producer. Born April 19, 1917, Sydney. Production for 2UE & Grace Gibson. Played in very many dramatic features for most production companies. Compere, 2UE Rumpus Room, quiz shows, disc-jockey program, TV. 5yrs AIF, Middle East, Islands. Married (2 daughters), resident Mosman, Sydney.

**CRAWFORD, Robert Kingside.** Record company co-director. Born Young, NSW, 1927. Melbourne rep. ARC; Vic. manager Philips Records; publicity manager, compere Ted Heath Show; publicity manager Gene Krupa & Jean Sablon Shows in Australia; musical director Planet Records (Aust.). Married, resident Croydon, Vic.

**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 bcetsg dept., Melb i/c bcetsg-rcdng div. Apptd. 2CH sales mgr 1952. Now sales mgr AWA country stations. Married, resident Coogee, Sydney.

**CRAWFORD, Robert Curteis.** Born Elsternwick, Vic., May 19, 1911. ABC annrcr 1936-40. Dept. of Infmn SW Divsn 1946-47. 3DB annrcr 1947-48. Sales mgr Hector Crawford Prdctns, 1948-48, mngr 1950-53. Apptd 3DB studio mgr 1953 and compere Vacuum Oil Mobil Quest. Married (3 sons), resident Kooyong, Melbourne.

**CREASY, Max Bertram.** Agency managing director. Born Adelaide, SA, 1916. Eight years acct/exec., Wilson Advertising Service Ltd.; resigned 1953 as director to form Creasy Bleaney Advertising in partnership with R. G. Bleaney. Agency awarded Best Advertisement of the Year competition, 1953-54-56, sponsored by the Advertising Institute of SA. Second prize, 1954-55. Married, resident Norwood, SA.

**CROSS, Clive Ernest.** Agency TV manager. Born Melb., Vic., Oct. 11, 1912. 25yrs exp. film prod., Cinesound, MGM, Fox; now TV mngr John Clemenger Advtg. Helped design, construct first Aust. sound-on-film recorder; co-designer first Aust.-built DC Interlock motor. Married, resident Bronte, Sydney.

**CUDLIPP, Richard A.** Agency director. Director and chief copywriter, George Patterson Pty Ltd, Melbourne.

**CULLINAN, Christopher Albert.** Radio station chief engineer. Born Daylesford, Vic., May 27, 1906. Senior member IRE (Aust); 1937-38 engineering dept. 3DB-LK; 1938-55 chief engineer 7EX. Foundation member Launceston division, IRE (Aust); three years chairman of this division. Chief engineer 3CS. Married, 1 son, resident Colac, Vic.

**CUMMING, John James.** Agency director. Born Melbourne, Vic., Nov. 14, 1921. Joined Gravener Advertising 1945; founded Nichols-Cumming & Staff Advertising in 1947. Served as commissioned officer, AIF, 1940-46. Married, resident Hawthorn, Vic.

**CUSICK, Elaine Lesley.** Actress. Born Sydney, NSW. Started acting at the age of six; gained wide experience with ABC Little Theatres (Brisbane Repertory, Twelfth Night, Carnival Players). Awarded Kindergarten training college diploma. Resident Windsor, Brisbane.

**DARLING, Dr. James Ralph.** Broadcasting Control Board member. Born June 18, 1899. Headmaster, Geelong Church of Eng. Grammar School, Corio, Vic., since 1930. Member Aust. Broadcasting Control Board & C'wealth Advisory Committee on Immigration, OBE, MA (Oxon), MA (Melb), DCL (Oxon). Married, resident Corio, Vic.

**DARNTON, John Leo.** Radio network sales manager. Born Eastbourne, Eng., June 28, 1916. Enlisted Artists Rifles as commissioned officer, switched to RAAF (1939-45), appointed instructor, then attached to US 5th and 13th squadrons; was with first US squad to raid Jap bases from Dutch East Indies. Discharged as w/cdr; awarded OBE; salesman at MBS until appointed sales mngr. in 1951. Married, 1 daughter, resident Wahroonga, Sydney.

**DAVEY, James Henry.** Radio station managing director. Managing director of 3BA since 1930; before that gained Aust. and NZ theatrical experience; awarded OBE for services rendered to charities. Married, 2 daughters, resident Ballarat, Vic.

**DAVEY, John Andrew (Jack).** Radio-TV star, producer & director. Born Auckland, NZ, Feb. 8, 1910. Educated Kings College, Auckland, NZ. Three yrs at sea. After stage exp. sailed for US via Sydney; joined 2GB as crooner, ABC as annrcr; breakfast annrcr 2GB; later with CP unit; starred Calling the Stars & Leave Pass, during war. Joined MBS 1950, 25yrs exp. news-reel commentary, Fox-Movietone (world record). Competed three round-Aust. car trials; writes weekly newspaper column. 19 songs published, several recorded. Now Macquarie (radio) and TV compere. Resident Double Bay, Sydney.

**DAVIDSON, Diana.** Actress. Born Sydney, NSW. Exp. stage, radio, films and TV; handled dramatic, revue roles (Phillip-st.), straight and character roles; toured 1956-57 with Elizabethan Theatre Trust. Married, resident Sydney, NSW.

**DAVIDSON, William Frank.** Radio station chief technician. Born Dec. 21, 1903. Associated with radio since 1932; 25 years with PMG dept.; 13 years in civil aviation; chief engineer 4VL. Married, resident Charleville, Qld.

**DAVIES, Mervyn William.** TV electrical engineer. Born Brisbane, Qld., Oct. 29, 1927. AMIRE (Aust.); Grad. Brit. IRE. Was with Marconi's Wireless Telegraph Co. Ltd., Chelmsford, Essex; joined ATN as asst. chief engineer, Feb., 1956. Married, resident Mona Vale, Sydney.

**DAVIES, Richard Halliday.** Actor. Born Kasauli, India, March 31, 1918. Exp. 20 years dramatic, straight, character, Shakespearian, classical roles. Six years AIF. Single, resident Vaucluse, Sydney.

**DAVIES, William Leslie Carrington.** Radio station gen. mngr. Born Seaton, Eng., Feb. 15, 1918. Educated Pulteney Grammar School, Adelaide; Royal Aust. Naval Coll., Flinders. Former continuity mngr, program mngr, assist mngr. Now general mngr 5KA Broadcasting Co. Ltd., also manager, 5AU Broadcasting Co., and River Murray Broadcasters. Married, 1 daughter, resident Netherby, Adelaide.

**DAVISON, Bruce William.** Agency managing director. Born Newtown, NSW, Sep. 8, 1912. Ten years in advertising; six years as sales promotion and ad-mngr, Daffodil Sales Pty. Ltd.; then at Barratt and Co. Ltd. Managing director, Australian TV and Radio Advertising Agency, Sydney. Resident Marrickville, Sydney.

**DAWSON, Smoky.** Vocalist, actor, showman. Born Warrnambool, Vic., March 19, 1913. Star first live radio prod., 3KZ 1936. Top Aust. western singer and composer. Toured US and Eng. 1951-53. Lectured on Aust. in 23 US States. Starred British Festival, London 1951; Kiss Me Kate; TV; now Kellogg Show, MBS. Devotes much time to charities; appointed deputy sheriff, Kern County, California. Married, resident, Lane Cove, Sydney.

**DEAN, John.** Agency copy supervisor. Born Melbourne, Vic., June 5, 1930. Commercial artist, then journalist, Sun-News, 1949-52; sub-editor West Australian. Overseas appointed senior copywriter, Simpson-Sears, Toronto, Canada, 1954. Joined Nichols-Cumming & Staff, 1957. Married, resident Mitcham, Melbourne.

**DEAR, Terry.** Nat. Radio, TV director and compere. Born Melbourne, Vic., Oct. 4, 1913. Announcer 3KZ 1933-38; chief announcer, studio mngr 3AW 1938-41; production & assistant general mngr 3AW 1946-50; director Aust. Amateur Hour from 1950; compere Leave It To The Girls, radio. Foundation member 3AW Community Service Board. Most travelled (30,000 miles a year—total to date 240,000 miles by air alone) radio, TV artist in Aust. Married, 4 children, resident Pymble, Sydney.

**DEARTH, Harry.** Radio station drama director. Born London, Eng., Aug. 12, 1908. Educated Cranleigh School, Surrey, Eng. 3½ years RAAF. Four years' stage exp. with JCW's; four years 2GB-BSA Players; 11 years J. Walter Thompson, including four years as radio director; four years MBS production director; ATN compere; 2UW drama director. Married, 2 children, resident Cammeray, Sydney.

**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.

**DERWIN, Clement John.** Radio station manager. Born Newcastle, NSW, Sep. 21, 1920. Joined 2KO, 1936, as program assist.; then copywriter; control operator; announcer; sales mngr. Appointed mngr, Jan. 1957. Army service, 1940-45; commissioner 1942. Married, resident Hamilton, Newcastle.

**DICK, Nigel Alexander.** TV sales executive. Born Rotherham, Yorkshire, Eng. Started advertising career Daily Telegraph, Woman's Day, Sydney. Appointed sales exec. GTV Nov. 1956. Married, 1 child, resident Burwood, Melbourne.

**DICKSON, Noel.** Radio-TV production unit chairman and 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, and chairman of subsidiary co. ART; appt mng-dir. ART 1955; vice-pres. Outdoor Advertising Assoc. of Aust. 1949-53. Member, federal exec. OAA. First pres. of Aust. Radio Producers' Assoc. Married, resident South Yarra, Vic.

**DINNENY, Victor M.** Radio station representative. Born Adelaide, SA, May 1, 1888. Trained as electrical engineer. Active in commercial broadcasting since 1931; with Argus Broadcasting Services (now Assoc. Broadcasting Services) 1936-57. Served with AIF France, Belgium 1916-18. Married, resident Mosman, Sydney.

**DIXON, Arthur Lionel.** Company managing director. Born Leicester, Eng., July 7, 1897. Studied engineering Oxford Uni; exp. in civil, mech. and elec. engineering. Designed, built & installed 2IID, 4BK, 4AK; consultant engineer 4BU, 4LG, 2MW. Principal, Deeco Steel Constructions, Sydney. Radio officer Marine 1914-18; radar officer RANVR, 1940-45. Married, resident Lidcombe, Sydney.

**DIXON, Nevill Floyd.** Radio network general manager and director. Born Heidelberg, Melbourne. General mngr, director of 3TR, 3SF and VBN Sales and Service Pty Ltd. Five years with RAN. Studied commerce at Melb. Uni. Married, resident Lilydale, Melbourne.

**DOBSON, Agnes.** Actress and producer. Born Sydney, NSW, Dec. 30, 1904. Leading roles with Sir Benjamin Fuller's Drama Co., JCW and on TV. Written talks for ABC, radio scripts. Taught drama three years Wilderness Girls' School; talks presentation officer ABC during war; second prize SA Centenary Drama Contest with drama of Aust. aborigine Dark Brother; five years principal Hector Crawford School of Broadcasting. BA, Sydney Uni. Widow, resident St. Kilda, Melbourne.

**DODD, William Henry.** Radio station publicity manager. Born Windsor, Vic., Sep. 21, 1928. Former theatre and publicity mngr Hoyts; real estate agent; then publicity mngr 3AW; adv-mngr Wangaratta Chronicle; 3UZ publicity manager. Married, resident Mentone, Melbourne.

**DOWMAN, George Sydney.** Agency account executive. Born Sydney, NSW, June 17, 1913. Former advtg mngr Malleys Ltd; acct/exec. Hawkins Advtg; now acct/exec Hugh Berry Co. Advtg Institute, LOA. Married, resident Killara, Sydney.

**DOORLEY, Garth Jeffrie.** Agency assistant manager. Born Sydney, NSW, 1926. Entered advertising 1946; acct exec. with four leading agencies, NSW & Qld; adv-mngr country newspaper. Appt. assistant mngr Country Press Ltd 1956. LAI (Aust). Married, resident Dee Why, Sydney.

**DREW, Guy.** Radio production unit general manager. Born London, Eng., Dec. 23, 1917. Ten years RAF pilot. Actor-producer SABC (Capetown); producer radio commercials, serials; specialises radio and radio advtg. Married, 2 children, resident Perth, WA.

**DRIVER, Roy Alfred.** Film production company managing director. Studied filming London, Agfa Photo School, Berlin, Ufa Film Studios. Joined Herschells Films, 1925; then chief Aust. cameraman, Aust. Sound Films; prod. Herald Newsreel. Prod. 100 documentary films. Now mng. dir. Herschells Prod. DOI Film Unit. Four yrs war correspondent (sm op. Camera-man) Dept Infor. Awarded Asiatic Pacific Star personally by Gen. MacArthur. MBKS London, Foundation pres. Motion Pic. Tech. Ins. Member Bd Adult Deaf & Dumb and Great Ocean Rd Trust. Married, 1 son, 1 daughter, resident Nth Balwyn, Melbourne.

**DUNBIER, Keith Arthur.** Radio station sporting editor. Born Sydney, NSW, April 2, 1909. Began with 2UW describing sports; joined perm. staff 1945 as sport editor, race caller. From 1953 judge NSW Trotting Club. Member of committee which raised £42,424 for Police Boys' Clubs by organising the Jimmy Caruthers v. Pappy Gault world title bout. JP. Married, 1 son, resident Marrickville, NSW.

**DUNN, Beverley Ruth.** Actress. Born Melb. Vic. Juvenile, character roles radio serials; stage exp. Juv. lead two ABC TV plays. Holds Erik award, best actress 1955. Licentiate Art of Speech, Aust., & Assoc. Art of Speech, Aust. Single, resident Brighton, Melb.

**DUNNE, John Sylvester.** Radio station compere. Born Sydney, NSW, April 12, 1895. 20 years with 2SM; 4½ years Colgate-Palmolive, compere Strike It Rich; one year 2GB Awarded Queen's Medal for Army services 1939-45 war. Married, resident Bellevue Hill, Sydney.

**DUNSTONE, Percival Richard.** Editor, radio listener paper. Born Camberwell, Vic., Nov. 20, 1913. Educated Queens College, Caulfield Grammar. Joined Herald & Weekly Times as cadet journalist, 1929; transferred to The Listener In-TV as reporter, later sub-editor; appt. editor, 1951. Enlisted AIF as private, 1940; served special wireless groups in Middle East, Greece, Crete, Syria, Darwin, NG and Moraitai; discharged as capt., 1945. Married, 1 son, 1 daughter, resident East Brighton, Melbourne.

**DYER, Michael David (Myke).** TV production manager. Canadian citizen, born London, Eng., Oct. 2, 1932. Gained RTA, Royal Institute of Tech., Toronto, Canada. Three years Toronto comm. and Govt. radio, TV, announcing-news-reading-writing; one year Holland radio, announcing-reporting; 2½ years 3DB-LK, announcing-production-disc-jockey; one year TV prod. mngr ART. Reported flooding Holland, 1953, for CBC, NBC, SABC. Married, resident Melbourne, Vic.

**EADIE, David William.** Actor-producer. Born Plymouth, Eng., Aug. 30, 1913. Gained wide acting experience with English theatres including Coliseum, Palace, Lyric, Royal Opera House, Covent Gardens. Produced for Arts Council Reps Guildford and Tonbridge. Came to Aust. 1951. Eight years RAF pilot. Discharged squadron leader, DFC. Single, resident Elizabeth Bay, Sydney.

**EADIE, Keith William.** Radio station chief announcer. Born Brisbane, Qld, May 29, 1920. Joined 4BH 1940; manager 4SB late 1941; joined 2GB 1944. Only comm. announcer included in special recording made by ABC for the Queen. Married, 2 sons, resident Bellevue Hill, Sydney.

**EBRALL, Herbert.** Radio station manager-chief engineer. Born Eastbourne, Eng., July 20, 1909. Arrived Aust. 1910. Educated PBS, Perth Tech. College; from 1930 engineer, later sales staff several Aust. commercial stations; appt. mngr 7QT, 1948. MIRE (Aust); three tech. papers published in Proc. IRE (Aust). Married, three sons, resident Queenstown, Tas.

**EDEN, Keith Tressider Gilles.** Actor-producer. Born Melb. Vic., April 18, 1917. Actor, 3DB, 1935; JCW juvenile leads; holds Rola award, best actor. AIF, Middle East, Greece, Crete. Married, resident Caulfield, Melb.

**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. FAI (Aust). Married, 3 children, resident Morningside, Brisbane.

**EDMOND, James Charles.** Radio-TV producer. Born Sydney, NSW, Dec. 1930. Joined J. Walter Thompson, 1947; radio production dept, 1948. Produced majority JWT radio commercials over past five years; currently producing radio commercials, programs and live TV commercials. Married, resident Epping, Sydney.

**EDWARDS, Leslie Dale.** Agency manager-account executive. Born Melbourne, Vic., Jan. 13, 1920. Pre-war: editor-mngr Melb. newspaper, also freelance journalist. Post-war: sr advtg appointments; joined Bayne Mackay Advtg 1955. AAI Aust.; FSMA Brit.; ASSM Aust. Five yrs AIF (two yrs overseas). Single, resident Brighton, Vic.

**EDWARDS, Maxwell James.** Media Representation Co. sales manager. Born Glen Innes, NSW, Nov. 16, 1916. 11yrs city traveller, then mngr, Sydney office, importing firm; five yrs sales exec. 2UE. Now sales mngr Barnes-Chapman & Co. Five yrs AIF. Married, resident Seaforth, Sydney.

**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. Married, resident Mount Waverley, Melb.

**EMERTON, Charles Sidney.** Radio network supervisor and station manager. Born West Wyalong, NSW, April 1, 1915. Former mngr 2LT, 2RE, now mngr 2MO and New England Network supervisor. Married, 2 children, resident Gunnedah, NSW.

**ENEMARK, John Roger.** Agency principal. Born Sydney, NSW, 1917. Over 20 yrs agency exp. Principal, Roger Enemark Advtg, Sydney. AAIA. Married, resident Rose Bay, Sydney.

**ENGLISH, L. J. (Vic).** Agency account executive in charge of TV. Acct/exec. Goldberg Advtg; asst mngr J. Clemenger Advtg; acct/exec. Chessell & McCredie, Don Thompson, Vincent H. Freeth; Fortune acct/exec. in charge of Berger; now in charge of TV. Pilot RAAF, RAF. Resident Manly, Sydney.

**ERMANN, Rom.** Agency director-account director. Born Estonia Sept. 13, 1914. Gained advertising exp. Harry Julius Ad., Sydney; Gordon & Gotch, Sydney; Lintas, Sydney, London, Hamburg, Rotterdam. Married, resident Pymble, Sydney.

**EVANS, Arthur Ellis.** Radio 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; past pres. Launceston & Tas. Jnr. Chamber of Commerce; treasurer Launceston Chamber of Commerce; exec. member Hydrangea Festival Soc., Crippled Children's Assoc. Married, resident Launceston, Tas.

**EVANS, Eric Walter.** Radio station chief engineer. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3SH 1938, then two years acting mngr; chief engineer 3TR since 1942. Married, 3 children, resident Sale, Vic.

**EVANS, James Graham.** Radio station production executive. Born Melbourne, Vic., Jan. 8, 1930. Former announcer, 3AW; program mngr (Radio Ceylon, comm. service); studio mngr BBC London; now prod. exec 3AW. Single, resident Beaumaris, Melbourne.

**EVANS, Kenneth Thomas.** Radio station studio manager. Born Newcastle, NSW, April 12, 1927. 2CH panel operator at 17; program dept. 1946. Began sporting session (1947), film program, Cinemusical, 1948. Toured UK, Europe, 1952. Rejoined program dept. as mngr 1953. 2CH studio mngr 1955. Single, resident Chatswood, Sydney.

**EVANS, Mervyn Thomas.** Radio station manager. Born Burnie, Tas., Feb. 18, 1920. Educated Burnie High School, Launceston Business College. Began career Findlays, 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, AFAIM, four years RAAF (F/lt-pilot). Married, resident Wollstonecraft, Sydney.

**EVERSEN, William Dick.** Radio station manager. Born Townsville, Qld, May 16, 1911. One of 4LG's first announcers, 1936; announcer then studio mngr 4GR; established first provincial Qld advtg agency; later acquired by Edmonds Advtg Service. Appt. mngr 4VL 1957. Member Charleville Town Council, chairman Charleville Elec. Authority. Holds broadcast operator's proficiency certificate. Married, resident Charleville, Qld.

**EWART, John Reford.** Actor. Born Melbourne, Vic., Feb. 26, 1928. 25 years comm. and ABC radio experience. Appeared on Sydney, Melb. stage; and in Aust film Sons of Matthew; now comperes ABC children's session, comm. radio, TV. ALCM. Married, resident Elizabeth Bay, Sydney.

**FAEN, Joseph.** Agency proprietor. Born Sydney, NSW, April 25, 1920. Advtg dept. Vesta Battery Co., 1936-38; 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. AAA, AIA. Married, resident Roseville, NSW.

**FAIRBAIRN, C. S. (Mac).** Agency manager. Born Greenock, Scotland. English, Sth African, Aust. advtg exp. Manager, Becket-Thomson Advtg, Sydney, since 1956. Married, resident Northbridge, Sydney.

**FAIRCLOTH, Ian Wynter.** TV station advertising manager. Born Childers, Qld, May 9, 1920. Former business mngr, workers compensation dept, Qld Insurance Co; advtg rep. Daily & Sunday Telegraph, Aust. Women's Weekly, 1949-55. Studied TV USA 1955. Now advtg mngr TCN. LCA. 2/3rd B'n AIF, 1939-45. Married, resident Iymea Bay, Sydney.

**FAUELLE, 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), pres. TV soc. of Aust. Married, resident Heathmont, Melbourne.

**FAULKNER, Allan David.** Radio station general manager. Born Armidale, NSW, Feb. 2, 1910. Ten years chartered accts. office; five years mngr Scone branch; 20 years in radio, 19 years at 2KO—10 as gen. mngr. Now gm 2UE. Married, resident Killara, NSW.

**FAULKNER, Clifton Stuart.** Radio station general manager. Born Armidale, NSW, July 5, 1904. Eight years gen. mngr 2QN; two years gen. mngr 3CS. Past country vice pres. AFCBS; former sec. Oxley Shire, Vic. Holds Vic. Municipal clerk's cert. and Municipal Auditor & Inspector of Mun. Accounts certificate. Married, resident Colac, Vic.

**FAULKNER, Richard Rigall.** Radio company managing director. Born St. Arnaud, Vic, April 4, 1917. Founded Standard Radio, 1939; later opened Central Radio, then Jeeves Electrics. Civil airline pilot (ANA). Now managing dir. Central Radio, Standard Radio, Jeeves Electrics. Pilot RAAF. Married, 2 sons, 1 daughter, resident Toorak, Melbourne.

**FENNELL, William (Willie).** Radio-TV actor-producer. Born Sydney, NSW, Jan. 1, 1920. Radio comedian for 13 years; theatre & comedy film exp.; 13 years comedy writer. Established own company, Willie Fennell Radio Productions (package programs for radio, TV). Five years AIF. Married, resident Castlegag, Sydney.

**FINCH, Jack Laehlan.** Radio network Melb. sales manager. Born Sydney, NSW, May 5, 1919. Joined AWA 1933; broadcasting accts section, 1936; asst. mngr 4TO, 1946-49; 3BO, 1950 asst. acct. broadcasting dept. 1951-55; asst. sm AWA country stations 1955-57; sales mngr Melb. office 1957. Served RAAF 4½ years. 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, managing director Findlays, Tas.; 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.

**FINLAY, Arthur Noel.** Assistant general manager, ABC. Born Sydney, NSW, Dec. 25, 1903. Associate to Mr. Justice James, Supreme Court, Syd. 1929-32; Housemaster, Sydney Grammar School, 1932-35; 1935 ABC sporting editor NSW, also in charge school broadcasts. Apptd. mngr Qld 1937; asst gen. mngr 1946. USA Smith-Mundt Fellowship 1953; RAF service 1940-45, POW; awarded MC. Represented Syd. Grammar School & Syd. Uni. at RU football, rowing, athletics, swimming. Toured with Waratahs, 1927-28. Former captain NSW, vice-cap. Aust. Rugby Union. Married, 2 children, resident North Sydney.

**FISK, Sir Ernest.** Radio-TV consultant & industry pioneer. Born Sunbury on Thames, Eng. Trained Marconi Co., Eng., Canada, USA; pioneer radio b'casting & telecommunications, former chairman, managing dir. AWA; vice chairman, managing dir. EMI, London. Pioneered W.T. Artic Icefields; also beam wireless & radiotelephone services between Aust.-UK. Aust.-USA, Aust.-Canada. Pioneered radio manufacture in Aust. MIEE (London), M. Brit. IRE; FIRE (life member), USA; MIRE (Aust.); MIE (Aust.); FRSA (London); FID (London), silver medal Royal Soc. of Arts. Foundation pres. IRE Aust; vp IRE (USA) 1938-59. Married, resident Roseville, NSW.

**FITZPATRICK, Neil James.** Actor. Born Melbourne, Vic., Jan. 24, 1934. Acting exp. with Melb. Little Theatre groups since 1949; entered radio, stage, TV 1956. Leading role Aust. tour, Tea & Sympathy. Single, resident Williamstown, Melb.

**FLEMING, E. W.** Agency senior account executive. Born Nambour, Qld, Oct. 7, 1908. 24 years Qld advtg exp.; knowledge markets, media. Held snr exec. positions in other leading Qld agencies before joining Cossey-Waite. Diploma FAI, Lt. Col., AIF, DSO, ED. Served Middle East, was with Rats of Tobruk. Married, 2 daughters, resident Wynnum, Brisbane.

**FLOWERS, Fred Charles.** Radio station assistant manager. Born Sydney, NSW, Oct. 11, 1918. Began career as journalist, transferring 3DB, 1956. Cap. RAASC, 2nd AIF; Nieman Fellow, Harvard, USA, 1954-55. Married, resident Balwyn, Melbourne.

**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; studio mngr 3XY since 1956. Radio compering exp. Four years RAAF. Educated Geelong Grammar School, Corio, Vic. Married, resident Glen Iris, Melbourne.

**FOSTER, Desmond Lionel.** Radio station executive officer. 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 ZUE in charge of news, sport, spec. events, 1955; appt. exec. officer 1957. 4½ years AIF service. Married, 2 sons, resident Dee Why, Sydney.

**FOSTER, George.** Radio station variety director. Born Newcastle, NSW, Jan. 18, 1914. Fort St. High School; seven years variety artist touring Aust. Mngr 2KA; sales mngr 2LM; mngr 2BS; post-war variety director 3AW; joined Colgate-Palmolive unit; 2GB comedian-writer 6yrs; 2UW variety director since 1955. Selected by Aust. English Speaking Union, as schoolboy, to make first shortwave speech to House of

Commons, London, in presence of King George V. FI/lt. RAAF, served 359 Squadron USAAF. 24 Squadron RAAF. Married, resident Dee Why, Sydney.

**FOWLES, Kenneth Alexander.** Agency radio TV director. Born Sep. 14, 1912. Freelance writer-actor, 1929-32; copy chief-chief announcer, 2CH, 1933-34; prod. mngr ZUE, 1935-36; prod. mngr Radio Features Ltd, NZ, 1938-39; joined Lintas 1941; appt. radio director, 1946. LTCL. F/O, RAAF. Married.

**FOX, Albert Edward Reginald.** Electronics organisation assistant general manager. Born Portsmouth, Eng., Sep. 28, 1910. Joined AWA Marine dept., 1934; appt. mngr 4WK, 1936, 2GF, 1937, 3BO 1939, 2CH 1940, mngr AWA broadcasting recording depts 1950; asst general mngr of AWA since 1956. Director of Grafton, Goulburn & Warwick broadcasting companies, also of RCA Aust. Pty. Ltd. MIRE (Aust.). RAN service. Awarded Volunteer Reserve Officer's decoration. Pres. AFCBS, 1951-52. Married 2 sons, 2 daughters, resident Wahroonga, NSW.

**FOX, Jack Spafford.** Radio station program manager. Born Adelaide, SA, Feb. 16, 1903. Qualified pharmaceutical chemist, Adelaide Uni. Former amateur and pro. actor, breakfast announcer, all-night announcer, production mngr; now 5KA program mngr, JP. District councillor, Marion Council; now pres. Adelaide Democratic Club. Married, 2 sons, resident St. Mary's, Adelaide.

**FRANKS, Ilse.** Production unit managing director. Born Berlin Dec. 2, 1907. Nine years' film and stage exp. in Germany, with UFA and Fox Films, Berlin. Also Max Reinhardt's theatres. Designed first mechanical miniature stage with single units in Aust., creates and makes glove and mechanical puppets. Mng dir. Ambassador Film Prod. Widow, resident Maroubra, Sydney.

**FRASER, Colin Lovat.** TV station production manager. Born Auckland, NZ, Feb. 23, 1922. Educated Caulfield Central School, Scotch College, Melb.; St. Peters College, Adelaide. Reporter-special writer, Sun-News Pictorial, Herald, 1939-53 deputy chief of staff, Herald, 1953-55; asst. to general mngr Herald, 1956. Studied TV prod. USA, Eng., France, Italy. Planned program, trained crew for Melb's first TV service; author of TV manual for advertisers. HSV production manager. AIF, RAAF; war correspondent 1941-46. Married, 1 son, 2 daughters, resident Hawthorn, Melb.

**FRASER, Kenneth Roderick.** Actor. Born Bowmans, SA, May 17, 1918. Started acting Adelaide, then Melb., radio-stage Fullers, JCW. Opening show at Minerva, Syd. Contracted to Geo. Edwards, two years. Minerva, JCW after war. Toured Japan 1947-48. Now in Sydney radio-films-TV. Understudied, appeared for Cyril Ritchard, 1946. General straight and character parts. RAAF Pacific areas, 1940-45. Married, resident Cremorne, Sydney.

**FREE, Leslie Robert.** TV assistant chief engineer. Born Quambatook, Vic., Jan. 25, 1926. Was EMI design engineer, TV studio equipment in UK until 1955; then apptd asst. chief engineer TCN. BSc, BE, AMIE. Married, resident Willoughby, NSW.

**FROST, Donald Stanley.** Assistant to the editor, Broadcasting & Television. Born Sydney, NSW, Jan. 29, 1936. 2½ years Consolidated Press, Pictorial & syndications depts; joined B&T May, 1953. Appt. assistant to the editor, 1956. Married, 1 son, resident Newtown, Sydney.

**FULFORD, Harry.** Advertising & marketing consultant. Born Oct. 12, 1916. Member Manchester Publicity Assoc. (affiliated Advtg Assoc. of GB); served Brit. regular army RASC in staff appts. to 1948. Married, 1 son, resident Mt. Gravatt, Brisbane.

**FULLER, Harold Sydney.** Radio network engineer. Born Essendon, Vic., June 22, 1914. Laboratory assist. Firth Bros. 1930; wireless operator with Mackay expedition to Central Aust. 1933; engineer with Argus net (now Assoc. Broadcasting) since 1937. Holds diploma electrical and mechanical engineering, Melb. Tech. AMIRE (Aust), AMIRE (USA). RAAF service 1930-33. Married, 1 son, resident Spring Gardens, Vic.

**FULLARTON, Raymond.** Agency account executive. Born Lane Cove, NSW, March 25, 1922. Post-war career, 1½ yrs asst. advtg mngr California Productions; merchandising mngr Streets Ice Cream, one year; four years acct-exec. John Clemenger Advtg. Holds leaving cert. (Barker College), intermediate chartered accountancy, LAI degree. AIF service. Single, resident Longueville, Sydney.

**FURLONG, John Michael.** Radio station publicity manager. Born Sydney, NSW, Jan 15, 1924. 15 years advtg dept. MGM; three years publicity mngr 2GB. Four years AIF. Married, resident Haberfield, Sydney.

**GALE, Jack.** Agency media manager. Media manager, George Patterson Advtg, Melbourne.

**GALLOWAY, John Neil.** Agency manager. Former acct exec. Webb, Roberts & McClelland, Adelaide; Traders Advtg, Sydney; Masters Advtg, Singapore. Now SA mngr Fortune Advtg. Resident Adelaide, SA.

**GAMBLE, William Ray.** Radio station general manager. Born Parkes, NSW, Feb. 18, 1928. Technician with AWA, 1945; then with 2UW. Gen. mngr 2RG since 1951. Married, resident Griffith, NSW.

**GARDINER, Cyril.** Actor. Born London, Eng, Jan. 13, 1897. 15yrs London West End stage exp; toured Sth Africa, Canada, US; eight yrs BBC drama rep; appeared several Brit. films & BBC TV. Arrived Aust. 1949. Now concentrates radio acting. Served France World War I, wounded 1918. Married, resident East Kew, Melb.

**GARDINER, Jack.** Film company manager, film director. Born Sydney, NSW, Feb. 8, 1921. Exp. photographer, film editor, Began Cinesound 1938 — six yrs darkroom work, four yrs special effects, film editor; left 1948 to edit films Always Another Dawn & Into the Straight. Did special effects for Sons of Matthew; two yrs film editor for Kinelab, then sales mngr; edited first all Aust. colour film Jeddah. Joined Kingcroft Prod., 1954. Married, resident Punchbowl, Sydney.

**GARDNER, Oliver.** Agency director. Director, and director in charge of creative staff, George Patterson Advtg, Melbourne.

**GEEVES, Phillip L.** Radio station program director. Born Sydney, NSW, April 26, 1917. Educated Uni. of Virginia (USA). 21 years in radio; now program director, 2CH. Team leader NBC (USA) Olympic games radio unit. Served AIF in Middle East and South-West Pacific. Mentioned in despatches. Married, 2 children, resident Bexley, NSW.

**GERVAS, Stanley Albert.** Radio station program 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 since 1955. Married, resident Inglewood, Perth.

**GIBBS, Philip Hedley.** Radio station announcers' supervisor. Born Beaconsfield, Tas., Jan. 7, 1929. Studied radio engineering for seven yrs. Began announcing at age of 15. Six years with 7LA; eight yrs 3KZ. Compere World-wide broadcast Carols by Candlelight; commentator 1956 Olympic games; compere P & A Parade. Married, 1 son, 1 daughter, resident Glenroy, Melbourne.

**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. Married, resident Elizabeth Bay, Sydney.

**GIFFORD, Frances William McNaughton.** Radio station record librarian. Born Holbrooke, NSW, July 1, 1933. Joined record library, 3AW, 1950; then turntable operator; and transcription mngr; now record librarian. Married, resident Prahran, Melbourne.

**GILDER, Donald George.** Radio network Vic. representative. Born Warburton, Vic., Aug. 26, 1915. Formerly with Mooney-Webb Advtg, Melb.; sales exec. AWA broadcasting div. Melb.; sales mngr 2CH; now Vic. rep. C'wealth Broadcasting Corp. Assoc. IRE. Seven yrs RAAF, four yrs fl/it. in UK. Past pres. Time Club, Melb. Married, resident Burwood, Melbourne.

**GILDERS, John Percival.** Agency media manager. Born Freemantle, WA, July 23, 1924. 18 months secretary & media mngr S.A. Maxwell & Staff; nine yrs general accountancy, three yrs as public acct. Now media mngr J. Clemenger Advtg, Sydney. AASA. Four yrs AIF, New Guinea, Bougainville — 4th Aust Arty Fld Reg. Married, resident Bronte, Sydney.

**GLASSER, Warren.** Radio program producer. Born Los Angeles, Cal., USA, May 1, 1919. Staff scriptwriter CBS, Hollywood, USA; now freelance Melb. radio scripter-producer. BA, Phi Beta Kappa. 3½yrs US Army Medical Corps, Southwest Pacific areas. Married, 2 daughters, resident Melbourne, Vic.

**GLEESON, Edward Valentine.** TV production company director. Born Caulfield, Melb., May 23, 1926. Joined Val Morgan & Sons, 1947, studied market research 1948; attended TV production course 1955; appt director Val Morgan & Sons, 1956; appt director Cambridge Film-TV Productions, 1957. RAN Reserve, Pacific Ocean, 1943-46. Single, resident Elwood, Melbourne.

**GLEESON, John Fredolin.** Radio station managing director. Born Warwick, Qld, July 12, 1922. Trained in accountancy. Holds first class PMG radio ops. cert. Nine yrs technician-announcer 4CA, 4TO; salesman before acquiring interest in 4AY, 1950. Married, 1 son, 3 daughters, resident Belgian Gardens, Townsville, Qld.

**GLICK, Leo.** Agency media chief. Born Perth, WA, June 18, 1923. 10 years Aldwych Advtg. Six years AIF. Two yrs Aust. mission to German control council. FAI. Married, resident East St. Kilda, Melbourne.

**GOLD, Douglas Edward.** Radio station assistant manager. Born Newcastle, NSW, July 27, 1917. 18 yrs in commercial radio, chief engineer 4GR pre-war; then appt studio mngr; now asst mngr. Educated Uni of Qld. Holds broadcast operators cert. Served four yrs AIF, New Guinea, Moratai. Married, resident Toowoomba, Qld.

**GOLD, Edward E.** Radio station manager-director. Born Qld. Trained as electrical fitter/mech.; later theatre electrician-projectionist. Opened sales and service business, Toowoomba, 1920, and experimental radio station 4EG; opened first Qld comm. station 4GR, 1925; floated 4ZR, 1931; mngr & dir. 4GR, mng dir. 4ZR since inception. Mngr Commonwealth Broadcasting Corp. country div., & superintending engineer 4BC, 4GR, 4RO, 4MB in '40's. One yr state pres. AFCBS; chairman Qld div. IRE, three yrs, eight yrs Toowoomba alderman, for a time deputy mayor; past dist. gov. Rotary; past pres. Toowoomba Golf Club & RACQ; first pres. Toowoomba Carnival of Flowers. SMIRE. Married, 4 children, resident Toowoomba, Qld.

**GOODING, Donald McPherson.** Radio network chief engineer. Born Port Pirie, SA, May 30, 1901. Technician & member radio inspector's branch PMG dept, 1925-30; 5AD technician 1930; appt chief engineer 1931. Educated Port Pirie High School. SMIRE (Aust). RAN telegraphist 1916-21. Member of committee of SA Carols by Candlelight. Married, resident Lockleys, Adelaide.

**GOODLET, Kenneth Edwin.** Actor. Born Perth, WA, Oct. 11, 1921. 10 yrs. stage exp. one year radio. Appeared in Michael Langham's Richard III, Company of Four, White Sheep of the Family, Mary of Scotland, WA National theatre productions Come Back Little Sheba, Rain-maker. Toured Tas. with Elizabethan Theatre Trust in Rivals, Twelfth Night. Married, resident Nedlands, WA.

**GOODSALL, Harley M.** Radio station traffic manager. Born Manly, NSW, Aug. 24, 1908. Educated King's School, Parramatta, matric. 1925. With architects 1926-30; studied law two yrs; travelled abroad for 18 mnths; studio mngr 2CH, 1935; joined BSA copy dept 1937; transferred as copy mngr to 2UE, 1938; appt asst to program mngr, 1945; traffic mngr 1953. Captain RAA, AIF, 1940-45. Married, resident Lindfield, Sydney.

**GORDON, Ronald George.** Agency account executive. Born Adelaide, SA, Nov. 7, 1928. Five yrs advtg dept. Farmer's, Sydney; three yrs, Masters Ltd, Singapore; 3yrs. A. Smyth & Sons, Sydney; now at O'Brien Publicity, Sydney. Single, resident Neutral Bay, Sydney.

**GOSS, Reginald William Graham.** Radio station manager. Born Rockhampton, Qld, Jan. 4, 1913. Radio acting exp.; country station announcing; joined 4BK, 1940; appt production mngr 1941. Subsequently compere, quizmaster, interviewer, cricket, boxing and tennis broadcaster. Appt mngr 1954. Married, resident South Brisbane, Qld.

**GRANT, John Bakewell.** Radio station chief announcer. Born Kingaroy, Qld, Dec. 8, 1923. Entered radio 1951; four yrs 4GY; also 4AY, 4LG, 4ZR. Violinist—two yrs with Syd. Philharmonic & Musical union orchestras for Gilbert & Sullivan. Produced with several Little Theatre Groups, mainly in Gympie. Now chief announcer 4SB. Single, resident Roma, Qld.

**GRANT, Walter Tasker.** Radio station managing director. Born Scotland. Began as electrician, was employed by Fred Lang to wire Parliament House; assoc. with 2KY, 2LT; now managing dir. 2DU. Married, resident Dubbo, NSW.

**GRAVES, Richard Harry.** Agency managing director. Born Waterford, Ireland, July 17, 1897. Sales promotion with Jackson O'Sullivan,

Qld, later Syd.; then advtg mngr Arthur Rickard & Co.; radio O'Brien Pub.; production mngr Catts Patterson. Had own agency 1936 until war. 1946 founded Graves Mayes as sales promotion consultants. Author novels & plays, bushcraft handbooks. Served World War 1 from Gallipoli to Armistice with 25th Brigade. World War II, commanding officer jungle rescue detachment AIF under command FEAF. Married, resident Lindfield, Sydney.

**GREEN, Jean Mary Beswick.** Agency secretary, director. Born Sydney, NSW, Aug. 13, 1907. Began Ferguson Advtg as secretary to a director, then mngr checking dept; joined Gordon & Gotch as media mngr & copywriter; Hartford Advtg as media mngr, secretary then media mngr; secretary-director McClelland Advtg since 1940. Single, resident Kirribilli, Sydney.

**GREENHALGH, Kenneth Neal.** Radio station chief engineer. Born Parkes, NSW, Feb. 27, 1909. Holds broadcast ops. cert., first-class comm. cert. & TV technician's cert. Joined 2KO six mnths after its inception as chief engineer. Married, resident Adamstown, NSW.

**GRIFFITHS, Norman Stuart.** Actor. Born Northwood, Middlesex, Eng., Oct. 2, 1917. Staff announcer with NZBS, 1948-53; radio producer-actor, Melb., since Feb. 1957; worked with AWA, ART, ABC, John Hickling, Hector Crawford. One Melb. stage play, Hippo Dancing. Repertory work, NZ. Played Mendip in Lady's Not for Burning and Wendice in Dial M. Gunner with 51st Highland div., France, 1939-40. Captured 1940, five yrs POW. Married, 1 daughter, resident Toorak, Melbourne.

**GRIMSDALE, Gordon Hector.** Executive radio producer. Born Dunedin, NZ, Nov. 29, 1916. Snr copywriter, acent/exec., advtg agency; anncr-prod. NZBS; prod. NZ rep. theatres; Pasadena Playhouse, Cal., USA (radio, stage, TV); writer-prod., Syd. Exec. prod., program div., ARC, since 1953. Bachelor of Theatre Arts, Pasadena, Cal., USA. Five yrs pilot RNZAF (Flt/Lieut. No 15 (F) Sqdn). Married, resident Wahroonga, Sydney.

**GYNGELL, Bruce.** TV station program director. 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. Now program dir. TCN. First person to appear Aust. TV. Grad. Barnard-NBC, school of TV, Columbia Uni, New York. F/O 22 sqdn Citizen Air Force. Married, resident Bellevue Hill, Sydney.

**HADDY, Patricia Anne.** Actress. Born Quorn, SA, Oct. 5, 1930. Exp covers radio drama, variety & youth education, serials. Specialises juvenile leads & character roles. With amateur theatres in Adelaide, National Theatre, Perth since 1949. Married, resident Claremont, Perth.

**HADFIELD, Lloyd Dyson.** Technical services director. Born Sydney, NSW, Nov. 13, 1922. Three yrs TV development and research, EMI, Eng.; 3½ yrs guided missile development and testing; engaged in establishment of engineering services connected with national TV Studios, now dir. tech. services ABC. B.Sc., B. Engineering, (Hons), AMIEE. 3½yrs AIF Radar officer, 1942-46. Married, 1 daughter, resident Lindfield, Sydney.

**HAIG-MUIR, Ronald Francis.** Media representative. Born Perth, WA, Aug. 22, 1916. Managing dir. Haig-Muir Pty Ltd; managing dir. Haig-Muir Investments Pty Ltd; managing

partner, Southern Riverina Broadcasters. LIA (Aust.); member TV Soc. (Aust.); BCOP, Ft/Lt. RAAF, Pacific theatre. Married, resident North Balwyn, Melbourne.

**HAINES, Frank Benson.** Radio station sales manager. Born Chicago, USA, Sept. 26, 1904. Acct with Perth electrical engineering firm before entering radio 1935; sales exec. 2GZ 1935-40; 2KO 1940-56; appt sales mngr 2UE, Jan. 1957. War service 1941-44, commissioned Army. Married, resident Wahroonga, Sydney.

**HALL, Kenneth George.** TV station chief executive. Born Sydney, NSW, Feb. 22, 1906. Cadet journalist, then seven yrs advtg mngr Warner Bros.; three yrs advtg mngr State Theatre, Syd.; prod-dir. & gen. mngr Cinesound from foundation 1931; founded Cinesound Review Newsreel, 1931. Appt chief exec. TCN, 1957. Prod-dir. 18 feature films and 2000 shorts. Married, resident Bellevue Hill, Sydney.

**HALSE, Peter.** Radio manager & director. Born Sydney, NSW, Oct. 2, 1922. With 2SM, 1938-50; joined Leo Finn Pty Ltd, 1950; now radio mngr & director. Five yrs RAAF radar technician. Married, resident Rose Bay, Sydney.

**HAMILTON, Walter Stuart.** Radio news service editor-in-chief. Born Henty, NSW, April 5, 1906. Former sporting editor, chief sub-editor, Sydney Sun; now editor-in-chief, ABC News Service. BA (Syd.). Married, resident Rose Bay, Sydney.

**HARDIE, Margery.** Advertising director, TV film equipment supplier. Born Blackpool, Eng. Responsible for buying, arranging national advtg campaigns for large Eng. retail stores, incl. Selfridges (London), Affleck & Brown (Manchester), & Schofields (Leeds); since arrival in Aust. concentrated on advtg & sales promotion of Paillard Bolex motion picture equip. Director, Cineoptics Aust. Pty Ltd. Single, resident Seaforth, NSW.

**HARDMAN, George William Campbell.** Radio station studio manager and director of special events. Born Ingleburn, NSW, Dec. 28, 1905. Described for 2UW GPS Regatta from ferry roof, Parramatta River, 1931, first Aust. short-wave sporting description. Member Brisbane Royal tour announcing panel; AFCBS announcer, Olympic games, 1956. Well-known for show commentaries. Chief commentator Bris. shows since 1947, Sydney since 1950, Melb. since 1955. Married, resident Bowen Hills, Brisbane.

**HARDY, Douglas.** TV film director and cameraman. Born Manly, NSW, Feb. 23, 1918. Matric. Joined Cinesound at 18; then with J. Arthur Rank Org.; Southern Cross Films; BBC; ABC TV. Produced 30, directed & filmed 860 productions. Holds Brit. Empire film award. Five yrs AIF, cameraman with 9th div., Middle East & Pacific Islands. Sails in Sydney-Hobart yacht races. Single, resident Seaforth, NSW.

**HARNETT, Dominic Michael.** Radio station studio manager. Born Sydney, NSW, Oct. 4, 1904. Singing & stage exp. before joining 2SM as announcer 24 yrs ago. Originator-compere 2SM's factory session Working to Music. Married, resident Darling Point, Sydney.

**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.

**HARPER, Harry.** Radio-film producer-director. Born Sheffield, Eng., Dec. 6, 1908. Two yrs Qld

uni. Production mngr 4BK; 10yrs J. Walter Thompson, radio & films. Married, resident Cremorne, Sydney.

**HARPER, John Laurence.** Radio station feature announcer. Born Mosman, NSW, June 4, 1901. Educated WA. Eight yrs JCW and Fullers from chorus to juveline leads. From £5 per week 2GB, 1930, to the highest paid commercial announcer in Aust. Married, resident Potts Point, Sydney.

**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. Two yrs Goldfields jnr champ. swimmer. Gained fastest time two successive yrs at state inter-school lifesaving championships, Perth. Coached by Olympic champ. Ron Masters. Married, resident Kalgoorlie, WA.

**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.

**HARRIS, Ron.** Radio network general sales manager. Born Melb., Vic., July 29, 1921. General sales mngr Radio Corp. Pty Ltd. Married, resident Moorabbin, Melbourne.

**HARRIS, Toby.** Actor. Born Brisbane, Qld, Nov. 19, 1910. Educated Grammar School, Bris. Stage-radio actor. With Little Theatre as actor-producer since 1927, entering radio 1934; has acted comm., ABC stations in documentaries, features & plays—straight & character roles. Written historical talks for radio, is also watercolour artist. Married, resident Indoo-roopilly, Brisbane.

**HART, Marcia Rita.** Actress. Born Wellington, NZ. 18 yrs exp. all types drama including ABC interstate tours. Leading lady three 1½ hour live TV plays originating WGKB-TV, Chicago, USA. Married, resident Melbourne, Vic.

**HARTE, Harry.** Agency managing director. Managing director George Patterson, Melb.

**HARTLEY, Raymond Albert.** Actor. Born Enmore, NSW, Jan. 5, 1927. Started career as tap dancer, numerous shows for JCW's; acting roles with Minerva theatre; returned & acted for JCW's, also radio; finally went full time into radio; last stage show White Horse Inn, Empire Theatre, 1955. Single, resident Marrickville, Sydney.

**HARVE, Justin.** Pianist. Born Manchester, Eng., Nov. 14, 1914. Holds diploma de virtuosite, Conservatoire de Musique, Lausanne, Switzerland. Studied two yrs pre-war, Berlin; appeared as soloist for JCW's, & in stage ensembles; leder & opera, coach also accompanist at NSW state Conservatorium. Recently returned from world tour, visited music festivals 1956-57, Edinburgh, Paris, Zurich, Rome, Salisbury, Vienna, Milan, etc. Appeared on UK TV. Speaks French, German fluently. Single, resident Turramurra, Sydney.

**HARVEY, Benita.** Actress. Born Sydney, NSW, Aug. 11, 1932. Studied acting three yrs. Started pro. acting at age of 13; played many noteworthy roles on stage & radio; fully exp. in all types film work. Named one of best actresses, 1951, Single, resident Woollahra, NSW.

**HATHAWAY, Marcia Nellie.** Actress. Born London, West Maitland, NSW, Feb. 8, 1929. First stage appearance age 3; dancer at 10; studied drama six yrs; first stage role at 14 in Lady Precious Stream. Chosen by Brit. C'wealth Theatre Co. for 1951 tour of NZ; toured Aust. in Sailor Beware, 1956; radio-TV exp. as well as stage. Specialises character-dialect roles. Plays violin, piano & sings. Fluent French speaker. Single, resident Milsons Point, Sydney.

**HAWKINS, Eric Rowley Geoffrey.** Agency managing director. Born Leicester, Eng., Sep. 23, 1911. Established, and has been managing dir. of Hawkins Advtg since its inception 23 yrs ago. FOA. JP. Served ATF World War II. Married, resident Beauty Point, Sydney.

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

**HEADING, Rex Gerald.** Radio station producer. Born Adelaide, SA, Aug. 17, 1929. 10th year with 5KA. Former freelance actor and employee Shell Co. Appeared as actor in GMH Hour, Harry Dearth's Playhouse & many ABC drama shows. Resident Royston Park, Adelaide.

**HEATH, Roy L.** Radio network branch sales manager. Born Geelong, Vic., Feb. 17, 1901. Qualified survey draughtsman. Was d'sman & civil engineer; then sales mngr, proprietor motor business; joined Melb. Age 1934; transferring Age broadcasting section 1935; station mngr 3HA; then joined MBS 1938. MBS Victorian manager. Signed first full network sponsorship deal for MBS. Married, resident Eltham, Vic.

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

**HERMAN, Marcus.** Record company co-director. Born Melb., Vic., 1931. Principal of Marco Recording studio, now technical dir. of Planet Records (Aust). Combined musical and technical knowledge to develop exclusive Marco Natural-sound recording process. Single, resident Glen Iris, Melb.

**HIGGINS, Rex Anthony.** Agency accountant. Born Junee, NSW, Dec. 2, 1925. Retail store & factory accounting; thence acct McClelland Advtg. AASA. First in Aust. final accounting, Aust. Assoc. of Accountants. Two yrs RAAF. Married, resident Chester Hill, Sydney.

**HIGHFIELD, Robert William.** Advertising representative. Born Sydney, NSW, Dec. 10, 1912. Eight yrs media mngr. Weston Advtg; then into representation field. Post war joined the late Fred Thompson as media rep., taking over business in 1952. 5½ yrs AIF, RAAF. Married, 2 sons, resident Balgowlah, Sydney.

**HILDER, George Frederick.** TV-film production company director of facilities. Born Winnipeg, Canada, Sep. 4, 1912. Grad. Parkdale C.I., West Tech. School, comm. art, Royal Ontario College of Art. Comm. artist. Art dir. Design Craft Ltd, then mngr, Teknicraft Studios, Toronto, Canada. Dir. of facilities, Atransa, since 1956. Lieut. Royal Canad. Engineers NW Europe. Married, 2 children, resident Harbord, Sydney.

**HILL, Alan Edwin.** Trade newspaper advertising & sales manager. Born Sydney, NSW, June

25, 1923. Pre-war gen. business & accounting exp., post-war service with trade publications The Film Weekly & Broadcasting & Television. One year AMF at home, three yrs RAAF North America & Europe. Married, resident Gordon, Sydney.

**HILL, Mervyn James.** Radio station chief copywriter, scriptwriter. Born Warrnambool, Vic., May 10, 1923. Joined 5DN under rehab. scheme 1946; same year appt chief copywriter; now has own weekly disc jockey session. Won Macquarie script ideas award, 1948. Written three comedy routines weekly for Radio Canteen since 1949, and Under the Stars since 1948. Has written for Joe E. Brown, Spike Jones, Stan Freyberg. Married, 1 son, resident Gollands, Adelaide.

**HILLMAN, Robert Younger.** Agency TV manager. Born Sydney, NSW, Dec. 19, 1925. Two yrs advtg consultant, Fleet St., London; five yrs agency acct/exec; one yr retail advtg mngr. Now TV mngr Hugh Berry Advtg. BA (Syd). Married, resident West Ryde, Sydney.

**HILLYER, Kenneth John.** Agency media manager. Born Malvern Vic. Post war acct/sec of several cos. Joined Nichols-Cumming Advtg 1957. B. Comm., AASA, ACAA. Married, resident Moorabbin, Melbourne.

**HODGES, Glynn H.** Radio station manager. Born Gympie, Qld, Jan. 30, 1922. Part-time announcer 4VL, 1949; joined perm. staff 1950; appt. sales mngr 1951; resigned 1953 to accept sales position 4WK; acting mngr several occasions left 1955 to join 4ZR; pres. position mngr 4ZR. Served RAAF 1940-45 Eng., NG., Darwin. Married, 4 sons, resident Gympie, Qld.

**HOGG, Ralph D.** General manager film production company. Born Surrey, Eng., Oct. 29, 1915. Asst dir. Gaumont-Brit., 1934, then MGM, Ealing, Prod. mngr Ealing, 1946-54. Film dir. 1955-56. Dir., Aust. C'wealth Film Div., 1956. Prod. mngr The Shiralee. Deputy dir. Olympic Games film unit, mngr Southern Internat. Studios. Now gen. mngr, Video Film Corporation. Royal Artillery, Brit., India, Burma. Member, Brit. Film Academy. Brit. Kinematograph Soc. Married, resident Potts Point, Sydney.

**HOLDEN, 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. FIA (Aust). Five yrs commissioned RAF, RAAF, Middle East & Italy. Married, 2 children, resident Glen Waverley, Melb.

**HOLMES, William George.** Radio station sales manager. Born Moama, NSW, Aug. 12, 1920. Entered radio 1938, with country stations as announcer-copywriter; two yrs mngr 2MG; 18 months sales mngr 2CH; past six yrs sales mngr 3UZ. Six yrs pilot, RAAF, Great Britain. Married, resident South Caulfield, Melbourne.

**HOLT, Harold Gerrard.** TV production unit director. Born Cheshire, Eng., March 9, 1909. Former SA sales mngr Electrolux; joined sales staff Val Morgan & Sons, 1941; rejoined after war; appt sales mngr 1947; appt a director 1957; also company director Morgan Cambridge Films Pty Ltd. With Dept of Army, Mechanisation 1942-45. Married, resident Hawthorn, Vic.

**HOOD, Leslie Raymond.** Radio station sales manager. Born Perth WA, Oct. 19, 1902. Asst mngr 2UB, 1940-49; with 2KY since 1949. Married, resident Northbridge, Sydney.

**HOOKE, Sir Lionel George Alfred.** Electronics organisation managing director. Born Melb., Vic., Dec. 31, 1895. Joined AWA in 1913. In charge of wireless telegraph apparatus, Shackleton Polar Exped., 1914. Exec. of AWA since 1919. Chairman, Radar & Telecommunications Industry Advisory Committee, vice pres. Chamber of Manufactures and chairman, electronics and allied industries div. Member business advisory group Aust. Atomic Energy Commission. Lieut. Royal Naval Volunteer Reserve, later pilot RN Air Service, World War I. Received knighthood 1957 New Year's honor list. 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; 28 yrs 3DB. FIRE (Aust); AIRE. Instructor Central Signal School during war. Planned, supervised Herald & Weekly Times' broadcasting & communications activities. Married, resident Hawthorn, Melb.

**HOPE, Justin Francis.** Agency media director. Born Hobart, Tas., July 9, 1919. Three yrs acct-exec Cossey Advtg; two yrs press mngr Campbell Advtg; four yrs press & misc. mngr, then partner, Littleton Harvey Advtg. A.A.I.A. Diploma ICS. Five yrs army service. Married, resident Ashgrove, Brisbane.

**HORGAN, Patrick Finbarr.** Actor. Born Hyson Green, Eng., May 26, 1929. Retired from St. Mary's Hosp. London, before sitting for final MB. Two yrs Germany, petroleum chemist, RASC. Stage, BBC, TV, comm. TV, Aust. TV. Aust. radio exp. Married, resident Bayswater, London.

**HORNER, Ronald Ernest.** Director of photography. Born Oct. 7, 1916. 22 yrs with Cinesound, last 10 as chief cameraman; six months US, 1946, at MGM & 20th Century Fox; now a director Power-Horner Productions. Organized Cinesound filming Royal tour; first Aust. cameraman chosen by UN, New York to film Miracle in Java. Film editor, 5th USAF combat camera unit, 1942; US signal corps, 1943-45. Married, resident East Balmain, Syd.

**HOUGHTON, Don.** Writer-producer. Born Paris, France. Film, TV (UK), and radio exp.; author seven successful detective novels & many short stories; now freelance writer-producer. Writes Police File, Nightbeat, etc. Educated Barnard Castle, Co. Durham. Served RN.

**HOUSLEY, Trevor Alfred.** Telecommunications company general manager. Born Gympie, Qld, Oct., 1910. With PMG's dept, technical & engineering, 1942-46; DCA 1946-51, chief airways engineer since 1948; OTC (A) since 1951, appt gen. mngr 1956. Actively engaged post-war development aviation facilities, particularly communications & navigational aids. Led Aust. delegation Int. Aviation Convention, New Delhi, 1948. Member communications, broadcasting commission, & supervised international communications, Olympic games, 1956. B.Sc., MIE Aust. Married, resident Lindfield, Sydney.

**HOWARD, Kenneth.** Radio TV racing & sports commentator. Born Waverley, NSW, Dec. 2, 1913. 21 yrs race broadcasting & sporting exp.; six months TV exp. Comperes own two TV sporting shows; major network race commentator. Married, resident Kensington, Sydney.

**HOWELL, Edward Welsford Rowsell.** Actor-author-producer. Born Bromley, Eng., July 15, 1902. First stage app. JCW Blue Bird Co., when 10; entered radio ABC 1929; featured

roles BBC, 1949-50; toured UK, Stanley French Theatre Management, 1949-50; app. four Aust. films, ABC TV & first Aust. play televised. Played character, comedy, drama for comm. & ABC radio; stage exp. JCW, Minerva & Independent Theatres. Leading man Janus, 1957. Wrote, directed, played lead Fred & Maggie Everybody, 1932-53. Has written ABC spec. features, documentaries. Married, resident Darling Point, Sydney.

**HOWES, Frederick Robert.** Agency production manager. Born Sydney, NSW, June 9, 1920. One year Sun advtg dept.; three yrs Catts-Patterson Advtg; five yrs Hansen-Rubensohn Advtg; two yrs advtg mngr Brit. General Electric Co.; resident Bellevue Hill, Sydney.

**HUCKER, Walter Jeffrey.** Radio-TV production unit managing director. Born Sydney, NSW, June 27, 1931. Former announcer-copywriter 2PK; asst mngr 2QN; radio mngr Cossey-Waite Advtg; asst program director 2CH; sales exec. AWA radio-TV program service; managing dir. Air Programs Aust. Married, resident Pymble, Sydney.

**HUGALL, John William.** Radio station company secretary. Born Fremantle, WA, Aug. 9, 1912. Joined 6KY 1949. Member WA King's Cup crew, 1934. Four yrs AIF, NG & Balikpapan. Single, resident Nedlands, Perth.

**HULL, Harold.** Radio station sales executive. Born Melb., Vic., March 2, 1917. Former concert mngr, pub. director E. M. Greene; joined 3AW 1952, now sales exec. Theatre & radio exp. Tour manager of many celebrated artists. Married, 1 son, resident East Melbourne, Vic.

**HUMPHREY, John Robert.** Agency organisation federal director. Born July 12, 1911. Began advtg career, Farmer & Co., 1928; with various retail stores to 1935; abroad, UK & South Africa, 1935-36; appt asst advtg mngr Berlei Ltd, on return, 1937; appt advtg & display mngr 1938. Appointed federal secretary 4As 1946, federal director 1956. Alderman Ku-ring-gai Municipal council, 1950-53. FAI (Aust). Served 2nd AIF, 1941-45. Married, 3 daughters, resident Pymble, Sydney.

**HUNN, John Talbot.** Radio network deputy manager. Born Perth, WA, Sep. 1, 1922. Educated Guildford Grammar School, WA, & Melb. Grammar School. Joined staff Nicholsons Ltd, 1946; acct Nicholsons Broadcasting Service (6PR-TZ-CI) 1952-55; appt asst mngr 1955; joined WA Broadcasters as personal asst to mngr, 1955; appt deputy mngr 1957. Served AIF World War II, instructor Aust. jungle warfare school, Canungra, 1945. Married, 1 son, resident Mosman Park, WA.

**HUNT, Donald de Vere.** Agency manager. Educated Newington College, Syd., economics Syd. Uni. Former acct-exec. Lintas; product mngr J. Kitchen & Sons; acct-exec. Fortune Advtg in charge of Berger, WA; now WA mngr Fortune (Aust) Pty Ltd. Resident Perth, WA.

**HUNT, Victor Nelson.** Agency director. Born London, Eng., July 9, 1915. Pre-war, proprietor point-of-sale, display firm, Melb; then advtg mngr for a nat. advertiser, Melb.; asst advtg mngr (publishing), 1946; joined Nichols-Cumming 1948. Commissioned officer AIF 1940-46. Married, resident Hughesdale, Melb.

**HUNTLEY, Hamilton Reynolds.** Radio station manager. Born Sydney, NSW, July 25, 1912. Educated Syd. Grammar School & Syd. Technical College. Former cadet engineer, AWA radio electrical works, 1932-33; technician-announcer-salesman 2AY, 3BO 1933-34; acting

manager 2GF 1935; asst mngr-engineer-annr-salesman 4TO 1935-36, engineer-annr, secretary & director Fiji Broadcasting Co, ZJV Suva, AWA UPD2 Suva, 1936-52; asst mngr 3BO 1952-54; mngr 1954; appt 2<sup>H</sup> mngr 1957. Described Duke of Gloucester's Bendigo visit, 1934. Married, 4 sons.

**HUTCHISON, Francis Ashton.** Agency senior partner. Born London, Eng., July 27, 1899. 32 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 and snr partner Hutchison Advtg, Hobart since 1952. Resident Hobart, Tas.

**HUTCHISON, Neil.** Director of drama & features ABC. Born Cheshire, Eng., April 8, 1912. BBC & ABC broadcasting & administrative exp. BA Oxon. Married, resident Potts Point, Sydney.

**HUTTON, Richard (Ric).** Radio-TV actor & narrator. Born Sydney, NSW, March 8, 1926. Former announcer MBS, 1947; three yrs announcing, 2CH; BBC, 1950-55; drama & TV newsreel commentaries; film commenting, Crown Film unit & others; freelance, radio and TV, Sydney, since 1955. Three yrs AIF, NG & New Brit. AEME and Army Broadcasting Service. Single, resident Cremorne, Sydney.

**HYNES, Lincoln Carruthers.** Radio station 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-IVB-RO) 1952; gen mngr 2UW & Qld network, 1956; member management committee AFCBS, 1955-57; sen. vice-pres. 1957. Represented NSW in Sheffield Shield cricket, 1934-39. Past pres & life member Contact Club. Comissioned officer RAAF, NG & Aust., 1942-46. Married, 3 daughters, resident Lindfield, Sydney.

**IFIELD, Frank.** Singer. Born Coventry, Eng., Nov. 30, 1937. Started singing at 14; appeared nearly all radio stations; first record & radio show, 1953. 12 month show on country station. First western singer to have ½ hr Aust TV show. Single, resident Beecroft, NSW.

**IRELAND, Lester Alexis.** Radio station program manager. Born Cassilis, NSW, Nov 1, 1923. Studied piano & theory eight yrs. Joined 2GB as program arranger, 1950; appt librarian 1954; program mngr 1956. Five yrs AIF service, incl. two yrs overseas. Married, 3 children, resident Beverley Hills, Sydney.

**IRVINE, Malcolm McKinnon.** Agency managing director. Born Lismore, NSW, Sept. 14, 1918. Seven yrs Theological College. Five yrs mngr 4ZR; five yrs radio mngr O'Brien Pub. Diploma in psychology. Managing director, Irvine Advtg. Single, resident East Ivanhoe, Melbourne.

**IRVING, Wilson.** Television station studio supervisor. Born Kurrangong, NSW, May 2, 1912. Aust. & overseas theatre exp. Entered radio as compere-announcer 1938; prior to joining ATN, producer MBS Gladys Moncrieff Show, Quiz Kids, Pied Piper, etc. Served as officer with AIF in SW Pacific area. Married, 1 daughter, resident Rose Bay, Sydney.

**JACKSON, Geoffrey James Montgomery.** Producer-director radio programs. Born Auckland, NZ. Former journalist; prod-program mngr 2GB; gen. mngr Jack Davey Productions; radio mngr Paton Advtg; radio dir. Lintas Advtg; exec. prod. MBS. Later with EMI Now radio-TV dir., McClelland Advtg. RAAF. Married, 2 daughters, resident Croydon, Sydney.

**JACQUES, Victor Arthur.** Radio network advertising manager. Born Manchester, Eng., 1898. Educated Otago High School, Dunedin, NZ & London Uni. (School of Economics). With Kolyonos Co., London (sales merchandising & credit), 1920-28; Samson Clark Advtg, London, 1931-33. Also worked Paris, New York, Chicago, India. Joined 5AD copywriter-salesman, 1935; appt 5AD-PI-MU-SE advtg mngr 1945. Served AIF 1916-19. Co-founder Adelaide Contact Club, 1956. Married, resident Glenelg, SA.

**JAMES, Donald Philip.** Radio station manager. Born Melb., Vic., June 1, 1918. 20yrs radio & press exp; on snr literary staff of metrop. dailies. Now mngr 3HA. RAAF pilot. Married, resident Hamilton, Vic.

**JAMESON, Merle.** Agency radio-TV casting officer. Born Sydney, NSW, Nov., 1925. Prod. asst to Jack Davey, Colgate unit & 3AW; then asst mngr Central Casting Office; last four yrs radio-TV dept JWT, casting org. & booking of production of programs & commercials. Single, resident Coogee, Sydney.

**JEFFCOAT, Francis Robert.** Radio station sales promotion executive. Born Sep. 18, 1922. Cadet annr, 4BH, 1939, then evening annr, sporting editor, specialty annr. Appt mngr 4VL 1951; sales promotion exec. 2UW, 1957. Four yrs AIF -- demob, rank WO II (Ord). Married, 1 son, resident Chatswood, Sydney.

**JEFFREY, Edward Leslie.** Media representative. Born Blackall, Qld, June 17, 1905. 21yrs bcasting. Salesman 4BC, 1936; transferred 4BH, 1937; mngr 2CK (now 2NX) 1938, opened Melb. branch Oswald P. Sellers, selling agents for Columbia -- G. Edwards Radio Prod. Sales mngr 3AW, 1945-47. Now prop., E. L. Jeffrey, radio, press, transcription service. Resident Brighton, Melbourne.

**JOBBINS, Henry Edward.** Film production unit manager. Born Sydney, NSW, Dec. 12, 1918. Advtg dept Farmers, Syd; then partner Lawrence & Jobbins (now W. B. Lawrence Advtg) dir. i/c advtg California Prod., i/c promotion Cole of California, Joyce Shoes, I. Miller Shoes. Acct/exec. (Ford Motor account) Warwick Advtg. Now mngr Filmads, dir. Cambridge Film & TV Prod., Melb., rep. Ray TV & Ray Films, Vic. Served RANVR. Married, 3 children, resident Eltham, Melb.

**JOEL, Asher Alexander.** Agency managing director. Born Stanmore, NSW, May 4, 1912. Managing dir. Asher Joel Advtg. OBE, US Bronze Star. Married, resident East Lindfield, Sydney.

**JOEL, Joe.** Agency general manager. Born Sydney, NSW, April 20, 1915. Former dir. advtg & pub. Columbia Films & RKO. Studied advtg agency ops US, 1948. Chairman Motion Picture Export Assoc. America. Lieut. RANVR, 1939-45. Married, 2 sons, resident Pymble, 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. Married, resident Hornsby, Sydney.

**JOHNS, Marion Ida.** Actress. Born Broken Hill, NSW. Radio, stage, film exp. All types of roles. BA Sydney Uni. Married, 2 sons, resident Lane Cove, Sydney.

**JOHNSON, William John.** Radio station managing director. Born Ipswich, Qld, Nov. 10, 1893. Estab. 4IP, 1935; now managing dir. First

pres. Ipswich Legacy Club; past pres. Qld Auto. Chamber of Commerce, Ipswich Chamber of Comm., RSSAILA Ipswich sub-branch, Ipswich Bowling Club; patron-life member Ipswich Rifle Club; pres. Blackstone-Ipswich Cambrian Choir, Ipswich Intermediate Choral Soc. Served 25th Bn. Gallipoli & France, wounded 1917. Married, resident East Ipswich, Qld.

**JOHNSTON, Roma Elizabeth.** Actress. Born Melb., Vic., May 14, 1927. Stage, radio, TV exp. Specialises character roles. Single, resident Toorak, Melb.

**JONES, Donald Leonard.** Agency senior account executive. Born Arncliffe, NSW, Feb. 22, 1926. 14yrs advtg exp.; nine yrs Sydney & Melb. agencies; now snr acct/exec. Cossey-Waite Advtg. 2½yrs RAAF. Married, 1 daughter, resident Highgate Hill, Brisbane.

**JONES, Malcolm John.** Director, media representation co. Born Manly, NSW, Aug. 14, 1917. Former NSW secretary AFCBS; sales mngr 2UE; sales superintendent Kelvinator (Aust); now dir. Barnes Chapman Pty Ltd. 5½ yrs RAAF pilot. Married, resident Mosman, Syd.

**JOSE, Denis Adrian Arthur.** Radio network director. 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., ABC, 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 Blakehurst, Sydney.

**JUDD, Dorothy.** Media representative business manager. Born Sydney, NSW. Secretarial exp. Now business mngr Noel Battye Pty Ltd. Single, resident Cronulla, Sydney.

**JUDD, Noel.** Producer-actor. Born Melb., Vic., Feb. 8, 1916. 25yrs advtg, radio, stage. Opened radio div. Paton Advtg, Melb., 1932; anncr-copywriter 2GB, 1935; snr anncr, producer 2WL, 2CA, 2HR, 7LA. Post-war anncr, copy mngr, service mngr, scriptwriter, prod., program exec., 2GB. Now prod. musical & comedy shows, scripting & starring Bunkhouse show. During war organised Tas. AIF entertainment unit; awarded Cert. of Merit for work in forward areas, NG, Solomons. Written 30 songs, singing commercials, themes. Member AFPA. Married, 3 children, resident Balgowlah Heights, Sydney.

**JUDGE, Ainslie Robert.** Radio station chief engineer. Born NZ, Jan. 12, 1913. 13yrs 4BH, now chief engineer. Three yrs DCA. With G. J. Grice Music House, Bris. & Cairns until 1941. Assoc. member IRE. Married, resident Ashgrove, Brisbane.

**JURY, Ronald Russell.** Assistant to radio station general manager. Born Melb., Vic., Oct. 28, 1926. Matric. Melb. Boys' High School. With C'wealth Bank, 1942; 3SR as anncr, 1949; copy-writer & sports commentator with 3XY then acct 3AW, 1951. AASA, assoc. Bankers Ins. Aust. Co-operated prod. Impact radio surveys 1951-52. Foundation member, treasurer TV Soc. Aust. Single, resident Melb., Vic.

**KAIN, Malcolm Ronald.** Agency account executive. Born Sydney, NSW, Sep. 21, 1931. Acct/exec. Hugh Berry Advtg; production mngr Warwick-Paton Advtg; asst acct & produc-

tion exec., now acct/exec., McClelland Advtg. LAI Aust. Married, resident Bondi, NSW.

**KAUFFMANN, Bettine Rosalind.** Actress. Born Melb., Vic. Stage, radio & TV exp.; leading roles radio serials, plays. Appeared at Melb's Princess Theatre, National Theatre, Little Theatre. BA (hons) Melb. Uni. Married, resident Sth Yarra, Melb.

**KEAVNEY, Kay.** Radio-TV scriptwriter. Born Sydney, NSW, Feb. 2, 1921. ABC staffwriter, 1942; MBS, 1945-53; freelance since 1953. Studied TV Eng. & Europe, 1952. Worked with Joseph Kaufman, 1954 writing ½hr Long John Silver TV plays. BA (1st class hons) Syd. Uni., awarded James Coultts scholarship. Married, 2 daughters, resident Drummoyne, Sydney.

**KEESING, Roy Selwyn.** Agency account executive. Born Auckland, NZ, May 23, 1908. 30yrs advtg, journalistic exp.; now director, R & K Powell Advtg. FAI (Aust), 2nd AIF 1940-45. Married, resident Clifton Gardens, Sydney.

**KELLOCK, Samuel James Frederick.** OTC chairman. Born Violet Town (Vic.), May 25, 1890. Joined PMG's dept, 1905; superintendent postal services, Vic., 1938-46; acting chief inspector, postal services, central admin, 1946-48; director Posts & Telegraphs, NSW, 1948-54; appt chairman OTC (A), 1954. OBE. Vice pres. Royal Institute Public Admin (NSW). Married, resident Mosman, Sydney.

**KELLY, Francis Timothy.** Agency associate director-accounts executive. Born London, Eng., May 24, 1900. Former exec., Catts Patterson Advtg, Sydney; dir. Vincent H. Freeth Advtg, Syd.; dir. Jackson, Wain Advtg, Syd.; now assoc. dir. & acct/exec Noble-Bartlett Advtg, Syd. Married, resident Warrawee, Sydney.

**KEMP, Sidney Joseph Albert.** Radio network general mngr. 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. Served RNVN, 1917-19, wireless officer, Merc. Marine, 1920-26, Air Training Corp., Vic. p/o, 1942-44. Country vice pres. AFCBS, 1943-44, chairman, founder, Vic. Country B'casters' Publicity Committee. Married, resident Caulfield, Melb.

**KENNEDY, Eric Thomson.** Agency director. Born Albany, 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 dir. McClelland Advtg. Member Wartime Censorship Advisory Committee. Chairman, Fed. Pub. Committee, C'wealth Jubilee Celebs, 1951; present chairman Tutus Investments; dir. Petrol & Chemical Corp. (Aust.) & St. Luke's Hosp. 5th Aust. Field Arty Brig., 1915-19. Awarded MSM, MID. Married, resident Woollahra, Sydney.

**KENNEDY, Patricia.** Actress-producer. Born Queenscliff, Vic. Two yrs ABC, Melb., drama & variety; then freelance radio actress; overseas 1950, visiting 13 countries, & studying TV. Appeared BBC. On return produced for Hector Crawford Prod.; thence Syd., 1956. Single, resident Woollahra, Sydney.

**KENYON, Alma.** Actress. Born Aldershot, Eng. 30yrs stage, radio exp. Specialises character & dialect roles. Resident Perth, WA.

**KENYON, John Alan.** Agency traffic manager. Born London, Eng., Dec. 12, 1936. Wide knowledge of advtg; now traffic mngr, Cossey-Waite Advtg. LAI. Single, resident Dutton Park, Brisbane.

**KERR, Bernard Francis.** ABC sporting supervisor. Born Canowindra, NSW, Dec. 22, 1914. Commentator Helsinki Olympics, 1952; Aust. cricket tour, Eng., 1953; i/c, ABC coverage, Melb. Olympics, 1956. With ABC since 1932, now sporting supervisor. Army, 1941-46, Ordnance Corps, Pt Moresby, Dobodura, Lae, Bougainville. Sporting editor, amenities service, b'casting sect., 1945. Married, 1 daughter, resident Maroubra Bay, Sydney.

**KERRIGAN, M. David.** Radio station sales & studio manager. Born Sydney, NSW. Several yrs Qld radio, then 2PK; copy-writer, then salesman, 2DU; sales mngr 2DU for three yrs. Married, resident Dubbo, NSW.

**KIDD, Arthur Ray.** Radio station manager. Born Sydney, NSW, Oct. 26, 1914. With AWA, 1928-38; then salesman-anncr 4TO; mngr 2GN, later 3BO. Mngr 2AY since 1946. Country vp AFCBS 1952-53. RAAF, SW Pacific area hq. Awarded Queen's Coronation Medal (Civil). Pres. Albury Rotary; past vp Albury Chamber of Commerce. Married, resident Double Bay, Sydney.

**KINANE, William Ower.** Radio station manager. Born Lilydale, Vic., Jan 10, 1915. With Goodyear Tyre & 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 Rotary, Legacy and golf clubs. Married, 1 child, resident Warwick, Qld.

**KING, Geoffrey Laurence.** Film processing laboratory managing director. Born Sydney, NSW, Dec. 10, 1903. Former audit clerk, Peterson & R. King; refig. sales mngr Aust. Gen. Elec. Founder & designing engineer, Kinelab Pty Ltd. Member Soc. Motion Picture TV Engineering, IRE, Brit. Kinematograph Soc. Films consultant TCN. Pilot, flying instructor. Married, resident Vaucluse, Sydney.

**KING, Hon. Robert Arthur, MLC.** Radio station secretary. Secretary NSW Trades & Labour Council; member NSW Legislative Council; now secretary 2KY. Married, resident Bondi Junct., Sydney.

**KINGSBURY, Raymond Laurence.** Agency manager. Born Melb., Vic., Aug. 25, 1928. Four yrs advtg dept, Darrods Pty Ltd; two yrs Vic. sales promotion, Holeproof; media mngr, acct. exec. Noel Paton Advtg (4 yrs), Nichols-Cumming Advtg (two yrs); now mngr Melb. agency Wallens & Co. Four yrs CMF. Married, resident Bentleigh, Melb.

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

**KINNEAR, A. Bryce.** Agency TV manager. TV mngr George Patterson Advtg, Melb.

**KLEMM, Bertram William.** Radio station advertising sales dept manager. Born Brisbane, Qld, March 24, 1917. With Courier-Mail, later advtg dept Chandlers. Entered radio as script-writer; later 4yrs radio mngr Noble-Barrett Advtg; joined 4BK-AK, 1952; apt sales mngr, 1953. Five yrs RAAF air crew (3½ in Eng.) ft./lieut. Married, 2 daughters, resident Wavell Heights, Brisbane.

**KNIGHT, William Charles.** Agency press director. Born Brisbane, Qld, Dec. 20, 1906. Former art editor-in-chief, Assoc. Newspapers; art director, Lintas Advtg; acct/exec. Lyle Davis Advtg; now press director, Canny, Paramor & Canny Advtg. Married, resident Vaucluse, Sydney.

**KOFFEL, David.** TV production company governing director. Born London, 1914. Journalist, scenario writer, advtg exec, film prod. Founder and gov. dir., David Koffel Pty Ltd, Film & Television Productions, David Koffel (Enterprises) Pty Ltd, Featured Theatre Ads, Theatre Screen Contractors (Aust.). Resident Longueville, NSW.

**LAKE, Dawn.** Vocalist, 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. Married, resident Clovelly, Sydney.

**LAMB, Stewart.** Radio station chairman, managing director & company director. Born Newcastle, NSW, March 6, 1917. Chairman, mnging dir., 2UE, and N'castle B'casting Co. Married, resident Bar Beach, Newcastle.

**LAMOND, Toni.** Actress. Born Sydney, NSW, March 29, 1932. Appeared radio, stage, cabaret, TV shows. Leading lady to Tommy Trinder in Aust.; star Pajama Game. Specialises musical comedy, variety. Married, resident Potts Point, Sydney.

**LAMMAS, Lorraine Hazel.** Actress. Born Sydney, NSW. Freelance actress radio, stage, films, TV. Single, resident Croydon Park, Sydney.

**LANAGAN, Joseph Ronald.** Radio station managing director. Born Bingera, NSW, Aug. 12, 1907. Managing dir. 4VL. Past pres. Charleville Show Soc. and Warrego Club; dir. Westernair Charter Service; trustee, Charleville showground & racecourse. Married, resident Charleville, Qld.

**LANDEL-JONES, Charles Kenneth.** Agency managing director. Educated Cranbrook, Sydney; pre-war jur exec. Atlantic Union Oil; post-war founded Fortune Advtg, now managing dir. Served 2nd AIF. Resident Point Piper, Sydney.

**LANCASHIRE, Hal.** Radio artist. Born Sydney, NSW, March 7, 1908. Radio, stage, TV exp., Eng., France, Germany, Aust. Also comedy vocalist. Married, 2 children, resident Rockdale, Sydney.

**LANE, Reginald Ewart.** Production company managing director. Born Tenterfield, NSW. Sales mngr 2GB, 1938-45; general mngr 2GB and Artrana, 1946-52; now managing dir. Sellers Lane Stevens Pty Ltd, CRT & ITS. Married, resident Cremorne, Sydney.

**LANE, Richard Hamilton.** Radio writer-producer. Born Sydney, NSW, Jan. 18, 1918. Began radio writing, 1937; with MBS, 1942-51; freelance since 1951. Scripted Laura Chilton and for Caltex Theatre; prod. Dr. Paul, Agatha Christie series. Widower, resident Newport, 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. AFCBS, 1953-54. Visited Ceylon, India, Pakistan, SE Asia for MBS in 1950. Advised Ceylonese Govt on setting up radio SEAC. Married, resident Somerton Park, Adelaide.

**LARKIN, Ronald Thomas.** Radio station branch manager. Born Sydney, NSW, March 28, 1928. Acct, then prod. mgr. Visatone, two yrs; acct Thomas Meadows & Co., Syd. & C'wealth Wool, Dubbo. Joined 2DU as anncr 1955; appt Wellington branch mgr, 1957. Single, resident Wellington, NSW.

**LARKINS, William Frederick.** TV production company service manager. Born Sydney, NSW, April 28, 1928. With Willmott Advt, Hansen Rubensohn Advtg, O'Brien Publicity; two yrs USA & Canada (with CBC); in Aust. TV mngr Goldberg Advtg, joined ITS, 1957, now service mngr. LOA. Studied TV, Uni. Sth. Cal., USA. Married, resident Northwood, Sydney.

**LASHWOOD, Hal.** Actor-producer. Born Sydney, NSW, Aug. 13, 1920. Specialty dancer, JCW, at 16; then vaudeville & panto, Tivoli Circuit. Toured NSW, Qld with Macks Varieties, Barton's Follies, Sorlies; assoc. with the late Roy Rene (Mo). Exp. quiz master, compere, also radio prod. Appeared in dramas, comedies, films, cabaret shows. JP. Member UNESCO committee for films, press & radio, also UNESCO committee for drama, theatre & literature. Fed. pres. Actors & Anncrs Equity Assoc. Aust. Independent candidate, Blue Ribbon seat of Wentworth, 1955. Married, resident Maitland, NSW.

**Laurie, John.** Radio station program manager. Born Perth, WA, Sep. 22, 1926. Two yrs night anncr 6PR, five yrs program mngr; program mngr 6KY since 1957. Single.

**LAWRENCE, Harold Austin.** Agency director. Born Bristol, Eng., May 29, 1895. Advtg mngr NZ Herald; London rep. NZ Assoc. Press, and West Australian; business mngr. Perth Daily News, now dir. Canny, Paramor & Canny Advtg. Past pres. London Assoc. Brit. Empire Newspapers, O'seas. AIF 1914-18; civil defence org., London sect., world war II. Married, resident Melb., Vic.

**LAZAR, Elizabeth Isabelle Caren.** Agency account executive. Born Dubbo, NSW, Jan. 12, 1929. Former copywriter Goldberg Advtg; asst advtg mngr Mark Poys, 1955; copywriter David Jones Ltd, acct/exec. Arthur L. Rosebery Advtg, now advtg dept, David Jones Ltd. Married, resident Willoughby, Sydney.

**LE CLAIRE, Guy Mackay.** Actor. Born Melb., Vic., May 31, 1929. Radio-TV exp. Single, resident Double Bay, Sydney.

**LECKIE, Alwyn Rita.** Vocalist-actress. Born Invercargill, NZ, April 9, 1932. Aust. stage, radio, cabaret & TV exp.; appeared Say It With Stars, Tivoli Theatre, Melb. Feature artist, Johnny O'Connor Show, TCN. Married, resident Double Bay, Sydney.

**LEGG, Frank.** Radio artist. Born Deal, Eng., June 26, 1906. Exp. journalist. Handled ABC Early Morning Session, 1938; own sessions, 1946-56. AIF (2/48 b'n) Middle East, 1940-44. ABC war correspondent, 1944-45. Married, resident Pymble, Sydney.

**LEIGH, Keith.** Electronics organisation branch manager. Born Melb., Vic., April 1, 1904. Telecommunications technician STC; mngr, engineering sales dept; Vic. sales mngr; now mngr, Consumer Products div., STC, Melb. AMIRE (Aust), chairman Vic. div., AISM. Married, resident East St. Kilda, Melbourne.

**LEONARD, Francis Patrick.** Agency proprietor. Born Longueville, Syd. Six yrs with N. S. H. Catts & Co. & Catts-Patterson Co Ltd; founded F. P. Leonard Advtg, 1926. Diploma Economics

& Commerce, Syd. Uni, 1½yrs Heavy Arty Brig., AIF. Married, resident, Balgowlah, Sydney.

**LEVY, Francis Edward.** Radio station assistant manager. Born Wellington, NZ, Feb. 5, 1902. Educated Wellington College & Vic. Uni., NZ. Studied Law, Wellington, 1918-20. Joined Goldberg Advtg, Wellington, 1920; mngr Auckland office, 1924; asst mngr Wellington office, 1924, returned Auckland, 1925; appt dir. 1926; dir. hq Syd. 1930-34; service mngr 2UW, 1934; sales mngr, 1935; asst mngr 2UW since 1951. Formed Goldberg's radio div. 1933. JP. Alderman Waverley council, 1953-56; pres. Auckland, NZ, advtg club, 1929; foundation member, pres. 21. club Syd., 1945-49; foundation member, vice pres. Dover Heights Bowling Club. Married, 1 son, resident North Bondi, Sydney.

**LEVY, John.** Radio artist. Born Sydney, NSW, Dec. 25, 1908. Radio, stage, TV exp., Eng., France, Germany, Aust. Also comedy vocalist. Married, 2 children, resident Waverton, Sydney.

**LEWIS, Gordon Charles.** Radio station manager. Born Melb., Vic., Aug. 5, 1920. 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 since 1952. Pres. Sale Chamber of Commerce, 1954; foundation secretary Latrobe Valley Football League, 1953, councillor, City of Sale, since 1954. Five yrs AIF, world war II, NT and New Brit., 2/108 AGT Coy, Central Bureau, Intell. Corps, GHQ, SWPA. Married, 3 sons, 1 daughter, resident Sale, Vic.

**LIMB, Bobby.** Comedian-band leader. 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. Married, resident Clovelly, Sydney.

**LINDSAY, Colin S.** Agency manager. Former advtg mngr group retail fashion stores; acct exec. Eric Edmunds and Noble Bartlett Advtg, Bris; Bris. mngr & Sydney acct/exec. Rodgers Advtg, now mngr Fortune Advtg, NZ. Three years naval service. Resident Wellington, NZ.

**LINDSAY Reg J.** Singer-guitarist. Born Sydney, NSW. Educated Adelaide High School, studied wool classing, stock inspecting. Record artist last seven yrs; five yrs compere own radio show; five yrs regular artist Bunkhouse show; ABC, TV, night club exp.; promoter variety shows city & country. Toured with such top US stars as Hopalong Cassidy, Western advisor Coronet Records. Married, 1 daughter.

**LISLE, Vernon.** Radio station studio manager. Born Fremantle, WA, Sept. 26, 1906. Also actor, singer, pianist, composer. Dip. engineering course, Swinburne, Vic. Won singing scholarship; appeared variety, vaudeville, musical comedy with Connors & Paul, Frank Nell, Tivoli Theatres, Ernest Rolls, JCW. Assoc. 3AR, 1924; full time radio 2KO, 1935; ABC National Breakfast, then 2UW, 1937, anncr, vocalist, pianist, producer, then production mngr. Post-war studio mngr 2UW. Four yrs RAAF, Flt/Lieut. Active Reserve. Married, 2 children, resident Sydney, NSW.

**LITCHFIELD, Ainslie Roland.** Film producer, director 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. Holds amateur op's radio transmitting licence. C'missioned Aust. Spec. Wireless Group, then Adj. NG Air Warn-

ing Wireless Co. AIF; attached NG & US Fifth Army Air Force four yrs, Sth Pacific. Married, resident Darling Point, 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.

**LITTLE, Donald Arthur.** Radio station sales executive. Born Carlisle, Eng., Nov. 9, 1914. Pub. and advtg mngr RKO Pictures, Aust & New York offices, 1934-1946; snr acct-exec, O'Brien Pub., 1947-1948; advtg repr., Associated Newspapers, working on national weeklies, 1948-1957. Appt sales exec, 2SM, Feb, 1957. Wartime pilot, 461 sqdn, RAAF, 1941-1945; awarded DFC and discharged as Plt/Lt. Single, resident Elizabeth Bay, Sydney.

**LITTLEJOHN, David George.** Agency radio manager. Born Mosman, NSW, July 12, 1933. Engineering staff 2UE, 1950-54; recording, technical operations dept., AWA, 1954-57; radio mngr J. Walter Thompson Advtg, 1957. Single, resident Rose Bay, Sydney.

**LITTLETON, Edgar George.** Agency radio director. Born Berkshire, Eng., April 12, 1910. 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.

**LLEWELLEN, Leslie George.** Agency secretary & accountant. Born Sydney, NSW, April 28, 1903. Financial acct Lever Bros.; joined Lintas Advtg 1931, now secretary and acct. Married, resident Bankstown, Sydney.

**LLEWELLYNN, Leonard Richard.** Agency account executive. Born London, Eng., Feb. 11, 1927. Acct/exec., L. B. Rennie Advtg (three yrs), Cossey-Waite Advtg (four yrs). Acct/exec. John Clemenger Advtg., Syd., since 1953. AIA (Aust); Oxford Uni. Schl cert. Fleet Air Arm (SEAC). Married, resident Jannali, Syd.

**LLEWELYN, Norman.** Radio station program manager. Born Brisbane, Qld, May 2, 1930. 12yrs with 4BH. Studied radio-TV prod. BBC staff training centre, 1954; comm. TV, London; radio-TV Canada, USA. Now program mngr 4BH. Single, resident Hamilton, Brisbane.

**LLOYD, Kenneth Percival Garrick.** Radio station manager. Born Leongatha, Vic., Aug. 13, 1917. Educated Leongatha High School, Halleybury College, Melb. Two yrs family business, Leongatha; anncr, sporting commentator, salesman 3UL, 1938; then Melb. rep. Argus net., 1946; appt mngr 3YB 1948. AIF 1940, transferred RAAF, 1941 as pilot, later appt liaison officer hq Coastal Command. Married, 2 children, resident Warrnambool, Vic.

**LOCK, Kingsley.** Radio station Sydney representative. Sydney rep. 2KO.

**LOGAN, Kevin George.** Radio station company secretary. Born Maryborough, Qld, Feb. 27, 1922. Acct, chief clerk, shire clerk local Qld, authorities; joined 4BH as acct, 1949, appt secretary 1954. AASA, ACIS. Local Govt. clerk. 1st prizes Qld, Aust. acctcy, secretarial papers. Married, 6 children, resident Banyo, Brisbane.

**LONDON, Leonard.** Producer-compere. Born Belmore, NSW, July 31, 1922. With radio & prod. depts J. Walter Thompson Advtg; then prod.-anncr 2UW; prod., anncr, news reader, singer, actor, compere, 2UE for past five yrs. Now prod., co-compere Dick Fair Show, Aust. Nat. Hit Parade. LAI Aust. Lieut AIF Aust., NG, New Brit., 1941-46. Married, 1 son, 2 daughters, resident Castlecrag, Sydney.

**LORD, Robert Thuell.** Radio-TV production company director & 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 Broadcasting System of Aust., 1950. Advisor SABC in estab. Springbok Radio, 1949-50. Now dir. & mngr Artransa, World Broadcasting System. Capt AIF. Married, 1 son, 1 daughter, resident Artarmon, Sydney.

**LORD, Tasman.** Radio station general manager & director, network general manager. Born Sheffield, Tas., Jan. 20, 1916. Diploma elec. engineering. Educated Launceston Tech. College. Began radio career 7LA; chief engineer 7BU, 1936, asst mngr, 1945, mngr 1952, gen. mngr & dir., 1954; gen. mngr Tas. Coastal Network since 1953; gen. mngr 7AD, 1956. VP Burnie Rotary Club. Married, 2 sons, resident Cocee, Burnie.

**LOVEJOY, George B.** Radio station assistant sales manager. Born Bundaberg, Qld, Dec. 15, 1923. Anncr, copywriter, 4BU, 1946-49, later i/c sales; i/c continuity, 4BH, 1949. Appt asst sales mngr, 1953. Also handles football, tennis descriptions. Served Anti-Aircraft Reg., 1942-45. Married, 3 children, resident Mt Gravatt, Bris.

**LOVELL, Nigel Tasman.** Freelance actor-producer. Born Sydney, NSW, Jan. 27, 1916. Radio acting since 1938; stage exp., appeared Minerva Theatre. Prod. since 1950, for Nat. Opera, Independent Theatre & radio. BA (Syd). Won Brit. Council Scholarship, studied, Eng., 1951-52. Lieut AIF, 1941-44. Married, 2 daughters, resident Newport, Sydney.

**LUCAS, Charles Hugh.** Agency principal. Joined Goldberg Advtg, Melb., 1931; dir. N. V. Nixon Advtg, 1946-49; now principal C. H. Lucas Advtg, Melbourne. Vice-chairman 4as, Vic. div.; VP Advtg Club, Vic.; federal councillor, AIA, FAT (Aust) RAAF, 1940-45. Married, resident Camberwell, Victoria.

**LUGAR, Leonora.** Actress. Born Eng. Member Perth Rep. Club; studied radio acting Central School of Drama, London. Specialises character roles. Compere radio children's & shopping sessions. Wireless telegraphist WRANS. Single, resident Nedlands, Perth.

**LUKE, John.** Radio station studio manager feature announcer. Born Midland Junction, WA, Oct. 19, 1915. 16yrs radio exp.; two yrs drama ABC. Now studio mngr & compere (audience participation shows), Whitford Network. Won drama award, 1951. Married, resident Dalkeith, Perth.

**LUTON, Lewis.** Actor. Born Murwillumbah, NSW, June 22, 1933. Seven yrs radio exp., copywriter, anncr, disc jockey. Toured Elizabethan Theatre Trust, 1956. One yr radio freelancing Bris., now freelancing Syd. Made international prize winning amateur movie. Resident Point Piper, Sydney.

**LUXTON, Frederick.** Agency creative chief. Born London, Eng., Jan. 6, 1920. London agency & retail advtg 1936-47; art dir. Goldberg Advtg, Syd., 1947; dir. Regent Pub., Melb., 1954; acct rep. JWT Melb., 1956. Now creative chief Adwyck Advtg, British armed forces 1939-40. Resident Prahran, Melbourne.

**LYON, Hubert E. Alexander.** Agency director. Born Melb., Vic., 1921. Four yrs Melb. Age; three yrs Bayne Mackay Advtg. Estab. own agency with F. D. Holl, 1949. Now dir. Lyon Advtg. LOA. Five yrs RAAF aircrew, three yrs UK, ME, SEAC. Married, 1 son, resident Hampton, Melbourne.

**MACDONALD, Keith Alexander.** Radio network manager. Born Melbourne, Jan. 20, 1910. Educated St. Peter's College Adel., St. Marks College, Adel. Uni., grad. LLB, 1932, admitted to Bar, 1933. Anncr 5AD. 1937, then prod mgr, advtg mgr, acting mgr. Appt mgr, 1945. Now mgr Advertiser Network. Press, AFCBS, 1950; chairman SA Carols by Candlelight committee since 1945; member mgement Bd Somerton Crippled Children's Home, Adel. Children's Hosp., Crippled Children's Assoc. SA, prom. Bd, Diocese Adel., Adel. Rotary Club. Single, resident Walkerville, Adelaide.

**MACKAY, Ian Keith.** Radio network production manager. Born Nelson, NZ, Oct. 19, 1909. Educated Nelson College, Vic. Uni., NZ. 27yrs radio exp. Asst in estab. NZ comm. stations. With NZBS as spec. anncr, station mgr, asst to controller, super. of nat. programs. Asst mgr 2GB, 1950. Now MBS prod. mgr. Written books on NZ & Aust. beasting. Married, 1 child. resident Killara, Sydney.

**MACKAY, J. Bayne.** Agency governing director. Born Ballarat, Vic., July 26, 1882. Asst advtg mgr Argus; advtg mgr Melb. Star; pres. Vic. Advtg. Assoc. & Vic Advtg. Students Assoc.; life member Vic. Baseball Assoc. & Richmond Cricket Club. Widower, resident Brighton Beach, Victoria.

**MACNICOL, Lindsay Robert.** Agency director, account executive. Born Syd. NSW, Dec. 23, 1918. Gordon & Gotch, Syd.; acct/exec. Marsh Advtg; six yrs mgr Gordon & Gotch, Bris.; 4yrs partner Gellatley Macnicol Advtg, Syd.; now dir. Canny, Paramor & Canny Advtg. FAI. 5yrs RAAF. Married, resident Seaforth, Sydney.

**MACOBOY, Stirling.** Agency creative services chief. Born Melbourne, Jan. 4, 1927. Radio dept J. Walter Thompson, 1942, assoc. with TV, New York, 1952-54; comm. TV advisor London, 1954; now creative services chief, JWT. RAAF linguist. Single, resident Neutral Bay, Sydney.

**MACONACHIE, Robert William Keith.** Radio network company secretary. Born Jan 11, 1916. Joined WA Broadcasters Pty Ltd (61X-WB-MD-BY) 1938, now company secretary. War service 1941-45. AASA. Married, resident Nedlands, Perth.

**MADDEN, James Ignatius.** Agency media manager. Born Melb., Vic., Jan. 6, 1909. Advtg exp. since 1927. Now media mgr Hugh Berry Advtg. FAFA. Four yrs Army, World War II. Married, resident Chatswood, Sydney.

**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 mgr. RAAF. Married, resident Windsor, Brisbane.

**MAIR, Robert Bruce.** Broadcasting Control Board member. Born Armadale, Vic., March 30, 1900. Snr demonstrator engineering, Melb. Uni. 1924-25; research engineer, radio sect., PMG's dept, 1925-30, chief radio designing engineer, 1931-43, supervising engineer radio development, 1944-48. Aust. delegate Internat. Radio Conf., Mexico City, 1948. Member, Beasting Control Bd since 1952. Dir. tech. services, 1949-52. B. Elec. Engineering. Assoc. member Ins. Engineers Aust.; snr member IRE Aust, IRE USA. Married, 1 daughter, resident Brighton Beach, Victoria.

**MALCOLM, Harold Gladstone.** Actor. Born Albany, WA, Dec. 10, 1904. Prod., actor, effects technician, also anncr. AMIE Aust. Also civil engineer. Married, 3 sons, resident Wembley, Perth.

**MALIN, Robert Barry.** Agency radio-TV director. Born Sheffield, Eng., Aug. 10, 1920. Journalist. London Daily Mirror, 1934-39. Joined Clem Taylor Advtg, Adelaide, 1947. Now radio-TV dir. LAI (Aust). RAF UK, France, Africa, Burma, SW Pacific as air armament instructor, 1939-45. Editor service publications, 1945-47. Married, 1 son, 1 daughter, resident Nth Brighton, Adelaide.

**MARCUS, Paul.** Actor. Born London, Eng., July 25, 1937. US, NZ, Aust. radio acting exp. Also appeared films, TV, stage. Spec. juvenile roles. Single.

**MARCUS, Royston.** Radio station general manager. Born Adelaide, SA. Two yrs mgr 4IP, seven yrs 2PK, five yrs 4LG, three yrs 4MK. Now gen. mgr 4LG. Married, resident Longreach, Qld.

**MARSDEN, William P.** Radio station manager. Born Sydney, NSW, Aug. 12, 1924. Managing dir., furniture mfg & retail business, 1946-50, Cudegong Motors, Mudgee, 1950-52; asst mgr 2MG, 1952-53, mgr 1953-56. Mgr 2LF since 1956. Engineer, RAAF, 1942-46. Married, 2 daughters, resident Young, NSW.

**MARTIN, Henry Charles Lyle.** Writer-producer. Born Sydney, NSW. Anncr-writer 7HO, resident actor, Theatre Royal, Hobart; several yrs MBS; assoc. Jack Davey Prod.; now freelance writer-prod. Programs include Mantrap. Married, resident Cronulla, Sydney.

**MAUGER, Leonard Albert.** TV station manager. Born Newport, Vic., June 13, 1925. Anncr 1939, then radio roundsman, studio & prod. mgr 2CA, 3AW. Studied TV, Melb. Tech. college, 1952-56. Joined ATN, 1956, now station mgr, RAAF aircrew, Sth Pacific. Married, resident Epping, Sydney.

**MCALLUM, Charles Moncrieff.** Actor. Born May 19, 1904. Matric. Kings College, Auckland, NZ. 30yrs stage, films, radio exp. Joined Oscar Asmus Co. at 18, then Dion Bocciault, 1924. Three yrs, JCW. Toured India & Far East, 1929-30. Member VDC, World War II. Married, 2 children, resident Rose Bay, Sydney.

**MCCARTHY, Peter Edward.** Agency account executive. Born June 18, 1933. With family accty business, then copywriter Gordon & Gotch Advtg, four yrs media mgr, acct/exec; joined Aust. Advg Agency, 1956, now acct/exec. LAI Aust.

**MCCLELLAND, William Thomas.** Agency chairman of directors. Born Gippsland, Vic., Sep. 4, 1896. 38yrs agency exp. Began London, 1919; then with Cape Times Sth Africa. Successful Advtg, Melb. J. Iott, NZ; Knox Co., Los Angeles; advtg mgr Gordon & Gotch, A'sia; managing dir. Hartford Agency, New York, USA. Chairman, McClelland Advtg, since 1940. F.O.A. Lieut 6th Br. Arty AIF, 1914-18. Married, resident Darling Point, Sydney.

**MCCLENAUGHAN, Brian Darcy.** Radio station sporting director. Born Syd., NSW, Oct. 15, 1921. Sports commentator, ABC, 1949. Described Davis Cup tennis, rugby union & league, Melb. Olympic Games, Aust. swimming, athletic champs. Now sporting dir. 2UE. Cronulla Surf Club swim champ. Served Pathfinder Force, RAF, Eng. Flt/lt, DFC & bar. Married, resident Miranda, NSW.

**McCORMICK, Joe.** Actor. Born Toronto, Canada, March 27, 1926. Internat. theatrical, film, radio & TV exp. Married, resident Sydney, NSW.

**McDONALD, Donald.** Broadcasting Control Board technical services division director. Born Creswick, Vic., June 23, 1908. PMG's dept, 1924-50; rep. Aust. ITP conferences, 1947-53; joined Aust. Casting Control Bd, 1950, dir. tech. services div. since 1952. B.Sc. Melb. Uni. Radar development during war. Married, resident Elwood, Vic.

**McFERRAN, Athol, Robert.** Agency director. Dir. McFerran Advtg, Melbourne.

**McFERRAN, William Robert.** Agency managing director. Managing dir. McFerran Advtg, Melb.

**McGREADY, Robert Livingstone.** Agency TV production manager. Born Ireland, 1922. Educated Campbell College, Belfast; Royal Naval College. Resigned RN commission Hong Kong, 1947; arrived Aust. 1948. Entered radio as news, sporting editor, compere, salesman 2GZ. Sales mgr 2HD, currently with Fortune Advtg. Member Apex, Comm. Travellers' Assoc., & VP Orange ex-Naval Men's Assoc. Served engineer Lt. RN. Married, 1 son, 2 daughters, resident Hornsby, Sydney.

**McGREGOR, Thomas Callender.** Radio station program manager. Born Falkirk, Scotland, 1902. With ABC, 1930-34; 4BC, 1935; acting, announcing, writing, prod. exp. On official panels, Gloucester visit, 1934, Royal visit 1954, Olympic Games, 1956. Now program mngr 4BC. Four yrs RAAF. Ft./lt. World War II. Married, resident Brisbane, Qld.

**McINTYRE, Alan Lachlan.** Agency media manager, 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; media mngr, acct/exec. Murray Evans Advtg since 1954. BA, Dip. Com. ACIS, AIF, 1940-45. Married, resident Pennant Hills, Sydney.

**McKAY, James William.** Radio station sales manager. Born Goulburn, NSW, March 25, 1916. 24yrs with 2UW. Five yrs program dept, four yrs anncr & assoc. sporting dept, two yrs mngr Fidelity Radio Pty Ltd, three yrs service mngr, last six yrs sales mngr 2UW. 5½yrs RAAF aircrew, served four yrs RAF sqdrns 612 and 58. Awarded DFC 1943. Committee member 21 club. Married, 2 children, resident Lindfield, Sydney.

**McLEAN, William John.** Radio-TV program service sales manager. Born Sydney, NSW, July, 1923. 17yrs with AWA. Several yrs relieving anncr, tech. AWA stations 2CH-GF-GN-AWA, 3BO, 6TZ. 1/c casting, recording dept AWA, Melb., 1954-57. Now radio-TV program service sales mngr. Holds PMG's 1st class comm. ops. cert. Married, resident Neutral Bay, Sydney.

**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 anncr, now program dir. 3UZ. Deputy chairman Central Citizen's Appeal Committee, Red Cross; member gov. board, Green Room Club, Vic. Married, resident, Caulfield, Melbourne.

**McMANUS, Francis Alexander.** Radio station 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. Member IRE Aust., PMG best engineers cert. Army Aust, NG, communications instructor LHQ officers school, officer commanding heavy wireless & crystal grinding sects. Married, resident Bendigo, Victoria.

**McNAIR, Ian Wallace.** Radio survey company office manager. Born Sydney, NSW. Educated Nth Syd. Boys High School. Former audit clerk. Joined McNair Survey Pty Ltd, 1952. Gained exp. New York, Internat. Research Assoc. Inc. & Pulse Inc. Studied marketing & media research Canada, USA, UK & Europe, returned Aust. 1957, now officer mngr McNair Survey. B.Ec. Syd. Uni. (hons in statistics); M.Sc. Columbia Uni., New York. Single, resident Northbridge, Sydney.

**McNAIR, William Allan.** Radio survey company managing director. Born Auckland, NZ. Acnt. research officer, Wellington branch J. Walter Thompson, NZ, 1930. Founded McNair Survey, 1944. Resigned JWT 1952 to incorporate McNair Survey as independent co., now managing dir. 27yrs Aust.-NZ marketing & pub. opinion survey exp. Published Radio Advtg in Aust., 1936 & Starland of the South. Master of Commerce (NZ), hons economics & economic history; dip. soc. science; assoc. Chartered Inst. Secretaries. NZ Soc. Acnts. Married, resident Northbridge, Sydney.

**McNEILL, Thomas Albert Edward.** Radio station chief engineer. Born London, Eng., Feb. 13, 1901. Radio op. Marconi Co. London, 1918. Beasting exp. Calcutta, 1925. Tech. 2BL, 1927, supervisor, 1929-32; chief engineer 2CH, 1932-36; chief engineer, 2UW, since 1936. FIRE Aust. Married, 2 sons, resident Roseville, Sydney.

**McRAE, Eric George.** Radio station manager. Born Vic., March 30, 1913. Sales rep. 3SF, 1937; sales mngr 7HO, 1940, mngr since 1947. Also alternate dir. MBS. Member AFCBS, mgmt committee. Trap shooting champ. C'wealth three times. State twice. 5½yrs active service AIF, commissioned RAA, 1942. Married, resident Bellerive, Hobart.

**McSPEERIN, Meg.** Radio station women's league organiser. Born Yarrowonga, Vic., Jan. 25, 1906. 22yrs anncr and organiser 2CH Women's League. Married, resident Narrabeen, Syd.

**McTAGGART, Donald David.** Radio actor, agency account executive. Born Bris., Qld., Feb. 7, 1933. Six yrs amateur theatre exp., Bris., four yrs radio acting exp. Now acct/exec. Aust. Advtg Agency. Single, resident Ascot, Brisbane.

**MEKIN, Beryl Mavis.** Actress-comedienne. Born March 29, 1917. Appeared nightclubs, theatres, 67 countries; worked with Tommy Trinder, Florence Desmond & in USA with Jinx Falkenberg. Appeared plays, serials, variety shows, drama, Aust. radio. Four yrs entertaining troops American USO. Aust. Army Amenities, CSEU Brit. Forces. Hon. rank Capt. Married, resident Kings Cross, Sydney.

**MEIKLE, Richard.** Actor. Born Sydney, NSW, Oct. 10, 1929. Appeared JCW, Elizabethan Theatre Trust, Sydney, Melb., radio-TV freelance actor. Married resident Neutral Bay, Sydney.

**MEILLON, John.** Actor. Born May 1, 1934. Leads Caltex, GMH, ABC hr plays, also serials. Starred radio version Death of a Salesman, On the Waterfront. Freelance radio, stage, film, TV actor. NSW jr springboard champ., 1948-49. Contested Aust. springboard champs. Single, resident Mosman, Sydney.

**MENDELSON, Henry David.** TV production unit principal. Creative & Admin. advtg exp. Toronto, Canada & Sydney. Account/exec. Ruthrauff & Ryan Inc., USA, Commercial Advtg, N. V. Nixon Advtg, Sydney, now managing dir. & creative dir., Partner Pty. Ltd. BA (subsid.) London Uni. TV radio prod. dip., Cal. Uni., USA, LIA dip., ATA, Resident Chatswood, Sydney.

**MERCER, Robert John.** Radio station manager. Born Perth, WA, Nov. 20, 1919. Mngr 6KY-NA since 1954. Fighter pilot, RAAF, 1940-45. Married, 1 son, 2 daughters, resident Como, Perth.

**MILLER, John.** Agency principal. Born Melb., Vic, July 5, 1914. Principal John Miller Advtg. Married, resident Beecroft, Sydney.

**MILLER, John William.** Agency TV-radio manager. Born Rockhampton, Qld, June 22, 1923. Snr feature writer, 4BH. Prod. for Uni. Drama Soc., Rep. Theatres. Actor-feature writer, ABC. Now TV-radio mngr, Noble Bartlett Advtg, Bris. Four yrs RAAF. Married, 3 children, resident Cooraroo, Bris.

**MILLINS, James Glen.** Radio station publicity & production manager. Born London, Eng., May 4, 1912. Asst stage mngr Drury Lane Theatre, London; rep. actor, York & Reading, Eng. Prod. Kiwi Revue, 1952; prod. mngr 3VIB 1953, 3XY 1954. Appt prod. & pub. mngr, 3XY, 1957. 4½yrs o' seas, 34th NZ Anti/Tank Battery, NZEF, Egypt, Syria, Malta, Crete, W. Desert. Married, resident East Brighton, Melbourne.

**MITCHELL, Edward William.** Agency Melb. manager. Born Brunswick, Melb. Began with 7EX, 1938; later 3BA; 1946, continuity writer 3XY; radio mngr John Haysom Advtg, 1948; advtg mngr United Distillers; now Melb. mngr Traders Advtg. RAAF. Married, resident Brighton, Melbourne.

**MOFFATT, Thomas.** Agency principal. Born Hertfordshire, Eng., May 11, 1919. Myer Advtg dept., 1934; jnr copywriter, Richardson Advtg, 1935-37; jnr acct/exec. W. John Hayson Advtg, 1937-39; acct/exec. George Patterson, 1939-40, O'Brien Pub., 1941. Advtg mngr Kelly & Lewis Ltd, 1946-48; acct/exec. Goldberg Advtg, 1949; dir., acct/exec Rickards Advtg, 1949-57. Estab. own agency, T. Moffatt Advtg, 1957 now principal. FOA. Married, resident Nth Caulfield, Melb.

**MOGG, Francis Rowsley.** Radio station general manager. Born Melb., Vic, Jan. 13, 1904. With 3XY since inception, 1935. Acct 1935-38, asst mngr 1938-42, gen mngr from 1945. Vic. vp AFCBS, 1950-51. AASA. Lieut. RANVR, Naval Intell. Div., 1942-45. Single, resident St. Kilda, Melbourne.

**MOORE, Red.** Comedian-entertainer. Born Toronto, Canada, April 10, 1921. Member Kiwis, 1943-54. NZ, Aust, US, Canadian radio, stage, TV, cabaret exp. Caricaturist, Bulletin. 2nd NZ Exp. Forces, 1941-46, Egypt, Italy. Married, resident Dee Why, Sydney.

**MOORE, Richard.** Radio network studio manager. Born Sth Melb., Vic, April 13, 1918. Educated Christian Bros., Adel. Acting exp. Salesman-annr 5SE, 1940; transferred 5AD, 1941, chief annr, 1945, studio mngr since 1955; compere all 5AD live artist shows. Dir. 5AD Kangaroo Club. Member press, radio party toured Sth Is., NZ, 1955. Royal tour ctator, 1954. Member SA Carols by Candlelight committee. Married, resident Netherby, Adelaide.

**MOORE, Robert.** Radio station chief announcer. Born Feb. 14, 1920. Three yrs breakfast annr 5KA. Starred JCW's Oklahoma, 1949, Syd., Bris., Melb., NZ; six mths 2UE, one yr breakfast annr 2CH; lead Brigadoon, Syd., NZ; asst stage mngr, Sth Pacific, Melb. Chief annr 5KA, since 1954. Five yrs AIF. Sgt. Married, resident Glenelg, SA.

**MOORE, Stewart Jeff.** Radio station chairman of directors, network manager. Born Syd., NSW, May 10, 1915. Mngr B'casting Associates Pty Ltd; chairman, 2LF, 2MG. AASA, AAIKA. Ald. Bexley Council at 28. Married, 3 children, resident Blakehurst, Sydney.

**MORGAN, Sydney.** Radio station managing director. Born Sydney, NSW, Nov. 10, 1900. Managing dir. 3KZ since 1932, dir. Val Morgan & Sons, since 1924. Also assoc. with GTV, Cambridge Films. Married, 2 sons, resident East Malvern, Melbourne.

**MORGAN, Valentine Charles.** TV-film advertising production company director. Born Melb., Vic, 1926. Estab. Val Morgan & Sons Pty Ltd, 1946, dir. since 1951, also secretary Val Morgan & Sons, 3KZ Advtg Service; dir. Morgan-Cambridge Films, Cambridge Film & TV Prod. Assoc. with Morgan Street Directory, B.Comm., Melb. Uni. Now snr vp Melb. Uni. Comm. Graduates Assoc. RANR 1945-46. Married, resident Kew, Melbourne.

**MORGAN, William Valentine.** TV-film advertising production company managing dir. Born Melb., Vic. Now managing dir. Val Morgan & Sons, 3KZ B'casting Co, 3KZ Advtg Service, Filmads (SA), Tas. Publicity; chairman, Morgan-Cambridge Film & TV Prod; pres. Theatre Screen Advtg Assoc. Aust. AASA. Married, resident Nth Caulfield, Melbourne.

**MORRISON, William Shorey.** Radio station chief engineer. Born Hobart, Tas, Sep. 14th, 1920. Control op. 7HO, 1937, tech, 1938, Chief engineer 7HO since 1951. Installed Forces B'casting station, Jaquinet Bay, New Brit., 1946. Five yrs AIF, NG, New Brit. Married, resident Hobart West, Tasmania.

**MOSES, Charles Joseph Alfred.** Aust. B. Comm. general manager. Born Lancashire, Eng., Jan. 21, 1900. Fruitgrower, Bendigo, 1923-24; salesman-sales mngr motor business, Melb, 1924-30; annr ABC, 1930-32, NSW sporting editor, talks editor, 1933-34, Federal talks controller, 1934-35, general mngr since 1935. Chairman C'wealth Jubilee Arts C'mittee, 1951; leader Aust. delegation UNESCO, Paris, 1952; councillor RAS, NSW; trustee Remembrance Drive-way; member board of Aust. Elizabethan Theatre Trust & chairman NSW c'mittee. State hons boxing, athletics, rugby football. Brit. Army, 1918-22, AIF, 1940-43. CBE, 1945. Married, 1 son, 1 daughter, resident Neutral Bay, Sydney.

**MOUNT, Ross Neils.** Agency partner. Born Sth Perth, WA. Partner N.C.S. Mount Advtg. F/O, RAF Coastal Command. Past Pres. Perth Jnr Chamber of Commerce, pres. WA Ins. Advtg (Inc), member Perth Rotary Club. AAI Aust. ASEM. Member Ing. Chartered Accts. Married, 2 daughters, resident City Beach, Perth.

**MUHLING, Clifford Hermann.** Radio station assistant chief engineer. Born Claremont, WA, July 14, 1919. Annr-copywriter 6PM-AM, 1938-40; jnr observer, Carnegie Inst. Washington, Watheroo Observatory, 1940-41; tech. 6ML 1941-42, 6IX 1943, asst chief engineer 6IX since 1949. Assoc. member IRE Aust. Lt., A.I.F. 1944-46. Married, 2 sons, resident Nedlands, WA.

**MURPHY, Raymond James.** Agency managing director. Born Sydney, NSW, June 22, 1914. 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. FAL Sqdrn leader, pilot, 230 sqdrn RAF, RAAF, 1940-45. Married, 2 daughters, resident Pymble, Sydney.

**MURRAY, Neil.** Press secretary to Postmaster General. Born Cowra, NSW, May 15, 1911. Editorial staff, Sun, Sydney, 1929-53; press secretary to Postmaster General since 1953. Single, resident Sydney, NSW.

**NASH, John Francis.** Radio station chief news reader, radio roundsman. Born Nambour, Qld, May 25, 1920. With ABC, Syd., 1947-48; joined 4BC 1953, now chief news reader & radio roundsman. Major, Indian Army. Married, 2 sons, resident Highgate Hill, Brisbane.

**NEARY, John Edwin.** Artists' manager. Born Brooklyn, NSW, Jan. 19, 1916. Now manager, Lew and Leslie Grade Agency, Sydney.

**NELSON, Gwen.** Radio survey company associate director. Born Sydney, NSW. Research clerk, J. Walter Thompson, 1938, then personnel officer & asst research mngr. Joined McNair Survey, 1952, now associate dir. Single, resident Cremorne, Sydney.

**NELSON, Wynne Marion.** Actress. Born Granville, NSW, March 4, 1934. Dip. Syd. College of Elocution. Four yrs radio exp., leading roles all Syd. stations, spec. accents, dramatic roles. One TV film Long John Silver series. Married, resident Sans Souci, Sydney.

**NILSEN, Oliver John.** Electronics organisation governing director. Born Fitzroy, Vic, Aug. 17, 1884. Elec. engineer; chairman, managing dir. Oliver J. Nilsen (Aust) & subsidiaries; chairman, managing dir. 3UZ. Also dir. GTV. Awarded CBE, 1956. Melb. city councillor since 1934. Widower, resident Elsternwick, Melbourne.

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

**O'CONNOR, Johnny.** Vocalist-actor. Born Melb., Vic, Oct. 1, 1926. Aust. & Eng. radio, stage, TV, cabaret exp. 1st artist to appear Aust. TV, Johnny O'Connor Show, TCN. Appeared Palladium Theatre, Albert Hall, London. Married, resident Potts Point, Sydney.

**OGLVY, Chive.** Radio network chairman. Born Sydney, NSW, 1908. Foundation dir. MBS; now chairman MBS, 2WL, 2CA; dep. chairman 3AW, dir. B'casting Assocs, 2GB. Former member, B'casting Control Bd. Major AIF, Security Service Intell. Corps; spec. asst to Dir. Gen. Security. Married, resident Burradoo, NSW.

**OGLVY, William David.** Radio network sales executive. Born Manly, NSW, 1902. 13yrs Syd. mngr 2KA, 2KM; pub. mngr CWA; advtg mngr Aust. Medical Journal; advtg dept NSW Govt. Railways; joined MBS 1954; now sales exec. 13yrs AIF. Widower, resident Manly, NSW.

**O'GORMAN, Kevin Bride.** Radio station program supervisor. Born Melb., Vic, Nov. 12, 1923. Entered radio as ventriloquist, then breakfast, day & evening anncr, 3KZ. Now program supervisor, 3KZ. Married, resident Clayton, Melbourne.

**O'KELLY, Joseph.** Broadcasting Control Board secretary. Born Hamilton, Vic., March 19, 1897. Wireless branch PMG's dept, 1941-49. With Aust B'casting Control Bd since 1949. Married, 6 children, resident Sandringham, 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 from 1937; asst in development, prod., Mobile transmitter Type J68 for US Army and lifeboat transmitter for Merc. Navy. Two yrs AWA beast transmitting test room, then service dept & pub. address sales; transferred 4CA, 1950; mngr 2GN from 1954. Vp Goulburn Chamber of Commerce; committee chairman Rotary Club. Married, 2 sons, resident Goulburn, NSW.

**OSBORNE, Robert Gumley.** Chairman, Broadcasting Control Board. Born Hobart, Tas, June 18, 1903. Legal asst C'wealth Attny Gen's dept., 1929, asst Parly Dftsman, Tas, 1929-39, Parly Dftsman 1939-42, Chief Parly Dftsman, 1944-47, Registrar, Aust. Natl Univ., Canberra 1947-49; now chairman Aust. B'casting Control Board. Asst dir. (Admin) dept WOI, 1942-44. Chairman State Finance Committee, Tas.; former member Uni Cl., lect. constitutional law, dean Faculty of Law, Uni. Tas. BA, LLB, CBE (1957 New Year's Hous. List). Married, resident Melb., Vic.

**O'SHAUGHNESSY, Peter.** Actor-producer. Born Kew, Vic., Oct. 5, 1923. Eng. rep. 1950-53; then Union Rep. Theatre, Melb. Radio, stage, TV exp. Introduced Lunch Hr Theatre, Melb. Assoc. prod. Independent Theatre, Nth Syd., 1956-57. Married, resident Kew, Melb.

**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. Plt/Lt., pilot RAAF, Aust., USA, Canada, UK. Married, resident Killara, Sydney.

**PAECH, Robert Leonard.** Radio station chief engineer. Born Norwood, SA, April 29, 1920. Techn 5DN, 1939; 2BH, 1940; 5KA, 1943; chief engineer 5KA since 1949. AMIRE. Radio officer, Merch. Navy, to 1943. Married, resident Seacombe Gardens, Adelaide.

**PAGAN, David P.** Director & manager raw film suppliers. Born Sydney, NSW, Feb. 28, 1917. Dir., mngr Rotex Agencies. Resident St. Ives, Sydney.

**PAGE, James Raymond.** Radio station sales manager. Born Oct. 17, 1917. Sales rep. Truth, Melb., 1936-49; sales exec. 3AW-Macquarie, 1949-53; sales mngr 3AW since 1953. RAAF, 1940-45, Milne Bay, Nadzab, Biak, Noemfoor Is., appt RAAF staff Aust. Joint Staff Mission, Washington, 1945. Married, 2 sons, resident Caulfield, Victoria.

**PALETHORPE, Nigel.** Agency copy chief. Born Auckland, NZ, Aug. 30, 1916. Former editor Woman's Day. Now copy chief, Canny, Paramor & Canny Advtg. War correspondent SE Asia, 1944-46. Married, resident Newport, Sydney.

**PALMER, Arthur Rex.** Radio station sales manager. Born Adelaide, SA, Dec. 23, 1930. Educated Queens College, Adel. With 5DN, 5KA; now sales mngr 2BH. Pres. Broken Hill Apex Club. Married, resident Broken Hill, NSW.

**PALMER, Colin Lindsay.** (Dexter the Magician). Born Oct. 11, 1922. Dip. Soc. Studies, Syd. Uni., part completed arts, economics courses. Two yrs educational therapist Yaralla Hosp. First magician Aust. TV, ABN children's hr. Oseas exp., USA, Eng. Feature artist Jack Davey Aust. tours, one Movietone Newsreel; mental telepathist. Wireless Op-Air Gunner, RAAF aircrew. Married, 2 children, resident Blomebush, NSW.

**PALMER, Geoffrey Allen.** Radio station advertising manager. Born St. Kilda, Vic., June 22, 1912. Educated Wesley College, Melb., 1918-29. Journalist Richmond Guardian, program, turntable duties, 3DB, 1931, then daytime, Sunday night anncr. O'seas trip then pub. officer, asst advtg mngr 3DB. Advtg mngr since 1946. Youngest member Soc. Aust. Authors. RAN. Married, 1 son, 1 daughter, resident Eaglemont, Vic.

**PARAMOR, John Weston.** Agency joint managing director. Born Casterton, Vic., April 5, 1904. Retail, wholesale salesman; gen. sales mngr Aust.-NZ div American co. Partner Canny, Paramor & Canny Advtg since 1954. Also marketing consultant. Single, resident Cremorne, Sydney.

**PARHAM, Arthur.** Actor. Born Enfield, Eng., Jan. 17, 1893. Actor, also employment officer. Stage, radio acting exp. Serg. 16 Bn AIF, 1914-18; chemical warfare training unit, WO 1, World War II. Married, resident Inglewood, WA.

**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, Kenneth John.** Radio station manager. Born Burnley, Vic., June 7, 1917. Seven yrs tech.-anncr 3MA; 13yrs 3CV, now mngr. Holds best stations opt. amateur radio ops, certs. Life gov. Maryborough, Daylesford, Maldon, Dunolly Hosps. Married, 2 sons, 1 daughter, resident Carisbrooke, Vic.

**PARKER, Richard Roy.** Media representative company manager. Born Mosman, NSW, Nov. 28, 1930. Eight yrs MBS, to service mngr, sales exec.; joined CRT 1955, now mngr. Married, resident Lindfield, Sydney.

**PARKINSON, Jimmy.** Singer. Born Sydney, NSW, Dec. 19, 1930. Recording, variety, TV, radio, cabaret exp. Recorded soundtrack, J. Arthur Rank film, The Secret Place. Topped bill UK variety. Married, resident Eastlakes, Sydney.

**PARRY, Richard.** Radio-TV producer, director. Born Bangor, Nth Wales, Nov. 23, 1907. English & Aust. acting & prod. exp. Aust. stage, radio, TV prod. exp. Single, resident Elizabeth Bay, Sydney.

**PATIENCE, John Delmont.** Radio network company director, TV station director. Born Sydney, NSW, May 4, 1910. Chairman of dirs. 2GB, Artransa & World Broadcasting System A/sia. Dir. MBS, ATN, 5DN, 2CA, 2WL, 3AW, 3CV. LLB Syd. Uni. Four yrs AIF, World War II. Married, resident Toorak, Melbourne.

**PAULING, John Peter.** Radio station sales executive. Born Mudgee, NSW, Oct. 17, 1937. Cadet anncr 2MG, 1953, evening anncr, program mngr 1956, sales exec. 1957. Single, resident Mudgee, NSW.

**PAUNCFORT, Rita Marie.** Actress. Born Melb., Vic., March 5, 1899. Films, stage, radio exp. all types of roles. Veteran radio actress, star (Elsie) Ada & Elsie, Mrs. Bottomley, Cadbury Show. Married, resident Potts Point, Sydney.

**PEACH, Robert.** Actor-managing director radio production company. Born Melb., Vic., Sep. 16, 1923. 22yrs actor-writer-prod. Prod. for Caltex

Theatre, drama for ABC, AWA, MBS. Managing dir. Robert Peach Prod. Macquarie Award winner. Married, 2 sons, 1 daughter, resident Sandringham, Melbourne.

**PEARCE, Frederick Reginald.** Radio station manager. Born Petersham, NSW, Oct. 14, 1906. Grad. Marconi School of Wireless. Service, hoisting depts AWA, 1921; tech., 2FC, 2BL; engineer-i/c 2AY, 1932; acting mngr 2GF, 3BO; engineer-mngr 2GN, 1934, 4CA, 1936, 2GN, 1946. Mngr 2GF since 1954. Member IRE Aust. Signals unit, 2/6th Aust. Armoured Reg., 1941-45. Married, 1 son, resident Grafton, NSW.

**PEARCE, John Kingston.** Radio program service executive producer. Born Sydney, NSW, Jan. 3, 1923. Anncr 2KM, 2CA, 2QN, 3SH, 7HO; four yrs studio mngr, 7HO; three yrs org. secretary, prod. Hobart Carols by Candlelight; anncr 2GB. Exec. prod. Monitor since 1956. Recordist, chief reader Blind Book Soc. Pilot RAAF. Married, resident Chatswood, Sydney.

**PEDDER, Royce Sinclair.** TV station chief accountant. Born Sydney, NSW, Sep. 26, 1915. Accts dept NRMA, 1933, asst acct, 1937; acct, 1951; chief acct, ATN, since 1956. AASA, ACIS, JP. Five yrs pilot RAAF (Pit/Lt) Nth Aust., Pacific Islands. Married, resident Mosman, Sydney.

**PERCIVAL, June Beryl.** Actress, singer. Born Camberwell, Vic., July 16, 1925. Sth African, Aust. comedy, drama exp. Also dramatic soprano. ALCM, LLCM. Gold Medal, Witwatersrand University, Sth. Africa. Married, resident Floreat Park, Perth.

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

**PETTETT, John Henry Stephen.** Radio station recording dept manager. Born Chatswood, NSW, Oct. 31, 1917. Engineering dept, 2UE, 1934, then prod. dept, studio mngr. Appt mngr, recording dept, 1955. Pilot, 75 sqdrn, RAAF, Pt Moresby, Milne Bay, 1940-45, disch., Pit/Lt. Married, resident Seaforth, Sydney.

**PHILLIPS, Hazel Julia.** Comedienne. Born London, Eng., Nov. 29, 1932. Scholarship Royal College of Music, London, Camberwell School of Art & Crafts. Singing, acting exp. England. Arrived Sydney 1951. Scripts and arranges own comedy acts. Miss Sth England., 1949, grand finalist Aust. Miss TV quest. Married, 2 children, resident Arncliffe, Sydney.

**PHILLIPS, Isaac William.** Radio station representative. Born Vic. Advtg mngr, Age, Melb., 1922-37; Sydney rep. MBS, 1937-56; now Sydney rep. 3DB-LK, 4BK-AK, 5AD. AASA. 5th Inf. Bn, 1st AIF, 1915-19. Original member of first daily Aust. newspaper accreditation bureau. Married, resident Rose Bay, Sydney.

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

**POHLMAN, Reginald.** Agency principal. Born Ipswich, Qld, Nov. 16, 1917. Five yrs advtg mngr Bayards Pty Ltd Ipswich; four yrs managing dir. Pohlman-Patrick Advtg, Ipswich;

five yrs principal Pohlman & Assocs Advtg, Maryborough. AAI (Aust) AISM. Married, resident Maryborough, Qld.

**PORTER, Eric Ernest.** TV production unit animation director. Prod. animated films, documentary cartoons, feature films, advtg films, TV material. Married, resident Castlereag, Syd.

**POULTER, Stanley Thomas.** Agency director. Born Sydney, NSW, Oct. 18, 1926. 15yrs agency exp. (Goldbergs, Hansen Rubensohn, Jackson, Wain). Aust. advtg mngr Wormald Bros. Opened own agency, Slatter & Poulter Advtg, in partnership with E. C. Slatter, AIF. Single, resident Ashbury, NSW.

**POWELL, Moray.** Actor. Born London, Eng. Actor, anncr, compere, commentator, Perth, until 1939. After war radio acting exp., Sydney, Melb. Macquarie award winner. AIF, Middle East. Married, resident Sydney, NSW.

**POWELL, Reginald.** Agency managing director. Born Invercargill, NZ, Jan. 12, 1887. Advtg mngr Perdriau Rubber Co., 1919-23; managing dir., Filmads, 1924-25. Founded own agency, E. & K. Powell Advtg, 1930, now managing dir. FAL Captain, MC, AIF, 1914-18; Aust. Intell. Corps, 1939-42, snr staff officer Intell. Eastern Command, 1940-42, Lt/Col. Married, resident Cremorne, NSW.

**POWER, Maurice David.** Radio-TV production unit producer-director. Born Sydney, NSW, June 30, 1915. Assoc. 2GB, 2UE, NZBS, 17 yrs. Now dir. Power-Horner Prod. Asst dir Aust. film Long John Silver; asst prod. & dir. 1st series Aust. TV color films for USA. Grad. RAAF Pt Cook, Vic., 1935; pilot RNZAF UK, World War II. Married, resident Rose Bay, Sydney.

**POWERS, William Joseph.** TV station Sydney advertising manager. Born Philadelphia, Penn., USA, July 23, 1917. Retail, classified rep. US newspaper; joined Melb. Herald, 1947, retail, nat. rep. Appt spec. sects advtg mngr, 1954; Melb rep. HSV, 1956, now Sydney rep. US Army, Sth West Pacific area, 1942-45. Married, resident Sydney, NSW.

**PRENTICE, John Murdoch.** Radio commentator, international affairs expert. Born Buan-gor, Vic., March 10, 1886. Fed. Pub. Service, 1921-24; broadcasting since 1924; first person to present news analysis session; travelled world, two trips Far East; now commentator, internat. affairs, 2UW. 4yrs AIF, World War I; wounded, mentioned in despatches, 7yrs 2nd AIF, Intell Corps, General Staff, World War II. Visited Europe, US 1919-20. Awarded, Belgium, Chevalier de l'Ordre de la Couronne, Croix de Guerre; Lebanon, Officer of Order of Nat. Cedar; Korea, medal for educational, cultural services. Single, resident Nth Sydney, NSW.

**PRIDER, John William.** Radio station manager. Born Kalangadoo, SA, Feb. 14, 1903. Educated Prince Alfred College, Adel. acting, musical comedy exp. Anncr 5DN; then 16yrs, 2BH, now mngr. Member Rotary Club, soloist Quartette Club, vp Bowling Club, Broken Hill. Married, resident Broken Hill, NSW.

**PROVIS, Brian Leslie.** Radio station sales executive. Born Adelaide, SA, July 27, 1930. Five yrs advtg dept, Adelaide News & Mail, then press, radio rep. Joined 3AW 1953, now sales exec. Married, 2 children, resident Beaumaris, Melbourne.

**PYM, Walter.** Radio producer. Born Stanmore, NSW, April 7, 1905. Stage exp.; drama, musical comedy, 2FC-BL, 1926; with Goodie

Keeve, 1930; anncr 4BC, 1930; mngr 4BH, 1932; anncr, compere, commentator, ABC, Syd. & Melb., 1933-35; chief anncr 3XY, 1935-37; prod. mngr 3UZ, 1937-39; ABC 1939-40; prod. & chief anncr 2UW, 1940-41; freelance actor, quiz master, 1946-48; own prod. co., Melb., 1948-52; stage, 1952; joined MBS, Art-ransa, 1953; now freelance radio prod. Lieut. 7th Aust. Div., Army, 1941-46. Married, resident Elizabeth Bay, Sydney.

**QUARRELL, Reginald Alfred.** Radio station accountant. Born Rose Park, SA, Oct. 9, 1919. Six yrs banking exp.; 4yrs with chartered acents; 11yrs 5KA, now acent. FASA, ACIS, Single, resident Lower Mitcham, Adelaide.

**QUINN, Robert.** Radio station production manager. Born Melb. Vic., March 16, 1919. Joined 3AW, 1934. Librarian, program exec., now prod. mngr. Four yrs AIF — Armoured Div. Signals, Married, 1 child, resident Nth Balwyn, Melbourne.

**RAFFERTY, Chips.** Film producer-actor. Born Broken Hill, NSW, March 26, 1909. 20yrs film industry. Appeared in 20 films, incl. Eureka Stockade, Desert Rats, Walk into Paradise, Smiley. Prod. five films. Chairman of dirs. Southern Internat. Studios. Four yrs RAAF. Married, resident Kings Cross, Sydney.

**RAINE, Natalie.** Actress. Born Melb., Vic., March 18, 1921. Eight yrs comedy exp., JCW, Tivoli, Aust. 10yrs Eng. radio, TV, stage. Now freelance radio & TV; actress and TV acting tutor. Single, resident Mooroolbark, Vic.

**RATCLIFFE, Gordon James.** Radio station service 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 service mngr. Secretary Orange Field Day Org. LIA. Captain, AIF, NG, Borneo. Married, 1 daughter, resident Orange, NSW.

**RAVENSCROFT, Lloyd Edward.** Manager, studio department, photographic equipment suppliers. Born Mosman, NSW, Feb. 1, 1921. Unit prod. mngr Aust. feature films, Smithy & Bush Christmas. Studio mngr, Avondale Studios. Co-founder, Kingcroft Prod. NSW sales mngr, Sixteen Millimetre Aust. Pty Ltd, now mngr, studio dept. AIF, World War II; dept. Infor. ran Rota Newsreels, war effort films. Married, resident Mosman, Sydney.

**REES, William Syme.** Theatrical producer. Born Wallsend, NSW, Aug. 16, 1910. 10yrs USA stage, radio, film, TV exp. Prod. for JCW, Garnett H. Carroll, Doris Fitton. Toured Aust. John Alden Shakespeare Co. Aust. radio exp. Single, resident Sydney, NSW.

**RICHARDS, George Elliott.** Radio-TV production company branch manager. Born Sydney, NSW, Oct. 19, 1926. With 2GB, Macquarie, 1942-49; own printing, pub. business; sales exec. ART 1955. Appt Sydney mngr 1955. RAAF. Married, 2 children, resident Merrylands, Sydney.

**RICHARDSON, Barton Robert.** Agency managing director. Born Wycheproof, Vic., Oct. 30, 1900. Formed Richardson-Cox Advtg, 1924, now managing dir. Also dir. Sydney Snow Pty Ltd, Syd. & Foy & Gibson stores. RAAF, 1941-45. Married, resident Mt Eliza, Vic.

**RICHARDSON, Lyal.** Announcer-compere. Born Mudgee, NSW, Feb. 17, 1920. With 2TM, 1944-47, 2UW, 1947-51. Now compere 2KY's Talk of the Town and Toast of the Town programs.

Also disc jockey and former sport commentator. AIF, 1941-44. Married, resident Burwood, NSW.

**RICKARDS, Francis Samuel Broome.** Agency managing director. Born Qld, Dec. 7, 1887. Studied advtg, London, 1919; then with Aust. agencies Vincent H. Freeth, Catts Patterson. Formed own agency, Rickards Advtg Service, 1937, now managing director. Four yrs 1st AIF. Dir. Vic. Golf Club. Widower, resident Burwood, Melbourne.

**RIDLEY, Alan.** Radio station general manager. Born Gulargambone, NSW, July 18, 1910. Country rep. 2GZ, 1935, then sales mngr, asst mngr. Gen mngr 2GZ-2NZ since 1952. Mayor of Orange, 1956-57, ald. & deputy mayor, 1954-55; past pres. Orange Golf, Legacy Clubs. Ex-internat. rugby footballer, 1929-36, toured Eng. 1929-33, NZ 1934. Holds bcst ops cert. Married, 2 children, resident Orange, NSW.

**RIDLEY, John Edward.** Chairman of directors radio stations. Born Stanmore, NSW, Sept. 4, 1902. Mngr 3HA, 1930-35; asst mngr 2GZ, 1935-38; gen. mngr 2GZ-NZ, 1938-50, 2UE, 1950-57; chairman of dirs 2GZ, 2NZ since 1950. Pres. AFCBS, 1946-50, 1956-57. Married; resident Gordon, NSW.

**REILLY, Athol.** Agency radio manager. Radio mngr George Patterson Advtg, Melbourne.

**RIED, Kenneth John.** Radio station publicity manager. Born Werribee, Vic., Jan. 17, 1926. Educated Sunshine Tech. College. Prod. asst 3AW, 1940-45; then with Colgate Palmolive Radio Unit, Donovan Joyce Prod. Theatre mngr Hoyts, Greater Union Theatres, 1947-53; anncr 3AW, 1954. Appt pub. mngr 1955. Married, resident Camberwell, Vic.

**RILEY, Ereach.** Concert tenor. Born Sydney, NSW, Nov. 19, 1920. Educated St. Andrew's Cathedral Choir School, Syd. Bcasting, concert, opera exp. Sang at Coronation, Queen Elizabeth II. Toured Eng., Aust.; principal tenor Sadler's Wells Opera, Eng., Elizabethan Opera, Aust. ARCM (London). Married, resident Haberfield, Sydney.

**RING, Eric Desmond.** Agency managing director. Born Adelaide, SA, 1917. Mercantile, selling, retail advtg exp. Now managing dir., Ring Stacy & Assoc. FIA (Aust). AIF. Married, resident Grosvenor Park, Adelaide.

**ROBERTS, Alan Murray.** Radio station publicity manager. Born Jan. 31, 1929. 13yrs advtg exp., Myer Emporium, Alex. Moulton Advtg. Asst advtg mngr Maples, then agency prod. mngr. Now pub. mngr 3KZ. Holds advtg dip. Married, resident Newport, Vic.

**ROBERTS, Margaret.** Actress. Born Brisbane, Qld. Stage, radio, film exp., all types of roles. Resident Kings Cross, Sydney.

**ROBINSON, David.** Agency manager. Born Bangalow, NSW, Dec. 19, 1918. Comm. artist, Mastercraft, 1937; two yrs layout prod. Fahey Pub.; one yr Hawkins Advtg; two yrs Dangar Geyde & Malloch, advtg mngr; two yrs acctnt/-exec. F. P. Leonard Advtg; now acctnt/exec., mngr, Gordon & Gotch, Sydney. Married, resident Manly Vale, Sydney.

**ROBINSON, Lee.** Film director. Born Sydney, NSW, Feb. 21, 1924. Dir. documentaries for Cwealth Govt Film Div., 1946-52; assoc. with Chips Rafferty, 1952. Dir. Aust. films including Walk into Paradise. Now joint managing dir. Southern Internat. Studios. Five yrs Royal Aust. Arty. Married, resident Coogee, Sydney.

**ROBINSON, William Harrie Reed.** Radio station chief engineer. Born Parkes, NSW, March 1, 1905. Engineering & wireless branches PMG's dept, 1921-34; asst chief engineer, 2UE, 1934-56, chief engineer since 1956. Member IRE, 1945; assoc. member IRE (Aust) since 1932; ald. since 1953; dep. Mayor, Municipality Kogarah, 1957; dir. St. George Hosp., Kogarah, since 1952; JP. Wireless branch RANR, 1919-29; Aust. Signals Corps, AIF, Major, 1940-46; Royal Aust. Signals Corps, CMF, 1948-52. Married, resident Penhurst, Sydney.

**ROGERS, Gaby.** Composer, pianist, musical director. Born London, Eng., Dec. 30, 1908. Musical adviser Philips Records, TCN. In Eng. conductor, BBC TV; musical adviser Petula Clarke. Wrote part, Time to Dance, & spec. material for London Palladium Shows. Own Aust. radio-TV agency, 1948. Appeared before Queen Elizabeth II. Married, 1 daughter, resident Potts Point, Sydney.

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

**RUSSACK, Harry Lancelot.** Agency managing director. Born Adelaide, SA, Aug. 23, 1907. Engineer, anncr, 6DN; Brit. Colonial Service, radio engineer attached Brit. residency Vila, New Hebrides; editorial staff Adelaide News; staff officer, pub., sales promotion, advtg AWA. Now managing dir., Sands Russack Advtg. Married, resident Lindfield, Sydney.

**RUSSELL, Roy McCowan.** Radio station manager. Born Melb., Vic., Jan. 2, 1898. Snr exec. Price-Berry Pty Ltd (later Samson-Clarke Price Berry), 1922-30, asst mngr 3DB, mngr 3DB Transcriptions, since 1930. Now 6PR manager. Served both wars, rank Major. Married, 1 daughter.

**RYAN, John William.** Radio station chief engineer. Born Oct. 2, 1898. Chief engineer several radio stations, now chief engineer 3AW. MIRE. RAN, 1914-18, Lt/Col. AIF, 1939-45. Married, resident Alphington, Melbourne.

**SAMUEL, Bryn.** Radio network general manager. Born Ebbw Vale, Wales, June 30, 1901. Mngr 6ML, 1930-33; mngr 6IX-WB-MD-BY since 1933; dir. MBS. Capt. AIF. Married, resident Nedlands, WA.

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

**SAUL, John.** Radio-TV production unit director. Born Orange, NSW, May 2, 1915. Stage, radio actor-dir. Dir. Grace Gibson Radio-TV Prod. Pty Ltd. Married, resident Newport, Sydney.

**SCETRINE, Bert.** Radio station manager and chief engineer. Born Zeehan (Tas.), November 26, 1915. 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.

**SCHULTZ, Leonard Nelson.** Radio station technical director. Joined 2GB, 1927, chief engineer 1928. Designed 2GB transmitters, studios; designed, installed transmitters 2CA, 4BH,

2MG, 5DN. Consultant Artransa. Designed film studios, radio & TV stations. Studied boasting overseas. Now tech. dir. 2GB-Macquarie, assoc. dir. Artransa. Pres. Royal Flying Dr Service; past pres. IRE; 20yrs flying instructor Royal Aero Club. Holds Aust. gliding records. Married, 1 son, resident Clifton Gardens, Sydney.

**SCOTT, Eric.** Writer. Born Manila, Philippines, Aug. 26, 1909. 22yrs writing-prod. George Edwards Pty Ltd, then Columbia, HMV. Wrote 2500 eps Martins Corner, also other serials. Radio acting exp. Single, resident Darling Point, Sydney.

**SCURR, Hilda.** Radio producer. Born Dunedin, NZ, July 29, 1911. Acting exp. Shakespearian co., also radio. Prod. for HMV-Hilda Scurr Prod. Married, resident Northbridge, Sydney.

**SEMPLE, Francis Grenfell.** Radio station senior announcer. 18yrs radio anncr, actor, commentator. Studied radio, TV, Europe, USA, 1945-46. Collected radio material SE Asia, 1957. With 2CH grad. Syd. Conservatorium (A Mus. A). Single, resident Mosman, Sydney.

**SERPELL, Noel.** Radio station maintenance engineer. Born Melb., Vic., Dec. 26, 1917. Tech. 3BA, 1938-40, broadcast tech. ABC Melb. studios, 1945-46. Maintenance engineer, 3AW, since 1946. Member TV Soc. Aust. RAAF signals, 1940-45. Married, resident Camberwell, Melb.

**SESIN, Serge.** TV film production unit animation manager. Born Europe, Sep. 18, 1909. Grad. Art Academy, Munich. Animator, cameraman DiFA, Figura Films, Paul N. Peroff from 1932-47. i/c entertainment, animation studio, animation school, UFA. Art teacher Berlin Art Academy. Arrived Aust. 1950. Now animation mngnr Cambridge Film, TV Prod. Married, resident Surrey Hills, Melbourne.

**SHEARING, Dinah.** Actress. Born Sydney, NSW. 10yrs radio, stage, TV exp. Macquarie Award, 1952. Toured Elizabethan Theatre Trust. Visited France, Eng., USA. A Mus. A. (singing). Single, resident Woollahra, Sydney.

**SHEEKEY, Rosemary.** Radio production unit production manager. Born Wagga, NSW, April 5, 1928. Five yrs anncr-copywriter 2WG; radio dept, Hansen Rubensohn Advtg; freelance radio actress. Now prod. mngnr, Ron R. Beck Prod. AASA. Resident Rose Bay, Sydney.

**SIEVERS, Kenneth Roy.** Radio survey company sales & service director. Born Pahiatua, NZ, Sep. 23, 1925. Acctnt, NZ; asst to secretary Nat. Cash Register Co. Aust., later sales div. & accounting machine div. Now sales & service dir., Anderson Analysis. Acctncy & secretarial exams NZ. Single, resident Kirribilli, Sydney.

**SIMMONS, Henry Trethowan.** Radio network chief engineer. Born Perth, WA, Oct. 28, 1905. Joined Musgroves Ltd, 1930; asst installation 6ML; assembled, installed 6IX, 1933, 6WB, 1936, 6MD, 1940, 6BY, 1952. Now chief engineer, 6IX, 6WB, 6MD, 6BY. Snr member IRE Aust. Resident Mt. Pleasant, WA.

**SIMPSON, James Quintin.** Agency media manager. Born Sydney, NSW, July 15, 1928. Media Dept, Lintas, 1947; media mngnr L. V. Bartlett, 1949, O'Brien Pub., 1950; advtg sales rep. Truth & Sportsman, 1951-52; media mngnr J. Clemenger Pty Ltd, 1952-56. Media mngnr (press, radio, TV), E. C. Slatter & Poulter Pty Ltd, 1957. Married, resident Greenacre, Sydney.

**SIMS, Leslie Francis.** Agency branch manager. Deputy musical dir., arranger, original Shell Show; radio div. United Service Pub.; acctnt/-exec., radio mngnr Richardson Cox Advtg; mngnr Carden Advtg. Now Vic. mngnr Fortune (Aust.) Pty Ltd. Army, RAAF service. Resident Sth Yarra, Melb.

**SIMS, Irene.** Actress. Born Sydney, NSW, Jan. 19, 1934. Stage, film, radio, TV exp. in Italy, Eng., Aust. Miss Rome 1954. Single, resident Elizabeth Bay, Sydney.

**SKIRVING, Alex.** Agency account executive, Brisbane manager. Copywriter, Noble Bartlett Advtg, Bris.; acctnt/exec. Johnstons Jones Advtg, Bris.; prod. mngnr, Maxwell Rosebery & Staff, Syd. Now acctnt/exec. i/c Berger, Qld, & mngnr Fortune, Brisbane. Resident Bris., Qld.

**SLATTER, Eric Charles.** Agency managing director. Born Sydney, NSW, Sep. 26, 1910. Gen. sales mngnr, 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.

**SLEDGE, Kenneth Gibbs.** TV production company managing director. Born Sydney, NSW, March 31, 1920. Founded Visatone (comm. photographers), 1946, & Visatone TV, 1956. Now managing dir. of both. Capt. AIF, Middle East, 1939-45. Married, resident Castlecrag, Sydney.

**SMITH, Barrie Colin.** Agency film director. Born Arncliffe, NSW, July 11, 1936. Three yrs radio dept, J. Walter Thompson, one yr TV div. Now film dir. & asst to head JWT's film unit. Single, resident Bellevue Hill, Sydney.

**SMITH, Edward Keith.** National radio-TV compere & actor. Born Northcote, Vic., Sept. 4, 1917. Comedy writer, 1938; radio actor, 1939; anncr, 1940; radio interviewer 1947. Originator, A Word From Children, Pied Piper. Five yrs AIF, two yrs NG, Solomons. Married, 2 sons, resident Mosman, NSW.

**SMITH, Lyndon Betteridge.** Radio station continuity manager. Born Adelaide, SA, March 29, 1914. Theatrical prod. & advtg; cinema management & advtg. Radio writing. Now continuity mngnr, 5KA. LAI. RAAF. Married, 2 children, resident Westbourne Park, SA.

**SMITH, Robert Thomas.** Agency principal. Born July 14, 1922. Principal, Comm. & Industrial Advtg Agency. AIA Aust. RSA London. Six yrs RAAF, Europe. Married, 2 daughters, resident Annerley, Brisbane.

**SMITH, Walter Ranfurly.** Radio network sales manager. 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 mngnr. Four yrs RAAF. Capt. Long Reef Golf Club, 1950-56, handicapper, 1946-56; represented NSW (golf) 1928-29. Married, resident Manly, Sydney.

**SMOLICZ, R. A.** Agency art director. Born Poland, Nov. 10, 1922. Advtg exp. with London agencies, 1952-57; arrived Aust. 1957. Now art dir. Cossey-Waite Advtg. Nat. Design Dip. (UK) Commercial School, Bavanowicez. Studied Norwich Art School. Polish Army, RAF. Married, resident Brisbane, Qld.

**SOLOMON, Eric Saxby.** Trade paper managing director. Born Cootamundra, NSW, June 27, 1907. Managing dir. Greater Publications Pty Ltd (Beasting & TV), & The Film Weekly Pty Ltd; dir. The Market Printery Pty Ltd, Life

gov. Dalwood Health Homes, Food for Babies Fund; MIA for Petersham, NSW, 1932-41; ald. Ku-Ring-Gai Municipal Council, 1948-53, mayor, 1951-52. Married, 2 daughters, resident East Roseville, NSW.

**SOUTHEY, Reginald Vincent.** Recording division director. Born London, Eng., Aug. 4, 1903. With Gen. Elec. Co., Eng., recording work, Europe; Aust., 1926. I/c radio set prod., Columbia, 1934. Recording mngr 1947. Now dir., recording div., EMT. Installed 1st elec. recording equip., Egypt, Italy, Aust. FIRE. Married, 2 children, resident Killara, Sydney.

**SPENCER, Norman.** TV station program manager. Born Brunswick, Vic. 19yrs 3DB; prod. Happy Gang Series. Program mngr GTV, since 1956. 5½yrs WO 1, 2/24 Aust. Inf. Brig. Married, 2 children, resident Sandringham, Vic.

**SPICER, Frank William.** Radio station chairman, managing director. Born Parkes, NSW. Dir. MBS. Chairman & managing dir., 2PK. Ald. Parkes Municipal Council, 30yrs, 12 times mayor; chairman of dirs Parkes Dist. Hosp. Bd. 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. Mngt 2PK, since 1948. WO, RAAF aircrew. Married, resident Parkes, NSW.

**SPORLE, Desmond Mervyn.** Agency production, layout & design artist. Born Melb., Vic. 18 mths family business. One yr East Syd. Tech. Joined Traders Advts, 1954, now prod., layout & design artist. Six mths navy. Single, resident Brighton, Melbourne.

**STACY, Albert E.** Agency director. Born Adelaide, SA, 1911. Mercantile, selling, retail store advtg. Now dir. Ring, Stacy Assocs Ltd. FIA Aust. RAAF. Married, resident Hazelwood Park, Adelaide.

**STANDEN, Anthony Desmond.** Actor. Born Sydney, NSW, April 3, 1931. Five yrs copywriter, Syd.; four yrs transcriptions mngr, 2UE. Radio, stage exp. Also singer. Single, resident Neutral Bay, Sydney.

**ST. CLAIR, Michael.** Ventriloquist. Born Lismore, NSW, Dec. 20, 1922. Aust., US, Eng., radio, TV, cabaret exp. Toured Europe. Former hweight boxer, wrestler, painter, short story & scriptwriter, judo exp. AIF, 2/7th Bn, 6th Div., Middle East, NG, 1940-45. Waratah, Tasmanians Entertainment Units, 1945-46. Married, resident Bondi, NSW.

**STEELE, Richard.** Agency partner. 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 Advts, 1938. Now partner & Syd. mngr. FAI. Capt., 7th, 9th Div. AIF, Middle East, NG, Borneo, Celebes. Married, 3 children, resident Seaforth, Sydney.

**STEINBECK, Muriel Myee.** Actress. Born Broken Hill, NSW. Sydney, Melb., stage, film, radio exp. Married, resident Croydon, Sydney.

**STEPHENSON, William Humphrey.** Radio station general manager. Born Sydney, NSW, April 24, 1909. Nine yrs office mngr, 2UE, four yrs sales exec. Now station mngr 2SM. Married, resident Balgowlah, Sydney.

**STEVENS, Donald Lawson.** Agency company secretary. Born Sydney, NSW, April 6, 1918. Five yrs GMH; five yrs Stack & Co.; nine yrs Willmotts Advtg. Now company secretary & public officer. FCI (Aust), FSBM. Four yrs RAAF, Flt/Lt. Past pres. Roseville, RSL. Married, 3 children, resident Roseville, NSW.

**STEVENS, Edward John.** Radio station assistant sales manager. 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 asst sales mngr. Married, 1 son, resident Marrickville, Sydney.

**STEVENS, Keith Courtney.** Manager, radio program and commercial recording dept. Born Sydney, NSW, Feb. 23, 1917. Accnts dept, 2GB, 1933, transcriptions dept, 1940, sales rep., 1946; sales mngr 3AW, 1949; Vic. mngr MBS, 1952. Asst formation Sellers, Lane Stevens Pty Ltd, 1953. Joined EMI Aust Jan., 1958, as mngr, radio program and commcl recdg dept. Five yrs 2/12 Fld Coy, RAE, 8th Div. AIF. 3½ yrs Jap. POW. Resident Cremorne, Sydney.

**STEVENS, William Ronald.** Radio station representative. Born Sydney, NSW, May 2, 1916. Educated Syd. High School. Anncr 4SB, 1947, 4BH, 1949, 4BC, 1950. Bris. rep. 4MB, 4RO, 4GR, 4SB, 4ZR, 4VL, 4LG, 4MK, 4AY, 2MW. Also Qld rep., ART. 4½yrs RAAF. Married, 2 daughters, resident Kedron, Brisbane.

**STEVENSON, Murray H.** TV station chief engineer. Born Sydney, NSW, April 17, 1905. Chief engineer 2UE, 1931, appt bd dirs, 1947. Chief engineer, ATN Pty Ltd, 1955. FIRE; snr member IRE; member Soc. Motion Picture & TV Engineers. Married, resident Neutral Bay, Sydney.

**STEWART, Darryl.** Vocalist-actor. Born Sydney, NSW, May 15, 1931. Radio, stage, TV, cabaret exp. Compere, vocalist, Syd. Bob Hope Stadium Show. Recorded hit song, A Man Called Peter. Married, resident Coogee, Sydney.

**STOCKS, Geoffrey.** Agency junior partner. Born Yorkshire, Eng., June 6, 1930. Two yrs stage dir., scenic designer Rex Deering Prod. TV, theatrical design; tech. illustrator De Havilland Aircraft. Now jnr partner Hutchison Advtg. Awarded Nat. dip. (design) Leeds Uni, Eng., 1950. Resident Mt Nelson, Hobart.

**STONE, Kenneth Walter.** Radio station program 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 since 1957. Holds 1st class PMG comm. radio ops cert. Commentator Royal Tour, Aust. 1954, NG, 1956. Helped instal transmitter, Hong Kong radio. Merchant Navy, 1944-45. Married, 2 daughters, resident Blacktown, Sydney.

**STORY, Oliver James.** Radio station general manager. Born Eng., June 1909. Actor, 1933; joined 2WG, 1934; estab., 2BS, 1936; studio mngr 4MB, 1939. Appt mngr Airsales Beasting Co, 1944, opened 2HD, 1945. Now gen. mngr 2HD. AIF Gunner, Heavy Arty. RAAF, AC2, aircrew training. Married, resident Adamstown Heights, Newcastle.

**STRADWICK, Mervyn Richard Charles.** Assistant Director-General, Telecommunications, PMG's department. Born Fremantle, WA, July 24, 1905. PMG's dept, Perth, 1920, then WA, Vic., NSW, hq admin., in engineering personnel, telecommunications divs. Asst dir.-gen.

personnel, 1948-51, telephones, 1951. Asst dir-gen., telecommunications, since 1954. Chairman, communications committee, Royal visit, 1954, communications & boasting committee, Olympic games, 1956; member bd dirs YMCA, Melb. OBE, FAIM. Married, resident Croydon, Vic.

**STUART, Robert Edward.** Actor-scriptwriter. Born Isle of Skye, Scotland, Feb. 26, 1914. Eng., Aust. stage exp. Old Vic. Aust. tour, 1955. BA (Cantab.). Navigator, RAF. Single, resident Whale Beach, NSW.

**SULLIVAN, Ronald William.** Radio station program director. Born Sth Melb., Vic., April 26, 1916. Educated Dorcas St. Central School, Bradshaw Business College, Melb. Joined 3AW, 1932, 5DN, 1936, 3UZ, 1937, 5DN until 1942. Breakfast anncr, 5AD, 1942, program mngr since 1946. Commentator Royal tour, 1954. SA agent APRA. Married, resident Burnside, Adelaide.

**SULLIVAN, Walter.** Actor-scriptwriter. Born Sydney, NSW. Stage, radio, TV exp. Also radio columnist Truth, Syd. Six yrs RAAF. Single, resident Mosman, NSW.

**SURREY, Peter.** Radio station production manager. Born London, Eng., June 2, 1928. Scriptwriter; anncr 3XY, 3DB, 3TR, 3CV, 3AK; radio media mngr, Paton Advtg. Five yrs i/c 3DB's Smileway Club, prod. Happy Gang since 1956. Married, 2 sons, resident Blackburn, Melbourne.

**SUTOR, Betty.** Actress. Born Sydney, NSW, Nov., 1918. Radio, stage, film exp. since 16. Conducted radio children's session. Appeared Lux Radio Theatre, Hollywood, USA; and in Aust. film Jeddah. Married, 5 children, resident Vancluse, Sydney.

**SYME, David Farnell.** Radio network chairman, managing director. Born Melb., Vic., 1905. Asst works mngr, The Age, then into boasting. Pastoralist. Now managing dir., chairman, Victorian Broadcasting Network. Also managing dir. daily newspapers. Married, resident Kooyong, Vic.

**TAPP, Matthew.** Radio station studio manager. Born Kurri Kurri, NSW, Sept. 26, 1923. Program dept, control op., anncr, 2KO. Studio mngr since 1955. Served with 12 Sqdrn RAAF. Married, resident Eleebana, Lake Macquarie, NSW.

**TATE, John.** Actor. Born Sydney, NSW, Jan. 27, 1915. Radio, stage, film exp. since 1937. Won Jane Wyman Lux Radio Theatre Award, Macquarie Male Support Award. 1949. Toured NZ, 1944, Japan, six mths, 1948. 10 mths trip Central Aust., 1956, six months Gulf country, Aust., 1954. Single, resident Edgecliff, Sydney.

**TAYLOR, Cecil Randel.** Radio station chief engineer. Born Gympie, Qld, March 24, 1927. Matric. 1945. Qld Uni., Faculty of Engineering, 1946-47. With 4GR, 1947-48. Received BOP, 1948. Tech. 4ZR, 1948. Chief engineer since 1950. Installed stn's BTM2 transmitter & radiating system, 1955. Single, resident Toowong, Brisbane.

**TAYLOR, Clem Richard.** Agency governing director. Born Adelaide, SA, 1886. Educated Pulteney Grammar School, Adel. Asian sales mngr, United Paint Co. Founded Clem Taylor Advtg, 1923. Now governing director. Assted founding Aust. Advtg assocs AIA & NZ, 4As. Pres. Rotary Club, Adel., BREIF club, SA, Boy Scouts' Assoc. (Fed. & state). FAI (Aust.). Married, 1 son, resident Glenelg, Adelaide.

**TAYLOR, Ernest James.** Radio station managing director. Born Cambridge, Eng. Estab. 2LT. Now managing dir. 2LT and a newspaper & dir. MBS, MBE, active interest in Lithgow Civic activities. Married, resident Lithgow, NSW.

**TAYLOR, Francis Hewat.** Actor. Born Berwickshire, Scotland, Feb. 22, 1921. Radio exp. 1937-57, Scotland, Eng., Sth Africa, NZ, Aust. Also TV exp. East Scotland Jnr Lawn Tennis champ., 1938. Ex-member Queen's Club, London. Member Vic. Lawn Tennis Umpires' Ass., W/O wireless-air gunner, RAF, 1940-45, POW Germany, three yrs. Married, resident Burwood, Sydney.

**TAYLOR, Grant Ronald.** Actor. Born Hebburn-on-Tyne, Eng., Dec. 6, 1917. Wide film, stage & radio exp. Five yrs AIF. Resident Sydney, 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 Boasting 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 beast transmitters. Trade cert. competency, WA, 1927; AMIRE, 1935; radio op. air survey. Married, resident Nedlands, Perth.

**TAYLOR, John Thurgate.** Radio executive. Born July 15, 1904. Advtg mngr, mngr 2CH, 1932; gen. mngr 3AW, 1935-46; gen. mngr 2UW 1948. Mngr, Major Boasting Network 1956-57. AIF, 1940-45. Married, resident Woollahra, Sydney.

**TAYLOR, William Rickwood.** Agency manager, director. Born Melb., Vic., June 27, 1927. Educated Prince Alfred College, studied economics, stat. Adel. Uni. Sydney, Adelaide, advtg; exp., since 1944; market research, 1955. Now mngr & dir., Clem Taylor Advtg, Adelaide. Lecturer, marketing management, market research, Adel. School of Mines. Married, 2 children, resident Woodley, Adelaide.

**THAU, Leon.** Actor. Born Jaffa, Israel, April 8, 1926. Certified school teacher. Exp. radio, TV, films, stage, all roles. Also singer, specialises character roles. Married, resident Sydney, NSW.

**THOMAS, Charles Alfred.** Actor. Born Glasgow, Scotland, Sept. 13, 1915. Exp., Eng., Aust. stage, radio, TV, films. Married, resident Seaford, Sydney.

**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. Married, 2 children, resident Woodville West, SA.

**THOMPSON, Allan Walton.** Radio station manager. Born Bondi, NSW, April 8, 1927. Anncr, program arranger, 2GB, then anncr, copywriter, tech. several country stations. Two yrs asst mngr 2LT. Now station mngr 2RE. 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.

**THOMSON, Peter George.** Agency account/exec. Born Sydney, NSW, Oct. 8, 1930. With MBS, Lintas Pty Ltd, S. A. Maxwell Pty Ltd, Larke Hoskins & Co, 2UE, now account/exec. F. P. Leonard Advtg. Married, resident Chatswood, Sydney.

**TOOHEY, Allan Gregory.** Radio station specialty announcer. Born Sydney, NSW, Nov. 22, 1911. 20yrs radio exp. Originator disc Hit Parades, 17 years. Now spec. annncr, compere, disc jockey, 2UW. Married, resident Vaucluse, Sydney.

**TOZER, John Hubert.** Radio network sales manager. Born Melb., Vic., sales mngr Whitford Network for 23yrs. Three yrs AIF, CMF. (MC, MM, ED). Married, resident Nedlands, Perth.

**TREGONNING, James Edward.** Radio production unit program manager. Born Melb., Vic., Jan. 29, 1928. Former freelance actor, playwright, annncr. Chief annncr, 3AW. Nat. compere, narrator. Now program mngr Ron R. Beck Prod. LTCL. Married, resident Woolahra, Sydney.

**TRENCHARD SMITH, Edgar.** TV station sales manager. Born Sydney, NSW, Sept. 25, 1914. With New Century Press, 1931-34; prod., media mngr, J. Walter Thompson, 1935-48; secretary, ANC, 1948-49; Syd. mngr, Sun News Pictorial, 1949-56. Now sales mngr, HSV. Four yrs pilot RAAF, RAF. Married, 3 children, resident Nth Balwyn, Melbourne.

**TRETHERWEY, Clifford Henry.** Radio station assistant manager, chief engineer. Born Burnie, Tas., Dec. 3, 1920. Educated Burnie High School. With 7BU, 1936, designed, constructed, studio & transmitting equip. Asst mngr, chief engineer, 7BU since 1952. Holds Ops cert. 3½yrs pilot, RAAF, Darwin, NG. O/c Burnie Flight, ATC. Married, 2 sons, 1 daughter, resident Burnie, Tasmania.

**TREVOR, Allan.** Actor-writer. Born London, Eng., April 11, 1923. Radio, stage exp., 2yrs JCW, Phillip St. Theatre. Won Macquarie Award, 1950, Rola Show Award, 1953. Married, resident Kogarah, Sydney.

**TRUELOVE, Philip Herbert.** Agency director, senior account executive. Born Glenhaven, NSW, Nov. 27, 1915. 25yrs R. & K. Powell Advtg, now dir. & snr account/exec. FAI (Aust). Aust. Signals Corps, 1941-46. Married, resident West Ryde, NSW.

**TURNER, Geoffrey Colin.** Agency media, radio-TV manager. Born Melb., Vic. Joined 3XY, 1945, asst program mngr, 1951; then snr record librarian, prod. mngr, personal asst to gen. mngr, 3UZ. Radio div. mngr Cossey-Waite Advtg, Bris., appt media, radio-TV mngr, 1956. Now media, radio-TV mngr O'Brien Pub., Bris. Pres. Moreton Lions Club, 1957. Married, 1 daughter, resident Bowen Hills, Brisbane.

**TUTTELL, John James.** Radio network production executive. Born Queanbeyan, NSW, Jan. 2, 1911. With 2FC, then 6yrs 2SM; 2yrs mngr 4AY, 4yrs 4BH. 10yrs prod. Aust. Amateur Hr. Now prod. exec. MBS. Married, resident Cremorne, Sydney.

**TWYFORD, John William.** Radio station manager. Born Camperdown, NSW, May 18, 1904. 18yrs 2NZ, salesman, copywriter. Now

mngr 2NZ. Former costing clerk, ledger keeper, shipping, customs exp., interstate salesman. Four yrs ald. Dir. Inverell Hosp.; East-West Communication Committee member. Promoted 1st syndicate to obtain Whaling Licence (Byron Bay Whaling), 1st chairman. Married, resident Inverell, NSW.

**TYSON, William Russell.** Radio network compere. Born Bris., Qld, April 20, 1920. Children's sessions, 1927; 5yrs 4BH; ABC, 1939. Now conducts breakfast, hosp. sessions, Radio Aust. AIF, world war II, Morotai, Balikpapan, SE Borneo. Life member NSW Ins. Deaf, Dumb & Blind. Married, 2 sons, resident Albion, Brisbane.

**UNDERWOOD, Edward.** Agency manager. Born Hertfordshire, Eng. Six yrs asst editor and infnm officer, London hg, Brit. Society. Written for Brit. French, political academic personalities; compiled surveys & articles on most countries for lecturers, boosters & comm. firms. Three yrs exec. Stevenson Advtg. Appt gen. mngr 1957. Dip. Int. Aff. (London). Resident St. Kilda, Melbourne.

**VERTIGAN, Rich Mills.** Radio station manager. Born Kindred, Tas., Aug. 24, 1910. Writer-publicist, 3AW, 1935; mngr 7QT, 1937; salesman-annncr, 7HT, 1938, then chief annncr, studio mngr, sales dept. prod., scripting. Eight yrs copy chief. Mngr, 7HT, since 1953. Married, 2 sons, 1 daughter, resident Mt. Wellington, Hobart.

**VINNICOMBE, Harold.** Agency managing director. Born Brisbane, Qld, 1925. Joined Vinnicombe Advtg, 1949, now managing dir. RAAF, 1947. Married, resident Newfarm, Bris.

**VINNICOMBE, Herbert.** Agency chairman of directors. Born Eng., Aug. 30, 1891. Mngr, sugar plantation, Jamaica; foundation dir., committee of dir. of fruit marketing, Qld. Rep. Nth Qld Bd Business Admin. C'wealth Govt., 1947. Founded Vinnicombe Advtg, 1932, now chairman of dirs. Five yrs 1st AIF. Married, resident Manly, Brisbane.

**VIOLET, Victor Claude Patrick.** Agency account executive. Born Belmore, NSW, March 17, 1934. Snr account/exec., Gellatley Advtg. Married, resident French's Forest, Sydney.

**VIRGONA, Vincent.** Radio station chief engineer. Born Fitzroy, Vic., Oct. 2, 1911. 29yrs with 3UZ, now chief engineer. Designed equip. for Fed. Central Control, Olympic Games, 1956. B'cast Ticket of Proficiency. Married, resident Hawthorn, Melbourne.

**WADE-FERRELL, Ronald Montgomery.** Radio station sales manager. Born Narrandera, NSW, March 22, 1928. Comm. artist, Lintas Advtg, 1946; copy mngr Hansen Rubensohn, 1948; Syd. rep. Trade Press Pty Ltd, 1949; advtg mngr, 3CV, 1951. Sales mngr 3CV since 1953. CMF 30 Inf. Bn (NSW Scottish) 1948-51; 38 Inf. Bn (Nth Vic. Reg.) 1951-56, then 8/7 Inf. Bn (Nth West Vic. Reg.); Capt. Company commander, Maryborough Rifle Co. Married, 1 child, resident Maryborough, Vic.

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

**WAITE, Thomas Hilken.** Agency director. Born Newcastle, Eng. Snr advtg rep. Bris.

Truth, 1932-38, advtg mngr, 1938-50. Dir. Cossey-Waite Advtg since 1950. Grad. ICS Advtg course. Lt RANVR, Brit., US Fleets, 1941-46. Holds Philippines Liberation Medal. Married, resident Hamilton, Brisbane.

**WALCH, Garnet Max Fletcher.** TV film production company general sales manager. Born Malvern, Vic., Dec. 13, 1912. 15yrs Melb. agency exp. Asst sales mngr MBS, assist mngr 2GB. Now gen. sales mngr. Artransa. Five yrs-RAAF. Married, resident Gordon, Sydney.

**WALKER, Alan John.** Agency media director. Born Sydney, NSW, Sept. 11, 1904. Statistician & industrial officer, Atlantic Union Oil. Now media dir, Lintas Advtg. Member marketing panel ACM; research committee, 4As; committee, C.A.R.A. B.Ec., Dip.Com. (Syd.). Acting sqd'n leader, RAAF. Married, resident Killara, NSW.

**WALKER, Hugh Richard.** Agency executive. Born Sydney, NSW, May 10, 1913. With George Patterson Advtg; joined Willmotts Advtg, 1947. Resigned 1957. Lieut. RAN, also with RN in England. Single, resident Rose Bay, Sydney.

**WALKER, Robert R.** Agency deputy managing dir., radio-TV dir., George Patterson Advtg, Melbourne.

**WALLACE, Thomas Bevan.** Agency account director. Born Sydney, NSW, April 1, 1915. Salesman, prod, mngr, Lever Bros.; asst account/exec. Lintas, Sydney; mngr Lintas, NZ; advtg mngr Lever Bros, NZ; gen. sales mngr, J. Kitchin & Sons, Aust. Now acct dir. Lintas. Admin. Staff Course, Eng. 2½yrs AIF, Middle East, 3½yrs RAAF, Canada, UK, Nth Africa, Italy. Married, 4 children, resident Mosman, Sydney.

**WALLENS, John Noel Stanley.** Agency managing director. Born Chester, Eng., Dec. 25, 1910. Managing dir., Wallens & Co. Sqd'n Leader, RAAF, 1941-46. Member Brit. Rugby Team, toured Sth America, 1930. Married, resident Mt. Eliza, Vic.

**WALSHE, Keith Douglas.** Radio-TV compere & comedian. Born Ballarat, Vic., March 28, 1924. Appeared with 5AD age of 8. Joined 2GB/Macquarie, 1941, ATN, 1950. Also stage exp. Married, 1 daughter, resident Rose Bay, Sydney.

**WANLESS, Joseph Thomas.** Agency managing director. Born Sydney, NSW, June 2, 1914. Former freelance writer, stage, radio entertainer. With Campbell Advtg, Vinnicombe Advtg. Estab. own agency, J.T. Publicity, 1953, now mng dir. LAL. Dale Carnegie Grad. 5½yrs RAAF. Married, 4 children, resident Carina, Brisbane.

**WARBURTON, Leicester.** Agency account executive. Born Christchurch, NZ, Jan. 8, 1921. Journalist, Assoc. Newspapers; press liaison officer, Liberal Party; account/exec., press relations officer Brit. C'wealth Pacific Airlines. MBS publicity officer 1950-56. Now with Goldberg Advtg. Won Goldberg Cup for advtg, 1948. 4yrs RAAF. Married, 2 children, resident Nth Curl Curl, Sydney.

**WARD, Alfred George Crewdson.** Radio production company sales manager. Born Ashfield, NSW, 1906. Engineering exp., then into selling, thence salesman 2GB, rep., MBS; asst sales mngr, 2UW, 1947-50. Sales mngr Fidelity Radio Co., since 1950. Member Aust. v. NZ rugby union team, 1929. RAAF. Married, 3 children, resident Cremorne, Sydney.

**WARD, Ronald Egbert.** Radio station manager. Born Adel., SA, May 7, 1905. Mngr 7QT, 1938, 7AD, 1939, assist mngr 7LA. Mngr 7LA since 1951. Flt/Lt. RAAF, awarded US Bronze Star. Rep. state cricket, Aust. Rules football. Married, 2 daughters, resident Kings Meadows, Launceston.

**WATERS, Arthur Russell.** Radio station sales manager. Born Melb., Vic., April 25, 1923. Studied industrial mngmt, Melb., Adel., three yrs; now taking B.Ec. course, Tas. Uni. Comm. printing sales, then radio sales staff. Now sales mngr 7HT. 4½yrs war service. Married, resident Lindisfarne, Hobart.

**WATERS, Clive Sylvester.** Radio station studio & recording manager. Born Richmond, Vic., Oct. 1, 1913. Mngr comm. printing org.; chief anner, 3XY. Now studio & recording mngr. AFCBS Dir. ops, Olympic games. AIF, O.C. Radio St'n 9AB, Lae. Married, resident Cheltenham, Melbourne.

**WATERS, Frank Leonard.** Actor. Born Broken Hill, NSW, May 26, 1915. 25yrs stage, radio, films exp. all roles, also UK experience. Won Critic's Award, 1956. Five yrs Army. Married, resident Mosman, Sydney.

**WATERS, Norman.** TV production unit principal. Born London, Eng. Prod., scripting and dretg UK film studios. Agency account/exec., TV interviews, comping, prod. copywriting. Film director, Visatone TV. TV/radio account/exec., N. V. Nixon Advtg., now with Partner Pty Ltd. Resident Lavender Bay, Sydney.

**WATSON, Thomas David.** Governing director, film-TV lens manufacturer. Born London, Eng., Nov. 5, 1910. 30yrs 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 Manly, NSW.

**WEBSTER, Graham Douglas Stewart.** Radio announcer. Born Christchurch, NZ, Dec. 20, 1923. Anncr, ABC, 1942; later Qld Nat. newsreader. Did Royal Tour bcasts, NSW, Qld, Pt Moresby, MA (Qld Uni.). AIF Signals, Finschhafen, Lae, 1942-46. Married, 1 son, resident Taringa, Brisbane.

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

**WEEKES, Francis Edwin.** Agency executive director. Born London, Eng. Retail advtg, 1929-33, then with Jas. Hardie Pty Ltd, Frederick Stearns. 20yrs, Willmott Agency. Now exec. dir. FIA. 2½yrs hq 3rd Armoured Div. Single, resident Woollahra, Sydney.

**WELCH, Bettina.** Actress. Born NZ, March 15, 1927. Stage, radio, TV exp. all roles. Married, resident Potts Point, Sydney.

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

**WEST, Keith Leslie.** Agency manager. Traders Advtg, Sydney.

**WHEELER, Joan I.** Agency executive. Born Sydney, NSW, Dec. 13, 1918. With Lintas, Paton Advtg, Syd. Media mngr, Coudrey-Gotham. Media mngr, O'Brien Pub. 1951-1957. Now acct's dir, Neville Corbett Advtg, Sydney. Aust. Women's Army Service, 33 mnths NCO.

**WHELAN, Ronald.** Actor. TV-feature film production executive. Born London, Eng., Nov. 2, 1905. Radio, stage acting exp. with Brit. films, 1922-24, 1929-33; asst dir. Cinesound Prod., 1935-40; prod., location mgr, associated with Aust. feature films, 1935-57. Married, 2 daughters, 1 son, resident Coogee, Sydney.

**WHITE, Randal Merriek.** Broadcasting Control Board member. Born Dublin, Ireland, Sept. 15, 1896. Gen. mgr 5DN, 1939-46, 3AW, 1946-54. Vp AFCBS, 1940, 1942, 1943-46. Now member Aust. Broadcasting Control Bd. MA (TCD). Lieut. Leinster Reg., France, Belgium, Germany, 1915-19. Married, 2 sons, 2 daughters, resident Blackburn, Vic.

**WHITEMAN, Delore.** Actress-singer. Born Sydney, NSW, Oct. 26, 1928. Stage since 10. Three yrs New Theatre League; two yrs John Aiden Shakespearean Co.; two yrs Palace Theatre; toured Ngaio Marsh's Brit. Cwealth Theatre Co.; three mnths NZ; four yrs Eng., also Aust., stage, radio, TV, nightclub exp. Single, resident Kings Cross, Sydney.

**WHITFORD, David John.** Chief executive, director screen-TV slide service. Born Sydney, NSW, June 20, 1928. Educated King's School, Parramatta. Chief exec. officer & dir. Whitford's Theatre Ads Pty Ltd. Married, 2 sons, resident Bellevue Hill, Sydney.

**WHITFORD, Frank Roy.** Radio network managing director. Born Moonta, SA, 1890. With 6AM, 1934, created network, adding 6PM, 1937, 6KG, 1938, 6GE, 1940. Now managing dir. Whitford's Broadcasting Network. Married, resident Peppermint Grove, WA.

**WHITING, Brendan Paul.** Media representation Co. sales executive. Born Melb., Vic. Five yrs asst account/exec., asst radio mgr Goldberg Advtg. Now sales exec. Noel Batty Pty Ltd. Single, resident Chatswood, Sydney.

**WHYKES, Ernest John Wasley.** Radio station manager. Born Ballarat, Vic. Secretary, 3BA, 1930, mgr since 1955. ACIA, ACIS, Licensed co. auditor. Married, 3 sons, 1 daughter, resident Ballarat, Vic.

**WILKINSON, John Desailly.** Agency account executive. Born St. Kilda, Vic., April 26, 1921. Claude Mooney Advtg; then advtg mgr A. G. Healing Ltd; account/exec. Warwick Advtg. J. Walter Thompson. Account/exec. Nichols-Cumming & Staff since 1956. FAI (Aust). AAPC Command Pay Office, Malaya. POW Changi, Korea, 1942-45. Married, resident Ashwood, Melbourne.

**WILLIAMS, Edmund Netterville.** Radio station managing director. Born Perth, WA. Apprentice engineer; then vaudeville exp. Tivoli, Sorlies. Org. vaudeville shows for artists incl. Jack Davey, Bob Dyer. With 2LT, later 2BS, 2DU. Now mgr dir. 2BS. Helped estab. speedway, motor racing, Bathurst. Org., dir., troops entertainment unit. Ald. Bathurst City Council, nine yrs. Married, 1 son, resident Bathurst, NSW.

**WILLIAMS, Ronald A.** Radio station manager. Born Melb., Vic., Dec. 11, 1916. Asst acct, Argus & A'sia Ltd.; acct Argus. Now mgr 3UL. AASA, ACIS. Five yrs Lieut. Army, signals. Married, 2 children, resident Warragul, Vic.

**WILLIS, Grahame.** TV station publicity officer. Born London, Eng., Dec. 26, 1912. With Evening News, Syd., 1928-30; advtg. pub., MGM, 1930-56. Now pub. mgr ATN. Coast Arty, Aust. Army Amenities, AIF, 1943-46. Married, 3 children, resident Dee Why, Sydney.

**WILLMOTT, Ronald.** Agency managing director. Born Sydney, NSW, April 19, 1911. Stock Exchange, 1930-34. Estab. Willmott's Advtg, 1934. Now managing dir. Service 2/1st Bn, 2nd AIF. Married, 3 children, resident Vaucluse, Sydney.

**WING, Elizabeth Mary.** Actress. Born Melb., Vic., March 15, 1920. Radio actress since 1939. Also stage, TV exp. Two yrs Aust. Women's Army Service. Married, resident Toorak, Melb.

**WOOD, Coral Holyman.** Radio production company general manager. Born Devonport, Tas. Joined AWA, Melb., 1927, 3LO, 1928, then secretary to gen. mgr, ABC. GU Theatres & 2UW, 1932; exec. secretary to gen. mgr, 2UW, 1936; business mgr, 2UW, 1946. Gen. mgr. Fidelity Radio Pty Ltd, since 1951. Licentiate London College of Music. Pres. Syd. Business & Professional Women's Club. Single, resident Potts Point, Sydney.

**WOOD, Evelyn Victor Mason.** Executive radio producer. Born West County, Eng. With London architect. Eng., Aust. radio, stage exp. Anncr 3LO, 3UZ, 3AW. Many years with Macquarie. now freelance radio prod. Somerset Reg., France, 1914-19. MC, 1916, bar, 1917, mentioned in despatches, 1916-17. Married, resident Vaucluse, Sydney.

**WOOD, James Henry.** Radio station sales executive. Born Bris., Qld, June 11, 1924. Educated Qld, NZ. Freelance actor-writer-prod., then anncr Qld, NSW, Vic. Mgr 4ZR; sales mgr, asst mgr, 2HD; studio prod. mgr 4KQ. Now sales exec. 3AW. Toured NZ, stage shows, two yrs AIF. Resident Elwood, Melbourne.

**WOODS, Raymond William.** Radio station program director. Born Melb., Vic., Sept. 9, 1919. Control op. 3XY, 1935-37, program arranger, 1937-41, program mgr, 1946, then studio mgr. 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, 1922. Recording, AWA, nine yrs; six yrs studio engineer, sir control op., ARC. Mgr, chief engineer, Brit. Aust. Programs Pty Ltd, since 1951. MIRC (Aust). Radio officer Merch. Navy, 1941-43. Married, resident Blakehurst, Sydney.

**WORRALL, David Thomas.** Radio station manager. Born Parramatta, NSW, June 18, 1894. Journalist, Newcastle Sun, 1919-22, Sun News Pictorial, Melb., 1922-25; New York rep. Melb. Herald, Syd. Sun & Sth American papers, 1925-28. Mgr 3DB since 1929, and 3LK since estab., 1937. 1st div. FA, 1915-19. Married, resident Donvale, Melbourne.

**WRIGHT, Myles Fortunatus Evelyn.** Radio station general manager. 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. mgr 3AW, 1950, asst mgr, 1954, acting mgr, 1955. Mgr & gen. mgr Central Vic. Broadcasters, 1955. Gen. mgr 3AW, since 1957. Served 2NZEF, later NZ Temp. Staff, Army Education Service. Married, resident Kew, Vic.

**YEO, Reginald Arthur.** Member, Broadcasting Control Board. Born Portsmouth, Eng., Aug. 15, 1901. Joined scientific service of Royal

Navy, Jan., 1928; resrch and dvlpmnt in tele-comms until 1948. Member, hq plannng orgn until 1953, thence member, ordnce hd and head of its electronics dvn. Apptd member, Aust. Broadcasting Control Bd, Jan., 1957. B.Sc., ACGI, DIC. Married, 1 son, 2 daughters, resident Melbourne.

**YOUNG, Arthur T. W.** Agency director. Born Coventry, Eng., Dec. 17, 1919. Trained as comm. artist. Private advtg consultant; creative exec. Eng. motor mfg. Mngr, Canny, Paramor & Canny Advtg, Melb., now a dir. FAIA. Vic. exec. 4As. Publications Section, War Office, London; five yrs war service. Married, resident East Malvern, Melbourne.

**YOUNG, John Edward.** Radio network sales representative. Born Toogoolawah, Qld, Sept. 21, 1923. Joined 4CA, 1940, transferred 4TO, 1949. Sales rep., AWA Bris., since 1954. RAAF, 1942-46. Married, resident Alderley, Bris.

**ZARACOSTA, Melpo.** Actress. Born Athens, Greece, May 7, 1933. Radio, stage, TV exp. Dramatic, continental roles. Married, resident Kings Cross, Sydney.

**ZWART, Hank.** Film producer. Born Holland, May 7, 1923. Comm. artist, cartoonist, 1941. Arrived Aust., 1952. Freelance comm. artist, now film prod., spec. advtg films, animation. Married, resident Lower Templestowe, Melb.

# **Legislation, regulations and standards**

- ***Main provisions, Broadcasting and Television Act 1942-1956 — Pages 250-252***
- ***AFCBS Standards of Broadcasting Practice, including advertising and wordage — Pages 253-257***
- ***Broadcasting Control Board's TV program standards — Pages 258-263***
- ***Notes on medical advertising — Pages 264-266***
- ***AFCBS rules of accreditation — Pages 267-268***



## BROADCASTING AND TELEVISION ACT 1942-1956

THE following is a brief summary of the provisions of the Act affecting commercial broadcasting and commercial television stations. Those provisions dealing solely with the national service have not been included.

### AUSTRALIAN BROADCASTING CONTROL BOARD

#### CONSTITUTION (SECTIONS 7 AND 8)

The Act is administered by the Australian Broadcasting Control Board which consists of three full-time and two part-time members.

#### FUNCTIONS (SECTION 16)

- (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; and
- (c) to ensure that adequate and comprehensive programs are provided by broadcasting stations and commercial television stations to serve the best interests of the general public; and shall include such other functions in relation to broadcasting stations and television stations as are prescribed.

#### POWERS (SECTION 16)

- (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;
- (e) subject to any direction of the Minister, to regulate the establishment and operation of networks of commercial broadcasting stations or of commercial television stations and the making of arrangements by licensees for the provision of programs or the broadcasting or televising of advertisements; and
- (f) 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.

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.

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.

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 capital city station in any State.
- (b) Four capital city 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.

### **LIMITATION ON TV STATION OWNERSHIP OR CONTROL (SECTIONS 91-92)**

A person shall not own, or be in a position to exercise control, either directly or indirectly, of more than one television station within the ACT or a State capital city or two stations in Australia. Where a television station licence is held by a company having a share capital, at least 80pc of the shares must be held by Australian residents and not more than 15pc may be held by non-residents.

### **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 or newspaper association.

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.

**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 commercial 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 of 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.

**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.

**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 £2 15s if the listener is within a radius of 250 miles of a broadcasting station specified by the Board, and £1 8s otherwise.

The annual fee for a television viewers' licence is £5.

Special conditions apply to schools, blind people and pensioners.

**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.

# AFCBS' STANDARDS OF BROADCASTING PRACTICE

**C**OMMERCIAL broadcasting at the moment abides by the undermentioned AFCBS Standards of Broadcasting Practice, which have been drawn up by the Federation and have been in existence for several years, and also incorporates relevant Broadcasting Control Board notices to stations.

The Broadcasting Control Board, which last year issued television program standards, which are reproduced in full in this Year Book, was empowered under the Broadcasting and Television Act 1942-1956 to draw up similar standards for commercial broadcasting.

After consultation with the AFCBS management committee, a draft of the proposed standards was submitted to the Federation.

On consideration, the 1957 AFCBS convention opposed the draft standards submitted and directed its management committee to prepare a case for revising the Federation's broadcasting standards and undertake any necessary discussions with the Postmaster-General and Broadcasting Control Board.

These undermentioned standards therefore, although in force at the moment, are likely to be changed during 1958.

## PART (1) GENERAL PROGRAM STANDARDS,

### (2) CHILDREN'S PROGRAMS,

### (3) ADVERTISING STANDARDS (GENERAL, POLITICAL, SUN-DAY RESTRICTIONS),

### (4) RECORDED COMMERCIAL ANNOUNCEMENTS.

## PART I: GENERAL STANDARDS

1. **C**OMMERCIAL stations are bound not to accept any script, continuity, or program matter for broadcasting, recorded or otherwise, which introduces or incorporates:—

- Obscene and off-color jokes or songs, oaths, sacrilegious expressions, and anything of doubtful propriety.

- Use of the Deity's name excepting when used reverently or as part of a standard classic work.

- Statements or suggestions that may be considered offensive of religious views, racial traits, and the like.

- 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 contravenes any Federal or State legislation.

- Matter that constitutes a breach of or contravenes any Federal or State legislation.

- Matter of such a nature as would destroy or tend to destroy public confidence, or create any feeling of insecurity in the community.

2. All scripts, continuities, advertising copy, recorded commercials, talks or addresses, entertainment discs, etc., intended for broadcasting, must be supplied to commercial stations in accordance with the following schedule:—

- Not less than thirty-six (36) hours before the time of broadcast if such broadcast is to take place on any day from Tuesday to Saturday, both inclusive;

- By twelve (12) noon on the previous Friday in respect of broadcasts intended during the following Sunday or Monday.

A clearance to scripts, recorded commercial announcements, etc., given by the Federation as provided herein may be accepted by commercial stations in any State.

Par. 3 deleted.

## PART II: CHILDREN'S PROGRAMS

4. Because of the obligation of the broadcasting stations to their juvenile audience, it is necessary that meticulous supervision should be exercised over all programs or sessions designed for child listeners, and also over programs broadcast during early evening sessions when children are likely to be listening.

The customary standards of propriety governing programs in general shall, of course, apply to children's sessions, but in particular the following standards are to be observed:—

- All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.

- Children should be encouraged in the art of correct speech and pronunciation, therefore, the use of slang and incorrect English should be discouraged.

- All stories must reflect respect for law and order, adult authority, good morals and clean living.

Where applicable, the hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasise the desirability of fair play and honourable 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 to the child listener.

- Adventure stories may be accepted subject to the following prohibitions:—

- No torture or suggestion of torture.

- No horror—present or impending.

- No use of the supernatural or of superstition likely to arouse fear.

- No profanity or vulgarity.

In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.

Dramatic action should not be over-accentuated through gun play or through other methods of violence. To prevent the over-stimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

● Themes of stories broadcast in children's sessions should reflect fair play and considerate behaviour for one's fellow being. In particular, they should not undermine parental authority or the authority of teachers.

● It is recommended that there be regular sessions designed to impart knowledge of the history and potentialities of our country, a broader knowledge of current affairs and a love of culture, e.g., special sessions of the works of appropriate authors should be broadcast in order to encourage the habit of reading. It is further recommended that music included in the children's sessions be of such a nature as to help the cultural development of the children.

● As distinct from the collective aspects of children's programs, it is suggested that sessions calculated to develop the tastes of individual children be arranged, for instance, broadcasts devoted to particular hobbies.

● Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore such contests and offers are not acceptable.

● No appeal should be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child urging him to purchase the product in order to keep the program on the air, or make similar appeals.

● Where radio clubs are formed they shall be carefully supervised in the matter of the behaviour of the children, the company which they keep and in particular in any club function individual children should not be encouraged to "show off" in front of others.

### PART III: ADVERTISING STANDARDS

#### (1) GENERAL:

5. The Provisions of Part One—General Standards herein shall apply to all advertising copy.

6. Any sound effects which might startle the listening public or in any manner be objectionable must not be incorporated in commercial announcements. For example, and without limiting the scope, the use of the following sound effects will not be permitted in commercial announcements:—

Rapid gun fire, or rifle shots; massed aeroplane effects; sirens; bombardments; screams; raucous laughter and the like; fire engines; ambulances; and explosives.

Further, no commercial announcement may be introduced by phrases such as:—  
"Stand by for an important announcement";  
"flash"; "attention please"; "we interrupt our program," and the like.

Stations must not be requested to "fade out" any prohibited sound effects in recordings owing to the margin for error, and for this reason a station may not accept for broadcasting any recorded commercial announcement which incorporates or uses the prohibitions herein.

Prohibited sound effects present in recordings must be eliminated beforehand by practical methods by the advertiser or the advertising agency to obviate any possibility of broadcasting.

7. Any pretence in advertising copy must be avoided and such copy will not be approved by the Federation or accepted by commercial stations.

"Dramatised testimonials" must not be incorporated in commercial announcements. 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 should be broadcast in the normal voice of the announcer.

The "simulation" of voices of a member of any Royal Family or any Australian or overseas personality in connection with advertisements for commercial products is also prohibited unless bona fide evidence is available that such personality has given permission for the simulation of his or her voice and it is clearly understood that stations broadcasting such announcements are indemnified by the advertiser or advertising agency against any possible legal action.

8. No advertising copy or material intended for broadcasting shall contain any matter which departs in any respect from truth as to the character of the product advertised or its suitability for the purposes for which it is recommended. Further, no untruthful implications may be imparted into any advertising copy or material.

9. Without limiting such requirements, commercial stations are bound not to accept any advertising copy, recorded or otherwise, which introduces or incorporates:—

● False or questionable statements or any other form of misrepresentation.

● Testimonials which do not reflect the genuine experience or opinion of a competent witness. Anonymous advertising testimonials shall not be permitted.

● Statements of prices and values not in accordance with specific facts or any misleading price claim or comparison.

● Comments upon products other than those of the advertiser, or upon industries, professions or institutions.

● Matter which is barred from the mails as fraudulent, deceptive or objectionable.

● Reference to any remedy or other product, the sale of which or the method of sale of which constitutes a violation of law.

● Any form of speculative finance, excepting from firms of bona fide standing whose services comply with legislative requirements.

● Statements or claims, known or believed to be false, deceptive or grossly exaggerated.

Para. 10 to 20 deleted.

## (2) ELECTION AND POLITICAL BROADCASTS:

21. Two Sections of the Broadcasting and Television Act 1942-56 refer specifically to the procedure that must be observed in connection with election and political broadcasts. These are Sections 116 and 117.

Under Section 116 it is provided that:—

1. During the two days immediately preceding any Federal or State election or by-election and up to the close of the poll on election day, there shall not be broadcast any speech or matter—

- Commenting on, or soliciting votes for, any candidate;
- Commenting on, or advocating support of, any political party;
- Commenting upon, stating or indicating the election issues or the policy of any candidate or party;
- Referring to any meeting held in connection with the election.

2. The broadcasting of any dramatisation of any political matter which is current or was current at any time during the past five preceding years, is prohibited. It has been generally accepted that this prohibition does not preclude authentic dialogue or discussions between authenticated individuals in their normal voices as an alternative to straight speeches. The general principles which should be observed in regard to dramatisation are:—

- Any broadcasts with dialogue containing simulated voices must be avoided;
- There should be no pretence that any persons other than the actual authenticated speakers are participating in the broadcasts. This is particularly important where quotations are being made from speeches or statements of politicians or other well-known people.

In all cases it must be clearly stated that it is a quotation and no impression must be given that the person quoted is actually making the announcement.

Under section 117 it is provided that:—

1. The true name of every speaker who delivers an address or makes a statement on a political subject or current affairs, either in person or recorded, must be announced in a manner clear to the listener. If the speaker is not the author of the address or statement, the name of the author must also be announced, and if the address or statement is on behalf of a political party, the name of the party must be included.

2. The announcement must be made in such a manner as to disclose to the listener the identity of the speaker and, where required, the identity of the author, and must be broadcast 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.

3. Stations must keep a record of the name, postal address and credentials or occupation of the author of each address or statement broadcast relating to a political subject or on current affairs.

Compliance with the election provisions of the Broadcasting and Television Act 1942-56 will also meet satisfactorily the requirements of the Electoral Act.

## (3) SUNDAY ADVERTISING:

22. Section 100 (5) of the Broadcasting Act provides that "a licensee shall not broadcast advertising on a Sunday except in such manner and in accordance with such conditions as the Board determines."

The conditions laid down by the Control Board relating to Sunday advertising are contained in paragraphs 23 to 32 hereafter.

23. Except as otherwise provided, advertisements may be included in a sponsored session, but the time devoted to advertising matter in such session shall not exceed 10pc of the total time occupied by the session, and the number of advertising announcements shall not exceed two in any period of 15 minutes.

24. Except as otherwise provided, direct advertising announcements ("spot advertisements") may be broadcast, but, except as expressly provided in paragraph 26, the total time occupied by such announcements shall not exceed six minutes in any period of one hour.

Not more than two groups of announcements shall be broadcast in each 15-minute period and not more than three advertisements shall be included in any one group.

25. The price of any article or service shall not be mentioned more than once in each advertising announcement relating to the article or service.

26. A session containing a group of advertising announcements, in the form of a shopping guide, may be broadcast at a time, not later than 6pm (local time), to be approved by the Board, provided that:—

- The time occupied by such session does not exceed 15 minutes;

- The time occupied by any single advertising announcement in such session does not exceed one minute in duration or contain more than 140 words; and

- The session shall not be broadcast between 11 am and 12.15 pm, but a licensee may, after consulting the Board, substitute for this period another period usually accepted by the majority of churches in the area served by that station as the hour for holding divine worship.

Pars. 27 and 28 deleted.

29. No advertisements relating to alcoholic liquor shall be broadcast.

30. Advertisements (other than opening and closing announcements) shall not be broadcast by a station during any part of a sponsored session 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 session shall not contain any reference to the price of any goods or services.

31. Direct advertising announcements ("spot advertisements") shall not be broadcast during a session which is devoted to the broadcasting of divine worship or other matter of a religious nature.

32. Advertisements should be presented in good taste and with discretion and as unobtrusively as possible. Repetition and sensational presentation should be avoided, especially in statements relating to prices. Advertising matter relating to medicines, and medical and toilet preparations should be kept strictly within the bounds of good taste.

## PART IV: RECORDED COMMERCIAL ANNOUNCEMENTS

33. The following procedure will apply in respect to recorded commercial announcements for broadcasting by commercial stations:—

● All recordings for distribution among stations must be submitted for approval to the office of the AFCBS either in Sydney or Melbourne. If approved as being in accordance with standards of broadcasting requirements, such recordings will be franked by the Federation accordingly and returned to the advertiser or advertising agency as soon as possible.

● Such recordings must be accompanied by a copy in duplicate of the script recorded on each disc and such script must include all particulars relating to sound effects used, name of advertiser or advertising agency, and the product advertised. In addition to the script a list must be submitted of those stations among which it is intended that the recordings will be distributed for broadcasting.

● Recordings approved by the Federation may be accepted by commercial stations without the necessity for accompanying script as such script will be filed by the AFCBS and will be available should the occasion arise for three months from the date of approval.

● Where approval is required to an advertisement relating to any medicine as required under the provisions of the Australian Broadcasting and Television Act 1942-1956, or to any advertisement for talk under any legislation or authority, the obtaining of such approval shall be the responsibility of the advertiser or the advertising agency.

In order to ensure that recordings are in accordance with standards of broadcasting requirements, it is recommended that advertisers or advertising agencies submit to the Federation the script proposed to be recorded, including sound effects, before such recordings are made.

Recordings which contravene these standards of broadcasting requirements of the Standards of Advertising Practice issued by the Federation shall neither be approved by the Federation nor accepted by stations, and the responsibility for unacceptable recordings shall rest solely with the advertiser or advertising agency.

These provisions regarding recorded commercial announcements shall also apply to commercial announcements incorporated in recorded entertainment programs or features.

In cases 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 seals for the discs involved which the advertiser or advertising agency must ensure are properly fixed to each recording before despatch to stations, 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.

## WORDAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS

Counting of words:—

A telephone number counts as one word; eg, BW3121 (one word), Epping 789 (one word).

Place names count as one word; eg, Double Bay, South Australia, New South Wales (one word).

Figures, when relating to addresses or quantities, count as one word; eg, 11 George Street (three words), 150 yards (two words).

Prices count as two words.

Live announcements:—

Copy for live announcements must carry, on the top left hand corner, the category of the announcement, and number of words supplied by the advertiser or agency; eg,

Category—100 words.

Actual count—88 words.

Announcements of 25, 50 and 100 words must not contain any more words than stipulated in the category; while one minute announcements must not contain more than 140 words, nor occupy more than 60 seconds, including all music and/or sound effects.

All excess in wordage will be charged for at the next highest rate, bearing in mind that the AFCBS has established a 2 minute rate.

### RECORDED ANNOUNCEMENTS

All copy furnished to the Federation should carry, on the top left hand corner, the category of the announcement and the actual count of the words used.

**25-word announcements:** 25-word announcements must not exceed 25 words nor occupy more than 15 seconds, which period will include all music and/or other sounds.

**50-word announcements:** 50-word announcements must not exceed 50 words nor occupy more than 25 seconds, which period will include all music and/or other sounds.

**100-word announcements:** 100-word announcements must not exceed 100 words nor occupy more than 45 seconds, which period will include all music and/or other sounds.

**One-minute announcements:** 1-minute announcements must not exceed 140 words nor occupy more than 60 seconds, which period will include all music and/or other sounds.

● **Recorded Announcements with live tag lines:** Any recorded announcements that require the addition of live copy spoken by station personnel will be charged in accordance with the above, provided that the wordage in the recorded announcement is reduced to permit the addition of the spoken tag-line, without exceeding the total wordage and/or time ordered, ie, a 25-word announcement requiring the addition of a tag-line of five words must be limited to 20 words in the recorded portion of the announcement nor must the complete advertisement exceed 15 seconds.

### SPONSORED SESSIONS

The permissible length of copy for sponsored sessions will be as specified in the Standard Order Form, namely:—

MINUTES:	WORDS MAXIMUM:
5	150
7½	225
10	300
15	375
30	600
45	900
60	1200

**Australian Broadcasting Control Board's Advertising Time Standards; Section 16 (3) (d) Broadcasting & Television Act 1942-1956.**

In accordance with the provisions of section 16 (3) (d) the Australian Broadcasting Control Board determines that the following standards shall apply to the broadcasting of advertisements in the program of a commercial broadcasting station on any day other than Sunday:—

(1) In these standards the expression "advertising matter" includes all words relating to goods or services, whether in the form of a direct announcement, a slogan, a description, or any other identifiable reference, together with all music and sound effects associated with such words.

(2) In sponsored sessions not exceeding 15 minutes in duration, the time devoted to advertising matter should not exceed the following periods:—

Duration of sponsored program:	Maximum duration of advertising matter:
5 min.	1 min.
7½ min.	1 min. 30 sec.
10 min.	2 min.
15 min.	2 min. 30 sec.

(3) In sponsored programs of 30 minutes' duration or longer, the total time devoted to advertising matter should not exceed a period calculated at the rate of 2 minutes for each 15 minutes or part thereof.

(4) Direct advertising announcements should be distributed at reasonable intervals throughout any program period set aside for the broadcasting of such announcements, having

regard to the entertainment or service provided in the remainder of the period.

(5) The following standards should be observed in respect of direct advertising announcements and time purchased for announcements only:—

Type of announcement:	Maximum time or words permitted for complete presentation of announcement:
25 words	15 sec.
50 words	25 sec.
100 words	45 sec.
1 min.	140 words

(6) Direct advertising announcements may be broadcast in groups if:—

● Each announcement complies with these standards;

● Not more than three announcements, or three announcements plus an advertising slogan of not more than twelve words, are included in any group; and

● No group exceeds one and one-half minutes in duration.

(7) Not more than 30 per centum of any program period during which direct advertising announcements are broadcast may be devoted to advertising matter; and not more than 18 minutes may be so occupied in any period of 60 minutes.

(8) The preceding paragraphs do not apply to advertising matter which is broadcast in the form of a service program such as a "shopping guide," or programs consisting of market reports or service matter, provided that the total time devoted to such programs does not exceed nine hours in any one period of seven days.

(9) This determination shall take effect on and from the first day of September, 1954.

# TELEVISION PROGRAM STANDARDS

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

## GENERAL PROGRAM STANDARDS

**P**ARS 1-5, which have not been included, comprise the Board's general introduction to these 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 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:

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; or 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.

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

While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

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.

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.

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.

The portrayal of, or reference to, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot or characterization.

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

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.

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.

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.

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

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

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.

11. It is therefore necessary to make special provisions in these Standards in respect of programs to be televised between 5-7.30pm 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:

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

- 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 with great care.

It is imperative that parents feel secure in allowing children to see these programs with 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:

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.

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 emotional or traumatic disturbances in children (e.g., hysteria and nightmares).

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

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.

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.—It is desirable that each station which proposes to originate children's programs should provide for these programs to 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:—

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

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.

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.

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—

To impart a broader knowledge of the history and potentialities of our country and of current affairs;

To foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature.

To encourage interest and active participa-

tion in simple scientific investigations such as botanical, geological and other pursuits; and

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 older children and adolescents a false or distorted view of life.

These programs, which 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.

The classifications to be applied will be as follows:—

(a) Unrestricted for television. (Symbol 'G');

(b) Not suitable for children. (Symbol 'A');

(c) Not to be televised before 8.30pm. (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 "Not to be televised before 8.30pm" ('AO') are those to which reference is made in paragraph 16.

## TELEVISION OF RELIGIOUS MATTER

18. Section 103 of the Broadcasting and Television Act 1942-1956 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):—

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;

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.

Time should be allocated among the various Churches and denominations as far as prac-

licable 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.

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 1942-1956 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 while "election matter" means matter of any of the following kinds, namely:—

- Matter commenting on, or soliciting votes for a candidate at an election;
- Matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;
- 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
- 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.

## PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1956 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. (See pages 264-266 of this section.)

## NEWS AND NEWSREEL PROGRAMS

22. A station which undertakes to provide a news or newsreel service should observe the following principles:—

News should be presented accurately and impartially.

Each news session should be well-balanced and reasonably comprehensive;

Commentary and analysis should be clearly distinguished from news;

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;

Pictorial representation of news should be carefully selected to ensure fairness, and should not be misleading or sensational;

No advertising matter should be offered as news, or included in the contents of a news bulletin 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 1942-1956 provides that:—

The holder of a licence for a commercial television station shall not televise, either directly 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:—

All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should also be observed;

Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be televised prior to the conclusion of the last event on the program of that meeting;

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 1901-1950, 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.

### 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 1942-1956). 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:—

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;

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;

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 the above paragraphs.

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. Because Australia is an English-speaking country, and because it is desirable that those

persons who have migrated from other countries be assimilated into Australian life as quickly as possible, the use of foreign languages should be kept to a minimum. The following rules should therefore be observed:—

Programs should be in English, except in the following special circumstances:

Where it is unavoidable to use one or more foreign languages in the course of a program, the matter conveyed in foreign language should be preceded or followed by an adequate translation into English;

Special programs designed for use in schools, or for other educational purposes, may include matter in foreign languages where necessary;

Brief incidental dialogue in dramatised or similar programs may be permitted where development of the program demands the use of a language other than English;

In periods of local emergency, foreign languages appropriate to the occasion may be used where it is considered to be in the interests of a reasonable proportion of viewers of the station concerned;

Programs of a religious nature which are televised on special occasions may be in a foreign language without being followed by a translation;

The use of foreign languages should be avoided in advertisements;

Pictorial matter, scenery, or backcloths containing words in any foreign language should be used only where necessary for establishment of scene or for development of plot.

These rules do not apply to the performance of musical items.

### 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 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 the 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 1942-1956 provides that:—

Subject to this Act, a licensee may televise advertisements.

A licensee intending to televise advertisements shall publish particulars of his advertising charges.

A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

A licensee shall comply with such standards as the Board determines in relation to the televising of advertisements.

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:—

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;

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;

Advertising matter should contain no claim: intended to disparage competitors, competing products, or other industries, professions or institutions;

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.

Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1956 (see paragraph 20).

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:—

All advertising matter must comply with the laws of the Commonwealth and the States relating thereto;

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;

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.

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 5pm 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;

Because some products (especially those of a personal nature) are unsuitable for inclusion in programs which may be viewed in the family circle, great discretion and care should be applied in the acceptance and presentation of advertisements of such products. Products which are generally regarded as unsuitable for conversation in mixed groups should not be advertised;

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 5pm 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;

Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted;

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;

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;

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.

## ADVERTISING TIME STANDARDS

36. For the purpose of calculating the time occupied by advertising matter, this expression includes:—

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

All visual and sound effects (including music) associated with such advertisements.

## WEEK-DAY ADVERTISING

37. The following time standards apply to the televising of advertising matter by a com-

mercial television station on any day except Sundays, Christmas Day, and Good Friday.

38. In programs which are sponsored either by one advertiser or by several advertisers jointly, the time devoted to advertising matter should not exceed the following periods:—

In programs exceeding 15 minutes in duration, a period calculated at the rate of one and a half minutes in each 15 minutes of program, or part thereof;

In programs not exceeding 15 minutes in duration, the following periods:—

In a 5 minute program, 1 minute.

In a 10 minute program, 1½ minutes.

In a 15 minute program, 2 minutes.

39. In each sponsored program the periods available for advertising, as set out in the preceding sub-paragraphs, may be used either for a single advertising announcement occupying the full period, or for several shorter advertisements, at the discretion of the licensee.

40. A period equal to 30 seconds in each 30 minutes of program transmission time should be reserved for station identification and items of national interest or importance; under normal conditions not more than one minute should be so occupied at any one time.

If not required for items of national interest or importance these periods may be used for spot advertisements subject to the provisions of paragraph 42.

41. Spot advertisements may be included in "announcement programs", which are designed to contain individual advertisements, at the rate of one minute of advertising matter in each period of five minutes. Such advertisements should be so spaced that no period of consecutive advertising exceeds two minutes. Spot advertisements may be of any duration up to two minutes.

42. Programs should be so arranged that no more than three advertisements occur consecutively, either within a single program unit, or at the break between two programs. (For the purposes of this paragraph the brief announcement or visual presentation of a sponsor's name and business at the beginning or end of a program is not regarded as an advertisement).

43. 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.

44. Paragraphs 38, 41 and 42 do not apply to programs which take the form of a shopping guide, market information, or similar material and so provide a special service to viewers in which advertisements provide an informative and integral part of the program content: but—

Such programs should not be televised between 7.30pm and 9pm;

The time occupied by any such program should not exceed 30 minutes at any one time;

The time occupied by an advertisement for any article should not exceed two minutes;

An interval of at least one hour should separate each such program;

Not more than three hours should be occupied by such programs in any period of seven days.

## SUNDAY ADVERTISING

45. In addition to the general provisions of these Standards the following special provisions

apply to the televising of advertisements on Sundays:—

(a) In the application of this paragraph, the expression "advertising matter" does not include a brief announcement or visual presentation of a sponsor's name and business at the beginning and end of sponsored programs;

(b) Advertising matter in sponsored programs shall be calculated at the rate of, and may not exceed in the aggregate, one minute in each ten minutes of sponsored program time; but no advertisement shall exceed three minutes in length, and the number of advertisements shall not exceed two in any period of 15 minutes;

(c) The total time occupied by spot advertisements shall not exceed six minutes in any period of one hour, and the time occupied by such advertisements shall not exceed two minutes in any period of 15 minutes;

(d) The interval between advertisements, whether within the framework of one program or in adjacent programs or periods shall not be less than three minutes;

(e) The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service;

(f) No advertisements relating to alcoholic liquor shall be televised;

(g) Sub-paragraphs (c) and (d) do not apply to a session containing a group of advertisements in the form of a shopping guide. Such programs may be televised in conformity with the principles specified in paragraph 44.

46. Special care should be taken to ensure that advertisements are presented in good taste and with discretion. Sensational presentation and prolonged emphasis on the goods or services advertised should be avoided.

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.

## 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 and in a manner suitable to the occasion. No advertisements should be televised before 6pm and thereafter the standards for advertising on Sundays should not be exceeded.

## MEDICINE ADVERTISEMENTS

48. Section 100 of the Broadcasting and Television Act 1942-1956 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.

## BROADCASTING CONTROL BOARD'S TELEVISION PROGRAM STANDARDS

### 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.**

**(This section is also applicable to commercial broadcasting).**

**T**HE control of advertising matters and talks on medical subjects is provided for in the following sections of the Broadcasting and Television Act 1942-1956:—

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 121.—(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 of 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 General Program Standards laid down by the Australian Broadcasting Control Board must be observed.

### 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 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.

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 repellantly 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—

- The person advertising is prepared to diagnose by correspondence diseased conditions or any particular diseased condition in a human being;

- 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 preparation 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 medical man, and, in particular, no person should advertise or offer for sale to the public any course of treatment or proprietary medicine which is directly or by implication held out as being effective:

For the treatment of diseases of the kidney, cancer, tuberculosis, diabetes, epilepsy, fits, locomotor ataxia, lupus, paralysis, hernia or rupture, gastric ulcer, varicose veins, gallstones, high or low blood pressure or diseased arteries, apoplexy or "stroke";

For the cure of amenorrhoea, blindness, or any structural or organic ailment of the auditory system;

For developing the bust or raising the height; For removing sexual weakness or impotence or increasing virility or reproductive power;

For procuring miscarriage or abortion;

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 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—

- General statements not properly qualified;

- Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;

- Statements directly stating or implying that "all" diseases are due to a particular cause.

For example—

(a) "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".

(b) "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, set, or properties 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**

**BROADCASTING**

All approvals for broadcasting scripts will be for a definite period only. The period will be indicated by the Director-General of Health in his approval.

Broadcasting scripts should reach the Director-General at least ten days before the projected date of broadcasting.

Broadcast 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.

Extra copies should not be sent.

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.

**TELEVISION**

All material proposed for medical advertising by television will require to be submitted in a manner 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:—

● When the screen play, shooting script or story board has been finalised.

● 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 this authority under the Act.

In circular letter No. 28 reference M/1/1 the Broadcasting Control Board advised all concerned that the Director-General of Health had clarified the question whether antiseptics came within the scope of the word medicine, so far as control of such advertising or talks was concerned.

The Board advised that antiseptics in most cases could be regarded as exempt.

However, advertisements for such products as gargles, mouth washes and others for similar purposes should be treated as advertisements relating to medicine.

Such advertisements should therefore not be broadcast unless the text of the proposed advertising matter has been approved in writing by the Director-General of Health.

# Australian Federation of Commercial Broadcasting Stations

## *Rules for Accreditation of Advertising Service Agencies. (Amended October, 1956 and February, 1957)*

1. For the purpose of these rules—

(a) "Federation" means Australian Federation of Commercial Broadcasting Stations.

(b) "Management committee" means the management committee of the Australian Federation of Commercial Broadcasting Stations.

(c) "Secretary" means the secretary of the Australian Federation of Commercial Broadcasting Stations.

(d) An "agency" is for the purpose of these rules an advertising service agency who has applied for or has obtained accreditation from the management committee.

(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 management committee.

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 £5 5s, 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 management committee 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. The management committee may determine that any accreditation shall be of a provisional nature only.

7. A certificate shall be issued by the secretary to the agency accredited.

8. The management committee shall consult with the Australian Association of Advertising Agencies upon all matters affecting the interest of their members under these rules.

9. Before dis-accreditation, any agency, in the event of a direct infringement of these rules, has the right to state its case to the management committee.

10. Accreditation may be withdrawn or withheld by the management committee 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.

11. 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.

12. 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.

13. 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.

14. Only such agencies as are accredited in

accordance with these Rules shall be eligible or entitled to receive commission.

15. 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.

16. 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 moneys that may become payable by the advertiser to the station in accordance with the said standard terms and conditions.

17. 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.

18. 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.

19. No commission shall be payable on landlines and other out-of-pocket expenses.

20. 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. Distributing agencies or others are not permitted to advertise the goods of several manufacturing or business houses under one order without the approval of the station.

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 management committee 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 management committee 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 management committee 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)  $7\frac{1}{2}\%$  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)  $12\frac{1}{2}\%$  of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii)  $12\frac{1}{2}\%$  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.

## corrigenda

Page 160: Cratchley Advertising Agency Pty Ltd's telephone number should read **BU 4748** and not **BX 4748** as listed.

Page 169: Delete line reading "Proprietor: John Shadwell".

# MEMORANDA



# MEMORANDA



# MEMORANDA



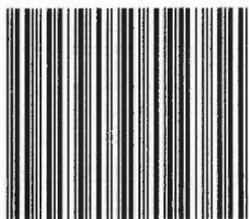
# MEMORANDA



# MEMORANDA



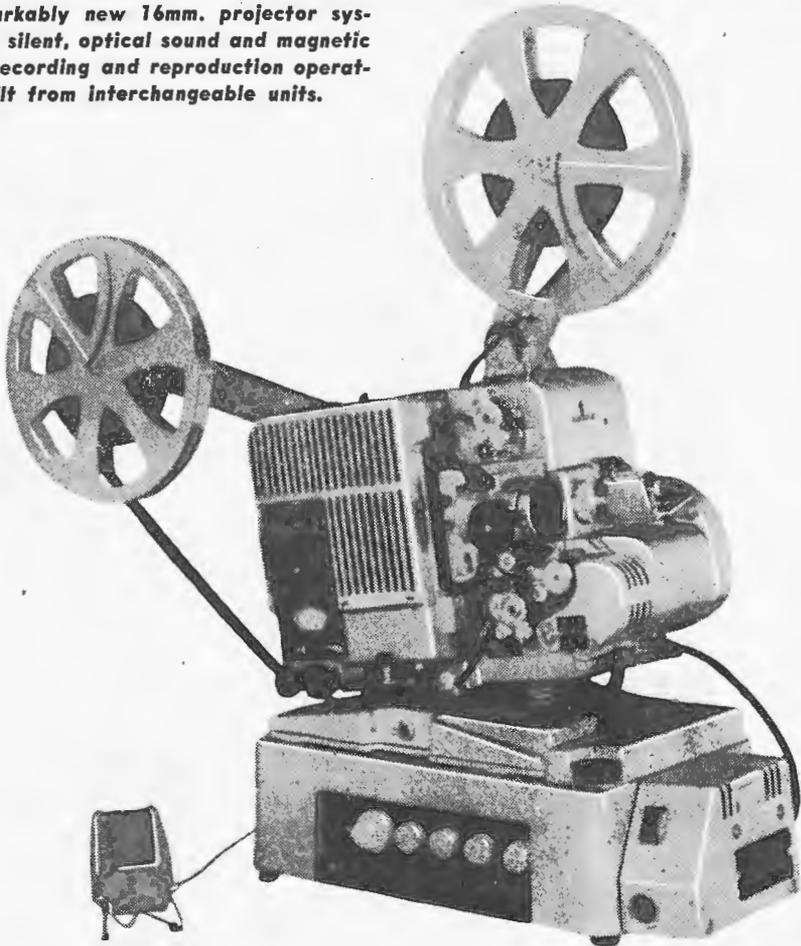
# MEMORANDA



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# The SIEMENS "2000"

*A remarkably new 16mm. projector system for silent, optical sound and magnetic sound recording and reproduction operation, built from interchangeable units.*



*Here are some of the outstanding features of the Siemens . . .*

- ★ Flexibility. The only projector built up of interlocking units to suit your particular requirements—silent, optical sound, magnetic sound, or both.
- ★ Superb optical system. Gives large, brilliant pictures up to 16ft. 6in. wide (normal commercial cinema size).
- ★ Non-stop showing of full-length motion pictures. Two projector units are coupled to one amplifier system.
- ★ Lightweight triple-claw feed mechanism, minimum film wear, absolutely steady image.
- ★ Attachment available for use of sprocketed magnetic tape—for synchronisation of sound with film.
- ★ 2,000ft. reels on standard reel arms.
- ★ Quick and easy changeover to extension arm for 4,000ft. reels.

\* Write or clip this advertisement to your letterhead, and we will send you free illustrated booklet with full details of the famous Siemens "2000" Projector.

## HANIMEX

*Standard optical sound projector with 5 Watt amplifier, 10 Watt 12in. speaker and carrying cases. Prices on application.*

*Siemens Projectors are part of the large range of quality photographic products distributed by HANIMEX PTY. LTD., 14 King St., SYDNEY. And at Melbourne, Brisbane, Adelaide and Perth.*

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BRO

**Most of  
the really**

**BIG** names

**in radio  
are connected  
with . . . . .**



**SYDNEY—136 Phillip St. (B0360)**

**MELBOURNE—382 Latrobe St. (FJ9181)**

1938

roadcasting & Television Year Book



**IN MELBOURNE**

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